

## **Youngsters Perception towards H&M Clothes**

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### **Abstract**

The fashion industry has witnessed a significant shift in consumer behaviour, especially among youngsters, who are highly influenced by trends, brand image, and social media. This study aims to analyse the perception of youngsters towards H&M clothes. The research focuses on factors such as quality, price, design, brand image, availability, and sustainability initiatives of H&M. Data for the study is collected from youngsters through surveys and questionnaires. The findings reveal that youngsters prefer H&M due to its trendy designs, affordable pricing, and strong global brand presence. Social media marketing and celebrity influence also play a major role in shaping their buying decisions. However, some respondent's express concerns regarding durability and environmental impact. Overall, the study concludes that H&M enjoys a positive perception among youngsters and remains a popular choice in the fast-fashion segment, while continuous improvement in quality and sustainability can further enhance customer satisfaction.

### **I. INTRODUCTION**

The global fashion industry has undergone rapid transformation due to globalization, digital marketing, and changing consumer lifestyles. Among international fast-fashion brands, H&M (Hennes & Mauritz) has gained significant popularity among youngsters because of its trendy designs, affordable pricing, and frequent new collections. Young consumers today are highly influenced by social media, celebrity endorsements, peer groups, and sustainability concerns. Their perception toward H&M clothing depends on factors such as brand image, quality, price, style, availability, and ethical practices. This study aims to examine how youngsters perceive H&M clothes and identify the key factors influencing their

buying behaviour. The fast fashion industry has significantly influenced the clothing preferences of modern youth by offering stylish apparel at affordable prices. H&M has positioned itself as a global brand that combines trend, accessibility, and affordability to attract young consumers. Youngsters today are highly brand-conscious and often associate fashion choices with identity and social status. Digital platforms and influencer marketing play a crucial role in shaping their perception toward fashion brands like H&M. Understanding youngsters' perception helps identify factors that drive brand preference, customer satisfaction, and long-term loyalty.

### **Review of Literature**

Previous studies on fast fashion indicate that young consumers prefer brands offering trendy designs at affordable prices. Research highlights that brand image and price value significantly influence purchase intention among college students. Fast fashion brands like H&M attract youth due to variety and frequent new arrivals. Several researchers found that sustainability awareness among youngsters is increasing. Consumers are becoming more conscious about eco-friendly materials and ethical production. H&M's sustainability initiatives (such as recycling programs) positively influence brand perception, though concerns about fast fashion waste still exist.

### **Objectives of Study**

1. To analyse the perception of youngsters toward H&M clothing.
2. To identify the factors influencing their purchase decision.
3. To examine the role of price, quality, and brand image in shaping perception.
4. To study the impact of sustainability awareness on youngsters' attitude toward H&M.

### **Significance of the Study**

- Helps understand youth buying behaviour in the fashion industry.
- Provides insights for marketers to improve branding strategies.
- Assists retailers in enhancing customer satisfaction.
- Contributes to academic research on consumer perception and fast fashion.

## **Research Methodology**

Research Design: Descriptive research design

### **Type of Data:**

1. Primary Data – Collected through questionnaires and surveys
2. Secondary Data – Collected from journals, websites, and articles

Sampling Method: Convenience sampling

Sample Size: (Example: 100 youngsters aged 18–25 years)

Data Collection Tool: Structured questionnaire

Data Analysis Tools: Percentage analysis, charts, and simple statistical methods

## **Research Questions**

1. What is the overall perception of youngsters toward H&M clothes?
2. Which factors influence youngsters to purchase H&M products?
3. Does price affect their buying decision?
4. How does sustainability awareness impact their perception?

## **Research Gap**

1. Limited studies focus specifically on Indian youngsters' perception of H&M.
2. Few studies combine brand perception and sustainability awareness together.
3. Lack of localized research analysing perception in specific cities (e.g., Chennai).
4. This study attempts to bridge these gaps by focusing on youngsters and their perception toward H&M clothing.

## **Limitations of the Study**

1. Limited sample size may not represent the entire population.
2. Study is restricted to a particular age group (youngsters).
3. Responses may be biased due to personal opinions.
4. Time constraints and limited resources.

## **Conceptual Background**

Youngsters (aged 18–25) represent a dynamic consumer segment in the fashion industry. Their purchasing decisions are influenced by lifestyle trends, peer pressure, social media exposure, and brand identity. Fast fashion brands like H&M focus on offering affordable, trendy clothing that aligns with rapidly changing fashion preferences.

Consumer perception refers to how individuals interpret and evaluate a brand based on quality, price, style, advertising, and overall experience.

In the case of H&M, perception may include:

1. Trendiness of collections
2. Affordability
3. Quality and durability
4. Store ambiance and shopping experience
5. Online shopping convenience
6. Sustainability initiatives

### **Factors Influencing Youngsters' Perception**

#### 1. Price Sensitivity

Youngsters, especially college students, are price-conscious. H&M's affordable pricing strategy attracts this segment. Discounts and seasonal sales also increase purchase intention.

#### 2. Brand Image

H&M is positioned as a global fashion brand. International branding creates a perception of modernity and style among youth.

#### 3. Quality of Products

Perception of fabric quality and durability influences repeat purchases. If customers feel the product value matches the price, satisfaction increases.

#### 4. Fashion Trends

H&M frequently updates its collections to match global trends. Youngsters prefer brands that reflect current fashion and individuality.

#### 5. Social Media Influence

Platforms like Instagram and influencers play a major role in shaping brand perception. Online reviews and influencer promotions impact youngsters' attitudes.

#### 6. Sustainability Awareness

H&M promotes eco-friendly collections and recycling programs. Environmentally conscious youth may develop positive attitudes toward the brand due to these initiatives.

### **Theoretical Framework**

The study can be supported by the following theories:

**Consumer Perception Theory:** Explains how consumers interpret brand-related information.

**Theory of Planned Behaviour:** Suggests that attitude, social norms, and perceived control influence buying decisions.

**Brand Loyalty Theory:** Positive perception leads to repeat purchase and loyalty.

### **Consumer Behaviour Model (Simple Flow)**

Need Recognition → Information Search → Evaluation of Alternatives →  
Purchase Decision → Post-Purchase Behavior

In the case of H&M:

Need: Trendy clothing

Search: Social media, website, store visit

Evaluation: Compare with other brands

Purchase: Based on price & style

Post-purchase: Satisfaction leads to loyalty

### **SWOT Analysis of H&M (Youth Perspective)**

#### **Strengths:**

Affordable pricing

Trendy collections

Strong global brand image

#### **Weaknesses:**

Perceived lower durability

Fast fashion environmental criticism

#### **Opportunities:**

Growing youth population

Expansion in online sales

Sustainable fashion demand

#### **Threats:**

Competition from Zara and local brands

Changing fashion trends

### **Hypothesis**

H1: There is a significant relationship between price and youngsters' purchase intention toward H&M clothes.

H2: Brand image positively influences youngsters' perception.

H3: Sustainability awareness significantly affects attitude toward H&M.

### **Suggestions**

Based on the study on youngsters' perception towards H&M clothes, the following suggestions are provided:

#### **Improve Product Quality**

H&M should focus on improving fabric durability and stitching quality to enhance customer satisfaction and encourage repeat purchases.

### **Strengthen Sustainability Practices**

Since youngsters are increasingly environmentally conscious, H&M can expand eco-friendly collections and clearly communicate its sustainability efforts through campaigns and labelling.

### **Enhance Digital Marketing Strategies**

Collaborating with youth influencers and increasing engagement on social media platforms can positively impact brand perception...

## **II. CONCLUSION**

The study on youngsters' perception towards H&M clothes reveals that the brand holds a strong position among youth due to its trendy designs, affordable pricing, and global brand image. Young consumers are attracted to the brand's fast-changing collections and fashionable appeal. However, concerns regarding product durability and environmental impact may influence long-term perception. As sustainability awareness continues to grow among youngsters, brands like H&M must balance affordability with ethical and eco-friendly practices. Overall, H&M enjoys a positive perception among youngsters, but continuous improvement in quality, sustainability, and customer engagement is essential to maintain brand loyalty and competitive advantage in the fast fashion industry. If you want, I can combine Introduction to Conclusion into a single project-ready document format for direct submission.

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