Socio-economic and Psychological Correlates of Fashion Consciousness of Consumers

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A B S T R A C T

  Fashion consciousness is amongst the consumers' behaviors, which are influenced by various socio-demographic, economic and psychological factors. Current study aimed to assess the socio-economic and psychological correlates of fashion consciousness. A convenient sample of 200 individuals (men=100 and women=100) of age between 22 and 44 years from Multan, Pakistan was taken to study the correlates of fashion consciousness. The estimates of ordinary least square showed that education, monthly income, materialism, and media exposure had significant positive impact, and price consciousness had significant negative impact on fashion consciousness of the sample (R^2 =.75), which partially support consumption theories (e.g., Absolute Income Hypothesis' and 'Relative Income Hypothesis).The study has implications for both consumers and producers.

Introduction

The fresh outbreak of fashion industry has played vital and vibrant role in changing the fashion related trends of consumers' behavior. This might be the reason that today's' consumers have become more fashion conscious because they are more aware of the latest fashion trends (D'Aveni, 2010). Word 'Fashion' is generally defined as a trend or style that prevails in the society and is welcomed by majority of people in a given time. Need of fashion arises from one's wish to look attractive and acceptable in the society. Fashion adaptability and its awareness is a subject of keen discussion. It is a common belief that if a person is fashion conscious, it means s/he is mentally prepared to adopt any particular situation or change (Qureshi et al., 2015).

  Fashion consciousness explains the ability to understand fashion, realize its importance, need, application, attributes, value and outcomes. Fashion concern, and involvement about the fashion is akin to fashion consciousness and it refers to a degree at which any individual is aware of and is desirous to look fashionable (Qureshi et al., 2015). Fashion consciousness refers to the person's degree of participation with the fashion and style of clothing. A single person could not be an opinion maker for fashion alone or the innovator of the fashion, considered conscious of fashion. Else, fashion consciousness can be characterized by interest in fashion and clothing, and someone's appearance (Jonathan & Mills, 1982). Consumers, who are fashion conscious, are very influential

trendsetters and are self-confident and innovative. They give more attention to external look and are aware of the way they are consuming. Fashion conscious consumers follow the fashion and images style in the advertisement and are always willing to spend their money on such clothing that can make them comfortable, good looking and increase their self-confidence (Wan et al., 2001). Consumers target more purposeful pleasures that stays longer and gives deeper satisfactions (Gul et al., 2014). Fashion conscious people spend major amount of their household consumption expenses on the purchase of products of latest fashion.

Purchasing for the public display of status or the wealth consumption, rather than fulfilling their basic needs is known as 'conspicuous consumption', the general practice in developing and developed economies (Teame et al., 2019). Around three decades ago, while commenting on 'conspicuous consumption', Belk (1988)proclaimed that households in developed countries are generally involved in the status-seeking consumption despite fulfilling their basic needs of food and shelter. No matter, 'conspicuous consumption' boosts the economy or hinders the development of any country, it would be very worthwhile to inspect how financial, economic, and psychological factors impact the consumer behavior to adopt and pursue a specific fashion.

The present study was an attempt to test the theories of consumption (psychological law of consumption (Keynes, 1936) or 'absolute income hypothesis' 'permanent income hypothesis', and 'relative income hypothesis' developed by Friedman (1957), in terms of consumers 'price consciousness, in the context of permanent income of individuals and other socio-economic and psychological variables in fashion consciousness.

Literature on the determinants of socio-economic variables in fashion conscious behavior has stream lined the role of gender, age, income, and education in the fashion consciousness and conspicuous consumption behavior of consumers.

Qureshi et al. (2015) investigated the influence of demographic factors on the fashion consciousness of consumers. By using convenient sample of 250 students of universities in Karachi. Fashion consciousness was used as a dependent variable, while explanatory variables included gender, income and occupation. The Chi-square test was used to analyze the influence of demographic variables on fashion consciousness. The findings revealed that fashion consciousness was affected by gender. The female respondents were more fashion conscious in relation to the male respondents. The influence of occupation and income on fashion consciousness, however were not found significant.

Rathnayake (2011) investigated the perceptions of young consumers on factors affecting fashion consciousness in Sri Lanka. The study assessed the influence of education and gender on fashion consciousness of young fashion consumers. The primary data of 215 consumers, whose age was less than 25 years, were collected for the study. The findings revealed that fashion consciousness was affected by gender and education. More educated consumers were more conscious about fashion while female consumers were found more conscious about fashion in relation to the male young consumers in Sri Lanka. Older studies also supported that women were more fashion consciousness than men, and are more involved in shopping and more conscious about their looks (Underhil, 1999). It suggests that women of all periods appear as fashion conscious. Education is a key variable that affects the fashion interest of individuals concerns, Wan et al. (2001) also concluded that highly educated individuals were more fashion-conscious than the lesser educated individuals.

Anic and Mihic (2015) determined the association between demographic variables and fashion consciousness. The primary data of 300 consumers in Croatia, whose ages ranged between 18 to 70 years, were interviewed by telephone calls. The multiple regression and ANOVA were used to analyze the data. The findings showed that gender was an important factor that influenced the fashion consciousness. The female, younger, and high-income consumers were found to be more fashion conscious. The fashion conscious was also influenced by household size, and the households with large number of members were less fashion conscious. Households with a large number of members have high consumption expenditures but households with low level of income and fewer working members are less involved in fashion. Anic and Mihic explained that if the large

household size has higher income and a large number of earners in household, this might lead to greater involvement in fashion. So, both the positive and negative impact of households on fashion consciousness could be expected. High-income individuals can spend more on clothing and more fashion and status-conscious.

Wan et al. (2001) also showed that young individuals were more fashion-conscious as compared to the older ones. Youngsters are less price-conscious as they like to use a well-known brand and also the latest products (Dickson et al., 2004).

Teame et al. (2019) determined the factors that influenced the conspicuous consumption of household in Adi-Keih town of Eritrea. The data of 102 households, who attended wedding ceremonies, were collected. The results attained through Ordinary Least Squares showed that on the wedding ceremony, household spent more than twice of their annual incomes. The variables, age of household head, religion, and education level of household head, household income, and remittances positively affected the conspicuous consumption. Older studies also support positive impact of income on fashion consciousness for example, Zeithaml (1985) stated that individuals with high-income planned less significantly for shopping but spent more per trip than low-income individuals. It was supposed that higher income steered to high fashion-consciousness.

Nam et al. (2007) inspected the shopping preferences of American women. The major aim of this study was to examine their perceptions of fashion consciousness and shopping behavior, and determinants of fashion consciousness. The data of 52 women aged 65 and older were the sample of this study. Women reported to purchase apparel for need or pleasure, and their decisions were affected by fit and comfort in contrast to fashion. The women stated that new fashions were encountered via social gatherings, window displays and catalogue illustrations. The findings also showed that women's financial and social involvement, age differences and clothing budgets strongly affected the fashion consciousness.

As the role of personal/ psychological factors in fashion consciousness concern, price consciousness determines the fashion-conscious behavior. Price-conscious consumers try to search low price items in the market (Alford & Biswas, 2002). Price-conscious individuals sometimes follow the sale campaigns or discounts and choose products that have low price or sale (Yasin, 2009). Individuals who are fashion-conscious and focus on status consumption are less price-conscious (Wakefield & Inman, 2003).

Lertwannawit and Mandhachitara (2012) examined the impact of personal/ psychological factors on status consumption and fashion consciousness. By using judgment and convenient sampling technique, the data were collected from 496 men, residing in Bangkok, Thailand. The Path Analysis revealed that self-monitoring and susceptibility had both direct and indirect impact on status consumption. In addition, high and low materialism came out as moderating factors in the relationship between fashion consciousness and the consumption of status. Susceptibility to interpersonal control alone in the high-materialism community had an indirect effect on status consumption, whiles the low-materialism group, needed self-monitoring, was an additional antecedent of status consumption. They are more attentive about the latest fashion trends and buy luxury fashion goods (Leung et al., 2015). These individuals are more fashion conscious and also care more about status consumption.

Agu and Onuoba (2016) analyzed the association between psychological variables and fashion consumption behavior in South East Nigeria. The data of 384 consumers of five South Eastern State capitals were collected. The results of multiple regression technique showed that consumers were modest fashion conscious and consumer's value product fitting as the most imperative factor in fashion purchase decision. The psychological variables such as self-concept, personality, motivation and attitude were the significant factors that influenced the consumption behavior of the consumers.

Leung et al. (2015) studied the social and psychological determinants of fashion consciousness in fashion market. To attain this objective, a sample of 222 consumers of Hong Kong, whose ages ranged between 18 and 35 years, was taken. The outcomes attained by employing structural equation modeling technique showed that fashion consciousness was affected

by self-monitoring and self-concept among consumers, whose ages ranged between 18 to 23 years. The fashion consciousness was also influenced by media exposure. The results showed that advertisement was the key factor that has significant impact on the fashion consciousness. The authors suggested that retailers should advertise their products to influence the self-concept and self-monitoring of young consumers.

Michaela (2015) assessed the impact of social media on the purchase behavior and fashion consciousness of consumers. The data of 276 US consumers aged between 21 to 65 year were interviewed for this study and step wise linear regression was employed to analyze the data. The results showed that social media played very key role in promoting fashion and also influenced the choices of fashion-conscious consumers. Social media makes fashion companies more familiar, so that consumers attract towards their brands, which increases the sales of such companies.

Marketers use mass media to increase the interest and involvement of individuals in fashion (Bakwell et al., 2006). Through media exposure, consumers try to compare themselves with celebrities. This comparison increases the level of fashion among individuals (Workman & Lee, 2011). People receive information about fashion as well as positive and negative feedback about the latest fashion via mass media and this has an impact on the purchasing behavior of people (Heinonen, 2011).

Unal et al. (2019) investigated the impact of different factors on the purchase of fashion brands. The data of 400 young adults of Izmir, Turkey were collected and the results revealed that status consumption positively influenced the social consumption motives, self-concept and unpopular choice while social consumption and purchasing motives were not influenced by avoidance of similarity. The effect of peer pressure association between self-concept clarity and consumption motive was moderate, however positive. The purchase of luxury brands was also influenced by consumption motivations positively.

Review of literature indicates that socio-economic and psychosocial factors play very significant role in the fashion consciousness of consumers. Keeping in view the significance of fashion consciousness in consumers' psychology and fashion industry, it is of vital importance to study the impact of socio-economic and psychosocial variables in cities with emerging fashion industry. So, the study was an attempt to assess the relative impact of socio-economic and psychosocial factors in a single model as these all variables had never been analyzed in a single model. As the fashion industry is growing in Multan city over the last five years or so, finding such factors that influence the fashion consciousness of consumers belonged to a city known for old traditions and Sufi culture like that of Multan stands very vital. The present study investigates the impact of consumers' price consciousness, materialism and media exposure along with other socio-economic factors viz., gender, age, education, personal income, household size on fashion consciousness.

1.2 Hypotheses

H_1: Demographic Variables (viz., gender, age, education, personal income, and household size), materialism, price consciousness, and media exposure have significant associations with fashion consciousness of consumers;

H_2: Demographic variables, materialism, price consciousness, and media exposure significantly predict fashion consciousness of consumers

2. Methodology

2.1. Sample

A convenient sampling technique was used to select the sample of 200 respondents (Men =100 and women=100) whose age ranged between 22and 44 years from Multan. We selected young and middle-aged groups because in the young age most of the people care about their appearances and are fashion conscious, while majority of population in Pakistan consists of middle age. Similarly, we intend to include individuals who were in paid job and deemed to be economically empowered and employmentrateis usually found very low below the age of 22 year, so we approached these particular cohorts.

2.2 Study Variables and Measurement Instruments

We collected primary data to determine the impact of socio-economic and psychological factors on fashion consciousness. To collect the data, existing valid and reliable self-designed questionnaires that consisted of socio-economic and psychological questions were used. Multan: a city of Pakistan was purposively selected.

2.2.1. Fashion Consciousness.

Fashion consciousness is a specific level of involvement in fashion in terms of the latest styles of clothing (Ahmad et al., 2012; Gul et al., 2014). Fashion-conscious individuals like to wear the latest design of clothes. Such type of persons pays their higher attention to brands and tries to look different from others (Casidy, 2012). In this study, fashion consciousness is taken as a dependent variable. The fashion consciousness scale developed by Shim and Gehrt (1996), measured on 5-point Likert scale was used to measure fashion consciousness of the respondents. The items included, for example, were "I usually have one or more outfits of the newest style", "I keep my wardrobe up-to-date with the changing fashions" etc. Cronbach alpha for the present study was .87 that supported the internal consistency and reliability of the scale.

2.2.2. Price Consciousness.

Lichtenstein et al. (1993) defined the price consciousness as the degree to which the consumer focuses exclusively on paying a low price. In this analysis, price consciousness was measured via a 5-point Likert scale developed by Donthu and Garcia (1999). The items included, for example, were "I usually purchase the least expensive item", "I usually purchase items on sale only" etc. Cronbach alpha for the present study was .80 that supported the internal consistency and reliability of the scale.

2.2.3. Materialism.

Materialism refers to a person's value about his selection of products to express his prestige, success, and appearance (Gu et al., 2005). Materialistic individuals like to use things that enhance their status in the society. Materialism was taken as an independent variable in this study and measured with a 5-point Likert scale that was constructed by Richins and Dawson (1992). The items included, for example, were "Some of the most important achievements in life include acquiring material possessions", "The things I own say a lot about how well I'm doing in life" etc. Cronbach alpha for the present study was .78 that supported the internal consistency and reliability of the scale.

2.2.4. Media Exposure.

In the extant world, social media is playing a key role in fashion/trend enhancement. In this study, the media exposure was measured via a 5-point Likert scale that was used by Gul et al.(2014). The items included, for example, were "I noticed fashion apparel advertisements on social media", "I am encouraged to buy a product of brand after I hear positive public opinion about the brand on the social media" etc. Cronbach alpha for the present study was .77 that supported the internal consistency and reliability of the scale.

2.2.5. Demographic Datasheet.
Was used to collect data on gender, age, marital status, and years of education, personal monthly income, and household size.

Table 1
Abbreviations, Description and Measures of the study Variables

Abbreviations	Description	Measurement
FCONS	Fashion Consciousness	five-point Likert scale developed by Shim and Gehrt (1996)
GEND	Gender of Respondent	1 if male, 0 if female
MSTAT	Marital Status	1 if married, 0 if unmarried
YOE	Years of education	Years of education of the Respondent

AGE	Age	Chronological age of the respondent in years
PINCOM	Personal Monthly Income	Monthly income in PKR*(Thousands) of the Respondent
HSIZE	Household size	Number of persons in the house
MAT	Materialism	Five-point Likert scale developed by Richins and Dawson (1992)
MEXPO	Media exposure	Five-point Likert scale developed by Gul and Shahzad (2014)
PCONS	Price consciousness	Five-point Likert scale* developed by Donthu and Garcia (1999)

2.3. Procedure

A convenient sampling technique was used to select the sample of 200 respondents from Multan (men =100 and women=100) and their age ranged between 22 and 44 years. The target age group was young and middle-aged people, who were engaged in paid job.

The participants of the study were met prior to data collection. Their oral as well as written consent was taken to fill the questionnaires. They were briefly told about the possible questions to be asked for data collection. They were assured that the information gathered from them will be kept secret. The data were collected in the month of November December 2019 by personally approaching the sample at their homes or job places, wherever they felt it feasible to complete the questionnaires. Overall, 250 questionnaires were given to the participants but some were not completely filled and some were not returned. So finally, data of 200 (men =100 and women=100) respondents was used for analysis.

3.Results

Table 2
Intercorrelationsamong the Study Variables (N=240)

Variables	1	2	3	4	5	6	7	8	9
1.FCONS	1								
2.PCON	.28***	1							
3.MAT	.52***	.42**	1						
4.MEXPO	.67***	.29**	.66**	1					
5.PINCOM	.45***	.37**	.33**	.22**	1				
6.YOE	.50***	.29**	.55**	.66**	.59**	1			
7.GEND	-.11**	-.09 NS	-.19 NS	-.33**	.40**	-.19 NS	1		
8.MSTAT	.05 NS	.08 NS	.18**	-.07 NS	.29**	.09 NS	.26**	1	
9.HSIZE	-.40**	.10**	.22**	.33***	.14**	.32**	.09 NS	.22**	1

Source: Author's Calculations; **p-value<0.01, **p-value<0.05, NS p-value>0.05 insignificant

Table 2 indicates the correlation matrix of the study variables that shows that most of the relationships among variables are significant.

Table 3
OLS Estimates of Correlates of Fashion Consciousness (N=240)

Model-1	Unstandardized Coefficients		Standardized Coefficients		
Variables	B	Std. Error	β	t	p-value
PCON	-.34	.05	-.28***	-5.94	.000
YOE	.82	.15	.28***	5.27	.000
MAT	.16	.03	.27***	5.45	.000
MEXPO	.25	.05	.24***	4.75	.000
HSIZE	-.37	.11	-.17***	-3.50	.001
PINCOME	5.603E-5	.00	.13***	2.58	.011
(Constant)	2.066	2.67		.77	.440

***$p < .001$, . $R^2 = .59$, Adjusted $R^2 = .75$, F-ratio: 43

Table 3 shows the ordinary least square estimates of the impact of socio-economic status on fashion consciousness. The value of the coefficient of determination is $=.75$, it states that the 75% variation in the dependent variable is due to the independent variables while 25% variation is due to the other factors that are not added in a model. The value of F-statistic is 43.45 and its p-value (0.001) is less than .05 it means that the model is overall statistically significant.

Results show that the coefficients of variables: price consciousness and household size negatively affected the fashion consciousness of the respondents whereas, variables, years of education, materialism, media exposure and personal monthly income have statistically significant positive impact on statistically fashion consciousness. As indicated in Table 3 that coefficient of the variable price consciousness is negative (-.28) and statistically significant ($p<0.01$). It means if price consciousness increases by one unit, fashion consciousness decreases by 28 units. The coefficient of the variable household size is negative (-.16) and statistically significant (0.05). The value of coefficient shows that as the household size increases by one member, fashion consciousness decreases by .16 units. The coefficient of the variable years of education appeared as positive (.28) and significant ($p<.001$), The value of coefficient shows that as the education level increases by one-year, fashion consciousness also increases by .28 units. The coefficient of the variable materialism is positive (.27) and statistically significant ($p<.01$). The coefficient of the variable media exposure is positive (.24) and statistically significant ($p<0.01$). It means that one unit change in MEXPO brings .24 units change in FCONS. The coefficient of the variable personal monthly income appeared as positive (.12) and significant ($p<.01$). The value of coefficient indicates that as the personal monthly income of respondents increases by one unit, fashion consciousness also increases by .12units.

4. Discussion

Study was carried out to assess the predictive strength or impact of socio-economic and psychosocial variables on fashion consciousness. Results showed that price consciousness and household size had negative impact on fashion consciousness (see Table 3). Price-conscious consumers are aware of the cost of products and avoid paying the high price of a product. Price consciousness affects the tendency of individuals to purchase imitated or alternate products and become less fashion-conscious. Our result supports the Marshallian law of demand in economics, which states that price inversely affects the quantity demanded as the theory itself states that other things being equal, the quantity demand increases, as the price falls and vice versa**(Law of demand: Assumption, expectations and limitations, 2018). Result is also in line with** Alford and Biswas (2002) that consumers who are frugal, wait and see to find lower market price, their consumption behavior is highly impacted by their being price conscious. The result is consistent with Yasin (2009) that price-conscious individuals sometimes follow the sale campaigns or discounts and chooses products that have low price or sale. Result is also in line with Wakefield and Inman (2003)as they concluded that individuals who were Fashion-conscious and focus on status consumption were less price-conscious.

Results also indicate that larger the house hold size, the lesser a person will be fashion conscious (see Table 3). Large household size with low income declines per capita expenditures, so lesser income is left to spend on fashion products (Anic & Mihic, 2015). We can also expect the positive impact of households' size on fashion consciousness in future studies on the ground that if

large household size is coupled with higher income and a large number of earners simultaneously, the larger household size might lead to greater involvement in fashion consciousness.

Years of education appeared to have significant positive impact on fashion consciousness among the respondents (see Table 3). The value of the coefficient shows that as the education level increased, fashion consciousness also increased. Result is in line with Dickson et al. (2004)that well educated individuals are more fashion conscious, they try to choose good quality, style, color and brand of products in comparison to the lesser educated individuals. The outcome of the present study is consistent with Jordan and Simpson (2006) that individuals, who are fashion innovators, are usually highly educated.

The coefficient materialism also shows statistically significant positive impact on fashion consciousness (see Table 3). It means as the materialism increases, fashion consciousness also increases. The result is in line with Jeevananda (2016), the positive impact of materialism on the overall fashion consciousness in clothing was observed in Banglore, India. People who believe in Materialism base their value on selection of such products that express their prestige, success, and appearance. This might leave deep impact on fashion consciousness. Materialistic individuals like to use things that enhance their status in the society. The result is also in line with Leung et al. (2015) that people believing in materialism are more attentive toward the latest fashion trends and buy luxury fashion goods. Our result also supports theory of consumption related to relative income by Duisenberg (Palley, 2010), which states that an individual, while spending, does not keep in mind his absolute income rather tries to emulate the consumption styles of the people around him, whose income brackets lie just above his own. This shows the element of demonstration effect; the behavior of individuals by which they follow others, this might be due to following the fashion.

Media exposure also has statistically significant positive impact on fashion consciousness (see Table 3). It means if individuals use more media, they may receive more information about fashion and become more fashion conscious. The use of media enables individuals to compare themselves with celebrities in advertisements and then they try to copy their styles and fashions (Workman & Lee, 2011). The result is in line with the conclusion drawn by Leung et al. (2015), Michaela (2015) and Shahzad and Khan (2014) that media leave a deep and decisive impression on the minds of the consumers and make them fashion conscious in this era of globalization. As the extant era is labeled to generate global demonstration effect among nationals of diversified countries, which is possible due to the powerful media exposure, electronic and print, especially social media. So, where there is an element of demonstration effect, the relative income hypothesis brightens the insight of the reader by shifting the effect from local to, national and international.

Personal monthly income appeared to cast statistically significant positive impact on fashion consciousness. It means increase in personal monthly incomes of the respondents makes them fashion monger and more fashion consciousness. High-income individuals are novelty conscious as compare to low income-income consumers; people in low-income bracket are frugal and try to purchase low price items (Zeithaml, 1985). So, it suggests that higher the income of an individual, the more they will be fashion conscious, and result is consistent with Wan et al. (2001).This result also supports Keynes(1936)theory of consumption that whenever an individual's absolute income increases, his consumption increases, though not to the equal proportion of the increase in income. Although the individuals already must be fulfilling their basic needs, as their income increases, they might tend toward better standard of living to be classified among the elite class. Whereas, Duisenberg(Palley, 2010): the relative income hypothesis states that an individual, while spending, does not keep in mind his absolute income rather tries to follow the consumption patterns of the people around him, whose income is just above his own income.

4.1 Implications

The study highlights the determinants of fashion-conscious, which will help to boost fashion industry in Pakistan. Social media is a strong source to spread fashion in the society, firms should advertise their products on social media to increase their sales as social media makes companies more familiar and motivates people to adopt latest fashion. It is also suggested that firms should produce economical/low-cost goods because price-conscious consumers avoid buying expensive

commodities; they wait for discounts or clearance sales. Firms can also attract such consumers by end season clearance sales of a product.

Domestic firms should improve their products to compete with foreign brands as the status consumption consumers mostly rely on foreign brands. An improvement in the quality of local brands might not only help them compete with foreign brands but will also help them to contribute boosting the economic growth of the country at large. It is found that the income of the respondents is positively related to the fashion consciousness. So, the government should create employment and high earning opportunities for the people. In this way, the fashion industry of a country could be promoted.

4.2 Limitations and Future Recommendations

This study is limited to sample size of 200 male and female respondents of Multan city only; further studies should be undertaken by including larger sample size of both rural and urban areas of other cities of Pakistan to increase the generalizability of the results. This study was based on self-reported questionnaire, so it is suggested future studies should be undertaken to mark the in-depth views of the respondents via qualitative research to explore the determinants of fashion consciousness in the indigenous perspective of Pakistan and develop indigenous theory of fashion consciousness.

5. Conclusions

The findings of OLS estimates showed that price consciousness and household size have negative impact on fashion consciousness. Whereas, materialism, media exposure, years of education, and personal monthly income had positive impact on the fashion consciousness. Negative impact of larger household size and price consciousness on fashion consciousness indicates that when there are more dependents in the family, it needs larger chunk of income to be spent on basic needs of the family members and they are not left with extra income to be spent on ever-changing fashion trends, they may become more price conscious and spend their limited incomes on necessities only. In the study, the variable personal monthly income was found to be the most important factor that showed positive impact on the fashion consciousness. It is concluded that socio-economic demographics of the consumers play significant role in their fashion consciousness. Respondents with higher incomes and higher education are more status conscious, so also become more fashion conscious. Fashion consciousness is also positively affected by personal/psychological attributes like materialism and exposure to social media, so we may conclude that people who give importance to material things start comparing themselves with others in terms of fashion and other material goods and adopt latest fashion to become prominent in their circle and feel good. Similarly social media also play significant role to expose people to the latest trends and introduce fashion brands and it motivates social media users to follow fashion and styles. The results indorse that fashion consciousness is a multidimensional phenomenon that should be studied from psychosocial and socio-economic/ contextual perspectives. Personal monthly incomes, price consciousness, materialism as determinants of fashion consciousness are supported by economic theories of consumption, like, Absolute Income Hypothesis, and Relative Income Hypothesis.

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