

Southern Illinois University Carbondale OpenSIUC

CASA Faculty Research Flash Talk

College of Applied Sciences and Arts

4-28-2017

Can a fashion adoption model be applied to other domains of study?

Seung-Hee Lee
SIUC

Follow this and additional works at: http://opensiuc.lib.siu.edu/casa_flashtalk

Recommended Citation

Lee, Seung-Hee. "Can a fashion adoption model be applied to other domains of study?." (Apr 2017).

This Article is brought to you for free and open access by the College of Applied Sciences and Arts at OpenSIUC. It has been accepted for inclusion in CASA Faculty Research Flash Talk by an authorized administrator of OpenSIUC. For more information, please contact opensiuc@lib.siu.edu.

Can a fashion adoption model be applied to other domains of study?

Seung-Hee Lee

Professor, Fashion Design & Merchandising

The successful adoption and diffusion of an innovative product or idea derives from knowledge of influences on the target population. One influence on adoption decisions, for example, is the potential adopter's perception of newness. The degree of newness or novelty can result in varying degrees of uncertainty, which affects a consumer's decision-making process. My most recent research has involved developing a new model of fashion adoption. Thus, a colleague (Dr. Jane Workman) and I have proposed and tested a fashion adoption model which resulted in an improved application to fashion phenomena. The paper, entitled "What do we know about fashion adoption groups? A proposal and test of a new model of fashion adoption" was published in a prestigious journal. My interest now is determining if the proposed and tested model can be applied to other domains of study. It can be a good initiative for a collaborative project both within and outside of the College.