

# Consumers' Adoption of Apparel Fashion: The Role of Innovativeness, Involvement, and Social Values

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## Abstract

Fashion adoption is concerned with how consumers accept a prevailing style during a particular time. Fashion is accepted by the consumers and influences their behavior in many ways. It is one of the strongest drivers to influence and motivate their intention to buy and adopt new products. Either through advertisement and promotion of brands or through endorsement of celebrities, companies motivate consumers of different socioeconomic backgrounds to follow the new fashion trends and buy their products.

The purpose of this study is to investigate the factors that compel consumers to adopt apparel fashion in Pakistan. It has been investigated that, how and why different factors i.e., Fashion innovativeness, Consumer innovativeness, Fashion involvement, Opinion leadership, and Status, influence consumers' intention to adopt new apparel fashion and how that intention influence their actual fashion adoption.

Total 500 questionnaires were distributed among the respondents in different places (i.e., shopping plazas or malls, public places such as bus stops, playgrounds, and inside the educational institutions, in the cities of Islamabad and Lahore, Pakistan. Out of the total, only 332 (66.4%) questionnaires were retrieved. The regression test and the model fit results using Structural Equation Modeling (SEM) analysis revealed that, except fashion innovativeness, and consumer innovativeness, the fashion involvement, opinion leadership and status of consumers positively influence their intention to adopt new fashion. However, Intention to adopt has no significant effect on the consumers' actual adoption of fashionable clothes. The positive and negative effects are discussed accordingly. In the light of the results and findings, the implications and future research recommendations are also debated at the end.

**Keywords:** Consumers, Fashion, Intention to adopt, Actual adoption, Social values, Status, Pakistan.

## 1. Introduction

Fashion is now becoming a widely recognized fact. Everyday companies are introducing new styles and fashions for the consumers. Fashion awareness is explained by (Tigert, Ring, & King, 1976), that it is the response of the individual to the new trends and styles. Several factors in fashion influence people (Bertrandias & Goldsmith, 2006). For example, when a person is impressed by someone then s/he tries to copy that person in terms of style, behavior and even his/her conversation style. Consumers talk to each other about new trends and styles, exchange information and give suggestions to each other. It means that social communication is the best tool for the diffusion of fashion (Goldsmith & Clark, 2008).

Companies are moving towards the era of innovation that can lead them to either success or failure. For example, developing an innovation is not a big deal but to diffuse that in the market is a key element for the company's success. The fashion industry is introducing new fashions every day. It's now a challenge for the fashion industry that, how they can successfully position their products in the minds of the consumers to excel profitably.

Phau (2004) demonstrates that how intentions and attitudes of the consumers regarding new fashion can be measured and that data can help fashion industry to predict consumers' fashion acceptability and adoption. Making a new fashion successful is a challenging task for the companies. This topic has gained a strange

importance both in the academia and in the industry. Consumer's adoption behavior regarding new product is a key point for the researchers. More understanding is required to predict adoption behavior, especially for the success of innovation. Ho and Wu, (2011) highlighted that consumer purchase intention and their adoption of new products should be investigated using valid scales rather than proving by innovation adoption theories.

Fashion is widely used phenomena especially in apparel products. Clothes are most usable products. Everyone has to dress up and for that, s/he needs clothes. Fashionable clothing is the tool, which helps a person to satisfy his/her basic need of dressing. It is a common phenomenon that everyone wants to look beautiful and for that purpose people use clothing, hairstyles, glasses and many other things. The fashion industry is changing rapidly because people like to use newly fashionable clothes. As fashion changes quickly so it is very important for the companies' to advertise and promote it, earn the profit, and make their brand image as quicker as they can. Pakistani consumers rely on local products over imported, therefore, for local manufacturers to successfully position their brands in the minds of consumers especially the fashion brands, it is very important to understand their behavior, socioeconomic characteristics and cultural differences (Rahman & Khan, 2012; Saeed & Baig, 2013).

In the consumer behavior, adoption behavior requires a sound attention that how they can be more influenced to adopt new trends (Workman & Johnson, 1993). This study is a step towards the better understanding of consumer behavior to adopt a new apparel fashion. For example, current study tries to investigate how the intention of consumers to adopt new fashionable clothes/apparel is influenced by the selected determinants i.e. fashion innovativeness, consumer innovativeness, opinion leaders, and the status of consumers, which then relates to their adoption of new fashion or trend, in Pakistan. The purpose behind selecting those determinants is very obvious. Because, clothing fashion is an important aspect of everyday life, therefore people seek innovativeness and uniqueness in apparels. They also admire the people who follow the new trends and styles. The individual status is an important determinant of a consumer which reflects his/her social level in the society. Therefore, to get noticeable results and findings the selected factors are very important to be investigated.

This study is organized into five sections. For example, the first section of this study introduced the research problem; in the second section literature review is discussed. The third section proposes the method of the investigation, the fourth section discusses analysis of the collected data and the results and findings, however in the last section, discussion and conclusions, and the future recommendations are discussed.

## **2. Literature Review**

### *2.1 Fashion*

The term fashion relates to the consumers' preferences or choices about any object which changes from time to time (Barnard, 2002). We have focused on to investigate the fashionable clothing perceptions of consumers in this research. Fashionable clothes are generally consumed products that reflect the personality and status of the wearer (Dodd, Clarke, Baron, & Houston, 2000). In general, fashion is a practice which is famous among the people of the society. It includes clothing, footwear, hairstyle, jewelry, watches and many other things. The term 'fashion' gone through the factors of change, uncertainty, novelty and benefit when associated with an object (Kawamura, 2005).

Crewe (2001), argues that fashion is like a cover of a book that keeps on changing continuously. Fashion has been studied in many fields like sociology, psychology, and arts etc. However, most of the people link fashion with the dress code because dressing is most prominent thing in a person's life. Dress shows educational and material aspects of the world and it has great importance in financial and social terms (Workman & Lee, 2011). However, adopting fashionable clothes are not simple; they have to pass through a critical phase of social values and norms, which are interrelated with the society. Fashion is a process that has been made by consumers' beliefs, customs, norms and values (Entwistle, 2002). For example, females are now participating in the labor market that raised a silent competition among males and females in terms of fashion. Sportsmen brought a unique change in the fashion markets. Now sportsmen are a symbol of fashion and seen on walking in the fashion shows that increases the new trends of fashion (Bakewell, Mitchell, & Rothwell, 2006). Fashion is appearing as the tool of joy and self-confidence in the present era. It is now considered as a value that has transformed consumer's interests, and now they view fashion as an important element of their lives (Meneses, 2010).

### *2.2 Fashion Theories*

There are four main theories of fashion that substantially contributes in the diffusion of fashion among the consumers. These theories include upper class leadership theory, mass-market theory, sub cultural innovation theory and innovation- collective selection theory (Sproule, 1979).

*Upper-Class Leadership Theory:* This theory proposes that fashion starts from the upper class, after adopting by upper class it moves toward next class and it ends when lower class stop using that.

*Mass-Market Theory:* This theory is concerned with the mass production along with the combination of mass communication about fashion information for the social classes in the society. This theory proposes that every class has its own leader that has a great influence on them as compared to any other person.

*Sub-Cultural Innovation Theory:* This theory explains the culture's ability to spread new fashion among the people.

*Innovation-Collective Theory:* According to this theory, individuals who are creative and innovators are treated as the leaders in the fashion because their choices and styles are socially acceptable.

### 2.3 Fashion Industry

The fashion industry is one of the most progressing industries in the world, every day companies introduce a new fashion. According to the report of Sistema Moda Italia that the textile and fashion business's turnover increased from the mid of 1990 until 2002, and again from 2003 to the era of international crisis 2008, during that period the fashion industry was remarkable. After spending a nice period, now again this sector is flourishing. This is a market worth of billions for the fashion marketers (Australian Bureau of Statistics, 2009). The fashion industry has the shorter product life cycle. The primary reason is the frequent change in the behavior of consumers to adopt new fashions. Therefore, it is difficult for the companies to survive in this industry. Companies need to focus on viewing and predicting the fashion life cycle.

The competition among the companies in fashion industry is too high, especially in the retail sector (Newman & Patel, 2004). It is viewed that fashion markets are encountering the rapid changes which may become the reason of success and failure of the firms (Christopher, Lowson, & Peck, 2004). Because of the preferences of the local consumers, global fashion brands are now covering the whole market and their sales are increasing among the growing markets of Asia, especially in the Korea, Japan, India and China (Morton, 2002; Bryck, 2003). Fashionable lifestyle has gained a considerable attraction among the people, which leads the fashion industry to get optimal output of it. Fashion lifestyle refers to the attitudes, opinion and interests of the people to make fashion purchases (Ko, Kim, & Kwon, 2006). The perceptions of both men and women are positively related with the fashion innovativeness, knowledge, involvement and opinion leadership which lead the fashion industry to be more innovative (Goldsmith & Stith, 2011). The fashion cycle moves faster than the other products' life cycles, therefore, it can be difficult to clearly define innovative consumers (Kang & Park-Poaps, 2010).

Accordingly, in this research we are trying to explore those factors that are important to understand the role of the consumers as adopters of new fashion. For example, to accomplish the objectives of the study, we selected the fashion and consumer innovativeness which strongly influence the consumer behavior to adopt a new fashion (Goldsmith & Hofacker, 1991; Goldsmith, Moore, & Beaudoin, 1999). In addition the opinion leadership factor denotes the fashion leaders, who are the people who want to be acceptable and impress other people around them, therefore they make new looks and adopt new fashion (Eicher, Evenson, & Lutz, 2000). Conversely, the status element relates to the people who want to improve their standing in the society by considering the new fashion and thus adopt it easily (Goldsmith, & Flynn, 1999).

## 3. Hypotheses Development

### 3.1 Fashion Innovativeness and Intention to Adopt New Fashion

The intention to adopt a new fashion can be determined by the fashion innovativeness trait of the consumers. This trait forces a consumer to think about adopting the new fashion (Goldsmith & Hofacker, 1991; Goldsmith, 2000). In consumer behavior, the researchers found that Fashion innovativeness influence their adoption behavior (Blackwell, Miniad, & Engle, 2001).

Fashion innovativeness is considered as an important factor that plays central role in the consumers' fashion adoption process. It results in the increase of shopping new products through which intentions for adopting new fashion is produced (Park & Jun, 2002). Fashion innovativeness helps a consumer to be an opinion leader and when a consumer becomes an opinion leader or fashion leader, he will be automatically become a fashion innovator. Cho and Workman (2011) discuss that consumers who are high in fashion innovativeness and opinion leadership usually inclines to use more shopping channels. Therefore, the consumers' intention to adopt new fashion can be determined by the degree of their fashion innovativeness (Park, Yu, & Zhou, 2010).

Fashion innovativeness is a highly motivational driver, and has the positive direct effect on consumers' intentions to purchase fashion goods (Park et al., 2007). Fashion innovativeness contributes in the diffusion of a

new fashion and results in a continuous growth in the sales of the companies. Fashion innovativeness enables a consumer to get pleasure and information by buying a particular product as compared to other consumers who do not buy and it ultimately positively influence the adoption intentions of the former consumers (Workman, 2010). As a result, we hypothesize that,

H<sub>1</sub>: Fashion innovativeness has a positive effect on consumers' intention to adopt new fashionable clothes.

### *3.2 Consumer Innovativeness and Intention to Adopt New Fashion*

Consumer innovativeness is a trait that forces consumers to adopt new things for their experiences and this trait has a significant impact on their purchase behavior (Hirschman, 1980). For the accurate measurement of consumer innovativeness two main approaches are used: Domain Specific Innovativeness (DSI) and General Innovativeness (GI). Both DSI and GI leads consumer to purchase and create an intention to adopt (Citrin, Sprott, Silverman, & Stern, 2000). Consumer's innovative characteristics lead him/her to adopt a new fashion faster than others. Goldsmith (2000) has shown in his study that intention to adopt and the frequency of adoption can be forecasted by the Domain Specific Innovativeness, and the General Innovativeness and involvement. Prior researchers have studied the relationship of innovativeness with the shopping behavior of consumers and showed a significant effect (Blake et al., 2003).

Marketers are now busy to investigate the ways through which consumer innovativeness can be enhanced in terms of both DSI and GI (Hui & Wan, 2004). If consumer innovativeness enhances, then their intention to adopt a new fashion will increase automatically, which will result in the increase of buying new products. Innovativeness holds a positive effect on the consumers' purchase intention of new fashionable product (Jin and Suh, 2005) and thus most probably on their purchasing of that product in the future (Ha & Stoel, 2004).

Hirunyawipada and Paswan (2006) argue that domain-specific innovativeness increases the actual adoption. Consumer innovativeness is a characteristic of consumer that leads her/him to the stage of the development of their adoption intention of any product. Different traits of the consumers have different effects on their behavior. Similarly, consumer innovativeness trait can be treated as the useful tool to predict their adoption behavior of services or products (Aldás-Manzano, Lassala-Navarré, Ruiz-Mafé, C., & Sanz-Blas, 2009). Watchravesringkan, Hodges, and Kim, (2010) shows in their study that consumer's intrinsic and extrinsic motives that include innovativeness and usefulness respectively results in developing their intention to adopt any product. Therefore, we hypothesize that,

H<sub>2</sub>: Consumer innovativeness has a positive effect on consumers' intention to adopt new fashionable clothes.

### *3.3 Fashion Involvement and Intention to Adopt New Fashion*

Fashion involvement is an influential driver of consumer's fashion adoption process (Goldsmith et al., 1999). How much a consumer will be involved in the fashion that much will be his/her intention to buy that fashion. O'Cass (2000) argues that fashion involvement is related to the personal characteristics of the consumer that reflects about his/her subjective knowledge of fashion, which in result helps in to develop their intentions to adopt new fashion. Involvement has the strongest influence on the consumer's buying behavior, which means that if consumers involve in fashion, for example selecting and evaluating the new fashion according to their choice and interest, then they will hold more positive intention to buy that particular product (SeoHathcote, & Sweaney, 2001).

Involvement with any product results a clear change in the consumer behavior as compared to the other product lines. Nkwocha, Bao, Jhonson, and Brostpies, (2005) explains in his study that consumers with greater involvement process information differently in the persuasion stage as compared to the consumers having low level of involvement. Product involvement is considered as a framework that can be used to understand the consumer decision-making behavior (Chakravarti & Janiszewski, 2003). O'Cass (2004) found that, fashion involvement has a significant effect on consumers' confidence and this confidence develops their intention to adopt new fashion. We therefore hypothesize that,

H<sub>3</sub>: Fashion involvement has a positive effect on consumers' intention to adopt new fashionable clothes.

### *3.4 Social Values and Intention to Adopt New Fashion*

Social values positively influence the consumer decision making process to adopt any fashion (Sproles, 1979). Social values are the strongest forces that impact the consumer's purchase intention (Coulter et al., 2003). Vigneron and Johnson (2004) found that social values have the impact on the consumer product adoption behavior. Consumers have some internal motives which they connect with the desired world values through the use of symbolic and sensory values that develop their intention to adopt such things that can fulfill their

expectations (Watchravesringkan, 2008). Social values are considered as the tools to link individuals with the outer world or with the specific society in which they live. Social values have the positive influence on the purchase intention (Hung, Cheng, Peng, Hackley, & Tiwsakul, 2011). It has two determinants i.e. opinion leadership, and the status of consumers (Sproles & Burns, 1994).

#### 3.4.1 Opinion Leadership

Whenever the fashion industry introduces any innovation, it needs to be diffused in the market to be accepted by the consumers. There are two categories of consumers in the market; one is fashion change agents and the other is fashion followers (Workman & Kidd, 2000). Fashion change agents are those consumers who adopt a new fashion first and then communicate it to others. While fashion followers are those consumers who first seek information about the fashion and by looking for the attitudes of the change agents they adopt or reject the fashion. Fashion change agents are also known as fashion opinion leaders. Fashion leaders have been known as the key to spread new fashion, they adopt new fashion and then let other people to adopt or reject the fashion.

King, Ring and Tigret (1979) described fashion change agent as a consumer who regularly views the changing fashions, and also keeps him/herself up-to-date with the current fashion which makes him/her more involved with those fashion trends. Fashion opinion leaders have a great influence on the decisions of fashion followers. They become leaders because of their knowledge, expertise and appropriate source of information about the fashion. They also have the highest tendency to buy new fashion clothes which make them able to advise other opinion seekers who are waiting for the information to follow. Fashion leaders help fashion followers to engage in a new fashion and style (McFatter, 2005).

Fashion leaders are more involved in the shopping than the followers, and are first to use new fashion irrespective of their social risk. Fashion leaders are less socially conscious, less risk averse and don't think of the cost as compared to fashion followers (Belleau, Nowlin, Summers, & Xu, 2001). Fashion leaders view themselves as more confident, colorful, pleasant and happy than the followers, and followers see them with respect. Nowadays sportsmen, film stars, models etc. are treated as fashion leaders. As an example David Beckham, Tom Cruise, Shahid Afridi is now seen as the models in the advertisements that have a great impact on the attitudes of the youngsters (Bakewell, Mitchell, & Rothwell, 2006). Many researchers have investigated opinion leadership in different aspects; as (Keller & Berry, 2003) studied opinion leadership in general terms and (Solomon & Rabolt, 2004) describes opinion leadership in particular and Latif, Saleem and Abideen (2010) analyzed the impact of media and sport celebrities on teenagers purchase intention.

Opinion leaders are always in search of uniqueness that makes them different from the others (Goldsmith & Clark, 2008). Opinion leadership as a social value has a great influence on the decision of the individuals that influences their adoption behavior (Rogers, 2003). Fashion opinion leadership has been studied with the different approaches; fashion opinion leaders are the innovators or early adopters but it is varied by the different levels and its relationship with the motives of fashion which has not yet been fully understood (Park et al., 2007). Fashion opinion leadership uses the new fashion in such a way to guide their fellows about that; fashion opinion leadership refers to the utilitarian value more rather than the hedonic value (Kang & Park-Poaps, 2010). Therefore we hypothesize that,

H<sub>4a</sub>: Opinion leadership has a positive effect on consumers' intention to adopt new fashionable clothes.

#### 3.4.2 Status

Eastman, Goldsmith, and Flynn (1999) defines status as "the motivational process by which individuals strive to improve their social standing through the visible consumption of consumer products that confer and symbolize their status in front of others significantly." Fashionable clothing is the symbol of status, as (Dodd et al., 2000) argues that fashionable clothing is a way to communicate status in the society. Status is not only limited to the consumption of products, but it is further enhanced to the brands (O'Cass & Frost, 2002). Clothing preferences have changed and now people use clothes that reflect their status and trends. Consumers like to buy expensive clothes in order to improve their position among their families and groups. Consumers who have the similarities with the other countries said to be as the global consumers, and these similarities are based on their lifestyles and consumption patterns (Hassan, Craft, & Kortam, 2003).

Many researches have been conducted on the fashion lifestyle; (Shim & Bickle, 1994) divided fashion lifestyle into three categories of consumers. For example, young innovative and fashion conscious consumers who like to express their social class belongs to the first category, however the second category consumers are those who like to shop for their comfort and, the third category of the consumers are those who like to go for discounts.

Beside lifestyle, many researchers argued that status utilization is a force which enhances consumer's social reputation by the usage of a particular brand or product (Phau & Leng, 2008).

Consumption of costly brands reflects the consumer's status and therefore helps them to enhance their social reputation and recognition. Consumers want products that enhance their status which makes them more confident. Status is one of the unique characteristics of personality. Consumers are concerned about the products that are highly valued by the reference groups or society, and also concerned about their position in the society (Clark, Zboja, & Goldsmith, 2007). Status conscious consumers do not want to look like others; therefore, they always have intention for such products that make them unique from the rest. For these intentions, they look for products that can help them in this situation. They try everything to maintain their status. New fashion is always costly and clothes are the best means to show consumers' status. Clothes make them able to be distinguished from the others (Khare, Mishra, Parveen, & Srivastava, 2011). People buy different products to show off their status and to get respect from their peers. The purchases of costly products convey the message of being rich, and of high status or standard (O'Cass & McEwen, 2004).

Therefore, we hypothesize that,

H<sub>4b</sub>: Status has a positive effect on consumers' intention to adopt new fashionable clothes.

### 3.5 Intention to Adopt New Fashion and Adoption of New Fashion

Intention is a very important concept in the field of marketing. It is also known as "Purchase inclination". Intentions have the broad range of implications and it mostly influences the actual adoption behavior of a consumer (Pierre et al., 2005). Past studies show a positive relation between the purchase intention and purchase behavior, which means that intention, guides a consumer to the actual adoption of any particular product (Morwitz & Schmittlein, 1992; Schlosser et al., 2006). Therefore, we hypothesize that,

H<sub>5</sub>: Consumers' intention to adopt new fashion positively effects their actual fashion adoption.

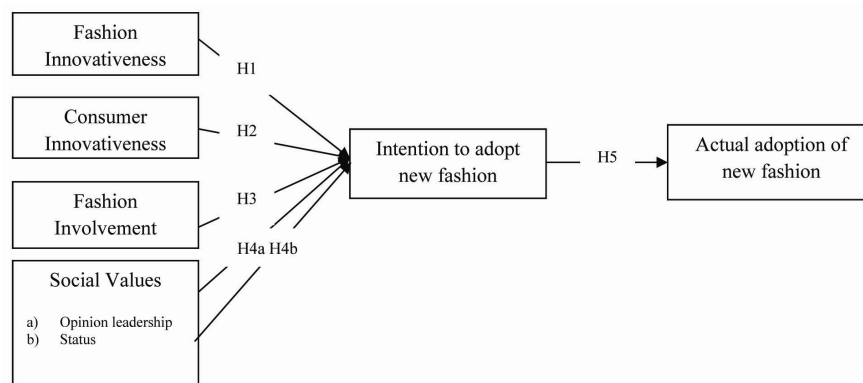


Figure 1. Proposed model

## 4. Methodology

In this section, the population and sampling and data collection, the instrumentation and measurement of the constructs and the data analysis techniques are explained. Subsequently, sample characteristics, the descriptive statistics such as factor loadings, composite reliability, and the average variance extracted, moreover the reliability (Cronbach's alpha) results are also described.

### 4.1 Population and Sampling Procedure

To obtain good results it is necessary to collect data from the right respondents. Working people and youngsters are the early adopters or early majority section of the diffusion of the innovation cycle, and are the targeted population for this research. The reason for choosing these two groups is that, they somehow think about fashion and like to use best clothes. For example, professionals working in different organizations are socially and officially required to wear and dress up neat, clean and stylish at work places (Bakewell, Mitchell, & Rothwell, 2006). Secondly, due to media and social influence of surroundings, youngsters are more interested to adopt new apparel fashion trends. In order to keep unique themselves in their social circle, young people use fashionable clothes; therefore they are the most attractive consumer segment of the companies (Schiffman & Kanuk, 2006).

Thirdly, early adopters and early majority sectors have the potential to shift their choices to become the innovators. As a result, keeping in mind those reasons as proposed, to collect data from these three consumer categories is helpful to achieve the desired results. For that reason, we used convenient non-probability sampling technique to collect data, from the selected consumer categories, conveniently. Sample size is 500, and the target population is students, and the working class.

#### 4.2 Instrument and Measures

The instrument has two sections; questions related to consumers' demographics i.e. age, gender and education are given in the first section. However, in the second section of the questionnaire the items related to the selected factors (i.e. fashion innovativeness, consumer innovativeness, fashion involvement, social values, intention to adopt and actual adoption) are given. All the constructs are adopted from the previous literature. For example, 6-items measure Fashion innovativeness construct is adopted from the study of Park et al. (2007). Six items measure Consumer innovativeness variable is adopted from the studies of (Goldsmith & Hofacker, 1991; Citrin et al., 2000; Park et al., 2007; Aldás-Manzano et al., 2009). Five items measure the Fashion involvement construct, is derived from the studies of (Belton & Clinton, 2007; Cardoso et al., 2010). Social values (opinion leadership with six items and status with five scale items) of consumers are adopted from the studies of (Flynn et al., 1996; Eastman et al., 1999; Goldsmith & Clark, 2008). However, the intention to adopt and actual adoption of fashion by consumers constructs are measured with three and two items respectively, are adopted from the studies of (Hung et al. 2011; Goldsmith et al. 1995; and Im et al. 2003). All the scale items were measured by 5-point Likert scale that ranges from (1 = Strongly Disagree, 2 = Disagree, 3= Neutral, 4= Agree to 5 = Strongly Agree) is used.

#### 4.3 Statistics and Data Analysis

In order to compute the data, measure data reliability, and to check the relationship between the variables, Statistical Program for Social Scientists (SPSS 17.0) is used. Besides that, to test and validate the proposed model of the study, we used Structural Equation Modelling (SEM) analysis technique, and therefore utilized application software AMOS 20.0.

#### 4.4 Participant (Subject) Characteristics

Out of the total number of 500 questionnaires, we received 332 workable questionnaires, thus the response rate of the survey is 66.4%. According to the demographic information of the subjects (See Table 1), majority of the respondents have an age between 18 to 25 years that are 312 (94%), respondents of age between 26 to 30 years are 15 (4.5%), and however, respondents with age between 31 to 40 years are only 5 (1.5%). It means that, younger consumers are more fashion conscious and can easily adopt fashion, than the adult consumers. Interestingly, female (N = 271; 81.60%) consumers are more interested in new fashion adoption than male (N = 61; 18.40%) consumers. In addition, the respondents have good academic qualifications e.g. Bachelor degree graduates are (N = 148; 44.6%) and Master degree graduates are (N = 184; 55.4%).

Table 1. Demographic information

Variable	Category	N	Percentage
Age	18 to 25 years	312.0	94.0
	26 to 30 years	15.0	4.50
	31to 40 years	05.0	1.50
Gender	Male	61.0	18.40
	Female	271.0	81.60
Education or qualification:	Matric	0.0	0.00
	Intermediate	0.0	0.00
	Bachelor	148.0	44.6
	Master	184.0	55.4

#### 4.5 Reliability Analysis

For the internal consistency of the data, 0.50 to 0.70 value of Cronbach's alpha is recommended to be accepted (Nunnally, 1978). However, we achieved the normality and reliability of the data with the values of Cronbach's alphas as shown in the Table 2.

Table 2. Reliability coefficient alphas

Scales	Items	Alpha	Mean	Std. Deviation
Fashion innovativeness	6	0.706	3.82	0.58
Consumer innovativeness	6	0.672	3.74	0.59
Fashion involvement	6	0.679	3.80	0.58
Opinion leadership	6	0.786	3.84	0.67
Social status	5	0.627	2.88	0.54
Intention to adopt	3	0.671	3.77	0.71
Actual adoption	2	0.914	3.71	0.79

#### 4.6 Convergent Validity (CFA = Confirmatory Factor Analysis)

For filling out the questionnaires, sufficient time was given to the respondents so that they can easily respond to the questions. In order to achieve the face validity, two academicians and two professionals belongs to apparel business were contacted to assess the appropriateness of the scale (Edward et al., 2012). Based on their comments, the scale items were marginally rephrased in order to increase the understandability. Moreover, the Convergent validity of the items that measure whether items can effectively reflect their corresponding factor, and the discriminant validity measures that whether two factors are statistically different (e.g. average variance extracted and composite reliability) are shown in the Table 3.

Table 3. Discriminate reliability, and average variance extracted results

Constructs	Factor loadings
<b>Fashion Innovativeness (AVE = 0.64, CR = 0.84)</b>	
FI1: In general, I am the last in my circle of friends to know the names of the latest new fashion clothes.	0.76
FI2: In general, I am among the last in my circle of friends to buy a new fashion clothes when it appears.	0.77
FI3: Compared to my friends, I own few new fashion clothes.	0.75
FI4: I know the names of new fashion designers before other people do.	0.86
FI5: If I heard that a new fashion clothes was available in the store, I would be interested enough to buy it	0.79
FI6: I will buy a new fashion clothes even if I have not seen it before.	0.88
<b>Consumer innovativeness (AVE = 73, CR = 0.86)</b>	
CI1: In general, I am among the last in my circle of friends to adopt new products.	0.84
CI2: If I heard that a new product is available, I would be interested enough to shop.	0.92
CI3: Compared to my friends, I seek out a lot of information over about new products.	0.85
CI4: In general, I am the first in my circle of friends to know of any new product.	0.78
CI5: I will try new product even if in circle of friends nobody has trailed it before.	0.89
CI6: I know about innovation before most other people in my circle do.	0.84
<b>Fashion involvement (AVE = 0.62, CR = 0.83)</b>	
FIN1: I usually have one or more outfits of the very latest style.	0.72
FIN2: An important part of my life and activities is dressing smartly.	0.81
FIN3: I like to shop for clothes.	0.75
FIN4: I like to think I'm a bit of a swinger.	0.81
FIN5: For my fashion needs, I am increasingly shopping at boutiques or fashion specialty stores rather than department stores.	0.89
FIN6: When I must choose between the two I usually dress for fashion, not comfort.	0.74
<b>Opinion leadership (AVE = 0.71, CR = 0.85)</b>	
OL1: I often persuade other people to buy the fashion clothes that I like.	0.85
OL2: Other people often come to me for advice about choosing fashion clothes.	0.83
OL3: People that I know pick their fashion clothes based on what I have told them.	0.87
OL4: My opinion of fashion clothes seems to count with other people.	0.89
OL5: I often influences people's opinions about fashion clothes.	0.85
OL6: When they choose fashionable clothing, other people turn to me for advice.	0.76
<b>Status (AVE = 0.65, CR = 0.84)</b>	
S1: I would buy fashionable clothes just because they have status.	0.84
S2: I would pay more for fashionable clothes if they had status.	0.75
S3: I am interested in new fashion with status.	0.78
S4: The status of fashionable clothes is irrelevant to me.	0.83
S5: Fashionable clothes are more valuable to me if they have some snob appeal/ status.	0.84



<b>Intention to adopt (AVE = 0.68, CR = 0.74)</b>	
IA1: I have strong possibility to adopt newly introduced fashion clothes.	0.89
IA2: I am likely to purchase new fashion clothes.	0.73
IA3: I have high intention to purchase new fashion clothes	0.86
<b>Actual adoption (AVE = 0.71, CR = 0.67)</b>	
AA1: I adopt specific new fashion clothes.	0.80
AA2: I make Index for adoption of range of new fashion clothes	0.89

Notes. AVE: Average Variance Extracted, CR: Composite Reliability, CR:  $(\sum \text{standardized loadings})^2 / (\sum \text{standardized loadings})^2 + (\sum \text{indicator measurement error})$ , AVE:  $(\sum \text{squared standardized loadings}) / (\sum \text{squared standardized loadings}) + (\sum \text{indicator measurement error})$ .

## 5. Model Fit Analysis

To assess the overall goodness of fit of the measurement model, seven commonly used fit indices are employed in this study. These are the Goodness-of-Fit Index (GFI), Adjusted GFI (AGFI), Root Mean Square Error of Approximation (RMSEA), Normalised Fit Index (NFI), Comparative Fit Index (CFI), Tucker–Lewis Index (TLI), and the ratio of chi-square to degrees of freedom ( $\chi^2/df$ ). There are different recommendations concerning the acceptable values of GFI and AGFI to be 0.80 to 0.89 and between 2 and 5 (Doll et al., 1994). In addition, RMSEA value must be less or equal to 0.08 (Browne & Cudeck, 1993). Furthermore, TLI, CFI, and NFI values 0.80 (Hu & Bentler, 1999; Hair et al., 2006). The results of fit indices met the required and suggested standards (See Table 5.) which provide the validity of the measurement model.

Table 5. Measurement model results

Fit indices	Results	Recommended value	References
GFI	0.85	$\geq 0.80$	Doll et al. (1994)
AGFI	0.85	$\geq 0.80$	Doll et al. (1994)
$\chi^2/df$	1.99	$\geq 5.00$	Doll et al. (1994)
RMSEA	0.05	$\leq 0.08$	Browne and Cudeck (1993)
NFI	0.80	$\geq 0.80$	Hu and Bentler (1999)
CFI	0.90	$\geq 0.90$	Hair et al. (2006)
TLI	0.88	$\geq 0.80$	Hu and Bentler (1999)

### 5.1 Hypothesis Results

The results of the hypothesized effects are as follows. For example, the fashion innovativeness (FI) ( $\gamma = .339, p > 0.001$ ), and consumer innovativeness (CI) ( $\gamma = .099, p > 0.001$ ) effects on intention to adopt new fashionable clothes was negative, thus H1 and H2 are not supported. However, Fashion involvement (FIN) with values ( $\gamma = .145, p < 0.001$ ) has a direct positive effect on intention to adopt new fashionable clothes, therefore, H3 is accepted. Moreover, Opinion leadership (OL) has been also found positively effecting ( $\gamma = .237, p > 0.001$ ) the intention of consumers to adopt the new fashionable clothes, thus H4a is also accepted. In addition, the influence of Status (S) factor was also positive ( $\gamma = .289, p > 0.001$ ) on intention to adopt a new fashion by consumers, and accordingly the H4b is supported. However, H5 is not supported because intention to adopt new fashionable clothes (I.A) has no positive effect ( $\gamma = .122, p > 0.001$ ) on consumers' actual adoption of fashionable clothes (A.A). For example, Table 6 shows the direct effects of independent variables on the dependent variables.

Table 6. Direct effects

Determinates	Estimate	S.E.	C.R.	P	Label
FI --> I.A	.039	.024	1.597	.110	Rejected
CI --> I.A	.099	.040	2.496	.013	Rejected
FIN --> I.A	.145	.038	3.840	***	Accepted
OL --> I.A	.237	.037	6.370	***	Accepted
S --> I.A	.289	.046	6.230	***	Accepted
I.A --> A.A	.122	.042	2.896	.004	Rejected

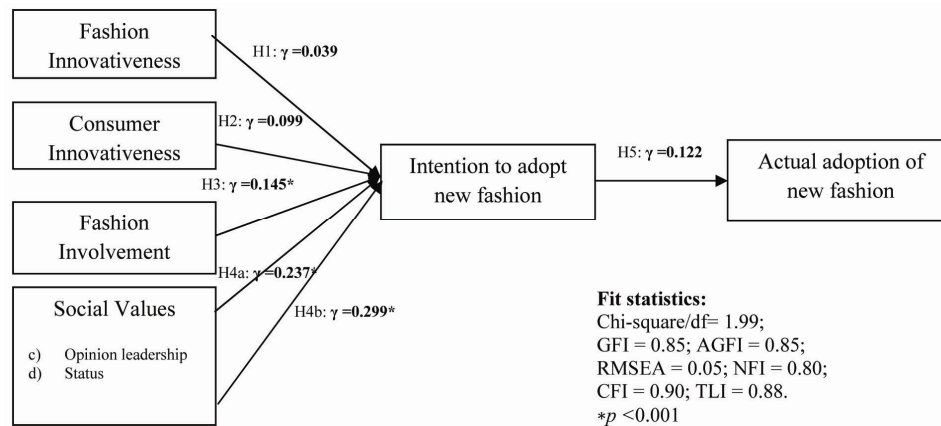


Figure 2. Structural model results

## 6. Discussion

Every day, consumers buy and use different products. The intense competition among the companies has puzzled them what to buy and what not. People nowadays are very proactive. They only buy those products or goods that suite their choice and taste. The days are gone when companies concentrated to manufacture or made simple garments and apparels for consumers. Today, consumers are reluctant to buy such products, as they want to have a good status in the society. Therefore, the adoption and acceptance of fashionable and new apparel products by consumers is very important for the companies which produce or manufacture fashion products such as clothes, perfumes, and other textile products and many more. To purchase such products there are many factors that directly and indirectly influence the decision making of consumers (Harnet et al., 2011; Tang et al., 2011). Consumers' involvement in such products is inevitable for the success of those products to be accepted in the society. Therefore, to make their products of high demand, the incorporation of innovativeness and newness in those products is required from the companies.

Pakistani consumers are large strata of fashion adopters. There are majority of textile companies in the country that offers textile and apparel products of wide range. Fashion and textile industry of Pakistan is one of the leading industries that generate profitable income, and pay taxes to the government (WTO, 2007). Pakistani society is the mixture of different ethnic groups. The richest Asian and Muslim culture influences their living, eating, and fashion styles. Therefore, their consumption of different eatable and fashionable products is apparently high. Buying apparels or clothes are considered the second profitable product category after food products. People are patriotic and share collectivistic cultural values, therefore, they celebrate different events, and also to balance their lifestyles and statuses during different religious events (Ramadan, Eid, etc.) and social events (Wedding, Basant etc.) they buy new and fashionable clothes. For that reason, this study tried to know the facts behind their adoption of apparel fashioned products, moreover to understand that how and why some factors are important for them to buy fashionable clothes.

The results revealed interesting findings, which are not only helpful for the companies but also for consumers. For example, fashion innovativeness does not influence Pakistani consumers' intention to adopt new fashion. The consumer innovativeness influence on the consumers' intention to adopt a new apparel fashion was also not found positive. It shows that consumers are not ready to adopt new things. However, the relationship between fashion involvement and intention to adopt apparel fashion is positive which shows that the involvement of consumers in buying of fashionable products is a good predictor to influence their intention to adopt new fashionable clothes. The more they involve in fashion, the more they will quickly adopt a new fashion.

An effective role of social values has been witnessed on intention to adopt a new fashion. For example, social values are important because it refers when people or consumers talk about any product or brand that fits to their social norms and rituals (Eagle et al., 1968). The relationship of social values i.e., Opinion leadership, and status is positive with the consumers' intention to adopt new fashion. It means that, Pakistani consumers follow opinion leaders to adopt new fashion; they also like to maintain their status in front of the people, therefore adopt a new fashion accordingly. Socially, consumers are adoptive to accept new apparels, which mean that new fashion adoption diffusion is very quick in Pakistani society. It means that, when consumers intend to buy or adopt the new fashionable products, they eventually accept and adopt that fashion (Pierre et al., 2005).

However, the effect of consumers' intention to adopt a new apparel fashion on their actual adoption of apparel fashion was found insignificant. We assume the insignificant effect of intention to adopt new apparel fashion is the change in frequent fashion perceptions of consumers. Psychologically, consumers sometimes accept new fashion however they do not follow the new trends most often (Thompson & Haytko, 1997). They onetime love to buy and use new products, but from time to time due to financial or social constraints they can't buy or use new fashionable products (Schlosser, 2003). Therefore, we assume that, due to the economic situation, for example, the inflation and the income level doubt of Pakistani consumers they have not expressed positive intentions to adopt new apparel fashion.

## 7. Future Research Recommendations

A number of research investigations have been done to know that how consumers adopt fashion in different parts of the world. To date, no research has been done to explore the apparel fashion adoption perceptions of Pakistani consumers. Therefore, this is the first study that considered the opportunity to investigate the fashion adoption perceptions of Pakistani consumers, that how different selected factors are important to influence their intention and actual adoption of new fashion products i.e. textile products or clothes/apparels. Because of the understandings of fashion and its importance for the consumers this study tried its best to investigate the consumers' intention of adopting new fashion, but still research is ongoing subject, and it needs gradual refinement. Therefore, it is suggested for future research studies on fashion adoption to replicate this study in any other Asian country such as India or Bangladesh, as the textile sector of those countries is at its peak. In addition, a comparative cross-national and cultural research is needful, for example between Asian countries, and between East Vs West. Comparative research is expected to reveal the reasons behind accepting or adopting the new fashion more in depth, which can help textile industry to consider and offer trendy clothes/apparels according to the needs and wants of the consumers.

Moreover, the incorporation of two variables a subjective norm and consumer brand loyalty can further improve and broaden the idea to understand why and how some norms are important and considered by the consumers when they adopt new fashion, and how brand related factors are important to yield their behavior towards some selected apparel brand. Consumer's loyalty is an important factor. For example, when any consumer intends to buy any fashionable product, they eventually evaluate the brand factors such as brand name, brand quality, and the price of that product. Therefore, consumers' buying behavior in the long run is important to understand their connection with that brand. In other words, for example, are they loyal or not loyal to the brand which they bought in the past, is important to be considered in future research. In addition, consumers' lifestyles, and living styles are gradually changing. Their income levels, education levels, family size is changing. Therefore the moderate effects of psychographic and demographic variables will be of high worth to be investigated in the future studies on the adoption of fashion. It will be helpful to see how their intention to adopt and actual adoption of fashion varies according to their personal, social, and professional characteristics. Furthermore, we have not found the effective role of fashion innovativeness, and consumer innovativeness factor in this study. Therefore, these variables should be taken into consideration in the future research on fashion adoption. By controlling income, education, and consumer social status, the relationship of fashion innovativeness, and consumer innovativeness factor can be better explored with the intention to adopt the new fashion clothes in the future research.

In addition, the concept of buying eco-friendly or environmental friendly clothing is important for consumers. Nowadays, companies are producing eco-friendly apparel for consumers to acquire the share of profits from this category of products. Therefore, future researchers are expected to investigate that how consumers are responsible to adopt eco-friendly apparel fashion, in order to help protect the environment.

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