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Factors influencing clothing preferences and fashion interest among tribal youths in Odisha

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Abstract

The purpose of the study is to explore the factors influencing clothing preference and fashion interest also the Effect of digital marketing on purchasing decisions of tribal youths. A Field study was conducted in Bhubaneswar city, and data were collected from 100 respondents aged between 18 to 25 years. Consumer behaviour is considered different regarding products, features, quality, pricing, colour, and buying behaviour.

Keywords: Fashion, tribal youths, buying decision, clothing preferences, digital marketing

1. Introduction

The development of science and technology has changed the face of the market and introduced some terms like fashion, brand, design, etc. Textiles and fashion adoption significantly affect our daily lives; it all comes through the industry Clothing preference in the Indian subcontinent seen in the Indus Valley civilization. Indians have mainly worn clothing made up of locally grown cotton. India was the first country to cultivate cotton as early as 2500 BCE during the Harappan era. A fashion trend signifies a specific look or expression spread across a population at a specific time and place. We all have to wear clothes buy represents a personal choice, it is very significant that the human relationship between us and our fashion interests play a major role in our life.

Odisha has a lot of ancient history. People have a keen interest in preserving their traditions and culture In Odisha. Women wear different types of saris, which makes for glowing the beauty of women in Odisha. Katakai Sari and SambalpuriSari are famous in Odisha. Odisha has four major types of handloom sarees; these are Ikat, Bandha, Bomkai and Pasapalli. The Saree of Odisha is in much more demand throughout the entire world.

Tribal fashion generally gives quite a change in the style and looks and a specific nature of fashion. Therefore, it has become a fashion trend that is blistering in India. The fashion world of tribal hits all the particular stores season; the clothes with animal print and with tribal makeup are quite a good way to completely capture the spirit of fashion. Whatever the stance of cities today, the fact remains that Indian tribal fashion has descended from the tribal ancestors, who still maintain a progeny.

The world's 6th largest exporter of Textiles & Apparel is India. The share of textiles, apparel and handicrafts in India's total exports was 11.4% in 2020-21. India holds a 4% share of the global trade in textiles and apparel.

2. Objectives

1. To explore the factors influencing the brand preferences of tribal youth.
2. To find out the Effect of digital marketing on purchasing decisions of tribal youths
3. To identify the brand preferences of tribal youths.

2.1 Scope and Significance of the Study

This study will give an overall picture of the Factors influencing brand preferences and the Effect of digital marketing on purchasing decisions among tribal youths in Odisha. The study focuses on various factors such as personal, economic, social, cultural, psychological, mixed marketing, and individual factors.

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Export details of Textiles & Apparel are as under**Values in Mn USD**

| Year/ Description | 2018-19 | 2019-20 | 2020-21 | CAGR | 2020-21 (Apr-Dec) | 2021-22 (Apr-Dec) (Provisional) | % Change |
|------------------------------------|----------|---------|----------|-------|----------------------|------------------------------------|-------------|
| India Textile & Apparel | 36,558 | 33,379 | 29,872 | -9.6% | 20011 | 30450 | 52% |
| Handicrafts | 3,804 | 3,564 | 3,443 | -4.9% | 2377 | 3323 | 40% |
| Total T&A, including Handicrafts | 40,362 | 36,943 | 33,315 | -9.1% | 22388 | 32029 | 43% |
| India's overall exports | 3,30,078 | 313,361 | 2,91,808 | -6.0% | 201380 | 305046 | 51% |
| % T & C Exports of overall exports | 12.2% | 11.8% | 11.4% | | 11.1% | 10.5% | |

Data Source: DGCI&S

3. Review of Literature

Rucker and Galinsky (2009) [7] found that Consumer experience with high socio-economic power perceptions creates qualitatively distinct psychological motives towards buying designer apparel that develop unique consumption patterns.

C.S. Rayudu (2016) [8] concluded that E-Commerce is nothing but a traditional business using electronic means. A comprehensive Change has been seen from Electronic Data Interchange to e-commerce, a new way of market research and using new digital strategies. It involves all the processes from buying to manufacturing and selling of goods by using the Internet.

3.1 Research Methodology

The present study is primarily qualitative by nature. This paper analyzes the factors influencing clothing preferences and fashion interests, also the impact of digital marketing on tribal youths of Odisha. The research was conducted by using both primary and secondary data. The primary data collection was collected through a Google questionnaire form. one hundred tribal youths were taken as a sample, out of which 50 samples were from males and 50 were from females selected from Bhubaneswar city.

Some factors influencing clothing preference and fashion interest among youth include economic, social-cultural, psychological, marketing mix, and personal factors.

4. Economic factors

The economic factors which significantly influence an individual's buying decision also influence the clothing preference and fashion interests of tribal youths. Some Economic Factors that influence fashion preferences among the tribal youths are a) Personal Income, b) Family income, c) Income expectations, d) Savings, e) Liquid assets of the Consumer, f) Consumer credit; other economic factors like the price of the product, how much money they spend on buying the products. Family income is the biggest factor influencing preference and interest in fashionable clothing.

5. Social factors

The society is composed of several people that have different preferences and different interests. These varied behaviours and choices influence the personal preferences of the other set of youths as they tend to perform those activities which are acceptable to society and the community.

Social factors play a crucial role in buying behavior of the tribal youths. Social status can be acquired by being successful in life. Product and brand selection often reflects social role and status. Social factors influencing consumer behaviour are family factors and car traits; family factors had the strongest impact, and factors of social status and reference groups were, respectively, the second and third priorities.

6. Cultural factors

The culture refers to the beliefs, customs, rituals and practices that a particular group follows. The culture varies from region to region and even from country to country. Some cultural factors influence different customs, practices, beliefs, and rituals.

7. Psychological factors

Psychological factors play a significant role in youths that drive their actions to seek satisfaction.

All the tribal youths are motivated by their reference group, prefer common buying behaviour and strongly influence each other. Several other factors motivate the tribal youths to purchase fashionable clothing for themselves. The perception of a particular product and the brand also influences the buying decision of tribal youths.

Beliefs and attitudes play an essential role in influencing the buying decision of consumers. Each Individual creates a certain image of every product available in the market. The tribal youths have certain beliefs and attitudes towards products on which their purchase decisions rest.

8. Personal Factors

Are the individual factors that strongly influence the buying behaviours of tribal youth. And it plays an important role in the clothing preferences and fashion interests of tribal youths. People buy different products in different stages of the life cycle. But the youth is in a stage of quick adoption quality and is strongly influenced by others. Interests change during youth, and it is extremely wide. These interests are divided into three categories: personal, recreational, and social.

9 Effect of Digital Marketing on Purchasing Decisions of tribal youths

Nowadays, Digital marketing covers a vast area of the global market. Digital marketing, therefore, empowers the youth, offers those personalized experiences and helps brands build transparent and stronger relations with them. Digital marketing motivates the tribal youth's purchases to a large extent. Most respondents have spent their time on the internet minimum of 3 hours per day. Mobile marketing is an essential form of communication where they receive the information of price, brand name fabric quality of each brand. Colour, texture, appearance and Quality are important factors for using digital marketing for youth, and they help in finding the product easily. Tribal youths have more interested in available online products and their services.

Mobile marketing has emerged as one of the exciting interactive communication mode channels between firms and customers

Digital marketing gives customers facilities to buy any product or service without going to any shop. Digital marketing also facilitates the customer with many payment options and provides a credit facility. Many people compare

the prices of products on different online channels. An attractive website helps to attract more customers. Coupons, discounts and offers attract most prospective customers. Also, most people are satisfied with the products bought using online channels.

10. Findings

Youth today are continually evolving with new ideas. More than anyone, they are the only ones having most of the buying power. Youths are early adopters and quickly get attracted to recent trends.

Table 1: Use of the branded product by tribal youths

| Types | Male | Percentage | Female | Percentage | Total % |
|----------------|------|------------|--------|------------|---------|
| Brand users | 45 | 45% | 55 | 55% | 100 |
| Non-brand user | 45 | 55% | 55 | 55% | 100 |

Table 1 shows that 45% of males and 55% of females come under the category of branded user, and 45% of males and 55% of females come s under the type of non-branded user

Table 2: Uses of online Apps for Marketing

| Prefer to use the mobile App | Male | female |
|------------------------------|------|--------|
| Amazon | 20 | 15 |
| Flipkart | 15 | 20 |
| Mynta | 10 | 8 |
| Ajio | 5 | 7 |
| others | nil | nil |
| Total | 50 | 50 |

Table 2 reflected that more females prefer Flipkart than male youth in comparison to Amazon, more boys are using it for marketing and purchasing their products.

Table 3: Digital Marketing on Purchasing Decisions

| Digital Marketing | Male | Female |
|------------------------|------|--------|
| E-mail | 5 | 10 |
| Google search | 20 | 7 |
| Online Advertising | 10 | 20 |
| Social Media Marketing | 15 | 13 |
| Total | 50 | 50 |

Table 3 indicates that most of the male use google to search right price and brand for marketing to take decisions whereas females prefer online advertising on decisions making whatever they want.

11. Discussion & Conclusion

This study providing the conceptual framework to understand apparel buying behaviour of tribal youths of Odisha. Findings The study of consumer behaviour tells us how people make their choices when purchasing. It answers the question of how consumers buy when and why they buy. All these answers depend on the accuracy of knowledge about consumer Behaviour. The accurate knowledge means here the factors that affect consumer Behaviour such as cultural, social, psychological, etc. Conclusion Consumer behaviour is complex in nature. The degree of difference in consumer preference depends upon the involvement of consumers in the buying decision. These guidelines and clues are the gateways to success for marketers.

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