

Muhammad Imtiaz Subhani¹, Syed Akif Hasan², Amber Osman³
**DOES ECONOMICS TREAT FASHION
IN A SIMILAR WAY EVERYWHERE?**

This paper studies fashion through economic strands. These strands, which empower any nation's economy, namely per capita income and inflation, are a sound indicator of the fashion industry. The consumption patterns of countries like India, the USA, Pakistan and Australia are gathered for their specialty and being pioneers in fashion. The results state that per capita income and inflation does affect fashion in Pakistan, the USA and India, while Australia's case is opposite.

Keywords: fashion trends, per capita income, inflation, clothing.

Мухаммад Імтіаз Субхані, Саєд Акіф Хасан, Амбер Осман
**ВЗАЄМОЗВ'ЯЗОК МІЖ ЕКОНОМІКОЮ І МОДОЮ:
ЧИ ОДНАКОВІ ВОНИ В РІЗНИХ КРАЇНАХ?**

У статті вивчено моду з економічної точки зору. Мода пов'язана з такими показниками, як дохід на душу населення та інфляція. Моделі споживання таких країн, як Індія, США, Пакистан і Австралія, вибрано для дослідження через їх специфіку і новаторство в області моди. Результати підтвердили, що дохід на душу населення і інфляція впливають на моду в Пакистані, США та Індії, тоді як в Австралії ситуація протилежна.

Ключові слова: тенденції моди, дохід на душу населення, інфляція, одяг.

Рис. 2. Таб. 5. Літ. 11.

Мухаммад Імтіаз Субхані, Сайєд Акіф Хасан, Амбер Осман
**ОТНОШЕНИЯ МЕЖДУ ЭКОНОМИКОЙ И МОДОЙ:
ОДИНАКОВЫ ЛИ ОНИ В РАЗНЫХ СТРАНАХ?**

В статье изучена мода с экономической точки зрения. Мода связана с такими показателями, как доход на душу населения и инфляция. Модели потребления таких стран, как Индия, США, Пакистан и Австралия, выбраны для исследования из-за их специфики и новаторства в области моды. Результаты подтвердили, что доход на душу населения и инфляция влияют на моду в Пакистане, США и Индии, в то время как в Австралии ситуация противоположна.

Ключевые слова: тенденции моды, доход на душу населения, инфляция, одежда.

1. Introduction. Fashion is an extension of regular clothing. Fashion is a term used in mostly apparels and cosmetics. Fashion is most current style in town that can be found in clothing, footwear, jewelry, cosmetics for both genders. Fashion also translates the perception and outlook of an individual to others (Subhani, Hasan, & Osman, 2012). Fashion is quite public as it's the individual appearance on the outer part. Fashion has been evolving since years and does also repeat. One can see fashion existing anywhere from the streets to catwalk ramp. It has quite larger than life term (Chamil, Viranga, Rathnayake, 2011).

¹ Research Centre, Iqra University, Karachi, Pakistan.

² Professor, Faculty Business Administration, Iqra University, Karachi, Pakistan.

³ Research Manager, Research Centre, Iqra University, Karachi, Pakistan.

Trend in fashion is the general direction of following a fashion at a given time. There are different styles in fashion, which will be discussed in the latter part of this paper that are the variations in fashion. Fad is an uncontrollable desire to equip oneself with the fashion in stores and is relatively not for a longer time period. Trend is for a longer time period (Cassidy & Schijndel, 2010).

2. Literature Review. Fashion industry is the contemporary environment. In the 19th century fashion was more of customized and tailor-made. The 20th century brought the concept and the practice of mass production, i.e., the variety of dresses readily available in department stores at fixed prices and this was due to the rise of global private enterprises and factory production. It all started in America and Europe and now is functioning globally. Outsourcing of fashion manufacturing is also wide-spread. For E.g., A German fashion house outsources the fabric to China and the clothes/dresses produced in Japan, finishing in Italy and finally shipped to the US and Germany for retail distribution (Mete, 2006). The outsourcing of employees and manufacturing of clothing has reduced employment in the US, for instance, as the facts and figures highlight the national economies in relevance to clothing and textiles world production. It is obvious that the fashion industry always plays an important role in the world economy.

Like any other product at a market, fashion is introduced and customers' needs and wants are developed for the fashion to be prolonged and liked by customers, so that reasonable revenue is generated for the participants (suppliers of raw material, manufacturers, designers, distributors, retailers and marketing agencies) in this industry (Cumming, 2004).

This paper underlines fashion in terms of economic players in our society namely as GDP per capita, inflation. As said earlier, the fashion industry also sketches the economies; hence, these 2 economic players are evaluating the fashion showground for 4 countries, which are the USA, Pakistan, Australia and India as the USA is a pioneer and has a strong fashion industry, Pakistan and India are following the fashion and pronouncing it as well but still there is more room for big fashion to be discovered and seen. Australia has a lot evolved in fashion and a lot to offer as well in this industry as fashion has bloomed there. These countries will provide a blend of the fashion industry at a global level in terms of GDP per capita and inflation in 2001 to 2011. The most interesting finding of this study will also put forward the kind of fashion trend (2001-2011) at a given time depicting the GDP per capita and inflation, which will basically result in the effect that whether consumers in the up and downs of inflation and their income, purchase the fashion clothing (fashion in town) or adjust their desires according to their limited income/budget and the recession.

Table 1 depicts the types of fashion trends, which are running in the fashion industry every now and then with slight alterations to provide a new look.

Fashion is a form of creativity and its invention involves the demand and supply of goods in the form of clothing etc. Normally, creativity is shaped and associated within positive environment (Santagata, 2002). Inflation is simply the rise in prices for all commodities and services. It is important to study this economic variable's impact on fashion and any sorts of variations caused by inflation. Economic growth of any country is seen through the CPI, which is a measure of inflation (consumer pays for goods and services) and GDP per capita (income level of a consumer). As

fashion is all about glitz, glamour and extensive expenditure in promotion of fashion, this paper will give a clear picture on economic gloom or boom. Generally, inflation causes effects on income inequality with relevance to the employment wage rate and employment levels. It was also found that the relationship between the inflation and income inequality is non-linear (Somchai, 2004).

Table 1. Types of Fashion

Type	Description
Pakistan	
1. Kameez Shalwar	A straight or A-line shirt with panel trouser known as shalwar. It is for men and women.
2. Kaftan or Caftan	Originated from the Persians, it is a long overdress or coat with long and wide sleeves.
3. Anarkali Pishwas	It is a form of a frock wide at the bottom and panels.
4. Kameez Churidaars	It is a tight straight pant with gathering at the lower end. It is worn on long shirts/short shirts. It is a fashion of South-East Asia.
5. Maxi	It is a long shirt having different prints and styles to it. It's tailored according to the taste and need of the older and the younger generation.
India	
1. Sarees	It is also a clothing of South Asia, which consists of yards of light-wright cloth wrap. It consists of peti-coat for the upper and sort of skirt worn inside the wrap. Wrap is giving gathering at the front to form a Saree.
2. Kurtis	Short shirts, almost hiplmngth consisting of various designs, cuts and embroidery. It can be worn on jeans, jeggings and straight pants.
3. Lehnga or Ghagra	Both extensively used in India and Pakistan mostly in bridal wear. There are various designs of wearing it. It is basically a sort of skirt flown down and a short-waist shirt on top.
USA	
1. Cocktail dress	Specially for formal parties. The dress length may vary but normally is kneelength. If the length is to the ankle that it is known as evening gown.
2. Cape	It is an outer-garment without any sleeves, tied around the neck, of waist length or can be long as well.
3. Military Fashion	The color and design of the military uniform brought to fashion.
4. Preppy Clothes	It is adopted from the high school and college fashion wear i.e. evolving from the college traditions and sub-cultures in the U.S.A.
5. Denim	Rugged cotton used for manufacturing jeans and related upper wear as well termed as denim wear.
Australia	
1. Crop Top	It is also known as tube, midriff shirt, belly shirt and half shirt. T-shirt is also taken into this fashion account.
2. Larkins	Mateship dressing for men and women i.e more towards rugged clothing.
3. Cabbage Palm hats	Very famous clothing accessory and fashion statement of Australia. Stylish hats made from special Australian material
4. Flora and Fauna clothing	Different designs and cuts of the dresses and shirts for men and women with Australian landscapes, flora and fauna.

Fashion has been developed within our environment and society we live in that is why it is now borne with the youth nowadays that it can't be ignored irrespective of the income class the family or an individual belongs to (Omair, 2009). It is also evident through studies that consumer pay premium for designer fashion wear and just for the day-to-day fashion garments the pricing is different. It is clear that within the fashion industry there are different stratas' the fashion manufacturers are targeting to and, of course, the price tag associated with high and low end fashion clothing is set

according to consumer's awareness, affordability and familiarity with a brand (Subhani & Osman, 2011).

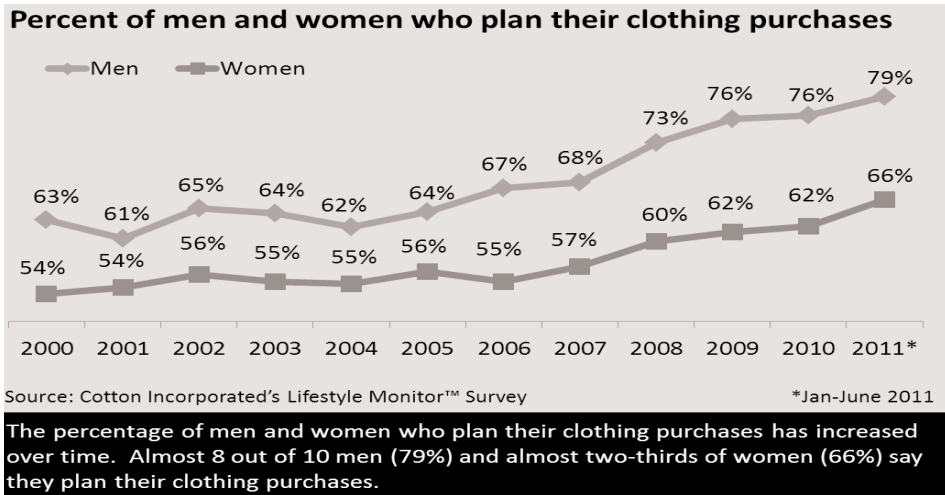


Figure 1. Consumers plan their clothing purchases

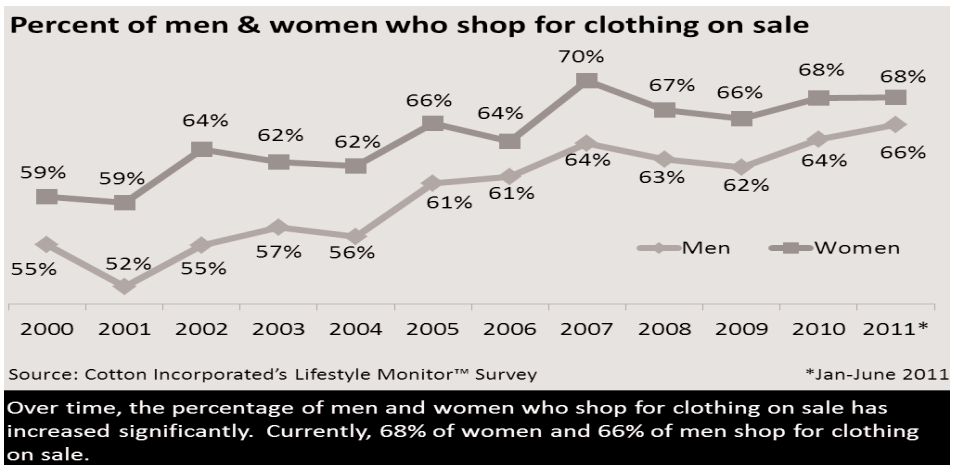


Figure 2. Consumers shop for clothing on sale

Figures 1 and 2 give an accurate snapshot of the respondents gathered by Cotton Lifestyle Monitor (2012) from the USA as one of the pioneers in the fashion industry. This information is quite significant for this study as it is basically depicting American consumer's attitudes and behaviors pertaining to fashion clothing, fashion accessories, appearance, environment and shopping of fashion goods.

This empirical presentation rejuvenates and establishes connection between the economic growth through the eyes of fashion in the USA, Pakistan, India and Australia. All the elements of branding, cognition with inflation and per capita income are included in the analysis. Also, the types/trends introduced and in use

(2001-2011) have encouraged healthier and smarter results to interest the fashion marketers and economists to flourish and decide to maneuver this industry in a desired fashion mode.

3. Research Methodology.

3.1 Methods of Data Collection. To investigate the outlined proposition and hypotheses, the secondary quarterly data which includes the per capita income and rate of inflation for Pakistan, India, the USA and Australia from 2001-2011 have been collected from the Factbook, while, for the same outlined periods, famous fashion trends in clothing were searched for every outlined country. From Pakistan — kameez shalwar, kaftan/ caftan, anarkali pishwas, kameez churidaars and maxi, from India, — sarees, kurtis and lehngas were recognized as the most used trends. While in the US cocktail dress, capes, military fashion, preppy clothes and denim, and in Australia crop tops, larrkins, cabbage palm hats and flora and fauna clothing were recognized as popular trends. A score was then given to each trend in each year. The score 0 meant there was no stated trend found in a particular year for the particular country, the score 1 meant there was a trend found in that particular year for a particular country. The Pearson correlation (2-tailed) was deployed on the data and hypotheses.

4. Results and Findings.

Table 2. Findings for Pakistan

		Pakistan				
		Trend 1	Trend 2	Trend 3	Trend 4	Trend 5
	Per Capita Income	0.671*	0.652*	0.670*	0.240	0.071
	Inflation	0.838	-0.878**	-0.818**	0.483	0.07
** Significant at 5%, * Significant at 1%						
Trend 1 = Kameez Shalwar, Trend 2 = Kaftan/Caftan, Trend 3 = Anarkali Pishwas, Trend 4 = Kameez Churidaars, Trend 5 = Maxi.						

Table 2 reveals the findings for Pakistan when the outlined economic players shape the fashion trends. The findings as explained in Table 1 suggest that per capita income of Pakistan is significantly associated by 67.1%, with trend 1 (kameez shalwar), 65.2% with trend 2 (kaftan/caftan), 67% with trend 3 (anarkali pishwas) which implies that an increase in per capita income provokes Pakistani consumers to purchase more these first 3 trends. Whereas, the increase in per capita income is not significantly associated with the buying trend for 4 and 5 (kameez churidaars and maxi). Inflation is also significantly and negatively associated 87.8% with trend 2 (kaftan) and 81.8% with trend 3 (anarkali pishwas), which implies that the inflationary factor reduces the consumption of these trends (2 & 3). The findings also indicate that the inflationary factor in Pakistan does not necessarily shapes and reduces the consumptions of trends 1, 4 and 5.

Table 3. Findings for India

		India		
		Trend 1	Trend 2	Trend 3
	Per Capita Income	0.471	0.003	0.012*
	Inflation	0.310	0.211	-0.711*
** Significant at 5%, * Significant at 1%				
Trend 1 = Saarees, Trend 2 = Kurtis, Trend 3 = Lehngas.				

Table 3 reveals the findings for India when the outlined economic players shape the fashion trends. The findings in Table 2 suggest that per capita income in India is significantly associated by 1.2%, with trend 3 (lehngas), 65.2% which implies that an increase in per capita income provokes Indian consumers somehow purchase more of this trend. Whereas, the increase in per capita income is not significantly associated with the buying trends 1 and 2 (saarees and kurtis). Inflation is also significantly and negatively associated 71.1% with trend 3 (lehngas), which implies that the inflationary factor reduces the consumption of it 3. The findings also indicate that the inflationary factor in India does not necessarily shape and reduce the consumptions of trends 1 and 2.

Table 4. Findings for United States

		USA				
		Trend 1	Trend 2	Trend 3	Trend 4	Trend 5
	Per Capita Income	0.691*	0.572	0.180	0.192	0.219
	Inflation	-0.608*	-0.735*	-0.519	-0.175	-0.244
** Significant at 5%, * Significant at 1%						
Trend 1 = Cocktail dress, Trend 2 = Capes, Trend 3 = Military fashion, Trend 4 = Preppy Clothes Trend 5 = Denim.						

Table 4 reveals the findings for the United States. The findings as explained in Table 3 suggest that per capita income in the US is significantly associated by 69.1%, with trend 1 (cocktail dress), which implies that an increase in per capita income provokes Americans to purchase more cocktail dresses. Whereas, the increase in per capita income is not significantly associated with the buying of trends 2, 3, 4 and 5 (capes, military fashion, preppy clothes and denim). While inflation is also significantly and negatively associated 60.8% with trend 1 (cocktail dress) and 73.5% with trend 2 (capes), which implies that the inflationary factor reduces the consumption of these trends (1 & 2). The findings also indicate that the inflationary factor in the US does not necessarily shape and reduce the consumptions of trends 3, 4 and 5 (military fashion, preppy clothes and denim).

Table 5. Findings for Australia

		Australia			
		Trend 1	Trend 2	Trend 3	Trend 4
	Per Capita Income	0.330	0.322	0.351	0.252
	Inflation	0.027	-0.187	-0.191	-0.204
** Significant at 5%, * Significant at 1%					
Trend 1 = Crop Tops, Trend 2 = Larkins, Trend 3 = Cabbage Pain Hats, Trend 4 = Preppy Clothes Trend 5 = Flora and Fauna Clothing					

Table 5 reveals the findings for Australia. The findings as explained in Table 4 suggest that per capita income of Australians and inflationary factors are not significantly associated with any of the popular Australian trends, include which implies that an increase in per capita income and inflationary factor both do not necessarily provoke/compel the Australians to change their purchase behaviors for all the outlined popular Aussies trends. This attribute of Aussies make them peculiar among the world consumers because they buy and purchase their popular trends not on the basis of their earnings or other economic factors but they unlike others purchase their

lifestyles due to some other factors, which may include their self-concept, desire towards purchase and the saving mode.

5. Conclusion and Discussion. The findings of the paper confirm that economical players which include per capita income and inflation do matter in shaping the fashion trends and their consumption in most of the nations. For Pakistan, India and the United States per capita income and inflationary factor really shape various trends and their consumption because in these countries people decide about their life styles on the basis of their earnings and the inflations they experience, as also suggested by Subhani, Hasan, & Osman (2011) that new clothes which normally change the moods of customers, their consumptions for sure rely on various economical factors which include per capita income and inflation etc. The findings of this paper also suggest that there are times when the lifestyle of people don't so much rely upon their earnings and inflationary mode of the country as confirmed by the findings for the Australians in this paper.

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