

Exploring Forecasting Factors for Fashion Change in Young Adults of Pakistan

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ABSTRACT

Aim of the Study: This study aims to investigate the aspects that Pakistani young adults consider when predicting changes in fashion. The study's goal is to identify the elements which are responsible to fashion change such as fashion knowledge, media, women's empowerment, parental education, and income that contribute to changes in fashion.

Methodology: A structured questionnaire was utilised to look into the variables affecting the changes in fashion. The study used a self-administered questionnaire approach to collect its data. The focus of the study is on young women between the ages of 18 - 25. There were 230 responses for the sample. The data was collected from universities students. The pilot study was also conducted to ensure validity. In this research study, the hypothesis is tested using regression analysis.

Findings & Conclusion: The survey's findings indicated that media coverage of fashion, women's empowerment, and fashion expertise all positively affect changes in fashion. The education of the respondent's mother and their family's money are also important factors in the evolution of fashion. Both Pakistani textile manufacturers and fashion designers will benefit from this study. Additionally, this will aid small and medium-sized businesses in planning and marketing their products.

Keywords: Agents, Fashion Change, Pakistan.

Introduction

As a result, fashion businesses worldwide are currently working to increase their green credentials in order to appeal to consumers who are becoming more environmentally conscious (Habib, Sabah, & Debnath, 2022). They do this by cutting back on waste, chemical use, and the production of biodegradable clothing. Selective habits are reflected in design, which also serves as a vehicle for clients to express their individuality. According to (Abbas, Nadeem, Javeed, & Azhar, 2022) clothing serves as a general tool for imaginative self-management. It is used to increase one's public persona. Style and clothing preference reveal a person's self-idea or how they would aspire to be. Client self-designs and

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clothing trends are closely associated, and a growing quantity of research has been done on the style buyers' personal branding.

The term "Pakistani dress" refers to the ethnic clothing that is generally worn by residents of Pakistan and by those with Pakistani ancestry. Pakistani apparel reflects the nation's way of life, socioeconomic structure, and everyday societies, including Punjabi, Sindhi, Baloch, Pashtun, and Kashmiri cultures. Clothing in every common culture reflect climate conditions, approach to everyday life and individual style which gives it a special qualities among all societies. Ladies' clothing should coordinate the customary preferences with western styles to stamp to the requirements of instructed Pakistani ladies.

In recent years, Pakistani women have shown a greater interest in fashion and designer clothing. (Halpete and Iyer, 2008; Batra and Niehm, 2009). In Pakistan design direct tones and plans for each day, each region has its own customary particular shape, variety and method and example of weaving and adornment. The reason for study is to look at the factors affecting the adjustment of style of buyer in Pakistan. The past examinations show that style information; media, ladies strengthening, globalization, and involment of brand in market are the significant components in design change. The chief goal of this exploration is to analyse the specialist's liable for change in design in Pakistani buyers in the age bunch somewhere in the range of 18 and 25 years.

Halepete and Iyer (2008) referred express that dress is a main method for correspondence. Start that individuals interconnect by mean of style, while re-enacted and variety are solid components of it. Design things reflect self-insight (Forney et al., 2005), while style clothing emulates self-idea (Goldsmith et al., 1999), Singularity and self-discernment ensure particular relevance (Forney et al., 2005).

Fashion Change

The changing style of fashion is Pakistan with each passing day have showed that Pakistani designers are supreme. The occasion of Pakistan Fashion Week and Lahore extravaganza has showed that Pakistani industry is developing. Pakistani fashion industry is flourishing and accepting changes according to need of times.

Girls in Pakistan were spotted throughout the year of 2008 donning short kameez and actually skinny shalwar. However, as 2009 arrived, everyone started to dress in extra-long, baggy kameez paired with bell-bottom trousers. Bell-bottom trousers, which first gained popularity in Pakistan during the 1970s, are currently the most widely worn styles among females. The fashion sector was still unknown to Pakistani society fifteen years ago. The fashion business derived its roots from the old tailor (darzee) culture that had previously existed later with the creation of fashion councils and education focuses under the eager few who aspired to make a difference and disseminate the trend. It is currently one of Pakistan's fastest growing industries. Designers are becoming more numerous, and fashion change is an active aspect of the self of the fashion buyer and has been the subject of extensive study. The majority of studies on fashion awareness and change, however, have been presented in developed countries, and the fashion preferences of consumers in underdeveloped nations have received comparatively little attention (Taplin, 2014). The methods, convictions, and remarks of fashion consumers in industrialised countries differ from those of consumers in developing countries, according to a cumulative quantity of evidence. Customers in poor nations, for instance, tend to have more faith in imported items than in domestic ones, as compared to customers in rich countries (Tan and Dolich, 1981).

As a result, since this area is not always investigated, it is necessary to evaluate how clients in emerging nations are changing their fashion. The findings may be useful to both international and domestic clothing manufacturers and brands when developing branding and marketing strategies to encourage Pakistani women to purchase fashionable clothing (Zia, 2019). Customers are becoming more conscious of the significance of the clothing they purchase. Some even demand that the supply chain for fashion be transparent and morally sound. Customers' worries and concerns, as well as their understanding of and

provision for relevant issues, can effectively raise their response to fashion and influence their purchasing behaviour (Russo, 2014).

Factors Responsible for Change in Fashion

Fashion Knowledge

The literature frequently refers to knowledge as product knowledge, prior knowledge about the object, or incentives when discussing knowledge, which is typically viewed as a fundamental concept. Therefore, from the perspective of fashion apparel, product knowledge is primarily seen as brand knowledge within the product category, as well as in relation to product-use perspectives, understanding of product features, rate of usage, and experience with fashion apparel (Barak, 2016). Consumers' levels of familiarity with and knowledge about fashion apparel essentially vary widely. Knowledge might come via first-hand product encounters, relationships with salespeople, friends, or the media, prior decision-making, or previously consumed and used know-hows that are still fresh in the mind.

Consumer awareness and product knowledge have been examined in studies in relation to information processing, learning about brand attributes and product qualities (Johnson and Russo, 1984; 2014); attitude development; product knowledge and understanding; choice of judgement rules; and product gratification (Engledow, et al., 2019). However, there is hardly any work discussing the link between a connection to fashion clothing and specific understanding about fashion apparel.

Here are two potential approaches for operationalizing and calculating product knowledge with regard to fashion clothing. One way is to gauge a customer's true product expertise by how much they actually know about it. The next step is to gauge how well a consumer believes they are familiar with the product. Fashion apparel product knowledge can come from a variety of sources, including the product itself, involvements in its consumption, exposure to advertising, interactions with salespeople, information from friends or the media, prior decision-making, and recalled past usage or consumption habits.

Media

According to Khan and Arif (2009), Pakistan is among the developing countries that are experiencing Americanization and cultural assassination as a result of the foreign channels on satellite broadcast and cable TV systems. The situation is still unknown due to the lack of research and study in this area. In order to learn more about and look at media-related changes in fashion, a research study has been conducted. The impact of media on young girls in Lahore, including electronic media like TV channels and the internet as well as print media like newspapers and magazines, has been studied. By enthralling viewers with fashion, media has a direct impact on fashion transformation. A variety of channels that broadcast homogenised fashion goods to a global audience are accessible through cable and satellite television on a global scale.

The study on global communication was accompanied by a study on "media imperialism" by Kazepis (2019). The process by which the ownership, structure, distribution, or content of the media in any country is individually or collectively subject to significant external pressures from the media interests of any other country or countries without a proportionate reciprocation of influence by the country so affected is known as media imperialism, according to the definition provided by the author. According to Shah's postulate from 2022, "Third world consumers of (foreign) media products will be influenced by the values inherent in that content, values of an alien and primarily capitalist system."

Empowerment of Women

Increasing employment of women will probably have an impact on consumer spending. Pakistani women's clothing choices are influenced by culture and societal norms. Although there are an increasing number of wealthy consumers, women tend to purchase contemporary clothing at modest prices (Kapoor and Kulshrestha, 2008). This growing group of brand- and fashion-conscious women represents a lucrative market for domestic and foreign clothing manufacturers. Companies' marketing decisions would

be aided by understanding how Pakistani women's participation in the fashion industry and the impact of CSE on their purchasing behaviour.

Young women frequently purchase international brands, which are sold in the nation's specialty stores. Women still prefer wearing traditional clothing, although international fashion trends are becoming more significant (Halpete and Iyer, 2008). A few years ago, Pakistani women lacked the psychological and financial freedom to purchase the clothing of their choice. Compared to previous generations, they show more independence when choosing clothing, and they view shopping as a leisure activity. Women's clothes purchasing decisions are influenced by the media, including television, the internet, and fashion magazines (Kapoor and Kulshrestha, 2008). The newest Pakistani films determine the fashions, hues, materials, and patterns of clothing. According to research, students choose to purchase surplus western clothing that is being marketed at low prices through a chaotic retail market (Halpete and Iyer, 2008). Pakistan's consumption of clothing varies depending on both household and societal occasions. Pakistani women dress traditionally during festivals and family gatherings, despite the preference for western attire for unofficial events (Miller, 2020).

This study aims to investigate characteristics that can predict changes in fashion among young adults (18 to 25 years old) in Pakistan, such as fashion knowledge, media exposure, women's empowerment, parental education, and household income. Both Pakistan's textile industries and fashion designers will benefit from this study. Additionally, this will aid small and medium-sized businesses in planning and marketing their products. The study's goal is to identify the forecasting variables that influence changes in Pakistani fashion. Based on the study's principal goal, there are two main hypotheses. The first null hypothesis is based on three factors of fashion change that is H_0 : The fashion knowledge, media and empowerment of women are not predictor of fashion change in Pakistan. The second null hypothesis is based on two factors i.e. H_0 : The father's education, mother's education and family income are not predictor of fashion change in Pakistan.

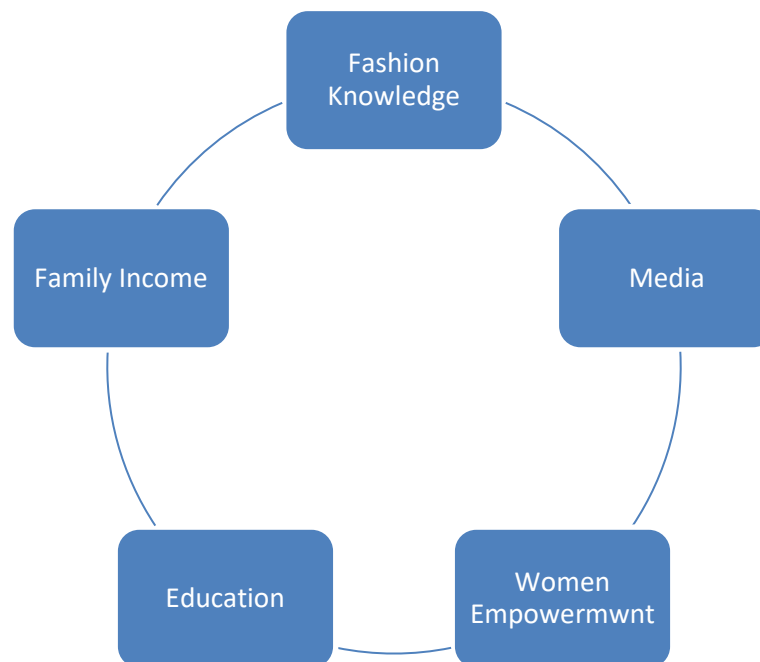


Fig 1. Theoretical framework for factors responsible for change in fashion

Research Methodology

Method

The goal of this study is to investigate the factors behind changes in consumer fashion among Pakistani consumers between the ages of 18 and 25. A self-administered survey was used to gather the data for the study. The design of the questionnaire, pilot testing, sampling, and data collection are the three processes in the research process.

Questionnaire Design

There are two sections to the questionnaire. The first section concentrated on demographic characteristics, and the second section concentrated on the forces driving changes in fashion.

The respondents were asked to score their level of agreement with each of the 21 questions. Vagias, Wade (2006) employed a five-point Likert scale, where "1" stood for "strongly disagree" and "5" for "strongly agree." After the questionnaire was created, it was validated by the four subject experts, whose comments were taken into account and the suggested improvements were made.

Pilot Test

There are two sections to the questionnaire. The first section concentrated on demographic characteristics, and the second section concentrated on the forces driving changes in fashion. To prevent gathering inaccurate or unrelated data, 30 individuals took part in a pilot test after the questionnaire's construction. The results of the analysis of 30 sets of data gathered from the completed surveys were quite positive. The questionnaire lacked any significant ambiguities. Positive feedback was received on the questionnaire's format, phrasing, and length. For the questionnaire's items, exploratory factor analysis utilising principal component analysis was done. In the initial factor analysis, four variables explained 53.8% of the variance. Reliability tests (Cronbach's alpha) were used to analyse the pilot test results. The aggregate Cronbach's alpha was 0.826, indicating that the study's metrics had a better level of internal consistency. As a result, the pilot test demonstrated a high level of internal consistency and reliability. The procedure and outcomes of the pilot testing supported the study instrument's dependability.

Table 1: *Factor loading and reliability of Items*

Factors	Question-items	Factor loading	Cronbach α
Fashion change 18.03 of the total variance explained	Fashion is an important aspect of my life	.55	.89
	I follow new trends in fashion	.63	
	I am interested in change in fashion trend.	.63	
	I consider myself as fashion expert.	.65	
	I prefer to buy readymade clothes to follow new fashion trends.	.84	
	I feel more confident while wearing readymade clothes.	.81	
	I believe readymade clothes are a good way to introduce new styles.	.70	
Fashion knowledge 12.56 of the total variance explained	I look forward to change in fashion.	.63	.86
	I have good knowledge about fashion.	.84	
	I think I have a lot of information about fashion clothing.	.70	
	I prefer latest styles in fashion clothing.	.76	
	I have knowledge about the new fashion trends.	.73	
Media 11.63 of the	My clothing style is inspired by television.	.53	.80

total explained	variance	My clothing styles is inspired by fashion magazines.	.76	
		I often adopt the new fashion by watching television.	.77	
		I feel more confident when I wear new fashion clothes.	.69	
		I wish to follow international fashion trends.	.61	
Empowerment of women	11.5 of the total variance explained	I follow new fashion trends by using internet.	.56	.73
		I assume working women have more fashion clothes as compared to the housewife.	.56	
		I need fashionable clothes when I am outside the home.	.75	
		I believe the earning women are more eager to adopt new fashion.	.51	

Sample of the Study

Purposive sampling was used to choose only single girls between the ages of 18 and 25 for the survey because the study's goal was to concentrate on young women. A total of 230 Lahore-based Pakistani girls made up the study's sample.

Lahore is the major populated city and educational hub of Pakistan. The sample was taken from three renowned universities of Lahore i.e University of the Punjab (80), Lahore College for Women University (109) and University of Central Punjab (41). The purpose of choosing these institutions is that they represent diverse population as they are renowned and student from all over the Pakistan study there. Respondents received questionnaires during the data collection process, and the researchers provided guidance on how to complete the questionnaire.

Table 2: *Sample Composition*

Variable	Frequency	Percentage
Father's education	12	5.2
Under Matric	35	15.2
Matric	47	20.4
Fa/Fsc	68	29.6
Ba/Bs.c	53	23.0
Ma/Msc	15	6.5
Others	12	5.2
Mother's Education		
Under Matric	40	17.4
Matric	57	24.8
Fa/Fsc	42	18.3
Ba/Bsc	64	27.8
Ma,Msc	25	10.9
Others	2	.9
Family Income		
Below 20000	11	4.8
20000-40000	61	26.5
40000-80000	81	35.2
Above 80000	77	33.5

Data Analysis

To do statistical analyses, the Statistical Package for the Social Sciences (SPSS) Version 17 was used. The study was focused on testing hypotheses and analysing the agents responsible for fashion change according to respondent. For this purpose mean, percentage, Pearson correlation and linear regression were used for data analysis.

Results

H₀: The fashion knowledge, media and empowerment of women are not predictor of fashion change in Pakistan.

Table 3: *Predictors of Fashion Change*

Predictor	Fashion Change				
	B	R square	Correlation	F-value	P-value
Fashion Knowledge	.574	.495	.650	73.96	.000***
Media	.245		.552		
Empowerment of women	.337		.586		

Note: n=230, *** P<0.001

The findings of a study on the influence of media, women's empowerment, and fashion awareness on changes in fashion in Pakistan are shown in Table 3. The variables were subjected to a collinearity diagnostic test to determine whether there was any collinearity. The VIF values for the variables are 10, and the tolerance statistics are >0.2. Collinearity is not a problem for this collection of regression analyses, it is concluded (Field, 2009). According to the analysis, women's empowerment, media coverage of fashion, and fashion expertise were all indicators of changing fashion trends among Pakistani women (R². 0.495, p0.001).

The findings suggest that fashion knowledge, media and empowerment of women influence fashion change of women in Pakistan. The positive values for fashion agents imply that there is a favourable association between fashion knowledge, media, and Pakistani women's empowerment and fashion transformation. It demonstrates that every independent variable is significantly influencing the forecast of the dependent variable, or change in fashion.

H₀ : The father's education, mother's education and family income are not predictor of fashion change in Pakistan.

Table 4: *Predictors of Fashion Change*

Variables	Fashion Change				
	β	R square	Correlation	F-value	P-value
Father's Education	.015	.362	.244	11.394	0.962
Mother's Education	.980		.340		0.002**
Family Income	.756		.270		0.048*

Note: n=230, **P<0.01, *P<0.05

The findings of a study on the influence of family wealth, mother's education, and father's education on Pakistani fashion shift are shown in Table 4. The variables were subjected to a collinearity diagnostic test to determine whether there was any collinearity. The VIF values for the variables are 10, and the tolerance statistics are >0.5. Collinearity is not a problem for this collection of regression analyses, it is concluded (Field, 2009). According to the data, family income and women' educational levels are key determinants of changes in fashion.

Discussion

This study aims to investigate characteristics that can predict changes in fashion among young adults (18 to 25 years old) in Pakistan, such as fashion knowledge, media exposure, women's empowerment, parental education, and household income. Women's empowerment, fashion media coverage, and fashion expertise were all predictors of shifting fashion trends among Pakistani women, according to the first hypothesis ($P < 0.001$). The positive values for fashion agents suggest that fashion knowledge, media, Pakistani women's empowerment, and fashion transformation have a favourable relationship. The fashion industry and social media are much intertwined, claim Ahmad, Salman, and Ashiq (2015). In the study conducted by Ullah et al., (2020) way of dressing, sources of fashion information, fashion motivation and uniqueness of fashion are the determinants of fashion consciousness of hijabistas. To establish as a successful fashion designers, women can not only empowered themselves but also contribute in the development of nation. In this study it demonstrates that every independent variable is significantly influencing the forecast of the dependent variable in fashion change.

According to the second hypothesis, education significantly ($P < 0.01$) influences Pakistan's changing fashion. Another study by Abdel Wahab, Diaa, and Ahmed Nagaty (2023) found that education has a significant impact, which was supported by statistical significance at the 0.01 level with $df (3,396)$. According to a study by Farzin, Shababi, Shirchi Sasi, Sadeghi, and Makvandi (2023), education is a key factor in the promotion of fashion items. The fashion change in Pakistan is also significantly ($P < 0.05$) influenced by family wealth. The findings of a subsequent study by Abdel Wahab, Diaa, and Ahmed Nagaty (2023) supported the existence of statistically significant differences in product involvement between the various income groups, where "F" (calculated $F = 6.204$), which supports its statistical significance at the 0.01 level with $df (3,396)$. Income was mentioned as a key factor in a research by Kiran, Riaz, and Malik (2002) that examined the forces influencing changes in fashion. The findings also indicate that middle class consumers spend more than high and low income groups.

Conclusion

This study aims to investigate factors that might be used to predict changes in fashion among young adults in Pakistan, such as fashion awareness, media exposure, women's empowerment, parental education, and household income. The media, fashion expertise, and the empowerment of Pakistani women are all positively correlated with changes in fashion. According to the study, women's education has a big impact on how fashion changes. In Pakistan, changes in fashion are significantly influenced by family income.

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Conflict of Interest

Authors declared no conflict of interest.

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