

Impact of Innovativeness, Fashion-Consciousness and Fast Fashion Involvement on Compulsive Buying Behaviour

¹Sweta Jain & ²Dr.S.Kumar Chandar

¹Research Scholar, Department of Management Studies, CHRIST (Deemed to be University) & Assistant professor, Department of Fashion Technology, National Institute of Fashion Technology, Bengaluru, India

²Associate Professor Department of Management Studies, CHRIST(Deemed to be University), Bengaluru, India
Email: sweta.jain@res.christuniversity.in, kumar.chandar@gmail.com

Abstract

The Fast Fashion is emerging as a rapidly growing category in the Indian garment retail sector. Fast Fashion provides the latest trendy fashionable affordable clothing to consumers multiple times in a year. The pressure of fast fashion influences the buying behavior of consumers resulting in compulsive purchasing tendencies (Johnson & Attmann, 2009). The research paper focuses on the compulsive buying behavior of Fast Fashion brand consumers.

Purpose - The purpose of the research paper is an attempt to understand the compulsive buying behavior of adults aged 18-24 years and to find the impact of psychographic traits- innovativeness, Fast Fashion Involvement and Fashion-Consciousness on it.

Design/methodology/approach - A judgemental random sample of 384 respondents is used to test the impact of psychographic traits. The analysis of data is done using co-relation and Multiple Regression.

Findings – The research study finds a positive linear relationship between Compulsive Buying Behaviour and Fast Fashion Involvement. A strong positive linear relationship exists between Compulsive Buying Behaviour and Fashion Consciousness and a somewhat positive linear relationship between Compulsive Buying Behaviour and Involvement in Fast Fashion. The results show that Fashion consciousness and innovativeness has a significant impact on Compulsive Buying Behaviour. The impact of psychographic traits Fast Fashion Involvement is not significant.

Research limitations/implications – In the context of Fast Fashion Brands, Psychographic traits of Fashion-consciousness, Innovativeness and Fast Fashion Involvement are studied for the consumers of Bangalore. The research study is done with three psychographic traits which can be increased or changed.

Practical implications – The understanding of compulsive shopping tendencies helps fast fashion retailers to strategize their merchandise in a way that stimulates consumers' urges. The researchers should continue to investigate fast fashion consumers psychographic traits to develop a better understanding of the consumer.

Originality/value – An attempt has been made for the first time to study the impact psychographic traits on compulsive buying behavior in context to fast fashion brands.

Keywords: Compulsive Buying Behaviour, Fast Fashion, Psychographic traits.

1. Introduction

The Fashion trends change rapidly and fast fashion brands like H&M, Forever 21, Zara and Gap capitalize on them through their efficient supply chain management. “The fast fashion model is a streamlined system involving new design, production, distribution, and marketing” (Cohen, 2011). The fast fashion brands have entered the Indian market in recent years. Zara opened its first store in India in 2009 and other Fast Fashion brands came much later. The phenomena of Fast fashion brand is quite new to the Indian market.

The fast fashion brand helps the retailers to provide customers with emerging trends rapidly and quickly (Choi, et al., 2010). Fast fashion has many seasons which makes latest and trendy merchandise available in store for the customer. The same customer walks the store again and again to upgrade the wardrobe and to remain trendy and fashionable. The compulsive buying refers to “chronic and repetitive purchasing behavior that provides immediate short-term gratification but ultimately harms the individual and/or others” (O’Guinn and Faber, 1989).

The fast fashion has a sad cycle of compulsive buying, guilt, and finally, regret which in recent years has spread to Asian markets as shown in a study done by Quartz Media LLC (US). The consumer now buys apparel, on an average of eight to ten times in a year compared to a few years back, when it was less than half a dozen times. (Images, Business of Fashion, April 2017).

The marketers can identify the frequent purchasers of Fast Fashion brand by understanding the psychographics of the consumers and produce merchandise which attracts them and fulfils their requirement.

The next section (**Error! Reference source not found.**), discusses the theoretical framework related to compulsive buying and psychographic traits followed by the methodology of study in section (**Error! Reference source not found.**). The results are presented in section (**Error! Reference source not found.**) followed by the conclusion (5).

2. Theoretical framework

The demographics of the consumers like gender, age, education or income are unable to find the consumer characteristics of different markets because consumers with different psychographic exist in the same demographic group (Solomon, 2002). Several studies done in the past, have considered the effect of various psychographic traits on buying behavior. Brand engagement, Materialism, brand loyalty traits, and status consumption, are studied in clothing purchase behavior by Goldsmith, Ronald E. et al in 2012. Fashion Consciousness and social media in Consumer purchase behavior are studied by Shafiq, Muhammad, et al in 2014. The impact of credit card use and fashion orientation is studied for compulsive buying by Park, Hye-Jung Davis Burns, Leslie in 2005. Saricam, Canan, Erdumlu, Nazan (2016) concluded that motivational factors “Social or status image” and “Uniqueness” express individuality and influence the consumers’ willingness for “Innovativeness”. Shafiq, Muhammad, Shahzad, Hamid Imran, Muhammad studied The Relationship of Social Media, Consumer Buying Behaviour and Fashion Consciousness. The above studies are done on buying behavior but some research is exclusively done in past for fast fashion brands.

Psychographic traits relevant for compulsive buying behavior for fast fashion

Earlier research studies were done on psychographic traits and compulsive buying behavior for fast fashion. Johnson and Attmannin 2009 studied compulsive buying behavior for fashion apparel with the variables fashion interest, neuroticism, materialism. Social Media, Fast Fashion Involvement and Fashion Interest were psychographic traits studied with compulsive buying behavior for fast fashion consumers by Higgins, Kathleen M in 2014. The variable fast fashion involvement was used by Choi, Liu, et al in 2010 to measure the influence of fast fashion on compulsive clothing buying behavior using clothes hoarding model.

The study of different variables used in different studies shows that the most suitable variables to study compulsive buying behavior with effect on psychographic traits are Fast fashion involvement, Fashion-Consciousness, and Innovativeness for Fast Fashion brands. According to the literature review, no attempt has been made to examine the effect of these psychographic traits on compulsive buying behavior for Fast Fashion Brands.

Model development

The variables of psychographic trait considered to make a theoretical model of- Fast fashion involvement, Fashion-Consciousness, and Innovativeness. To establish the impact in the context of compulsive Buying Behaviour, the following hypotheses are proposed:

H1. The psychographic traits of Fast fashion involvement, fashion-consciousness, Innovativeness have a positive relationship with compulsive Buying Behaviour.

H2 The psychographic traits of Fast fashion involvement, fashion-consciousness and Innovativeness impact compulsive Buying Behaviour

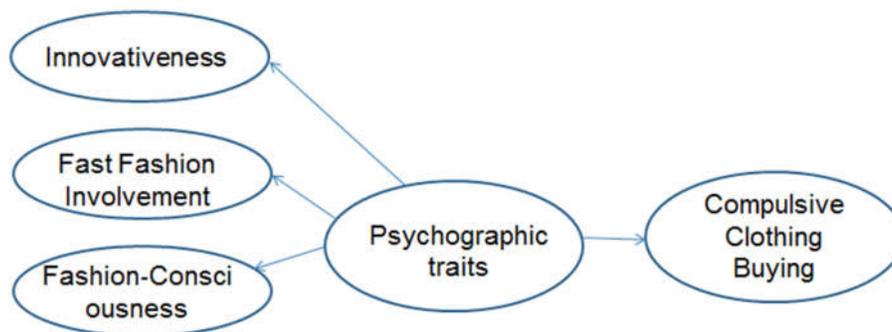


Figure 1: Conceptual Research Model

3. Research Methodology

The sample consisted of adults 18-23 years old, who purchase fast fashion brands. A Judgemental random sampling strategy of asking adults to respond to the questionnaire is used.

A Structured questionnaire is used for data collection. The questionnaire has three sections. The first section investigates demographics, the second section consists of Fast fashion involvement, innovativeness and fashion-consciousness scale, and the third section

investigates Compulsive Buying Behaviour. The measurement of fashion consciousness is based on the scale used by Nam et al. (2007) and Gould & Stern (1989). The measurement of Fast Fashion Involvement is based on the scale used by Johnson and Attmann's (2009) and Kathleen M. Higgins (2014). The measurement of Innovativeness is based on the scale used by RE Goldsmith (1999). The Compulsive buying behavior is based on the Compulsive Buying Scale (ECBS; Edwards, 1993) and Johnson and Attmann scale (2009).

The fashion-consciousness scale, Fast Fashion Involvement scale, Innovativeness scale, and Compulsive buying behavior scale are tested for reliability. The dependent variable compulsive Buying Behaviour was tested for normality, skewness, and kurtosis. The scores of items used in the scale of Fashion-consciousness, Fast Fashion Involvement and Innovativeness scales are averaged to get the scores of the respondents on these constructs. Multiple regression analysis and co-relation are used to understand the impact and relationship between three independent variables (psychographic traits) and one dependent variable (CBB).

4. Results

The pilot study is done with 42 respondents from Bangalore. A structured questionnaire is used to collect the data from respondents. Normality test was done to check Skewness and Kurtosis. The values are between +1 and -1. In the reliability test, Cronbach alpha was more than .7 for each variable grouping and .92 for all the items together. Based on the results and minor changes in questions, it was decided to move to full data collection.

The sample size as per target population taken from Krejcie and Morgan table comes to 384 for full data collection with Confidence level: 95% and Confidence interval: 5%.

The demographic details of the respondents in percentages are mentioned in Table 1

Variable	Categories	Frequency Percentage
Gender	Male	79.9
	Female	20.1
Age	19	25.9
	20	29.5
	21	21.5
	22	5.2
	23	6.6
	24	6.2
	25	5.2
Marital status	Married	2.1
	Unmarried	97.9
Family Income	0-5 lakh	21.2
	5-10 lakh	33.7
	10-15 lakh	26.2
	More than 15 lakh	18.9
Purchase frequency	Once a week	21.2
	Once a month	33.7

	Once in two month	26.2
	More than 2 months	18.9
Education	Secondary school	72.5
	Graduate	14.8
	Postgraduate	12.7

Table 1: Demographic details of the respondents in percentages

In normality test values are between +1 and -1. In the reliability test, Cronbach's alpha value is more than .7 for each variable grouping and .93 for all the items together. The different constructs, number of Item in each construct and their Cronbach's alpha values are presented in Table 2.

Variable	No. of Items	Cronbach's alpha
Psychographic Traits		
Innovativeness	5	.872
Fast Fashion Involvement	6	.745
Fashion-Consciousness	6	.846
Compulsive buying scale	11	.890

Table 2: Number of items and Cronbach's alpha

The Pearson correlation values are shown in table 4.3 to understand the linear relationship between the independent variables Innovativeness, Fast Fashion Involvement, and Fashion-Consciousness and dependent variable Compulsive buying behavior. Table 3 shows the Correlation between the variables.

	CBB	P_IFF	P_I	P_FC
CBB	1.000	.359	.255	.611
P_IFF	.345	1.000	.389	.637
P_I	.253	.389	1.000	.512
P_FC	.607	.637	.512	1.000

Table 3: Correlation

In the figure CBB is Compulsive buying behavior, P_IFF is Involvement in Fast Fashion Involvement, P_I is innovativeness and P_FC is Fashion Consciousness.

The linear relationship was checked and it is observed that:

- The positive linear relationship between Compulsive Buying Behavior and Involvement in Fast Fashion
- The strong Positive linear relationship between Compulsive Buying Behavior and Fashion Consciousness
- The somewhat Positive linear relationship between Compulsive Buying Behavior and Innovativeness

Multiple regression Analysis is used to find the impact of Psychographic traits of Fashion-consciousness, Innovativeness and Fast Fashion Involvement on Compulsive buying behavior. The model fit data is given in Table4 which is extracted from SPSS.

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.616 ^a	.379	.374	.60210	1.936
a. Predictors: (Constant), P_FC, P_I, P_IFF					
b. Dependent Variable: CBB					

Table 4: Model Fit

In Durbin-Watson test Statistic 'd' lies between '0' and '4' and close to 2. The multicollinearity is checked in two stages. The Inspection of Correlation Coefficients has a value less than .7 and the Inspection of Tolerance/VIF has to value less than 2.

The power of independent variables to predict the values of the dependent variable is 61.6%. The independent variables explain 37.9 % of the variability of the dependent variable in this model. Residuals are normally distributed and are checked with SDR values.

The role of Fashion consciousness and Innovativeness in the determination of compulsive buying behavior is supported by the strong and significant path coefficients. In the research study, H1 is supported, H2 is statistically significant for Fashion-consciousness, Innovativeness and not for Fast Fashion Involvement.

5. Conclusion

Fast fashion is a new and rapidly growing market in Indian fashion retail and an important customer segment. It is important to understand the psychographic traits of the target segment to reach out to their customers appropriately. It also help marketers in adapting the correct positioning strategy. A literature review suggests that a knowledge gap exists in understanding the psychographics of fast fashion consumers and its impact on compulsive buying behavior.

The outcome of the research study shows that the impact of fashion consciousness and Innovativeness is strong and positive on Compulsive buying behavior. The Impact of fast fashion Involvement is not significant. Fast fashion Involvement and Innovativeness have a strong positive linear relationship with Consumer buying behavior.

The managerial implication of the study is that it helps the marketing manager to identify customers with the high score in two psychographic traits -Fashion Consciousness and Involvement. It might be expected that the customers with the above traits may purchase fast fashion brands more frequently. The marketers of Fast fashion brands may frame the communication strategy and products in such a way that it appeals to customers with Fashion Consciousness and Innovativeness traits. This suggestion will ultimately result in more sales and higher profitability in the fast fashion business.

References

1. Roy, S., & Goswami, P. (1AD). 1Structural equation modeling of value-psychographic trait-clothing purchase behavior: a study on the urban college-goers of India. *Young Consumers: Insight and Ideas for Responsible Marketers*, 1(3r), 269–277.
2. Ani, I., & Mihi, M. (2015). Demographic Profile and Purchasing Outcomes of Fashion Conscious Consumers, *66*(2), 103–118.
3. B. Cwerner, Saulo. (2001). Clothes at Rest: Elements for a Sociology of the Wardrobe. *Fashion Theory: The Journal of Dress, Body & Culture*. 5. 79-92. [10.2752/136270401779045725](https://doi.org/10.2752/136270401779045725).
4. Müller, A., Arikian, A., Zwaan, M. and Mitchell, J. (2013), Cognitive-behavioral group therapy versus guided self-help for compulsive buying disorder: A preliminary study. *Clin. Psychol. Psychother.*, 20: 28-35.
5. Trautmann-Attmann, J. and Johnson, T. W. (2009), Compulsive consumption behaviors: investigating relationships among binge eating, compulsive clothing buying, and fashion orientation. *International Journal of Consumer Studies*, 33: 267-273.
6. Rook, D.W. (1987) Buying Impulse. *Journal of Consumer Research*, 14, 189-199, <https://doi.org/10.1086/209105>
7. Tatzel, M. (1982). Skill and motivation in clothes shopping: Fashion-conscious, independent, anxious, and apathetic consumers. *Journal of Retailing*, 58(4), 90-97
8. Hyllegard, Karen & Eckman, Molly & Descals, Alejandro & Gomez-Borja, Miguel Angel. (2005). Spanish consumers' perceptions of US apparel specialty retailers' products and services. *Journal of Consumer Behaviour*. 4. 345 - 362. [10.1002/cb.18](https://doi.org/10.1002/cb.18).
9. Christenson, G. A., Faber, R. J., De Zwaan, M., Raymond, N. C., Specker, S. M., Ekern, M. D., ... Mitchell, J. E. (1994). Compulsive buying: Descriptive characteristics and psychiatric comorbidity. *Journal of Clinical Psychiatry*, 55(1), 5-11.
10. Dittmar, H. (2005). A new look at “compulsive buying”: self-discrepancies and materialistic values as predictors of compulsive buying tendency. *Journal of Social and Clinical Psychology*, 24(6), 832–859. <https://doi.org/10.1521/jscp.2005.24.6.832>
11. Goldsmith, R. E., Flynn, L. R., & Clark, R. A. (2012). Materialistic, brand engaged and status consuming consumers and clothing behaviors. *Journal of Fashion Marketing and Management: An International Journal*, 16(1), 102–119. <https://doi.org/10.1108/13612021211203050>
12. Goldsmith, R. E., Kim, D., Flynn, L. R., & Kim, W. M. (2005). Price sensitivity and innovativeness for fashion among Korean consumers. *Journal of Social Psychology*, 145(5), 501–508.
13. Choi, T.M., Liu, N., Liu, S.C. et al. *J Brand Manag* (2010) 17: 472. <https://doi.org/10.1057/bm.2010.8>
14. Higgins, K. M. (2014). Consumer compulsive buying and hoarding in a world of fast fashion.
15. Jordaan, Y., & Simpson, M. (2010). Consumer innovativeness among females in specific fashion stores in the Menlyn shopping centre. *Journal of Family Ecology and Consumer Sciences / Tydskrif Vir Gesinsekologie En Verbruikerswetenskappe*, 34, 32–40. <https://doi.org/10.4314/jfec.v34i1.52887>.
16. Maraz, A., Griffiths, M. D., & Demetrovics, Z. (2016). The prevalence of compulsive buying: A meta-analysis. *Addiction*, 111(3), 408–419. <https://doi.org/10.1111/add.13223>

17. Michaela, E., &Orna, S. L. (2015). Fashion Conscious Consumers, Fast Fashion and the Impact of Social Media on Purchase Intention. *Academic Journal of Interdisciplinary Studies*, 4(3), 173–178. <https://doi.org/10.5901/ajis.2015.v4n3s1p173>
18. Mittal, B. (2016). Psychographics of comparison shoppers. *Journal of Consumer Marketing*, 33(1), 20–31. <https://doi.org/10.1108/JCM-12-2014-1268>
19. Park, H., & Davis Burns, L. (2005). Fashion orientation, credit card use, and compulsive buying. *Journal of Consumer Marketing*, 22(3), 135–141. <https://doi.org/10.1108/07363760510595959>
20. Riquelme, I. P., &Román, S. (2014). The Influence of Consumers' Cognitive and Psychographic Traits on Perceived Deception: A Comparison Between Online and Offline Retailing Contexts. *Journal of Business Ethics*, 119(3), 405–422. <https://doi.org/10.1007/s10551-013-1628-z>
21. Shafiq, M., Shahzad, H., & Imran, M. (2014). The Relationship of Social Media with Fashion Consciousness and Consumer Buying Behavior. *Journal of Management Info*, 2(1), 24–45.
22. Valence, G., D'Astous, A., & Fortier, L. (1988). Compulsive buying: Concept and measurement. *Journal of Consumer Policy*, 11(4), 419. <https://doi.org/10.1007/BF00411854>
23. Wang, T. Y., & Holm, L. S. (2010). Consumer Behavior Characteristics in Fast Fashion, (August).
24. Research Paper – Beliefs, Attitudes and Values Theory (Rokeach) – Adi. (n.d.). Retrieved from <http://adithya.co/2012/12/04/research-paper-beliefs-attitudes-and-values-theory-rokeach/>
25. Measuring Values' Importance_ the Use of Different Scales to Measure the Lov by Aviv Shoham, Moshe Davidow, and MajaMakovecBrencic. (n.d.).
26. An Empirical Study Of Purchase Intention On Fast Fashion Goods In Taiwan.pdf. (n.d.).consumer characteristic compulsive.pdf. (n.d.).
27. Consumers' Compulsive Buying Behaviour – An Empirical Study M. PrasannaMohanraj School of Business, Alliance University. (2017), 11(1), 1–18.
28. Bhardwaj, V. &Fairhurst, A.(2010). Fast fashion: Response to changes in the fashion industry. *The International Review of Retail*, 20(1), 165-173.
29. Choi, T., Liu, N., Liu, S., Mak, J, & To, Y. (2010). Fast fashion brand extensions: An empirical study of consumer preferences. *Journal of Brand Management*, 17(7), 472-487.
30. Cachon, G. P. &Swinney, R. (2011). The value of fast fashion: Quick response, enhanced design, and strategic consumer behavior. *Management Science*, 57(4), 778-795.
31. M. Cohen, Aaron. (2011). Fast Fashion: Tale of Two Markets. *The Futurist*. 45. 12-13.
32. Johnson, T., &Attmann, J. (2009). Compulsive buying in a product specific context: Clothing. *Journal of Fashion Marketing and Management*, 13(3), 394-405