

## Is Fashion Consumption Ageless? A Study of Differences in Fashion Consumption Behavior of Generation X, Y, and Z Females

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**Abstract :** The main objective of this study is to examine the fashion consumption behavior of females with respect to their age group. Differences were studied in the pre-purchase, purchase and post-purchase behavior of females belonging to three age cohorts such as Generation X, Generation Y, and Generation Z. Quantitative approach was used to conduct this research. Data was collected through structured questionnaire. The questionnaire consisted of three sections. Section one included a question of the source of information of purchasing fashion apparels which measure the pre-purchase behavior. Section two measures purchase behavior which included two questions: i. motivations for purchasing fashion apparel and ii. important attributes considered for purchasing fashion apparel. The last section included a question regarding disposal of fashion apparel which measures the post-purchase behavior. Hundred females were selected as the respondents for this study through convenience sampling in the fashion streets. They were categorized into three age groups and then the results were analyzed. Four hypotheses were developed after reviewing the existing literature. Regression analysis was conducted for testing the hypothesis. Hypothesis one was accepted which stated that 'social influence' as a source of information for purchasing fashion apparels decreases with age. Hypothesis two was accepted which suggested that motivation of 'Attention seeking' for purchasing fashion apparel decreases with age. Hypothesis three and four also accepted which suggested that the importance of 'Quality' and 'Price' increases with age but hypothesis five was rejected which suggested that the importance of 'Fit' increases with age and last but not the least hypothesis six was accepted which suggested that the 'duration' of using fashion apparel increases with age. Limitation of the study deals with the sample of only female respondents. Implication can be made from this research in the field of Fashion apparel industry with respect to consumer segmentation and better marketing approaches can be implemented by the marketers form this study. Further research can be concluded by including male respondents also.

**Keywords :** fashion, consumption behavior, age cohorts, motivation

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