



A study of Fashion consumption behavior of Innovators and Non-innovators

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ABSTRACT

The objective of this study is to examine the differences fashion innovators and non-fashion innovators in their fashion consumption behavior in terms of their pre-purchase behavior, purchase behavior, and post purchase behavior. The questionnaire was distributed to a female college student for data collection. The sample was comprised of 81 college females ages 18 through 30 who were attending Business Management degree. Data was analyzed through frequency distribution table. Many differences were found in the behavior of innovators and non-innovators in terms of their pre-purchase, actual purchase, and post-purchase behavior.

KEYWORDS : innovators, non-innovators, fashion consumption behavior

Introduction

Fashion innovativeness is said to one's willingness to adopt, try, or purchase any new fashion item. Previous research investigated the relationship between lifestyle and purchase behavior of high fashion groups. According to Baumgarten (1975), several characteristics of fashion innovators are as follows: they are more likely to be younger; they have a higher education level and higher income. Moreover according to Robertson (1971), fashion innovators are more involved in social activities and personal interaction.

Fashion innovators tend to be heavy shoppers in terms of both money spent in the purchase of clothes and the number of clothes (Tigert et al. (1976). The purchase behavior of fashion innovators has been examined in terms of the fashion process. In the fashion process, fashion innovators try of purchase the new product or style at the introduction stage while non-fashion innovators purchase at the growth or maturity stage.

Due to increased competition in the fashion industry, the phenomenon of fashion consumption has become very complex. So, it becomes very important to study the behavior of shoppers at different situations i.e. before purchase, actual purchase and after purchase. This study will highlight some important factors, which will be very helpful for the marketing firms to grab the shoppers' attention not only during actual purchase but also before and after purchase.

Method

Objectives of the study: To study differences between fashion innovators and non-fashion innovators in terms of their 1) pre-purchase behavior 2) actual purchase behavior and 3) post-purchase behavior.

Development of Instrument: The questionnaire consisted of four parts: 1) question on fashion innovativeness scale (Goldsmith et al.; 1991) 2) questions related to pre-purchase behavior such as Motivation to purchase fashion apparel and Source of acquiring information about fashion apparel 3) questions related to actual purchase behavior such as respondents' preferred type of store for the purchase and attributes of fashion apparel and 4) questions related to post-purchase behavior such as i) duration of wearing any fashion apparel by the respondents ii) reasons behind not wearing any fashion apparel by the respondents and iii) ways of disposing of any fashion apparel not worn by the respondents.

Data collection: College female students enrolled in Masters in Business Administration were selected as a sample through convenience sampling. 108 questionnaires were distributed, from which 81 questionnaires were completely filled by the respondents.

Data Analysis

Collected data were properly coded and enter into a computer. MS

Excel was used to analyze the data. Based upon total score of respondents' on the fashion innovativeness scale, they were categorized into two groups: i) fashion innovators and ii) non-fashion innovators (as shown in Table I).

TABLE I
DISTRIBUTION OF RESPONDENTS BY FASHION INNOVATOR GROUPS

Group	N	%	Mean	S.D.
• Non-Fashion Innovators	49	60.49	1.73	1.32
• Fashion Innovators	32	39.50	4.19	1.20
• Total	81	100.00		

Results & discussions

Section 1: Pre-Purchase Behavior: This study identified the differences in the motivation for the purchase of new fashion apparel between fashion innovators and non-innovators, as shown in Table II.

It was found that an urge for new and latest style or fashionable apparel is the most important motivation for the innovators to purchase the new fashion apparel, whereas, in the case of the non-innovators price factor is most important.

TABLE II
MOTIVATION TO PURCHASE

Motivation	Fashion innovators Frequency (%)	Non-fashion Innovators Frequency (%)
• Personal enjoyment	7 (21.87)	7 (14.28)
• Social occasions	4 (12.5)	11 (22.44)
• Seasonal changes	6 (18.75)	10 (20.40)
• Sale season	2 (6.25)	15 (30.61)
for latest style/fashion	13 (40.62)	6 (12.24)
Total	32 (100)	49 (100)

We have identified which source of information is most important for the fashion innovators and for the non-innovators, as shown in Table III.

It was concluded that fashion innovators depend heavily on fashion shows or fashion TV programs for acquiring the information about the latest fashion in apparel. However, non-innovators are dependable for fashion information and more involved in observation in social gatherings or any other events.

TABLE III
SOURCE OF ACQUIRING INFORMATION BEFORE PURCHASE

Information source	Fashion Innovators Frequency (%)	Non-fashion Innovators Frequency (%)
• Catalogues	6 (18.75)	0 (0)
• Observation	1 (3.12)	10 (20.40)

• Store window display	1 (3.12)	5 (10.20)
• Magazines	5 (15.62)	2 (4.08)
• Friends	0 (0)	7 (14.28)
• Fashion shows/Fashion TV	11 (34.37)	1 (2.04)
• Salespersons	0 (0)	4 (8.16)
• Family members	0 (0)	6 (12.24)
• Internet	5 (15.62)	3 (6.12)
• Fashion experts	3 (9.3)	0 (0)
• Advice from other women	0 (0)	11 (22.44)
Total	32 (100)	49 (100)

Section 2: Actual Purchase: This section highlights the major store destination as shown in Table IV. We can find from the table that Specialty store and Department store is the most preferred store for innovators and non-innovators respectively.

**TABLE IV
PREFERRED STORES FOR PURCHASE**

Information source	Fashion innovators Frequency (%)	Non-fashion Innovators Frequency (%)
• Department store	8 (25.00)	17 (34.69)
• Discount store	2 (6.25)	10 (20.40)
• Specialty store	13 (40.62)	3 (6.12)
• Local brand store	3 (9.37)	14 (28.57)
• Boutiques	6 (18.75)	5 (10.20)
Total	32 (100)	49 (100)

The most important attribute of the fashion apparel considered by innovators and non-innovators are as shown in Table V. We can find that apparel having the fashionable appearance is a most important attribute for the innovators and quality of the apparel for the non-innovators.

**TABLE V
FASHION APPAREL ATTRIBUTES**

Attributes	Fashion innovators Frequency (%)	Non-fashion Innovators Frequency (%)
• Fitting	2(6.25)	6 (12.24)
• Quality	3 (9.37)	10 (20.40)
• Brand	3 (9.37)	2 (4.08)
• Price	1 (3.12)	7 (14.28)
• Comfort	4 (12.5)	7 (14.28)
• Fashionable	9 (28.12)	4 (8.16)
• Color	4 (12.5)	8 (16.32)
• Pattern	6 (18.75)	5 (10.20)
Total	32 (100)	49 (100)

Section 3: Post-Purchase Behavior: This section deals with the duration to wear any fashion apparel in the case of innovators and non-innovators, as shown in Table VI. For innovators, the duration is not fixed for wearing any fashion apparel. Moreover, in the case of non-innovators, the favorability of the fashion apparel is most important in term of duration to wear that fashion apparel.

**TABLE VI
DURATION TO WEAR**

Reasons	Fashion innovators Frequency (%)	Non-fashion Innovators Frequency (%)
• Less than 1 year	3(9.37)	2 (4.08)
• Between 1 year to 2 year	2 (6.25)	1 (2.04)
• Between 2 year to 3 year	2 (6.25)	1 (2.04)
• More than 3 years	2 (6.25)	11 (22.44)
• It is not fixed	12 37.5)	14 (28.57)
• Depends on the favorability	11 (34.37)	20 (40.81)
Total	32 (100)	49 (100)

After identifying the duration to wear, we have identified the most preferred way of disposal of any fashion apparel by innovators as shown in Table VII. It was found that majority of the innovators always give away their fashion apparel to relatives or friends, as a way of disposing of the fashion apparel. Whereas, they save it often to wear in future and sometimes donate or keep it because of some emotional attachment. However, they never sell it for a second price and never throw it away.

The most preferred way of disposal of any fashion apparel by non-innovators is as shown in Table VIII. For non-innovators, saving their fashion apparel for future use was always preferred. In addition, most often non-innovators give their fashion apparel to relatives or friends and save it. The majority of the non-innovators sell their fashion apparel sometimes at a second-hand price. In addition, they never throw away their fashion apparel.

**TABLE VII
DISPOSAL OF APPAREL: FASHION INNOVATORS**

	Always	Often	Sometim es	Never	Total
	1	2	3	4	
Ways of disposal	N (%)	N (%)	N (%)	N (%)	N (%)
Donate it	5(15.62)	9 (28.12)	11 (34.37)	7(21.87)	32(100)
Emotional attachment	6 (18.72)	10 (31.25)	11 (34.37)	5(15.62)	32 (100)
Save it to wear in the coming years	9 (28.12)	12 (37.5)	7 (21.87)	5 (15.62)	32 (100)
Give it to relatives or friends	13 (40.62)	10 (31.25)	5 (15.62)	4(12.5)	32 (100)
Throw it away	5(15.62)	5 (15.62)	10 (31.25)	12 (37.5)	32 (100)
Recycle it	4 (12.5)	3 (9.37)	15 (46.87)	10 (31.25)	32 (100)
Sell it at a second hand price	0 (0)	3 (9.37)	13(40.62)	16 (50.00)	32 (100)

**TABLE VIII
DISPOSAL OF APPAREL: NON-INNOVATORS**

	Always	Often	Someti mes	Never	Total
	1	2	3	4	
Ways of disposal	N (%)	N (%)	N (%)	N (%)	N (%)
Donate it	5(10.20)	8(16.32)	12 (24.48)	24 (48.97)	49(100)
Emotional attachment	7 (14.28)	10 (20.40)	20 (40.81)	12 (24.48)	49(100)
Save it to wear in the coming years	24 (48.97)	11 (22.44)	8 (16.32)	5 (10.20)	49(100)
Give it to relatives or friends	3 (6.12)	13 (26.53)	20 (40.81)	14 (28.57)	49(100)
Throw it away	5(10.20)	8 (16.32)	10 (20.40)	26 (53.06)	49(100)
Recycle it	7 (14.28)	10 (20.40)	25 (20.40)	7 (14.28)	49(100)
Sell it at a second hand price	2 (4.08)	7(14.28)	27 (55.10)	13 (40.62)	49(100)

CONCLUSIONS

Innovators were found very confident and independent enough in their purchase decision process. The main motive for them to purchase new fashion apparel is to look attractive and stylish. Moreover, innovators rely heavily on the latest news and fashion shows available in catalogs and TV programs for updated their fashion wardrobe. We can say that innovators are very choosy about their selection of store for purchasing the apparel. In terms of disposal behavior of innovators, we can say that innovators believe in the optimum use of their fashion apparel in a way that after their use of apparel they give it to others so that they can also wear.

For non-innovators, the main motive for the purchase of fashion apparel was found to be sales and promotions. Non-innovators were found to be more price-conscious. Also, they take advice from other women who are fashionable and stylish about latest fashion and style. Moreover, for purchase they often go to Department stores and are more concerned about the quality of the apparel. In addition, non-innovators did not believe in discarding their used apparel.

Hence, the conclusions from this study can be very useful for the fashion apparel industry. The fact that, the life cycle of fashion items is shorter for fashion innovators than for non-fashion innovators recommends that fashion innovators should be accepted as a target of the fashion market. In order to attract fashion innovators, fashion designer and owners should attempt to establish new fashion items. For this, fashion designers and manufacturers should know the fashion consumption behavior of the consumers in terms of how they plan to purchase, what and where they purchase and how they dispose of their apparel. Thus, this study will make a small contribution in the above-discussed area.

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