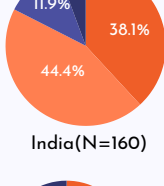# TREND-SAVVY VS. TREND-AVERSE
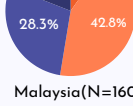## A COMPREHENSIVE COMPARISON OF INDIAN CONSUMER TYPES

Understanding the differences between trend-savvy and trend-averse consumers, and providing insights to help you apply this knowledge to your apparel business.

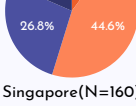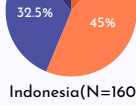## WHAT IS THE LEVEL OF TREND AWARENESS AMONG CONSUMERS IN UNDIA?

India(N=160)
- 5.6%
- 11.9%
- 44.4%
- 38.1%

Among the four countries surveyed, the highest proportion of respondents showed a proactive attitude toward trends.

Malaysia(N=160)
- 9.6%
- 19.1%
- 28.3%
- 42.8%

Singapore(N=160)
- 10.1%
- 18.5%
- 26.8%
- 44.6%

Indonesia(N=160)
- 11.3%
- 11.3%
- 32.5%
- 45%

- I keep up with trends and always incorporate the latest styles.
- I take inspiration from trends but choose according to my own style.
- I prioritize my own style and don't pay much attention to trends.
- I have no interest in trends and choose entirely based on my own preferences.

HOW DO THEY DIFFER FROM EACH OTHER?

Trend-Savvy
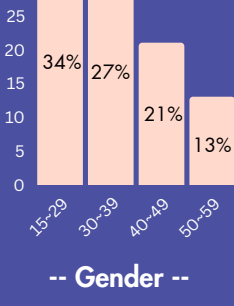Respondents who answered, "I keep up with trends and always incorporate the latest styles."

vs

Trend-Averse
Respondents who answered, "I have no interest in trends and choose entirely based on my own preferences."
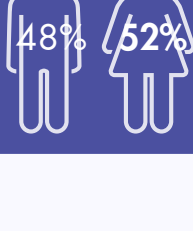
-- Age --
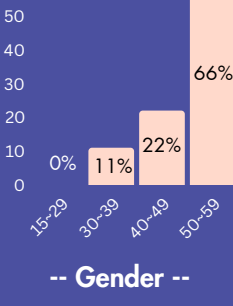**34%** OF THEM ARE 10~20'S

15-29	30-39	40-49	50-59
34%	27%	21%	13%

-- Age --
66% OF THEM ARE 50'S

15-29	30-39	40-49	50-59
0%	11%	22%	66%

-- Gender --
48% / 52%

-- Gender --
44% / 56%

Sources of Information for Reference
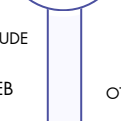
23.2% OF THEM REFER SOCIAL MEDIA

OTHER REFERENCES INCLUDE
- WEB SEARCH/WEBSITE/WEB ADVERTISING — 18%
- TV COMMERCIAL/TV SHOW — 16%

23% OF THEM REFER SOCIAL MEDIA, TV COMMERCIAL/TV SHOW

OTHER REFERENCES INCLUDE
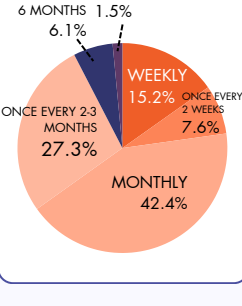- NEWSPAPER / MAGAZINE / ARTICLES / ADVERTISEMENTS — 15%

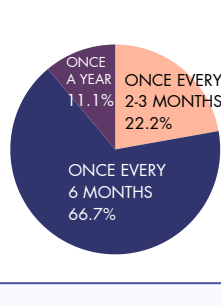### Frequency of Purchase

42.4% PURCHASE CLOSES MONTHLY
- ONCE EVERY 6 MONTHS 6.1%
- ONCE A YEAR 1.5%
- WEEKLY 15.2%
- ONCE EVERY 2 WEEKS 7.6%
- ONCE EVERY 2-3 MONTHS 27.3%
- MONTHLY 42.4%

66.7% PURCHASE CLOSES ONCE EVERY 6 MONTHS
- ONCE A YEAR 11.1%
- ONCE EVERY 2-3 MONTHS 22.2%
- ONCE EVERY 6 MONTHS 66.7%

Main Purchasing Locations

51.5% PURCHASE CLOSES AT ONLINE SHOPPING PLATFORMS
- SHOPPING MALL — 25%
- DEPARTMENT STORE — 16%

33.3% PURCHASE CLOSES AT OUTLET MALL
- ONLINE SHOPPING PLATFORMS — 20%

Top 3 Factors to Consider When Purchasing

1. COMFORT — 78%
2. QUALITY — 75%
3. DESIGN — 72%

1. COMFORT — 78%
2. COMFORT — 75%
3. QUALITY — 72%

Brand Preference

51.5% OF THEM ARE ALWAYS PURCHASING SPECIFIC BRANDS
- 1.5%
- 1.5%
- 13.6%
- 31.8%
- 51.5%

44.4% OF THEM HAVE RARELY PURCHASE SPECIFIC BRANDS
- 22.2%
- 33.3%
- 44.4%

- Always purchase specific brands
- Most of the Time purchase specific brands
- Sometimes purchase specific brands
- Rarely purchase specific brands
- I have no preference for brands at all