

TRADITION IN TREND: EXPLORING CONSUMER PREFERENCES IN OLD FASHION PATTERN

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Abstract

This study looks at preferences, emotional ties, and the perceived worth of preserving heritage inspired designs to determine how satisfied consumers are with traditional or antique fashion patterns. The study employs both qualitative and quantitative analysis to identify the main determinants of consumer attraction to antique aesthetics, such as sustainability, cultural relevance, and nostalgia. The emotional bond that customers have with historical designs is also explored, emphasizing the ways in which these patterns arouse both individual and group memories. The study also assesses the influence of perceived value—like craftsmanship and uniqueness—on buying decisions. All things considered, the results highlight the increasing popularity of vintage clothing and provide guidance for companies looking to satisfy customer demands for authenticity and tradition in clothing selections.

Keywords: - Emotions, Fashion preferences, Tradition, Vintage clothing.

Introduction

The importance of vintage patterns remains significant in the ever-changing fields of fashion, home design, and cultural expression. Once thought to be remnants of the past, these patterns have gained new significance in the modern day. Their frequent appearance in apparel, furnishings, home décor, and digital material is indicative of a movement in culture and aesthetics that embraces contemporary while paying respect to heritage. This essay examines people's varied attitudes about classic patterns by looking at their knowledge, past experiences, cultural ties, usefulness, emotional fulfillment, and desires for these classic designs in the future. Decorative motifs, geometric repetitions, flowers, and paisleys are examples of traditional patterns that have profound cultural and historical roots. In addition to expressing a particular creative heritage, these patterns also tell generations' worth of tales. The revival of old styles, especially in fashion and interior design, has made the use of classic patterns a sign of cultural identity and aesthetic uniqueness. A more thorough investigation of the reasons behind people's attraction to certain patterns and how their experiences influence it is encouraged by this resurgence.

Retro design aspects are increasingly being used into high-end and mass-market items in the modern design business. People of all ages like the nostalgic appeal of vintage designs, from internet influencers to fashion runways. With its innate fusion of beauty, significance, and memory, vintage patterns satisfy the growing need of consumers for a balance between contemporary practicality and classic style. Relevant questions are raised by this phenomenon: What motivates people to value the past in this day of modernity? How do people see these trends in terms of cultural resonance, utility, and personal relevance?

By thoroughly examining each respondent's replies along six important aspects, the current study aims to provide answers to these issues. In order to determine the degree to which individuals

identify outdated patterns and consider them to be aesthetically pleasing or culturally meaningful, Section 1 focuses on awareness and perception. In-depth personal experience is explored in Section 2, which looks at how people deal with these patterns in their day-to-day lives, whether it be through their choice of attire or interior design. The social and cultural impact of traditional patterns is discussed in Section 3, along with how friends, family, social media, and prominent personalities shape choices.

Another crucial aspect covered in Section 4 is practicality. The usefulness of vintage patterns in daily life, such as their cost, durability, and simplicity of style, has a significant impact on their acceptance, even though aesthetic appeal is crucial. The emotional and psychological effects are covered in Section 5, which also examines how these patterns affect lifestyle decisions, confidence, happiness, and fulfillment. Last but not least, Section 6 looks at trends and preferences, determining whether respondents consider vintage patterns to be timeless design features or fleeting fads and how these opinions influence their purchase choices.

The research uses a structured questionnaire with five items scored on a 5-point Likert scale from "Strongly Disagree" to "Strongly Agree," broken down into these six thematic areas. SPSS is used to evaluate responses from a varied sample of 107 individuals, with an emphasis on mean scores, frequency distributions, and cross-tabulations for demographic insights. The information offers both thematic richness and quantitative depth to comprehend how people relate to traditional patterns.

In the contemporary global environment, when design decisions are made not just based on form and function but also on identity, sustainability, and cultural continuity, this research is especially pertinent. The continual resurgence of classic patterns in a time when quick fashion and fads rule the market says a lot about our shared need for comfort, authenticity, and rootedness. As a result, vintage patterns go beyond mere aesthetics to represent self-expression, legacy preservation, and emotional ties.

This study adds significant knowledge to the domains of design psychology, consumer behavior, and cultural studies by investigating the attitudes and behaviors related to outdated patterns. The results are intended to help designers, marketers, and cultural analysts comprehend why these trends are so persistent and how they might be effectively incorporated into next goods and stories. In the end, the study confirms that even while trends could shift, the allure of patterns infused with meaning and memory never goes out of style.

Literature Review

The revival of vintage patterns in contemporary design is a reflection of a larger cultural trend that has its roots in identity expression, nostalgia, and environmentally conscious consumer behavior. Researchers have seen a rise in the value of classical aesthetics in the fields of fashion, interior design, and lifestyle throughout the last 20 years.

McRobbie (1997) asserts that fashion serves as a channel of cultural memory, with patterns from earlier times being repurposed for their emotional and symbolic significance in addition to their aesthetic value. Florals, paisleys, and baroque motifs are examples of traditional patterns that have a narrative character that ties people to their ancestry and previous generations. This is consistent with research by Davis (1979), who contends that aesthetic taste is significantly influenced by nostalgia, particularly during periods of rapid social change.

Retro and vintage styles have been associated with authenticity and emotional attachment from the standpoint of consumer behavior. In a market dominated by impersonal mass manufacturing,

Brown et al. (2003) emphasize how customers are driven to "retro branding" because of its capacity to elicit trust, familiarity, and distinctiveness. In fashion and design, vintage patterns serve as markers of uniqueness and distinction, allowing customers to make a statement while also paying homage to a common cultural heritage (Healy, 2014).

Traditional designs' usefulness and practicality have also been investigated. People believe that older design patterns are more resilient and adaptable, particularly when used in sustainable fashion practices, according to research by Fletcher and Tham (2019). Furthermore, traditional South Asian and African textile patterns are frequently seen as both aesthetically pleasing and functional, fusing artistry with commonplace use (Kawamura, 2005).

Perceptions are also shaped by digital and social factors. Through influencer culture and visual storytelling, the emergence of social media platforms has brought old aesthetics back to life. For example, Instagram and Pinterest have developed carefully curated platforms for sharing content with a nostalgic feel, resulting in what Molesworth and Denegri-Knott (2004) refer to as "nostalgia markets."

Finally, the emotional impact of design cannot be understated. Norman (2004) asserts that emotional response and visual aesthetics are intertwined, and that designs that arouse feelings of nostalgia, pride in one's culture, or joy tend to encourage deeper consumer engagement. In this context, traditional patterns serve as emotionally intelligent designs that profoundly resonate with users' sense of identity and belonging.

Research Methodology

In order to investigate people's opinions, experiences, and preferences about traditional patterns, this study uses a quantitative research technique. Six theme areas were created using a structured questionnaire: (1) Perception and Awareness; (2) Personal Experience; (3) Social and Cultural Influence; (4) Usability and Practicality; (5) Satisfaction and Emotional Impact; and (6) Trends and Preferences. A 5-point Likert scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree," was used to score each of the five assertions in each section. The survey was administered to a sample of 107 participants, selected through convenience sampling. The participants represented diverse age groups, genders, and occupational backgrounds, enhancing the generalizability of the findings within the study's scope. Data was gathered using an SPSS-compatible format and analyzed using descriptive statistics such as frequencies, percentages, and mean scores. Additionally, cross-tabulation was performed to evaluate connections between demographic characteristics (age, gender, occupation) and pattern-related perceptions.

Large data sets might be accurately and methodically analyzed with SPSS, allowing for trustworthy interpretation of patterns and responder sentiments. This approach was selected to promote evidence-based findings for professionals in design and marketing and to offer unbiased insights into how outdated patterns are seen in contemporary situations.

Findings: -

Section 1: Awareness and Perception of Old-Fashioned Patterns

Statistics		S1A	S1B	S1C	S1D	S1E
N	Valid	107	107	107	107	107
	Missing	0	0	0	0	0
Mean		3.86	3.75	3.71	3.76	4.18

According to Section 1's frequency analysis (Awareness and Perception of Old-Fashioned Patterns), respondents clearly have a high degree of awareness and admiration for vintage patterns found in furniture, apparel, and other items. Nearly 70% of respondents agreed or strongly agreed that they are aware of such patterns, with the awareness mean score (S1A) standing at 3.86. This suggests that most of the participants are aware of and conversant with the idea of vintage design.

With a mean score of 3.75 and more than 67% indicating agreement or strong agreement, most people thought these patterns were attractive in terms of visual appeal (S1B). Additionally, responses to S1C indicate the emotional component of vintage patterns, with a mean score of 3.71 indicating that a sizable portion of participants felt nostalgic when they saw such designs.

With a mean score of 3.76, respondents also see the importance of traditional patterns in today's world (S1D). Traditional styles may coexist with contemporary trends, since more than half of respondents think these patterns are still relevant in contemporary fashion and lifestyle. Notably, the statement on the historical and cultural significance of traditional patterns (S1E) had the highest mean score, 4.18. Almost 88% of respondents agreed or strongly agreed, demonstrating a profound understanding of their importance that goes beyond appearances.

All things considered, the comments in Section 1 show a very favorable opinion. The information lends credence to the idea that traditional patterns are not only widely accepted and valued aesthetically, but also have emotional and cultural significance. This implies that these patterns still appeal to contemporary customers, fusing tradition with contemporary fashion sense and confirming their ongoing significance in the present design environment.

Section 2: Personal Experience with Old-Fashioned Patterns

Statistics		S2A	S2B	S2C	S2D	S2E
N	Valid	107	107	107	107	107
	Missing	0	0	0	0	0
Mean		3.65	3.76	3.73	3.81	3.73

Participants' individual interactions with antiquated patterns in day-to-day living are the main topic of Section 2. With mean scores ranging from 3.65 to 3.81, which indicate moderate to strong agreement across assertions, the data shows an overall good experience. 61.7% of respondents chose "agree" or "strongly agree," indicating that most respondents like utilizing goods with vintage designs (S2A, Mean = 3.65). This implies that these patterns have practical and affective significance in daily life. The mean is somewhat higher at 3.76 when it

comes to wearing such patterns (S2B), indicating that participants' comfort and acceptance of vintage style are significant.

S2C, or preference for vintage patterns in home décor, again received high marks, with 68.2% of respondents agreeing and a mean score of 3.73. This lends credence to the notion that classic design elements may be incorporated into contemporary interior environments. Furthermore, the majority of respondents (S2D, Mean = 3.81), the highest in this area, think that these patterns provide their style a distinctive touch, indicating that traditional components are viewed as a way to express oneself.

In line with current trends in personal branding and identification via style, S2E illustrates how these patterns support uniqueness (Mean = 3.73). The consistent answers for all items show that picking traditional patterns gives individuals a sense of authenticity and personal fulfillment. Section 2 concludes by emphasizing that participants actively and firmly integrate traditional patterns into their daily lives rather than merely appreciating them passively. According to the research, these patterns are valued for their expressive potential, aesthetic appeal, and personal significance, which makes them more than simply a passing fad but an important aspect of modern life.

Section 3: Social and Cultural Influence

Statistics						
		S3A	S3B	S3C	S3D	S3E
N	Valid	107	107	107	107	107
	Missing	0	0	0	0	0
Mean		3.57	4.05	3.69	3.55	3.25

Section 3 looks at how people's views and usage of traditional patterns are influenced by their social and cultural contexts. With mean scores ranging from 3.25 to 4.05, the replies show a relatively high social and cultural impact, indicating that participants are impacted by both wider cultural trends and personal relationships.

S3B has the highest mean (4.05), where respondents say that utilizing traditional patterns makes them feel more a part of their culture. This highlights how these patterns preserve legacy and identity via design, acting as a bridge among cultures. The perception that classic forms are socially respectable is further supported by S3C (Mean = 3.69), which demonstrates that participants consider traditional patterns as a sign of sophistication.

Many respondents said that their loved ones value their employment of vintage styles, indicating the significant effect of friends and family (S3A, Mean = 3.57). This suggests that the continued usage of such designs is influenced by social approbation. Nearly 58% of respondents believed that social media platforms support their usage of antique patterns (S3D, Mean = 3.55), indicating the growing awareness and appeal of vintage aesthetics in the digital sphere. Interestingly, S3E (Mean = 3.25) shows that, while 49.5% still agree or strongly agree, the effect of influencers and superstars is somewhat reduced. This implies that although public personalities support the trend, individuals are more influenced by their cultural and personal ties.

Section 4: Practicality and Usability

Statistics						
		S4A	S4B	S4C	S4D	S4E
N	Valid	107	107	107	107	107
	Missing	0	0	0	0	0
Mean		4.01	3.73	3.54	3.59	3.70

Participants' opinions about the usefulness and practicality of traditional patterns in daily life are examined in Section 4. With mean scores ranging from 3.54 to 4.01 for each of the five claims, the replies demonstrate moderate to strong agreement, suggesting that the majority of respondents find these patterns to be both practical and useful.

The most agreement was found in S4A (Mean = 4.01), where a sizable portion of respondents think that items with vintage designs are useful and long-lasting. This shows that these patterns are prized for their quality and usefulness as much as their beauty and emotion, indicating that classic designs could be linked to longevity and skill.

More over two-thirds of participants in S4B (Mean = 3.73) felt that they can effortlessly combine traditional and contemporary styles, indicating a sense of adaptability. This versatility contributes to the continued appeal of fusion fashion and interior design trends. While many respondents felt comfortable employing such patterns in many contexts, S4C, which addresses appropriateness for all situations (Mean = 3.54), reveals some reluctance, perhaps as a result of the context-specific character of antique aesthetics.

Similar to this, S4D (Mean = 3.59) indicates a reasonable level of agreement that these patterns don't require more style work, suggesting that while some still view them as requiring more attention to detail, many find them handy and easy to apply.

According to S4E (Mean = 3.70), most respondents think that traditional patterns are less expensive than contemporary ones, which might explain why they are more useful. In conclusion, Section 4 shows that traditional designs are viewed as practical, affordable, and accessible in addition to being fashionable or nostalgic. They are a desirable option for modern customers due to their apparent ability to mix in with current trends, as well as their longevity and utility.

Section 5: Satisfaction and Emotional Impact

Statistics						
		S5A	S5B	S5C	S5D	S5E
N	Valid	107	107	107	107	107
	Missing	0	0	0	0	0
Mean		3.75	3.89	3.63	3.65	3.72

The effects of outdated patterns on users' feelings, self-esteem, contentment, and propensity to suggest similar methods to others are examined in Section 5. All five items had comparatively high mean scores between 3.63 and 3.89, indicating a significant emotional and psychological link in the general trend of the replies.

The section with the highest average score, S5B (Mean = 3.89), showed that many participants believe that employing traditional patterns makes them happy. This emphasizes the emotional satisfaction associated with aesthetics influenced by tradition. S5A (Mean = 3.75), where more than 68% of respondents expressed pleasure with items displaying these designs, comes in close second. This demonstrates that their appeal extends beyond appearances—people are actually happy with how they use and perform.

S5C, which focuses on confidence (Mean = 3.63), indicates that a significant percentage of respondents (53.2%) feel more confident when they use traditional styles. This suggests that these patterns improve self-expression and individual identity. According to respondents in S5D (Mean = 3.65), traditional patterns enhance the quality of one's living. This might be seen as a sense of comfort, nostalgia, or aesthetic satisfaction that enhances day-to-day living. Last but not least, S5E (Mean = 3.72) demonstrates a great desire to suggest these patterns to others, supporting the notion that users are both emotionally content and self-assured in advocating them in social settings.

This section as a whole illustrates how traditional patterns have significant emotional value and enhance subjective well-being. When people use them, they feel happy, proud, and confident, and they are eager to share this choice with others. Because they are associated with favorable emotional and social experiences, these patterns function as more than just ornamental choices, bolstering their ongoing significance in both design and consumer behavior.

Section 6: Trends and Preferences

Statistics		S6A	S6B	S6C	S6D	S6E
N	Valid	107	107	107	107	107
	Missing	0	0	0	0	0
Mean		4.07	3.69	3.74	3.65	4.03

With an emphasis on their influence on design trends and consumer behavior, Section 6 examines respondents' present preferences and vision for the future with relation to vintage patterns. In the context of contemporary consumer choices, the mean scores for the five categories vary from 3.65 to 4.07, indicating a significant and increasing favorability toward these patterns.

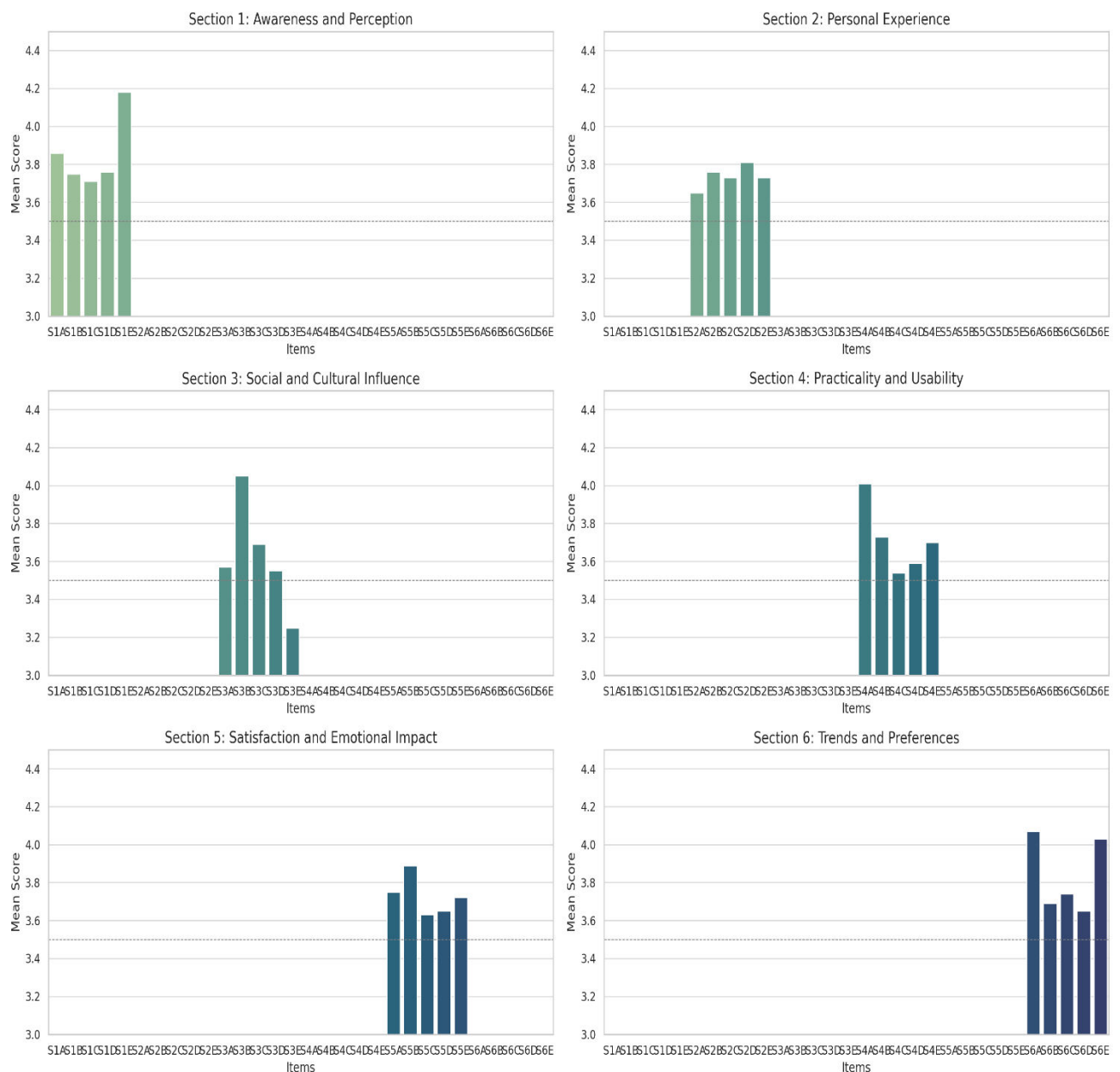
The component with the highest score, S6A (Mean = 4.07), suggests that most participants think vintage motifs are returning to modern design. This is in line with the current vintage renaissance trend in branding, interior design, and fashion, where old components are praised for their unique charm and personality.

Respondents in S6E (Mean = 4.03) were quite certain that these trends would continue to be in vogue. According to this long-term viewpoint, vintage designs are seen as classic design components that change with contemporary tastes rather than as passing fads. This is further supported by S6B (Mean = 3.69), and S6C (Mean = 3.74), which show that participants actively look for items with vintage patterns and especially favor businesses that use them. This indicates a significant consumer affinity for traditional design, which is probably impacted by cultural identity, aesthetics, and emotional ties.

According to S6D (Mean = 3.65), a sizable portion of respondents perceive traditional patterns to be important when making purchases. These patterns are economically significant since they show both active purchasing behavior and passive appreciation.

In conclusion, Section 6 demonstrates that traditional patterns are becoming more and more accepted as a component of current and next trends, in addition to being respected for their historical significance. Because of their distinctiveness, cultural relevance, and aesthetic appeal, participants are drawn to these patterns, indicating that they will continue to have a significant and steady role in design marketplaces and consumer preferences.

Mean Scores by Question Item Across Sections



Conclusion

The study's conclusions show that respondents have a deep and complex respect for traditional patterns. Participants indicated a high degree of awareness, emotional connection, practical acceptance, and future preference for conventional designs in each of the six categories.

Participants in Section 1 showed a high level of knowledge and a favorable opinion of traditional patterns, recognizing their aesthetic value and cultural relevance. Such designs are not only well-known but also appreciated for their applicability in today's fashion and lifestyle, as seen by the high mean ratings. The active use and enjoyment of these patterns in day-to-day living is highlighted in Section 2. Respondents emphasized the importance of vintage themes in personal style and self-expression, indicating that they felt at ease wearing and decorating with them. According to Section 3, tastes are significantly shaped by social and cultural factors. Social media, familial support, and cultural identification have all become important factors in the rise in popularity of antique aesthetics. Participants in Section 4 acknowledged the usefulness of traditional designs, characterizing them as long-lasting, adaptable, and reasonably priced. This supports the notion that traditional patterns have a purpose beyond mere ornamentation. The emotional advantages of employing traditional patterns were emphasized in Section 5. Increased confidence, contentment, and satisfaction were expressed by respondents, and many of them suggested similar techniques to others. Last but not least, Section 6 supported the notion that vintage patterns are returning and would continue to have an impact on upcoming design trends. In addition to favoring certain designs, consumers actively look for them in companies and goods. In summary, the study finds that traditional patterns combine identity, practicality, and nostalgia to create a strong emotional connection with contemporary customers. They remain important design components that provide cultural continuity and emotional fulfillment in a society that is changing quickly.

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