



Marketing of new fashion and accessories - A study with reference to Mayiladuthurai District

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Abstract

Purpose: Through specific focus to the Mayiladuthurai District, this study attempts to examine the marketing tactics used to promote new fashion and trendy electronic devices like earbuds, neckbands, power banks, and tripods. It focuses on comprehending how consumer awareness, perception, and purchasing behaviour are influenced by contemporary marketing strategies, such as digital marketing, influencer endorsements, product design, and online reviews.

Design / Methodology / Approach: By applying primary data gathered from 280 respondents via a structured questionnaire, the study employs a quantitative research approach. Convenience sampling was used, and demographic traits and customer perceptions of different marketing tactics were examined by percentage analysis of the data.

Findings: The results show that the most important elements influencing consumer attraction are product design and style, which are followed by marketing tactics and influencer recommendations. Online evaluations have mixed effects because of concerns about trust and dependability, yet digital marketing is a major factor in raising awareness. The study also shows that most respondents are middle-aged or older, which influences their purchasing habits and preferences.

Keywords: New fashion, accessories, marketing, electronic, strategies

Introduction

In recent years, Earbuds, neckbands, power banks, and tripods are indications of trendy electronic accessories that have changed over the past few years from being just useful items to fashionable items. The demand for these items has increased as a result of rapid technical breakthroughs, expanding smartphone usage, and shifting consumer preferences. Because of this, marketers are using more creative approaches to draw in customers and sway their decisions.

In a competitive setting, marketing methods are essential for promoting new and fashionable accessories. To increase product awareness and brand engagement, companies use a combination of digital marketing, social media promotions, influencer endorsements, online reviews, and appealing price techniques. The transition from traditional marketing to online platforms had a substantial impact on consumer awareness and purchasing behaviour, especially in semi-urban areas like Mayiladuthurai district. Evaluating the effectiveness of these tactics requires an understanding of how consumers perceive and use them.

Thus, the purpose of this study is to examine the marketing tactics used in the Mayiladuthurai region to promote fashionable accessories like power banks, neckbands, earbuds, and tripods. It looks at how these tactics affect consumers' awareness, perception, and intention to buy. The results of this study will give marketers, retailers, and companies useful information to create more successful marketing strategies and satisfy changing consumer demands in the market for fashion and tech accessories.

Statement of the Problem

The market for new fashion and fashionable accessories is being driven by shifting lifestyles, fashion consciousness,

media, and social media. Important fashion accessories, particularly for young people, include jewellery, bags, watches, shoes, and sunglasses. Therefore, in order to suit consumer desires, marketers are always introducing new patterns and styles. Marketers, however, find it difficult to sell these fashionable products. These include understanding customer preferences, selecting effective promotions, establishing reasonable prices, and managing intense competition. Consumer purchases can also be influenced by trends, quality, income, and brand awareness. There is a dearth of research on consumer purchasing patterns and the efficacy of modern accessory and fashion marketing strategies. This mismatch may make it difficult for marketers to develop strategies that work. This study examines customer preferences and marketing strategies for trendy accessories and new fashion.

Scope of the Study

The study focuses on new fashion and trendy accessories that are sold in the Mayiladuthurai District, such as wireless earbuds, neck bands, power banks, and tripods. It addresses how consumers view these things, how satisfied they are, and how they make purchases. Both physical and internet marketing strategies are taken into effect.

Objectives of the Study

1. To analyse the marketing strategies adopted for promoting new fashion and trendy accessories in Mayiladuthurai district.

H₀₁: There is no significance difference between Consumer Opinion on Marketing of Trendy Accessories and Age of the Respondents

Research Methodology

The study uses a quantitative research methodology, concentrating on gathering and evaluating numerical data to comprehend customer behaviour and marketing effectiveness. Because it seeks to describes consumer attitudes, awareness, and purchasing patterns about new fashion and trendy accessories in the Mayiladuthurai District, the study is descriptive in nature.

Sample Design

The primary data used in the study was gathered using a standardised questionnaire. The survey asks about thoughts on a range of marketing tactics, including product design, influencer endorsements, digital marketing, and online reviews, as well as demographic information.

| S. No | Mayiladuthurai Zone | No. of Respondents |
|-------|---------------------|--------------------|
| 1 | Mayiladuthurai Zone | 78 |
| 2 | Kuttalam Zone | 64 |
| 3 | Sirkali Zone | 92 |
| 4 | Tharangambadi Zone | 46 |
| | Total | 280 |

Based on Primary Data

The respondent frequency clearly varies among the four zones in the sample distribution. With 92 responses, Sirkali Zone has the largest representation, indicating higher engagement. Mayiladuthurai Zone comes in second with 78 responses, while Kuttalam Zone has a moderate distribution with 64 responses. On the other hand, with just 46 responders, Tharangambadi Zone has the smallest sample size, indicating relatively lower representation. The sample is distributed unevenly overall, with Tharangambadi Zone providing the least and Sirkali Zone dominating.

Statistical Tools

The study uses simple statistical techniques, namely percentage analysis, for data analysis in order to meaningfully evaluate replies and provide findings. This aids in determining trends, patterns, and respondents' degree of agreement with various marketing variables.

Review of Literature

Shuang, L., *et al.*, (2021) ^[1] The study examined how brand equity and brand loyalty toward fashion accessories among Chinese youth are mediated by social media marketing activities (SMMA), such as customisation, entertainment, interaction, trendiness, and word-of-mouth. A quantitative technique and cross-sectional study are used. An online survey was used to gather 300 data points. The findings demonstrated that word-of-mouth, entertainment, and trendiness all significantly boost brand equity, which in turn significantly boosts customer loyalty. The results also showed that the relationship between entertainment, trendiness, and word-of-mouth on customer loyalty is mediated by brand equity

Kertakova, M., *et al.*, (2024) ^[2] Today's fashion can be defined as an individual's attempt to assert his "self" and to be distinguished by his choice of clothing, which demonstrates a particular social position, in contrast to the traditional capitalist fashion system, in which the elite (wealthy class) directly corresponded to the current fashion trends and consciously imposed them on the lower social classes. From a psychological perspective, it suggests a

person with higher expectations and a strong desire for social acceptability in a particular social circle, as well as a desire for professional success, friendship, established non-verbal communication, and a strong (and most importantly, verified) impression on others.

Pursiainen, L. (2025) ^[3]. The duty of scarcity, rarity, and exclusivity in the marketing of high-end fashion accessories is examined in this thesis. The purpose of the study is to determine how these three terms, which have been used consistently in earlier literature, vary from one another. Based on peer-reviewed academic articles, the study is an integrative literature review that use bibliometric analysis to examine earlier research on the subject. The study lacks actual data and is theoretical in nature. A examination of the literature reveals that luxury brands use exclusivity, scarcity, and rarity as separate but related strategies. The identification of central psychological systems as reactions to shortage cues.

Rita, A., *et al.*, (2018) ^[4] Bangladeshis, particularly the younger generation, are become increasingly concerned with fashion. The primary cause of people becoming fashionable is globalisation. A vast number of fashion houses or boutique houses are launched in order to meet the demand of the large fashion community. For their context, the fashion houses do an amazing job. A lot of designers are starting their own fashion houses. Every fashion house's designers are always trying to provide their customers with innovative designs. Designing something unique for each season and year is the most difficult task. The idea is applicable to every level of the fashion industry, not just one. The goal of this study is to create or establish a new trend that people would accept for a very long time.

Table 1: Respondents Based on the Gender

| S. No | Gender | No. of Respondents | Percentage |
|-------|-----------|--------------------|------------|
| 1 | Male | 166 | 59 |
| 2 | Female | 69 | 25 |
| 3 | Trigender | 45 | 16 |
| | Total | 280 | 100 |

Source: Primary data

From Table 1, the majority of respondents are male (59%), showing that most participants in the study are men. Female respondents make up 25%, which is a smaller but still significant portion. Trigender respondents account for 16%, indicating inclusion of diverse gender groups.

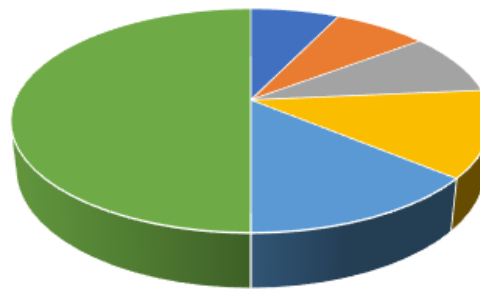
Table 2: Age of the Respondents

| S. No | Age | No. of Respondents | Percentage |
|-------|------------|--------------------|------------|
| 1 | Below - 18 | 40 | 14 |
| 2 | 19 - 25 | 42 | 15 |
| 3 | 26 - 35 | 50 | 18 |
| 4 | 36 - 45 | 70 | 25 |
| 5 | Above 45 | 78 | 28 |
| | Total | 280 | 100 |

Source: Primary data

From Table 2, most of the respondents belong to the above 45 age group (28%), showing that a large portion of participants are experienced individuals. This is followed by those in the 36–45 age group (25%), indicating strong participation from middle-aged respondents. The 26–35 age group (18%) and 19–25 age group (15%) have moderate representation, while the below 18 group (14%) has the least number of respondents.

TABLE – 2 : Age of the Respondents No. of Respondents



■ 1 Below - 18 ■ 2 19 – 25 ■ 3 26 - 35 ■ 4 36 - 45 ■ 5 Above 45 ■ 5 Total

Table 3: Consumer Opinion on Marketing of Trendy Accessories

| S. No | Marketing of Trendy Accessories | SA | A | N | DA | SDA | TOTAL |
|-------|---|----|----|----|----|-----|-------|
| 1 | Marketing strategies in my area effectively promote new accessories | 98 | 55 | 62 | 47 | 18 | 280 |
| | | 35 | 20 | 22 | 17 | 6 | 100 |
| 2 | Digital marketing increases awareness of trendy accessories | 70 | 66 | 57 | 52 | 35 | 280 |
| | | 25 | 24 | 20 | 19 | 12 | 100 |
| 3 | Online reviews and ratings impact my buying behaviour | 60 | 70 | 50 | 35 | 65 | 280 |
| | | 22 | 25 | 18 | 12 | 23 | 100 |
| 4 | Product design and style attract me towards new accessories | 65 | 90 | 35 | 57 | 33 | 280 |
| | | 23 | 32 | 12 | 21 | 12 | 100 |
| 5 | Influencer endorsements affect my preference for accessories | 80 | 65 | 59 | 49 | 27 | 280 |
| | | 29 | 23 | 21 | 17 | 10 | 100 |

Source: Primary data

From Table 3, it is clear that consumers generally have a positive opinion towards the marketing of trendy accessories. A large number of respondents either strongly agree or agree that marketing strategies in their area effectively promote new accessories, indicating good visibility and reach. Similarly, digital marketing plays an important role, as most respondents believe it increases awareness, showing the growing influence of online platforms. Online reviews and ratings also significantly affect buying behaviour, although some respondents remain neutral or disagree,

suggesting mixed trust levels. Product design and style emerge as one of the strongest influencing factors, with a high number of respondents agreeing that attractive designs draw them towards new accessories. Additionally, influencer endorsements also impact consumer preferences, though to a slightly lesser extent compared to design and digital marketing. Overall, the findings suggest that modern marketing methods, especially digital platforms, product appeal, and social influence, play a crucial role in shaping consumer decisions, even though a small portion of respondents remain uncertain or unaffected.

Table 4: Consumer Opinion on Marketing of Trendy Accessories and Age of the Respondents

| Variables | Age | N | Mean | S.D. | F Value | Sig. |
|---|------------|-----|------|------|---------|--------|
| Marketing strategies in my area effectively promote new accessories | Below - 18 | 40 | 4.20 | 1.20 | 3.502 | 0.000* |
| | 19 – 25 | 42 | 4.12 | 1.30 | | |
| | 26 - 35 | 50 | 3.31 | 1.11 | | |
| | 36 - 45 | 70 | 4.08 | 1.50 | | |
| | Above 45 | 78 | 3.15 | 1.20 | | |
| | Total | 280 | 3.40 | 1.32 | | |
| Digital marketing increases awareness of trendy accessories | Below - 18 | 40 | 3.22 | 1.22 | 5.010 | 0.001* |
| | 19 – 25 | 42 | 3.10 | 1.63 | | |
| | 26 - 35 | 50 | 4.32 | 1.20 | | |
| | 36 - 45 | 70 | 4.10 | 1.65 | | |
| | Above 45 | 78 | 3.00 | 1.06 | | |
| | Total | 280 | 4.50 | 1.33 | | |
| Online reviews and ratings impact my buying behaviour | Below - 18 | 40 | 3.33 | 1.20 | 5.162 | 0.000* |
| | 19 – 25 | 42 | 3.60 | 1.30 | | |
| | 26 - 35 | 50 | 3.24 | 1.54 | | |
| | 36 - 45 | 70 | 3.51 | 1.56 | | |
| | Above 45 | 78 | 3.15 | 1.23 | | |
| | Total | 280 | 3.58 | 1.44 | | |

| | | | | | | |
|--|------------|-----|------|------|-------|--------|
| Product design and style attract me towards new accessories | Below - 18 | 40 | 3.50 | 1.15 | 6.650 | 0.003* |
| | 19 – 25 | 42 | 3.19 | 1.23 | | |
| | 26 - 35 | 50 | 3.33 | 1.42 | | |
| | 36 - 45 | 70 | 3.20 | 1.62 | | |
| | Above 45 | 78 | 3.51 | 1.20 | | |
| | Total | 280 | 3.60 | 1.29 | | |
| Influencer endorsements affect my preference for accessories | Below - 18 | 40 | 3.30 | 1.26 | 7.238 | 0.005* |
| | 19 – 25 | 42 | 4.08 | 1.54 | | |
| | 26 - 35 | 50 | 3.54 | 1.16 | | |
| | 36 - 45 | 70 | 4.00 | 1.20 | | |
| | Above 45 | 78 | 3.62 | 1.68 | | |
| | Total | 280 | 3.50 | 1.40 | | |

Based on Primary Data * Sig.@5%

From Table 4, it is clear that age has a significant influence on consumer opinions regarding the marketing of trendy accessories, as all the significance (Sig.) values are less than 0.05. This means that different age groups respond differently to various marketing factors. Younger respondents (below 25 years) generally show higher agreement with marketing strategies and influencer impact, indicating that they are more influenced by modern promotional methods. The 26–45 age group shows strong responses towards digital marketing, suggesting that this group actively engages with online platforms for awareness. On the other hand, respondents above 45 years show comparatively lower mean scores in most areas, indicating less influence from marketing activities. Product design and style, however, attract consumers across almost all age groups, showing its universal importance. Overall, the results highlight that marketing strategies, digital promotion, online reviews, product design, and influencer endorsements are all influenced by age differences, and businesses must adopt age-specific strategies to effectively target consumers.

Findings

1. Of the 280 respondents, the majority are men (59%, 166 respondents), followed by women (25%, 69 respondents) and transgender people (16%, 45 respondents).
2. A significant percentage of respondents are older, with 28% being over 45 and 25% falling between 36 and 45, meaning that 53% are middle-aged or older.
3. According to 55% of respondents (32% agree and 23% strongly agree), product design and style are the most important aspects that draw people to fashionable accessories.
4. According to 35% of respondents, marketing methods are very successful in promoting new accessories.
5. 52% of consumers (29% strongly agree and 23% agree) acknowledge the influence of influencer endorsements on consumer preferences.
6. According to 49% of respondents (25% strongly agree and 24% agree), digital marketing has a moderate impact on raising awareness.
7. Perceptions of online reviews and ratings are divided; only 47% (22% strongly agree and 25% agree) respond favourably, while 23% strongly dislike, suggesting less trust.

Suggestions

1. To increase consumer trust, businesses could improve the legitimacy of online reviews and bolster influencer marketing and digital promotional tactics.

2. Due to 55% of respondents believe that design is the primary factor affecting their buying decisions, marketers should concentrate more on creative product design and aesthetically pleasing designs.

Conclusion

The study comes to the conclusion that consumer tastes and contemporary advertising techniques have a major impact on the marketing of new fashion and trendy accessories in the Mayiladuthurai region. The results show that influencer endorsements and successful marketing tactics are the next most important factors in drawing in customers, after product design and style. Particularly in semi-urban areas, digital marketing has shown to be a valuable technique for raising customer awareness. Online evaluations, however, reveal conflicting opinions, suggesting that their dependability and legitimacy need to be strengthened. Consumer opinion and purchasing behaviour are also influenced by the demographic profile, with the bulk of respondents being middle-aged. Overall, the study shows that in order for marketers to be successful in the cutthroat fashion and accessory sector, they must combine innovative design, effective advertising, and digital interaction.

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