

FACTORS INFLUENCING THE SELECTION OF CLOTHING AMONG THE ADOLESCENTS OF VADODARA DISTRICT

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ABSTRACT

This research investigates the factors that influence the selection of clothing among adolescents in Vadodara district, Gujarat, India. Adolescence is a crucial stage of identity formation, where clothing choices play a pivotal role in self-expression, social integration, and cultural conformity. The study was confined within Vadodara district, in which a total of 400 respondents were selected from urban and rural area using random sampling technique. The structured questionnaire was prepared and rectified as per the expert advice and used as a research instrument. The study established that the major sources of information for clothing includes their own ideas, family members, friends, social media and television. The sources from which the respondents were inspired the most to purchase the new clothes are family, friends, social media trends and shop display. The physical characteristics of the clothes influencing clothing selection of the adolescent includes colour, style, proper size and fitting, price, brand name and overall look of the garment. The study also revealed that as far as the behaviour of the individual about collecting information related to clothing and the impact of advertisement while selecting clothing is concerned place of residence and mother's occupation shows significance. It also revealed that only mother's occupation shows significance for influence of peer group on individual in selection of clothing, while only place of residence shows significance for influence of celebrity endorsements on buying behaviour of an adolescent. The data was analysed using the statistical package for social science (SPSS).

Keywords: *Adolescents, Clothing, Sources of Information, Place of Residence.*

Introduction

Adolescence, a crucial transition between childhood and adulthood, brings significant physical, psychological, and social changes. It's a phase marked by new social dynamics and societal expectations, often causing insecurity. Friendships greatly impact personality development, and peer pressure strongly influences decisions, peaking around age 14 and lessening as identity solidifies. While teens seek independence, guidance from adults and society helps navigate choices. Digital media and fashion have reshaped how adolescents view style and form their identities.

Clothing is key to self-expression and conformity for adolescents, particularly in Vadodara, a culturally diverse region. Factors influencing their clothing choices range from cultural norms to personal preferences and financial constraints. Information sources like media, fashion magazines, and peers heavily influence decisions. Demographic, psychological, environmental, and lifestyle factors shape consumer choices in clothing, including sex, income, personality, social class, culture, and more.

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Objectives

- To determine the sources of clothing information for adolescents.
- To identify the physical characteristics of the clothing influencing the clothing selection among adolescents.
- To understand the impact of peer and family influence on adolescents' clothing selection.

Literature Review

The literature on global marketing acknowledges the importance of media exposure and marketing campaigns in influencing customers' purchase decisions. Previous research has demonstrated that media channels can be utilized to obtain information: print (newspapers, magazines, direct mail), broadcast (radio, television), display (billboards, signs, banners), and internet (email, business websites, online social media, and sharing sites) (Kotler & Armstrong, Principles of Marketing, 2010, p. 437). While social media and other channels are used by marketers, television remains the most powerful medium for influencing the purchasing decisions of rural consumers (MS Siddiqui *et al.*, 2021). Many people have a tendency to trust things presented on television and view those ads as a reputable source of product information (Shah & D'Souza, 2009). Because it is perceived as a hybrid of audio and visual aspects, television has an advantage over other media. This allows the most creative advertising opportunities (Kavitha, 2006). Advertisers feel that television is a more effective means to reach customers than print media because of the low literacy rate (Ciochetto, 2004). When choosing what to purchase, students and their families work together to ensure that the item meets their expectations for quality, just like the goods they see on television (Yeshwanth Pabba, Balamurugan J, Gunnam Krishna Praveen & Vaigandla Sai Akhil, 2018). TV commercials impact the purchasing decisions of urban youths, and a significant proportion of them are captivated by models or celebrities shown in the commercials (Md. Shamsuzzaman, Ziaulhaq Mamun & Ridhwanul Huq, 2019). When a famous or well-known person endorses a product, young people are more likely to buy it (Sahni & Joshi, 2021).

Social media and the internet have changed consumer behaviour and business practices in addition to television. Digital and social media marketing increases revenue, builds brand recognition, and reduces expenses (Dwivedi, 2021). Many of the most notable aspects of television, radio, magazines, newspapers, phones, and email are combined with the internet. The Internet has a bigger influence on consumer behaviour because of its graphical user interface (Mc Gaughey & Mason, 2015). Social media has a big impact on a customer's decision to purchase a particular brand. When a well-known individual promotes a product, its value rises (Chattaraj *et al.*, 2018). Emotional responses influence consumer purchases more than environmental ones (Bisht, 2013). Numerous elements, including internal or psychological ones, social, cultural, economic, and personal ones have an impact on consumer behaviour (N Ramya and Dr. SA Mohamed Ali, 2016).

Methodology

For the purpose of data collection Random sampling technique was used to a represent sample of urban and rural youth in Vadodara district, focusing on their apparel purchasing habits and the factors influencing their decisions. The sample size of 400 respondents between 13 to 15 years were selected based on several experts' opinions.

For collecting data for this study, a structured questionnaire was prepared and rectified as per the expert advice and used as a research instrument. The development of the questionnaire starts from personal and demographic information which further progresses with the study specific questions. This data is further used in the research to find various correlations between the demographic aspects and its influence on clothing selection among the adolescence. The language of the questionnaire was bi linguistic i.e. in Gujarati and English for better understanding of all the respondent. The Questionnaire contained closed ended questions.

Data Analysis and Interpretation

Data was analysed using statistical tools like percentage, ratios, mean, standard deviation, ANOVA, T-test, Post Hoc test.

Table 1, 2, 3 & 4 display average scores from respondents regarding sources of apparel information. Across all background characteristics, respondents rated their own ideas highest (mean score = 8.25), followed by family input (mean score = 8.08). Radio ranked lowest (mean score = 2.82) in providing apparel information.

Table 1: Mean Comparison of getting information about the clothes across the Place of the Residence

Getting information about the clothes	Place of The Residence					
	Rural		Urban		Total	
	Mean	SD	Mean	SD	Mean	SD
Own idea	8.06	2.13	8.43	2.03	8.25	2.09
Through friends	6.38	2.40	6.63	2.48	6.50	2.44
Through newspaper	3.64	2.35	4.11	2.29	3.88	2.33
Through Magazines	3.03	2.15	3.74	2.04	3.39	2.12
Through poster, banners, leaflets	4.65	2.42	5.05	2.29	4.85	2.36
Through TV	6.19	2.44	6.54	2.35	6.36	2.40
Through radio	2.65	2.06	2.98	1.83	2.82	1.95
Through social media	6.16	2.78	6.98	5.34	6.57	4.27
Through window display	5.42	2.49	5.65	2.33	5.54	2.41
Through family Members	8.22	2.17	7.93	2.31	8.08	2.24
Through relative	6.30	2.38	6.25	2.51	6.28	2.44

Note: SD = Standard Deviation

Table 1 shows that in rural areas, family members were the primary source of clothing information for respondents, followed by their own ideas. In urban areas, respondents relied most on their own ideas for clothing information, then on family input. Radio provided the least information in both categories.

Table 2: Mean Comparison of getting information about the clothes across the Family Size

Getting information about the clothes	Family Size (Members)							
	Up to 4		5 to 6		7 & More		Total	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Own idea	8.48	1.95	7.87	2.30	8.50	1.84	8.25	2.09
Through friends	6.74	2.41	6.09	2.50	6.82	2.31	6.50	2.44
Through newspaper	3.87	2.29	3.95	2.41	3.74	2.27	3.88	2.33
Through Magazines	3.74	2.20	3.27	2.08	3.00	1.99	3.39	2.12
Through poster, banners, leaflets	4.81	2.51	5.02	2.09	4.61	2.54	4.85	2.36
Through TV	6.54	2.45	6.44	2.38	5.94	2.33	6.36	2.40
Through radio	2.77	1.93	3.10	2.08	2.40	1.69	2.82	1.95
Through social media	7.17	5.85	6.26	2.67	6.09	3.11	6.57	4.27
Through window display	5.60	2.44	5.58	2.40	5.35	2.40	5.54	2.41
Through family Members	8.02	2.22	8.04	2.08	8.23	2.55	8.08	2.24
Through relative	6.24	2.27	6.23	2.54	6.42	2.56	6.28	2.44

Note: SD = Standard Deviation

In Table 2, for family members in the 0-4 and 7 & above range, respondents relied most on their own ideas for clothing information, followed by family input. However, among families with 5-6 members, most clothing information came from family members, followed by their own ideas. Radio provided the least information across all categories.

Table 3: Mean Comparison of getting information about the clothes across the Father Occupation

Getting information about the clothes	Father Occupation							
	Agriculture		Business		Service		Total	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Own idea	8.21	1.87	8.61	1.70	8.01	2.30	8.25	2.09
Through friends	6.10	2.20	6.61	2.41	6.47	2.48	6.50	2.44
Through newspaper	3.74	1.86	4.26	2.48	3.63	2.24	3.88	2.33
Through Magazines	3.69	1.83	3.63	2.37	3.20	1.95	3.39	2.12
Through poster, banners, leaflets	3.67	1.94	5.04	2.35	4.84	2.38	4.85	2.36
Through TV	6.13	2.22	6.18	2.53	6.51	2.33	6.36	2.40
Through radio	2.47	2.10	3.07	2.04	2.68	1.87	2.82	1.95
Through social media	6.21	2.38	7.16	5.98	6.22	2.78	6.57	4.27
Through window display	3.96	2.49	5.57	2.25	5.67	2.46	5.54	2.41
Through family Members	8.36	1.78	8.08	2.31	8.05	2.24	8.08	2.24
Through relative	5.00	2.49	6.45	2.35	6.29	2.47	6.28	2.44

Note: SD = Standard Deviation

Table 3 shows that among fathers engaged in agriculture and service, family members were the primary source of clothing information, followed by their own ideas. However, for those in business, their own ideas provided most of the information, followed by family input. Radio consistently offered the least information across all categories.

Table 4: Mean Comparison of getting information about the clothes across the Mother Occupation

Getting information about the clothes	Mother Occupation									
	Housewife		Business		Service		Agriculture		Total	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Own idea	8.21	2.17	8.63	1.36	8.27	1.91	8.42	1.77	8.25	2.09
Through friends	6.46	2.50	7.10	2.16	6.64	2.41	6.04	1.04	6.50	2.44
Through newspaper	3.81	2.27	4.58	2.59	4.15	2.64	3.08	1.11	3.88	2.33
Through Magazines	3.40	2.15	3.32	2.05	3.44	2.20	3.00	.00	3.39	2.12
Through poster, banners, leaflets	4.92	2.41	5.43	2.49	4.63	2.24	3.69	1.04	4.85	2.36
Through TV	6.18	2.42	7.51	2.30	6.92	2.28	6.43	2.00	6.36	2.40
Through radio	2.81	1.99	4.25	2.55	2.54	1.50	2.83	1.90	2.82	1.95
Through social media	6.80	4.63	5.97	2.79	5.87	2.87	5.56	1.79	6.57	4.27
Through window display	5.66	2.42	5.44	1.92	5.36	2.48	3.60	1.37	5.54	2.41
Through family Members	8.16	2.18	8.05	2.33	7.81	2.47	7.54	2.42	8.08	2.24
Through relative	6.52	2.40	6.37	2.45	5.49	2.32	4.41	2.69	6.28	2.44

Note: SD = Standard Deviation

Table 4 displays that regardless of the mother's occupation, respondents primarily relied on their own ideas for clothing information, followed by family input, while radio provided the least information. In the business category, magazines offered the least information.

Tables 5, 6, 7 & 8 reveal that, overall, respondents were most inspired to purchase new apparel by family (mean score = 2.48) followed by friends (mean score = 2.97). Magazines had the least influence (mean score = 6.19) on new apparel purchases.

Table 5: Mean Comparison of inspiration for new purchases of the clothes across the Place of the Residence

Inspiration for new purchases	Place of the Residence					
	Rural		Urban		Total	
	Mean	SD	Mean	SD	Mean	SD
Friends	2.64	1.56	3.30	1.90	2.97	1.77
Family	2.50	1.86	2.45	1.94	2.48	1.90
Celebrity styling	4.46	1.65	4.21	1.62	4.34	1.64
Magazines	6.27	1.20	6.10	1.40	6.19	1.30
Social media trends	4.00	1.74	3.70	1.82	3.85	1.78
Fashion blogs	4.27	1.67	3.99	1.54	4.13	1.61
Shop display	3.93	1.68	4.24	1.75	4.09	1.72

Note: SD = Standard Deviation

In Table 5, for both rural and urban respondents, family was the top inspiration for buying new clothes, followed by friends, while magazines had the least influence.

Table 6: Mean Comparison of inspiration for new purchases of the clothes across the Family size

Inspiration for new purchases	Family size							
	Up to 4 Member		5-6 Member		7 & More Member		Total	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Friends	2.97	1.80	2.91	1.78	3.06	1.70	2.97	1.77
Family	2.36	1.90	2.45	1.88	2.72	1.92	2.48	1.90
Celebrity styling	4.38	1.73	4.24	1.56	4.43	1.63	4.34	1.64
Magazines	6.08	1.41	6.29	1.21	6.19	1.26	6.19	1.30
Social media trends	3.72	1.62	4.04	1.82	3.76	1.96	3.85	1.78
Fashion blogs	4.15	1.54	4.17	1.55	4.02	1.81	4.13	1.61
Shop display	4.35	1.71	3.98	1.74	3.84	1.66	4.09	1.72

Note: SD = Standard Deviation

Table 6 indicates that regardless of family size, respondents were primarily inspired by family for purchasing new clothes, followed by friends, with magazines having the least influence.

Table 7: Mean Comparison of inspiration for new purchases of the clothes across the Father Occupation

Inspiration for new purchases	Father Occupation							
	Agriculture		Business		Service		Total	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Friends	2.70	1.67	3.15	1.83	2.87	1.73	2.97	1.77
Family	2.87	2.21	2.58	1.98	2.37	1.81	2.48	1.90
Celebrity styling	4.13	1.59	4.43	1.58	4.30	1.68	4.34	1.64
Magazines	6.35	1.15	6.00	1.48	6.29	1.17	6.19	1.30
Social media trends	3.64	1.70	3.67	1.97	3.99	1.65	3.85	1.78
Fashion blogs	3.79	1.63	3.91	1.53	4.30	1.63	4.13	1.61
Shop display	4.51	1.71	4.25	1.68	3.94	1.73	4.09	1.72

Note: SD = Standard Deviation

Table 7 shows that among those in agriculture, friends were the top inspiration for new clothing purchases, followed by family. For fathers in business and service occupations, family was the primary inspiration, followed by friends, while magazines consistently had the least influence regardless of the father's occupation.

Table 8: Mean Comparison of inspiration for new purchases of the clothes across the Mother Occupation

Inspiration for new purchases	Mother Occupation									
	Housewife		Business		Service		Agriculture		Total	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Friends	3.01	1.82	2.62	1.26	2.91	1.73	2.56	1.18	2.97	1.77
Family	2.53	1.94	2.37	1.93	2.14	1.61	3.03	2.19	2.48	1.90
Celebrity styling	4.33	1.66	4.18	1.60	4.54	1.50	3.45	1.84	4.34	1.64
Magazines	6.17	1.29	6.46	1.26	6.06	1.42	7.00	.00	6.19	1.30
Social media trends	3.77	1.80	4.01	1.51	4.25	1.74	3.49	1.74	3.85	1.78
Fashion blogs	4.06	1.58	4.08	1.65	4.43	1.72	4.13	1.42	4.13	1.61
Shop display	4.16	1.70	4.26	2.02	3.70	1.76	4.34	1.43	4.09	1.72

Note: SD = Standard Deviation

Table 8 displays that for housewives, individuals in business, and service, family was the primary inspiration for purchasing new clothes, followed by friends. In the agriculture category, friends were the top inspiration, followed by family. Magazines consistently had the least influence across all categories.

Tables 9, 10, 11 & 12 reveal that overall, respondents favoured colour (mean score = 2.94) and style (mean score = 3.01) as their top preferred physical characteristics when buying clothes, while the overall look (mean score = 5.21) was the least preferred.

Table 9: Mean Comparison preferred Physical characteristics of clothing while buying the garments across the Place of the residence

Physical characteristics of clothing	Place of the Residence					
	Rural		Urban		Total	
	Mean	SD	Mean	SD	Mean	SD
Brand Name	4.79	2.39	4.90	2.22	4.84	2.30
Colour	2.78	1.52	3.09	1.73	2.94	1.63
Style	3.16	1.71	2.86	1.75	3.01	1.73
Fit	4.13	1.44	3.91	1.49	4.02	1.47
Size	3.38	1.47	3.37	1.43	3.38	1.45
Price	4.51	1.81	4.69	1.92	4.60	1.86
Overall look	5.25	2.15	5.17	2.02	5.21	2.09

Note: SD = Standard Deviation

In Table 9, for rural respondents, colour was the most considered physical characteristic when buying garments, followed by style. In the urban category, style was prioritized most, followed by colour. Overall look was the least considered characteristic in both categories.

Table 10: Mean Comparison preferred Physical characteristics of clothing while buying the garments across the Family Size

Physical characteristics of clothing	Family Size							
	Up to 4 Member		5-6 Member		7 & more Member		Total	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Brand name	4.71	2.41	5.13	2.17	4.57	2.31	4.84	2.30
Colour	2.93	1.68	2.92	1.62	2.97	1.60	2.94	1.63
Style	3.08	1.73	2.89	1.73	3.10	1.75	3.01	1.73
Fit	3.99	1.51	3.99	1.49	4.13	1.38	4.02	1.47
Size	3.36	1.46	3.49	1.40	3.21	1.52	3.38	1.45
Price	4.70	1.74	4.61	1.99	4.42	1.84	4.60	1.86
Overall look	5.21	2.07	4.97	2.11	5.62	2.03	5.21	2.09

Note: SD = Standard Deviation

In Table 10, for families with up to 4 or 7 or more members, colour was the top consideration when buying garments, followed by garment style and overall look as least considered. Meanwhile, families with 5 to 6 members prioritized garment style first, followed by colour and brand name was the least considered characteristic.

Table 11: Mean Comparison preferred Physical characteristics of clothing while buying the garments across the Father Occupation

Physical characteristics of clothing	Father Occupation							
	Agriculture		Business		Service		Total	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Brand name	5.66	2.32	4.81	2.23	4.79	2.35	4.84	2.30
Colour	2.31	1.25	3.07	1.57	2.90	1.70	2.94	1.63
Style	3.40	1.92	2.96	1.73	3.01	1.72	3.01	1.73
Fit	4.24	1.17	3.94	1.55	4.06	1.44	4.02	1.47
Size	3.65	1.52	3.22	1.42	3.45	1.46	3.38	1.45
Price	3.62	1.69	4.78	1.83	4.58	1.88	4.60	1.86
Overall look	5.12	2.06	5.21	2.19	5.22	2.03	5.21	2.09

Note: SD = Standard Deviation

In Table 11, for mothers in agriculture and service occupations, colour was the top consideration when buying garments, followed by garment style. In the business category, garment style was the primary consideration, followed by colour. Brand name was the least considered in agriculture, while overall look was least in service and business categories.

Table 12: Mean Comparison preferred Physical characteristics of clothing while buying the garments across the Mother Occupation

Physical characteristics of clothing	Mother Occupation									
	Housewife		Business		Service		Agriculture		Total	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Brand name	4.71	2.30	5.62	1.73	4.89	2.44	7.00	0.00	4.84	2.30
Colour	3.02	1.66	3.17	1.53	2.74	1.56	1.74	0.63	2.94	1.63
Style	3.01	1.76	3.18	1.48	2.95	1.60	3.09	2.17	3.01	1.73
Fit	4.03	1.50	2.95	1.49	4.25	1.28	3.91	1.27	4.02	1.47
Size	3.44	1.47	2.79	1.49	3.16	1.44	3.79	0.61	3.38	1.45
Price	4.61	1.88	5.26	1.65	4.49	1.83	4.25	1.93	4.60	1.86
Overall look	5.19	2.13	5.02	2.35	5.52	1.86	4.23	1.79	5.21	2.09

Note: SD = Standard Deviation

In Table 12, for housewives, style was the top consideration when buying garments, followed by garment colour. In the business category, size was most important, followed by fit. For service and agriculture, colour was the primary consideration, followed by style. Overall look was least considered in housewives and service, while brand name was least in business and agriculture categories.

Table 13: Mean comparison of study parameters across the Place of the residence

Study Parameters	Place of the Residence	N	Mean	SD	SE	t-value	p-value
Influence of celebrity endorsements on buying behaviour of an individual	Rural	200	2.585	0.570	0.040	-6.109	0.000
	Urban	200	2.967	0.676	0.046		
Influence of peer group on individual in selection of fashion products	Rural	200	2.857	0.660	0.047	-1.931	0.054
	Urban	200	2.999	0.806	0.057		
Impact of advertisement on an individual for selecting a fashion product	Rural	200	2.764	0.543	0.038	-8.752	0.000
	Urban	200	3.270	0.610	0.043		

Note: N=sample; SD=Standard Deviation; SE=Standard Error; p-value <0.05=significant

Table 13's T-test statistics reveal significance (p -value < 0.05) for the impact of celebrity endorsements and advertisements on buying behaviour based on respondents' place of residence. However, the influence of peer groups on fashion product selection didn't show significance (p -value > 0.05) concerning the respondents' place of residence.

Table 14: Influence of celebrity endorsements on buying behaviour of an individual

Study Parameters			N	Mean	SD	F - Value	P - Value	Pairs having significance difference
Influence of celebrity endorsements on buying behaviour of an individual	Family Size (Member)	Up to 4	154	2.756	0.648	0.167	0.846	Nil
		5 to 6	156	2.778	0.641			
		7 & more	90	2.805	0.688			
	Father's Occupation	Agriculture	22	2.701	0.703	1.871	0.155	Nil
		Business	150	2.857	0.664			
		Service	228	2.730	0.639			
	Mother's Occupation	Housewife	305	2.779	0.661	0.133	0.940	Nil
		Business	15	2.676	0.756			
		Service	68	2.787	0.600			
Agriculture		12	2.742	0.688				

p -value < 0.05 = significance

Table 14, using one-way ANOVA statistics, examined if there's a real mean difference in the impact of celebrity endorsements on buying behaviour across family size, father's occupation, and mother's occupation. The results indicated no significant differences among these parameters.

Table 15: Influence of peer group on individual in selection of clothing

Study Parameters			N	Mean	SD	F - Value	P - Value	Pairs having significance difference
Influence of peer group on individual in selection of clothing	Family Size (Member)	Up to 4	154	2.999	0.691	1.356	0.259	Nil
		5 to 6	156	2.861	0.734			
		7 & more	90	2.922	0.821			
	Father's Occupation	Agriculture	22	2.649	0.618	1.791	0.168	Nil
		Business	150	2.968	0.798			
		Service	228	2.928	0.705			
	Mother's Occupation	Housewife	305	2.954	0.725	2.912	0.034	Nil
		Business	15	2.661	1.013			
		Service	68	2.961	0.728			
Agriculture		12	2.404	0.588				

p -value < 0.05 = significance

Table 15, using one-way ANOVA, assessed mean differences in the influence of peer groups on clothing selection across family size, father's and mother's occupations. The results showed significance only for mother's occupation (F -value = 2.912, P -value = 0.034), while no significance was found for family size and father's occupation.

Table 16: Impact of advertisement on an individual for clothing selection

Study Parameters			N	Mean	SD	F - Value	P - Value	Pairs having significance difference
Impact of advertisement on an individual for clothing selection	Family Size (Member)	Up to 4	154	3.100	0.605	2.191	0.113	Nil
		5 to 6	156	2.968	0.656			
		7 & more	90	2.961	0.618			
	Father's Occupation	Agriculture	22	2.812	0.566	1.997	0.137	Nil
		Business	150	3.078	0.643			
		Service	228	2.997	0.625			
	Mother's Occupation	Housewife	305	3.060	0.615	4.966	0.002	μ MO1 \neq μ MO4
		Business	15	3.040	0.794			
		Service	68	2.930	0.610			
Agriculture		12	2.402	0.608				

MO1 = Mother as Housewife; **MO4** = Mother occupied in Agriculture; p -value < 0.05 = significance

Table 16 used one-way ANOVA to examine differences in the impact of advertisement on clothing selection across family size, father's, and mother's occupations. The results indicated significance only for mother's occupation (F-value = 4.966, P-value = 0.002). Post-hoc analysis revealed a significant difference between Mother as Housewife Vs Mother occupied in Agriculture. No significance was found for family size or father's occupation.

Conclusion

This study aims to identify factors influencing clothing selection among Vadodara district's youth, exploring associations based on place of residence, family size, and parents' occupations. Adolescents mainly gather clothing information from their own ideas, family, social media, and friends, with minor differences. Radio provides the least information; in cases where mothers work in business, magazines offer the least. Adolescents are mostly inspired by family and friends for clothing purchases, with social media and fashion blogs also influential, while magazines have the least impact.

Adolescents prioritize colour and style in clothing characteristics but least prioritize overall garment appearance and brand names. Differences in celebrity endorsements' impact and advertisement influence on clothing selection exist between rural and urban areas. Mother's occupation influences peer group influence and advertisement impact on clothing selection.

These insights shed light on adolescent fashion preferences, aiding parents, educators, and the fashion industry in this region. The findings hold significance for various stakeholders.

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