

## **Fashion Consumption for Fashion Innovators: A Study of Fashion Consumption Behavior of Innovators and Non-Innovators**

**Authors :** Vaishali P. Joshi, Pallav Joshi

**Abstract :** The objective of this study is to examine the differences fashion innovators and non-fashion innovators in their fashion consumption behavior in terms of their pre-purchase behavior, purchase behavior and post purchase behavior. The questionnaire was distributed to a female college student for data collection for achieving the objective of the first part of the study. Question-related to fashion innovativeness and fashion consumption behavior was asked. The sample was comprised of 81 college females ages 18 through 30 who were attending Business Management degree. A series of attitude questions was used to categorize respondents on the Innovativeness Scale. 32 respondents with a score of 21 and above were designated as Fashion innovators and the remainder (49) as Non-fashion innovators. Findings showed that there exist significant differences between innovators and non-innovators in their fashion consumption behavior. Data was analyzed through frequency distribution table. Many differences were found in the behavior of innovators and non-innovators in terms of their pre-purchase, actual purchase, and post-purchase behavior.

**Keywords :** fashion, innovativeness, consumption behavior, purchase

**Conference Title :** ICIM 2015 : International Conference on Innovation and Marketing

**Conference Location :** Venice, Italy

**Conference Dates :** April 13-14, 2015