

## **Pakistani Apparel Consumption: intergenerational Comparison of Generation X and Generation Y Female Consumer's Apparel Preferences**

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**Abstract:** The purpose of this research is to test the statement. "The intergenerational differences of apparel expenditure among Pakistani females' and differences in perception about personal proximity of self to clothing, ethnic identity and parental influence". We examined some aspects of apparel consumer behavior, Parental influence, Ethnic sensitivity. Where do our respondents live, how often they buy apparel, how much they spend, who/what influence them to buy, who/how influence on their clothing style and other statements related with apparel.

**Key words:** Apparel expenditure • Ethnic sensitivity • Parental influence

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### **INTRODUCTION**

Pakistan's Fashion Industry is emerging with a rapid pace of time. People are more fashion conscious and aware of the latest trends. On the other hand mostly they try to be culturally close with their heritage and ethnicity. They pay keen attention to their appearances, what they are wearing? This is a common trait among females which is observable through different studies.

Pakistan's per capita income is 1000 \$ annually and is the eighth most populous country in the world [1]. It has highest per capita income in the whole south Asian [1]. Pakistan has consumption-oriented society and people tend to spend more on rituals and social engagements [2]. Thus it can be inferred that in order to show their status and style, Pakistani consumers spend considerable amount of money on their clothing. Thus it is a lucrative market for multinational apparel firms.

### **MATERIALS AND METHODS**

The process of data collection consists of distribution of the questionnaires with the informed consent document. The questionnaire is developed to measure the primary concepts (i.e., culture, ethnic identity,

parental influence and apparel consumption behavior) adapted from the major consumer behavior models. The dependent variable for the present study was apparel consumption. The parental influence, culture and fashion sensitivity were the three independent variables. Statistical process tool (SPSS) is used for calculating frequencies and percentages and for performing analysis of variance and regression analysis. Analysis of Variances (ANOVA) is applied to measure the significant relations between variables. Linear regression is done for manipulating the relation between two variables. Confirmatory factor analysis is used to reduce dimensions and for the calculation of variances. AHP is used to assess the internal consistency of the scales used to measure the concepts. Local and Global weight indices are calculated.

### **RESULTS AND DISCUSSION**

Clothes make us feel important, comfortable and even safe. As times changed, fashion gained in its cultural standing. Not only is being in fashion important in today's world, but also knowing who is in fashion and of course who isn't, is a popular subject. With this abundance of fashion all around us it seems important for

Table 1: Rotated Component Matrix<sup>a</sup>

	Component		
	1	2	3
Clothing as a symbol of Cultural Pride		.642	
Wear Ethnic Clothes on Cultural Events		.738	
Cultural clothing with modern design features			.493
Traditional Colors preferred in Clothes Selection			.441
Use of suitable Ethnic Jewelry			.739
Parental Influence on Clothes Selection	.643		
Liking of Mother's Clothing	.838		
Celebrating Events	.747		
Shopping with Mother	.771		
Parent's approval for attending Cultural events		.637	
Parent's approval for buying Cultural dress		.602	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

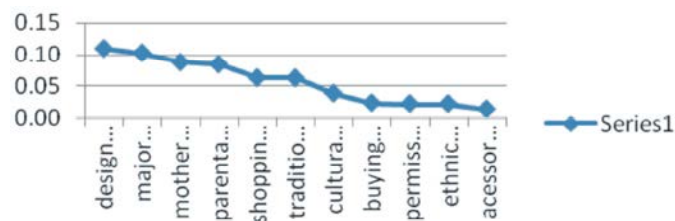


Fig. 1:

research to be conducted examining the influence on the younger and possibly easily impressionable population. Family is the primary institution in the lives of individuals, with mother being the first teacher. Parents influence the life of an individual in multiple ways. The kid looks at the lifestyle of his parents and tries to adapt with them, therefore following everything that he/she looks at. The study reveals in our scenario fashion is limited to high income groups, they are more conscious, aware and interested in latest trends. They usually buy designer and prêt wears. Students and housewives are more into it. Fashion is a term commonly used to describe a style of clothing worn by most of people of a country. A fashion usually remains popular for about 1-3 years and then is replaced by yet another fashion. Factor analysis is applied on all the variables to reduce dimensions. The percentage (%) of variance calculated for Parental Influence is 22% cumulative percentage is also 22%, for Cultural sensitivity percentage of variance is 16.65% cumulative percentage is 38.93%, percentage of variance for Fashion sensitivity is 14% and cumulative percentage is 53%.

Fashion in Pakistan is and always has been for the elite. It has two effects: a trickle-up effect, when street

fashion comes into the main-stream; and a trickle-down effect, when fashion moves from the elite to the masses, fashion in Pakistan has always been trickle-down. Fashion is what's current and what is "in the moment," and it often strikes interest in a large number of people. The clothes we choose to wear tell a lot about ourselves. Even if not intentionally, what we wear give others the first impression of you. Similar to previous studies, this research found that parents influenced tweens' consumption and suggested that their interaction should not be overlooked. Girls and mothers described decisive roles of mothers in setting shopping parameters, approving (or not) clothing purchased and worn. Girls did not express much disagreement with their mothers' preferences, clothing style and shopping. Traditional clothing practice is often assimilated to the generic preferences of ethnic dressing. Thus, modern fashion apparel market has emerged with the announcement that ethnic dressing comes from the core of the traditional culture whose gorgeous fabrics have been face lifted as convenience apparel within societal value and lifestyle (VALS) system.

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