The Y Generation’s Purchase Decision of Denim Jeans Relating to Fit Issues

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1. INTRODUCTION
The y generation has been of great interest for market researchers and the apparel industry. Some apparel companies have already made efforts to attract this generation, but there is still an absence in research regarding fit problems in apparel garments. This research was conducted to get a better understanding of fitting problems among a select group of the y generation. The research consisted on understanding what the y generation expects from apparel commodifies. Denim jeans were chosen for this study because it is an apparel commodity that the y generation uses with regularity. The research also consisted of finding where this generation shops, and if there was any influence from the media on their purchasing power.

2. HYPOTHESIS
Hypothesis 1: The internet/media significantly influences the decision to purchase a certain style of denim jeans.
Hypothesis 2: There is any significance of shopping place preferences among the age groups.
Hypothesis 3: There is any significance of fitting problems related to the price category.
Hypothesis 4: There is any significance of factors to purchase a denim jean.

3. METHODOLOGY
2.1 Data collection
A survey was developed to get an inside standpoint of y generation’s concerns of jean’s fitting problems. Simple random sampling was used to select 100 subjects, female between the ages of 18-26.

2.2 Data analysis procedure
Descriptive statistics were used to compare frequencies for each variable: age groups, internet/media influences, shopping place, size category, fitting problems, factors of purchasing, brand name, and price range category. Frequency tables and contingency tables were used for each set of variables that were created. Chi-square analysis was used to test the following significances: internet/media influences among the age groups, shopping place preferences among age groups, fitting problems related to the price range categories, the factors of purchasing associate with the size category.

4. RESULTS
4.1 Media Influence on Purchasing Jeans
Result 1: Of the 100 respondents to the question, 46 % indicated that they do not have any influence on their decision to purchase denim jeans.
Result 2: It was found that 48% of the participants shop at specialty store, such as: Express, Gap, American Eagle, etc.
Result 3: Overall, the biggest fit problem was pants length at 47 %. The second biggest fit problem was waist at 23%.
Result 4: Fit was the most important factor in choosing to buy denim jeans, 87% of the participants chose it as the reason to buy a pair.

4.2 Preferred Shopping Places

4.3 Fit Area Problems of Different Price Ranges

4.4 Factors that Influence the Purchasing of Jeans

5. CONCLUSION
In the previous reiterative review, the y gens spend more time watching television and browsing the internet than any other age group. In this research, the majority of the y gens were not influenced by the media and internet usage. It was interpreted that since so much information is poured into the internet, the y gens have become good at catching false advertising. While fit is a major concern for all age groups, the y generation is indifferent. They want great fitting jeans at reasonable prices. Regardless of the price ranges, y generation members have problems with fit, especially in length. This could be caused by the fact that apparel manufactures ignore the different body shapes of the specific target customers. This generation will become important to the U.S. economy in years to come, and it is important for future research to look at their needs in the apparel industry.