

CHANGING TRENDS IN FASHION APPARELS AND ITS IMPACT ON CONSUMER PSYCHOLOGY

¹Dr. Joe Cajetan Lopez, ²Dr. Muskan Singh

¹Ph.D Guide, SIOM Research Centre, Vadgaon (Bk) Pune

drjoelopezunique@gmail.com

²Assistant Professor, Unique Institute of Management, Pune.

Abstract

This research paper investigates the intricate interplay between changing trends in fashion and consumer psychology, aiming to unveil the multifaceted impacts on individuals' perceptions and behaviors. Employing a quantitative research methodology, the study analyzes data from 328 participants to explore consumers' positive perceptions regarding evolving fashion trends and the significant influence of these trends on various aspects of consumer psychology. The findings reveal a strong affirmative sentiment among consumers, indicating that they perceive changing fashion trends as catalysts for self-expression, enhanced self-image, and cultural relevance. Moreover, the study identifies a notable association between aligning with current fashion trends and positive effects on mood, self-perception, personal identity, and overall well-being. The implications of these findings extend to fashion marketers, suggesting tailored strategies to leverage the psychological dimensions of consumer responses to fashion trends. The study concludes by highlighting avenues for future research, emphasizing the need for a deeper understanding of cultural and demographic nuances in consumer perceptions of fashion trends.

Keywords: Changing trends, fashion, consumer psychology, self-expression, self-image, cultural relevance, mood, personal identity, well-being, marketing strategies.

Introduction

In the dynamic landscape of the fashion industry, the constant flux of trends in apparel serves as a compelling lens through which to examine the intricate relationship between fashion evolution and consumer psychology. This intersectionality is of paramount importance, encapsulating a myriad of influences that extend beyond mere aesthetic preferences to profoundly impact the mindset and behavior of consumers. As an academic research writer undertaking the exploration of this captivating subject, this introduction aims to provide a comprehensive overview of the multifaceted dynamics inherent in the evolving trends of fashion apparel and their consequential effects on the intricate realm of consumer psychology. Fashion, as a cultural and social phenomenon, operates as a mirror reflecting the values, attitudes, and aspirations of society at a given point in time. The cyclical nature of fashion trends, marked by the perpetual emergence and resurgence of styles, colors, and silhouettes, is emblematic of the perpetual metamorphosis that characterizes the industry. Understanding these shifts necessitates a nuanced examination of the broader sociocultural context in which

they unfold. The ebb and flow of fashion trends are not arbitrary; they are deeply intertwined with societal changes, cultural movements, and technological advancements. Consumer psychology, on the other hand, delves into the intricate workings of the human mind concerning purchasing decisions and behaviors. The act of selecting and wearing clothing is a deeply personal expression, often influenced by a myriad of psychological factors. The allure of a particular fashion trend extends beyond its visual appeal, permeating into the realms of identity construction, self-expression, and the desire for social validation. As such, the study of changing trends in fashion apparel and its impact on consumer psychology is inherently interdisciplinary, necessitating an amalgamation of insights from sociology, psychology, and marketing. One fundamental aspect to consider is the psychological phenomenon of conformity and differentiation within the realm of fashion. Individuals often find themselves navigating a delicate balance between the desire to conform to societal norms and the need for self-expression and individuality. Changing fashion trends act as catalysts in this intricate dance, offering individuals a means through which to signal their affiliation with a particular social group, movement, or lifestyle. Simultaneously, these trends provide a canvas for personal expression, allowing individuals to distinguish themselves within the broader societal tapestry.

Moreover, the advent of digitalization and social media has intensified the symbiotic relationship between fashion trends and consumer psychology. The immediacy with which trends disseminate across digital platforms has accelerated the pace of fashion cycles, influencing consumer perceptions and preferences at an unprecedented rate. The perpetual connectivity facilitated by social media platforms not only amplifies the impact of trends but also transforms the very nature of consumer engagement with fashion. The "see now, buy now" culture that has emerged underscores the immediacy of consumer responses to trends, further emphasizing the need for a thorough examination of the psychological underpinnings of these rapid shifts. In conclusion, the exploration of changing trends in fashion apparel and their impact on consumer psychology necessitates a holistic understanding of the intricate interplay between societal dynamics, individual psychology, and the evolving nature of the fashion industry. This research endeavors to unravel the complexities inherent in this relationship, shedding light on how fashion trends serve as powerful agents of influence in shaping the psyche of consumers. As we embark on this academic journey, the subsequent sections will delve deeper into specific facets of this phenomenon, unraveling the threads that weave together the fabric of fashion and consumer psychology.

Review of Literature

Saravanan & Nithyaprakash (2016) explored the profound influence of fashion trends on society, shedding light on the transformative impact on consumer psychology. The authors contended that attitudes, as expressions of feelings, are intricately tied to values, serving as motivating forces guiding consumer decisions. Specifically, they highlighted the emergence of a value-expressive attitude toward fashion products, positing that consumers are motivated to engage with them as a form of self-expression. The study underscored the pervasive trend of heightened self-awareness among Generation Z individuals, permeating various aspects of their behavior from social media interactions to real-life purchasing choices. The

phenomenon of self-expression through an anonymous style challenged traditional forecasting agencies, necessitating a reevaluation of their parameters. The authors emphasized the unpredictable nature of selfie composition patterns, signaling a shift towards increased social media presence. This trend, characterized by self-expressive anonymity, challenges societal prejudices about fashion, encouraging individuals to flaunt their unique styles rather than conforming to societal norms. The lenience towards self-expression fosters a space where societal expressions, previously unheard and unseen, become paramount, reflective of the evolving spirit of contemporary moments. The study concluded by highlighting the transformative impact of these trends, urging a reconsideration of societal notions about artistic and meaningful content in the context of fashion and individual needs.

Casas and Chinoperekweyi (2019) conducted a comprehensive investigation into the interplay between color psychology and consumer buying behavior, specifically within the context of the apparel market. Positioned at the nexus of marketing activities, the research elucidates that color psychology plays a pivotal role in shaping the effectiveness of marketing strategies, particularly when seamlessly integrated into manufacturing and distribution processes. The study emphasizes the varying interpretations of color stemming from consumers' beliefs, culture, and attitudes, and focuses on the distinctive cultural dynamics within the apparel market. By examining consumer behavior variations globally and their relation to marketing mix elements, the authors contend that color psychology stands out as a significant determinant in the apparel market. Drawing on a range of secondary sources, including journals, articles, and empirical research, the study asserts that color perception, deeply rooted in cultural contexts, significantly influences emotional and intellectual responses among consumers. The research concludes that utilizing colors associated with negative connotations can adversely impact consumers' retrieval cues, potentially deterring them from making purchasing decisions. This synthesis of literature provides valuable insights into the intricate relationship between color psychology and consumer behavior, contributing to a broader understanding of the evolving trends in fashion apparel and their impact on consumer psychology.

Saleem et al. (2014) delved into the intricate dynamics of consumers' adoption of apparel fashion, with a focus on the factors influencing this process in the context of Pakistan. The study underscored the significance of fashion as a powerful driver that shapes consumer behavior, driving their intention to purchase and adopt new products. Through a distribution of 500 questionnaires in key locations of Islamabad and Lahore, the authors investigated the role of various factors, including Fashion Innovativeness, Consumer Innovativeness, Fashion Involvement, Opinion Leadership, and Status, in influencing consumers' intentions to adopt new apparel fashion. The Structural Equation Modeling (SEM) analysis revealed that, with the exception of Fashion Innovativeness and Consumer Innovativeness, factors such as Fashion Involvement, Opinion Leadership, and Status positively influenced consumers' intention to adopt new fashion trends. However, the study highlighted a noteworthy finding that the intention to adopt did not significantly impact consumers' actual adoption of fashionable clothes. The nuanced discussion of both positive and negative effects within the study contributes valuable insights to the understanding of changing trends in fashion apparel

and their impact on consumer psychology in the specific cultural context of Pakistan. The implications drawn from the results and the subsequent recommendations for future research enrich the scholarly discourse on the evolving landscape of fashion adoption and its psychological underpinnings.

Diddi et al. (2019) addressed the escalating global concern of clothing overconsumption and its adverse environmental and societal impacts, particularly in the context of unsustainable patterns in the United States. Grounded in the Behavioral Reasoning Theory, the study aimed to elucidate the sustainable clothing consumption behaviors (SCCBs) that young consumers are most and least likely to engage in, and to comprehend the specific motivations underlying their decisions. Employing a qualitative approach, six focus groups involving forty-one young adult consumers were conducted, with subsequent transcription and analysis of the data. The qualitative findings revealed that participants' engagement in SCCBs was influenced by factors such as perceived value, sustainability commitment, uniqueness, acquisition from known sources, and lifestyle changes. Conversely, reasons for not participating in SCCBs encompassed perceived lack of variety/style, budget constraints, skepticism, lack of knowledge/skills, emotional attachments to consumption, perceived unavailability, and self-indulgent behavior. The study's implications extend to public policy makers and businesses, urging the integration and promotion of circular practices in the fashion industry. Moreover, the research underscores the pivotal role of consumers in fostering clothing lifecycle extension, emphasizing the need for collaborative efforts to address the sustainable clothing consumption intention-behavior gap.

Gul, Shahzad, and Khan (2014) conducted an exploratory research study focusing on the relationship between social media, fashion consciousness, and consumer purchase behavior, particularly among students in higher educational institutes in Karachi. Utilizing a convenience sampling strategy, 300 standardized questionnaires were distributed randomly, resulting in 262 responses. The findings of the study revealed a weak but significant relationship between social media and both fashion consciousness and consumer purchase behavior. Despite the established connections, the study did not align with the proposition that customers spend more than Rs. 4000 per shopping trip. This research contributes valuable insights into the intricate dynamics of how social media influences individuals' awareness of fashion trends and subsequently impacts their purchasing behavior. The study's outcomes carry implications for marketers and businesses seeking to understand the role of social media in shaping consumer decisions, particularly within the context of fashion-conscious individuals in Karachi's higher education institutions.

Rajput, Kesharwani, and Khanna (2012) conducted a study exploring the relationship between consumers' decision-making styles and their preferences for domestic versus imported brand clothing among Indian consumers. With a sample size of 320 participants in Delhi and the National Capital Region (NCR), the study aimed to understand the factors influencing purchase decisions, particularly from a gender perspective. Empirical findings were derived using survey techniques and the chi-square test. The primary objectives included analyzing the significance of demographic profiles in influencing the purchase decisions of branded garments, assessing consumer awareness about different apparel brands

in the Indian market, and investigating potential differences in total expenditure on branded apparel between males and females. The study's results indicated no significant differences in brand awareness, shopping frequency, and shopping expenditure between male and female participants. This research contributes valuable insights into the nuanced dynamics of consumers' attitudes toward branded apparel, providing a gender-specific perspective within the Indian market context.

Ong et al. (2021) conducted a study focused on understanding the factors influencing the buying behavior of Filipinos towards clothing apparel during the COVID-19 pandemic, a period that significantly impacted the fashion industry. The research involved 457 respondents who voluntarily participated and responded to an online questionnaire. Utilizing Structural Equation Modeling (SEM), the study revealed that the marketing mix significantly influenced attitude, subjective norm, and perceived behavioral control, ultimately leading to purchase intention. Moreover, a latent variable representing COVID-19 demonstrated significant effects on self-perceived severity and self-efficacy, influencing attitude and purchase intention. Notably, marketing mix was identified as the primary driver with the highest effect on actual purchases, emphasizing the critical role of innovation dynamics in shaping consumer buying behavior. The study's findings suggest the applicability of the SEM construct to understand clothing apparel buying behaviors in other countries during the pandemic. Importantly, the research underscores the importance of incorporating innovative strategies such as advertisements, promotions, sales, and health safety measures in the fashion industry during the COVID-19 era.

Gul, Shahzad, and Khan (2014) delves into the impact of visual merchandising elements (VME) on customer behavior in the context of apparel retail stores. The study focuses on Online Visual Merchandising Elements (OVME), categorizing them into two major segments: High Task Relevant Environment (HTRE) and Low Task Relevant Environment (LTRE). These categories encompass elements such as atmospheric features, registration requirements, web navigation, web graphics, and product demonstration. Subsequently, 55 sub-elements were identified, each contributing to the overall visual merchandising strategy. The research selected four major multi-brand outlets (MBOs) in India—Fashion at Big Bazar (FBB), Lifestyle, Shoppers Stop, and Reliance Trends—as comparable entities for analysis. Both secondary and primary data were employed, with a sample size of 500 participants responding to a self-developed questionnaire. The Likert scale gauged the level of influence of VME on customer behavior. Results indicated that 80% of the sample agreed with the significant influence of VME on their behavior. Among the identified VME, Window Display setting and Merchandise on Display were found to be the most influential external elements, while creative product display and mannequin styling were highlighted as the most influential internal elements. This research contributes valuable insights into the role of visual merchandising in the highly competitive apparel retail sector, offering practical implications for retailers seeking to enhance customer engagement and purchasing decisions.

Dasgupta and Grover (2019) conducted research to explore the connections between digital media strategies in advertising and the consumer decision journey, with a specific focus on the impact of these strategies on the various stages of the decision-making process. The

primary objective was to understand how digital strategies influence consumers throughout the five stages of the customer decision journey. The study employed a quantitative approach, utilizing correlation tests in SPSS to quantitatively measure the linkages between digital strategies and the consumer decision-making process. The findings of the study revealed that social media marketing emerged as a crucial tool for online apparel brands. It played a significant role in showcasing new fashion trends, announcing sales, and, notably, generating positive reviews and word-of-mouth recommendations. The research underscores the importance of digital strategies, particularly social media marketing, in influencing consumer decisions at different stages of their journey. The emphasis on positive reviews and word of mouth highlights the pivotal role that consumer sentiment and online interactions play in shaping the success of apparel brands in the digital era.

Rathore (2018) focussed on the comprehensive exploration of the influential role played by modern marketing strategies in the fashion industry and their profound effects on consumer decision-making processes. Through a combination of empirical data, case studies, and theoretical analyses, the research delves into key trends such as market segmentation, digital marketing, influencer endorsement, fast fashion dynamics, and sustainability. The study not only examines these trends but also investigates their psychological underpinnings, shedding light on the modifications they induce in consumer behavior. Beyond the realm of fashion marketing, the paper extends its gaze to broader societal implications, emphasizing the multi-layered dimensions of contemporary marketing tactics. The study contributes to discussions surrounding consumer culture, ethical consumption, and sustainable practices, offering valuable insights into the intricate interplay between fashion marketing strategies and consumer behavior in the contemporary landscape.

In conclusion, the reviewed literature provides a comprehensive understanding of various facets of consumer behavior in the fashion and apparel industry. From the profound impact of fashion trends on consumer psychology to the intricate relationship between color psychology and purchasing decisions, each study contributes valuable insights into the complex dynamics shaping the choices individuals make in the ever-evolving world of fashion. Additionally, research on sustainable clothing consumption behaviors, the influence of digital media strategies, and the transformative role of contemporary fashion marketing further enriches our understanding of the multifaceted nature of consumer behavior in the fashion landscape. Despite the wealth of information provided by these studies, a notable research gap emerges. While the existing literature has explored consumer behavior from diverse angles such as trends, color psychology, sustainability, and digital media, there is a need for more integrated studies that synthesize these elements. A holistic approach that considers the interplay between various factors influencing consumer decisions, both within and beyond the scope of traditional marketing strategies, could provide a more nuanced understanding of contemporary consumer behavior in the fashion industry. Furthermore, the majority of the reviewed studies focus on specific regions, cultures, or demographics, creating a gap in our understanding of global trends and variations in consumer behavior. Future research endeavors should strive for more extensive cross-cultural analyses to capture the diverse perspectives and influences shaping fashion choices worldwide. Additionally,

there is an opportunity for research to delve deeper into the impact of emerging technologies, such as augmented reality and virtual reality, on consumer behavior in the fashion sector. Exploring how these technologies influence the online and offline shopping experiences, as well as their effects on consumer perceptions of fashion products, could provide valuable insights into the evolving landscape of fashion retail. In summary, while the existing literature has provided valuable contributions to the understanding of consumer behavior in the fashion industry, there is a need for more comprehensive, integrated, and globally oriented research that considers the evolving dynamics of consumer decision-making in the face of technological advancements and changing societal norms. Addressing these gaps will contribute significantly to the ongoing discourse on consumer behavior in the dynamic world of fashion.

Objectives of the study

1. To study the perception of the consumers regarding the changing trends in fashion.
2. To study the impact of the changing trends in fashion apparels on Consumer Psychology.

Hypotheses

H1: The perception of the consumers regarding the changing trends in fashion is positive.

H2: There is a significant impact of the changing trends in fashion apparels on Consumer Psychology.

Research Methodology

Study Design: The study employed a quantitative research design to investigate the perception of consumers regarding changing trends in fashion and the impact of these trends on Consumer Psychology.

Participants: The participants in this study were selected using a stratified random sampling technique. A diverse sample of 328 consumers, representing various demographics, was included in the study.

Data Collection: A structured questionnaire was designed to gather data on consumers' perceptions of changing fashion trends and their impact on Consumer Psychology. The questionnaire consisted of two sections: the first section focused on demographic information, while the second section addressed the research objectives and hypotheses. Prior to the main data collection, a pilot test was conducted with a small sample to ensure the clarity and reliability of the questionnaire. Necessary adjustments were made based on the feedback received during the pilot phase.

Data Collection Procedure: The finalized questionnaire was distributed to the selected participants through various channels, such as online surveys, in-person interviews, and mail surveys, ensuring a diverse representation.

Data Analysis: Descriptive Analysis: Descriptive statistics, including frequencies and percentages, were used to summarize demographic information and participants' responses. Participants were provided with detailed information about the study's purpose and procedures, and their informed consent was obtained before data collection. The utilization of a quantitative research design allowed for a systematic exploration of consumers' perceptions and the impact of changing fashion trends on Consumer Psychology. The data collected provided a robust foundation for statistical analyses, enabling the testing of hypotheses and contributing to a more comprehensive understanding of the research objectives.

Data Analysis

Table 1. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30 years	25	7.6	7.6	7.6
	30-40 years	200	61.0	61.0	68.6
	40-50 years	45	13.7	13.7	82.3
	50-60 years	41	12.5	12.5	94.8
	Above 60 years	17	5.2	5.2	100.0
	Total	328	100.0	100.0	

Table 1 presents the demographic distribution of participants based on their age in a study, with a total sample size of 328 respondents. The majority of the participants fall within the age range of 30-40 years, constituting 61.0% of the total sample. Following this, the age groups of 40-50 years, 50-60 years, and above 60 years represent 13.7%, 12.5%, and 5.2%, respectively. The smallest percentage, 7.6%, is attributed to respondents aged between 18-30 years. This distribution indicates a predominant presence of participants in the 30-40 age bracket, suggesting that the study's findings may be particularly reflective of the perspectives and behaviors of individuals in this age range.

Table 2. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	156	47.6	47.6	47.6
	Female	172	52.4	52.4	100.0
	Total	328	100.0	100.0	

Table 2 provides an overview of the gender distribution among the 328 respondents in the study. The data reveals a nearly balanced representation of male and female participants. Specifically, 47.6% of the respondents identified as male, while 52.4% identified as female. This gender distribution ensures a diverse sample, allowing for a comprehensive examination of perceptions and attitudes related to the study's focus. The cumulative percentage shows

that all participants are accounted for in the gender categorization, emphasizing the completeness of the data in this demographic aspect.

Table 3. The evolving fashion trends positively influence my overall style preferences.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	21	6.4	6.4	6.4
	Disagree	16	4.9	4.9	11.3
	Neutral	17	5.2	5.2	16.5
	Agree	65	19.8	19.8	36.3
	Strongly Agree	209	63.7	63.7	100.0
	Total	328	100.0	100.0	

Table 3 presents responses related to the statement: "The evolving fashion trends positively influence my overall style preferences." The majority of participants expressed a favorable view, with 63.7% strongly agreeing that evolving fashion trends have a positive impact on their overall style preferences. Additionally, 19.8% agreed, contributing to a cumulative percentage of 83.5% in agreement. On the contrary, a smaller percentage disagreed, with 4.9% choosing the "Disagree" option and 6.4% choosing "Strongly Disagree." The remaining 5.2% remained neutral. This distribution suggests a predominantly positive perception among the respondents regarding the influence of evolving fashion trends on their personal style preferences.

Table 4. I believe that staying updated with changing fashion trends enhances my self-image.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	46	14.0	14.0	14.0
	Disagree	33	10.1	10.1	24.1
	Neutral	12	3.7	3.7	27.7
	Agree	57	17.4	17.4	45.1
	Strongly Agree	180	54.9	54.9	100.0
	Total	328	100.0	100.0	

Table 4 illustrates participants' responses to the statement: "I believe that staying updated with changing fashion trends enhances my self-image." The majority of respondents (54.9%) strongly agreed with the statement, indicating a widespread belief that keeping abreast of evolving fashion trends positively contributes to their self-image. An additional 17.4% agreed, resulting in a cumulative percentage of 72.5% in agreement. On the contrary, a smaller proportion disagreed, with 10.1% choosing the "Disagree" option and 14.0% choosing "Strongly Disagree." A minimal 3.7% remained neutral. This distribution underscores a prevalent conviction among the participants that staying informed about changing fashion trends positively influences their self-image.

Table 5. Following the latest fashion trends makes me feel more confident in social settings.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	38	11.6	11.6	11.6
	Disagree	27	8.2	8.2	19.8
	Neutral	15	4.6	4.6	24.4
	Agree	46	14.0	14.0	38.4
	Strongly Agree	202	61.6	61.6	100.0
	Total	328	100.0	100.0	

Table 5 presents the participants' responses to the statement: "Following the latest fashion trends makes me feel more confident in social settings." The data reveals a predominant positive sentiment, with 61.6% of respondents strongly agreeing and an additional 14.0% agreeing, resulting in a cumulative agreement of 75.6%. Only a small percentage expressed disagreement, with 8.2% choosing "Disagree" and 11.6% selecting "Strongly Disagree." A minimal 4.6% remained neutral. The distribution underscores a prevalent belief among the participants that aligning with the latest fashion trends contributes significantly to their confidence in social settings.

Table 6. I perceive changing fashion trends as a source of creative expression in my clothing choices.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	34	10.4	10.4	10.4
	Disagree	26	7.9	7.9	18.3
	Neutral	10	3.0	3.0	21.3
	Agree	62	18.9	18.9	40.2
	Strongly Agree	196	59.8	59.8	100.0
	Total	328	100.0	100.0	

Table 6 displays participants' responses to the statement: "I perceive changing fashion trends as a source of creative expression in my clothing choices." The majority of respondents expressed a positive perspective, with 59.8% strongly agreeing and an additional 18.9% agreeing, resulting in a cumulative agreement of 78.7%. A small percentage of participants disagreed, with 7.9% choosing "Disagree" and 10.4% selecting "Strongly Disagree." Only 3.0% remained neutral on the statement. The distribution emphasizes that a significant proportion of the participants view changing fashion trends as a crucial avenue for creative expression in their clothing choices, highlighting the influential role of evolving fashion in shaping individual creativity and self-expression.

Table 7. Embracing new fashion trends is essential for staying culturally relevant in today's society.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	28	8.5	8.5	8.5
	Disagree	31	9.5	9.5	18.0
	Neutral	14	4.3	4.3	22.3
	Agree	46	14.0	14.0	36.3
	Strongly Agree	209	63.7	63.7	100.0
	Total	328	100.0	100.0	

In Table 7, participants' responses are presented in relation to the statement: "Embracing new fashion trends is essential for staying culturally relevant in today's society." The majority of respondents strongly support this notion, with 63.7% choosing "Strongly Agree," and an additional 14.0% selecting "Agree." This results in a cumulative agreement of 77.7%. Conversely, a smaller percentage of participants expressed disagreement, with 9.5% choosing "Disagree" and 8.5% selecting "Strongly Disagree." A minority of respondents, 4.3%, remained neutral on the statement. These findings indicate a prevailing belief among participants that embracing new fashion trends is crucial for maintaining cultural relevance in contemporary society. The substantial agreement underscores the perceived importance of staying attuned to evolving fashion for cultural resonance among individuals.

Table 8. Wearing clothing aligned with current fashion trends positively affects my mood and emotions.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	38	11.6	11.6	11.6
	Disagree	29	8.8	8.8	20.4
	Neutral	23	7.0	7.0	27.4
	Agree	72	22.0	22.0	49.4
	Strongly Agree	166	50.6	50.6	100.0
	Total	328	100.0	100.0	

In Table 8, participants' responses are summarized concerning the statement: "Wearing clothing aligned with current fashion trends positively affects my mood and emotions." The majority of respondents, comprising 50.6%, indicated a strong agreement with the statement by choosing "Strongly Agree." Additionally, 22.0% chose "Agree," contributing to a cumulative agreement of 72.6%. Conversely, a smaller percentage of participants expressed disagreement, with 8.8% choosing "Disagree" and 11.6% selecting "Strongly Disagree." The remaining 7.0% remained neutral on the statement. These findings suggest a prevalent belief among participants that wearing clothing in line with current fashion trends has a positive impact on their mood and emotions. The substantial agreement emphasizes the perceived emotional and psychological effects of aligning one's clothing choices with contemporary fashion trends.

Table 9. I find that my self-perception is influenced by the fashion apparels I choose to wear.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	40	12.2	12.2	12.2
	Disagree	32	9.8	9.8	22.0
	Neutral	14	4.3	4.3	26.2
	Agree	48	14.6	14.6	40.9
	Strongly Agree	194	59.1	59.1	100.0
	Total	328	100.0	100.0	

Table 9 presents the distribution of responses regarding the statement: "I find that my self-perception is influenced by the fashion apparels I choose to wear." The majority of participants, accounting for 59.1%, strongly agreed with the statement, while an additional 14.6% agreed, resulting in a cumulative agreement of 73.7%. On the contrary, 9.8% disagreed, and 12.2% strongly disagreed, representing dissenting views. A smaller percentage, 4.3%, remained neutral on the statement. The data suggests a prevalent acknowledgment among respondents that the choice of fashion apparel significantly influences their self-perception. The substantial agreement highlights the perceived impact of clothing choices on individuals' self-image and reinforces the intricate relationship between fashion choices and self-perception.

Table 10. The changing trends in fashion significantly contribute to shaping my personal identity.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	25	7.6	7.6	7.6
	Disagree	45	13.7	13.7	21.3
	Neutral	28	8.5	8.5	29.9
	Agree	81	24.7	24.7	54.6
	Strongly Agree	149	45.4	45.4	100.0
	Total	328	100.0	100.0	

Table 10 outlines the distribution of responses regarding the statement: "The changing trends in fashion significantly contribute to shaping my personal identity." The data indicates a substantial impact of fashion trends on personal identity, with 45.4% of participants strongly agreeing and an additional 24.7% agreeing, resulting in a cumulative agreement of 70.1%. Conversely, 13.7% disagreed, with 7.6% strongly disagreeing, representing dissenting views. A smaller proportion, 8.5%, remained neutral on the statement. The findings suggest a prevalent perception among respondents that evolving fashion trends play a significant role in shaping their personal identity. The substantial agreement emphasizes the influence of fashion trends on individuals' self-concept and identity formation, contributing to a deeper understanding of the intersection between fashion choices and personal identity.

Table 11. I believe that my purchasing decisions for fashion apparels are influenced by prevailing trends.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	36	11.0	11.0	11.0
	Disagree	31	9.5	9.5	20.4
	Neutral	25	7.6	7.6	28.0
	Agree	61	18.6	18.6	46.6
	Strongly Agree	175	53.4	53.4	100.0
	Total	328	100.0	100.0	

Table 11 presents the responses to the statement: "I believe that my purchasing decisions for fashion apparels are influenced by prevailing trends." The data illustrates a predominant influence of fashion trends on purchasing decisions, with 53.4% of participants strongly agreeing and an additional 18.6% agreeing, resulting in a cumulative agreement of 72%. Conversely, 11% strongly disagreed, with 9.5% disagreeing, representing dissenting views. A smaller proportion, 7.6%, remained neutral on the statement. The findings highlight a strong perception among respondents that prevailing fashion trends significantly impact their choices when making purchasing decisions for fashion apparels. This substantial agreement underscores the influential role of trends in shaping consumer behavior in the context of fashion apparel purchases.

Table 12. The psychological impact of wearing fashionable clothing extends beyond aesthetics, influencing my overall well-being.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	27	8.2	8.2	8.2
	Disagree	30	9.1	9.1	17.4
	Neutral	23	7.0	7.0	24.4
	Agree	47	14.3	14.3	38.7
	Strongly Agree	201	61.3	61.3	100.0
	Total	328	100.0	100.0	

Table 12 presents responses related to the statement: "The psychological impact of wearing fashionable clothing extends beyond aesthetics, influencing my overall well-being." The data reveals a substantial positive perception among participants, with 61.3% strongly agreeing and an additional 14.3% agreeing, resulting in a cumulative agreement of 75.6%. On the contrary, 8.2% strongly disagreed, and 9.1% disagreed, representing dissenting views. A smaller proportion, 7.0%, remained neutral on the statement. These findings underscore a prevalent belief among respondents that wearing fashionable clothing has a significant psychological impact beyond mere aesthetics, positively influencing their overall well-being. The high level of agreement suggests the importance individuals place on the psychological benefits associated with embracing fashion trends in their clothing choices.

H1: The perception of the consumers regarding the changing trends in fashion is positive.

Table 13. One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The evolving fashion trends positively influence my overall style preferences.	19.997	327	.000	1.29573	1.1683	1.4232
I believe that staying updated with changing fashion trends enhances my self-image.	10.761	327	.000	.89024	.7275	1.0530
Following the latest fashion trends makes me feel more confident in social settings.	13.426	327	.000	1.05793	.9029	1.2129
I perceive changing fashion trends as a source of creative expression in my clothing choices.	14.520	327	.000	1.09756	.9489	1.2463
Embracing new fashion trends is essential for staying culturally relevant in today's society.	15.475	327	.000	1.14939	1.0033	1.2955

The results of the One-Sample Test for H1, which posits that the perception of consumers regarding changing trends in fashion is positive, reveal statistically significant mean differences across all statements, indicating a consistently positive perception among participants. In the statement "The evolving fashion trends positively influence my overall style preferences," the participants exhibited a significantly positive mean difference of 1.29573 ($t = 19.997$, $df = 327$, $p < .001$). This suggests a strong agreement among consumers that evolving fashion trends have a positive impact on their overall style preferences. Similarly, regarding the statement "I believe that staying updated with changing fashion trends enhances my self-image," the mean difference was .89024 ($t = 10.761$, $df = 327$, $p < .001$). This indicates a substantial positive perception, signifying that consumers believe staying updated with fashion trends positively influences their self-image. The statement "Following the latest fashion trends makes me feel more confident in social settings" also garnered a statistically significant mean difference of 1.05793 ($t = 13.426$, $df = 327$, $p < .001$). This underscores a clear positive correlation between following fashion trends and increased confidence in social settings. In relation to the statement "I perceive changing fashion trends as a source of creative expression in my clothing choices," the mean difference was 1.09756 ($t = 14.520$, $df = 327$, $p < .001$). This suggests that consumers associate changing fashion trends with creative expression in their clothing choices. Lastly, participants strongly agreed with the statement "Embracing new fashion trends is essential for staying

culturally relevant in today's society," as indicated by a mean difference of 1.14939 ($t = 15.475$, $df = 327$, $p < .001$). This demonstrates a collective belief that adopting new fashion trends is crucial for maintaining cultural relevance in contemporary society. In summary, the One-Sample Test results affirm the hypothesis (H1) that consumers hold a positive perception regarding changing trends in fashion, showcasing a strong agreement across various aspects of their fashion-related attitudes and behaviors.

H2: There is a significant impact of the changing trends in fashion apparels on Consumer Psychology.

Table 14. One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Wearing clothing aligned with current fashion trends positively affects my mood and emotions.	11.760	327	.000	.91159	.7591	1.0641
I find that my self-perception is influenced by the fashion apparels I choose to wear.	12.263	327	.000	.98780	.8293	1.1463
The changing trends in fashion significantly contribute to shaping my personal identity.	11.814	327	.000	.86585	.7217	1.0100
I believe that my purchasing decisions for fashion apparels are influenced by prevailing trends.	12.092	327	.000	.93902	.7863	1.0918
The psychological impact of wearing fashionable clothing extends beyond aesthetics, influencing my overall well-being.	15.096	327	.000	1.11280	.9678	1.2578

The results of the One-Sample Test for H2, which posits that there is a significant impact of changing trends in fashion apparels on Consumer Psychology, demonstrate statistically significant mean differences across all statements, providing evidence of a substantial impact on consumer psychological aspects. In the statement "Wearing clothing aligned with current fashion trends positively affects my mood and emotions," the participants exhibited a statistically significant mean difference of 0.91159 ($t = 11.760$, $df = 327$, $p < .001$). This indicates that consumers perceive a positive impact on their mood and emotions when they wear clothing in line with current fashion trends. Regarding the statement "I find that my self-perception is influenced by the fashion apparels I choose to wear," the mean difference was 0.98780 ($t = 12.263$, $df = 327$, $p < .001$). This suggests a clear association between self-perception and the choice of fashion apparels, highlighting the psychological influence of

clothing decisions on how individuals perceive themselves. For the statement "The changing trends in fashion significantly contribute to shaping my personal identity," participants demonstrated a mean difference of 0.86585 ($t = 11.814$, $df = 327$, $p < .001$). This implies that consumers acknowledge the role of changing fashion trends in shaping their personal identity. In relation to the statement "I believe that my purchasing decisions for fashion apparels are influenced by prevailing trends," the mean difference was 0.93902 ($t = 12.092$, $df = 327$, $p < .001$). This indicates a strong conviction among participants that their purchasing decisions are indeed influenced by the trends prevailing in the fashion industry. Lastly, participants strongly agreed with the statement "The psychological impact of wearing fashionable clothing extends beyond aesthetics, influencing my overall well-being," as indicated by a mean difference of 1.11280 ($t = 15.096$, $df = 327$, $p < .001$). This demonstrates a consensus among consumers that wearing fashionable clothing goes beyond aesthetics, significantly impacting their overall well-being. In summary, the One-Sample Test results affirm the hypothesis (H2) that changing trends in fashion apparels have a significant impact on Consumer Psychology. The findings indicate a pronounced influence on mood, self-perception, personal identity, purchasing decisions, and overall well-being, highlighting the intricate relationship between fashion trends and consumer psychological aspects.

Findings

The findings from the conducted study reveal notable insights into the perception of consumers regarding changing trends in fashion and the consequential impact on Consumer Psychology. The first hypothesis (H1) posited that the perception of consumers regarding changing trends in fashion is positive. The One-Sample Test results for various Likert-based statements affirm this hypothesis, demonstrating statistically significant mean differences in participants' responses. For instance, participants strongly agreed that evolving fashion trends positively influence their overall style preferences, enhance their self-image, make them feel more confident in social settings, serve as a source of creative expression in clothing choices, and are essential for staying culturally relevant in today's society. These findings collectively suggest a positive and affirming outlook among consumers regarding the impact of changing fashion trends on their personal style and societal relevance. The second hypothesis (H2) suggested a significant impact of changing trends in fashion apparels on Consumer Psychology. The One-Sample Test results for statements related to this hypothesis demonstrate statistically significant mean differences, indicating a substantial impact on various psychological aspects. Consumers expressed that wearing clothing aligned with current fashion trends positively affects their mood and emotions, influences their self-perception, contributes to shaping their personal identity, influences their purchasing decisions, and extends beyond aesthetics, significantly impacting their overall well-being. These findings underscore the intricate connection between fashion choices and consumers' psychological experiences, highlighting the multifaceted influence of fashion trends on their emotional, cognitive, and identity-related dimensions. In conclusion, the study provides empirical evidence supporting the positive perception of consumers toward changing trends in fashion and the significant impact of these trends on various aspects of Consumer

Psychology. These findings contribute to a nuanced understanding of the complex interplay between fashion trends and consumer perceptions and behaviors, offering valuable insights for marketers, fashion industry professionals, and researchers in the field.

Conclusion

The study's findings underscore the profound influence of changing trends in fashion on consumers' perceptions and psychological states. Consumers overwhelmingly express a positive outlook toward evolving fashion trends, viewing them as influential in shaping their personal style, self-image, and cultural relevance. This positive perception aligns with the dynamic nature of the fashion industry, where trends act as catalysts for self-expression and societal engagement. The study reveals a strong association between fashion choices and various dimensions of consumer psychology, including mood, self-perception, identity formation, and overall well-being. As consumers increasingly recognize the impact of fashion on their psychological experiences, these insights have significant implications for fashion marketers, designers, and retailers seeking to align their strategies with consumer sentiments.

The implications of the study are far-reaching for both the fashion industry and the broader field of consumer psychology. Fashion marketers can leverage the positive consumer perception of changing trends to design targeted campaigns that resonate with individuals' desires for self-expression, confidence, and cultural relevance. Understanding the psychological dimensions of consumer responses to fashion trends opens avenues for tailored marketing strategies, influencing purchasing decisions and brand loyalty. Moreover, the study suggests that promoting sustainability and ethical practices in the fashion industry may enhance positive consumer perceptions, considering the growing awareness of the societal and environmental implications of fashion choices. The findings also emphasize the need for fashion education and awareness campaigns to empower consumers with knowledge about the psychological impacts of their fashion decisions.

Future research in this domain could delve deeper into the cultural and demographic nuances of consumer responses to changing fashion trends. Exploring how different age groups, genders, and cultural backgrounds perceive and engage with fashion trends would provide a more nuanced understanding. Additionally, longitudinal studies could track the evolution of consumer perceptions over time, capturing the dynamic nature of fashion trends and their enduring or fleeting impact on consumer psychology. Examining the influence of specific marketing strategies, such as influencer endorsements or sustainable practices, on consumer perceptions and behaviors could be a fruitful avenue for further investigation. Lastly, considering the global nature of the fashion industry, cross-cultural studies would contribute valuable insights into how diverse societies interpret and respond to changing fashion trends, shedding light on universal and culture-specific aspects of consumer psychology in the realm of fashion.

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