

## YOUNG ADULTS' PREFERENCES FOR PURCHASING APPAREL

Arti Sharma\* and Ruby Jain\*\*

\* Research Scholar, \*\* Associate Professor

Department of Home Science, University of Rajasthan, Jaipur

### ABSTRACT

**Introduction:** The young consumers form a powerful spending group in their own way. They have their own consumption patterns and styles. Today the young consumers spend their money spontaneously inspired by fashion, friends and culture. Young people spend most of their money on their clothes, cosmetics and for personal reasons. The buying process starts when the consumer recognizes a problem or need. The next stage is the information search stage which clarifies the options open to the consumer. The third stage of consumer buying process is an evaluation of alternatives; here consumer sees each product as a bundle of attributes with the varying ability for delivering the benefits sought to satisfy their needs. Next stage is purchase decision and lastly, is the post purchase decision. An understanding of the selection of information sources by a particular segment can help marketers in placing and advertising their products accordingly.

**Objective:** The present paper explores the young adults' preferences for information sources, garment attributes and their purchasing style.

**Methodology:** The data was collected from six hundred consumers in three age groups of 21-25 years, 26-30 years and 31-35 years from the selected 4 zones of Jaipur city with the help of a structured questionnaire.

**Results and conclusion:** The present paper draws the conclusion that selection of information sources and choice attributes varied with the age, thus the marketers and retailers should consider the age of young adults while identifying information sources and attributes for the different age groups which determine their purchasing style.

**Keywords:** Apparel, Young adults, Information source, Attributes, Choice criteria.

## INTRODUCTION

Young adults represent a huge period of life when a person makes a transition from dependence to the independence of adulthood (Assaad and Roudi-Fahimi, 2007). At every stage, the young adults have their own perception and choice of garments. Young consumers are the major target group of different marketing campaigns for different products because they are the prospective buyers and have strong preferences for apparel products. Buying is a compound process connecting a number of decisions to be made as to what to purchase, where to purchase, when and how much to purchase, this process is separable into stages such as attentiveness, information, application, check and acceptance. Information sources assist consumers in finding the best place to shop. Consumers generally search for information to identify and evaluate alternatives. Young adults are willing to spend more time and efforts on searching for information when they are choosing from different categories of products.

After the selection of information source, the consumers search for alternatives to make the decision for purchasing. Consumers buying decisions are often affected by their perceptions of product attributes in terms of relative importance. The term “Attributes” is employed referring to product specific attributes accompanied by desired benefits, as consumers make judgments among clothing alternatives, different criteria may have varied importance in the individual consumer’s mind (Yan, 2006). Garment products are composed of many physical characteristics, which are perceived differently by various consumers, they tend to compare and contrast alternative products made up of different attribute combinations. Their preferences for items of the garment may depend on the joint influence of price and product attributes such as quality, style, and brand. The assessment of an item of the garment is an important step in deciding to purchase and this aspect includes the evaluation of the quality of the manufactured goods. Thus to understand the apparel purchasing behavior of young adults the present study was framed with the following objectives.

- to assess the general purchasing behavior of the young adults,
- to find out the most suitable information source for three age groups (21-25 years, 26-30 year and 31-35 years),

- to observe the difference between three age groups for selection of apparel information sources, and
- to find out the garment attributes/choice criteria of three age groups (21-25 years, 26-30 years and 31-35 years) and portray the differences.

## **METHODOLOGY**

The study explored the selection of information sources, clothing choice criteria of young adults in three age groups of 21-25 years, 26-30 years and 31-35 years. The study was conducted in Jaipur city of Rajasthan. According to Municipal Corporation, the city is divided into 8 zones. Out of eight zones of Jaipur city, four zones having the maximum population and the highest number of malls and local markets were selected purposively. Six hundred young adults 150 from each zone were selected as a sample population for the study. The purposive sampling was used for the present study. From the selected zones 8 to 10 public places like malls, local markets, food courts, and temples were identified. From these places, respondents were selected on the basis of exclusive and inclusive criteria decided for the study.

A structured questionnaire was used for data collection. Reliability of the questionnaire was measured by test-retest method and validity was ascertained by experts in the field. The reliability coefficient for the structured questionnaire was 0.79. Thus, the tool was found to be highly reliable. The questionnaire was divided into 3 parts: general purchasing behavior, information sources and clothing choice criteria. The data was collected on 5 points Likert scale. Later rankings for the information sources and garment attributes for the three age groups were done. Differences were traced out with the help of ANOVA test and Post-hoc analysis using SPSS 16.

## **RESULTS AND DISCUSSION**

The results of the present study are divided into 3 sections: general purchasing behavior, selection of information sources and selection of garment attributes of three age group young adults.

To find out the general purchasing behavior of all three different age groups regarding garment buying frequency and percentages were calculated. More than 40.0% young adults in 26-30 years and 31-35 years preferred to go seasonally for shopping whereas around 35.0% young adults aged 21-25 wanted to go monthly for shopping. Thus younger consumers desired to go more often for shopping compared to older age groups (Table 1).

**Table 1: General purchasing behavior of three age groups for garments purchasing**

S.No	Garment Purchase Behavior	21-25 years (n=200)	26-30 years (n=200)	31-35 years (n=200)
1	Frequency of garment shopping			
	Every two weeks	45 (22.5)	8 (4.0)	8(4.0)
	Monthly	<b>69 (34.5)</b>	54 (27.0)	37 (18.5)
	Seasonally	51 (25.5)	<b>85 (42.5)</b>	<b>80 (40)</b>
	Only during festivals and occasions	23 (11.5)	45 (22.5)	64 (32)
	Twice in a year	3 (1.5)	3 (1.5)	4 (2.0)
	Yearly	9 (4.5)	5(2.5)	7(3.5)
2	Hours spend on each trip for garment shopping			
	0-1 hour	33 (16.5)	8 (4.0)	17 (8.5)
	1-2 hour	51(25.5)	38 (19.0)	39 (19.5)
	2-3 hour	<b>70 (35)</b>	<b>96 (48.0)</b>	<b>79 (39.5)</b>
	3-4 hour	45 (22.5)	57 (28.5)	64 (32)
	Others	1 (0.5)	1 (0.5)	1 0(.5)
3	Preference for partner while going for garment shopping			
	Parents	<b>59 (29.5)</b>	14 (7.0)	9 (4.5)
	Friends	<b>109 (54.5)</b>	<b>109 (54.5)</b>	<b>80 (40.0)</b>
	Alone	13 (6.5)	24 (12.0)	41 (20.5)
	Sibling	14 (7.0)	21 (10.5)	19 (9.5)
	Spouse	5 (2.5)	32 (16.0)	<b>51 (25.5)</b>

4	Most frequently visited store for buying garments			
	Department store	24 (12.0)	19 (9.5)	19 (9.5)
	Branded store	<b>109 (54.5)</b>	<b>89 (44.5)</b>	67 (33.5)
	Individual store	55 (27.5)	78 (39.0)	<b>93 (46.5)</b>
	Discount store	12 (6.0)	13 (6.5)	16 (8.0)
	Others	0 (0.0)	1 (0.5)	5 (2.5)
5	Money spent on monthly basis (INR)			
	1000-2000	<b>93 (46.5)</b>	<b>134 (67)</b>	<b>141 (70.5)</b>
	2001-3000	60 (30.0)	40 (20.0)	38 (19.0)
	3001-4000	26 (13.0)	14 (7.0)	11 (5.5)
	4001-5000	21 (10.5)	12 (6.0)	10 (5.0)
6	Preference for market near home while purchasing clothes and accessories			
	Yes	97 (48.5)	90 (45.0)	<b>132 (66.0)</b>
	No	<b>103 (51.5)</b>	<b>110 (55.0)</b>	68 (34.0)
7	Preference for market for shopping clothes			
	Mall	<b>139 (69.5)</b>	<b>126 (63.0)</b>	88 (44.0)
	Local market	61 (30.5)	74 (37.0)	<b>112 (56.0)</b>
8	Is there any difference in involvement in terms of time, money, decision making while purchasing garments for daily wear or occasional wear			
	Yes	<b>144 (72.0)</b>	<b>169 (84.5)</b>	<b>185 (92.5)</b>
	No	56 (28.0)	31 (15.5)	15 (7.5)

Figures in parentheses denote percentages.

Around 55.0 % of young adults in the age group of 21-25 years and 26-30 years preferred shopping with their friends but only 40.0% of young adults in 31-35 years preferred to shop with friends and to balance this, they either shopped alone or with their spouses. Around 55.0% young adults of 21-25 years and 44.5% of 26-30 years frequently visited branded stores on the other side 46.5% young adults of 31-35 years preferred to visit the individual stores to shop. Around 67.0% young adults aged 26-30

years and 70.5% of 31-35 years of consumers spent Rs 1000-2000 on themselves monthly, on the other side 46.5% young adults of 21-25 years spent Rs 1000-2000 and 30.0% of them spent Rs 2000-3000 monthly on themselves. Thus the younger adults spent more money on themselves. More than half of young adults in the age group of 21-25 and 26-30 years did not prefer to shop nearby their houses. They would travel a long way to purchase whereas more than 60.0% adults aged 31-35 years preferred to shop nearby their homes. It indicated that as the age increased young consumers preferred to shop from nearby places from their homes. More than 60.0% young adults (21-25 years, 26-30 years) preferred to shop in malls whereas 56.0% adults aged 31-35 years preferred to shop in local markets and majority of all three age group young adults considered that there was a difference in involvement in terms of time, money, decision making while purchasing garments for daily wear or occasional wear (Table 1). Ninety two percent of older young adults (31-35 years) strongly agreed that there was a difference while purchasing garments for daily wear or occasional wear.

### **Information source**

To find out the information source selected for garment purchasing among young consumers, frequency and percentages of all three age groups were tabulated. Group influence (80.5%) and friends/neighbors/relatives (68.0%) under word of mouth category were the preferred source of information at the first and second place by the youngest age group (21-25 years) for garment purchasing (Table 2). Similarly, Hassan et al. (2014) concluded in their study that family and friends influenced the choice of brand of youth. Thus friends and family are an influential source and young people prefer the information provided by them.

Middle age group of 26-30 years were media conscious as more than half (58.0%) of the young adults preferred to choose celebrities as the first preference to get information. Fernandez and Krueger (2007) had also revealed in their study that celebrity endorsements have a huge impact on young adults as they promote certain attributes like image, quality and status.

**Table 2: Frequency and percent of information source for apparel selection by young adults in three age groups**

Source of information	21-25 years (n = 200)			26-30 years (n = 200)			31-35 years (n = 200)		
	Always	Often	Never	Always	Often	Never	Always	Often	Never
<b>Electronic media</b>									
TV	<b>122</b> <b>(61.0)</b>	40 (20.0)	38 (19.0)	72 (36.0)	60 (30.0)	68 (34.0)	85 (42.5)	63 (31.5)	52 (26)
Internet	91 (45.5)	54 (27.0)	55 (27.5)	<b>95</b> <b>(47.5)</b>	54 (27.0)	51 (25.5)	<b>133</b> <b>(66.5)</b>	37 (18.5)	30 (15.0)
Movies	92 (46.0)	73 (36.5)	35 (17.5)	73 (36.5)	61 (30.5)	66 (33.0)	<b>110</b> <b>(55.0)</b>	51 (25.5)	39 (19.5)
Radio	44 (22.0)	50 (25.0)	106 (53.0)	22 (11.0)	52 (26.0)	<b>126</b> <b>(63.0)</b>	18 (9.0)	45 (22.5)	<b>137</b> <b>(68.5)</b>
Discount messages on mobile	63 (31.5)	59 (29.5)	78 (39.0)	60 (30.0)	60 (30.0)	80 (39.0)	<b>124</b> <b>(62.0)</b>	60 (30.0)	16 (8.0)
Fashion shows	81 (40.5)	59 (29.5)	60 (30.0)	<b>78</b> <b>(39.0)</b>	79 (39.5)	43 (21.3)	76 (38.0)	76 (38.0)	48 (24.0)
Celebrities	65 (32.5)	55 (27.5)	80 (40.0)	<b>116</b> <b>(58.0)</b>	50 (25.0)	34 (17.0)	<b>127</b> <b>(63.5)</b>	47 (23.5)	26 (14.0)
<b>Print Media</b>									
Newspaper	102 (51.0)	45 (22.5)	53 (26.5)	60 (30.0)	51 (25.5)	89 (44.5)	91 (45.5)	55 (27.5)	54 (27.0)
Pamphlets	47 (23.5)	78 (39.0)	75 (37.5)	71 (35.5)	22 (11.0)	<b>107</b> <b>(53.7)</b>	<b>118</b> <b>(59.0)</b>	57 (28.5)	25 (12.5)
Fashion magazine	62 (31.0)	61 (30.5)	77 (38.5)	59 (29.5)	52 (26.0)	89 (44.5)	107 (53.5)	62 (31.0)	31 (15.5)
Hoardings	65 (32.5)	62 (31.5)	73 (36.5)	27 (13.5)	71 (35.5)	<b>102</b> <b>(51.0)</b>	105 (52.5)	61 (30.5)	34 (17.0)
Catalogs	<b>108</b> <b>(54.0)</b>	47 (23.5)	45 (22.5)	64 (32.0)	57 (28.5)	89 (44.5)	96 (48.0)	57 (28.5)	47 (23.5)
<b>Word of Mouth</b>									
Shop keeper	81 (40.5)	59 (29.5)	60 (30.0)	<b>80</b> <b>(40.0)</b>	58 (29.0)	62 (31.0)	55 (27.5)	76 (38.0)	69 (34.5)

Group influence	<b>114(80.5)</b>	46 (23.0)	40 (20.0)	<b>99 (47.5)</b>	81 (40.5)	20 (10.0)	75 (37.5)	80 (40.0)	45 (22.5)
Friends, neighbors and relatives	<b>136 (68.0)</b>	32 (16.0)	32 (16.0)	<b>106 (52.0)</b>	73 (36.5)	21 (10.5)	80 (49.0)	91 (45.5)	29 (13.5)
Store Display	<b>103(51.5)</b>	43 (21.5)	54 (27.0)	77 (38.5)	66 (33.0)	57 (28.5)	50 (25.0)	82 (41.0)	68 (34.0)

Figures in parentheses denote percentages.

Further, 52.0% adults of 26-30 years preferred friends/neighbors/relatives at second place for getting information about the market. More than 60.0% adults in 31-35 years age preferred to choose the internet as a good information source for garment purchasing, and celebrities (63.5%) were the second most important source of information for late young adults (31-35 years).

Further, 61.0% young adults of 21-25 years preferred TV (electronic media) on third priority to take information about market trends. Store displays (51.5%) were least preferred by 21-25 years of adults as an information source. Table 2 indicated that 47.5% respondents of 26-30 years preferred internet and group influence as the third priority information source and 40.0% opted shop keepers as a fourth preference for the information source. Fashion shows (39.0%) were the fifth preference for 26-30 year adults. On the other side, young adults of 31-35 years opted discount messages on mobile (62.0%) at third priority, pamphlets (59.0%) at fourth and movies (55.0%) on fifth priority to get information.

Thus, Table 3 showed that 21-25 years adults were more inspired by friends and their groups. On the other side, 26-30 year adults preferred celebrities and word of mouth and young adults in 31-35 years age preferred electronic media (internet and celebrities). Celebrity influence was dominant among middle and later age young adults as compared to younger age group. Similarly, total retail survey (2016) indicated that 66.0% of buyers had made at least some purchases online during last year.



**Table 3: Preference of three age groups for apparel information sources**

Rank	21-25 years	Preference percentage	26-30 years	Preference percentage	31-35 years	Preference percentage
1	Group influence	80.5	Celebrity influence	58.0	Internet	66.5
2	Friends, neighbors, and relatives	68.0	Friends, neighbors, and relatives	52.0	Celebrity influence	63.5
3	TV	61.0	Internet, group influence	47.5	Discount messages on mobile	62.0
4	Catalogues	54.0	Shop keeper	40.0	Pamphlets	59.0
5	Store display	51.5	Fashion shows	39.0	Movies	55.0

Sami (2006) found that the use of celebrity endorsement stands for an active way of conveying meaning to brands as it is believed that celebrity endorsers bring their own representative meaning to the endorsement process. Hence, as the age increased use of these information sources also increased.

In order to find out the significant difference in the selection of information sources by the young consumers of three age groups, ANOVA test was applied. As the data was collected on a Likert scale, weights were assigned and mean was calculated. Table 4 indicated that the mean values of three age groups were  $3.16 \pm 0.59$ ,  $2.84 \pm 0.61$  and  $2.62 \pm 0.58$ , respectively, which showed that 21-25 years age group were using information sources more frequently than other age groups. The F value was found to be significant which indicated that there was a significant difference between all three age groups.

**Table 4: ANOVA test between three age groups for apparel information sources**

Age group	n	Mean	Source of variation	Sum of squares	df	Mean squares	F
21-25	200	3.16±0.59	Between Groups	29.760	2	14.88	42.180**
26-30	200	2.84±0.61	Within Groups	210.607	597	.353	
31-35	200	2.62±0.58	Total	240.368	599		
Total	600	2.88±0.63					

\*\*Significant at 0.01 level of significance.

Further, to find out where the difference was between three age groups for a selection of information sources, post hoc analysis was done and results shown in Table 5 indicated that the mean differences between the three age groups were highly significant.

**Table 5: Post- hoc Analysis: Multiple comparisons**

Age group		Mean Difference	Standard Error	Significance
21-25	26-30 Years	0.31967 *	0.05939	0.000
	31-35 Years	0.54267*	0.05939	0.000
26-30	31-35 Years	0.22300*	0.05939	0.000

\*The mean difference is significant at the 0.05 level of significance.

### **Clothing Choice Criteria**

To find out the preference for attributes at the time of garment purchasing, frequency and percentages of each criterion were tabulated. The results as shown in Table 6 indicated that price/cost of the garment was the first priority for 92.0% of the respondents of 21-25 years, as this age group was mostly dependent and had no personal income. Similarly, many researchers like Hassan et al. (2014), Swinkar and

**Table 6: Frequencies and percent of garment choice criteria of three age groups**

S. No	Garment Attributes (Choice Criteria)	21-25 Years (200)			26-30 Years (200)			31-35 Years (200)		
		A	I B	D	A	I B	D	A	I B	D
1	Price/Cost of Garment	<b>184 (92.0)</b>	7 (3.5)	9 (4.5)	175 (87.5)	20 (10.0)	5 (2.5)	175 (87.5)	16 (8.0)	9 (4.5)
2	Brand label of garment	<b>161(80.5)</b>	20 (10.0)	19 (9.5)	158 (79.0)	30 (15.0)	12 (6.0)	148 (74.0)	39 (19.5)	13 (6.5)
3	Coordination with wardrobe	123(61.5)	53 (26.5)	24 (12.0)	155 (77.5)	28 (14.0)	7 (8.5)	155 (77.5)	28 (14.0)	17 (8.5)
4	Salesperson evaluation	106 (53.0)	53 (26.5)	24 (12.0)	111 (55.5)	63 (31.5)	26 (13.0)	106 (53.0)	54 (27.0)	40 (20.0)
5	Store Image	100 (50.0)	61 (30.5)	39 (19.5)	142 (71.0)	49 (24.5)	9 (4.5)	125 (62.5)	53 (26.5)	22 (11.0)
6	Approval of others	127(63.5)	48 (24.0)	25 (12.5)	154 (77.0)	34 (17.0)	12 (6.0)	155 (77.5)	30 (15.0)	15 (7.5)
7	Warranty (ease of return)	142 (71.0)	41 (20.5)	17 (8.5)	170 (85.0)	24 (12.0)	6 (3.0)	162 (81.0)	29 (14.5)	9 (4.5)
8	Department in store	108 (54.0)	63 (31.5)	29 (14.5)	152 (76.0)	37 (18.5)	11 (5.5)	128 (64.0)	50 (25.0)	22 (11.0)
<b>Intrinsic Criteria</b>										
9	Overall pleasantness/ Appearance of fabric	141(70.5)	43 (21.5)	16 (8.0)	158 (79.0)	33 (16.5)	9 (4.5)	153 (76.5)	34 (17.0)	13 (6.5)
10	Style of garment	158(79.0)	27 (13.5)	15 (7.5)	168 (84.0)	27 (13.5)	5 (2.5)	180 (90.0)	12 (18.2)	8 (4.0)
11	Weight of fabric	138(69.0)	38 (19.0)	24 (12.0)	145 (72.5)	40 (20.0)	15 (7.5)	151 (75.5)	34 (17.0)	15 (7.5)
12	Texture of garment/fabric	146(73.0)	29 (14.5)	25 (12.5)	163 (81.5)	31 (15.5)	6 (3.0)	173 (86.5)	19 (9.5)	8 (4.0)
13	Design of garment	149(74.5)	31 (15.5)	20 (10.0)	<b>181 (90.5)</b>	17 (8.5)	2 (1.0)	181 (90.5)	17 (8.5)	2 (1.0)
14	Color of garment	155(77.5)	27 (13.5)	18 (9.0)	<b>184 (92.0)</b>	14 (7.0)	2 (1.0)	<b>189 (94.5)</b>	7(3.5)	4 (2.0)
15	Fiber content	129(64.5)	48 (24.5)	23 (11.5)	143 (71.5)	43 (21.5)	14 (7.0)	161 (80.5)	28 (14.0)	11 (5.5)
16	Style good for my figure	160 (80.0)	21 (10.5)	19 (9.5)	174 (87.0)	18 (9.0)	8 (9.0)	181 (90.5)	13 (6.5)	6 (3.0)
17	Care of fabric/garment	131(65.5)	44 (22.0)	25 (12.5)	174 (87.0)	20 (10.0)	6 (3.0)	180 (90.0)	17 (8.5)	3 (1.5)
18	Size/fitting of garment	<b>168 (84.0)</b>	17 (8.5)	15 (7.5)	175 (87.5)	20 (10.0)	5 (2.5)	<b>189 (94.5)</b>	8 (17.8)	3 (1.5)
19	Durability of fabric/garment	147(73.5)	27 (13.5)	26 (13.0)	167 (83.5)	21 (10.5)	12 (6.0)	<b>188 (94.0)</b>	8 (4.0)	4 (2.0)
20	Comfort ability	<b>166 (83.0)</b>	21 (10.5)	13 (6.5)	<b>177 (88.5)</b>	13 (6.5)	10 (5.0)	<b>192 (96.0)</b>	4 (2.0)	4 (2.0)
21	Safety	147(73.5)	36 (18.0)	17 (8.5)	158 (79.0)	30 (15.0)	12 (6.0)	177 (88.5)	21 (10.5)	2 (1.0)
22	Color-fastness	155(77.5)	29 (14.5)	16 (8.0)	<b>176 (88.0)</b>	22 (11.0)	2 (1.0)	<b>185 (92.5)</b>	10 (5.0)	5 (2.5)
23	Construction/workmanship	120 (60.0)	56 (28.0)	24 (12.0)	146 (73.0)	37(18.5)	17 (8.5)	156 (78.0)	34 (17.0)	10 (5.0)
24	Fabric retaining its shape	<b>173 (86.5)</b>	19 (9.5)	8 (4.0)	<b>184 (92.0)</b>	14 (7.0)	2 (1.0)	<b>190 (95.0)</b>	6 (3.0)	4 (2.0)
25	Weather fabric will pill	154 (77.0)	32 (16.0)	14 (7.0)	175 (87.5)	17 (8.5)	8 (4.0)	176 (88.0)	19 (9.5)	5 (2.5)
26	Sex appropriateness	151(75.5)	26 (13.0)	23 (11.5)	<b>188 (94.0)</b>	7 (3.5)	5 (2.5)	174 (87.0)	12 (6.0)	14 (7.0)

A-Agree; I B- In between; D- Disagree.  
Figures in parentheses denote percentages.

Hines (2006); Yan (2006); Fadiga et al. (2005) and reported price as the most important and primary criteria for clothing selection.

At the time of garment purchase, 94% of young adults of 26-30 years preferred sex appropriateness and on the other side young adults of 31-35 years preferred comfort at first priority. This indicated that as the age grows consumers prefer comfort in garments rather than other features. Fabric retaining its shape was the second priority for 21-25 years (86.5%), 26-30 years (92.0%) and 31-35 years (95.0%) young adults. The color of the garment (92.0%) was also second most important criteria in 26-30 years of young adults. Size/fitting of the garment was the third most important criteria for 21-25 years, young adults as 84.0% respondents agreed to it and 83.0% young adults of 21-25 years preferred comfort on fourth preference. The brand label was the fifth preference among 21-25 years of young adults. The design of garment (90.5%), comfort (88.5%) and colorfastness (88.0%) were the third, fourth and fifth choice criteria in the age group of 26-30 years young adults. In the case of adults in the age group 31-35 years the third, fourth and fifth criteria for selection of clothes were color and size of garments, durability and color fastness, respectively.

Further, the results in Table 7 showed that comfort ability was the important criteria among all three age groups but as the age increased, comfort ability became a first priority rather than other factors.

**Table 7: Preference of three age groups for garment attributes**

Rank	21-25 years	Preference percentage	26-30 years	Preference percentage	31-35 years	Preference percentage
1	Price/Cost of Garment	92.0	Sex appropriateness	94.0	Comfort ability	96.0
2	Fabric retaining its shape	86.5	Fabric retaining its shape and color, color of garment	92.0	Fabric retaining its shape	95.0
3	Size/fitting of garment	84.0	Design of garment	90.5	Color, size/fitting of garment	94.5
4	Comfort	83.0	Comfort	88.5	Durability of fabric/garment	94.0
5	Brand label of garment	80.5			Color-fastness	92.5

To identify the difference between all three age groups mean, standard deviation and analysis of variance were calculated. Table 8 showed there was a significant difference between all the age groups in the use of garment attributes. Hence, all three age groups gave different amount of importance to these attributes.

**Table 8: ANOVA test between three age groups for garment attributes**

Age group (years)	n	Mean± SD	Source of variation	Sum of squares	Df	Mean squares	F
21-25	200	3.92±0.61	Between Groups	11.776	2	5.886	<b>19.254**</b>
26-30	200	4.24±0.54	Within Groups	182.409	597	0.306	
31-35	200	4.18±0.51	Total	194.174	599		
Total	600	4.11±0.57					

\*\*Significant at 0.01 level of significance

Further, the post hoc analysis was done to identify the differences among the three age groups. The mean difference between young adults of 21-25 years and 26-30 years and between young adults of 21-25 years and 31-35 years was significant (Table 9). On the other side, mean difference values indicated that there was no significant difference between 26-30 years and 31-35 years.

**Table 9: Post-hoc analysis: multiple comparisons**

Age group (years)		Mean difference	Standard error	Significance
21-25	26-30	-0.32327 *	0.05528	0.000
	31-35	-0.26096 *	0.05528	0.000
26-30	31-35	0.06231	0.05528	0.260

\* Significant at the 0.05 level of significance.

It can be concluded that there was not much difference in between young adults of 26-30 years and 31-35 years in the preference for garment attributes at the time of purchasing.

## **CONCLUSIONS**

Consumer shopping activities and their approach towards shopping are believed to be a direct result of their consumer decision making styles. It was concluded from the present study that as the age group increased, the selection of information source varied. Younger adults (21-25 years) preferred group influence and friends, neighbors and relatives to get information about the market. On the other hand, middle age group (26-30 years) preferred media and later age group (31-35 years) preferred to choose the internet to collect information.

The results indicated that price/cost of the garment was the first priority for 21-25 years as young adults in this age group were not earning and had limited amount of money to spend. Sex appropriateness was the first priority for 26-30 years as they were anxious for their appearance. On the other side 31-35 years, young adults preferred comfort quality at first priority at the time of garment purchasing while other groups preferred comfort at fourth place, this indicated that as age grew young consumers preferred comfort rather than other features of the garment. Fabric retaining its shape was the second priority for all three categories of young adults. The statistical results also showed that there was a significant difference in the selection of garment attributes while purchasing garments between all the age groups. It was therefore concluded that consumer's selection of information source and attributes for apparels were affected and determined by age.

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