

## **Fashion Tourism Motives among Tourist: A Case of Rajasthani Ethnic Wares**

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### **Abstract**

Everyone will agree on the fact that tourism benefits several industries and fashion is one of them. The economic benefits of fashion tourism is less studied in the tourism literature. This study aims to understand the motives, perception, satisfaction, and the loyalty of the tourists towards the purchase of ethnic wear in Jaipur. The study was conducted at Jaipur, the capital city of Rajasthan, India. Data was collected from 384 tourists, both foreign and domestic in the city of Jaipur. After screening total usable responses were 383. The result of the study has significant implication for fashion designers and destination marketing managers who are intent to develop a niche tourism market.

**Key words:** Fashion Tourism, Ethnic Ware, India, Rajasthan, Tourist.

### **Introduction**

Tourism seems to be an experience that influences human behavior. Tourism can be defined as any business activity that is attached with offering accommodation, services, and entertainment to the tourist visiting particular destination for leisure or business (Ferrell, Erika, 2011). Everyone will agree on the fact that tourism benefits several industries and fashion is one of them. Fashion is a trend with cuts across every area of life from one generation to another generation. The mentioned areas of fashion are especially in nature of individual, culture and upcoming trends. India is colorful and vibrant, a land as diverse as its people. The culture, customs, fashion and language that blend harmoniously into one another. Around 90% of foreign travelers visit India to explore the melting pot of its cultural diversity. This diversity exists in different

forms such as history, archaeology, culture, fashion and tradition (Deepali Saluja, 2016). Fashion is accepted as most influential representation of life style. Pujab's Phulkari and Kanchipuram silk sarees, a unique fashion resource garnered interest of foreign travelers (Chisthi, Singh, & Jain, 2000). Fashion industry plays a major role in developing image of the city, fostering local competitive advantage, and increasing its appeal as a tourist destination. Considering the importance of ethnic wares as tourism resources, this study aims to understand the motives, perception, satisfaction, and the loyalty of the tourists towards the purchase of ethnic wear in Jaipur.

## **Review of Literature**

Fashion tourism can be defined as "the phenomenon of people travelling to and staying in places outside their usual environment to enjoy experiment and possibly consume fashion". It is called in different name such as shopping tourism, fashion travel and so on. Hutton (1995) noticed that basic components of fashion, was unique codes and social significance that have received less attention. Shopping is viewed as a standout among the most widely recognized and valuable exercises being under-taken by visitors since, it gives inspiration to travel. Tourist are progressively picking shopping as an approach to encounter nearby culture, items and a chance to communicate with neighborhood individuals. Shopping is significant motive among travelers across globe is now a well-known tourist activity. (Liesbeth, 2007).

To understanding the tourism management, firstly we have to understand the factors which influence tourist towards any kind of tour or motivate the tourist for doing a travel. Tourism demand and supply also effect by the changes, which occurs in tourist motivations in the period of time. In this way, ethnic tourism also is a part of tourist motivation which motivates or influences the traveler to go for a further ethnic tourism destination (Tigu, Elena, & Cristina, 2014). Many of travel and tourism related companies develop their tourism products or a tour packages accordingly to the tourist motivation factors. There can be some type of motivations which influence tourists like, psychological motivation which includes relaxation, leisure, exercise and health. Second

one motivation is emotional motivation which includes love, spirituality, fantasy and adventure. Third one is personal motivation which includes meeting relatives and friends. Fourth one is personal development motivation which includes travel for knowledge and learning new skills. Fifth one is status motivation like travel for getting better offers, fashion and shopping. Sixth one is culture like experience a different type of cultures. This all are the motivational factors which influence the tourist for travel in different destination(Tigu, Elena, & Cristina, 2014).

In this way, fashion also the one of the trends which motivates tourists towards India. Ethnic apparels also one of the fashion tourism trends in India which is also known as traditional apparels. Now days many of foreign tourists come to India for buying this type of ethnic apparels, mostly seeing this type of tourists in north-west part of India like in Rajasthan and Gujarat (Sanad Abdelbaset, 2016).Today many famous fashion designers organized a big fashion shows in metropolitan cities in which they show many types of ethnic apparels also. Many of customers are influence from them to buying ethnic and traditional clothing in metropolitan cities also. So, we can see many peoples who prefer to buying ethnic or traditional cloths, otherwise we see the peoples who prefer ethnic and traditional apparels only in rural or small cities only. So, in this way the buying behavior of consumers or tourists towards the ethnic or traditional apparels is changing the trends of tourism also(Kim, 2003). The ethnic wear in India covers one fourth of the whole retail apparel market. Rajasthan is well known its comes to culture, heritage, and handicraft and internationally appreciated ethnic wear.This research aims to investigate tourist motive towards buying ethnic apparel and how we could make sustainable contribution through it for the development of a destination.

## **Methodology**

The pink city, Jaipur attracts vast number of domestic and international visitors known for forts, food and its ethnic wares. These hills also guard Jaipur from the rough and dry climate of the desert region. Jaipur is one of the fastest growing cities in India and it is also a growing tourist destination where tourists come from across other Indian states as well from across the globe. This research is quantitative research to determine the Motive,

Satisfaction, Loyalty and Perception of the tourists towards ethnic wear purchase in Jaipur. To test the research, a survey method of data collection was used. Data was collected from 384 tourists, both foreign and domestic in the city of Jaipur. After screening total usable responses were 383. The interpretation of the data was obtained through the questionnaires were done with the help of SPSS version 16. The research involves collection of only primary data i.e., first hand data from the respondents. The method of sampling used for the study is convenient sampling. The instrument used for data collection was questionnaire which was filled by the tourists who were interested and were visiting Jaipur which is the study region of our research paper. Cronbach's alpha test was performed to check the reliability of questions of items. The Cronbach's alpha reliability was 0.719.

## **Result and Discussion**

The descriptive statistics on respondents reveals that highest number of respondents in terms of age were in the group of 18-35, i.e. 72.1% and the middle age group of 36-50 had about 91 respondents which is 23.7%, the majority number of our respondents shows the large number of youngsters and working-class professionals undertaking lot of tourism activities and this age group included the students, the age group of 50 and above had the lowest number of respondents at 16 which is only 4.2% of the total respondents. Male respondents out of 384 was 231 which is 60.2% and the female respondents were 153, i.e. 39.8 %. Indians formed the highest ratio of the respondents with 347 respondents i.e. 90.4% and the foreign nationals are numbered at 37, i.e. 9.6%. The most common occasion for buying ethnic were are marriage. The tourist' motive of buying ethnic wares were presented in Table 1.

**Table 1 Various Buying Motives of Ethnic wares**

Sl. No.	Statement	Mean	Std. Deviation
1.	Understanding of local culture	4.63	0.921
2.	Buying gives me knowledge	4.09	0.957
3.	Ethnic wear showcases history	4.05	0.945
4.	Ethnic wear showcases creativity	3.94	1.141
5.	Buying improves financial condition	3.93	0.982
6.	Excitement and contentment	4.06	1.002
7.	Give guidance about local fashion	3.99	1.024
8.	Purchasing behavior of people of different cultures	3.86	0.984
9.	Ethnic wear reveals your identity	3.53	1.076
10.	Ethnic wear reflects the heritage and art	4.40	1.222
11.	Replicate my favourite actors and actress	4.21	1.108
12.	Intent to buy in the future	4.61	0.890
13.	Recommend other to buy	4.08	1.092

The result reveals that major motive for buying ethnic ware is it helps the tourist to understand the local culture, heritage and art. The loyalty variable shows that the respondents have a high loyalty level towards the ethnic apparels. The result show that 42% of men buy ethnic wear during the wedding season, and this applies to Indian Men, the design and quality also play a major role in the changing perception. People are attracted towards those ads which feature their favorite movie star or someone who is famous. (Kumari, P. , 2012). Consumer behavior and perception is very complex and is not very often considered rational. Further research can be done on this topic and from the market perspective angle, India comprises of a lot of states and lots of consumers from each. The important find is that the emergence of the rural markets. (Kumari, Pallavi, 2012). The significant relationship between strength of ethnic identification and consumption of cultural apparel is also consistent with the directional effects that have been found in previous studies(Chattaraman, Lennon, & Sharron, 2008)

## Conclusion

This research can be concluded by saying that the respondents are satisfied with the ethnic wear they receive and they have a relatively positive perception for the ethnic wear of the state of Rajasthan. It can be said that the ethnic wear of Rajasthan is popular in the country of India, as the knowledge level of the respondents was high, pertaining to the ethnic wear of the state. The motive for the purchase of ethnic wear is very high and ethnic wear purchase for many people makes them learn about new cultures as the ethnic wear reflects the customers perception on their culture as well, be it any state or province. There is a lot of scope for the research of ethnic wear as there are many scales that can be applied to the research, and India is very vast so that every region and district have various forms of ethnic wear which every person has different and various perceptions. Hence, this research can be extended further using exploratory research.

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