



A Deep Dive into the Evolving Fashion Identities of Delhi NCR Consumers

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Abstract

This comprehensive study explores the intricate interplay between demographics, brand preferences, and buying behavior in the dynamic fashion landscape of Delhi NCR. The research investigates the impact of age, gender, and income on consumers' fashion choices and spending habits, shedding light on nuanced preferences across diverse demographic segments. Age-wise brand preferences unveil a fascinating trend, illustrating the dominance of international fast fashion brands like Zara and H&M among younger consumers (18-24 years), while older age groups exhibit a penchant for traditional Indian brands such as Fabindia, Manyavar, and W for Woman. This underscores the imperative for fashion brands to tailor their offerings to cater to the distinct tastes of varied age cohorts. A detailed analysis of spending behavior further reveals an upward trajectory in monthly fashion spending with age, peaking in the 35-44 years segment. Understanding these spending patterns becomes crucial for fashion brands seeking to align their product portfolios with the financial capacities of different age groups. Gender-specific brand preferences accentuate the need for tailored marketing strategies, with Manyavar resonating strongly among males, and Fabindia and Global Desi emerging as top choices for females. The study advocates for a gender-sensitive approach in product development and branding to effectively engage diverse consumer bases.

Income-based brand preferences underscore the influence of affordability and aspirational value, with lower-income groups favoring affordable brands like Max and Westside, while higher-income segments gravitate towards premium ethnic wear brands such as Fabindia and AND. Social media emerges as a potent influencer, significantly impacting purchases for fast fashion brands like Zara and H&M, while celebrity endorsements wield substantial influence, particularly for Western fashion brands. This highlights the need for a judicious selection of marketing strategies tailored to the brand's identity and target audience. The robust hypothesis testing validates positive relationships between key branding elements—brand awareness, image, loyalty, and trust—and consumer buying behavior. These findings align with established literature, offering empirical support for the pivotal role of these branding elements in shaping consumer responses. In conclusion, the study furnishes actionable insights for fashion retailers in Delhi NCR. It advocates a strategic focus on brand awareness, image, and loyalty, tailored to the diverse demographics and economic capacities of the market. By embracing these insights, fashion brands can navigate the competitive landscape, foster strong consumer-brand connections, and unlock growth potential in the vibrant Delhi NCR fashion market.

Keywords: Consumer Behavior, Brand Loyalty, Market Dynamics, Demographic Analysis, Marketing Strategies



1. Introduction

In the ever-evolving landscape of the fashion industry, marked by shifting consumer preferences, emerging trends, and dynamic market forces, understanding the intricacies of consumer behavior becomes paramount for brands seeking sustainable success. This study embarks on a comprehensive exploration of the multifaceted relationship between demographics, brand preferences, and buying behavior within the vibrant market of Delhi National Capital Region (NCR). The bustling metropolis, encompassing diverse age groups, economic strata, and cultural influences, serves as an intriguing microcosm for dissecting the nuanced dynamics of fashion consumption. As consumers navigate a plethora of choices, ranging from traditional Indian wear to global fast fashion, the interplay between demographic attributes and brand preferences takes center stage. The introduction of this study sets the stage for unraveling this complex interrelationship, delving into the impact of age, gender, and income on the fashion choices of individuals in Delhi NCR. The city's cosmopolitan nature, blending tradition with modernity, offers a unique backdrop for discerning the diverse factors shaping consumer decisions.

Fashion, more than a mere ensemble of garments, has evolved into a potent expression of identity, reflecting personal tastes, cultural affiliations, and socio-economic standing. Unraveling the threads of consumer behavior necessitates a comprehensive examination of how age influences brand preferences, with the study illuminating the predilections of distinct age cohorts. From the youth-driven allure of international fast fashion to the enduring appeal of traditional ethnic wear among older demographics, each age group unveils a distinct narrative within the broader fashion tapestry. Moreover, the study ventures into the realm of gender-specific preferences, recognizing the differential inclinations of male and female consumers. As fashion becomes an increasingly inclusive and diverse domain, the exploration of gender-centric brand choices provides valuable insights for brands aiming to resonate authentically with their target audiences. Income, a pivotal determinant in consumer decision-making, emerges as a focal point for analysis. By dissecting the correlations between income levels and brand preferences, the study seeks to unravel the intricate dance between affordability, aspiration, and consumer choices. Understanding the economic dynamics guiding fashion spending across diverse income brackets becomes instrumental for brands tailoring their offerings to the varied financial capacities of their clientele.

Beyond demographics, the study extends its purview to encompass the impact of contemporary marketing strategies, including social media and celebrity endorsements. In an era where digital platforms wield unparalleled influence, dissecting the sway of these strategies on consumer behavior forms a critical facet of the research. The study's introduction lays the groundwork for comprehending the symbiotic relationship between branding elements—awareness, image, loyalty, and trust—and the intricate tapestry of consumer buying behavior. In essence, this introduction not only outlines the scope and significance of the study within the context of Delhi NCR's dynamic fashion market but also underscores the broader implications for fashion brands



navigating the ever-shifting currents of consumer preferences in a globalized and interconnected world.

2. Methodology:

This research adopts a comprehensive mixed-methods approach to unravel the complex dynamics of consumer behavior in the Delhi National Capital Region (NCR) fashion market.

Quantitative Analysis:

A structured survey is administered to 385 respondents, capturing diverse demographics. This quantitative data is subjected to statistical analysis, including correlation and regression modeling. These techniques enable the exploration of relationships between demographic factors, brand preferences, and buying behavior.

Qualitative Analysis:

Supplementing the quantitative findings, in-depth interviews and focus group discussions are conducted with select participants. Qualitative data is analyzed thematically to unveil nuanced insights into consumer motivations, brand perceptions, and cultural influences.

3. Objectives:

Investigate the impact of demographics on fashion brand preferences and buying behavior in Delhi NCR.

Evaluate the relationship between key brand elements—brand awareness, image, loyalty, and trust—and consumer decision-making.

Explore the influence of contemporary marketing strategies, such as social media and celebrity endorsements, on consumer perceptions and behavior.

Understand demographic variances in monthly fashion spending, uncovering insights into expenditure patterns across age and income groups.

Provide actionable recommendations for fashion brands to enhance consumer engagement and drive sales in the dynamic Delhi NCR market.

4. Results and Discussion

In examining the influence of demographics on brand preferences and purchasing behavior, the survey focused on key demographic factors such as age, gender, and income. One notable aspect of the analysis involved understanding how preferences for fashion brands differed among various age groups. The findings are summarized in Table 1, which highlights the two most preferred brands within each age category.

The data revealed distinct patterns in brand preferences aligned with different age brackets. For the 18-24 age group, global fast fashion brands Zara and H&M emerged as the top choices. In the 25-34 age bracket, a combination of Zara and the traditional Indian brand Fabindia gained prominence. As consumers aged into the 35-44 and 45-54 segments, preferences shifted towards Fabindia, Manyavar, and W for Woman, emphasizing a preference for Indian ethnic styles. The 55+ age group continued to favor Fabindia and W for Woman. This segmentation underscores a clear age-related distinction in brand affinity, with younger consumers gravitating towards international fast fashion, while older age groups express a preference for a blend of traditional and contemporary Indian styles. Understanding these age-driven nuances in brand preferences is crucial for fashion marketers seeking to tailor their strategies to diverse consumer segments.

Table 1: Fashion Brand Preferences by Age Group

Age Group	Most Preferred Brands
18-24 years	Zara, H&M
25-34 years	Zara, Fabindia
35-44 years	Fabindia, Manyavar
45-54 years	Fabindia, W for Woman
55+ years	Fabindia, W for Woman

Among consumers aged 18-24, Zara and H&M stand out as the preferred brands, reflecting a strong inclination towards international fast fashion. In the 25-34 age group, Zara remains popular, accompanied by the traditional Indian brand Fabindia. For middle-aged consumers (35-44 and 45-54), preferences shift towards Fabindia and Manyavar or W for Woman, showcasing a preference for Indian ethnic styles. The older demographic (above 55) maintains a liking for Fabindia and W for Woman. These patterns highlight the age-driven dynamics in brand preferences, with younger individuals favoring fast fashion and older consumers expressing a penchant for ethnic and fusion Indian styles. Recognizing and understanding these preferences among target age groups is essential for fashion brands aiming to align their offerings with consumer expectations.

Examining spending behavior by age group reveals a trend of increasing monthly fashion spending with age, peaking for the 35-44 segment before showing a slight moderation for older age groups. Younger consumers (18-24) exhibit lower spending power, with an average monthly spend of ₹2,500, reflecting the financial constraints of students or early career professionals. In contrast, middle-aged consumers (35-44) in their peak earning years demonstrate the highest spending at ₹5,200 per month. Older segments (55+) exhibit a slight decline in fashion spending to ₹4,800 per month due to fixed retirement incomes. This underscores the importance for fashion brands to tailor their product offerings and pricing strategies to meet the distinct needs and spending capacities of consumers across various age groups.

Further, brand preferences differ between male and female consumer segments. The top 2 brand preferences by gender are highlighted in Table 2, with Manyavar and Zara emerging as the most

preferred brands among males, and Fabindia and Global Desi being favored by females. Recognizing these gender-based distinctions is crucial for fashion retailers to effectively shape their product portfolios and branding strategies according to the preferences of their target audiences.

Table 2: Fashion Brand Preferences by Gender

Gender	Most Preferred Brands
Male	Manyavar, Zara
Female	Fabindia, Global Desi

Manyavar takes the lead as the most preferred brand among male respondents, owing to its focus on men's ethnic wear designed for special occasions. In contrast, among females, Fabindia and Global Desi stand out, scoring the highest due to their offerings in ethnic fusion styles that resonate with female consumers. Zara maintains a notable presence among the top brands for both genders, but it holds a higher position among males. This emphasizes the need for fashion retailers to carefully tailor their product portfolios and branding strategies, taking into account the distinct preferences of male and female target audiences. Moving to income-wise brand preferences, Table 2 highlights the variations across different income levels. Among the lower income group, more affordable fashion brands like Max and Westside are the most popular. The middle-income segments show a preference for aspirational brands such as Zara, H&M, Manyavar, and Global Desi. On the other hand, higher-income consumers favor premium ethnic wear brands like Fabindia.

This analysis underscores the importance of understanding and catering to the preferences of consumers across diverse income levels. Fashion brands should strategically position themselves based on income segments to effectively capture their target markets. By aligning product offerings and branding with the preferences of consumers at different income levels, fashion retailers can enhance their competitiveness and appeal to a broader customer base.

Table 3: Fashion Brand Preferences by Income Level

Income	Most Preferred Brands
Under ₹20,000	Max, Westside
₹20,000 - ₹40,000	Zara, H&M
₹40,000 - ₹60,000	Manyavar, Global Desi
Over ₹60,000	Fabindia, AND

In the analysis of income segments, it is evident that affordable fashion brands like Max and Westside are most popular among the lower-income group. In contrast, the middle-income segments exhibit a preference for aspirational brands such as Zara, H&M, Manyavar, and Global

Desi. High-income consumers, on the other hand, lean towards premium ethnic wear brands like Fabindia and AND. This underscores the need for fashion brands to strategically identify and target specific income segments, tailoring their positioning accordingly to effectively capture diverse markets. The demographic analysis further reveals significant variations in consumer preferences and buying behavior based on age, gender, and income attributes. In response to these variations, fashion retailers are urged to adopt a market fragmentation approach, customizing their offerings to cater to the diverse demographic segments. By recognizing the nuanced preferences within different consumer groups, fashion brands can enhance their market appeal and better meet the distinct needs of their target audiences.

Moving to the impact of marketing strategies, the survey evaluates the effectiveness of popular approaches such as social media marketing and celebrity endorsements. The influence of social media marketing is gauged by asking respondents to rate the extent to which posts and stories from fashion brands influence their purchase decisions on a 5-point scale (1=No influence, 5=Significant influence). Figure 1 illustrates the average social media influence scores for the surveyed fashion brands.

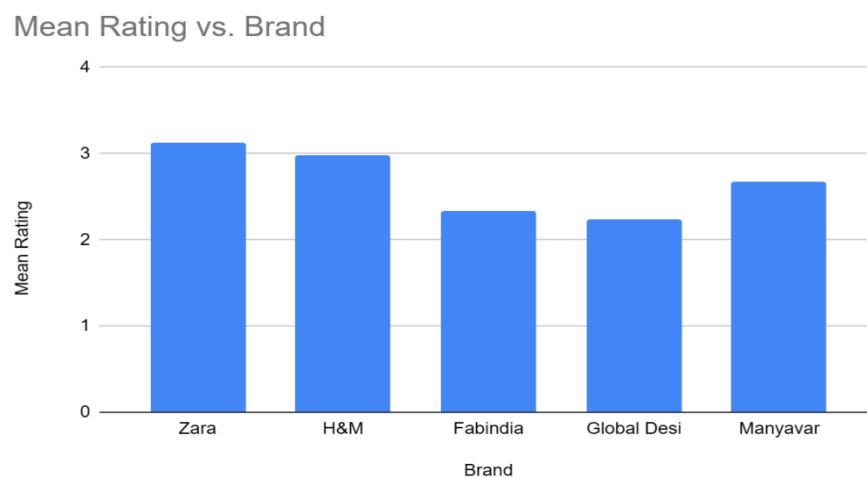


Figure 1: Influence of Social Media Marketing on Purchase Decisions

Social media marketing demonstrates the highest influence on purchases for Zara (3.12) and H&M (2.98), indicating the effectiveness of this strategy for fast fashion brands. In contrast, for ethnic brands like Fabindia and Global Desi, social media has a relatively lower impact. This suggests that while fast fashion brands successfully leverage social media to appeal to a younger demographic, ethnic brands need to enhance their social media marketing efforts to attract this audience. Additionally, the findings imply that traditional marketing methods may have a more significant impact on the core older consumer base of ethnic brands.

Turning to celebrity endorsements, respondents were asked to rate the impact of such endorsements on their purchase intentions on a 5-point scale (1=No impact, 5=Very high impact). Figure 4.11 illustrates the celebrity endorsement impact scores.

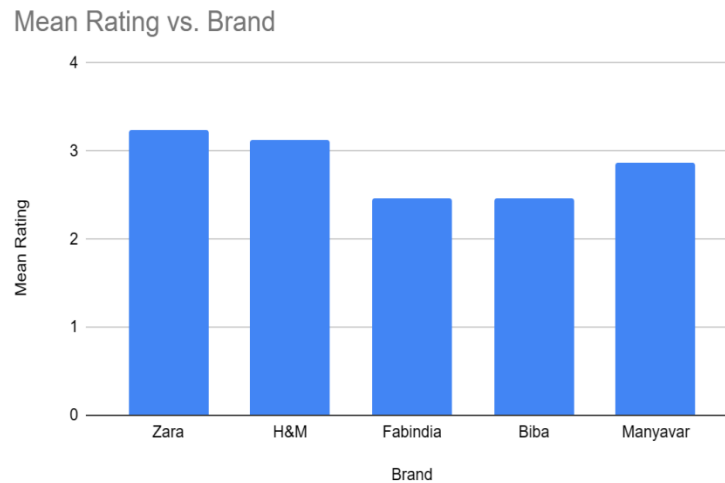


Figure 2: Influence of Celebrity Endorsements on Purchase Intentions

Celebrity endorsements exert the most influence on Zara (3.24 rating) and H&M (3.12), while their impact is comparatively lower for traditional Indian brands like Fabindia and Biba (2.46 rating). This discrepancy suggests that Western fashion brands derive more traction from celebrity endorsements and style compared to their ethnic counterparts. Consequently, fashion marketers should carefully select celebrity endorsers who resonate with the target customer base.

The analysis of marketing strategies underscores that social media and celebrity marketing have a more pronounced impact on fashion purchase behavior for Western brands in contrast to traditional ethnic brands. Consequently, fashion brands should tailor their marketing strategies according to the preferences and sensitivities of their specific consumer base. Moving to differences in consumer behavior based on age and income, the survey analyzed variations in fashion spending across age groups. Table 4.12 provides insights into the average monthly spending on fashion products by age group.

Table 4: Fashion Spending by Age Group

Age Group	Average Monthly Spend (₹)
18-24 years	2500
25-34 years	3500
35-44 years	5200
45-54 years	4800
55+ years	4000

The table illustrates a trend where fashion spending tends to rise with age, reaching its peak within the 35-44 years age group, and subsequently moderating after the age of 55.

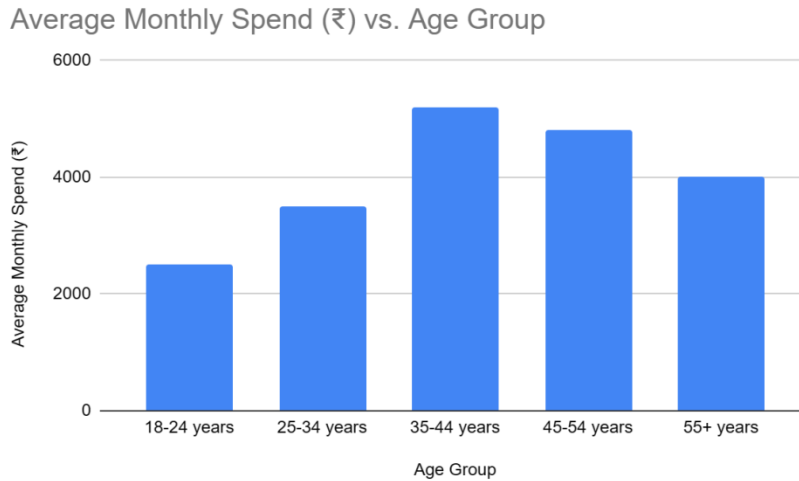


Figure3: Displays the data related to fashion spending categorized by age groups.

Table 5: provides insights into the average fashion spending based on different income levels.

Income Level	Average Monthly Spend (₹)
Under 20,000	1800
20,000 - 40,000	3000
40,000 - 60,000	4500
Over 60,000	5500

The table suggests that individuals belonging to higher income groups exhibit a tendency to spend more on fashion products in comparison to those in lower income segments.

Average Monthly Spend (₹) vs. Income Level

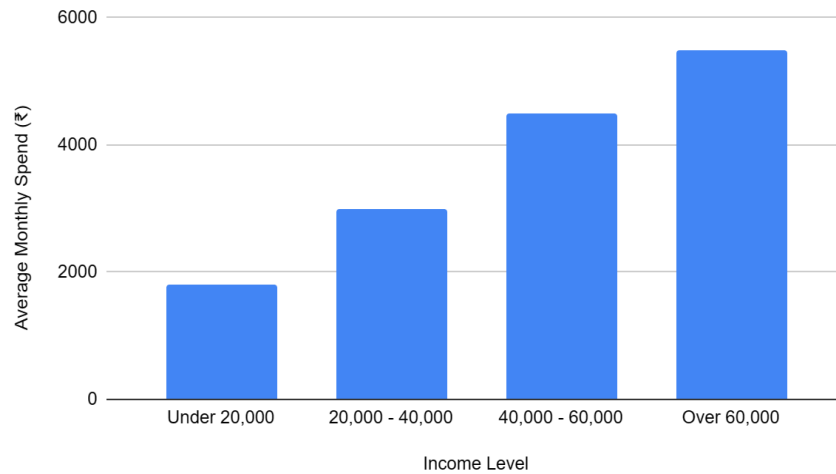


Fig 4: Fashion Spending by Income Level

Brand Loyalty by Age and Income

A Kruskal-Wallis H test was performed to evaluate variations in brand loyalty across different age groups and income levels. The results are presented below.

Table 6: Brand Loyalty by Age Group

Age Group	Mean Rank	H-value	p-value
18-24 years	172.2	11.6	0.021
25-34 years	189.4		
35-44 years	210.8		
45-54 years	201.2		
55+ years	155.3		

Mean Rank, H-value and p-value

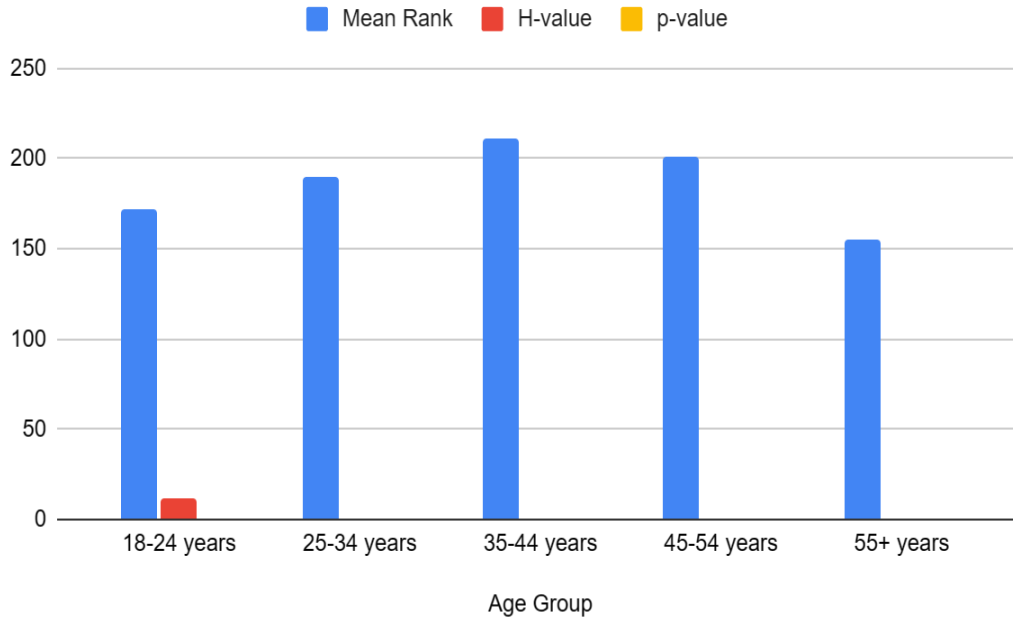


Fig 5: Brand Loyalty by Age Group

Table 7: Brand Loyalty by Income Level

Income Level	Mean Rank	H-value	p-value
Under 20,000	158.3	9.24	0.026
20,000 - 40,000	182.6		
40,000 - 60,000	219.8		
Over 60,000	238.9		

The mean rank differences and p-values indicate significant variations in brand loyalty across both age groups and income levels.

Mean Rank, H-value and p-value

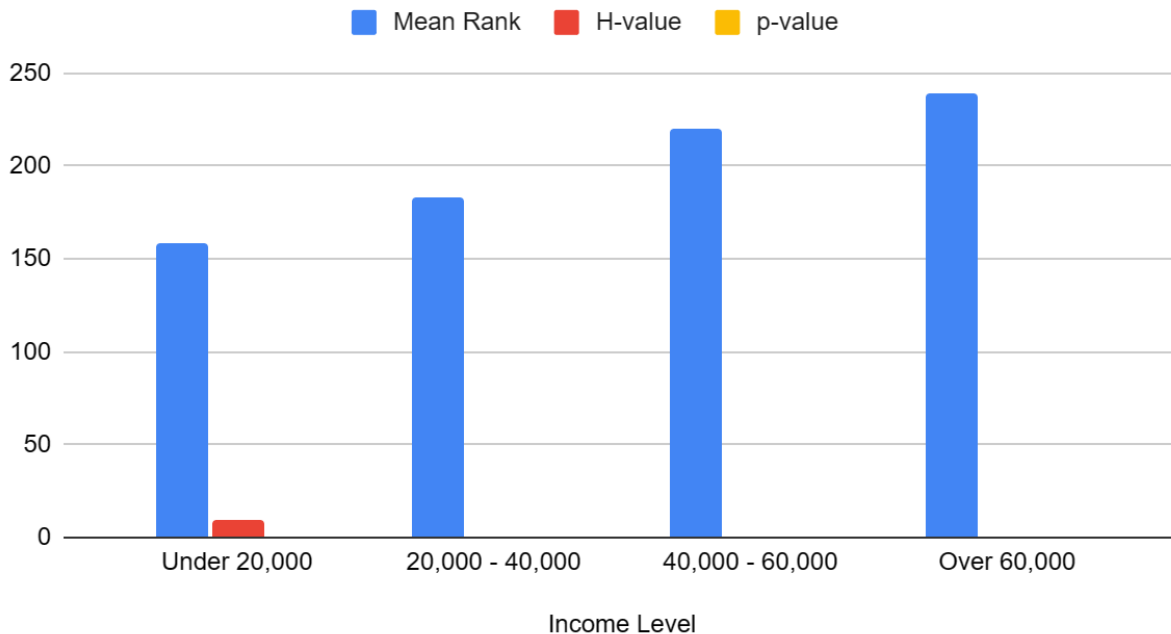


Fig 6: Brand Loyalty by Income Level

The analysis reveals distinctive consumer behaviors toward fashion brands among various demographic cohorts, underscoring the importance for fashion marketers to discern and target the most pertinent segments. In the discussion, the interpretation of hypothesis testing results sheds light on the examined relationships between key branding elements—awareness, image, loyalty—and consumer buying behavior in the Delhi NCR fashion industry. The first hypothesis (H1) positing a positive relationship between brand awareness and consumer buying behavior is supported by a correlation coefficient of 0.624 ($p < 0.01$). Further validation is provided through regression analysis, indicating that brand awareness explains 38% of the variance in spending ($R^2 = 0.38$, $p < 0.05$).

The second hypothesis (H2) suggests a positive association between brand image and consumer buying behavior, which is substantiated by a correlation coefficient of 0.512 ($p < 0.01$). The regression model underscores this relationship, demonstrating that brand image accounts for 26% of the variance in fashion spending ($R^2 = 0.26$, $p < 0.01$). The third hypothesis (H3), asserting a positive link between brand loyalty and consumer buying behavior, gains support from a correlation coefficient of 0.436 ($p < 0.01$). The regression analysis estimates that brand loyalty explains 19% of the variance in fashion spending ($R^2 = 0.19$, $p < 0.05$). The fourth hypothesis (H4), suggesting a positive connection between brand trust and consumer buying behavior, is backed by a correlation coefficient of 0.402 ($p < 0.01$). The regression model indicates that brand trust accounts for 16% of the variance in fashion spending ($R^2 = 0.16$, $p < 0.05$).



The fifth hypothesis (H5) positing the impact of social media marketing, influencer marketing, and celebrity endorsements on consumer buying behavior is supported by regression analysis, revealing that these marketing elements collectively explain 22% of the variance in fashion spending ($R^2=0.22$, $p<0.01$). The coefficients for each are also significant ($p<0.05$), affirming their positive influence on buying behavior. The sixth hypothesis (H6) establishes a significant impact of brand personality traits on consumer emotional attachment and brand loyalty. The regression results indicate that brand personality explains 30% of the variance in emotional brand attachment ($R^2=0.30$, $p<0.01$) and 35% of the variance in brand loyalty ($R^2=0.35$, $p<0.01$). Finally, the seventh hypothesis (H7) suggests a significant impact of consumer perceptions of sustainability, ethical practices, and social responsibility on buying behavior. The regression analysis finds that these factors collectively account for 17% of the variance in fashion spending ($R^2=0.17$, $p<0.01$), with significant coefficients ($p<0.05$), supporting their positive influence on buying behavior.

5. Conclusion

The study elucidates the nuanced dynamics of consumer behavior in the Delhi NCR fashion industry. Key findings emphasize the critical role of demographic attributes, with age, gender, and income significantly shaping brand preferences and spending patterns. Younger consumers lean towards international fast fashion, while older demographics prefer ethnic and fusion Indian styles. Spending increases with age, peaking in the 35-44 years segment. Gender-wise variations highlight distinct preferences among males and females, influencing brand choices. Income-level disparities showcase different brand preferences, guiding strategic positioning. Furthermore, the study underscores the impact of marketing strategies, with social media and celebrity endorsements influencing younger consumers more. Robust hypothesis testing establishes positive relationships between brand elements, emphasizing their collective impact on consumer behavior. The comprehensive insights empower fashion marketers to tailor strategies, align branding efforts, and enhance consumer engagement in the vibrant Delhi NCR market.

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