

AN EMPIRICAL INVESTIGATION OF THE RELATIONSHIP BETWEEN PERSONALITY TRAITS AND FASHION CONSCIOUSNESS AMONG COLLEGE GOING STUDENTS IN INDIA

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Purpose: *The purpose of the paper is to investigate the relationship between personality traits and fashion consciousness among college going students in India.*

Design/methodology/approach: *Data were collected from 447 college going students. The age group of the students were between 16-25 years. A standardised questionnaire was used to get the responses from college going students in Delhi & NCR region in India. Confirmatory factor analysis was done using AMOS software version 22 and found that variables satisfy the criteria of path analysis. The hypothesized model in the study was also tested using AMOS Software*

Findings: *The findings revealed that all personality traits were found to be significantly associated with fashion consciousness. The findings of the study is contradicting the results of previous studies which is good to see that Indian consumers behave differently than other country nationals. The Big Five personality play an important role in understanding young consumers in our country.*

Originality/value: *The study enriches the personality traits and fashion consciousness literature by identifying and empirically establishing the relationship between various personality traits and fashion consciousness of college going students.*

Keywords: Personality traits, Fashion consciousness, India, Young generation, Big Five personality.

JEL Classification: M-3

The growth of fashion industry in recent years can be attributed to consumers' changing attitudes towards fashion. Consumers are becoming more fashion-conscious and keeping themselves updated with the latest fashion trends (D'Aveni, 2010). Generation Y, in particular, was found to have a distinctive approach to shopping than any other generational cohorts (Bakewell and Mitchell, 2003). As argued by Srinivas and Steven (2008), the distinctive characteristics of Generation Y differ across cultures.

Generation Y, popularly known as the millennial generation, has fascinated practitioners and academicians all over the world (Bolton et al., 2013). Born between the years of 1980 and 2000 (Weingarton, 2009), Generation Y is the world's second largest consumer cohort (Ordun, 2015), with highest levels of discretionary income at their disposal (Leask et al., 2013).

Fashion consciousness refers to —a person's degree of involvement with the styles or fashion of clothing... characterized by an interest in clothing and fashion, and in one's appearance (Nam et al. 2007, p.103). Fashion consciousness has been identified as an important dimension of a person's lifestyle that affects purchase decision and consumption behavior (Sproles and Kendall 1986; Wells and Tigert 1971). People who are highly fashion conscious may pay more attention to the image portrayed by prestige brands and therefore may be more prestige-sensitive than those who are less fashion conscious. Despite the potential associations

between fashion consciousness and prestige sensitivity, little studies have been devoted to examine the relationship between the two concepts.

Consumer personality plays an important role in fashion marketing as it is argued that consumers are highly influenced by their self-concept [which is a function of personality] when it comes to fashion shopping behavior (Piacentini and Mailer 2004). While studies in the past have attempted to use personality traits as a predictor of fashion shopping behavior (Goldsmith 2002b; McIntyre and Miller 1992; Summers, Belleau, and Xu 2006), little studies have been done to examine the role of consumer personality traits in affecting prestige preferences. With prestige sensitivity as the focal construct, this study seeks to propose a conceptual framework on the relationship between consumer personality traits, fashion consciousness, and prestige sensitivity.

In train theory Big five model has a considered as a core benchmark in the theory of personality

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