Shopping Orientation, Fashion Innovativeness, and Purchase Decision-Making

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During the purchase decision-making process, attributes of a product play an important role; consumers evaluate attributes of apparel including intrinsic aspects (e.g., color, design/style, fabric, size/fit, quality, etc.) and extrinsic aspects (e.g., price, brand, price, origin of country, etc.). Studies have found that consumers use intrinsic attributes such as durability, comfort, and fit to evaluate apparel quality (Hugo & Aardt, 2012; Hsu & Burns, 2002).

A purchase decision is influenced not only by product attributes, but also consumers' lifestyles such as shopping orientation and fashion innovativeness. Shopping orientation refers to general attitudes about shopping (Solomon, 2013). According Babin, Darden, and Griffin (1994), utilitarian shopping is rational and task-oriented, while hedonic shopping is a pleasurable experience. Little is known about purchase decision-making criteria used by consumers with different shopping orientations. Fashion innovators are the first buyers of a new style of fashion (e.g., clothing) and influence others for a fashion adoption. Studies have identified them as consumers who tend to be female, young, and impulsive, and who place value on excitement and variety-seeking (Phau & Lo, 2004). Researchers have examined apparel purchase decision-making criteria used by fashion innovators. For example, fashion innovators are less sensitive to price (Goldsmith, Kim, & Flynn, 2005) and brands (Beaudoin, Lachance, & Robitaille, 2003), and purchase foreign-manufactured goods (Park, Burns, & Rabolt, 2007). The purpose of this study was to 1) explore the relationship between hedonic and utilitarian shopping orientations and evaluative criteria used for apparel purchase decision-making; and 2) compare intrinsic and extrinsic attributes used for purchase decision-making between fashion innovators and followers.

A total of 99 college students completed a survey questionnaire made up of multiple items measuring apparel purchase decision-making criteria, fashion innovativeness, shopping orientations, and demographic information. A total of 12 apparel attributes were generated and measured using a 5-point Likert-type scale (*1=not very important; 5=very important*). Principal components analyses with varimax rotation were conducted to reduce multiple items measuring constructs. Of the 12 apparel attributes, 10 loaded on two factors; 6 items (α=.80) included intrinsic attributes (size, style, comfort, quality, color, and durability) and 4 items (α=.65) included extrinsic attributes (brand, country of origin, trend, and price). For shopping orientations, of 15 items adopted (Babin, et al., 1994), 13 loaded on two factors: hedonic orientation (11 items, α=.80) and utilitarian orientation (2 items, α=.79). An example of hedonic shopping orientation was, "*Compared to other things I could have done, the time spent shopping was truly enjoyable.*" An example of utilitarian shopping orientation was, "*I couldn't buy what I really needed.*" For fashion innovativeness, 6 items adopted from a domain-specific innovativeness scale (Goldsmith & Hofacker, 1991) loaded on a single factor (α=.86). An example of a scale item was, "*In general, I am among the first in my circle of friends to buy a*

new fashion when it appears." Both shopping orientations and fashion innovativeness were measured using 5-point Likert-type scales (1=*strongly disagree*; 5=*strongly agree*).

A *k*-mean cluster analysis was conducted to divide the sample into groups based on the level of fashion innovativeness. The results suggested a two-group solution and ANOVA found a significant difference in fashion innovativeness between the clusters (F (1, 97) = 244.511, p<.001). The mean for fashion innovators (n=57) was 3.92 and the mean for fashion followers (n =42) was 2.32 on a 5-point scale range. Results of independent *t*-tests (*t=-3.572, p<.001*) showed that fashion innovators placed more importance on intrinsic attributes (M=4.09) than did followers (M=3.64). Similar results were found in extrinsic attributes (*t=-4.459, p<.001*); fashion innovators placed more importance on extrinsic attributes (M=3.12) than did followers (M=2.44). Results of regression analyses showed that together hedonic (*t=8.69, p<.001*) and utilitarian (*t=-3.64, p<.001)* shopping orientations explained 43% of the variance in intrinsic attributes, F (2, 96) =37.856, *p*<.001. Hedonic shopping orientation (*t=3.04, p=.003*) explained 14% of the variance in extrinsic attributes, F (2, 96) = 9.152, *p*<.001.

Criteria used by consumers during decision-making are a good indication of considerations marketers should keep in mind for customer satisfaction. Regardless of shopping orientation, consumers used intrinsic attributes as important decision making criteria; extrinsic attributes were used by only hedonic-oriented shoppers. Fashion innovators used both intrinsic and extrinsic attributes for purchase decision-making. This implied that both intrinsic and extrinsic attributes of apparel play important roles when consumers evaluate apparel for purchase.

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