

ANALYTICAL STUDY OF THE FACTORS AFFECTING ON FASHION SELECTION & ITS DESIGNS BY THE WOMEN IN COLOMBO DISTRICT

Fernando, PMM^{1#} and Rajapaksha, UG²

¹ Faculty of Management and Finance, Auston Institute of Management

² Department of Management and Finance,
General Sir John Kotelawala Defence University

#mahishafr@gmail.com

Abstract- Fashion is a trend that every woman is influenced on. The factors that a person is influenced on buying and selecting an appropriate fashion style depend on various factors. Literature articulates that demographic factors, economic factors and the social factors are influential on fashion selection. The main focus on the current study is to identify the factors that impact on the fashion selection & its designs by the Colombo district women. The study includes both secondary data and primary data which were gathered through both quantitative and qualitative methods. The sample size is 50 women and they were selected using simple random sample method. The qualitative analysis included the case study approach whereas the quantitative analysis of the current study included various tests such as Uni-variate analysis and Bi-variate analysis using SPSS (22). The aggregate reliability of the study was measured by using Cronbach alpha and it is estimated as 0.974. The model fit of the study was made sure by R^2 of 0.892 and significance level of ANOVA is .000. Moreover, the coefficient results were done by using Structural Equation Method and correlation results were done by Kendall's and Spearman's methods. Finally, the results showed there is an inverse relationship between demographic factors such as age and occupation on fashion selection & its designs whereas economic factors and social factors showed a positive relationship towards it. However, the findings of the study are consistent with the previous literature.

Keywords- Fashion Selection, Fashion Designs, Demographic Factors, Economic Factors, Social Factors

I. BACKGROUND OF THE STUDY

Fashion is an industry which is structurally diverse, running from retailers internationally to wholesalers to houses with massive designs to one-individual design shops (United States Congress 2015). The stronger the fashion industry in the country the better to the economy of the country, the reason is that it employs people with many occupations such as fashion designers, computer programmers, accountants, lawyers, social media directors, copywriters and project managers.

The clothing which is presently utilised in day to day life has totally changed when compared to how it was in the history. The evolution of Sri Lankan clothing started with types of clothing which were made of leaves and now to different materials of clothing. Centuries back, during the existence of 'Veddhas' the clothing was not as of now ('Veddhas' are known as the indigenous individuals in Sri Lanka). 'Veddhas' wore leaves in order to cover them up and later they were known to wear a piece of cloth just to cover their body and nothing more. The men wore a loincloth suspended with a string at the waist, and for the women it was only a piece of cloth that had a length from the navel to the knees.

From the 16th century the western influences created an impact for Sri Lankan women to be more conservative in their attire. Later after the arrival of Portuguese the clothing of the Sri Lankan women had a touch of western influence and where by the late 19th century, people's clothing was changed to blouses with ballooning sleeves and pants due to western influences. Presently in the 21st century the

Sri Lankan women have variety of styles in clothing and men only have shirts and pants which is common to every male in the world (Pavithra Wickramarachchi 2016).

II. PROBLEM STATEMENT

Different types of women in Sri Lanka have a different sense of mind in fashion. There are two categories of women. One is that, the category of women who are comfortable with one type of clothing and does not change their style of fashion according to the trend and the other category is that changes their fashion according to the trend. The reason why some category of women changes their fashion according to the trend is a question mark. Therefore, the factors that influence the women in the district of Colombo need to be identified.

III. RESEARCH OBJECTIVES

The objectives or the aims of the study is to identify, explain and evaluate the impact and effect of demographic factors, economic factors and the social factors towards the fashion selection and designs.

IV. RESEARCH QUESTIONS

The research questions of the study are developed in related to the research objectives.

- a. What is the impact of demographic factors change in the fashion designing and selection?
- b. What is the effect of economic factors change in the fashion designing and selection?
- c. How do the social factors affect change in the fashion designing and selection?

V. LITERATURE REVIEW

The Impact of Demographic Factors of Changing in the Fashion Designing & Selection is mentioned below:

a. Age and Fashion Selection & Design

As Rajput *et al.*, (2012) stated the age is known to be an important determinant of a person when it comes to fashion. It was also revealed that the younger generation who are aged in between 18 – 25 years involves a stronger purchasing power where two – third of their total spending is spent on clothing. However, Bhardwaj & Fairhurst (2010) stated that different generations have variety of perceptions on fashion. The individuals in younger age favour a higher number of low qualities,

fashionable clothes for a cheaper price whereas the older generation prefer buying a less number of higher quality clothing.

b. Gender and Fashion Selection & Design

The gender is one factor that influences fashion. According to a conducted gender comparison test which used questionnaires as the data collection method with the residents which was chosen in a random sampling method, O’Cass (2004) found that the gender would have bigger negative impact into the involvement of fashion clothing which means that the men would not be much involved into fashion, however the findings supported to the hypothesis that the female consumers will have a higher involvement with fashion. However, Ofori *et al.*, ((2014) stated that the female understudy of the twenty-first century is said to have another style awareness in which clothing satisfy a more vital part than basically giving warmth and covering their modesty. Picking outfits for the day is presently a crucial part of the females early morning schedule. The women in the 21st century, wants to be perceived as intelligent, strong and independent. Likewise, in the same manner, the power of the gender role in socialization influences the shopping and buying behaviour of women and men (Pisey Che 2011).

c. Religion and Fashion Selection & Design

On the other hand the religion is another factor that impacts an individual when selecting the fashion clothing Fashion is known to be shaped by few factors such as religion, ethnicity which affects to the way that people dress (Bohdanowicz and Clamp 1996).after an in-depth interview conducted by Omair (2011) he discussed regarding the Islam religion it is that, Islamic dress for the most part alludes to a style of clothing that might cover the lady’s whole body, and as a rule bars the hands and face. The word hijab in Arabic refers to the meaning as "veil" or "head scarf". Ladies in the Arab Gulf area wear the black “abaya”, which is a full-length top to bottom cloak with a matching head cover (hijab) to the cloak. Some wear the “niqab”, which covers the vast majority of the face, leaving just the eyes revealed, or the “burqa”, which covers the face totally. Therefore in this case no matter what trend comes in the fashion world, the individuals always seek to the clothing which is longer and covered and abide to the rules of their religion.

In present author’s opinion, Rajput *et al.*, (2012) and Bhardwaj & Fairhurst (2010) mentioned that ‘age’ is a factor that impacts the selection of fashion

and designs. However it needs to be considered that both authors have conducted their studies in two different countries. Rajput *et al.*, (2012)'s study is based on India and the study topic is based on the study of Branded apparels, whereas Bhardwaj & Fairhurst (2010)'s study is based on USA and the topic of their study is based on Fast Fashion. Neither the above mentioned topics nor the countries go align with this current research or to the conducted country/district. With the support of many authors such as O'Cass (2004) who conducted the study based on Australia , where as Ofori *et al.*,(2014) conducted the based on the clothing selection of students in Ghana and many authors in various countries, it is stated that gender impacts when choosing fashion clothing. Once again when comparing the male and female of Australia with Sri Lanka, they are two different types of people. The Australian people would start part time work from their younger age and that makes them to have more money which will make them to spend more money on fashionable clothing however in the case of Sri Lanka it is not the same.

Omair (2011) conducted a study based on the Arab women in UAE and it was mentioned that the Islamic dress part alludes to a style of clothing that might cover the lady's whole body. Therefore no matter what fashion trend is introduced the Islamic women will still choose the clothing which is allowed by their religion. This is an important factor to be considered since Sri Lanka is a country with Islamic people. Therefore, the same considerations can be taken into the account in Sri Lanka too yet it is also necessary to consider that Sri Lanka is not a country only with Islam people.

The Impact of Economic Factors of Changing in the Fashion Designing & Selection is mentioned below:

b. Income and Fashion Selection & Design

According to the Table 1.1, a study was conducted on the topic 'Dynamics of Female Buying Behaviour: A Study of Branded Apparels in India' by Rajput *et al.*, (2012) it was stated that there is Relationship of Monthly Income and Frequency of buying where it was tested using chi square test and it was found out to be significant.

a. Spending / Lifestyle and Fashion Selection & Design

According to Pentecost and Andrews (2010) where a stratified random sampling was used as the sampling method, it was mentioned that towards the younger generation, there is a positive relationship in between attitude towards the clothing and the expenditure even if the individuals are facing difficulties with the debts and they also stated a hypothesis such as 'Attitude towards fashion will have a significant positive influence on expenditure'. Ijaz (2016) also stated that the lifestyle of an individual is an important factor that brings a difference in the selection and wearing of fashion. If a family consists only a small number of people the opportunity in spending of the family is easier when compared to the families with more number of members. As majority of the present day women has stepped and some still stepping into the professional living lifestyles, they are ready to adjust themselves according to the modern day world, where clothing plays an important role there. They find themselves interested in wearing attractive clothing where they also seek in maintaining their individuality through their clothing.

Table 1.1 Relationship of Monthly Income and

Model Fit	Statistic
Chi-square	283.778
CFI	.707
NFI	.355
RFI	.237
RMSEA	.093
LO 90	.169
HI 90	.217

Frequency of Buying

Source: Rajput *et al.*, (2012:p.06)

As shown in Table 1.1, Rajput *et al.*, (2012) stated that it consists clear evidence to show that with the rise in the income of the consumer (females) there is a significant rise in the shopping frequency of the consumer, which means that higher the income higher the shopping frequency and there are chances to happen vice-versa as well.

c. Pricing and Fashion Selection and Design

Pricing of the clothing is another important factor which impacts on the fashion and design selection. According to Fringes (1994) mentioned that the practical considerations such as price-the shopper assesses the aggregate worth of all the design bid parts of a piece of clothing or adornment and their relationship to retail cost and their own particular spending plan.

d. Climate and Fashion Selection & Design

According to an Australian study by Pentecost and Andrews (2010) it is mentioned that even of the amount of debts are increased the spending of the individual on clothing is not reduced. The study is based on the people in Australia therefore relating the facts revealed from this study would not be the most accurate decision. The reason is that, the Srilankan people are insisted to save more in order to their future purpose and their children's future which is vice versa to the European people, the European people spend than they save. Meanwhile, Ijaz (2016) has written that smaller the members of the family, higher the spending therefore spending on clothing is also included. It needs to be considered that majority of the families in Colombo does not live as a nuclear family they rather live as an extended family where from grandparents to the grand children live in the same house therefore it is necessary to consider these facts when is related to Sri Lanka. Ijaz (2016) also stated that the women nowadays are stepping into the professional lifestyles however in the case of Colombo, the youngsters are raised to live in a professional lifestyle yet the mid age women are comfortable with their old lifestyles.

Rajput *et al.*, (2012) stated income is a factor that impacts a person to buy clothing, yet the study was based on India. It is necessary to consider the economic conditions from the taxation level to the minimum wage pay of a person in Sri Lanka. The economic conditions in Sri Lanka and India are totally different; hence the income level of a person is totally different in both the countries. According to Fringes (1994) the pricing impacts to the selection of clothing for an individual. The fact is obvious if asked from any person, however when comparing year 1994 with 2016 the pricing of every good and service are changed. Which means it is high due to economic conditions. Therefore it can be told that the higher pricing denotes to a higher living standard of the country which means that the chance of earning higher salaries are high.

The Impact of Social Factors of Changing in the Fashion Designing & Selection is mentioned below:

a. Culture and Fashion Selection & Design

Society impacts what individuals wear, and individuals share certain traditions, organizations and hobbies, everyone in the society having their own particular culture, gathered thoughts, abilities, convictions and foundations of that society at a specific time in history. Another factor that affects the fashion selections and designs would be the culture of an individual (Solomon *et al.* 2002). The Cultural differences of the people are factor that set the societies apart from each and every individual. The reason is that every culture has its own unique and speciality when it comes to their clothing. Unmistakable attire styles and national outfits have been created by numerous societies throughout the hundreds of years (Mantyi-Ncube and Langwenya 2014).

b. Psychology and Fashion Selection & Design

As Ijaz (2016) stated the psychological factors of an individual also affects the clothing choices of women in a greatly manner. When an individual buys a particular style piece of clothing, the individual would consciously or unconsciously

consider the relationship between the dress which is brought and their personality.

c. Role Model and Fashion Selection & Design

Another factor that impacts on selecting the fashion clothing is the role model of an individual. Role models may include celebrities, politicians etc. As shown in Figure 1.1, according to a research done by Rajput *et al.*, (2012) by a sample of Indian people, 69 of the sample has given the answer 'no' to the question raised by the researcher i.e. whether the purchasing of clothing is influenced by celebrities whereas 18 percentage of the sample has given the answer 'yes' and finally 13 percentage of the sample has mentioned 'sometimes'.

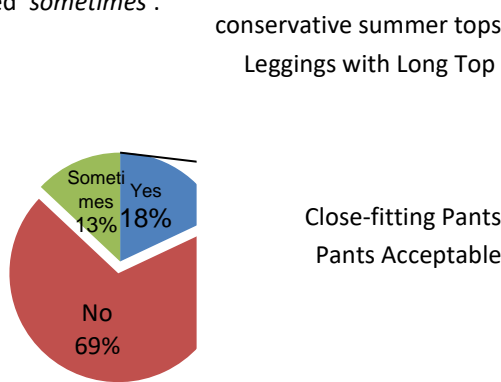


Figure 1.1: Celebrities Influence in Purchase Decision of Clothing

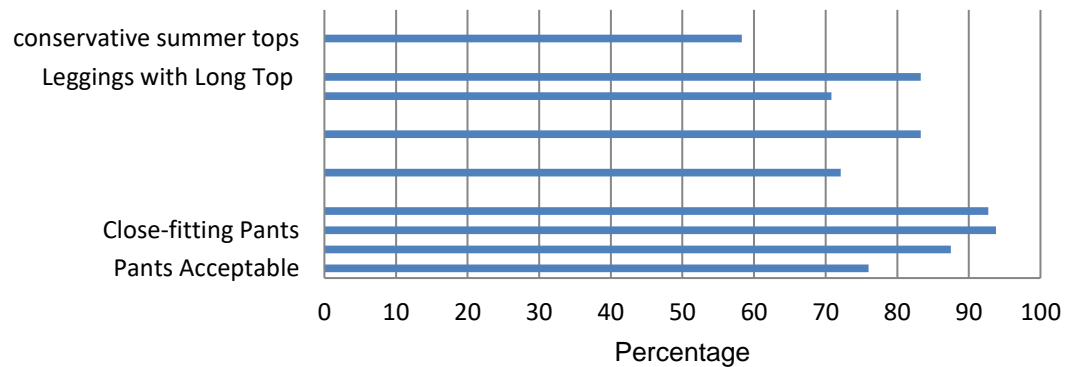
Source: Rajput *et al.*, (2012: p.07)

According to the results that was founded out by Rajput *et al.*, (2012) in the Figure 1.1, for the people who mentioned the answer 'yes' may not have other options such as computers or internet where the only option they could get updated to fashion is a television therefore such people would be influenced by celebrities when selecting their fashion clothes and designs. Meanwhile the people who mentioned the answer 'no' is vice versa.

As shown in Figure 1.2, it can be seen that the respondents perceived wearing pants are (76.0 percentage), with a preference of casual pants (87.5 percentage); and, most of them had preferred close-fitting pants (93.8 percentage). The close-fitting skirt that was favoured by the sample was 83.3 percentage and above-knee length shorts resulted with 72.1 percentage. 70.8 percentage of the sample preferred wearing loose-fitting short

Another study by Kozar (2010), was initially conducted using questionnaires as the sampling method included a sample number of 182 women and stated that when clothing brand markets their clothing designs with the aid of beautiful model, the individuals are also insisted to wear the same design of clothes, the reason may be due to the inspiration that the consumers get by looking at the models and celebrities in the advertisement.

In the society, different people have got their own taste of fashion sense in mind. Some prefer to wear modest clothing and some wear immodest clothing. As shown in Figure 1.2 a study was conducted by Mantyi-Ncube and Langwenya (2014) which related



to the country Swaziland. The sample method of the study was provisions of 96 questioners were hand delivered to the selected respondents and they were successfully able to select the answered questioners by two days. The study found that among the members involved in the sample what kind of clothing did each of the individual preferred in wearing – modest or immodest clothing.

Figure 1.2: Respondents' perceptions on preferred modest and immodest cloth

Source: Mantyi-Ncube and Langwenya (2014:p.05)

summer skirts. In regarding to wearing leggings 83.3 percentage of the respondents preferred them with a long top than a short top, while 92.7 percentage respondents liked for short summer shorts. The result that was founded from the study further indicated that 58.3 percentage of the sample has chosen a conservative summer top.

d. Representation of an Individual and Fashion Selection & Design

According to Rafaeli and Pratt (1993) dressing is symbolically known to be as an effective method in understanding the ways on how the people represent and constitute themselves as an individual or even as group of members in the society. The Fashion and the dress a preference of an individual tells about the personality of that person and shows what type of an individual that he/she exactly is (Chamil *et al.* 2011). This particular factor was also supported by Subhani *et al.* (2011) where a sample number of 5000 respondents from the various income groups has been taken which encompasses the various age groups ranging from of 18 to 50 years stated that the dressing of a person is utilised in representing the social status of an individual and majority of the people has the belief in this view. Tungate (2005) mentioned that underestimating the importance of fashion in the current society is foolishness for an individual. Again, it was also mentioned that clothes and accessories are tools to express how a person feels and see themselves – and they wish to be treated by others. Being in this fashionable world and adjusting them to the to-date fashion makes the people look much trendy and also stylish. It was also told that fashion is a thing that makes a person to feel the excitement and confidence within them. Fashion allows the people to make and feel unique among the rest (Bertrandias and Goldsmith 2006). According to a questionnaire survey method which included open ended questions, along with a sample of more than 30 respondents Adab (2012) mentioned that the fashionable clothing brings out the confidence and also the warmth to an individual.

e. . Texture Preference / Mood of an Individual and Fashion Selection & Design

A study conducted with 27 female undergraduate students, at Liverpool, Moody *et al.*, (2010) stated that during the stage that an individual try the clothing or wear the clothing, the quality of the clothing or the features would have positive or negative impacts on the individual's mood, the reason is that they are multi-sensory viewpoints of the clothing. For example : in the event that anyone is in a happy mood, she/he can easily run with the brilliant and sharp colours whereas light and dull colours are generally utilized as a part of the depressions state, gloominess and sadness. Ijaz, (2016) stated that the texture of the material that is used to stitch the clothing is another fact that is relevant to the individuals when selecting a dress. For instance a few individuals would want to purchase a comfortable dress even if the style of

the dress is out trend, whereas the teenagers would not seek much for the comfort of the clothing, they prefer to dress according to the trend even if the dress finds it to be uneasy when worn (Ijaz, 2016). As Subhani *et al.* (2011) stated, when people select fashion clothing wears the mood of an individual are impacted by factors such as colour, fabric, print, especially when the worn clothing design is new to the particular individual. Again the texture of the material and the mood of an individual build up a relationship. That is, when the dress makes the person feel soft and comfortable it makes the person turn into a cool and blissful mood (Ijaz, 2016).

In the opinion of the current researcher, clothing is utilised as a tool to represent an individual. It was stated by many authors such as Subhani *et al.* (2011), Bertrandias and Goldsmith 2006), Adab (2012), etc. based on different countries such Pakistan, USA, France to Finland. Each of the above study was different from the other studies, therefore relating each and every information to this study would not be an accurate decision. The reasons may include such different environment, different perceptions and different cultural effects of individuals in every country. According to Mantyi-Ncube and Langwenya (2014) who conducted the study based in Swaziland, the stated that the culture is something which make the societies apart from each and every individual. The Swaziland culture and values are different when compared to the cultures and values from Sri Lanka.

The study by moody *et al.*, (2010) which was conducted with 27 students who are undergraduates, it was founded that the mood affects an individual. However it can be also told that a mood cannot always affect an individual's fashions selection. The reason maybe that if a person is in a need of a red dress for a part which is planned on a future date no matter whatever the mood the person is he/she will select only a red dress s pre planned. As Rajput *et al.*,(2012).they found out that the role model affects an individual's fashion selection however it cannot be concluded in such a way due to the reason that, Rajput *et al.*,(2012)'s study is based in India therefore the role model of the sample would also be an Indian. Therefore when comparing it to the Srilankan individuals the role models will not be Indian, majority of the crowd would be interested in role models from different countries along with Srilankan role models.

1.6 Justification of Research Gap

Authors such as Rajput *et al*, (2012) and Bhardwaj and Fairhurst (2010) stated that age is a factor that affects the selection of fashion and its designs. However in the study that was conducted by Rajput *et al*. (2012) the sample covered only a group of people who is in between 18- 25 years. Whereas the current research study is conducted for the purpose of women in whole. Meanwhile the study of Bhardwaj and Fairhurst was based on USA whereas the current study is based into an Asian country – Sri Lanka. Therefore it creates a purpose to do the current study. In consideration of gender O’cass 2004, Ofori *et al* 2014, etc. mentioned that the gender impacts on the selection of fashion and designs. Moreover according to O’cass (2004) it was stated that the involvement of fashion is higher by the women than the men. The result is helpful because the current study is based specifically on the factors that affect the fashion selection and its design by the Sri Lankan women. However it needs to be considered that the results which were revealed by the study of O’cass (2004),Ofori *et al*., (2014) may not directly be helpful when compared to the Srilankan women due to the dressing sense of each and every women differs to different countries. As Bohdanowicz and Clamp (1996) and Omair (2011) figured out, it is obvious that the religion impacts when an individual chooses their style of fashion. However the above authors’ studies do not cover all the religions which are followed in Sri Lanka. Sri Lanka is a multi-national country which follows four religions.

According to Pentecost and Andrews (2010) and Ijaz (2016) the spending and the lifestyle of an individual affects the selection of fashion and its designs. As per the study conducted by Pentecost and Andrews based in Australia it was stated that the increase of debts does not reduce the spending

on fashion clothing of an individual. However it needs to be considered that an Asian country such as Sri Lanka, the people tends to save more than spending. Meanwhile an Indian study conducted by Rajput *et al* (2012) the income level affects a person’s selection of clothing, yet the study sample was chosen within India and the exact details from the study will not give the best result to the current study based on the Srilankan women. Many authors such as Subhani *et al* (2011), Bertrandias and Goldsmith (2006), Adab (2012), etc. based on different countries such Pakistan, USA, France to Finland mentioned that in order to represent the individual clothing is used a tool by the people. However since all the mentioned studies are conducted in different countries the fact would differ when compared with the women of Sri Lanka. According to Swaziland study conducted by Mantyi-Ncube and Langwenya (2014) it was the stated that the culture was mentioned as factors that affects the choice of selection of clothing. The culture of Swaziland and Sri Lanka differs each other whereas the study can be utilised jus to know the knowledge of the Swaziland sample where it does not fully support with the current study which is based on the Srilankan women.

Overall all the authors have conducted studies on various countries also on different topics. The studies that has been referred are not related to Sri Lanka neither it relates directly on this research topic where it analyses demographic, economic and social factors that effects on fashion section of women , all the information and the facts are collected in relation to other countries not Sri Lanka. Therefore in order to analyse the social economic factors that particularly affect the Sri Lankan women is necessary, which makes this research essential

VI. Conceptual Framework

The conceptual framework shown in Figure 1.3 is

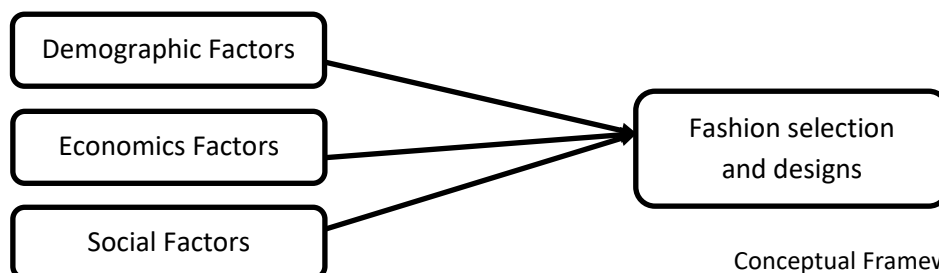


Figure 1.3:

Conceptual Framework.

consistent with the research objectives and questions.

Source: Developed by the Researcher

As shown in Figure 1.3 the conceptual framework has three independent variables and one dependent variable. The independent variables are the demographic factors, economic factors and the social factors. The dependent variable is the fashion selection and designs.

1.8 Formulation of Empirical Model

In this section the researcher will be designing and discussing the functions of this research and provide justifications for each function. The formulation of the empirical model is based on the conceptual framework as per Figure 3.1.

$$Y = f(X_1, X_2, X_3)$$

Where.

VII. Data and Variables

. In order to collect information, the researcher will distribute a likert scale to 50 respondents and each variable will be measured based on the responses. In the following Table 1.2, the relevant variable types and the indicators are matched with questions which are used to measure them in the likert scale.

Table 1.2: Data and Variables

Variables	Indicators	Measurement
Demographic factors	Age, Gender, Religion ,Urban/Rural, Occupation, Weight/Height	Five Point Likert scale

Table 1.2 includes indicators of the independent and dependent variables that have been included in the conceptual framework. The first independent variable has indicators such as age, gender, religion, marital status, urban/rural, Occupation and height/weight where the variables have also been supported by the researchers such as Rajput *et al.*, (2012) and Omair (2011). The economic factors include the indicators such as spending, income, pricing, given money or earned money and savings, these indicators also supported by Pentecost and Andrews (2010) and Rajput *et al.*, (2012). With the supports of literature from the studies conducted by (Solomon *et al.*2002) and Subhani *et al* (2011) the final independent variable include the indicators such as culture, texture (fabric) preference, mood of an individual, role model (fashion icon) and personality. Finally the indicators of the dependent variable are changing the style very often, comfort in clothing, fashion shows in television, designs with new trends, attracted on

X₁ = Demographic Factors

X₂ = Economic Factors

X₃ = Social Factors

In this study the focus is to identify how demographic, social and economic factors influences on fashion selection and designs. As discussed in the literature review in chapter 2, the three independent variables such as demographic factors, economic factors and social factors impacts an individual in selection of their fashion and its designs. The independent variables consist of many factors under each variable, whereas every variable impacts on Fashion selection & its designs.

Economic factors	Spending, Income, Pricing Given Money or Earned Money ,Savings
Social Factors	Culture, Texture (fabric) Preference, Mood Individual ,Role model (fashion icon),Personality
Selection of Fashion and designs	Changing the style very often, Comfort in clothing, Fashion shows in television ,Designs with New Trends, Attracted on Fashion Magazines

Source: Developed by the Researcher (2016)

fashion magazines. All the indicators of every variable have measured by the five point likert scale. The measuring method i.e. likert scale is consistent to the method of measurement used in the study by McDermott and Pettijohn (2011).

VIII. Sample Profile

Since the objective of this study is to identify the factors that impacts on fashion selection & its designs by the Colombo district women it is necessary to understand the perception of the women. The Population of the study are the women who have the nationality of Sri Lanka. However, it's not practical to survey the entire population due to cost and time. Hence, keeping in mind the end goal to do this study, the researcher has chosen a sample size of 50 through simple random sampling who are respondents from the Colombo district to identify the factors that impacts on Fashion selection & its designs, which is the end goal of the study.

IX. Data Collection Method

There are two principle methods for collecting information for the study; they are the primary research and the secondary research. Firstly, secondary research refers to the procedure of gathering information that existing or published, such as journals, books, and other articles. Moreover, primary research is the procedure of gathering raw or first and information. However, in the current study, the researcher has utilized primary research methods. Under the qualitative method, the data is collected through snowball sampling method where the information was gathered by interviews, whereas the questionnaire method which is chosen by random sampling method has been used to gather information under the quantitative method. In addition, it is important to get the people’s thoughts and ideas regarding Fashion selection and the designs. Therefore, the questionnaire method is used to obtain responses of 50 people. There are a couple reasons that impact the researcher to use primary information. Firstly, remembering the objective to examine the objectives and research problem, the secondary information did not give the definite information as the researcher foreseen. Moreover, the primary information is more strong and exact than secondary information in light of the way that the data is collected by the researcher.

X. Data Analytical Method

The current study uses a mix method of data analytical method where both qualitative and quantitative data has been used. The data analysis consists of two parts they are the descriptive analysis and the model estimation. The descriptive analysis includes the qualitative analysis of the data and on the other hand the model estimation includes the quantitative analysis of the data. Under the qualitative method the case study approach has been used, whereas, under the quantitative method, the uni-variate analyses, bi-

a. Sample Adequacy
The sample adequacy is a method to

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.811
Bartlett's Test of Sphericity	Approx. Chi-Square	324.774
	do	15
	Sig.	.000

identify whether the sample that has been utilised in the study is adequate enough or not. Table 1.3 shows the results that has been generated by the Kaiser-Meyer-Olkin and Bartlett’s test in order to check the adequacy of the sample

Table 1.3: KMO and Bartlett’s Test.

variate analyses and various tests have been conducted by specified software.

There are different software’s used to analyse the data in researchers and SPSS and SPSS AMOS are the two most prominent and commonly used data analytical tools. However, since this study doesn’t have a moderate variable, the researcher will use SPSS version 22 to analyse the data. In addition, the researcher will be using tables and scatter diagrams to graphically represent the data. Various tests have been carried out with the aid of SPSS version 22 software. The Sample Adequacy test of the study is tested through the Kaiser-Meyer-Olkin Measure of Sampling Adequacy method. The range of results derived from the test indicates different measures where, if the results are < 0.7 – ideally adequate, 0.5-0.7- good and >0.5 – not good.

The second test that is conducted is the Reliability test, the reliability test of the study is conducted through the Cronbach’s Alpha. The range of results derived from the test indicates different measures where, if the results are < 0.7 – ideally adequate, 0.5-0.7- good >0.5 – not good. The model fit of the study has 3 tests such as model summary, the range of results derived from the test indicates different measures where, if the results are 0.7-0.9– ideally adequate 0.5-0.7- fair and >0.5 – conditionally accepted. The analysis of variance which is tested as the Anova test should consist a significant level which is less that 5% in order to proceed with the study.

XI. Estimation of Empirical Model.

Section 4.4 includes of four main sections such as sample adequacy, reliability, validity and the model fit where various tests are tested under the quantitative data. In order to create a better model fit the semi logged method was introduced in the current study.

Source: Survey Data (2016).

As per the Table 1.3, the sample adequacy of the current study is amounted to 0.811. Therefore as mentioned in chapter 3, section 3.7, since the results are greater than 0.7, the results of this test is ideally adequate.

b. Reliability

The reliability test is a method to identify how reliable the study is. As shown in Table 1.4, the reliability test is

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	364.423	5	72.885	72.396	.000 ^b
	Residual	44.297	44	1.007		
	Total	408.720	49			
a. Dependent Variable: Fashion						
b. Predictors: (Constant), Social, Age, Occupation, Economy, Demography						

conducted through the Cronbach's Alpha test. The statistics that are generated into the current study are shown in the below.

As shown in Table 1.5, the r value amounts to .944

and the r square of the model summary is amounted to .892. Therefore as mentioned in chapter 3, section 3.7, since the results are greater than 0.7, it explains that the fitness of the goodness of the model is adequate in the current study. The below Table 1.6 shows the analysis of the variances which is conducted to the current study.

Table 1.4 Reliability tests

Reliability Statistics	
Cronbach's Alpha	N of Items
.974	4

Source: Survey Data (2016).

As per the Table 1.4 the reliability test results of the current study is amounted to 0.974. Therefore as mentioned in chapter 3, section 3.7, since the results are greater than 0.9, the results of this test is highly reliable.

Table 1.6 Analysis of Variances

Source: Survey Data (2016).

As per the Table 1.6, the analysis of variance table shows a significance of zero percentage. Therefore as mentioned in chapter 3, section 3.7, since the significance level should be less than 5 percentage, the results in this study is ideal. Table 1.7 shows the coefficients that have been generated.

c. Validity

The validity of the content, data and the phase is measured by using the expert review. As the expert, the research supervisor has been selected and after couple of mediations the validity of the content, data and the phase of the study has been validated by the expert

d. Model Fit

The model fit section includes three tests such as the model summary, Analysis of variance and the coefficients. Table 1.5 shows the model summary of the current study.

Table 1.7: Coefficients Table

Table 1.5 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.944 ^a	.892	.879	1.003
a. Predictors: (Constant), Social, Age, Occupation, Economy, Demography				

Source: Survey Data (2016).

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.291	2.205		-1.039	.304
	Age	-.028	.031	-.046	-.905	.370
	Occupation	-.217	.128	-.085	-1.687	.099
	Demographic factors	.406	.220	.456	1.848	.071
	Economic factors	.079	.168	.085	.471	.640
	Social factors	.536	.191	.427	2.808	.007

a. Dependent Variable: Fashion

Source: Survey Data (2016).

As shown in Table 1.7, age is a factor which is related with the demographic factors. The demographic factors, economic factors and the social factors are the independent variables whereas the dependant variable is Fashion Selection & its designs. As shown in table 4.10, the age is inversely related with Fashion selection and its designs. This means that when the age of an individual increases the involvement of fashion selection decreases by .028 odds. Likewise another demographic factor which is the occupation is also inversely related with Fashion selection & its designs. It means that when the occupation range increase from 1- 4 where 1 represents the students,2 represents the part time workers,3 represents full time workers and 4 represents the housewives.

Therefore when an individual shifts from 1 to 4 or in between the involvement of fashion selection & its designs is decreased by 0.217 odds. The other demographic variables show a positively related

with fashion selection & its designs. Where it is resulted that when the demographic factors are improved the impact on fashion selection & its designs are increased by 0.406 odds. The second dependent variable which is the economic factors are positively related with fashion selection & its designs where the results shows that when the economic factors of an individual are improved the involvement with fashion selection & its designs are increased by 0.079 odds. Finally the third dependent variable which is the social factors also shows a positive relationship with the fashion selection & its designs, where improvement of social factors of an individual increased the involvement of fashion selection & its designs by 0.536 odds. However according to the results it can be stated that from all the variables, the variables such as social factors, occupation and other demographic variables are the only variables which are significantly influenced on fashion selection & its designs

XII. QUALITATIVE ANALYSIS

The case study approach was used for the qualitative analysis. During the qualitative analysis, the researcher had in-depth interviews with a few Sri Lankan women in order to get the thoughts and ideas regarding fashion selection & its designs. One

a. Case One

Her thoughts and ideas on how the demographic factors impacts on her fashion selection & its designs was as:

“I always felt that my age is one of the main factors that drives me into doing fashion. When I was a teenager, I never had the present feeling that I have now

among them was an Under-graduate student named as Shenadi Liyanararachi, aged 22, who is currently studying her Human resource management degree in a well-known private institute at Colombo.

towards fashion, but now I am 22 years old and whatever I wear and whatever objects I buy I always consider about the fashion trend in it. When I was a school student, I always looked at my elder sister and thought why does she wear makeup and why does she thinks too much on her clothing and accessories. I always had that confused

thought on my mind but now I am aware of the answer, that is, the age is what makes you feel in that manner but meanwhile we also consider one thing that increasing age means we're getting older so when you become very old the involvement in fashion again reduces for example that could be my mother. As far as I am concerned I think the marital status of an individual has a vital role to do with fashion. Why I say such a thing is that, currently I am still a student and I have the independency to wear whatever the clothing and accessory I wish. However I don't see the same with my elder sister who is now married and a mother of a daughter. As per my opinion, or as far as my experience in what I have seen throughout is that, there is a difference as of how she was before and how she is now

. Before her marriage, she was someone who is so in seek of fashion and she was always obsessed with fashion. But now, I have seen she is not concerned much on fashion as for how she was. After her marriage, she started to change her dressing sense as per how her husband wished therefore that was the beginning for her to lose interest on fashion. Later after the child was born the responsibilities were increased as a wife and also as a mother, her involvement in fashion decreased vastly. So when looking at these aspects I think when the marital status of women changes the involvement of fashion will change too. I am not relating this to every women in Sri Lanka because there are many women who involve more in fashion only after they are married so in that case what I have mentioned becomes wrong. I have given the opinion

with what I have seen and experienced ” (Liyanararachi 2016).

b. Case Two

The thoughts and ideas on how the demographic factors impacts on fashion selection and it deigns have been shared during the qualitative analysis has been stated above. During the interview the researcher also asked for the thoughts and ideas whether the economic factors impacts on fashion selection if it is so, how the economic factors would impact on fashion selection and its designs. She mentioned that,

“when economic factors are taken into consideration, the salaries are the first thing that pops up into my mind. I am still student and I don't work anywhere in part time, therefore my daily expenditure from my pocket money everything is given to me by my parents. In that case my spending is limited into a specific amount. I have faced situations where I haven't had enough money in my purse to purchase favourite designs of clothing or an accessory, but I am very sure that if I had money where I have earned I would have definitely bought the dress. One more thing to consider here is that, my family is from a middle range of income therefore when spending in fashion I always check on to the pricing of the clothing and accessories that I need to buy. I don't always buy higher priced items but if I really like a particular design I would buy them. Finally I should also say that from the money that is given to me for my expenditure purposes, majority of the money is spent on fashion related purposes;; (Liyanararachi, 2016).

c. Case Three

When Liyanararachi (2016) concluded her thoughts on how the economic factors impacts on fashion selection & its designs in such a way, the researcher also asked questions in relation the final dependent variable which is the social factors. The question was raised on whether and how the social factors would impact on fashion selection & its designs. She answered that,

“Yes! Of course, the social factors do impacts not only in my fashion selection and the designs but I think for every women who is interested in fashion the social factors do impact. I am sure there are many women who have different ideas of fashion trends that they like to experience but the culture would be a reason for them to restrict from doing the particular trend in fashion. If I take myself as an example, I am more impressed with the fashion trends that are followed in Europe countries and the role model of me is a celebrity from an European country too. In that case my dressing sense and accessories will be matching towards the

European style but not every fashion style could be tried by me because of the culture of my country. I live in a Asian country where there are many factors to consider before wearing a dress or an accessory. As suggested another social factor that I would agree to is the representation of an individual. The factor is true in my perception. Since I am person who is always up to date with the trends in fashion whenever I look at a person my first impression goes on whether the person is a updated fashion minded person or not. It may be wrong but nowadays many people dress in order to represent themselves in the society. If I see a person wearing a branded handbag I always feel that the background of the individual would be a high class rich family, that maybe correct or sometimes it may be wrong but that is what I feel. I feel that people judge you by the way we dress and the fashion we follow” (Liyanararachi 2016).

XIII. Discussion

People nowadays are exposed into various types of fashion trends. In a district like Colombo, women have a tendency to be more liberated of feel free with regards to dress alternatives. unlike in rural areas, where everybody knows other people. Therefore even if the neighbours are not known to each other, this gives ladies additional intensity in experimenting with new trends in clothing of fashion without stressing over what the neighbor thinks.

As per the findings of the current study it can be stated that, except age and occupation other demographic factors impact on fashion selection and its designs. As discussed, authors such as Rajput et al., (2012), O’cass (2004), Ofori et al., (2014), Pisey Che (2011). Omair (2011), have also stated that the demographic factors have a relationship with fashion and clothing. However the studies that has been conducted by the mentioned

researchers are based on European countries or other Asian countries which does not include Sri Lanka, therefore it was essential to conduct the study in order to identify whether the demographic factors impacts the fashion selection & its design by the Sri Lankan women too, therefore as per the results generated and identified the results that has been found from the current study & the other studies it can be concluded that the demographic factors do impact the fashion selection & its designs by the Srilankan women. According to the current researcher’s intuition it is founded out that when a Sri Lankan woman grows older in their age, the involvement with fashion selection & its designs are reduced. The Sri Lankan women tend to lower their involvement in fashion by their mid age of 30s. This statement may not apply with every Sri Lankan women yet it was confirmed with some of the women during the study. When a woman commits into a housewife and a mother, the involvement of fashion naturally decreases without their

knowledge due to the increase in responsibilities. This situation may not be faced by all the women in Sri Lanka yet some of the women do face such situations.

The economic factors also impacts the selection of fashion & its designs. The idea was supported by authors such as Pentecost and Andrews (2010), Rajput et al., (2012), Fringes (1994), Mantyi-Ncube and Langwenya (2014), where Pentecost and Andrews (2010) especially mentioned that even in a situation of debts the spending on clothing does not make any changes. However the studies that has been conducted by the mentioned researchers are based on European countries and other Asian countries which does not include Sri Lanka, therefore it was essential to conduct the study in order to identify whether the economic factors impacts the fashion selection & its design by the Sri Lankan women too. The current study identified how the economic actors in Sri Lanka would impact on the fashion selection & its designs by the Sri Lankan women. Since the researchers mentioned in literature review have conducted the studies on different countries and not in Sri Lanka measuring the Srilankan sample with the facts from the conducted studies would not be practical. During the current study it was clear that, the Sri Lankan women is concerned on the pricing of the fashion clothing and accessories, it was seen that if the prices are high the purchasing would be lower however not every women was in the same level whereas some women stated that even if they are facing difficulties they always had the need the good look on themselves therefore the purchasing prices were not a matter which was highly concerned.

Moreover, the social factors that an individual faces also impacts in selecting their fashion & the designs. As per the previous studies conducted by other researchers such as Rafaeli and Pratt (1993), Subhani et al (2011), Bertrandias and Goldsmith (2006), Adab (2012), Mantyi-Ncube and Langwenya (2014). And many other researchers also supported that the social factors impacts on fashion and clothing. The culture and other situations in Sri Lanka and the countries that the studies have been conducted by the above mentioned authors are different therefore the gap that was existed in order to study on how the social factors impacts on Sri Lankan women was fulfilled by the current study. As Moody et al., (2010) stated the mood of an individual impacts an individual when selecting clothing and fashion. The statement can be related for the Sri Lankan women as well, because, when an

individual in mentally stressed and worried the purchasing of clothing in that state would not be up to the standard, whereas if a person is happy and active the purchasing results successful. It is clear that any individual faces the situation of getting limited their style of fashion due to the religion. No matter what type of trends and designs are introduced Islamic women will always dress according to the rules and regulation of the religion.

Moreover, it can be seen that how the fashion clothing and accessories have a demand in the present situation. During the study it was clear that the women in Colombo are high concerned on their clothing and accessories (fashion). The number of clothing and accessories stores in Colombo are very high, the demand towards the online stores is also increased which has resulted in an increase of the number of online stores selling homogenous clothing and accessories.

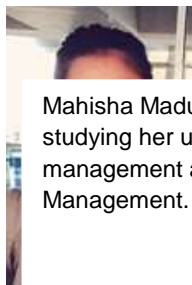
XIV. Conclusion and Recommendation

This study is focused on finding the factors that impacts the fashion selection & its designs. People nowadays are exposed into various types of fashion trends. It is founded that the trends in fashion selection and designs are influenced by the demographic factors, economic factors and social factors. As mentioned in the second chapter of the study, previous studies conducted by other researchers have also stated a positive relationship with the dependent variables identified in the study such as demographic factors ,economic factors and social factors and the dependent variable which is fashion selection & its designs. The study included a quantitative analysis which was conducted by distributing 50 questionnaires and a qualitative analysis which was conducted by a case study approach. The data collection through the quantitative analysis were analysed by using the software such as 'Microsoft Excel' and the 'SPSS' software. Finally, as a result of the study, the researcher identified that the demographic factors such as age and occupation are inversely related towards fashion selection & its designs whereas the other demographic factors, economic factors and social factors are impacted on the fashion selection & its designs by the women in Colombo.

In this particular study it was found that the age and occupation of an individual are inversely related with fashion selections and its designs. Other demographic factors, economic factors and social

factors are positively related with fashion selection and its designs, which explains that when a person grows older the involvement with fashion also reduces. Moreover, when the level of occupation increases for a female from being a student to full time worker to a housewife the involvement towards fashion reduces.

It was identified that the social factors are highly significant towards fashion selection and its designs whereas the demographic factors and occupation are moderately significant towards fashion. It was also found that when people are highly developed in the cultural aspect and social class people will not intend to follow or dress more fashionably. Eventually it was found that when people have a higher income, the spending amount of fashion is already decided therefore they go for higher brand and bigger fashion whereas the lower/middle income level people purchase normal clothes with lower brands. Since the number of higher brands in



Mahisha Madumali Fernando is currently studying her undergraduate in Business management at Auston Institute of Management.

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Sri Lanka is low higher income people have low options when selecting a particular type of fashionable clothes.

Moreover, it is recommended that fashion designers to do better research when introducing new styles and designs and to introduce the styles which every culture could adapt with. Since some designs are introduced in matching only with the western culture, the Asian culture finds that particular fashion trend as an uncomfortable type of clothing, therefore introducing fashion trends in considering all cultures would be a better move.

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