Full Length Research Article

FASHION INFORMATION SOURCES USED BY COLLEGE-GOING BOYS DURING DIFFERENT STAGES OF FASHION ADOPTION

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ABSTRACT

Survey method was conducted to study the fashion information sources used by college-going boys in the age group of 20-25 years, consisting of 75 each urban and rural background and selected randomly from five colleges of Ludhiana city. The statistical analysis of data revealed that maximum number of respondents were in the age group of 22-24 years (65.33%), pursuing B.Tech. degree programme (36.67%) and had their school education from private schools (55.33%). The results of Z-test reveals that the differences between awareness and comprehension stages for 'watching clothes worn by artists', 'observing what sportsmen wear', 'observing what friends wear' were found to be significant at 1 per cent level of significance. Thus, 'watching clothes worn by artists' was more important source of information used by college-going boys at the awareness stage of adoption whereas, at the comprehension stage of adoption 'observing what sportsmen wear', 'observing what friends wear' were most important sources of information. Results showed that, observing 'what sportsmen wear', 'what someone is wearing at social gatherings' and 'what friends are wearing ' were more important sources of fashion information used by college-going boys at the comprehension stage whereas, 'displays in a store' were more important information source at the legitimation stage of fashion adoption. Calculated Z-value for 'observing what sportsmen wear', 'observing what someone is wearing at social gatherings' were found to be significant at 1 per cent level of significance, whereas 'displays in a store' and 'observing what my friends are wearing ' were found to be significant at 5 per cent level of significance. 'Store displays' and 'observing what friends are wearing' served as most important information sources used during legitimation stage while 'observing what someone is wearing at social gatherings' was more important source of fashion information used by college-going boys during the awareness stage of fashion adoption.

INTRODUCTION

Fashion is an important component of mass consumer culture. It is ever changing and captivating facet of our lives leading to enhancement and enrichment of life. Fashion adoption is a decision-making process to make full use of a fashion innovation as best course of action. Fashion is adopted by few before it is accepted by majority. As soon as fashion is fully accepted and spreads among majority, it starts appearing too ordinary to the fashion leaders. Thus, they start looking for some new ideas to maintain their identity and individuality.

This keeps the fashion cycle ever moving. Also, fashions are repetitive in nature. People's needs, tastes and circumstances prevalent at the time of its recurrence provide it a new look even though it be an imitation of the old style (Kaur 2005).

Objectives

- To investigate the fashion-information sources used by college-going boys during different stages of fashion adoption.
- To study the comparison between fashion information sources used by college-going boys at awareness, comprehension and legitimation stages of fashion adoption.

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MATERIAL AND METHODS

A sample of 150 respondents, consisting of 75 each urban and rural college going boys aged between 20-25 years was selected randomly from five colleges of Ludhiana. These colleges were selected purposively to include the respondents of varied backgrounds and educational streams. Students of first year of graduation programmes were not included in the sample considering that period to be a transitional phase for them to adjust to the college environment. Data were personally conducted by employing an interview schedule especially constructed for this purpose. The data were analysed statistically by calculating percentages, mean scores and Z-test.

RESULTS AND DISCUSSION

Background information of respondents: Maximum number of respondents were in the age group of 22-24 years (65.33%), pursuing B.Tech. degree programme (36.67%) and had their school education from private schools (55.33%). Equal percentages of the respondents (16.00%) were studying in B.Sc. and B.A. degree programmes. Only 14 per cent respondents were pursuing their post-graduation degree programmes. A large number of respondents (44.00%) had total family's monthly income between Rs.20,000-40,000. Eight per cent respondents' monthly family income was one lac or more. Majority of the respondents, i.e. 77.33 per cent, belonged to nuclear families. Equal number of college-going boys had urban and rural backgrounds.

Information sources used by respondents

The innovation-decision process is a mental process through which an individual (or other decision-making unit) passes from first knowledge of an innovation to forming an attitude towards the innovation, to a decision to adopt or reject, to implementation of the new idea, and to confirmation of this decision. The consumers seek information from various sources during awareness, comprehension and legitimation stages of fashion adoption. The knowledge and study of information sources used by the consumers are utmost important for the fashion marketer since the goal of fashion marketer is to achieve maximum diffusion as quickly as possible so that they may preempt their competitors and be prepared to introduce new styles, rendering the older ones obsolete (Rogers 1983). Merchandising the fashion items, especially their promotion, requires an understanding of the sources exploited by the consumers during each stage of fashion adoption. The choice of appropriate promotional media will enhance the flow of fashion message to the target consumers. Goals of the promotional effort are to inform, persuade and remind the potential consumers.

Comparison of information sources used at the awareness and comprehension stages of adoption

Both awareness and comprehension stages of fashion adoption relate to cognitive field of obtaining knowledge (Robertson, 1971). It is evident from the data in Table 1 that 'discussion with friends' (mean score-3.69) and 'observing what friends wear' (mean score-4.32) were ranked first followed by 'observing

Table 1. Fashion information sources used at awareness and comprehension stages of adoption (n=150)*

Information sources used	Awareness stage			Comprehension stage			Z value
	Score	Mean score	Rank	Score	Mean score	Rank	
Impersonal sources							
Watching clothes worn by artists	106	2.94	IV	100	2.08	IX	2.97**
Fashion magazines	183	2.32	VII	159	2.37	VIII	0.17
Fashion columns in newspaper	095	2.11	VIII	100	2.63	V	1.81
Indoor displays	116	2.47	VI	318	2.52	VII	0.17
Window displays	159	3.18	III	147	2.63	V	1.93
Observing what sportsmen wear	062	1.88	IX	133	2.83	IV	3.29**
Personal sources							
Observing what friends wear	396	2.87	V	449	4.32	I	5.58**
Discussion with friends	299	3.69	I	462	3.58	II	0.42
Observing clothes in social gatherings	249	3.32	II	344	3.25	III	0.25

$\chi^2 = 100.61**$
*Multiple responses
**Significant at 1 % level of significance

Table2. Fashion information sources used by respondents at the comprehension and legitimation stages of adoption (n=150)*

Information sources used	Comprehension stage			Legitimation stage			Z value
	Score	Mean score	Rank	Score	Mean score	Rank	
Impersonal sources							
Observing what sportsmen wear	133	2.83	IV	49	1.75	VI	3.75***
Store window	147	2.63	V	253	2.94	IV	1.08
Displays in a store	318	2.52	VI	262	3.23	III	2.48**
Personal sources							
Observing what someone is wearing at social gatherings	344	3.25	III	205	2.47	V	2.73***
Observing what my friends are wearing	449	4.32	I	306	3.73	I	2.58**
Discussion with my friends	462	3.58	II	360	3.36	II	0.83

$\chi^2 = 11.10**$
*Multiple responses
** Significant at 5 % level of significance
*** Significant at 1 % level of significance

clothes in social gatherings' (mean score-3.32) 'discussion with friends' (mean score-3.58) ranked second at the awareness and comprehension stages, respectively. The results of Z-test reveals that the differences between awareness and comprehension stages for 'watching clothes worn by artists', 'observing what sportsmen wear', 'observing what friends wear' were found to be significant at 1 per cent level of significance. Thus, 'watching clothes worn by artists' was more important source of information used by college-going boys at the awareness stage of adoption whereas, at the comprehension stage of adoption 'observing what sportsmen wear', 'observing what friends wear' were most important sources of information. Jacob (1992) found that the most important sources used by adolescent boys for getting information regarding the current styles in dress were television and movies, and these were considered as a fashion trend setter.

per cent level of significance. Thus, 'store displays' and 'observing what friends are wearing' served as most important information sources used during legitimation stage while 'observing what someone is wearing at social gatherings' was more important source of fashion information used by college-going boys during the awareness stage of fashion adoption. Chi-square analysis regarding the information sources used during the awareness, comprehension and legitimation stages of fashion adoption revealed that there was a significant difference in the information sources used by college-going boys during these stages. Thus, the hypothesis-'Preference of fashion information sources used by college-going boys during awareness, comprehension and legitimation stages of fashion adoption does not differ' was rejected.

Table 3. Fashion information sources used by respondents at the legitimation and awareness stages of adoption (n=150)*

Information sources used	Legitimation stage			Awareness stage			Z value
	Score	Mean score	Rank	Score	Mean score	Rank	
Impersonal sources							
Store displays	262	3.23	III	116	2.47	V	2.66**
Window displays	253	2.94	IV	159	3.18	III	0.85
Observing what sportsmen wear	49	1.75	VI	62	1.88	VI	0.47
Personal sources							
Observing what someone is wearing at social gatherings	205	2.47	V	249	3.32	II	2.98**
Observing what friends wear	306	3.73	I	396	2.87	IV	3.15**
Discussion with friends	360	3.36	II	299	3.69	I	1.25

$\chi^2 = 92.37**$
*Multiple responses
** Significant at 1% level of significance

Comparison of information sources used by respondents at the comprehension and legitimation stages of adoption

It is evident from the data in Table 2 that 'observing what my friends are wearing' at both comprehension stage (mean score-4.32) and legitimation stage (mean score-3.73) was ranked first followed by 'discussion with friends' (mean score-3.58 at comprehension stage and mean score-3.36 at legitimation stage) which ranked second among the information sources used by college-going boys. Calculated Z-value for 'observing what sportsmen wear', 'observing what someone is wearing at social gatherings' were found to be significant at 1 per cent level of significance, whereas 'displays in a store' and 'observing what my friends are wearing' were found to be significant at 5 per cent level of significance. Thus, observing 'what sportsmen wear', 'what someone is wearing at social gatherings' and 'what friends are wearing' were more important sources of fashion information used by college-going boys at the comprehension stage whereas, 'displays in a store' were more important information source at the legitimation stage of fashion adoption.

Comparison of information sources used by respondents at the legitimation and awareness stages of adoption

Out of total 150 respondents, it is clearly indicated from the data in Table 4.12 that 'observing what friends wear' (mean score-3.73) at legitimation stage and 'discussion with friends' (mean score-3.69) at awareness stage were ranked first, followed by 'discussion with friends' (mean score-3.36) and 'observing what someone is wearing at social gatherings' (mean score-3.32) at the legitimation and awareness stages of adoption, respectively. Calculated Z-value for 'store displays', 'observing what someone is wearing at social gathering' and 'observing what friends wear' were found to be significant at 1

Conclusion

Calculated Z-values regarding the comparison of information sources used during the awareness and comprehension stages of fashion adoption revealed that there was a significant difference with respect to 'watching clothes worn by artists', 'observing what sportsmen wear', and 'observing what friends wear'. 'Watching clothes worn by artists' was more important source of information at the awareness stage of adoption whereas, at the comprehension stage of adoption 'observing what sportsmen wear', 'observing what friends wear' were most frequently used by college-going boys. But, calculated Z-values for identifying the differences in the fashion information sources used by college-going boys during comprehension and legitimation stages of fashion adoption indicated that 'observing what sportsmen wear' and 'observing what someone is wearing at social gatherings' were found to significant at 1 per cent level of significance, whereas 'displays in a store' and 'observing what my friends are wearing' were found to be significant at 5 per cent level of significance. Thus, observing 'what sportsmen wear', 'what someone is wearing at social gatherings' and 'what friends are wearing' were the important source of fashion information used by college-going boys during the comprehension stage whereas, 'displays in a store' were used as information source by college-going boys during the legitimation stage of fashion adoption. Calculated Z-values for 'store displays', 'observing what someone is wearing at social gathering' and 'observing what friends wear' used during the legitimation and awareness stages of fashion adoption were found to be significant at 1 per cent level of significance. 'Store displays', 'observing what friends wear' were more important sources of fashion information at the legitimation stage of fashion adoption while 'observing what someone is wearing at social gathering' was more important source of fashion information used by college-going boys at the awareness stage of fashion adoption. Z-test

analysis regarding the information sources used during the awareness, comprehension and legitimation stages of fashion adoption revealed that there was a significant difference during the information sources used by college-going boys during these stages. Thus, the hypothesis-'Preference of fashion information sources used by college-going boys during awareness, comprehension and legitimation stages of fashion adoption does not differ' was rejected.

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