

Article Arrival Date**29.10.2025****Article Published Date****20.12.2025****Unraveling Consumer Buying Behaviour: A Study on Influencing Factors in Clothing and Accessories in Bhubaneswar City****Prathyusha Kantheti^{*1}, Bijaylaxmi Behera², Pushpalatha Kyatam³**

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Abstract:

In an era where customer identity is inextricably tied to fashion choices, understanding the psychological and behaviour patterns of apparel and accessory purchases has become important for modern retail success. This research investigates consumer purchasing behaviour in the clothes and accessories industry, focusing on variables that impact purchase decisions, platform preferences, and consumption patterns among young people in the city of Bhubaneswar, Odisha State. Using a structured questionnaire distributed to 100 respondents from various demographics mostly students aged 20-25 the survey provides insights into purchase frequency, style choices, brand preferences, and the influence of external stimuli such as advertising and celebrity endorsements. The results show a strong preference for casual and Indo-Western clothing, with comfort, fit, and quality being the key buying motivators. Both online and offline retail forms were equally popular, however offline retail remains very relevant. Notably, celebrity and media effects were found to be modest, with most customers depending on their own judgement or family advice. The study also highlighted the rising importance of sustainability and aesthetic appeal in purchase decisions. This study has important implications for merchants and marketers looking to understand and respond to the changing tastes of modern consumers.

Keywords: Consumer Buying Behaviour, Fashion Retail, Online and Offline Shopping, Purchase Decision Factors, Sustainability in Fashion

Introduction:

Clothing is a fundamental human need, essential for social identification and good planning, intelligent selection, and wise purchasing [3]. In the dynamic landscape of consumerism, the clothing and accessories industry plays a vital role in shaping personal identity, lifestyle, and economic behaviour. With the rapid evolution of fashion trends, digital retail platforms, and advertising influence, consumer preferences have undergone significant transformation. This research delves into the nuances of consumer buying behaviour, particularly focusing on the frequency, preferences, platforms, and psychological factors that influence purchasing

decisions related to clothing and accessories. The study is done to recognize the buying preferences of youth both boys and girls in the city of Bhubaneswar, Odisha State. The survey, encompassing 100 participants delves the current buying preferences and fashion trends among the gen-z. A notable 32% of participants were male and 68% were female maximum in the age group of 20-25. Women prefer shopping at department stores for presents, while 75% of women bought gifts from discounters this year, citing ease, low prices, and high-quality products [16]. Furthermore, the survey explores the participants understanding of fashion, buying preferences, brand preferences and accessories sustainability. The majority of participants were students, and most preferred casual and Indo-Western attire. Comfort, fit, and quality emerged as significant buying reasons, with online and offline shopping channels being equally appreciated. Trend influence, celebrity endorsements, and commercials had little influence, as decisions were frequently made alone or with family participation. Sustainability awareness and aesthetic appeal were also important factors in moulding customer preferences [8]. According to studies based on the Stimulus-Organism-Response (SOR) model, variables such as risk reduction, seller reputation, electronic word of mouth (eWOM), and warranties considerably increase customer trust while purchasing online. This increased confidence has a favourable impact on online impulsive purchase intentions, particularly when instalment payment alternatives are offered. According to the study, providing various payment options and increasing trust-building processes can successfully drive spontaneous purchase behaviour in digital retail settings [9]. The survey limelight's a very general habit which is a very important structure of attire merchandise. This study aims to highlight emerging trends and dominant influencers in purchase decisions by understanding the behavioural patterns of various consumer segments, particularly students, who make up a large portion of the consumer base. This will provide insights for retailers, marketers, and fashion brands.

Materials and methods:

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The study was conducted using a sample of 100 participants across various demographic groups. A random sampling method was adopted to ensure an unbiased representation of consumer behaviours and preferences. The research followed a descriptive survey design, collecting quantitative data via structured questionnaire. A well-framed questionnaire was used as the primary data collection instrument, including both multiple-choice and scaled-response questions to capture a comprehensive view of consumer behaviour. The responses were compiled and analyzed in percentages to interpret trends in shopping frequency, platform preference, style choices, influencer effects, and sustainability considerations.

Result and discussion:

Table 1: Demographic and Behavioural Characteristics of Respondents – Clothing & Accessories

Sl. No.	Category	Options / Values	Percentage
1.	Age	20–25 18–20 30–35	66% 33% 1%
2.	Gender	Female Male Others	68% 32% Nil

3.	Working Status	Students Others	93% 7%
5.	Monthly allowance/spending capacity	> ₹10,000 < ₹10,000	75% 25%
Buying behavioral patterns (Clothes)			
6.	How often do you shop for clothing/accessories?	Several times/year Once in 2–3 months Twice a year Monthly Rarely	36% 36% 9% 9% 10%
7.	What type of shopping do you prefer?	Online Offline Both	18% 28% 53%
8.	Which types of clothing do you buy most often?	Casual Ethnic Party Sportswear Formal wear	42% 12% 32% 6% 8%
9.	Amounts spend on clothing per month	Less than 1000 1000-2000 2000-5000	46% 32% 22%
10.	Do you purchase accessories	Frequently Occasionally Rarely	35% 50% 15%
Influencing factors in buying decisions			
7.	What influences your purchase decisions the most?	Price Brand Quality Design/Style Fashion/Trend Peer Influence Social media Celebrity Endorsement Sales/discount Need /utility	13% 18% 10% 9% 11% 09% 08% 4% 12% 6%

8.	Do you consider sustainability/eco-friendliness in clothing while purchasing?	Always Sometime Rarely Not at all	35% 42% 11% 12%
Preferences & Perceptions			
9.	How important is brand name to you in clothing/accessories?	Very important	73%
		Somewhat important	17%
		Not important	10%
10.	What motivates you to buy a new outfit?	Occasion (festival, wedding, party) Change in season Peer pressure/fashion trend Personal satisfaction Social media promotions	13% 15% 38% 24% 10%
11.	Do you prefer local markets or branded stores for clothing?	Local markets Branded stores Both equally	24% 56% 20%
12.	Clothes Worn Often	Indo-western Indian Western	44% 41% 15%
10.	Clothing Style	Casual Classic Trendy	78% 46% 43%
12.	Impulsive buying practices	Most often	46%
		Moderate	24%
		Rarely	30%
13.	Favorite shopping apps for apparel	Myntra	19%
		Flipkart	13%
		Amazon	6%
		Max	10%
		Nyka	14%
		Meesho	5%

		Ajio	8%
		Shein	8%
		Watsapp	3%
		Instagram	6%
		Facebook	6%
		others	2%
15.	Clothing styles that are commonly preferred	Current trends	64%
		Timeless & classic styles	36%
16.	Influence of advertisements in TV shows & different social media platforms on buying preferences of clothes	Most often	82%
		Rarely	14%
		Never	4%
17.	Influence of fashion influences or celebrities on buying preferences	Most often	57%
		Rarely	20%
		Never	23%
18.	Expressing one's individuality through fashion choices	Very Important	70%
		Somewhat important	20%
		Neutral	10%

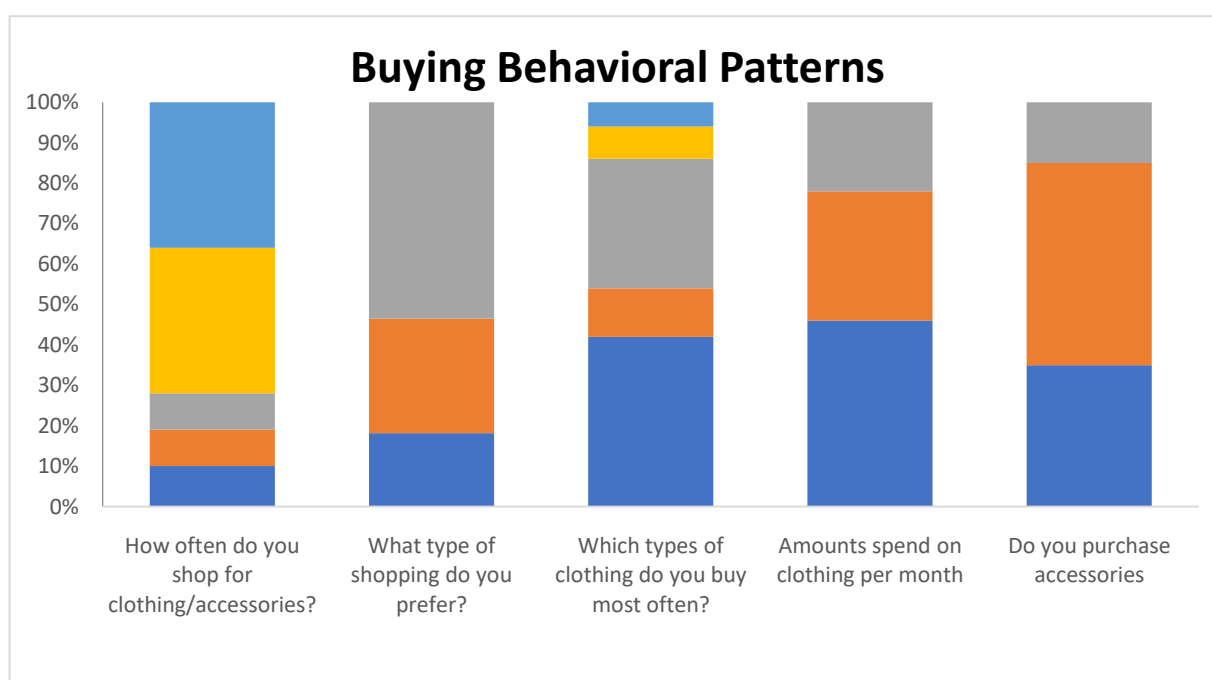


FIG 1: Distribution of Consumers Based on Buying Behaviour

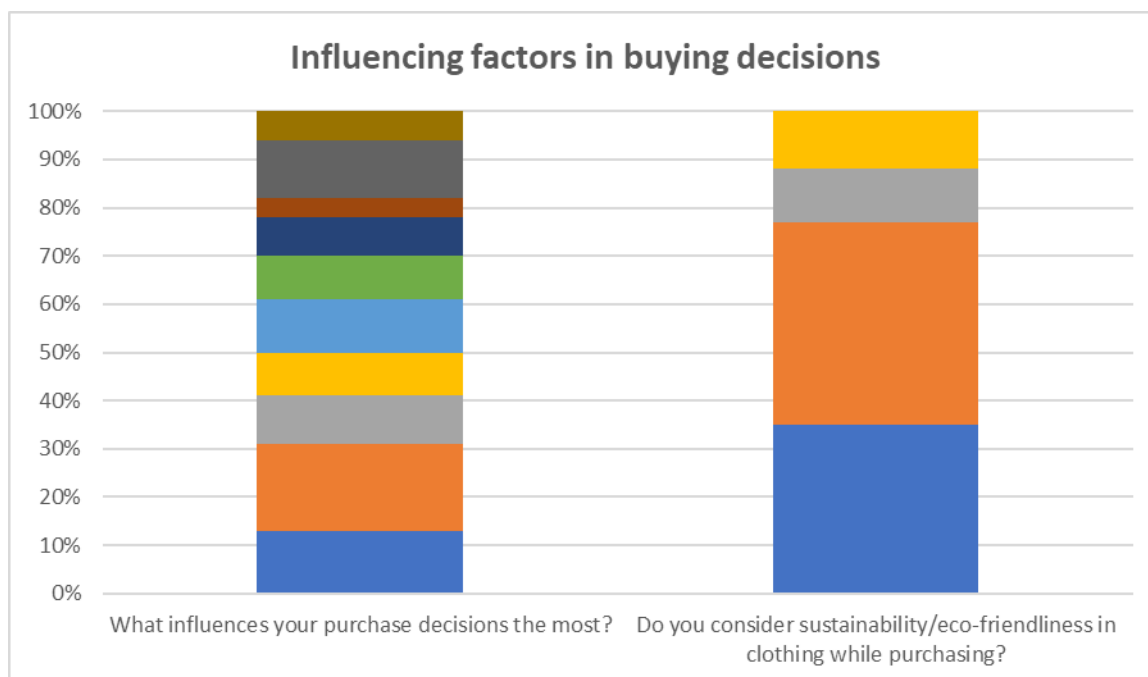


FIG 2: Percentage Distribution of Respondents by Purchase Decision Factors

Discussion

The study provides valuable insights into the buying behaviour of college-going youth in Bhubaneswar, with a focus on clothing and accessories. This demographic is particularly important due to its evolving fashion consciousness and digital savviness [23]. Many respondents (66%) fall in the age group of 20–25 years, with females (68%) comprising a larger proportion, consistent with trends observed in previous studies that show young women tend to be more engaged in fashion-related purchases [1 & 6].

Unsurprisingly, 93% of the participants are students, reflecting the core target demographic of young urban consumers, whose lifestyle, social exposure, and media consumption patterns strongly influence their fashion choices [18]. This cohort represents a generation with evolving tastes, influenced heavily by both peer groups and global fashion trends [29].

The financial analysis indicates that 75% of respondents have a monthly allowance above ₹10,000, suggesting significant purchasing power and an active role as urban consumers. This supports the idea that urban youth, especially those from middle to upper-income households, are active contributors to the growing Indian fashion retail market [26]. In terms of shopping frequency, a notable share (36%) shops several times a year or once every two to three months, indicating moderate but consistent buying activity aligned with lifestyle needs and seasonal fashion cycles [7].

A significant trend observed is the preference for both online and offline shopping (53%), highlighting omnichannel behaviour—a hallmark of modern consumerism where convenience, experience, and product accessibility intersect [20]. While online platforms provide ease and variety, physical store visits still hold relevance for tactile experiences and assurance of fit and quality [13]. Among online platforms, Myntra (19%), Nykaa (14%), and Flipkart (13%) emerged as the most used, indicating brand-specific loyalty in the digital space. This supports the trend of brand-centric app usage among Gen Z and millennials in India [20].

Casual wear dominates the wardrobe preferences (42%), followed by party wear (32%),

aligning with the social and academic lives of students who prioritize comfort and versatility in everyday clothing [22]. Interestingly, Indo-western styles (44%) and Indian wear (41%) are more common than purely western outfits, indicating a cultural hybridity in clothing preferences, where youth embrace modern silhouettes while retaining ethnic influences [19].

When analysing spending patterns, 46% spend less than ₹1000 per month on clothing. This suggests that while students have a significant allowance, it is distributed across multiple lifestyle expenses like food, gadgets, or travel [24]. Accessory buying is also prominent, with 50% purchasing occasionally and 35% frequently mirroring the popularity of fast fashion and small-ticket fashion indulgences among college students [11].

In terms of influencing factors, brand image (18%), sales/discounts (12%), and fashion trends (11%) top the list, reflecting a blend of aspirational buying and value-conscious decision-making. While celebrity endorsements (4%) and social media (8%) seem to play a lesser direct role, a deeper look reveals otherwise. When asked separately, 57% admitted that fashion influencers often influence their purchases, and 82% stated that advertisements on TV and social media affect their clothing preferences. This aligns with studies that emphasize the subconscious and affective impact of visual marketing and influencer culture on youth [4, 5].

Sustainability, though still emerging, is a growing concern: 35% always and 42% sometimes consider eco-friendliness in their purchases. This indicates that environmental awareness is increasing among young consumers, even if not yet a primary driver of purchase [10, 2]. Factors such as price, availability, and design still dominate the decision-making process, but the inclusion of sustainability considerations is a positive shift toward conscious consumption [30].

Brand consciousness is prominent, with 73% considering it very important. This echoes global youth consumer behaviour, where branded apparel is often linked to social status, trust in quality, and peer validation [17, 15]. Interestingly, while 56% prefer branded stores, 24% still shop in local markets. This suggests a balanced approach where affordability and uniqueness are also valued—an example of the ‘mix and match’ attitude in youth fashion [12].

Peer influence (38%), personal satisfaction (24%), and seasonal changes (15%) emerged as key motivators for new purchases. This affirms the social identity theory in fashion, which states that clothing choices are often shaped by the need to conform to peer groups and assert individual identity [27,25]. Fashion is deeply tied to self-expression—70% of students consider it very important to express individuality through clothing, reinforcing its psychological and emotional relevance [2, 21]

Impulsive buying is common, with 46% reporting frequent unplanned purchases. Casual (78%), trendy (43%), and classic (46%) styles dominate, reflecting a desire for comfort, versatility, and fashion-forward appearance. This behaviour aligns with the traits of the Gen Z cohort, who seek self-expression, trendiness, and instant gratification in shopping experiences [1, 14]

Conclusion

The findings of this study reveal that college-going students in Bhubaneswar exhibit a dynamic and evolving buying behaviour influenced by a mix of practical needs, peer and media influence, brand orientation, and individual style expression. The fusion of traditional and contemporary clothing choices, coupled with a preference for both online and offline shopping modes, illustrates the hybrid consumer nature of urban youth.

Brand, discounts, and trends significantly impact purchase decisions, but sustainability and individuality are gaining relevance. The role of advertisements and influencers, though not always directly acknowledged, clearly shapes consumer choices.

This study underscores the need for apparel and accessory brands to focus on youth-centric

marketing, promote sustainability, and offer affordable style-driven collections. Retailers should aim to strengthen omnichannel experiences and leverage digital platforms that resonate with this demographic. As Bhubaneswar continues to urbanize, the fashion industry must adapt to these nuanced and evolving preferences of young consumers.

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