



## **The Influence of Religiosity and Ethnicity on Youth Apparel Buying Behavior**

The following questionnaire is a part of the research taken by post - graduate students at National Institute of Fashion Technology Gandhinagar.

Email address \*

Your email

Age

Below 19

Gender

Male

Amount Spent on Clothing Annually

0-2000

Religion

Hinduism

Current State of Residence

North India

Ethnicity \*

North Indian

West Indian

South Indian

East Indian

Other:

Occupation

Student

Businessperson

Academic

Employee

Unemployed

What do you generally choose to wear

Ethnic Wear

Western Wear



Which colors do you generally prefer in your clothing

Red/ orange/ yellow

Grey /black/ white

Florescent colors

Neutral colors.

Other:

Indicate your preference based on a scale of 1 to 5.

	SD	D	N	A	SA
Religious beliefs influence my dealings in life					
I often read books and magazines about my faith or I spend time trying to grow understanding of my faith					
Due to a few religious commitments, I do not wear certain kinds of apparel					
It is important to me to be humble and modest in my dressing					
I enjoy taking part and spending time with others in activities of my religious organization					
I get religious motivation from friends, family, priests, monks					
I buy certain kind of clothes out of compulsion for various social gatherings					
I am active in organizations or social groups that include mostly members of my own ethnic group.					
I follow the latest trends in my ethnic Attire					
I have a strong sense of belonging and attachment with my own ethnic group					
I am proud of my ethnic identity					
I participate in cultural practices of my own group, such as special food, music, or customs.					
I believe in dressing traditionally for certain occasions					
I search carefully and systematically for the best quality in products.					

I not satisfied with the good enough products.

I am prefer best-selling national brands which are more expensive

I like new and innovative apparel designs and gain excitement from seeking out new things.

I believe that a higher price means better quality.

I keep up to date with current styles and fashion trends

I view shopping as recreation and entertainment. I shop just for the fun of it.

I buy on the spur of the moment if I like something disregarding the cost.

I am conscious about sale prices and lower prices and getting the best value for my money.

I get confused while buying in terms of which brand and store to choose from

I have favourite brands and stores and buy from them repetitively

I don't mind taking risks while experimenting with my style

I try not to draw attention to myself

I mind wearing clothes made out of animal skin

I make financial contributions to my religious organisation

I spent time trying to find out more about my ethnic group, such as its history, traditions, and customs

I am proud of my ethnic group

I look for quality in a product and is willing to pay extra for it

I believe that owning branded goods can enhance one's status and prestige

I like new and innovative apparel designs and gain excitement from seeking out new things.

I usually continue shopping around even after making purchases

I can save a lot of money by shopping around for bargains

I usually watch the advertisement for announcement of sales

I often buy things which I never intended to buy  
I feel guilty for buying so many unnecessary things

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Any Suggestions or Ideas