Youth Fashion Consumption and Brand Consciousness: An Empirical Study of Apparel Purchasing Behaviour in Morbi, Gujarat

Kavathiya Prit Hasmukhbhai[1], Dr. Dhaval Vyas[2]
[1]*MBA Student, Darshan Institute of Management, Darshan University, Rajkot - Gujarat*
[2]*Associate Professor, Darshan Institute of Management, Darshan University, Rajkot – Gujarat*

***Abstract*—Young consumers drive much of the demand for branded fashion, but little is known about how they buy in smaller industrial cities. This study looks at brand consciousness and purchasing behaviour towards branded fashion products in Morbi, Gujarat. A structured questionnaire was completed by 124 respondents, and the data were analysed with descriptive statistics, multiple regression, one-way ANOVA, an independent samples t-test, and the Friedman test. Apparel and footwear were the most commonly bought categories, and most respondents shop both online and offline. Social media factors explained 64.15% of the variation in consumer perceptions ($p < 0.001$), with product discovery, customer reviews, and trust in influencers all significant. Age, income and gender made no statistically significant difference to preferences. Limited availability of branded products in Morbi ranked as the biggest challenge. Brands and retailers can use these results to plan local promotions, widen their stock in town, and give customer reviews more weight.**

***Index Terms*—Brand consciousness, consumer behaviour, digital marketing, fashion industry, Morbi, youth preferences.**

I. INTRODUCTION

Fashion has stopped being only about clothing. For many people, it is a way to show who they are, and branded apparel in particular is tied to ideas of quality, prestige and status. In India, where brands often stand for modernity and confidence, that link is strong.

India's consumer market has shifted a great deal over the past decade. Incomes have risen, literacy has improved, cities have grown, and social media shows people global trends every day. Buyers now know more brands and ask more of them: better quality, comfort, style and value. Youth sit at the centre of this. They tend to be brand-conscious and will often pay more for products that fit their personality and aspirations.

Morbi is known for industry and entrepreneurship, but its consumer market is changing. The middle class is growing, so is the youth population, and both are leaning towards branded fashion. Locally, branded clothing is read as a way to express oneself and gain social recognition. Buyers link it with quality, durability, and belonging to a certain lifestyle, which in turn builds brand loyalty.

Brands and retailers entering emerging markets need to know how buyers there actually behave. Psychological, personal, cultural and social factors all shape how a brand is seen and whether it gets bought. This study looks at what shapes consumer perceptions, purchase decisions, and brand loyalty towards branded fashion in Morbi City, and what that says about the Indian fashion market more widely.

II. LITERATURE REVIEW

(RAJPUT et al., 2012) studied how demographic profile affects purchase decisions for branded garments, looking at gender differences, brand awareness, shopping frequency, and total spending. They found no statistically significant gender differences in any of these.

AHUJA (2015) examined branding and its effect on purchases of fashion goods and accessories. Brand consciousness fell as respondents got older. Price and brand were the attributes that mattered most, and 80% of respondents saw brands as a symbol of social status. (Subramani et al., 2015) looked at buying behaviour for branded casual shoes. Demographic variables had

little effect on what drove customer satisfaction, and most buyers were satisfied overall.

(AhamedS & Ravi, 2016) studied buying behaviour towards branded men's garments. Of their respondents, 38% bought branded apparel regularly, 12% mostly during discounts or seasonal sales, and 36% preferred branded showrooms. Style was the main reason for 32%, and quality, prestige, and style together for 42%. Purchasing behaviour showed no significant link with age or education.

(Paliwal et.at, 2017) surveyed young consumers aged 20–34 in Delhi and NCR. Personal desire, necessity, social status, and gifting were the main motives. Among students, family income and parental influence counted for a lot.

(Asif & Kaushik, n.d. 2017)studied regular buyers of branded apparel in Gurgaon. Women aged 26–35 made up the largest share of buyers of international brands. Respondents preferred branded to non-branded apparel and malls to showrooms. Aesthetic appeal, family influence, peer pressure, cultural norms, social media, and celebrity endorsements drove purchases, while family size had no significant relationship with preference for promotional offers.

(Mokha, n.d. 2017) compared how branding affects buying behaviour across income groups and occupations. Both income and occupation mattered: higher earners, students, and working professionals were more brand-conscious, and so were younger consumers compared with older ones. About 80% agreed that fashion brands symbolise social status.

(Sood & Kaur, 2018) looked at price, quality, and durability in branded casual footwear. The 20–25 age group bought most often; Nike was the favourite brand, 72% were dissatisfied with their purchases, and 52% preferred to shop online.

(Lakshminarayana et al. 2018)asked why people choose branded clothes. Most respondents were brand-conscious and wore brands to look stylish and signal status. They preferred brands to non-branded clothing for durability, variety, and quality.

(Appasaba, 2020) studied preferences for branded sports shoes in Belagavi. Branded outlets were few and clustered in particular areas, and awareness of promotions was low because outlets sat on the periphery. Buyers doubted the authenticity of products at local retailers. Branded outlets were poorly received at first because of higher prices and the city's tier-2 economy.

(Rathwa et al., 2021) examined the socio-economic profile of consumers who prefer branded apparel. Modern consumers were highly brand-aware, and style, social status, durability, variety, and quality all pushed preference for branded apparel upward.

(Behera et al., n.d. 2022) compared buying apparel online and offline, and tested how gender, age, festive offers, monthly income, and peer influence shape that choice.

(Kumaran, 2023) studied what drives smartwatch purchases. Half of respondents (50%) named product features as the main factor. Samsung ranked first in brand preference, followed by Apple and Noise, and age group was significantly associated with awareness of smartwatches.

III. RESEARCH METHODOLOGY

3.1 Research Design

The study uses a descriptive, quantitative design to examine youth fashion consumption and brand consciousness towards branded fashion products in Morbi City, Gujarat.

3.2 Nature and Sources of Data

Primary data came from a structured questionnaire circulated through Google Forms. Secondary data came from research papers, journals, articles, and other published literature.

3.3 Sampling Method and Sample Size

Respondents were chosen by non-probability convenience sampling, based on who was reachable and willing to take part. The demographic profile and statistical tests use 124 respondents

3.4 Area of the Study

The study covers Morbi City, Gujarat, only.

3.5 Research Instrument

The questionnaire covered demographics, purchasing behaviour, brand preferences, the influence of digital marketing, and the challenges buyers face. Attitude questions used a five-point Likert scale.

3.6 Statistical Tools and Techniques

The collected data were analysed using the following statistical tools:

- Descriptive Statistics: Frequency, percentage, and mean.
- Multiple Regression: To examine factors influencing consumer behaviour and digital marketing.
- One-Way ANOVA: To analyse differences across age and income groups.
- Independent Samples t-Test: To compare male and female respondents.
- Friedman Test: To compare consumer challenges.

3.7 Level of Significance

The significance level was set at 5% ($\alpha = 0.05$). Results with p-values below 0.05 were treated as statistically significant.

3.8 Data Analysis and Hypothesis Testing

1) Demographics

TABLE I DEMOGRAPHIC PROFILE OF RESPONDENTS

Demographic variable	Category	Respondents (N)	Percentage
Gender	Male	85	68.5%
	Female	39	31.45%
Age group	Below 20 years	27	21.77%
	21–30 years	66	53%
	31–40 years	22	17.7%
	41–50 years	9	7.25%
Educational qualification	SSC (10th standard)	2	1.61%
	HSC (12th standard)	7	5.6%
	Undergraduate	70	56.45%
	Postgraduate	45	36.29%
	Ph.D.	0	0.0%
Occupation	Student	50	40.3%*
	Private-sector employee	19	15.3%*
	Government-sector employee	0	0.0%
	Business owner	48	38.7%*
	Homemaker	7	5.64%*
Monthly income level	Below ₹20,000	19	15.3%
	₹20,000–₹40,000	23	18.5%
	₹40,000–₹60,000	13	10.4%
	₹60,000–₹80,000	8	6.45%
	₹80,000–₹1,00,000	4	3.22%
	Above ₹1,00,000	20	16.12%
	No income	37	29.83%

Most respondents are male (68.5%) and 31.45% are female. The 21–30 age group is the largest (53%), followed by those below 20 (21.77%).

Undergraduates make up 56.45% and postgraduates 36.29%. Students are the biggest occupational group (40.3%), with business owners close behind (38.7%). The largest income category is no income (29.83%), then ₹20,000–₹40,000 (18.5%). The sample is young and educated, and mostly students and business owners.

2) Product Category

Branded apparel is the most commonly bought category (101 respondents; 84.2%), followed by footwear (87; 72.5%) and accessories (61; 50.8%). Wearables were reported by 44 respondents (36.7%), seasonal and festival-specific products by 39 (32.5%) and textile materials by 19 (15.8%). Branded buying is clearly more common in apparel and footwear than elsewhere. Respondents could pick more than one category, so the percentages add up to more than 100.

3) Shopping Mode

Most respondents (87; 72.5%) buy branded products both online and offline. Another 20 (16.7%) buy only online and 13 (10.8%) only offline. Multichannel buying is the norm here.

4) Preferred Shopping Platform

Amazon leads, named by 99 respondents (82.5%), then Flipkart (60; 50.0%) and Meesho (25; 20.8%). Myntra was named by 11 (9.2%), and Shopify and Ajio by four each (3.3%). Other platforms and combinations appear only rarely. Respondents could pick several platforms, so these figures show how often each platform was named, not market share.

5) Purchase frequency of buying branded products

Monthly buying is the most common pattern (45 respondents; 37.5%), followed by quarterly (36; 30.0%) and occasional buying (23; 19.2%). Twelve respondents (10.0%) buy yearly and four (3.3%)

weekly. Most branded buying happens monthly or quarterly.

6) Spending on Branded products.
In all six product categories, the ₹1,000–₹10,000 band got the most responses: apparel (92), footwear (90), accessories (98), wearables (89), textile materials (93) and seasonal or festival products (80). The ₹11,000–₹20,000 band came next, and the higher bands drew few responses. Spending is concentrated at the lower end. The table reports category-wise counts only and does not state the period the spending refers to.

7) Preferred brands for apparel.
Levi's leads apparel preferences (65 respondents; 54.2%), followed by U.S. Polo Assn. (61; 50.8%) and Spykar (60; 50.0%).
Tommy Hilfiger and H&M each drew 46 (38.3%), Pepe Jeans 45 (37.5%), Mufti 44 (36.7%), and Jack & Jones 42 (35.0%). Respondents could choose several brands, so the percentages show the share naming each brand, not market share.

8) Preferred brands for Footwear.
Skechers leads footwear (87 respondents; 72.5%), followed by Puma (65; 54.2%), Nike (63; 52.5%), and Adidas (54; 45.0%). Crocs were chosen by 26 (21.7%), and Bata and Mochi by 24 each (20.0%).

9) Preferred brands for Accessories.
Titan leads accessories with 88 respondents (73.3%). Skybags follows (54; 45.0%), then Fastrack (43; 35.8%) and Calvin Klein (35; 29.2%). Sonata (20.8%) and Ray-Ban (16.7%) sit in the middle, while IDEE (11.7%), Coach (10.0%), and One8 (7.5%) trail.

10)Preferred brands for Wearables.
Apple leads wearables (64 respondents; 53.3%), with boAt (49; 40.8%) and Samsung (48; 40.0%) close behind. Titan was chosen by 37 (30.8%), Noise by 35 (29.2%), Fastrack by 28 (23.3%), Fire-Boltt by 19 (15.8%), and Fitbit by 7 (5.8%).

11)Preferred brands for Textile Materials (Clothing Fabric).
Raymond dominates textile materials: 96 respondents (80.0%) chose it. Arvind follows at 43 (35.8%), then Siyaram's (29; 24.2%), Reid & Taylor (18; 15.0%), and Bombay Dyeing (16; 13.3%). Mayur, Mafatlal, and Linen Club were chosen less often, and Only Vimal the least (9; 7.5%).

12)Preferred brands for Festival-Specific Products.
Manyavar leads festival products with 76 respondents (63.3%). W for Women (38; 31.7%) and Fabindia (37; 30.8%) are well behind, followed by Libas (23; 19.2%), Sabyasachi (21; 17.5%), and Benative (15; 12.5%).

13)Impact of Demographic Variables.
For age and brand preference, 59 respondents (49.2%) agreed or strongly agreed that the two are related, 35 (29.2%) were neutral, and 26 (21.7%) disagreed or strongly disagreed. For income and purchase frequency, 80 (66.7%) agreed or strongly agreed, 27 (22.5%) were neutral, and 13 (10.8%) disagreed or strongly disagreed. For gender and preference for specific brands, 60 (50.0%) agreed or strongly agreed, 38 (31.7%) were neutral, and 22 (18.3%) disagreed or strongly disagreed. More respondents see income as shaping how often they buy than see age or gender as shaping brand preference. These are perceptions only and do not establish statistically significant relationships.

14)Factors Influencing Consumer Behavior.
Price draws the most support: 72 respondents (60.0%) agree or strongly agree that it is a major consideration. Quality follows, with 70 (58.3%) preferring branded products, and 64 (53.3%) responding positively to discounts and offers. Recommendations from friends and family are endorsed by 56 (46.7%), with 39 (32.5%) neutral. Celebrity endorsement gets the least support: 30 (25.0%) agree or strongly agree that it influences them, while 55 (45.8%) disagree or strongly disagree. Price, quality, and offers count for more than celebrity endorsement.

15)Role of Digital Marketing and social media.
Social media is a discovery channel for 56 respondents (46.7%) who agree or strongly agree. Social media advertisements shape the perception of branded fashion for 53 respondents (44.2%). Customer reviews and testimonials are endorsed by 61 (50.8%), the highest in this group, and 59 (49.2%) follow fashion brands on social media for collections and offers. Trust in influencers is weaker: 40 (33.3%) agree or strongly agree, 38 (31.7%) disagree or strongly disagree, and

42 (35.0%) are neutral. Discovery, brand updates, and reviews matter to respondents, while views on influencers are split.

16)Challenges Faced by Consumers.
High prices are a constraint for 59 respondents (49.2%) who agree or strongly agree, and 40 (33.3%) are neutral. Limited availability of branded products in Morbi is a problem for 65 (54.2%).

Telling genuine products from counterfeits is difficult for 55 (45.8%), with 42 (35.0%) neutral, and 58 (48.3%) find branded products overpriced compared with local alternatives. Lack of instalment or payment options is the weakest concern: 37 (30.8%) agree or strongly agree, 40 (33.3%) disagree or strongly disagree, and 43 (35.8%) are neutral. Price, availability, and authenticity stand out, though many answers were neutral.

17)Recommendations for Fashion Brands.
Organizing exhibitions or promotional events in Morbi gets the most support of the five recommendations (64 respondents; 53.3%). Half (60; 50.0%) want social media platforms to give more weight to customer reviews and testimonials.

More discounts and a wider assortment in local stores are each backed by 59 (49.2%), and 54 (45.0%) support digital campaigns tailored to Morbi consumers. Many answers were neutral.

18)Are you Satisfied with the Overall Performance of the Branded Products?
Nearly all respondents (118; 98.3%) are satisfied with the overall performance of branded products, and two (1.7%) are not. This is self-reported satisfaction, not an objective measure of product quality.

Hypothesis Testing:
Multiple Regression Analysis
Objective: To analyze the factors influencing consumer behavior towards branded fashion products in Morbi City.

Hypothesis:
$H_0$1: Factors such as price, quality, brand image, design, and availability do not significantly influence consumer behavior towards branded fashion products.

$H_1$1: Factors such as price, quality, brand image, design, and availability significantly influence consumer behavior towards branded fashion products.

TABLE II REGRESSION SUMMARY OUTPUT: CONSUMER BEHAVIOUR FACTORS

SUMMARY OUTPUT	
Regression Statistics	
Multiple R	0.2017
R Square	0.0407
Adjusted R Square	4E-05
Standard Error	1.1612
Observations	124

TABLE III REGRESSION ANOVA: CONSUMER BEHAVIOUR FACTORS

ANOVA					
	df	SS	MS	F	Significance F
Regression	5	6.749820494	1.349964099	1.00109738	0.420285969
Residual	118	159.1211472	1.348484299		
Total	123	165.8709677			

TABLE IV REGRESSION COEFFICIENTS: CONSUMER BEHAVIOUR FACTORS

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	3.279294672	0.422584044	7.760100551	3.37746E-12	2.442463217	4.116126127	2.442463217	4.116126127
Quality	-0.089978765	0.099751693	-0.902027445	0.368879817	-0.287514274	0.107556745	-0.287514274	0.107556745

Price	0.038027715	0.110352248	0.344602992	0.731006271	-0.18049978	0.25655521	-0.18049978	0.25655521
Celebrity Endorsement	0.146277119	0.097366371	1.502337172	0.135681501	-0.04653484	0.339089041	-0.04653484	0.339089041
Discounts & offers	-0.151669473	0.128502943	-1.180280149	0.240262622	-0.40614028	0.102801339	-0.40614028	0.102801339
Friends & Family Recommendation	0.00726898	0.129918977	0.055950103	0.955476183	-0.25000596	0.264543926	-0.25000596	0.264543926

Interpretation:
The R-square is 0.0407, so the selected factors explain about 4.07% of the variation in consumer behaviour. The F-statistic is 0.420, which is above 0.05, so the model is not statistically significant, and the null hypothesis is not rejected.

ANOVA, Independent Samples t-test
Objective: To study the impact of demographic variables such as age, gender, and income on consumer preferences.

Hypothesis:
$H_0$2: There is no significant difference in consumer preferences towards branded fashion products based on demographic variables such as age, gender, and income.

$H_1$2: There is a significant difference in consumer preferences based on demographic variables such as age, gender, and income.

Age ANOVA: Single Factor

TABLE V AGE ANOVA: SUMMARY

SUMMARY				
Groups	Count	Sum	Average	Variance
Below 20	27	88	3.259259	1.122507
21–30	66	206	3.121212	1.708159
31–40	22	86	3.909091	1.134199
41–50	9	32	3.555556	2.277778

TABLE VI AGE ANOVA: RESULTS

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	10.84088	3	3.613627	2.379266	0.073111591	2.680168
Within Groups	182.2559	120	1.518799			
Total	193.0968	123				

Interpretation: F = 2.379 and p = 0.073. As p is above 0.05, consumer preferences do not differ significantly across age groups, and the null hypothesis is not rejected.

Income ANOVA: Single Factor

TABLE VII INCOME ANOVA: SUMMARY

SUMMARY				
Groups	Count	Sum	Average	Variance
No Income	37	136	3.675676	1.16967
Below ₹ 20000	19	71	3.736842	0.649123
₹ 20000-₹ 40000	23	86	3.73913	0.837945

₹ 40000- ₹ 60000	13	56	4.307692	0.730769
₹ 80000 - ₹100000	4	14	3.5	1.666667
Above ₹ 100000	20	77	3.85	1.923684

TABLE VIII INCOME ANOVA: RESULTS

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	4.488151	5	0.89763	0.80573	0.547957	2.296868
Within Groups	122.5463	110	1.114058			
Total	127.0345	115				

Interpretation: F = 0.806 and p = 0.548. As p is above 0.05, preferences do not differ significantly across income groups, so the null hypothesis is not rejected.
Gender t-Test: Two-Sample Assuming Equal Variances

TABLE IX T-TEST BY GENDER: TWO-SAMPLE ASSUMING EQUAL VARIANCES

	Male	Female
Mean	3.40404	3.44
Variance	1.304473	2.006667
Observations	99	25
Pooled Variance	1.44261	
Hypothesized Mean Difference	0	
df	122	
t Stat	-0.13376	
P(T<=t) one-tail	0.446907	
t Critical one-tail	1.657439	
P(T<=t) two-tail	0.893815	
t Critical two-tail	1.9796	

Interpretation:
The t-test gives t = -0.134 with a two-tailed p of 0.894. As p is above 0.05, male and female consumers do not differ significantly in their preferences for branded fashion, and the null hypothesis is not rejected.

Multiple Regression Analysis
Objective: To examine the role of digital marketing and social media in shaping consumer perceptions.

Hypothesis:
$H_0$3: Digital marketing and social media do not have a significant influence on consumer perceptions towards branded fashion products.
$H_1$3: Digital marketing and social media have a significant influence on consumer perceptions towards branded fashion products.

SUMMARY OUTPUT

TABLE X REGRESSION SUMMARY OUTPUT: DIGITAL MARKETING

Regression Statistics	
Multiple R	0.800919268
R Square	0.641471674
Adjusted R Square	0.629420302
Standard Error	0.787116448
Observations	124

TABLE XI REGRESSION ANOVA: DIGITAL MARKETING

ANOVA					
	df	SS	MS	F	Significance F
Regression	4	131.9104	32.97759	53.2281	1.22201E-25
Residual	119	73.72672	0.619552		
Total	123	205.6371			

TABLE XII REGRESSION COEFFICIENTS: DIGITAL MARKETING

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.106401405	0.225054714	0.472780167	0.637236013	-0.339229407	0.552032218	-0.339229407	0.552032218
Product Discovery via social media	0.334042369	0.090254835	3.701102212	0.000326551	0.155328781	0.512755956	0.155328781	0.512755956
Customer Reviews & Testimonials	0.192047971	0.081940651	2.343744739	0.020749676	0.029797297	0.354298644	0.029797297	0.354298644
Following Fashion Brands	0.156138148	0.088314339	1.767981833	0.079626725	-0.018733065	0.331009366	-0.018733065	0.331009366
Trust in Online Influencers	0.262730728	0.081701627	3.215734365	0.001675582	0.100953348	0.424508109	0.100953348	0.424508109

Interpretation:

The R-square is 0.6415, so digital marketing and social media factors explain about 64.15% of the variation in consumer perceptions. The model is significant overall ($p < 0.001$).

Product discovery through social media, customer reviews and testimonials, and trust in online influencers each have a significant positive association with perceptions. The null hypothesis is therefore rejected.

Friedman Test

Objective: To identify the challenges faced by consumers in purchasing branded fashion products.

Hypothesis:

$H_0$4: There is no significant relationship/difference among the challenges faced by consumers while purchasing branded fashion products.

$H_1$4: There is a significant relationship/difference among the challenges faced by consumers while purchasing branded fashion products.

TABLE XIII FRIEDMAN TEST: DESCRIPTIVE STATISTICS

Descriptive Statistics								
	N	Mean	Std. Deviation	Minimum	Maximum	Percentiles		
						25th	50th (Median)	75th
High_Price	124	3.4677	1.15776	1.00	5.00	3.0000	3.0000	4.0000
Limited_Availability	124	3.5726	1.10559	1.00	5.00	3.0000	4.0000	4.0000
Difficulty_Identifying	124	3.2984	1.17549	1.00	5.00	3.0000	3.0000	4.0000
Overpriced_vs_local	124	3.3871	1.04149	1.00	5.00	3.0000	3.0000	4.0000
Lack_of_installment	124	2.8468	1.22338	1.00	5.00	2.0000	3.0000	4.0000

TABLE XIV FRIEDMAN TEST: MEAN RANKS

Ranks	
	Mean Rank
High_Price	3.06
Limited_Availability	3.35
Difficulty_Identifying	2.98
Overpriced_vs_local	3.12
Lack_of_installment	2.48

TABLE XV FRIEDMAN TEST: TEST STATISTICS

Test Statisticsa	
N	124
Chi-Square	31.111
df	4
Asymp. Sig.	.000
a. Friedman Test	

Interpretation:

The Friedman test gives a chi-square of 31.111 (df = 4, $p < 0.001$), so the challenges are ranked significantly differently. Limited availability has the highest mean rank (3.35), and lack of instalment facilities the lowest (2.48). The null hypothesis is rejected.

IV. RECOMMENDATIONS

Availability should come first. Limited availability had the highest mean rank (3.35) in the Friedman test, so brands should get their products into more local outlets. More retail partnerships, a wider assortment, and branded fashion exhibitions in Morbi would all help. Price is the second concern. Brands should price competitively and run discounts, seasonal offers, and promotional schemes, since 49.2% of respondents want more discounts.

Social media deserves more investment for product discovery, brand communication, and customer engagement. Digital marketing factors explain 64.15% of the variation in consumer perceptions, and the model is significant. Brands should post engaging content, publish genuine customer reviews and testimonials, and work with influencers buyers can trust. Reviews deserve particular attention, as they had a significant positive association with perceptions. Retailers should also deal with counterfeit worries through clear product information, genuine merchandise, and reliable purchase arrangements.

The product range should balance quality, design, comfort, and affordability. With 98.3% of respondents reporting satisfaction with branded products, keeping current standards and customer relationships matters. Brands should tailor promotions to local preferences and collect customer feedback regularly to track changing expectations.

V. CONCLUSION

This study examined youth fashion consumption and brand consciousness towards branded fashion in Morbi City, Gujarat, using primary data from 124 respondents. It covered purchasing behaviour, brand preferences, influencing factors, digital marketing, and the challenges of buying branded fashion. Apparel and footwear are the most commonly bought categories, and Levi's, Skechers, Titan, Apple, Raymond, and Manyavar lead their respective categories. Most respondents shop both online and offline, so retailers need to serve both.

Respondents rate quality, price, discounts, and promotions as important, although the regression on these factors was not significant. The digital marketing model explains 64.15% of the variation in consumer perceptions and is significant, with product discovery through social media, customer reviews, and trust in influencers all positively associated. The demographic analysis found no significant differences in preferences by age, income or gender. The Friedman test shows the challenges differ significantly in importance, and limited availability ranks highest (mean rank 3.35).

Consumers in Morbi view branded fashion positively, and 98.3% report satisfaction with its overall performance. Brands and retailers can build on that by improving local availability, pricing competitively, running promotions that suit Morbi buyers, and using social media well.

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