
FAHION CONSCIOUS BEHAVIOUR OF WORKING AND NON-WORKING WOMEN IN PAKISTAN-AN EMPIRICAL ANALYSIS

Prof. Dr. Abdul Ghafoor Awan

Dean, Faculty of Management and Social Sciences,
Institute of Southern Punjab Pakistan.
ghaffoor70@ yahoo.com. Cell # 03136015051.

Shayghan Madni

MS Scholar, Department of Business Administration,
Institute of Southern Punjab Multan-Pakistan.
shayghan.madni81@gmail.com. Cell # 03112230000.
Corresponding author: Dr.Abdul Ghafoor Awan

ABSTRACT

The objective of this study is to carry out a comparison between working and non-working female consumers. This is a quantitative study in which we collected data from different cities of Pakistan through a structured questionnaire. The random sample of study was 300 working and non-working women. Descriptive statistics and Chi square tests were applied to analyze the data while SPSS (2.0) software was used to draw the results. During the study we found that the working women are more fashion conscious than non-working women but there is not a significant difference among them. It was also noted that both groups of women obtain information about fashion and adaptation from different sources. However, they prefer and desire to be in nice apparels, which make them attractive and good-looking, the study conclude.

Key words: Fashion consciousness, mature female customers, Celebrities

1. INTRODUCTION

It has been noticed that more seasoned shoppers control more than half of optional pay and spend over \$60 billion every year in the United States alone, twice that of more youthful shoppers. Despite the fact that it is realized that the more seasoned populace regularly has lower and less secure monetary positions in contrast to more youthful populace, the more seasoned shopper market has a much higher aggregation of advantages because of less wards and therefore, much higher obtaining power than the more youthful customer market. The increasing more established buyer numbers and their optional pay has added to the expanded enthusiasm for contemplating the strategies that impact more seasoned (matured) shoppers. There is an absence of data about more established buyers 'clothing shopping behavior. All the women mostly love new fashion whether they are working. Non-working, young or old.

However, it is very difficult to measure their fashion consciousness and due to this reason the companies face difficulties in designing new fashion items. The study is being conducted to investigate mature and non-working women' fashion consciousness in Pakistan.

1.1 Main Research Problem

The study measures the fashion expression of mature female consumers. This is the segment which is continuously being neglected by the businesses. This study further differentiates two sub-segments which are working and non-working female consumers.

1.2 Problem Statement

Study identifies the fashion conscious behavior of working and non-working mature female consumers.

1.3 Objectives of the Study

This research is being conducted to know:

- To the fashion conscious behavior of working and non-working women.
- To study the differences in their personal characteristics regarding apparels.
- To analyze the significance of this market segment for business firms.
- To investigate the negligence of businesses towards this market segment.

1.4 Scope of the Study

This research will be able to explore the marketing research especially we talk about the fashion conscious behavior of working and non-working women in developing countries like Pakistan. It will assess the significance of this neglected target market and guide business firms to work for it which can lead them to get desirable financial results out of this market segment. This research will specifically focus on the fashion behavior of mature female towards apparel wearing.

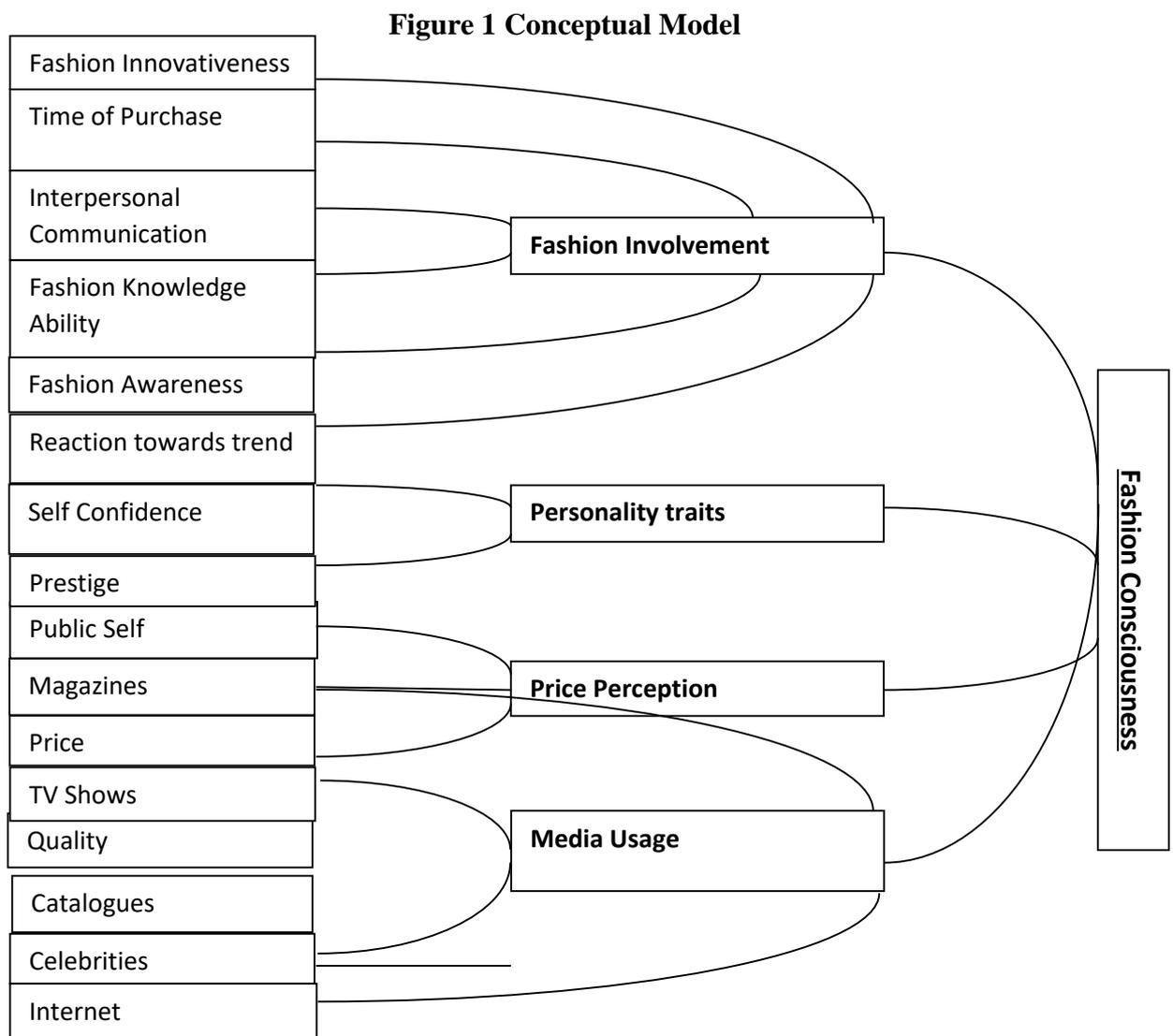
1.5 Identified Gap

As we have studied a lot of literature available relating to this study we have seen a number of studies which are done on the fashion consciousness of the younger females and a fewer study are available on the fashion consciousness of the mature female consumers. But the studies which are done on the mature female consumers are conducted in the developed countries mostly but the behavior and personal characteristics of the mature female are different in Pakistan. Moreover, this study will look separately at working and non-working mature female consumers and their comparative position which can be a smart contribution to fill the research gap.

Previous studies are done on the mature female consumers but those are not too much to touch every aspect of this topic. There is no study available on the comparison of mature and young female consumers. Moreover, there is a huge gap as there is a great diversity among the different nations, their population's attributes. So, previous studies cannot be generalized all over the world. As mature female consumer is a huge segment of developed and less developed countries so it needs to be focused more. The business firms will have to consider this segment seriously.

1.6. Conceptual Model

On the basis of above discussion about the variables and concepts relating to the study this model is constructed. This model has been shown in Figure 1. The model shows three types of variables: independent variables, Mediating variables and dependent variables.



2. RESEARCH METHODOLOGY

Research methodology is a systematic process of analysis which is theoretical in nature of methods which is applied to a particular field of study. It is consisted of rules regarding a particular type of knowledge. Different statistical tools are applied relevant to the type of study in it and it accepts or rejects hypothesis or it describes something on the basis of statistical analysis.

2.1 Nature of study

All the variables taken in this study are qualitative in nature so it is a qualitative study in nature. It demonstrates the attitudes of mature female consumers towards shopping specially apparel shopping behavior.

2.3 Sample

This study uses convenient sampling method which is non-probability sampling where the chance of being selected was not same for everybody. Sample size for this study was 300 respondents which is much enough because it is difficult to gather the data as the people are not easily available from the mature female consumers. Some of the consumers are unwilling to respond and some are not literate much to understand and read the questionnaire.

2.4 Data and its collection

Primary data is used in this study which was collected through the questionnaire. The questionnaire is collected from 300 women respondents aging from 40 to 60 years. Every woman was properly explained the questionnaire in order to ensure the validity of the data collected so that the true degree of expression can be fetched. After the distribution of the questionnaire, the respondents were asked to tick the relevant box and five-points Likert scale was used to collect the accurate degree of expression of female respondents.

2.5 Analytical techniques

Analytical tools are those tools which are used to analyze the data statistically. The data is represented through the frequency tables. The results are shown through the diagrams which seems appropriate for the type of data. The results are properly demonstrated by showing the descriptive statistics such as mean, median, mode, skewness, range etc. and other appropriate statistical tool for the analysis of this study.

2.6 Hypothesis of study

H1: Fashion innovativeness tends to lead the fashion involvement.

H2: Time of Purchase (as earlier) increases the fashion involvement.

H3: Interpersonal communication about fashion leads towards the fashion involvement.

H4: Fashion Knowledge ability leads towards the fashion involvement.

H5: Fashion Awareness leads towards the fashion involvement.

H6: Reaction towards trend tends to lead the fashion involvement.

H7 Self-confidence leads to improve personality of female which can be gained through the wearing of nice apparels.

H8: Public self-consciousness leads to improve the personality of the female which can be improved by nice apparels.

H9: Prestige and quality is considered more in order to consider a female as fashion consciousness.

H10: Magazines leads towards the media usage which ultimately leads towards a female to be fashion conscious.

H11: TV shows leads towards the media usage which ultimately leads towards a female to be fashion conscious.

H12: Catalogues leads towards the media usage which ultimately leads towards a female to be fashion conscious.

H13: Following celebrities leads towards the media usage which ultimately leads towards a female to be fashion conscious.

H14: Internet leads towards the media usage which ultimately leads towards a female to be fashion conscious.

H15: Fashion innovativeness, time of purchase, interpersonal communication, fashion knowledge ability, fashion awareness and reaction towards the trend collectively contribute towards fashion consciousness.

H16: Self-confidence and public self-consciousness leads towards personality traits which are sensitive to fashion consciousness.

H17: Quality and prestige are more important than price for a female to be fashion conscious.

H18: Magazines, TV shows, Catalogues, Celebrities following and internet usage is considered as media usage which leads towards the fashion consciousness.

H19: Fashion involvement, Personality traits, price perception and media usage determines the fashion consciousness of a female consumer.

In the light of above hypothesis, the whole study is based. In the next chapter these hypotheses are proved or disproved in data analysis through the descriptive statistics and various tests. The questionnaire is carefully developed by considering these hypothesis

3. DATA ANALYSIS

By using questionnaire, the data of the study is displayed below in the graphical and tabular forms for comparative analysis.

3.1 Chi-square tests for working women:

Chi-square is also known as statistical tools in which the samples which are taken to analyze the data are distributed then make the comparison of sample variables. If the hypothesis is null, then it is considering as true. The value should not be more than 0.05. Here this test is applied on the samples of working women.

Table 1: Chi-square test

Variables	Chi-square	Degree of freedom	p-value
Fashion Innovativeness v/s Fashion Involvement	150.000 ^a	2	.000
Time of Purchase v/s Fashion Involvement	50.893 ^a	4	.000
Interpersonal Communication v/s Fashion Involvement	17.143 ^a	6	.000
Fashion Knowledge Ability v/s Fashion Involvement	58.929 ^a	6	.000
Fashion Awareness v/s Fashion Involvement	203.571 ^a	6	.000
Reaction towards trend v/s Fashion Involvement	28.316 ^a	4	.000

Here we see the relationship between fashions innovativeness versus fashion involvement as the p-value is 0.000 which mean there is strong relationship between these two variables, hence H1 is accepted. The p-value for the variables time of purchase and fashion involvement is also 0.000 which show there is strong relation between purchasing time and fashion involvement so, H2 is also accepted. Interpersonal Communication have a great relation with the fashion involvement. The p-value of these two variables is 0.00 so, H3 accepted. Association between two other variables like fashion knowledge ability v/s fashion involvement is strong the result for these is 0.000 (p-value) so, H4 accepted. For fashion

awareness and fashion involvement as it shows clear if there is awareness of fashion then one should be involved in fashion, the p-value for this is 0.000, hence, H₅ is accepted. There is also relation between reaction towards trend and fashion involvement, thus, H₆ is accepted because the p-value is 0.000. The results given in the Table 1 shows that six variables have strong relationship with fashion involvement.

Table 2: Chi-square test

Variables	Chi-square	Degree of freedom	p-value
Self-confidence v/s Personality Traits	54.762 ^a	2	.000
Public Self- consciousness Personality Traits	171.429 ^a	4	.000

Table 2 shows that there is a significant relation between relevance with the Personality Traits and Self Confidence with p-value 0.000 (Chi-square value = 54.762^a). So, H₇ of the study is accepted. The p-value of any variable should not be more than 0.05, it should be less than 0.05 or null (0.000). Similarly, connection between public self-consciousness and personality traits is understood (Chi-square value = 171.429^a) and its p-value is 0.000. Hence H₈ is also accepted as true.

Table 3: Chi-square test

Variables	Chi-square	Degree of freedom	p-value
Price v/s Price Perception	25.000 ^a	3	000
Quality v/s Price Perception	100.000 ^a	2	000
Prestige v/s Price Perception	11.111 ^a	4	028

Table 3 shows that the relation between price and price perception is strong, so H₉ is accepted because the p-value 0.000 (Chi-square value = 25.000^a) and the relationship between quality and price perception is also significant as its p-value is 0.000 and (Chi-square value = 100.000^a) hence, H₁₀ is also accepted. But variable prestige and price perception is showing insignificance relation because p-value is 0.028 which is more than 0.05, so H₁₁ is rejected.

Table 4 Chi-square Test

Variables	Chi-square	Degree of freedom	p-value
Magazines v/s Media Usage	105.000 ^a	4	.000
TV shows v/s Media Usage	19.048 ^a	2	.000
Catalogues v/s Media Usage	35.714 ^a	4	.000
Celebrities v/s Media Usage	12.500 ^a	4	.014
Internet v/s Media Usage	107.143 ^a	4	.000

Table 4 shows relation between media usage with five other variables such as magazines, TV shows, Catalogues, Celebrities, Internet. There is significant relationship between magazines and media usage so, H12 is accepted because its p-value is 0.000 with (Chi-square value = 105.000^a) and the relationship between TV shows and media usage is also significant, so H13 is accepted because of the p-value 0.000 and (Chi-square value = 19.048^a). Catalogues have also significant relation with media usage and its p-value is 0.000 and (Chi-square value = 35.714^a), so H14 is accepted. it is also true. However, H15 is not proved true due to insignificant relations between celebrities and media usage and its p-value is 0.014, which is greater than 0.05. Thus, this hypothesis is rejected. In the last the relationship between internet and media usage is significant with the p-value 0.000 (Chi-square value = 107.143^a), so H16 is also accepted.

Table 5: Impact of Mediating variables on dependent variable

Variables	Mode
Fashion involvement links to fashion consciousness	2
Personality traits links to fashion consciousness	1
Price, Prestige and quality Perception links to fashion consciousness	2
Media Usage links to fashion consciousness	4

In Table 5 results of mediating variables and dependent variable have shown. The working women who are involved in the fashion present in the current market it is obvious they consider as fashion conscious and being working ladies may be habitual of fashion consciousness. The result of the chi square test shows that mode value is 2 which reflects that employed women are agreed with this view. Many women are strongly agreeing with the view that there is a strong relation between personality traits and fashion consciousness because it makes their personality quite different from others. This fact is revealed by the mode value of 1. The next variables are price, prestige and quality perception. The value of mode is 2 that shows that the majority of working women are more fashion conscious. There is weak relationship between working women and media usage, perhaps working women having tight working schedule and they have less time to connect with media.

3.2 Chi-square tests for Non-Working Women:

The results of chi-square tests for non-working women are shown in Table 6.

Table 6: Chi-square test

Variables	Chi-square	Degree of freedom	P-value
Fashion Innovativeness v/s Fashion Involvement	200 ^a	6	000
Time of Purchase v/s Fashion Involvement	304.16 ^a	9	000
Interpersonal Communication v/s Fashion Involvement	159.375 ^a	9	000
Fashion Knowledge Ability v/s Fashion Involvement	170.833 ^a	9	000
Fashion Awareness v/s Fashion Involvement	120 ^a	6	000
Reaction towards trend v/s Fashion Involvement	212.500 ^a	9	000

Table 6 shows association between fashions innovativeness and fashion involvement. The results of the chi-square test the p-value shown is 0.000 there is strong relation between these two variables because p-value is 0.000. so, H1 is accepted. The p-value for the variables

purchasing time and fashion involvement is also 0.000 which show there is strong relation between purchasing time and fashion involvement so, H2 is also accepted. Similarly, interpersonal communication has a significant relation with the fashion participation and its p-value is 0.00 so, H3 also considered true. Link between two other variables fashion knowledge ability and fashion involvement is strong and its p-value is 0.000, hence, H4 also accepted. For fashion awareness and fashion involvement as it shows clear if there is awareness of fashion then one should be supposed to be involved in fashion the p-value for this is 0.000 hence, H5 is correct. The results show that there is strong relationship between reaction towards trend and fashion involvement, hence H6 proved true because the p-value is 0.000. In short, the above results show that all variables have strong association with fashion Involvement.

Table 7: Chi-square test

Variables	Chi-square	Degree of freedom	p-value
Self Confidence v/s Personality Traits	125.00 ^a	4	000
Public Self Consciousness v/s Personality Traits	240.000 ^a	6	000

Table 7 shows relationship between self-confidence and personality traits. The results show very significant relationship between these two variables because the p-value is 0.000 (Chi-square value = 125.00^a). Hence, H7 of the study is accepted. Similarly, the relationship between public self -consciousness and personality traits is also significant with (Chi-square value = 240.000^a) and its value of p is 0.000. Thus, H8 is also accepted.

Table 8: Chi-square test

Variables	Chi-square	Degree of freedom	p-value
Price v/s Price Perception	38.889 ^a	2	000
Quality v/s Price Perception	25.000 ^a	2	000
Prestige v/s Price Perception	7.143 ^a	2	028

Table 8 shows the relationship between price and price perception is strong and its p-value is 0.000 (Chi-square value = 38.889^a) so H9 is accepted. The association between quality and price perception is also significant and its p-value is 0.000 and (Chi-square value = 25.000^a), so H10 is also true. However variable prestige and price perception have no significant relation because the value of P is 0.028 which is more than 0.05, so H11 is not accepted.

Table 9: Chi-square test

Variables	Chi-square	Degree of freedom	P-value
Magazines v/s Media Usage	210.000 ^a	6	.000
TV shows v/s Media Usage	54.762 ^a	6	.000
Catalogues v/s Media Usage	212.500 ^a	6	.000
Celebrities v/s Media Usage	210.000 ^a	6	.000
Internet v/s Media Usage	300.000 ^a	9	.000

Table 9 shows relationship between media usage with five variables such as Catalogues, Celebrities, magazines, TV shows and Internet. In case study of magazines and media usage, there is good association as, H12 is proved true due to having a p-value of 0.000 with (Chi-square value = 210.000^a) and the relation between television shows and media usage is also strong because the p-value 0.000 and (Chi-square value = 54.762^a), so H13 is accepted. The relationship between catalogues and media usage is significant as its p-value is 0.000 and (Chi-square value = 212.500^a), so H14 is accepted. The relation between c Celebrities and media usage also significant because its p-value is 0.000 so H15 is accepted. The relationship between internet and media usage is also significant, having p-value 0.000 (Chi-square value = 300.00^a), so H16 is also true.

Table 10: Impact of mediating variables on dependent variable

Variables	Mode
Fashion involvement links to fashion consciousness	1
Personality traits links to fashion consciousness	1
Price ,Prestige and quality Perception links to fashion consciousness	2
Media Usage links to fashion consciousness	2

Table 10 shows the results which indicate that non-working women are more fashion conscious because they have extra time to locate fashionable items. The mode value is 1 which is little different from working women which shows that unemployed women are strongly agree with the view. Numerous women are strongly agree with the statement that there is a strong relation between personality traits and fashion consciousness. The data shows that non-working women are also conscious as working women about fashion because it makes their personality quite different from others. As regard to the like variables price, prestige and quality perception links to fashion consciousness the result of mode is 2 which also show the agreed of majority of unemployed females. Some peoples are very much value conscious in their manner of fashion some like that they should look pretty different from others in their fashion clothes it's all about their high-status mind set regarding the style. Quality is too essential factor which can influence fashion such as fashion conscious persons can pay supplementary amount for their apples/garments and they spend more for it to look changed in their personalities. Moreover, there is a strong relation between media usage and fashion consciousness. It is because non-working women have much time to focus or to give more time to television regarding to fashion due to the less workload in their regular and normal lifestyle.

4. FINDINGS AND RESULTS

The empirical evidence of our study proved that the mature female consumer whether working or non- working are all fashion conscious. It is found that the females of Pakistan are fashion conscious whether they are able to wear good apparel or not they are at least very much conscious about it. The point to be noted that the women living in the rural areas are not interested in the fashion at all because they refuse to fill the questionnaire. They hesitated to talk about this event. So, our results are related to the responses of urban mature women. But there are differences between working and non-working women's ideas. Our findings show that working mature female consumers are more fashion conscious. But they are not influenced by the media because they have little time to see television due to their heavy load work. In

contrast, non-working women are more attracted to fashion advertisement of television and magazines because they have ample time to see television, read fashion magazines, etc. So they are more influenced by media.

5. CONCLUSIONS

From the above discussion we conclude that mature women are fashion conscious whether they are working or non-working consumers. There are little differences between these two segments. But the most important thing which is to be considered is that there were large number of women non-working women who were not willing to record their views about fashion consciousness during survey. Mostly these were housewives who spent their time to grow their kids at home. Another worth-noting point is that Pakistan is a developing country and there are issues regarding religion as well. The women observe “pardah” particularly in rural areas. We also conclude that the mature non-working female consumers were more sensitive to media and they are highly inspired and influenced by it. In contrast, the working mature female consumers are not sensitive to media regarding fashion. However, they are more sensitive to their peers, family and friends etc. so, they get inspirations from them. The common thing between the mature and non-mature female consumers is that they are not too much sensitive to celebrities regarding apparels, though they like celebrities. In Pakistan normally the apparels which are worn by the celebrities are not wearable in local parties or family functions. There are some restrictions in this regards. All the women whether working or non-working are agreed that nice apparels are very important for women to look attractive. Some from non-working class said that they wear what their family brings for them but most of them wear clothes of their own choice. So, it is established that most of the mature women are fashion conscious and has to be considered by the business firms.

6. RECOMMENDATIONS

Mature female consumers are a very large segment for the businesses selling apparels. But unfortunately it is being neglected by fashion-products producing companies. There is no advertisement for this segment regarding apparels. Companies are suggested to consider this segment equal to other segments. They should advertise for them and even use mature celebrities to feature the apparels for the mature people. Women which are non-working should be targeted by the TV channels because these are more attractive to them. For the working women other type of promotional campaign should be launched through media. It is a segment which can yield a high return to the companies selling apparels. It is important to consider them for the financial purposes and to keep them healthy physically and psychologically as well.

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