



Consumers Problems in Innovative Fashion Apparel Products

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ABSTRACT

This study investigates how consumers perceive problems in fashion products and looks at the innovativeness of the chosen customers during the study. The problem of fashion innovation has been there as over fashioned society is always risky, as selecting the apparel product has always been complicated, especially in the fashion industry. One of the first studies to be used to comprehend how consumers interpret and apply fashion products is this one. This study compares how consumers of innovative fashion products make problems in their purchase decisions. The results offer useful recommendations for managers and business marketers of innovative fashion products. This study may not be able to generalize its findings to innovative fashion product categories among consumers who shop for fashion products.

Keywords: Clothing products, Garment, Apparel products, Consumers, Fashion industry.

Introduction

Innovative fashion apparel products have drawn a lot of attention because they are one of the most important features for young women and girls to look attractive. The fashion industry supplies extensive and intricate networks, as well as the competing demands of cost and lead time. The process of converting raw materials into finished clothing has detrimental effects on the environment and society, including the exploitation of human resources. According to the triple bottom line concept, businesses should take into account not just financial success but also social and environmental performance when conducting business. There is a need for customers to be prepared to pay a premium for innovative fashion products because of the growing fashion consciousness. In response to increasing demands for innovative apparel products, companies operating in all market segments have adopted a number of strategies to raise the bar in their supply chain management. The development of the apparel supply chain now depends on challenges related to this objective, such as product returns, corporate social responsibility, sustainable, innovative design and the quality of the products. However, in today's fashion apparel sector, a lot of additional contemporary challenges remain to be thoroughly and further investigated.

The significance of the study

The intention of the study is to show the problems consumers face with innovative fashion apparel products

Statement of the problem

Fashion and trends keep changing, The liking of products highly depends on the current trend. The demand for trending and fashionable products won't decrease. Fashion products give a sense of respect while using new fashion products. It helps in connecting with people easily when the fashion taste matches, The preferences and choice of selecting a product highly depend upon trend and ongoing fashion. Become an important part of life along with the trend race too, Fashion apparel is more popular, so the consumer has a large choice. Certain apparel products are highly difficult and require special care and wear and tear is a common problem with these products.

Objectives of the study

To study consumer problems with innovative fashion apparel products.

Research Methodology

For the purpose of this discussion, "data collection" refers to both the act of enumeration and the accurate recording of the results. The right data is essential to the accomplishment of an inquiry; the study includes evaluating the respondent's commitment influence in a variety of dimensions, as well as the researcher employing the present study, which was carried out in a circumstance that was based on real-world experience.

Sample of the study

Researching the complete youth population of the Dharmapuri district is a time-consuming task that is not only challenging but also tough to accomplish. Therefore, a sample that was typical of the whole was selected and then a study was carried out on the sample in order to obtain the results.

Sample population

The population for the study is the youth of Dharmapuri district.

Sample Size

A sample of 150 consumers from different age groups, gender groups, income groups and work status groups in Dharmapuri district is taken as the sample size for the purpose of the study. The technique used to decide on the sample size was a convenient sampling technique.

Review of Literature

Harris (2016) conducted a study revealing that a limited number of individuals comprehend the impact of clothing on sustainability. The complexity of clothing sustainability, the numerous ethical concerns of customers and the fact that clothing purchases are not purely altruistic indicate that sustainability alone will not alter consumers' conduct towards clothing purchase, care and disposal. We conducted interviews with multiple experts regarding sustainable clothing challenges using a semi-structured format. The findings show that sustainable clothing faces difficulties. Interventions should focus on buyers, sellers, consumers and retailers to promote environmentally friendly practices in clothing production, purchasing, maintenance and disposal. These interventions include modifying laundry practices, promoting upcycling, recycling and repair and increasing the accessibility of sustainable clothing design. The textile and garment sectors prioritize supply chain sustainability. **Shen (2017)**, H&M, Patagonia and The North Face enhanced their sustainable supply chains through various methods. Textile and garment companies use environmentally conscious supply chain management by focusing on corporate social responsibility, environmental management systems, sustainable product strategy, sustainable investment and performance assessment. This study assesses the fifteen papers in this special issue, examining their results and proposing future research directions in textile and garment supply chain management. **Jung (2020)** recommends transitioning to more sustainable consumption practices because of the environmental impact of China's vast population and the fast economic growth leading to overconsumption. Customer perspectives and concern for the environment are acceptable, but their behaviour is not. An analysis is conducted to assess the disparity between attitude and behavioural intention in Chinese consumers about their psychological incentives and hurdles towards SAP behavioural intents, including consumption ideals, societal standards and attitudes towards sustainable clothing items. Chinese consumers' attitudes and behaviour intentions about SAP were influenced by social norms and consumption values in an online survey. The regression analysis indicated that Chinese consumers' attitudes towards SAP had a significant positive effect on their intention to purchase SAP. Aesthetic values positively influenced this relationship, while conspicuous values had a negative impact. Utility values and social norms did not have a significant effect on the relationship. The analysis confirms the attitude-behavior gap hypothesis in sustainable consumer behaviour and provides recommendations for Chinese Clothing and Textiles scholars and practitioners to enhance sustainable programmes and marketing strategies. **Kumar (2021)** has shown that shoppers exhibit ethical shopping habits through a rise in desire for eco-friendly products. It is essential for organisations to evaluate the impact of their acquisitions to guarantee sustained market success. There is limited discussion in the literature, particularly with apparel products. This study investigates many factors, such as attitude, social norms, perceived behaviour control, environmental consciousness, willingness to pay a premium and consumer intention to purchase environmentally friendly clothing, in order to develop a predictive sustainable model. SEM was used to examine data from 222 respondents. Indian shoppers are aware of green clothing, have a positive attitude towards it and are interested in purchasing it in a responsible manner to safeguard the environment. Green clothing commands higher willingness-to-pay premiums, refuting the idea that Indian consumers are primarily price sensitive. Additional factors that influence consumer buying intention include perceived behavioural control, environmental awareness and subjective norms. The paper suggests that retail managers

should focus on environmental conservation by reducing clothing material waste and educating customers about eco-friendly choices.

Findings results

Age

Of the total 150 respondents, 28 (18.67%) were between the ages of 20 and 29, 63 (42%) were between the ages of 30 and 39, 38 (25.33%) were between the ages of 40 and 49 and 21 (14%) were over the age of 50.

Gender A total of 150 people participated in the survey, with 90 males (60.67%) and 59 females (39.33%) making up the respondents. In terms of decision-making for clothing buying, the proportion of male respondents is much higher than the number of female respondents.

Work Status

A person's work status is subject to a significant amount of impact from their preferences and habits. Work status is a factor that determines a person's choice of clothing. According to the data, 44 of the respondents (29.33%) fall into the category of being students, while 46 of the respondents (30.67%) are engaged in the vocation of being housewives. A total of 34 (22.67%) respondents fall into the category of being employed, while 26 (17.33%) respondents fall into the category of being business owners in the survey.

Income

The term "income" refers to the total of all earnings, including wages, salaries and other sources of income, that a household receives over a specific time period. According to the information that was gathered, 18 (12%) of the respondents fit into the income group of less than 20,000 rupees and 57 (38%) fall into the income category of between 20,000 and 40,000 rupees. Consequently, 55 of the respondents, or 36.67 percent, fall into the income bracket of Rs. 40,000 to Rs. 80,000. More than twenty individuals, or 13.33 percent, fall into the income bracket of Rs. 80,000 and more.

Some of the considerations that go into making a purchase According to the study, customers prioritized price and brand over other features when purchasing fashion apparel. Price and brand were the most important factors for customers. According to the respondents, the quality of the materials and textiles (89%) as well as the size and fitness (95%), retail pricing (92%) and durability of the garments (89%) are crucial elements that play a significant role in the decision-making of customers when it comes to making purchases.

Consumer Problems in Fashion Apparel

The respondents (80.67%) agree with, whereas 12.67% disagree with fashion and trends keep changing, which is the highest problem in the study. The next level of 79.33% agree and 14.00% disagree, respectively, with fast fashion increasing consumer spending. The third level of 75.33% agrees and 14.00% disagrees that the fashion industry contributes to climate change, pesticide pollution and waste. Become an important part of life along with the trend race too (72.67% agree and 17.33% disagree), preferences and choice of selecting depends upon trend and ongoing fashion (72.67% agree and 16.67% disagree), wear and tear is the common problem in apparel products (72.00% agree and 13.33% disagree) and the liking of products highly depends on the current trend. (68.67% agree and 14.67% disagree), no recognized certification for fashion apparel (66.00% agree and 16% disagree) and washing of certain apparel products is highly difficult and requires special care (66.00% agree and 21.33% disagree) are the important problems among the respondents. However, the respondents assigned the least level problem of clothing brands as the reason why consumers have a huge choice (54.67% agree and (25.33% disagree) in the study. The respondent with the above variables is excluded and only agree and disagree have been taken into consideration for the above analysis.

Consumer Problems in the Fashion Apparels

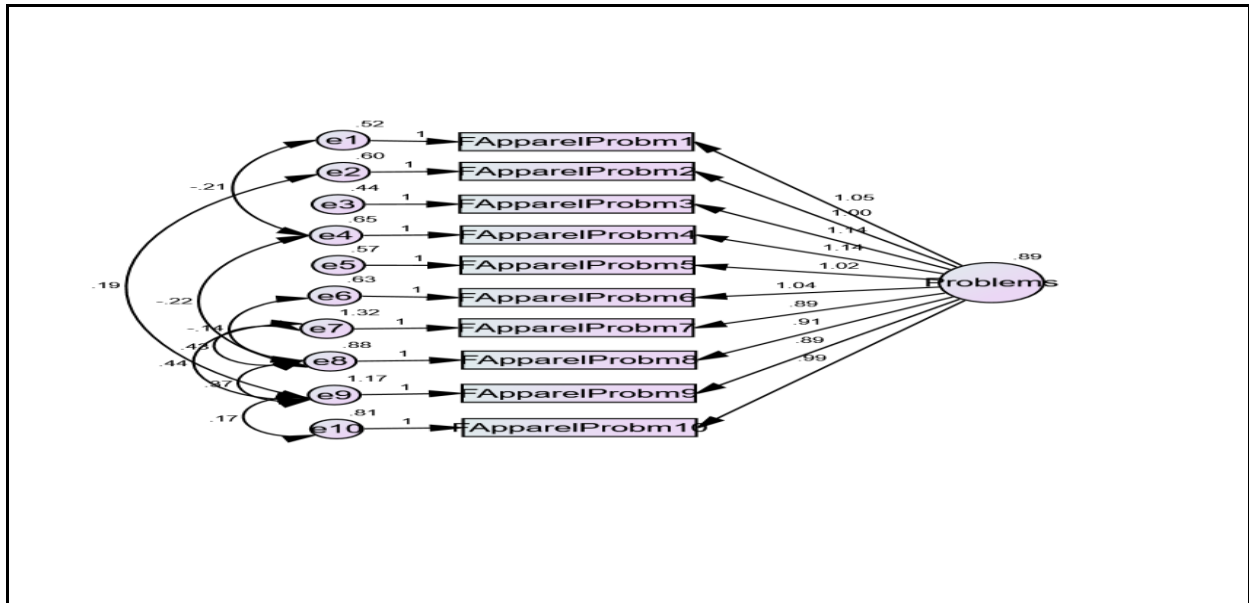


Table 1 Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
FApparelProbm2	<---	Problems	1.000				
FApparelProbm1	<---	Problems	1.049	0.099	10.626	***	
FApparelProbm3	<---	Problems	1.139	0.099	11.477	***	
FApparelProbm4	<---	Problems	1.139	0.109	10.443	***	
FApparelProbm5	<---	Problems	1.025	0.098	10.422	***	
FApparelProbm6	<---	Problems	1.041	0.102	10.221	***	
FApparelProbm7	<---	Problems	0.887	0.120	7.379	***	
FApparelProbm8	<---	Problems	0.914	0.107	8.538	***	
FApparelProbm9	<---	Problems	0.888	0.104	8.575	***	
FApparelProbm10	<---	Problems	0.989	0.106	9.341	***	

Source: Computed from Primary Data

The calculated values of 10.626, 11.477, 10.443, 10.422, 10.221, 7.379, 8.538, 8.575 and 9.341 are significant at the five percent level. Hence, there is a significant difference between fashion apparels and the consumer problem is rejected.

Table 2 Model Fit Summary CMIN

Models	NPAR	CMIN	DF	P	CMIN/DF
Default	28	38.107	27	0.076	1.411
Saturated	55	0.000	0		
Independence	10	976.654	45	0.000	21.703

Source: Computed from Primary Data

Table 3 RMR, GFI

Models	RMR	GFI	AGFI	PGFI
Default	0.048	0.954	0.907	0.468
Saturated	0.000	1.000		
Independence	0.847	0.258	0.093	0.211

Source: Computed from Primary Data

Table 4 Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	0.961	0.935	0.988	0.980	0.988
Saturated model	1.000		1.000		1.000
Independence model	0.001	0.001	0.001	0.001	0.000

Source: Computed from Primary Data

Table 5 RMSEA

Models	RMSEA	LO 90	HI 90	PCLOSE
Default	0.053	0.000	0.089	0.424
Independence	0.373	0.353	0.393	0.000

Source: Computed from Primary Data

The model fit summary shows that the calculated GFI (0.954), AGFI (0.907), NFI (0.961), RFI (0.935), IFI (0.988), TLI (0.980), CFI (0.988) and RMSEA (0.053) values indicate more than or less than the required rate of fitting in the study.

Suggestions

Apparel products are complicated and mostly costly, which is a myth among consumers. As the products of fashion keep changing, there is no certainty of trend or fashion.

1. The products are always in demand, which makes the reach of consumers difficult and money spending high, as a centralized shop is not there to regulate the differences in products. The regulatory council can be formed for fashion and appeal-related products.

Conclusion

This paper presents a set of problems for innovative fashion products that could increase environmental problems, changing trends, usage of innovative fashion products and consumption. In this industry, putting more of an emphasis on finding solutions to the problems that customers are experiencing will result in increased levels of customer satisfaction as well as the opportunity to launch a systemic shift. Customers have expressed concerns about the transient nature of creative trends, particularly those pertaining to apparel products. This is one of the most serious problems with the system that is now in place. In addition, this is a challenge for the fashion industry of today. The purpose of this article was to offer novel fashion products that are sold with the intention of enhancing product life spans by means of increased intrinsic quality and lifetime guarantee, as well as product satisfaction and product attachment. Specifically, the article aimed to provide these unique fashion goods. In addition, we talked about the various ways in which services have the ability to extend the product's lifecycle. Second, by putting forward a novel type of invention that may be utilized to contribute to the creation of new value in the product or in the manner in which it is utilised by employing the concept of service thinking. This highlights the fact that the product value that is defined during the use context is of the utmost importance and ought to have a profound link to both the satisfaction of the user and the longevity of the product. In other words, it calls attention to the fact that the product value is crucial. Two further examples of values that are significant to the consumer are the value of the environment and the value of the consumer's emotions.

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