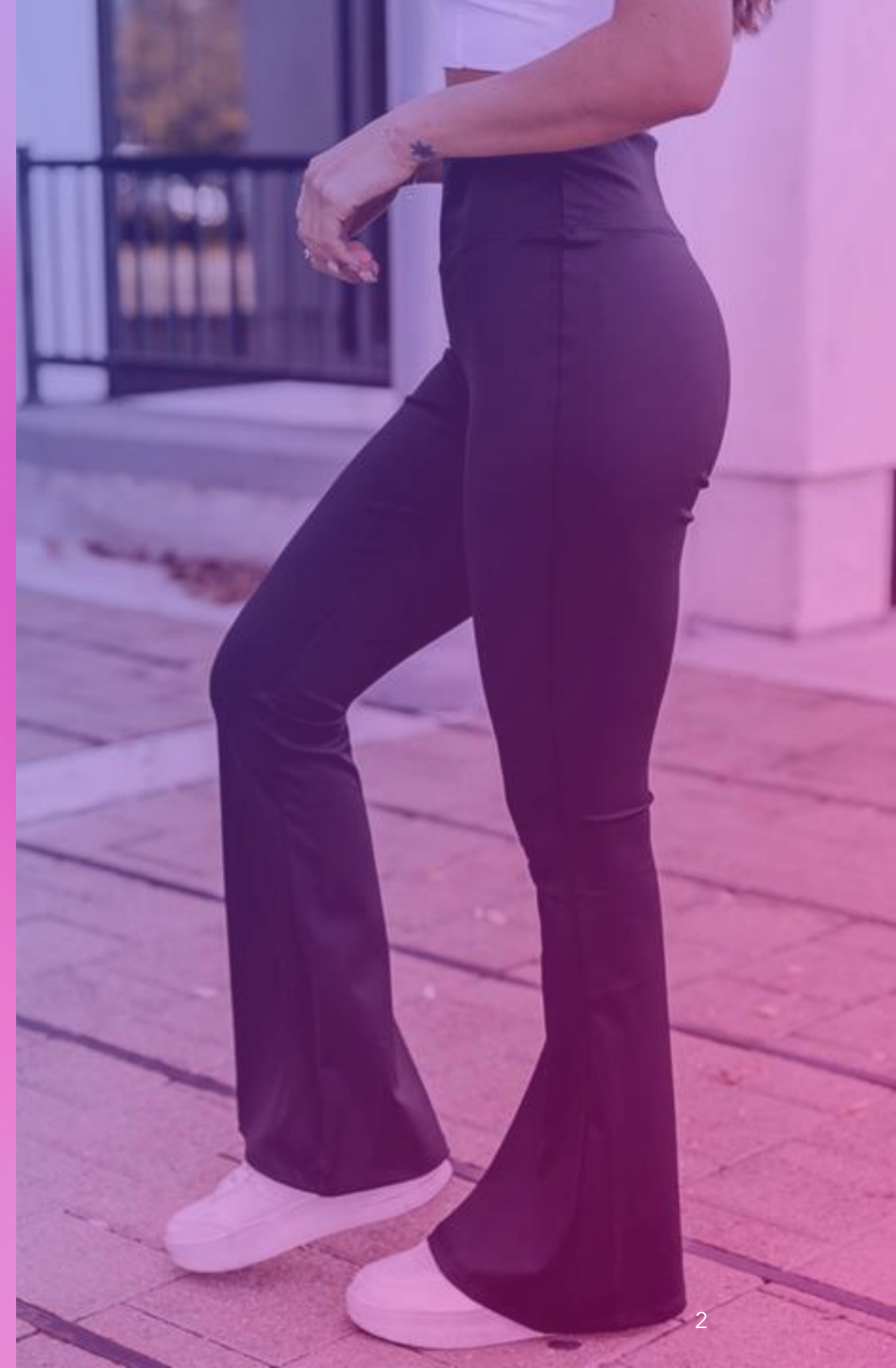


Fashion Trends: Consumers' Role in Fashion Adoption

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Recent Fashion Trend

- Flared leggings, or yoga pants, have been a recent trend in fashion. In relation to taking part in this trend, I went through each of the 5 stages of the adoption process model.



Innovation Adoption Process Model

1. Awareness Stage

- I first became aware of the flared leggings when I saw a post of an influencer, Emma Chamberlain, on Pinterest. Her outfit was a throwback to the early 2000's style.



2. Interest Stage

- A few people began to hop on the trend to bring back flared leggings. I was interested, but also apprehensive at first. As more and more people began to wear this cut of yoga pants, I gained interest.

3. Evaluation Stage

- I knew these pants would work with the clothes I already own, and I agreed that the trend was in style for someone my age and body type.



Innovation Adoption Process Model

4. Trial Stage

- I held off from trying the trend for a while because I was so used to my tight leggings and wasn't ready to let them go. However, I found a pair on sale one day and decided to try them on. They fit really nicely.

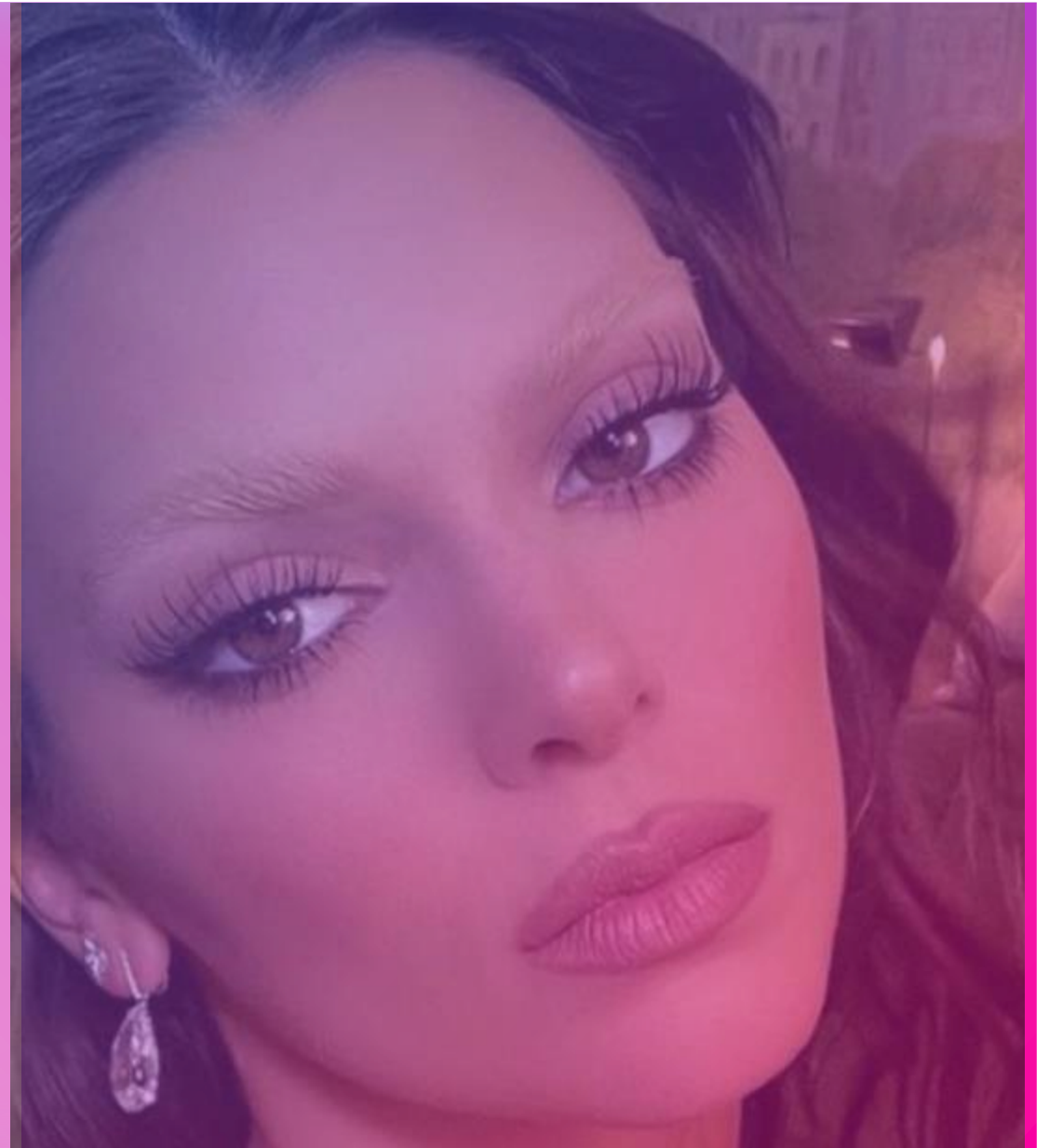


5. Adoption Stage

- I ended up purchasing the flared leggings, and now wear them all the time! I love the way they look on my body type, and they are definitely more in-style with the baggier and less form-fitting pants silhouettes of today. However, they aren't functional for some fitness activities such as biking or running, so I've kept my regular leggings for going to the gym.

Trend that has caught on quickly

- Bleached or shaved eyebrows.
- This trend came from runways and it can be difficult to pull off, but some people are ready to give it a try in a daily life



Attributes of the Innovation

1. Relative advantage

- Relative advantage in this trend comes from aesthetics and psychological aspects of innovation. Bleached eyebrows can bring a new, more brave and fashionable look. People who try to stay on trend and are ready to risk for a stylish look can also bring their self-esteem up by trying this new eyebrow look.

2. Compatibility

- Bleached eyebrows are another evolution of the '90s and 2000's aesthetic. Since our generation loves to bring back the trends from those years, it might be a reason why this became a new trend.

3. Complexity

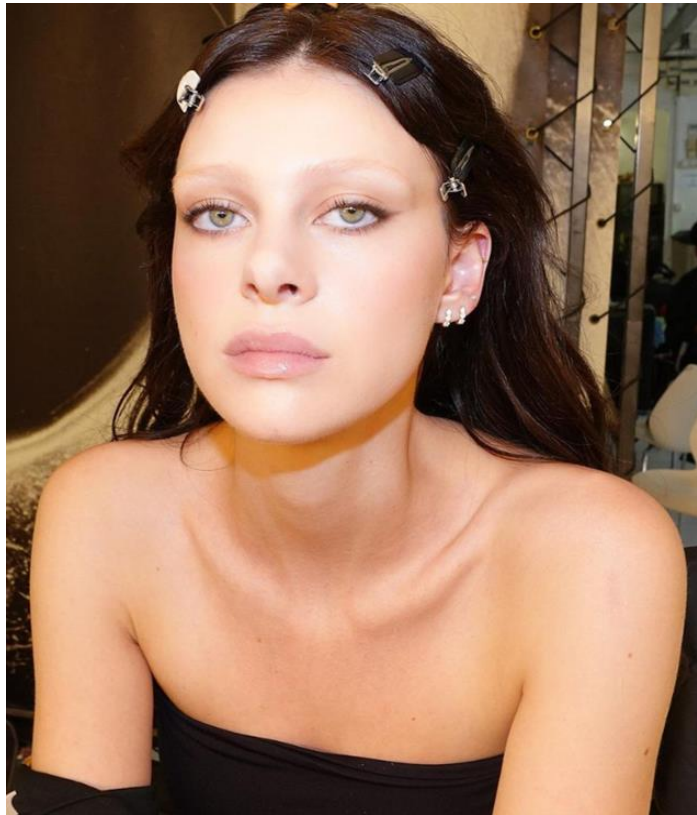
- While this trend might be easy to "use" or implement, it can be hard to understand. Everyone can try it, but not everyone will make it look fashionable like the models made it look.



Attributes of the Innovation

4. Trialability

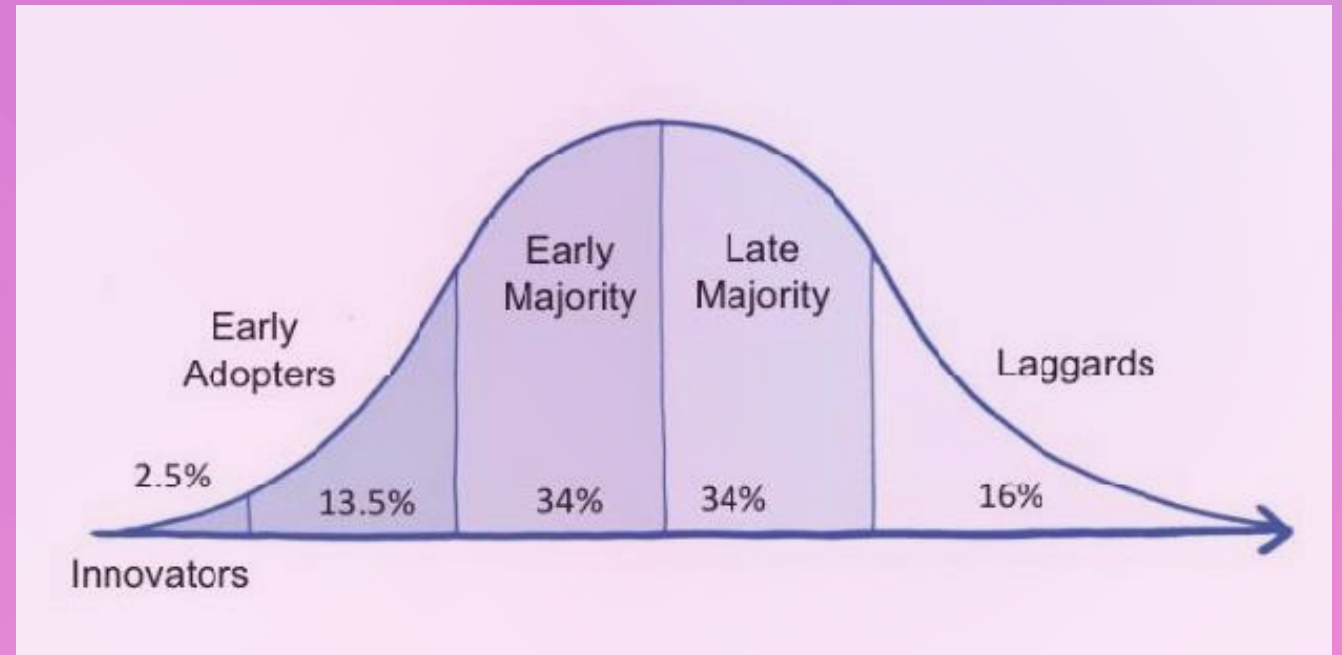
- The best part about this trend is that everyone can try it, you don't need to go to salon to try, it can be done even at home. The first people to try were models and celebrities, since they influence fashion trends the most nowadays, but more and more people who are interested in fashion try to experiment with their eyebrow looks now.



5. Observability

- We can definitely see a lot of famous people try the new trend, it is trending on social media and fashion shows. However, it is still hard to see people in everyday life bleaching or shaving their eyebrows. That's why the adoption rate is not rapid, it is slow since a lot of regular people haven't adopted the trend yet.

Factors Influencing the Rate of Adoption: Consumer Adopter Categories



1. Innovator

- Innovators play an important role in the diffusion process; they introduce innovations. They are often the source of new ideas for groups.
- Fashion companies in the early stages of developing a fashion invention may want to gather a group of innovators to provide initial ideas.
- The first 2.5% of people to adopt or create an innovation
- Consumer behavior: buy new products/brands sooner than other consumers, desire for new and different experiences, very social; the source of new ideas
- Marketing: they are the target of marketing efforts; they actively seek info about trends more, and shop for recreation, adventure, and new ideas. They may be on a panel for fashion firms who are in the development stage of a fashion innovation, or be a part of in-store consumer input in co-creation of products
- Pricing: they are not price sensitive and make impulse purchases; they are willing to pay full price for purchases

2. Early Adopter

- They are a small percentage (13.5) of consumers; change agents who want to be set apart from the majority of consumers; opinion leaders; make the trends started by innovators more acceptable to mainstream consumers
- Marketing/pricing strategies: they have compulsive buying habits; are a big part of digital and face-to-face networks; socially active greater exposure to media channels; role models for mainstream consumers
- Higher socioeconomic status and education level, intelligent, good communicators
- They lower the perceived risk of adopting a trend for other consumers

3. Early Majority Adopter

- This segment makes up about a third (34%) of all consumers who adopt the innovation
- Considered fashion change agents because of their impact on the introduction and early stages of acceptance of an innovation,
- May talk about fashion but are not opinion leaders
- Take some time to deliberate the adoption of an innovation
- They connect the early adopters to the late majority; bridge the gap

4. Late Majority Adopter

- They make up a larger percentage (34%) of adopters, more than 1/3 of all adopters
- Late majority adopters try an innovation after the average member of the consumer group has.
- Late majority adopters tend to have below average social status, limited financial resources, and very little opinion leadership
- Their uncertainty to adopt an innovation must be resolved before they will try it
- Skeptical of trends and give in only after experiencing pressure

5. Late Adopter

- Also called reluctant adopters; last to adopt an innovation (16%)
- Hardly any opinion leadership; lower social status; the most isolated socially
- Because of their limited financial resources and the risk involved in trying innovations late adopters must be certain that the innovation is successful before they purchase; they tend to be brand loyal; suspicious on change agents
- Less likely to compulsively shop, but also less likely to regret a purchase
- Firms do not spend a lot to market to late adopters; their let deep discounts do the talking when trying to close out merchandise, such as a 50 percent off sale at the brand's outlet website.

Diffusion of Innovation (1 of 2)

Individuals may go through the stages of the adoption process model at different rates, depending on the attributes of the innovation and the characteristics of the consumer

- The first attribute is relative advantage, which is defined as "the degree to which an innovation is perceived as better than the idea it supersedes" (Rogers, 2003)

An apparel company may change not only the fashion elements, but also other aspects of a product to provide a relative benefit in order to aid customer adoption of an invention.

- The second attribute of an innovation is compatibility, which is "the degree to which an innovation is perceived as being consistent with the existing values, past experiences, and needs of potential adopters" (Rogers, 2003)

Consumers evaluate innovations in comparison to previously approved concepts. It is believed that acceptance of the new product will be hastened if the innovation is seen as compatible with such concepts or appears familiar. Consideration of compatibility may also assist the fashion company in hastening the acceptance of an invention.

Diffusion of Innovation (2 of 2)

- The third attribute, complexity, is "the degree to which an innovation is perceived as difficult to understand and use" (Rogers, 2003)

Because fashion goods are generally not difficult to comprehend or use, this trait may not be as essential as relative benefit or suitability in terms of acceptance. However, the adding of sensors and nanotechnology to clothing may exacerbate complication.

- The fourth attribute is trialability, which is "the degree to which an innovation may be experimented with on a limited basis" (Rogers, 2003)

Companies may provide different types of trialability. Customers in traditional shops, for example, could try on makeup and clothing before purchasing. When consumers try on goods in fitting rooms or using "magic mirrors," they would most likely to buy the product.

- The final attribute of an innovation is observability. This is "the degree to which the results of an innovation are visible to others" (Rogers, 2003)

Product positioning, product integration, and lifestyle integration can all help fashion companies increase their observability. Product placement in the media entails organizing for branded goods to appear as props in social media films, television shows, video games, and even newscasts.

Social Media in Marketing Strategy

What is social media

- Social media, in general, has been a godsend for fashion brands that want to increase the observability of their products.
- Fashion brands use social media to increase visibility of their products in various ways.

Their platform

Marketers can interact and engage prospective consumers wherever they are on social media, including LinkedIn, Twitter, YouTube, Facebook, Instagram, and even some of the younger platforms like TikTok.

Marketers can involve their audience with a strong social media strategy and the ability to produce compelling content.

Brand connection with social media

Usually, brands depend on posts from consumers on social media sites to spread the word and images about fashion innovations and events. These are just some of the ways to increase observability.