

Impact of Fashion Online Marketing on Y-Gen of Coimbatore City – An Empirical Study

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ABSTRACT

“Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, it has to do with ideas, the way we live, what is happening.” Nowadays, consumers can instantly access a wide variety of fashion goods on the Internet and share brand experiences with other consumers. India’s majority of the population is young generation (Y-GEN), very young. Most consumers have grown up with television, Internet, and have been exposed to the standards of living and consumer culture abroad. This generation is also making money at a younger age and lots of it, employment opening up that caters to students in college and schools. As a result they are ready to spend most, Online tools such as the well known Blogger make publishing on the Internet extremely easy and accessible to people with hardly any technical knowledge as in this competition era, from business point of view, we must be aware about the Young Generation needs & wants & what a consumer expects from a company. We should have this information or a customer database if we want to stay in the market and to develop a competitive edge in the market. The purpose of our research is to investigate the impact of Fashion Online Marketing on Y-GEN of Coimbatore city.

1. Introduction

India’s population is young, very young. Most consumers have grown up with television, the Internet, and have been exposed to the standards of living and consumer culture abroad. This generation is also making money at a younger age and lots of it, call-centers and other avenues of employment opening up that cater to students in college and schools as a result they are ready to spend most, if not all of their income on apparel, accessories, and electronics. The apparel fashion plays a paramount role in shaping apparel consumerism. As lifestyles change, fashion in India is becoming more diversified, as in the Western countries. Technology, ideas and lifestyles are moving concurrently and quickly. Companies and brands that offered monotonous and mundane products for years, have now multiplied their product ranges and new appealing styles, shapes and forms are being launched each season by them.

Identification of the role of apparel as a sign of business success is not a new concept. A review of related literature revealed that self-image/product image congruity was related to an individual’s behavior to a particular item and that apparel products had symbolic meaning. Studies have considered the relationship between the self and apparel and have taken into account the various aspects of the self such as actual self-image and ideal self-image. If the image of an outfit were a positive match with the self-image, including both the actual self and the ideal self, the apparel item would be worn most of the time.

2. Statement of the Problem

Marketers need to rethink marketing strategies, using innovative approaches based on the new communication

technologies, alongside the classic systems of corporate propaganda (e.g., advertising campaigns in traditional media such as TV, radio, newspaper, etc.). The most promising innovative marketing practices that leverage on viral marketing, buzz marketing, tribal marketing and social media marketing. The most important statement is to identify the impact of customers, what kind of apparels they like to wear. As we know that market, mutation has become an important tool used by retailers and marketers for identifying target customers. Those factors that affect customer perception in choosing the fashionable apparels Cultural factors such as apparel involvement, media, and reference group influences, self-esteem, and social class, cultural influences, how much money they earn, and their age make a difference in their apparel choices, Do they let their peers choose their clothes or do they make these choices on their own. Thus the researcher has made effort to find out the impact of online fashion marketing on young generation(Y-GEN), in Coimbatore city confining to apparels.

3. Importance of the Study

The transition to a knowledge-based economy and the enormous development of Information and Communication Technologies (ICTs) are driving companies to find innovative approaches to marketing and to business in general . In particular, with the rise of next generation Internet technologies, such as video sharing, blogging, social book marking and social networking, the interaction between consumers has undergone huge acceleration, facilitating their aggregation and participation. The Indian customer has undergone a remarkable transformation. Just a decade or two ago, the Indian customer saved most of his income, purchased the bare necessities, but today they are armed with a higher income, credit cards, exposure to the shopping culture of the

west and a desire to improve his standard of living, organized retail with its variety of products and multitude of malls, supermarkets and online – shopping are fuelling their addiction. Most customers' preferences change according to the change in fashion.

4. Scope of the Study

This present study aims at measuring the Impact of fashion online marketing on Y-GEN in Coimbatore city. The study is confined to a period of 30 days. The findings of the study would have great importance in understanding the Impact of online fashion market on the young generation.

5. Review of Literature

Khare, A. (2010). Suggested that in developing countries, consumers are becoming conscious of fashion brands. He was directed towards understanding the determinants of fashion clothing involvement of Indian youth. He researched on Youths of Indian colleges to understand the importance of fashion apparels in their lives.. The results show that Indian youth is involved with branded fashion wear. There was not much significant difference in the involvement of females and males towards fashion clothing.

Verma.A.P. and Tiwari.K (2011). Covered the medium to high potential consumers that international and national brands can target in the Indian context. This study measures the segment values of some brands those have achieve success in the Indian market. Study shows that people are becoming mere brand conscious with the increase in income level. Brands and individuals would do well to understand the finer aspects of the scenario, and venture out to capitalize on the opportunities.

Yin.H.S. and Susan.S. (2012). This study examines the purchase preferences towards foreign and domestic branded apparels. It was found that preferences towards foreign branded apparels are related to the level of purchasing power and is not related to the demographics variables. 58% of the students surveyed preferred foreign branded apparel. There is a positive relationship between media influence and preferences towards foreign/domestic branded apparels. The more a person is exposed to the media, the stronger will be the influence of the media in "persuading" the individual to purchase the apparel.

6. Objective of the Study

- ❖ To study the impact of online shopping of apparels on young generations Coimbatore city
- ❖ To find out the impact on the demographic profile of respondents Coimbatore city
- ❖ To analysis the factors that influence the impact on respondents Coimbatore city
- ❖ To study & analyze the brand preference of youth in online buying of branded apparels in Coimbatore city.

7. Research Methodology

Data collection: Data collection was done from primary as well as secondary sources. Primary data (questionnaires) Further it was modified and validated using a 5-point Likert scale for the

present study. Secondary data was collected from selective sources of data like journals, websites, textbooks, company brochures, magazines and newspapers.

Samples for the study: The present study is restricted to Coimbatore City only. Respondents are the young generation. This study looks at the degree of impact of the online marketing on young generation(Y-GEN). For the study, 75 samples were chosen as respondents from the Coimbatore City.

Statistical tools and techniques: Considering the amount and nature of data for this research, it is necessary to use statistical tools .Following descriptive and inferential statistical methods were employed in the present investigation. The statistical techniques which are used in the study are given below in brief:

- Descriptive statistics – is used to summarize variables in terms of central tendency and measures of dispersion.
- Reliability test – is used to check the measurement error and ensure the goodness of data.

8. Framed Hypothesis

Ho: There is no significant relationship between Demographic profile of the respondents and Impact Factors of online marketing.

9. Limitation of the Study

- The studies include only online marketing apparels.
- Young generations (Y-GEN) means all those who frequently purchase apparel only through online marketing.

10. Data Analysis

Table: 1
Distribution on Demographic profile of respondents

Demographic variables		No. of respondents	Percentage
Gender	Male	62	83
	Female	13	17
	Total	75	100
Age	Below 25	17	24
	26-35	20	26
	36-45	26	34
	Above 45	12	16
	Total	75	100
Educational qualification	SSLC	29	39
	HSC	24	31
	Diploma	17	23
	Degree	5	7
	Total	75	100
Employment	Employed	47	62
	Un-employed	28	38
	Total	75	100
Income level	Below 5000	10	21
	5001-10000	17	36
	10001-15000	14	29
	Above 15000	6	14
	Total	47	100

Source: Primary Data

Table: 2
Distribution on the Impact Factors of online marketing

Sl. No	Particulars	N	NVO	NE	U	A	Mean Score	Mean Rank
1	Brand Conscious							
	Do you think that when new styles of apparel appear on the market, you are the one who first buy them?	14	21	22	12	6	3.33	1
	Do you wear Brand clothes to impress people?	13	15	21	16	10	3.06	3
	Would you buy branded apparel in place of non-branded apparel regardless of the high prices?	7	9	27	21	11	2.73	8
	Do you buy branded apparels only because you want to look more attractive?	20	7	25	14	9	3.2	2
2	Value and Quality Seekers							
	Do you buy well-known brands only	4	5	27	27	12	2.49	12
	Do you feel different when you wear different clothes?	3	5	16	27	24	2.14	18
	How much knowledge do you have about the International /National Brands of Apparels?	4	7	21	29	14	2.44	13
	Do you buy branded clothes only because you get value for the money you spend?	8	12	21	22	12	2.76	7
	Do you prefer to buy branded apparels because you are happy with the quality of that particular brand?	3	3	15	32	22	2.1	19
3	Trendy Responses of Trendy factor							
	How much importance you are giving to wear fashionable clothes?	1	4	15	33	22	2.05	20
	How much excitement you are getting in purchasing new clothes?	2	3	11	24	35	1.84	21
	Do you purchase clothes because you get bored with wearing the same type of clothes all the time?	8	10	17	23	17	2.58	10
4	Reasons for Buying							
	Do you think that brand ambassadors used by the company have any impact on your Brand preference?	13	14	19	17	12	2.98	4
	Do you think that your brand gives you recognition?	6	5	25	26	13	2.53	11
	Do you think that branded clothes give you more comfort than non-branded clothes?	8	7	16	23	21	2.44	14
5	Brand Loyalty							
	Would you like to switch the brand when others are giving you better offers?	6	7	20	22	20	2.42	15
	Do you change your brand by looking on new offers?	8	10	21	23	13	2.69	9
	Do you think that it is the style and design of the product that motivates you to buy the branded apparel?	2	6	16	29	22	2.16	17
	Do you have more self-confidence when you wear Branded clothes of your choice?	6	6	18	24	21	2.36	16
6	As Influencers							
	Are you being, pressurized by Latest fashion to change the brand?	9	14	25	20	7	2.97	5
	Are you being, influenced by family/friends to wear new apparels?	10	14	21	20	10	2.92	6

Table 3
Chi-square test on demographic profile of respondents and factors of QWL

Sl.No	Particulars	Degrees of freedom	Level of significance	Calculated value	Table value	Result
1	Gender & Impact Factors	2	5	14.233	0.103	Significant
2	Age & Impact Factors	6	5	33.449	1.635	Significant
3	Educational Qualification & Impact Factors	6	5	68.626	1.635	Significant
4	Employment & Impact Factors	2	5	12.342	0.103	Significant
5	Income & Impact Factors	6	5	17.88	1.635	Significant

Source: Primary Data

11. Findings of the Study

Demographics profile of the respondents

From Table 1 it is evident that out of the 75 respondents taken for the study, in gender wise classification of respondents

majority are male (83%), age - 36-45 years (26%), education qualification- SSLC (39%), Employment – (62%), and income level – 5001 – 10000 (36%).

Impact Factor – Fashion online marketing on Y-GEN

The impact factors include Factor 1- Brand Conscious, Factor 2- Value and Quality Seekers, Factor 3- Trendy Responses of Trendy factor, Factor 4 - Reasons for Buying, Factor 5 - Brand Loyalty, Factor 6- as Influencers. From the table 2 it is clear that new styles of apparel appear on the market is ranked 1st followed by , look more attractive 2nd, Brand clothes to impress people 3rd, brand ambassadors 4th, Latest fashion to change the brand 5th, family/friends to wear new apparels 6th and value for the money you spend 7th.

Chi-square test - Demographic profile of respondents and Impact Factors:

From table 3 the significant relationship between demographic profile of respondents and Impact Factors was calculated it was found that gender, age, education qualification, employment and income level of the respondents has significant relationship between the factors.

Other Findings

- People wear branded clothes to look attractive and to impress people.
- Price of branded clothes is not a big issue for people. People prefer branded clothes over non-branded regardless of high price.
- People buy branded clothes because they provide more value for money and because of their good quality.
- Wearing the same type of clothes makes people bored. They like to wear new and fashionable clothes.
- People wear branded clothes because of comfort and recognition that they give.
- Promotion of the brand by a well-known personality hardly affects the decision.
- People are less loyal towards the branded clothes.
- People get influenced by price offers, design and style of products to change the brand.
- Fashion, family and friends influence the choice of brand.

References

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companies: an application to the Italian biotech and aerospace industries. *International Journal of Engineering Business Management*.

12. Suggestions

- People wear branded clothes to look attractive and to impress people. Price of branded clothes is not a big issue for people. People prefer branded clothes over non-branded regardless of high price.
- People buy branded clothes because they provide more value for money and because of their good quality. Knowledge regarding the brands is also good.
- Wearing the same type of clothes makes them bored. They like to wear new and fashionable clothes.
- Wear branded clothes because of comfort and recognition that they give. Promotion of the brand by a well-known personality hardly affects their decision.
- Price, design and style change the loyalty of people towards a particular brand.
- Fashion, family and friends influence the choice of brand.
- For the above statement the only platform where you get everything according to the taste of Y-GEN is the online marketing.

13. Conclusion

From a marketing perspective, impact factors of online marketing seem to be an innovative ground for improving business. Our findings show there is positive impact on online marketing of apparels. The common characteristic of these innovative marketing techniques is the exploitation of the word - of - mouth phenomenon in an online environment (play fully renamed word - of - mouse by Internet marketers. In this scenario, Internet marketers focus their attention on online shopping, which are the web - based evolution of traditional brand communities as a “specialized, non - geographically bound community, based on a structured set of social relations among admirers of a brand ” . The young generations are mostly attracted by worldwide fashion, as this fashion is brought to them as a single showroom through online. Thus there is always a positive impact on apparels brought through online marketing.