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Fashion Enthusiasts

Casey Finigan

Senior Honors Thesis Spring 2012

College of Management University of Massachusetts Boston

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Abstract

The focus of this study is to explore the fashion industry's "fashion enthusiast" in comparison to the "average" fashion consumer, and to take that understanding of these fervent consumers as a tool to observe the underlying patterns and factors which comprise these consumers to be enthusiastic ones in this particular industry. The aim of this study is to benefit the fashion industry from a marketing standpoint, by developing a much better understanding of what comprises heavy fashion users, and what drives them more than other fashion not-so-heavy fashion users. The fashion industry is constantly changing and has several media outlets that can persuade and alter the consumer's decisions; thus making it exceptionally hard for a marketer to target consumers than most other industries, because the consumer is constantly changing from trend to trend. By taking a deeper look at factors such as personality, values, and addiction we can understand what drives these particular consumers to purchase particular products; therefore creating a marketing technique that matches the personalities and values of these consumers within the ads themselves.

I. Introduction

What drives consumers to be enthusiastic about particular products over others, and what factors mold people to be certain types of consumers rather than a different one? All these questions are essential to effectively and efficiently targeting the correct consumers, no matter the industry. However, this concept of an extreme consumer, or consumer enthusiast, is especially interesting, and hard to keep up with, when thought about in the fashion industry. With trends, styles and large amounts of media persuasion constantly shifting and twisting the minds of the consumers every which way, the thought of holding a long-term relationship with a consumer is remarkably difficult to imagine in this particular industry. So how do we understand these fashion enthusiasts better, and how do we target our product to them greater than all the other fashion companies? It all starts with developing a strong understanding of these consumers, what drives them and how?

The purpose of this research study is to: (a) define and clarify the concept of “fashion enthusiast”. (b) To differentiate the usage of “fashion enthusiast” to an “average” fashion consumer. (c) To explain the usage of “fashion enthusiasts” in respect to their personality, values, and devotion traits. (d) Relate these findings to the notion of better marketing to target groups in the fashion industry in respect to their underlying factors. In this study we performed two studies, the first being a qualitative study that interviewed 5 women between the ages of twenty and forty-nine asking questions about their personal fashion usage, as well as several open-response questions about their idea of a fashion “addict” and a fashion “enthusiast”. The responses to these interviews where

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then used to both come up with a definition of what is a “fashion enthusiast”, as well as create questions for our second study, which was a much longer quantitative survey that was distributed online through emails, social networking sites such as Facebook and Twitter, as well as fashion groups and forums, and my own personal blog (<http://finigansfundamentals.blogspot.com/>).

II. Literature Review

“The Role and Measurement of Attachment in Consumer Behavior”

Looking further into the relationships among consumer’s self-concept and brand personality and its role in the fashion world...it becomes clear that the fashion industry is a materialistic one, and this materialistic attitude strongly correlates with the self-image constructs that are built and how they relate to brand personality and the formation of brand preferences.

The formal definition of attachment is “the extent to which an object which is owned, expected to be owned, or previously owned by an individual, is used by that individual to maintain his or her self-concept” (Ball, Tasaki, p. 158). It is suggested here that possessions play a role in maintaining, and supporting the consumer’s self- concept and sense of identity (155).

“A central issue from a consumer behavior perspective is the extent to which an owned object serves the functions of defining and maintaining the self-concept or identity of a consumer” (156). Ball and Tasaki suggest that there is a strong link between the

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personality and self-identity of the consumer, and the particular brand of a certain product they choose or prefer, very similar to the perspectives suggested by Aaker.

It is suggested that the way to establish brand attachment, is to make the personality of a brand form (to) the identity of the consumer. Fashion is highly focused on self-identity. The whole foundation of fashion is focused on expressing and identifying yourself through clothing and accessories. By understanding the self-identity of consumers, and the fashion products and brands they choose- we can then understand what brand personality fits to what consumer personalities- and in turn develop a strong sense of brand attachment in the fashion world.

By taking the suggestions from Aaker, as well as those presented by Ball and Tasaki, and forming an understanding of consumer's self identity- we can find a way to establish brand attachment through matching brand personality to the consumer's self-identity- in relation to the fashionista's materialistic personality.

“Narrative and Persuasion in Fashion Advertising”

How, then, can we display the personality of our brand? How do we introduce the personality we have built for our brand, to the personality inscribed in our targeted consumers?

It is suggested that brands do not need to be draped with positive evaluative judgments in order to receive positive outcomes- but instead, intense narratives should be

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used in advertisements to generate a memorable experience for the consumer in relation to the particular brand's ad (Phillips, McQuarrie, 369-70). However, there is an array of "modes" that consumers engage in ads, and it is imperative, as marketers, to understand these forms of consumer-ad engagement if we want to know what consumers do with ads, and how consumer's responses to different ads can lead to positive brand experience and furthermore- brand attachment.

Fashion advertisements, as defined by Barthes (1967), have a double-faced consumption (Phillips, McQuarrie, 371). It is suggested that fashion fulfills two roles for women, identity and play, better defined as "transformation without risk to identity" (371). Through the intense narratives suggested by Phillips and McQuarrie, marketers want to create a narrative within their ads that allow their consumer/reader/viewer, to transport and transform themselves within the narrative being told or displayed.

"One can only wear one piece of clothing at a time, whereas one can try on many articles of clothing (Chen 2009). And this trying on of clothing can be performed while holding a magazine more easily, and repeated far more often, than when performed in a dressing room. 'Women take pleasure in clothes, not just in wearing clothes, but also in looking at clothes and looking at images of women in clothes, because they encourage fantasies of transport and transformation . . . magazines . . . draw us into situations and personalities that we can play at' (Young, 2006)" (Phillips, McQuarrie, 371). It is suggested, by these scholars, that the effect fashion advertisements can have on a consumer is great, due to the fact there is a high volume in fashion ad consumption.

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Whether that ad consumer is for play or for self-identity, it is through these advertisements that brands are being categorized, labeled, and either preferred or rejected. Women are constantly building personalities around brands, and in the fashion world, those personalities are being developed at a fast rate. It is the job of the fashion marketers, to establish the brand personality they want for their brand, and quickly, as the fashion brand personalities are constantly in the spotlight, and a poor brand personality reputation can quickly lead to brand dis-attachment.

“Meaning--Based Framework for The Study of Consumer---Object Relations”

While there is many approaches, suggestions and theories behind what brand personality is, how it relates to consumers, their self---concept, advertisements and overall, brand attachment and brand loyalty--- and how they relate to the fashion industry in specific; marketers must also develop an understanding of the relationship with the object itself, not just the brand.

In the fashion industry, before a consumer develops a relationship or an attachment with a particular brand, the consumer must first have an interest in the product itself. “It is acknowledged that all products contain degrees of both hedonic and utilitarian elements, which allows for the placement of objects along a hedonic/utilitarian continuum” (Fournier, 737). In relation to the fashion industry, most objects contain more of hedonic elements than utilitarian. People buy clothing and accessories in hopes that it will make them appear better, or that it will allow them to feel more attractive or

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appealing. People also buy certain fashion products in hopes that it will make them appear more “trendy”, or “in the loop”. However, all objects contain degrees of both elements, and that holds true within the fashion industry. You will find that fashion consumers purchase certain products to be useful and/or practical, rather than appealing. Certain accessories, or forms of clothing may not be seen as “fashionable”, but are instead bought for their practical use and the ease they bring to the consumer.

With the suggested levels and different forms an object can hold, I can use it to further understand what drives the fashion consumers to purchase particular products. And with that new understanding of the drive behind purchases found in fashion consumers, I could then relate it to other industry consumers as well.

“A Brand as a Character, A Partner, And a Person”

With the recognition of understanding the importance the consumer holds in a particular object itself, we can now continue on to understand the relationship between the consumer and a particular brand of that object.

The first step to building consumer brand attachment is to build a relationship between your product and the person who buying your product. This relationship is the foundation to developing that object attachment into an even further relationship, brand attachment. Doing this, will help ensure future sales and a large consumer base, and is typically called establishing “brand personality”. Brand personality is an extremely important topic of study, because it helps to “differentiate brands, develop the emotional aspects of a brand, and augment the personal meaning of a brand to the consumer” (Aaker, Fournier, 391).

However, the definition of what brand personality is, how it should be measured, and what the implications of having a brand personality are, remains unclear, open-ended, and unagreed upon. Three possible points of view, identified by Aaker and Fournier, can be used to approach these questions. The first approach is the narrative approach, which implies that “brand personality is conceptualized based on the way that observers attribute personality characteristics to people during everyday interaction” (392). The second approach uses a relationship methodology to address these questions. This approach suggests, “the brand is treated as an active, contributing member of a relationship dyad that joins the consumer and the brand. It is suggested that consumers form trait inferences from the behaviors undertaken by the brand in its partnership role, and that these trait inferences then form the basis for consumer's evaluative conceptions of the brand” (392). Finally, the third approach suggests these questions can be answered by using a trait-approach, which draws from personality measurement theories. This theory looks at the link between certain types of brands and their relations to specific personalities, as well as the relationship between self-concept and the particular personality of a chosen or preferred brand.

Among these three approaches, the third one seems to be the best fit when it comes to relating it specifically to the fashion industry. The idea of product personality in relation to consumer personality, as well as self-concept and its relation to consumer brand preferences strongly correlates to the patterns seen in the fashion world, and in its consumers. By using this approach to address brand personality in the fashion world, I expect to use my findings to bring out further findings in relation to other types of industries and their brand personalities- and essentially brand attachment.

“Consumers and their Brands –Developing Relationship Theory in Consumer Research”

Brands much find a way to speak to their consumers. While brand personalities show their targeted consumers that they are a “match” to their personality, brands must also prove to be a possible match to people who may not have previously seen that brand as a match before. One way to do this is to create a “brand-as-partner” image (Fournier, 344). It is suggested that there is a felt need to humanize objects, and label them with human characteristics. One degree in which this can be done is when the brand appears somehow “possessed by the spirit of a past or present other” (345). An example is when there is a spokesperson for a product- immediately; the product is then associated with the face of that spokesperson (which tends to be a celebrity of some sort). The personality of the spokesperson usually represents the desired personality of that brand, which creates an effective way to display your brand’s personality through human characteristics.

This is often seen in the fashion industry. Celebrities tend to be a central influence of what is “in”, and what trends are fashionable. Consumers often look at different styles of clothes as having personalities. Different types of shirts have different personalities- and more often than not, that personality for that certain style of a shirt is embedded in us from what celebrity we saw wearing it in a particular ad.

“Possessions of the Extended Self”

“A key to understanding what possessions mean is recognizing that, knowingly or unknowingly, intentionally or unintentionally, we regard our possessions as part of

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ourselves” (Belk, 139). Author Russell Belk uses a reference explain that a large part of supporting our fragile sense of self is through owning and possessing things, because to a large degree, we are what we have and possess (Tuan, 472).

The concept of investing oneself into objects is an idea agreed on by anthropologists and can be a portal for understanding particular objects and their consumers. Author Russell Belk gives the example of a porche, or a pricey parlor organ, and what that investment means to the consumer as well as what the investment represents the consumer as.

In relation to fashion, many consumers invest money in certain objects, and in turn brands, because of what the product represents them as; an older woman who invests in a pair of designer jeans, or a minimum-wage student who splurges on a designer purse. Their investment becomes a possession that represents the extended-self, the way they want to be viewed or thought of by others as well as themselves.

III. Data

The data of this study was consisted of two parts, the qualitative pre study where personal interviews were conducted with five individuals, and a quantitative survey administered online via social media sites, fashion communities, and e-mail to enable to analysis of the comprehensions gathered from the pre study.

The first, qualitative study, personally interviewed five individuals for an average of 30 minutes each, asking them about their own personal fashion and shopping habits, as well as their own concepts and opinions of fashion “enthusiasts” and what their definition for that type of consumer was. (Script of the interviews is in Appendix A).

The qualitative survey (see Appendix B) was then formulated based on the findings from the previous qualitative interviews that were done prior, in order to further find out information about personality, values, usage, devotion, addiction, and withdrawal traits of fashion users. The link to this survey was posted on Facebook, Twitter, fashion group pages and forums, and my personal fashion blog “Finigan’s Fundamentals”. The survey was also mass emailed to several people I personally knew held an interest in fashion.

IV. Preliminary Insights

The qualitative pre-study presented very similar concepts as to what a “fashion enthusiast” was, and how it compares to the “average” fashion consumer. With those responses we formed the following definition; a fashion enthusiast is someone who is

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constantly purchasing the newest trends of fashion products in order to stay updated and “in”, they are constantly filling their lives with fashion products and typically will go over budget to put more fashion products in their closet. These enthusiastic consumers are people who do not see clothes as a luxury, but rather a necessity, and will continue to buy more on impulse rather than only buying fashion products when specifically needed.

With the open responses and collected concepts, we began to form hypothesis in relation to heavy fashion users, “fashion enthusiasts” and how they (a) compared to “average” fashion consumers and (b) what personality, value, devotion, addiction, and withdrawal traits correlated with their usage and high fashion enthusiasm.

The following (3) hypothesis were formed to be tested in the quantitative study:

Hypothesis 1: Fashion enthusiasts have a positive correlation between their personality and their degree of fashion enthusiasm.

Hypothesis 2: Fashion enthusiasts will have a positive correlation between their values and their degree of fashion enthusiasm.

Hypothesis 3: Fashion enthusiasts will have a positive correlation between their degree of usage, and their degree of fashion enthusiasm.

V. Methods

In order to test the validity of the hypotheses, we used IBM’s SPSS program to conduct a series of statistical analyses consisting of correlation, regression and ANOVA tests. The first step was to export the data of the online survey, from the website Qualtrics, onto SPSS where we then prepared all the survey data to be analyzed. The aim

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of our data preparation was to organize all the survey content in a way where it could be broke down to the individual scales constructed in order to validate the constructs.

We tested personality based off of the “Mini-IPIP Scale” from the 2006 journal article “The Mini-IPIP Scales: Tiny-Yet-Effective Measures of the Big Five Factors of Personality” (Donnellan, Oswald, Baird, Lucas). We use the “Big Five” personality types; extraversion, agreeableness, conscientiousness, neuroticism, and intellect/imagination, to group participants into particular categories of personality based on how they scaled a series of statements that were linked to these five personality types. The participant would rate how they much they agree or disagree with these personality statements based on a one-through seven scale (strongly disagree to strongly agree). From this we pulled information about what personality types they had a closer fit to in comparison to other types, and how these patterns played out in their other scales dealing with fashion.

We tested our values based off the Multi Item Measures of Values (MILOV) scale; where we tested security, self-respect, being well-respected, self -fulfillment, sense of belonging, excitement, fun and enjoyment, warm relationships with others, sense of accomplishment values. The correlation between self reported usage and fashion enthusiasm was compared through regression equations to confirm the correlation between those and certain degrees of values.

VI. Results

The first step in our analysis was to discover the correlations between personality type(s) and degree of fashion enthusiasm. Based on our findings, illustrated in the figure

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below, there was a significant correlation between heavy fashion users, “fashion enthusiasts”, and extraversion and neurotic personality types. The correlation among the other personality types in regards to their significance towards fashion was not nearly as high as those two types, and fell below the 2-tailed significant measure of below .05.

		Correlations					
		Fashion	Personality Extraversion	Personality Agreeableness	Personality Conscientiousness	Personality Neuroticism	Personality Intellect/Imagination
Fashion	Pearson Correlation	1	.252*	.157	-.027	.261*	.099
	Sig. (2-tailed)		.031	.186	.820	.026	.404
	N	73	73	73	73	73	73
Personality Extraversion	Pearson Correlation	.252*	1	.091	.121	.030	.119
	Sig. (2-tailed)	.031		.427	.287	.792	.296
	N	73	79	79	79	79	79
Personality Agreeableness	Pearson Correlation	.157	.091	1	.023	-.050	.292**
	Sig. (2-tailed)	.186	.427		.837	.664	.009
	N	73	79	79	79	79	79
Personality Conscientiousness	Pearson Correlation	-.027	.121	.023	1	.093	-.133
	Sig. (2-tailed)	.820	.287	.837		.414	.241
	N	73	79	79	79	79	79
Personality Neuroticism	Pearson Correlation	.261*	.030	-.050	.093	1	.028
	Sig. (2-tailed)	.026	.792	.664	.414		.804
	N	73	79	79	79	79	79
Personality Intellect/Imagination	Pearson Correlation	.099	.119	.292**	-.133	.028	1
	Sig. (2-tailed)	.404	.296	.009	.241	.804	
	N	73	79	79	79	79	79

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

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This table visually shows the two strong correlations between fashion enthusiasm and the two most significant personality types, extraversion and neuroticism. However, now that we know they're significant, we want to know the value of this significance, which we were able to find through a linear regression analysis, by isolating the personality types in regards to how they correlate to fashion; which will in turn be useful to marketers when they want to know why type of people to target their ads to, as well as what type of ads will be most effective. Below are the two linear regression analyses to help better understand these correlations:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.011	.457		6.584	.000
	Personality Extraversion	.206	.094	.252	2.195	.031

a. Dependent Variable: Fashion

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.191	.367		8.699	.000
	Personality Neuroticism	.229	.101	.261	2.275	.026

a. Dependent Variable: Fashion

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These regression analyses of personality types and how strongly they correlate with the consumer's level of enthusiasm present extremely valuable information for marketers. When the "B" value is positive, it represents a positive correlation to the consumer's level of fashion enthusiasm, so in both these cases, the more neurotic and more extraverted the customer, they will also be more fashion oriented. Both personality types have a strong correlation between fashion and a strong statistical significance. Neuroticism shows to have the greater significance of the two.

For the second hypothesis we tested the correlation between fashion usage to their personal values, which is displayed in the table below:

		Correlations									
		Fashion	ValuesSecurity	ValuesSelfRespect	ValuesBeingWellRespected	ValuesSelfFulfillment	ValuesSenseofBelonging	ValuesExcitement	ValuesFunandEnjoyment	ValuesWarmRelationshipsWithOthers	ValuesSenseofAccomplishment
Fashion	Pearson Correlation	1	.232 ⁺	-.285 ⁺	.389 ⁺⁺	.365 ⁺⁺	.199	.264 ⁺	.098	.105	.269 ⁺
	Sig. (2-tailed)		.048	.015	.001	.002	.092	.024	.410	.376	.021
	N	73	73	73	73	73	73	73	73	73	73
ValuesSecurity	Pearson Correlation	.232 ⁺	1	.242 ⁺	.442 ⁺⁺	.134	.553 ⁺⁺	.269 ⁺	.155	.416 ⁺⁺	.256 ⁺
	Sig. (2-tailed)	.048		.036	.000	.250	.000	.020	.186	.000	.027
	N	73	75	75	75	75	75	75	75	75	75
ValuesSelfRespect	Pearson Correlation	-.285 ⁺	.242 ⁺	1	-.071	-.084	.056	-.013	-.252 ⁺	.077	.111
	Sig. (2-tailed)	.015	.036		.543	.475	.636	.910	.029	.509	.344
	N	73	75	75	75	75	75	75	75	75	75
ValuesBeingWellRespected	Pearson Correlation	.389 ⁺⁺	.442 ⁺⁺	-.071	1	.295 ⁺	.575 ⁺⁺	.530 ⁺⁺	.200	.348 ⁺⁺	.334 ⁺⁺
	Sig. (2-tailed)	.001	.000	.543		.010	.000	.000	.085	.002	.003
	N	73	75	75	75	75	75	75	75	75	75
ValuesSelfFulfillment	Pearson Correlation	.365 ⁺⁺	.134	-.084	.295 ⁺	1	.063	.336 ⁺⁺	.193	.077	.327 ⁺⁺
	Sig. (2-tailed)	.002	.250	.475	.010		.591	.003	.097	.512	.004
	N	73	75	75	75	75	75	75	75	75	75
ValuesSenseofBelonging	Pearson Correlation	.199	.553 ⁺⁺	.056	.575 ⁺⁺	.063	1	.420 ⁺⁺	.424 ⁺⁺	.661 ⁺⁺	.271 ⁺
	Sig. (2-tailed)	.092	.000	.636	.000	.591		.000	.000	.000	.019
	N	73	75	75	75	75	75	75	75	75	75

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ValuesExcitement	Pearson Correlation	.264 [*]	.269 [*]	-.013	.530 ^{**}	.336 ^{**}	.420 ^{**}	1	.378 ^{**}	.331 ^{**}	.181
	Sig. (2-tailed)	.024	.020	.910	.000	.003	.000		.001	.004	.121
	N	73	75	75	75	75	75	75	75	75	75
ValuesFunandEnjoyment	Pearson Correlation	.098	.155	-.252 [*]	.200	.193	.424 ^{**}	.378 ^{**}	1	.306 ^{**}	.235 [*]
	Sig. (2-tailed)	.410	.186	.029	.085	.097	.000	.001		.008	.043
	N	73	75	75	75	75	75	75	75	75	75
ValuesWarmRelationshipsWithOthers	Pearson Correlation	.105	.416 ^{**}	.077	.348 ^{**}	.077	.661 ^{**}	.331 ^{**}	.306 ^{**}	1	.360 ^{**}
	Sig. (2-tailed)	.376	.000	.509	.002	.512	.000	.004	.008		.002
	N	73	75	75	75	75	75	75	75	75	75
ValuesSenseofAccomplishment	Pearson Correlation	.269 [*]	.256 [*]	.111	.334 ^{**}	.327 ^{**}	.271 [*]	.181	.235 [*]	.360 ^{**}	1
	Sig. (2-tailed)	.021	.027	.344	.003	.004	.019	.121	.043	.002	
	N	73	75	75	75	75	75	75	75	75	75

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

In this correlation study, we can clearly see that six of the nine MILOV values appeared to have statistical significance. However, when we narrow it down, “being well-respected” and “self-fulfillment” were the two highest values when it came to their statistical significance compared to the other four; closely followed by “self-respect”, then “sense of accomplishment”, then “excitement”, and finally “security”.

We then did a regression analysis to further see the correlation between these values and the degree of fashion usage and enthusiasm, which you will find below:

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.416	.454		5.322	.000
	ValuesBeingWellRespected	.320	.090	.389	3.558	.001

a. Dependent Variable: Fashion

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.371	.501		4.734	.000
	ValuesSelfFulfillment	.360	.109	.365	3.302	.002

a. Dependent Variable: Fashion

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.758	.330		14.397	.000
	ValuesSelfRespect	-.171	.069	-.285	-2.501	.015

a. Dependent Variable: Fashion

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.103	.807		2.604	.011
	ValuesSenseofAccomplishment	.336	.143	.269	2.353	.021

a. Dependent Variable: Fashion

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.016	.434		6.943	.000
	ValuesExcitement	.212	.092	.264	2.310	.024

a. Dependent Variable: Fashion

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.893	.555		5.217	.000
	ValuesSecurity	.196	.098	.232	2.009	.048

a. Dependent Variable: Fashion

From this we can that there is an exceptionally strong, positive, correlation between fashion and self-fulfillment; being the most significant value of the six significant values. We also can see that there is a negative correlation between self-respect and degree of fashion usage and enthusiasm; meaning that the less self-respect the consumers have for themselves, the more likely they are to be a heavy fashion user.

The third hypothesis tests the correlation between fashion usage and fashion enthusiasm, which is shown in a regression analysis:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.948	.629		-1.507	.136
	Fashion	.886	.153	.566	5.793	.000

a. Dependent Variable: UsageOverall

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This proves our third hypothesis, with a 100% significance and a very strong, positive, correlation. This proves that the more you use fashion products and are involved with the fashion industry, the more enthusiasm you will have for fashion.

A forth finding that was also very interesting was the correlation between fashion enthusiasm and geographical location:

Descriptives

Dependent: Fashion

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
City	26	4.2628	1.13839	.22326	3.8030	4.7226	1.83	5.83
Suburb	40	3.8083	.94643	.14964	3.5057	4.1110	2.00	6.92
Rural	5	3.5833	.54962	.24580	2.9009	4.2658	2.92	4.17
Total	71	3.9589	1.01808	.12082	3.7179	4.1999	1.83	6.92

This table shows that, with fashion usage as the dependent, fashion enthusiasts are more likely to be living in the city, over suburb and rural areas. This is significant to marketers, as they now not only know what people to target, and how to target them, but also where to find them.

VII. Limitations to This Study

While our hypotheses were proven and information was discovered from this study, there are several limitations to this study that must be recognized. The main limitation was the restricted number of participants in this study. Had there been more time for the survey to be distributed and a greater number of (related) sources to

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distribute it; there would be more participants, thus more accurate information and correlations.

VII. Conclusion

Although there were some limitations to this study, such as distribution, time limits and number of participants, the study was a success and several hypotheses were proven as well as addition information was discovered that turned out to be very beneficial.

This study proved that there was a strong positive correlation between heavy fashion usage and enthusiasm and the two personality types, neuroticism and extraversion. It also proved that there was a strong significant and positive correlation between the values “being well-respected”, “self-fulfillment”, “sense of accomplishment”, “excitement”, and “security”; and a negative correlation between the “self-respect” value. This study also proved that the more usage, the more enthusiasm a fashion consumer would have; which extends to devotion, addiction, and withdrawal. Lastly, we unexpectedly found a strong correlation between the consumer’s geographical location and their fashion usage/enthusiasm; which is highest in city location and lowest in rural.

For marketers, this information is significant to effectively and efficiently target fashion consumers. With fashion “trends” and “styles” constantly changing from season to season, fashion consumers need to be marketed towards aggressively. In order for this to happen, marketers must understand who they are targeting so they can make their advertisements stand out and appeal to the consumer best possible which can be done by

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knowing where to find them, what their personality type is like in relationship to influencing their fashion usage and enthusiasm, and what values they hold contribute to their fashion patterns; which we found out through this study.

Further research further investigating these findings would be beneficial, and is suggested to better understand that personality and value patterns that drive fashion consumers in the fashion market.

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Appendix A:

Qualitative Personal Interviews

1. Describe your typical shopping experience.
2. For the next several questions, please choose a number 1-5 and write it next to each statement to indicate how much you agree with that statement.

1	2	3	4	5
Not At All				Extremely

I look for particular brands when shopping

The brand I buy when shopping doesn't matter, as long as it's a designer name.

I could care less about designer names'; I just buy whatever looks comfortable.

I am willing to spend money on big brands and fads.

My clothes are determined by what is most comfortable.

My clothes are determined by what is "in" right now (via media, ect).

My clothes are determined through brand names.

My clothes are determined from price.

I buy clothes based on price based on because I have to budget wise.

I have money to spend on brand name clothes, but I don't care to at all- so I don't.

My outfit is important to me, and signifies who I am.

Style and appearance is much more important than comfort

I buy clothes to look good more than I do to feel good

I just pick out something that looks comfortable, and decent, I don't really care about style or designers.

3. Describe what a fashion addict is to you. Do you find yourself in that category? Why or why not?

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4. Describe what your clothes style is. Why is that that way? Is it important to you to maintain that style?
5. What could be reasons for heavy/ compulsive fashion behavior?
6. What reasons do you have for shopping the way you do? Influences?
7. Indicate how important each of the following are to you if you when shopping, using the same rating scale from 1-5. 1 is not at all and 5 would be indicated as extremely important. Use each number only once.
___ Price
___ Designer
___ Style
___ Have seen it in the media
___ Comfort
8. What values do you look for when purchasing clothing and other fashion industry products? (i.e. purse, accessory, shoe...)
9. What values shape your particular brands that you purchase? Can other brand companies imitate those values, or is it nonreplicable?
10. Do you find brand loyalty only due to wanting the brand name associated with yours, or do you truly find a relationship/bond/connection between you, your style and that brand? Explain.
11. List your top 2 or 3 favorite brands that you purchase the most, and describe how often and how loyal you are to those brands (if applicable).
12. Describe your sense of self, as well as sense of style.

Appendix B:

Qualtrics Online Survey

You are invited to participate in a research study conducted both by undergraduate student Casey Finigan (under guidance of Prof. Werner Kunz) from the University of Massachusetts Boston, Department of Management and Marketing. The purpose of this study is to better understand the excessive behaviors and consumption of a fashion consumer and the relationship that different personality types and influences might have to it. You were randomly selected as a possible participant in this study because your response will help to address the research topic. Quantitative study: The survey will comprise of a series of questions asking about your fashion consumption behavior(s), preferences, personality traits, and influences. The survey will take you about 20 minutes and no risks are anticipated of this study. If you would like to participate in this survey, please follow the link attached and move forward with recording your answers. If you do decide to take part in this study, you may terminate participation at any time without consequence. Whatever you decide will in no way affect your relationship with the class instructor, the researcher, and the department faculty members. This study is designed to be confidential. The information collected will not include information that specifically identifies you such as your name or telephone number. However your age will be revealed. After you return the research materials, there will be no way of linking your identity to the data collected other than the age of the person who answered the questions. The decision whether or not to take part in this research study is voluntary. If you do decide to take part in this study, you may terminate participation at any time without consequence. If you wish to terminate participation, you should close the survey browser and directly tell the researcher. Whatever you decide will in no way affect your relationship with the class instructor, the researcher, and the department faculty members. You have the right to ask questions about this research before you sign this form and at any time during the study. You can reach Prof. Werner Kunz at his office phone (617-287-7709) or email (werner.kunz@umb.edu). If you have any questions or concerns about your rights as a research participant, please contact a representative of the

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Institutional Review Board (IRB), at the University of Massachusetts, Boston, which oversees research involving human participants. The Institutional Review Board may be reached at the following address: IRB, Quinn Administration Building-2-080, University of Massachusetts Boston, 100 Morrissey Boulevard, Boston, MA 02125-3393. You can also contact the Board by telephone or e-mail at (617) 287-5374 or at human.subjects@umb.edu. I HAVE READ THE CONSENT FORM. MY QUESTIONS HAVE BEEN ANSWERED. BY CLICKING YES, I AGREE THAT I CONSENT TO PARTICIPATE IN THIS STUDY. I ALSO CERTIFY THAT I AM 18 YEARS OF AGE OR OLDER

- ☐ Yes, I agree to participate
- ☐ No, I don't want to participate and want to quite here.

How much time per day do you spend with fashion topics?

- ☐ less than 10 min
- ☐ 10 - 20 min
- ☐ 20 - 40 min
- ☐ 40 min - 1 hr
- ☐ 1 - 2 hr
- ☐ 2 - 3 hr
- ☐ more than 3 hours

How many times per week do you shop for fashion products?

- ☐ 0-1 times a week
- ☐ 2-3 times a week
- ☐ 4-5 times a week
- ☐ 6-7 times a week
- ☐ More than 7 times a week

Please read the following questions carefully and answer them intuitively. Please continue to answer questions even though they may sound similar to previous ones.

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How would you describe yourself?

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am the life of the party.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I sympathize with others' feelings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get chores done right away.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have frequent mood swings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a vivid imagination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't talk a lot.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am not interested in other people's problems.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often forget to put things back in their proper place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am relaxed most of the time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am not interested in abstract ideas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I talk to a lot of different people at parties.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel others' emotions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like order.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get upset easily.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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I have difficulty understanding abstract ideas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I keep in the background.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am not really interested in others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I make a mess of things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I seldom feel blue.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not have a good imagination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please consider the extent to which the following statements describe typical values that you have.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
My security is a high priority to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If an individuals' self respect is lost, nothing can compensate for that loss.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I strive to retain a high status among my friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The opinions of others are important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I care what others think of me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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I treat myself well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to buy the best of everything when I go shopping.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I need to feel there is a place that I can call "home".	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I need to feel appreciated and needed by my closest relatives and friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being a part of the lives of those with whom I am close is a high priority for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider myself a thrill-seeker.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy doing things out of the ordinary.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I strive to fill my life with exciting activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having fun is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation is an integral part of my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I value warm relationships with my friends highly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often commend others on their efforts, even	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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when they fail.							
I usually reassure others that their presence is welcomed and appreciated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Getting things done" is always high on my "to-do" list.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to set and strive to reach my goals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I need to feel a sense of accomplishment from my job.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You are almost through the survey! Keep on going.

Please think about your favorite fashion brand and write it down in the next field. All following question are regarding this favorite brand.

Considering your relationship to your choice of brand. Using the scale below, please indicate the extent to which you agree or disagree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am passionate about my brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm devoted to my brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm dedicated to my brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel my relationship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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with my brand is special. I'm very attached to my brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Using the scale below, please indicate the extent to which you agree or disagree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
It is difficult for me to imagine my life without my brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be distressed if the company that makes my brand would disappear.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Without my brand, I feel like I'm missing something.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be sorry if my brand doesn't exist anymore	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Using the scale below, please indicate to what extent you agree or disagree with the following statements.

	Strongly disagree	disagree	somewhat disagree	neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I feel bad that I spend so much money on fashion, but I can't seem to stop.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find myself neglecting some of my work responsibilities because of the time I spend on fashion issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have been told that I spend too much time with fashion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I spend so much time with fashion that I lose track of time and money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I neglected household chores or job duties to spend more time on fashion issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often think that I should cut down the amount of time and money I am spending on fashion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find myself hiding how	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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much time and money I spend on fashion.							
I would be more productive, if I didn't spend so much time on fashion topics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel preoccupied with fashion (i.e. I think about previous fashion activity or anticipate next fashion activities).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel restless when I can't follow my fashion brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use my fashion activities as a way of escaping from problems or when I feel depressed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Your Age (in years)?

Gender:

☐ Male

☐ Female

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Ethnic Background:

- ☐ African American
- ☐ Asian American
- ☐ Asian
- ☐ Caucasian
- ☐ Hispanic
- ☐ Indian
- ☐ Native American
- ☐ Other

What Best Describes your location?

- ☐ City
- ☐ Suburb
- ☐ Rural

What do you think is the purpose of this study?