

## **Swayam Course on Apparel Designing**

**1<sup>st</sup> March 2019**

### **Module-1**

#### **Lesson-15 Consumer Demand and Fashion Marketing**

##### **1. OBJECTIVES**

- To understand the consumer demand.
- To comprehend the concept of fashion marketing
- To learn about the different consumer groups.
- To study the factors affecting Consumer Behaviour
- To assimilate the factors affecting consumer choice.

##### **2. Script**

###### **Introduction:**

Consumers are the people who buy and use merchandise. They are the primary influences on marketing. Consumer demand is a measure of consumers' desire for a product or service based on its availability.

Fashion marketing is the entire process of research, planning, promoting, and distributing the raw materials, apparel and accessories, which consumer want to buy. It involves everyone in the fashion industry and occurs throughout the entire channel of distribution. Marketing is the power behind the product development, production, distribution, retailing, and promotion of fibers, fabrics, leather, furs, trims, apparel and accessory.

Fashion marketing begins and ends with the consumer. Fashion marketing and fashion merchandising are now the watchwords of successful fashion businesses. In the early twenty-first century, the customer has become the most important ingredient in successful fashion retailing. Determining the needs and wants of the targeted customer has become very important, and this challenge has led to the creation of specific goods and stores for specific categories of customers.

## **Consumer Demand**

For many years, fashion producers were concerned only with what was economical and easy for them to produce. They would spend considerable time and money trying to convince the consumer that what they produced was what the consumer wanted. The fashion producer had little or no interest in the needs and wants of the consumer. However, marketing proved so successful in the growth of consumer goods such as automobiles, packaged foods, and health and beauty aids that it was eventually adopted by the fashion businesses.

The history of fashion industry in India is an economy that is growing eventually. There were times in the past that there was more demand of fashion products than made and provided. Such instances gave power to the manufacturers. Gradually the competition increased and consumers had more choices. Consumers then and now have the income to influence the fashion market by their buying decisions. Being a price conscious market, India always demanded cheaper products, constant availability, convenience and pleasant shopping experience. As a result from demand push the market focus shifted to demand pull. Fashion firms have also been spending on mass advertising in order to create demand. The ultimate aim of any firm behind advertising is to create a “brand” that is preferred over other brands. Being a populous country not every advertising source impacts the consumers the desired way. If the public is not ready for it or is tired the impact can go negative too.

Under the classic definition of marketing, the key task of the organization is to determine the needs and wants of target markets and adapt the organization to deliver the desired satisfactions more effectively and efficiently to the ultimate customer.

### **Consumer Groups:**

Consumers are not a homogenous mass. Traditionally, society was divided by income class. In society like such only the wealthiest could afford to buy fashionable clothes. Today the times have changed; the traditional class system has broken down. Almost all clothing is mass produced and almost everyone can enjoy fashion.

Demographic: Market research companies, manufacturers and retailers try to understand consumer needs by studying information about society. Market researches do sophisticated

demographic and psychographic studies to classify the population into consumer groups or market segments based on age, lifestyle, living area, educational and ethnic backgrounds and so on.

Demographics are statistical studies of measurable population characteristics such as birth rate, age distribution, and income.

Gray market: Born before 1945 and now more than 65 years old, is the most neglected market by fashion. Whereas the ground research reality is that this particular segment is the second fastest growing. The people of this age segment tend to feel 10-15 years younger of how old they are. Studies have showed and proved that the purchasing power lies in the hands of this group more than any other group.

Generation X: People born between 1965 and 1979 are referred to as generation X. This consumer group is very fashion conscious and spends on fashion too. Now in their phase of “family” this group still is fashion conscious.

Generation Y: This consumer group began with the year 1980. They are also called echo-boomers. Advertising, television shows, websites and magazines were created initially specifically for this market.

Generation Z: Born in early 2000s, this generation is exposed to every media source possible. Internet is used by them the most. Considering the generation Y, this generation is very well adapted to the use of smart phones, computers, etc. Convincing them to buy is very challenging as their options are very open and vast.

Ethnic diversity: India as a whole is diverse in terms of cultures and traditions. The four major metropolitan cities like Delhi, Mumbai, Kolkata and Chennai are having very diverse cultures. Henceforth the market too is very diverse. In a way this is very difficult for a fashion house to provide for a particular niche.

### **Psychographic or life style trends:**

People can share the same demographic characteristics and still be very different from each other due to the lifestyle they live. A mix of psychological, sociological and anthropological factors

gives result to psychographic factors for fashion. Manufacturers and retailers often turn to psychographics to further segment and analyze consumer groups and their fashion preferences.

Working women: today a large percentage of the women population works outside the home. A working woman spends a considerable amount of her income on apparel for self and family. For these women time is a critical issue hence they prefer convenient one stop shopping.

Community: considering the soap series on general entertainment channels representing diverse cultures, people have started connecting to their respective communities.

Travel: change in the work profile of many professionals, people are opting for clothes that are wrinkle free and packable.

Family first: gradually people have started spending not on just fashion but on household things as well.

Work at home: many Indians are trying to start either a business of their own or work from home than going to an office.

Computers and internet: online shopping is taking grip slowly

Cocooning: people have started to prefer to stay away from any crime and malpractice. They prefer to stay at home, have leisure time and value their privacy.

Overwhelmed consumers: stressed consumers have busy schedules. They are overwhelmed with too many choices of merchandise available.

## **Fashion Marketing**

Fashion Marketing Fashion marketing is the strategic art of pushing product. Market research launches a marketing strategy, answering those must-know questions such as „target market“ and „customer needs and wants,“ and a Fashion Marketer then uses that information to develop a marketing program with coordinated elements such as advertising, special events, public and media relations, videos and social media, as well as written articles and materials. Increasing sales is the ultimate goal. Fashion marketing is much the same as product marketing. Integrating brand into the product is something always popular in the fashion world for many popular retail

fashion wares. Basically, fashion marketing is marketing to either fashion conscious consumers or to distribution channels such as retail franchises and so forth.

Through the use of sophisticated marketing techniques such as focus groups, surveys, data mining, and market segmentation along with systematic approaches such as electronic data information (EDI), inventory tracking, and constant evaluation of advertising results for determining consumer tastes, the industry's awareness of the importance of pleasing the target customer has greatly increased. Every step—design, production, distribution, promotion—is geared to consumer demand.

"Fashion marketing" includes all of the activities involved from conceiving a product to directing the flow of goods from producer to the ultimate customer. Activities of marketing include product development, pricing, promotion, and distribution. If a fashion retailer or manufacturer is to make a profit, the firm must have a product that consumers perceive as desirable, and the product must be presented to potential customers in a way that makes them want to buy it.

The first step in a fashion marketing approach is to define the company's target customers, those persons the company most wants to attract as customers. Fashion marketers determine their target customer's needs and wants by examining various market segments, identified by geographics, demographics, psychographics, and behavioral studies. Fashion marketers also track trends in population growth and diversity. Changing patterns of immigration bring with them new influences from different parts of the world. Products that will meet the needs and desires of these customers are then developed or selected. Most fashion manufacturers and retailers recognize that following a consumer-marketing approach leads to a profitable business.

### **Factors Affecting Consumer Choices on Clothing**

People wear clothes for many different reasons. Some of these reasons are to satisfy physical needs, e.g. for protection. Others are for psychological needs and social reasons, e.g. to enhance self-confidence, to express personality and identification. As a general concept, clothes help people to express themselves. They can express their individuality and creativity through their clothes. This can contribute to the building up of self-esteem, self-respect and self-acceptance.

Motives for consumer buying: Buying motives vary from consumer to consumer and from day to day. They are both rational and emotional motives.

TO BE ATTRACTIVE: Consumers want to wear clothes that are flattering and make them look best or show off their physical attributes.

TO BE FASHIONABLE: Consumers may buy clothes from the section “new arrival” in their favorite retail outlet to feel they are trendy or at least in the mainstream of fashion. They may discard clothing that is still wearable only because it is out of fashion.

TO IMPRESS OTHERS: Every individual wants to project a successful image. They may want to exhibit their taste level or income level through clothing. Expensive brands have ever served as status symbols.

TO BE ACCEPTED BY PEER GROUPS: Acceptance among friends, colleagues and peer groups is very important. The consumer wants peers to accept them as part of a certain lifestyle. Buying patterns suggest that consumers like some direction as a framework of their choices.

TO FILL AN EMOTIONAL NEED: Buying and wearing new clothes help the consumer feel better psychologically. Being fashionable boosts their self-confidence. This motive may often lead to impulse buying of clothes

### **Factors Affecting Consumer Behavior**

Consumer behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behavior. Initially the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities he should consume. Meanwhile, there are various other factors influencing the purchases of consumer such as social, cultural, personal and psychological.

#### **1. Cultural Factors**

Consumer behavior is deeply influenced by cultural factors such as: buyer culture, subculture, and social class.

### **Culture**

Basically, culture is the part of every society and is the important cause of person wants and behavior. The influence of culture on buying behavior varies from country to country therefore marketers have to be very careful in analyzing the culture of different groups, regions or even countries.

### **Subculture**

Each culture contains different subcultures such as religions, nationalities, geographic regions, racial groups etc. Marketers can use these groups by segmenting the market into various small portions. For example marketers can design products according to the needs of a particular geographic group.

### **Social Class**

Every society possesses some form of social class which is important to the marketers because the buying behavior of people in a given social class is similar. In this way marketing activities could be tailored according to different social classes. Here we should note that social class is not only determined by income but there are various other factors as well such as: wealth, education, occupation etc.

## **2. Social Factors**

Social factors also impact the buying behavior of consumers. The important social factors are: reference groups, family, role and status.

### **Reference Groups**

Reference groups have potential in forming a person attitude or behavior. The impact of reference groups varies across products and brands. For example, if the product is visible such as dress, shoes, car etc. then the influence of reference groups will be high. Reference groups also

include opinion leader (a person who influences other because of his special skill, knowledge or other characteristics).

### **Family**

Buyer behavior is strongly influenced by the member of a family. Therefore, marketers are trying to find the roles and influence of the husband, wife and children. If the buying decision of a particular product is influenced by wife then the marketers will try to target the women in their advertisement. Here it is important to note that buying roles change with change in consumer lifestyles.

### **Roles and Status**

Each person possesses different roles and status in the society depending upon the groups, clubs, family, organization etc. to which he belongs. For example, a woman is working in an organization as finance manager. Now she is playing two roles, one of finance manager and other of mother. Therefore, her buying decisions will be influenced by her role and status.

### **3. Personal Factors**

Personal factors can also affect the consumer behavior. Some of the important personal factors that influence the buying behavior are: lifestyle, economic situation, occupation, age, personality and self-concept.

#### **Age**

Age and life-cycle have potential impact on the consumer buying behavior. It is obvious that the consumers change the purchase of goods and services with the passage of time. Family life-cycle consists of different stages such young singles, married couples, unmarried couples etc. which help marketers to develop appropriate products for each stage.

#### **Occupation**

The occupation of a person has significant impact on his buying behavior. For example, a marketing manager of an organization will try to purchase business suits, whereas a low-level worker in the same organization will purchase rugged work clothes.



## **Economic Situation**

Consumer economic situation has great influence on the buying behavior. If the income and savings of a customer is high then he will purchase more expensive products. On the other hand, a person with low income and savings will purchase inexpensive products.

## **Lifestyle**

Lifestyle of customers is another important factor affecting the consumer buying behavior. Lifestyle refers to the way a person lives in a society and is expressed by the things in his/her surroundings. It is determined by customer interests, opinions, activities etc. and shapes his whole pattern of acting and interacting in the world.

## **Personality**

Personality changes from person to person, time to time and place to place. Therefore, it can greatly influence the buying behavior of customers. Actually, Personality is not what one wears; rather it is the totality of behavior of a man in different circumstances. It has different characteristics such as: dominance, aggressiveness, self-confidence etc. which can be useful to determine the consumer behavior for particular product or service.

## **4. Psychological Factors**

There are four important psychological factors affecting the consumer buying behavior. These are: perception, motivation, learning, beliefs and attitudes.

### **Motivation**

The level of motivation also affects the buying behavior of customers. Every person has different needs such as physiological needs, biological needs, social needs etc. The nature of the needs is that, some of them are most pressing while others are least pressing. Therefore, a need becomes a motive when it is more pressing to direct the person to seek satisfaction.

### **Perception**

Selecting, organizing and interpreting information in a way to produce a meaningful experience of the world is called perception. There are three different perceptual processes which are

selective attention, selective distortion and selective retention. In case of selective attention, marketers try to attract the customer attention. Whereas, in case of selective distortion, customers try to interpret the information in a way that will support what the customers already believe. Similarly, in case of selective retention, marketers try to retain information that supports their beliefs.

### **Beliefs and Attitudes**

Customer possesses specific belief and attitude towards various products. Since such beliefs and attitudes make up brand image and affect consumer buying behavior therefore marketers are interested in them. Marketers can change the beliefs and attitudes of customers by launching special campaigns in this regard.

### **Tran-scripted text**

### **Summary**

Consumers are the primary influences on marketing. Consumer demand is a measure of consumers' desire for a product or service based on its availability. For many years, fashion producers were concerned only with what was economical and easy for them to produce. They would spend considerable time and money trying to convince the consumer that what they produced was what the consumer wanted. The fashion producer had little or no interest in the needs and wants of the consumer.

Consumer behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are various factors influencing the purchases of consumer such as social, cultural, personal and psychological. Buying motives vary from consumer to consumer and from day to day. They are both rational and emotional motives.

Fashion marketing is the strategic art of pushing product. Fashion marketing involves everyone in the fashion industry and occurs throughout the entire channel of distribution. Marketing is the power behind the product development, production, distribution, retailing, and promotion of fibers, fabrics, leather, furs, trims, apparel and accessory.

Fashion marketing and fashion merchandising are now the watchwords of successful fashion businesses. In the early twenty-first century, the customer has become the most important

ingredient in successful fashion retailing. Determining the needs and wants of the targeted customer has become very important, and this challenge has led to the creation of specific goods and stores for specific categories of customers.

## Glossary

1. **Demographics** are statistical studies of measurable population characteristics such as birth rate, age distribution, and income.
2. **Consumer behavior** refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants.
3. **Consumer demand** is a measure of consumers' desire for a product or service based on its availability.
4. **Fashion marketing** is the entire process of research, planning, promoting, and distributing the raw materials, apparel and accessories, which consumer want to buy.
5. **Gray market:** people born before 1945 and now more than 65 years old, is the most neglected market by fashion.
6. **Generation X:** People born between 1965 and 1979 are referred to as generation X. This consumer group is very fashion conscious and spends on fashion too
7. **Generation Y:** This consumer group began with the year 1980. They are also called echo-boomers.
8. **Generation Z:** Born in early 2000s, this generation is exposed to every media source possible. Internet is used by them the most.
9. **Ethnic diversity:** the marked differences between people of many ethnic groups, that coexist within the greater culture. India as a whole is diverse in terms of cultures and traditions.
10. **Psychographic or life style trends:** People can share the same demographic characteristics and still be very different from each other due to the lifestyle they live. A mix of psychological, sociological and anthropological factors gives result to psychographic factors for fashion.

## References

- 1) Leslie Davis Burns and Kathy K.Mullet (2016), The Business of Fashion: Designing, Manufacturing, and Marketing, Bloomsbury Academic USA, 5<sup>th</sup> edition.
- 2) Mike Easey (2008), Fashion Marketing, John Wiley and Sons publications, 3<sup>rd</sup> edition.
- 3) Nidhi Sachdeva (2018), Fashion: Marketing, Merchandising and Buying, Heritage Publishers
- 4) Sharon Lee Tate and Mona S. Edwards (2006), Inside Fashion Design, Pearson's Education India publications, 5<sup>th</sup> Edition.

## Web Links

<https://www.youtube.com/watch?v=OCdg2Sg4Eh4>

<https://www.slideshare.net/fashionmarketing101/chapter-1-fashion-marketing>

[https://www.humbleisd.net/cms/lib2/TX01001414/Centricity/Domain/3936/Microsoft%20Power Point%20-%20Chapter%202%20Fashion%20and%20Marketing.pdf](https://www.humbleisd.net/cms/lib2/TX01001414/Centricity/Domain/3936/Microsoft%20Power%20Point%20-%20Chapter%202%20Fashion%20and%20Marketing.pdf)

## Searchable Words

**Consumer, fashion, fashion marketing, consumer behavior, consumer demand**

## Assignment / Assessment

1. Conduct a survey to understand consumer demand among collage going students for fashion purchasing.
2. Study an online brand or retailer for the current fashion marketing strategy (e.g. Sale, Offers, Free trails, Money back guarantee & etc.)

## Sample Questions

- |   |     |
|---|-----|
| 1) Define cocooning   | 2M  |
| 2) What are psychographic or life style trends?                         | 5M  |
| 3) Explain Consumer Demand and write about the various consumer groups. | 10M |

## Practice Quiz

- 1) The group of consumers began with the year 1980 are defined as (a)
  - a) Echo-boomers
  - b) Generation Z
  - c) Generation Y
  - d) Generation X
- 2) People who share the same demographics but are very different from each other due to the life style are generally falls under (a)
  - a) Psychographic
  - b) Fashion Marketing
  - c) Fashion trend
  - d) Fashion change

- 3) This factor is the part of every society and is an important cause of persons wants and behavior (d)
- a) Economic factor
  - b) Political factor
  - c) Social factor
  - d) Cultural factor
- 4) The important personal factor that influences the buying behavior of a consumer is (a)
- a) Life style
  - b) Age
  - c) Sex
  - d) Attitude
- 5) The entire process involved in research, planning, promoting, and distributing the raw materials, apparel and accessories, which consumer want to buy is termed as (d)
- a) Gray market
  - b) Fashion buying
  - c) Fashion research
  - d) Fashion marketing