

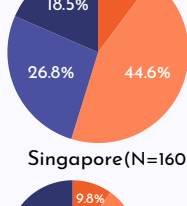


# TREND-SAVVY VS. TREND-AVERSE

## A COMPREHENSIVE COMPARISON OF SINGAPOREAN CONSUMER TYPES

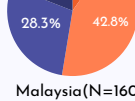
Understanding the differences between trend-savvy and trend-averse consumers, and providing insights to help you apply this knowledge to your apparel business.

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

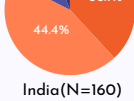


Singapore(N=160)

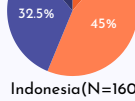
Among the four countries surveyed, Singaporean consumers are somewhat less enthusiastic about trends and tend to prioritize their individual style.



Malaysia(N=160)



India(N=160)



Indonesia(N=160)

- 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."

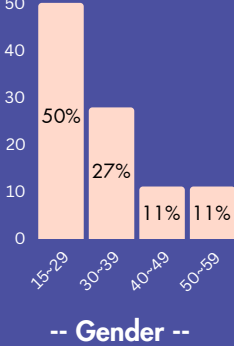


#### Trend-Averse

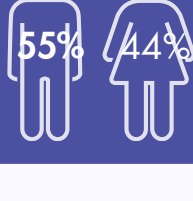
Respondents who answered, "I have no interest in trends and choose entirely based on my own preferences."

#### -- Age --

50% OF THEM ARE 10~20'S

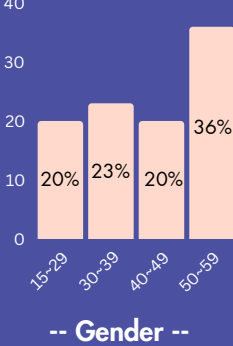


#### -- Gender --

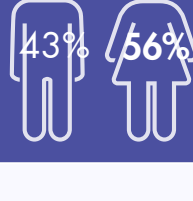


#### -- Age --

36% OF THEM ARE 50'S



#### -- Gender --



### Sources of Information for Reference

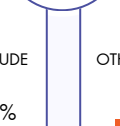
26.5% OF THEM REFER SOCIAL MEDIA

OTHER REFERENCES INCLUDE VIDEO SITES

15%

REVIEWS FROM FRIENDS/ACQUAINTANCES /RELATIVES ETC.

12%



26.8% OF THEM REFER WEBSITE/WEB ADVERTISING

OTHER REFERENCES INCLUDE SOCIAL MEDIA

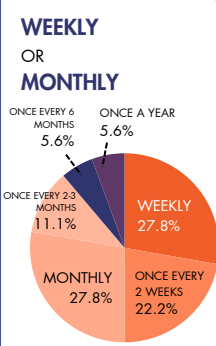
19%

VIDEO SITES

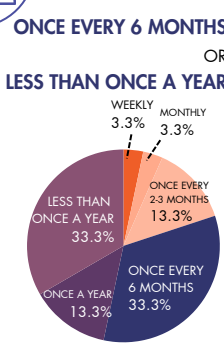
7%

### Frequency of Purchase

27.8% PURCHASE CLOSES WEEKLY OR MONTHLY



33.3% PURCHASE CLOSES ONCE EVERY 6 MONTHS OR LESS THAN ONCE A YEAR



### Main Purchasing Locations

44.4% PURCHASE CLOSES AT THE SHOPPING MALL

ONLINE SHOPPING PLATFORMS

27%

DEPARTMENT STORE, BOUTIQUE/SPECIALTY BRAND STORE

11%



36.7% PURCHASE CLOSES AT ONLINE SHOPPING PLATFORMS

SHOPPING MALL

20%

DEPARTMENT STORE, FAST FASHION CHAIN, OUTLET MALL

13%

### Top 3 Factors to Consider When Purchasing

#### 1. PRICE

50%

#### 2. COMFORT, UNIQUENESS

44%

#### 3. DESIGN, QUALITY, BRAND IMAGE, SUSTAINABILITY

38%



#### 1. COMFORT

50%

#### 2. PRICE

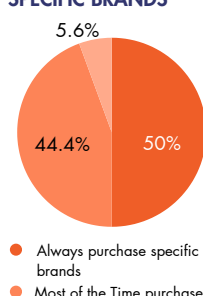
36%

#### 3. QUALITY

23%

### Brand Preference

50% OF THEM ARE ALWAYS PURCHASING SPECIFIC BRANDS



- Always purchase specific brands
- Most of the time purchase specific brands
- Sometimes purchase specific brands

40% OF THEM HAVE NO PREFERENCE FOR BRANDS AT ALL



- 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

Based on the following survey results:

- Survey Theme: Consumer Trends in Asia
- Survey Areas: Singapore, India, Malaysia, Indonesia
- Survey Targets: Men and women aged 15-59 (equal distribution by gender and age group), a total of 640 people (160 per country)

• Survey Date: April 19 - May 1, 2024

• Methodology: Internet survey (closed survey)