

## Involved in Clothing or Involved in Fashion?

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### Abstract

*The goals of this study were to refine conceptualization of clothing involvement and fashion involvement and develop a distinction between the two construct. A questionnaire was developed for an empirical study. A total of 669 female consumers participated in the study. Results indicated that respondents were able to be segmented into four groups based on clothing involvement and fashion involvement. Consumers who were highly involved in both clothing product and fashion were likely to be young and not married. Consumers who were involved in clothing were likely to seek quality than consumers who were involved in fashion. Interest in brands was more related to fashion involvement rather than clothing involvement.*

*Key words : clothing involvement, fashion involvement, quality seeking, brand consciousness, sale proneness.*

### 1. Introduction

Involvement has been a useful variable in explaining various consumer behaviors<sup>1)</sup> and involved consumers are considered important for the success or failure of a business.<sup>2)</sup> Although a number of researchers agree with the importance of involvement and its implication to marketing activities, the concept is ambiguous. Especially, in fashionable clothing product, the confusion came from whether the source of involvement is the product of concern or the fashion and trendy characteristics of the product category.<sup>3)</sup> The ambiguity in conceptualizations

of involvement created inconsistent empirical results. In addition, not much empirical research considered the role of product and fashion involvement in consumer behavior or in relationship to other consumer variables.

The goals of this study were to refine conceptualization of clothing and fashion involvement and develop a distinction between the two constructs in consumption of fashionable clothing products. In addition, this study explores the role of fashion involvement and clothing involvement in evoking sale-proneness, quality seeking and brand consciousness that are commonly mentioned consequence variables of product involvement in existing studies. Specific

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1 Theo B. C. Poiesz, and J. P. M. de Bont Cees, "Do We Need Involvement to Understand Consumer Behavior?" *Advances in Consumer Research* 22 (1995): 448-452.

2 Leisa Reinecke Flynn, and Ronald E. Goldsmith, "Application of the Personal Involvement Inventory in Marketing," *Psychology and Marketing* 10, no. 4 (1993): 357-366.

3 Barbara R. Lewis, and Angela W. Hawksley, "Gaining a Competitive Advantage in Fashion Retailing," *International Journal of Retail & Distribution Management* 18, no. 4 (1990): 22.

objectives are to 1) conceptualize clothing involvement and fashion involvement, 2) investigate whether fashion involvement can be distinguished from clothing involvement, 3) see whether clothing-fashion involvement can be used for market segmentation and 4) investigate each segments' market behaviors.

## II. Literature Review

### 1. Clothing Involvement

Involvement is related to personal relevance of a product to a consumer.<sup>4)</sup> Product involvement refers to "an unobservable state reflecting the amount of interest, arousal, or emotional attachment a consumer has with a product".<sup>5)</sup> There is a close relationship between the individual and the product that is formulated by the individual's value system to the product and the individual's experience with the product.<sup>6)</sup> Apparel is a hedonic product<sup>7)</sup> and may closely relate to the consumer's self-identity. In addition, symbolic characteristics of apparel products and how

they are used in society encourage the condition of high level of product involvement.<sup>8)</sup> Among the durable goods that create conditions of high involvement, apparel had been regarded as extremely ego related due to the product characteristics.

One of the earlier efforts to investigate product involvement in fashionable clothing product category was made by Creckmore<sup>9)</sup> and Gurel and Gurel<sup>10)</sup> who used the term *clothing interest*. The concept of clothing interest was highly similar to that of clothing involvement. However, researchers who adapted clothing interest items reported different results depending on the specific clothing category, research situation and respondents.<sup>11,12)</sup> More recent researches in clothing and textiles area adopted Zaichkowsky's<sup>13)</sup> conceptualization and measure that mainly focused on the personal relevance perspective of clothing products. They reported that Zaichkowsky's scale was a valid measure for clothing products.<sup>14-16)</sup> One recent effort to measure apparel involvement was made by

<sup>4</sup> Richard L. Celsi, and Jerry C. Olson, "The Role of Involvement in Attention and Comprehension Processes," *Journal of Consumer Research* 15, no. 2 (1988): 210-224.

<sup>5</sup> Peter. H. Bloch, "The Product Enthusiasm: Implications for Marketing Strategy," *Journal of Consumer Marketing* 3, no. 3 (1986): 52.

<sup>6</sup> Raj Arora, "Validation of an S-O-R Model for Situation, Enduring, and Response Components of Involvement," *Journal of Marketing Research* 19 (1982): 505-516.

<sup>7</sup> Elizabeth C. Hirschman, and Morris B. Holbrook, "Hedonic Consumption: Emerging Concepts, Methods and Propositions," *Journal of Marketing* 46 (1982): 92-101.

<sup>8</sup> Peter H. Bloch, and Marsha L. Richins, "A Theoretical Model for the Study of Product Importance Perceptions," *Journal of Marketing* 47 (1983): 69-81.

<sup>9</sup> Anna M. Creckmore, "Clothing Behaviors and Their Relation to General Variables and to the Striving for Basic Needs" (Ph.D. diss., Pennsylvania State University, 1963).

<sup>10</sup> Lois M. Gurel, and Lee Gurel, "Clothing Interest: Conceptualization and Measurement," *Home Economics Research Journal* 7, no. 5 (1979): 274-282.

<sup>11</sup> Marsha A. Casselman-Dickson, and Mary Lynn Damhorst, "Female Bicyclists and Interest in Dress: Validation with Multiple Measures," *Clothing and Textiles Research Journal* 11, no. 4 (1974): 7-17.

<sup>12</sup> Mary A. Littrell, Mary Lynn Damhorst, and John M. Littrell, "Clothing Interests, Body Satisfaction, and Eating Behavior of Adolescent Females: Related or Independent Dimensions?," *Adolescence* 25 (1990): 77-95.

<sup>13</sup> Judith Lynne Zaichkowsky, "Measuring the Involvement Construct," *Journal of Consumer Research* 12, no. 3 (1985): 341-352.

<sup>14</sup> Ann E. Fairhurst, Linda K. Good, and James W. Gentry, "Fashion Involvement: An Instrument Validation Procedure," *Clothing and Textiles Research Journal* 7, no. 3 (1989): 10-14.

<sup>15</sup> Leisa Reinecke Flynn and Ronald E. Goldsmith, *Op. cit.*, 357-366.

<sup>16</sup> Soyeon Shim, and Antigone Kotsiopolous, "Big and Tall Men as Apparel Shoppers: Consumer Characteristics and Shopping Behavior," *Clothing and Textiles Research Journal* 91, no. 2 (1991): 16-24.

Behling<sup>17)</sup> who adopted Gurel's clothing interest scale and created a measure for clothing involvement.

## 2. Fashion Involvement

Compared to the body of literature on clothing involvement, relatively small number of prior researches studied the aspects of fashion involvement. As a matter of fact, Creekmore's earlier definition of clothing interest includes the fashion aspects by stating, "the amount of time, energy and money he is willing to spend on clothing; the degree to which he uses clothing in an experimental manner; and his awareness of fashion and what is new".<sup>18)</sup> However, in the empirical work by Gurel and Gurel<sup>19)</sup> who utilized Creekmore's item pool and reported sub-dimension of clothing interest did not reported a major sub-factor related to fashion interest (or involvement).

It was Tigert, Ring and King<sup>20)</sup> who conceptualized and reported a measure of fashion involvement. Their measure focused only on the fashion aspect of fashionable clothing product and conceptualize that fashion involvement consisted of dimensions of fashion innovativeness, early adoption, interpersonal communication about fashion, fashion knowledgeability, and fashion awareness. This was the first attempt that captured the fashion aspect of clothing products.

In a recent study,<sup>21)</sup> fashion involvement was regarded as one of the subdimension of clothing involvement. They adopted Zaichkowsky's measure of product involvement.<sup>22)</sup> Although relationship between clothing involvement and fashion involvement was not thoroughly investigated, their research result implied a strong relationship between clothing involvement and fashion involvement.

The controversy over whether consumers are involved in fashion aspect of clothing product or clothing product itself was not fully investigated. Characteristics of clothing product require an in depth examination of the relationship or the difference of clothing involvement and fashion involvement.

## 3. Market Behavior Variables of Clothing Involvement and Fashion Involvement

Involvement in product may evoke different responses in cognitive, affective, and coactive aspects by consumers.<sup>23)</sup> It may bring another controversy over what are the influencing social factors or outcome variables of product involvement.<sup>24)</sup>

Commonly studied market behavior variables of involvement are consumers' usage or information in product information such as line, color, fit or textiles. Fairhurst *et al.*<sup>25)</sup> reported that more involved consumers are likely to seek

<sup>17</sup> Dorothy U. Behling, "Measuring Involvement," *Perceptual and Motor Skills* 88, no.1 (1999): 55-64.

<sup>18</sup> Anna M. Creekmore, *Op. cit.*, 12.

<sup>19</sup> Lois M. Gurel, and Lee Gurel, *Op. cit.*, 274-282.

<sup>20</sup> D. J. Tigert, Lawrence R. Ring, and C. W. King, "Fashion Involvement and Buying Behavior: A Methodological Study," *Advances in Consumer Research* 3 (1976): 46-52.

<sup>21</sup> Hye-Shin Kim, Mary Lynn Damhorst, and Kyu-Hye Lee, "Apparel Involvement in Advertisement Processing," *Journal of Fashion Marketing and Management* 6, no. 3 (2000): 327-302.

<sup>22</sup> Judith Lynne Zaichkowsky, *Op. cit.*, 341-352.

<sup>23</sup> Majorie Dijkstra, Heidi E. J. J. M. Buijtel, and W. Fred van Raaij, "Previous Research Separate Joint Effects of Medium Type on Consumer Responses: A Comparison of Television, Print, and the Internet," *Journal of Business Research* 58, no. 3 (2005): 377.

<sup>24</sup> Letecia N McKinney, Dana Legette-Traylor, Doris H Kincade, and Lillian O. Holloman, "Selected Social Factors and the Clothing Buying Behaviour: Patterns of Black College Consumers," *The International Review of Retail, Distribution and Consumer Research* 14, no. 4 (2004): 389.

<sup>25</sup> Ann E. Fairhurst, Linda K. Good, and James W. Gentry, *Op. cit.*, 10-14.

clothing featured in the media, and are more interested in style. Therefore, involvement in product may result in interests in more product specific information when it is being used, in other words, *quality of the product*.<sup>26)</sup>

Another commonly studied variable in product involvement research was its relationship to brand oriented behavior such as brand attitude formation,<sup>27)</sup> brand commitment,<sup>28)</sup> brand affect,<sup>29)</sup> brand switching<sup>30)</sup> and brand familiarity.<sup>31)</sup> Materialism<sup>32)</sup> and self monitoring.<sup>33)</sup> These variables were reported to be the consequences of product involvement.

Some of the researches in clothing and textiles reported somewhat interesting findings of clothing involvement in its relationship to consciousness in price. Fairhurst *et al.*<sup>34)</sup> reported that more involved consumers are less likely to buy items on sale. But other researchers<sup>35,36)</sup> reported that fashion involved individuals were less price conscious.

These studies, as a body of work, indicate

that the interplay of clothing involvement and fashion involvement may result in different responses among consumers. The joint effect of clothing involvement and fashion involvement needs to be further explored.

### III. Method

#### I. Measures

A questionnaire was designed for the empirical study. Multiple items measuring fashion involvement, clothing involvement, quality seeking, brand consciousness and sale proneness were included in the research questionnaire. Items measuring clothing involvement consist of four items (clothing importance, clothing interest and clothing symbolism) that were adopted from previous study.<sup>37-39)</sup> Fashion involvement scale consists of four items (fashion information interest, fashion interest, fashion knowledge and fashion importance) adopted from Tigert, Ring and King's measure.<sup>40)</sup> Seven item sales prone-

<sup>26)</sup> S. Ram, and Hyung-Shik Jung, "The Link between Involvement, Use Innovativeness and Product Usage," *Advances in Consumer Research* 16 (1989): 160-166.

<sup>27)</sup> C. Whan Park, and S. Mark Young, "Consumer Response to Television Commercials: The Impact of Involvement and Background Music on Brand Attitude Formation," *Journal of Marketing Research* 23, no. 1 (1986): 11-24.

<sup>28)</sup> Sharon E. Beatty, Lynn R. Kahle, and Pamela Homer, "The Involvement-Commitment Model: Theory and Implications," *Journal of Business Research* 16, no. 2 (1988): 149-167.

<sup>29)</sup> Majorie Dijkstra, Heidi E. J. M. Buijtel, and W. Fred van Raaij, *Op. cit.*, 377.

<sup>30)</sup> Paurav Shukla, "Effect of Product Usage, Satisfaction and Involvement on Brand Switching Behaviour," *Asia Pacific Journal of Marketing and Logistic* 16, no. 4 (2004): 82-105.

<sup>31)</sup> Uptal M. Dholakia, "Involvement-Response Models of Joint Effects: An Empirical Test and Extension," *Advances in Consumer Research* 25 (1998): 499-506.

<sup>32)</sup> Beverly A. Browne, and Dennis O. Kaldenberg, "Conceptualizing Self-Monitoring: Links to Materialism and Product Involvement," *Journal of Consumer Marketing* 14, no. 1 (1997): 31-44.

<sup>33)</sup> Susan Auty, and Richard Elliott, "Fashion Involvement, Self-Monitoring and the Meaning of Brands," *The Journal of Product and Brand Management* 7, no. 2 (1998): 109.

<sup>34)</sup> Ann E. Fairhurst, Linda K. Good and James W. Gentry, *Op. cit.*, 10-14.

<sup>35)</sup> Soyeon Shim, and Antigone Kotsiopoulos, *Op. cit.*, 16-24.

<sup>36)</sup> Leisa Reinecke Flynn, and Ronald E. Goldsmith, *Op. cit.*, 357-366.

<sup>37)</sup> Ann E. Fairhurst, Linda K. Good, and James W. Gentry, *Op. cit.*, 10-14.

<sup>38)</sup> Dorothy U. Behling, *Op. cit.*, 55-64.

<sup>39)</sup> Lois M. Gurel, and L. Gurel, *Op. cit.*, 274-282.

<sup>40)</sup> D. J. Tigert, Lawrence R. Ring, and C. W. King. *Op. cit.*, 46-52.

ness, 6 item quality seeking and four item brand consciousness scale were modified from prior researches. Respondents were asked to rate on a five-point scale ranging from "does not apply at all" (1) to "strongly apply" (5). Cronbach's *alphas* for internal consistency were within the acceptable range (.64-.79) for all research variables. Demographic characteristics included were age, marital status, employment, education level and income level.

## 2. Sample and Data Collection

Fashion and clothing products are often referred to be gendered products that create difference responses across gender groups.<sup>41)</sup> Accordingly, prior researches reported that a major demographic difference in involvement in apparel products was often found for gender of respondents.<sup>42,43)</sup> Thus, men and women may exhibit different responses to fashion involvement and clothing involvement. Therefore, sample of this study were limited to female consumers for the homogeneity of data.

Questionnaires were distributed to female con-

sumers at various age levels and a total of 669 data were used for the analysis. The average age of respondents was 28.6 and about half of the respondents were employed. More than half of the respondents (64.3 %) had college degrees. SPSS 12.0 for windows were used for the data analysis. Cronbach's *alpha*, Pearson's correlation coefficients, factor analysis, *Chi-square* analysis and ANOVA were conducted.

## IV. Results

### 1. Relationship between Clothing Involvement and Fashion Involvement

The correlation between clothing involvement and fashion involvement were significant ( $r=.45$ ,  $p<0.5$ ). Factor analysis of items extracted two distinctive factors. Items measuring fashion were categorized as one factor and items measuring clothing involvement were grouped as the second factor (See Table 1). The result assures that fashion involvement and clothing involvement are related but distinctively different two constructs.

<Table 1> Factor Analysis of clothing involvement and fashion involvement Items

Variables		Factor 1	Factor 2
		Factor loadings	Factor loadings
Fashion involvement measure	Fashion interest	.80	.10
	Fashion information interest	.79	.15
	Knowledge on fashion	.77	.25
	Fashion importance	.64	.19
Clothing involvement measure	Clothing importance 1	.11	.85
	Clothing symbolism	.07	.75
	Clothing interest	.25	.72
	Clothing importance 2	.37	.70

<sup>41)</sup> Mark. E. Slama, and Armen Tashchian, "Selected Socio-Economic and Demographic Characteristics Associated with Purchasing Involvement," *Journal of Marketing* 49 (1995): 72-82.

<sup>42)</sup> Beverly A. Browne, and Dennis O. Kaldenberg, *Op. cit.*, 31-44.

<sup>43)</sup> Brenda Gainer, "An Empirical Investigation of the Role of Involvement with a Gendered Product," *Psychology and Marketing* 10, no. 4 (1993): 265-283.

Mean for the four item clothing involvement scale was 3.73 and mean for the four item fashion involvement scale was 3.33 out of 5 maximum score. Consumers have higher level of clothing involvement than fashion involvement in general.

## 2. Consumer Segmentation by Fashion Involvement and Clothing Involvement

Based on the median scores of clothing involvement (Median=3.73) and fashion involvement (Median=3.10), respondents were segmented into four groups. Consumers who had higher score (than median) on clothing involvement and fashion involvement were called high clothing involvement and high fashion involvement group (HCHF, hereafter). Two hundreds and twelve respondents were fallen into this category. Consumers who had lower score for both clothing involvement and fashion involvement were called low clothing involvement and low fashion involvement group (LCLF, hereafter). One hundred and thirty two consumers were in this category. Consumers who had lower score for clothing involvement but higher score for fashion involvement were called low clothing involvement and high fashion involvement group (LCHF, hereafter). One hundred and eighty four respondents were in this category. Consumers who had higher score for clothing involvement but lower score for fashion involvement were called low clothing involvement and high fashion involvement group (HCLF, hereafter; Table 2). One

**<Table 2> Consumer Segmentation Based on Fashion Involvement and Clothing Involvement**

	Low Fashion Involvement (< 3.10)	High Fashion Involvement (> 3.10)
Low Clothing Involvement (< 3.73)	LCLF group (n=132)	LCHF group (n=141)
High Clothing Involvement (> 3.73)	HCLF group (n=184)	HCHF group (n=212)

hundred forty one respondents were in this group.

In order to verify the fashion-clothing involvement segmentation, mean differences across these four groups were assessed (Table 3). Differences of clothing involvement and fashion involvement (mean scores) for the segmented four groups were significant ( $F=326.50$  and  $397.46$  respectively,  $p<.001$ ).

Differences in demographic variables among these four consumer segments were assessed through *Chi-square* analysis and ANOVA. Only significant differences were found in age and marital status of respondents. Consumers who were in HCHF group were likely to be younger than LCLF group ( $F=5.95$ ,  $p<.001$ ). It was likely that consumers who were not married are likely to be in HCHF group ( $Chi-square=20.07$ ,  $p<.001$ ). No significant differences by employ-

**<Table 3> Differences of Mean Scores of Clothing Involvement and Fashion Involvement**

Variables	LCLF (n=132)	LCHF (n=141)	HCLF (n=184)	HCHF (n=212)	F (n=669)
	Mean <sup>a</sup> (SD)	Mean (SD)	Mean (SD)	Mean (SD)	
Clothing involvement	3.03 (.44) D	3.21 (.60) C	3.99 (.34) B	4.34 (.34) A	326.50***
Fashion involvement	2.43 (.45) D	3.41(.37) B	3.64 (.41) C	3.74 (.40) A	397.46***

<sup>a</sup> The mean scores are scales scores. Each item is measured on a 5 point Likert type scale.

\*\*\*  $p<.001$ .

Note: Results from *Tuckey's b* multiple comparisons of means are indicated as A, B and C. Here, mean scores with notation A is significantly different from mean scores with the notation B.

ment, education and income level were found according to the group membership.

### 3. Differences in Quality Seeking, Brand Orientation and Sale Proneness by Clothing-Fashion Involvement Groups

In order to see the group differences in market behaviors, ANOVA with consumer groups by clothing-fashion involvement as independent variables and quality seeking, brand orientation and sale proneness as dependant variables were conducted. Results indicated that there were significant differences in dependant variables (Table 4). Significant mean differences were assessed through *Tuckey's b* multiple comparison of means. *Tuckey's b* is one of the multiple comparison statistics that can be used for mean differences when groups have different sizes.<sup>44)</sup>

There were significant differences in quality seeking across the four groups ( $F=29.54$ ,  $p<.001$ ). The group that had the highest mean score on quality seeking was the HCHF group. HCLF group showed the second highest score on quality seeking. No significant mean differences quality seeking was found between LCLF

and LCHF groups. Consumers who are involved in clothing are likely to seek quality than consumers who are involved in fashion. It coincided with the results of previous studies<sup>45)</sup> that involved consumers are likely to be sensitive to product quality. In fashionable apparel products, sensitivity to quality of products was caused by consumers' clothing involvement rather than fashion involvement. Especially when consumers are not very much involved in the product, the fashion involvement did not play a significant role in arousing sensitivity to seeking quality.

For brand consciousness, significant differences were found across four groups ( $F=20.54$ ,  $p<.001$ ). As expected, the group that had the highest mean score on brand consciousness was the HCHF group. LCHF group showed the second highest score. No significant mean differences brand consciousness was found between LCLF and LCHF groups. Interests in brands were more related to fashion involvement than clothing involvement. Especially when consumers are not very much involved in fashion, the clothing involvement did not play a significant role in arousing sensitivity to brands.

**<Table 4>** Differences of Mean Scores of Market Behavior Variables by Involvement Groups

Variables	LCLF (n=132)	LCHF (n=141)	HCLF (n=184)	HCHF (n=212)	F (n=669)
	Mean <sup>a</sup> (SD)	Mean (SD)	Mean (SD)	Mean (SD)	
Quality Seeking	3.40 (.59) C	3.39(.69) C	3.65 (.37) B	3.82 (.42) A	29.54***
Brand Consciousness	2.63 (.62) B	2.97(.60) A	2.69 (.57) B	3.05 (.59) A	20.63***
Sale Proneness	2.87 (.45) C	3.28 (.54) B	2.96 (.51) C	3.43 (.52) A	44.22***

<sup>a</sup> The mean scores are scales scores. Each item is measured on a 5 point Likert type scale.

\*\*\*  $p<.001$ .

Note: Results from *Tuckey's b* multiple comparisons of means are indicated as A, B and C. Here, mean scores with notation A is significantly different from mean scores with the notation B.

<sup>44</sup> Fred M. Kerlinger, *Foundation of Behavioral Research* (New York: Holy, Rinehart and Winston, 1986): 480.

<sup>45</sup> S. Ram, and Hyung-Shik Jung, *Op. cit.*, 160-166.

There were significant differences in sale proneness across the four groups ( $F=44.22, p<.001$ ). Consumers who had the highest mean score on sale proneness was the HCHF group. LCHF group showed the second highest mean score. No significant mean differences sale proneness was found between LCLF and LCHF groups. It indicated that consumers who are involved in fashion are likely to seek sale information in the market than consumers who are involved in clothing. In fashionable clothing products, sensitivity to information on market price and sale promotions were caused by consumers' fashion involvement rather than clothing involvement. Especially when consumers are not very much involved in fashion, the clothing involvement did not play a significant role in arousing sensitivity to price information and sale promotion.

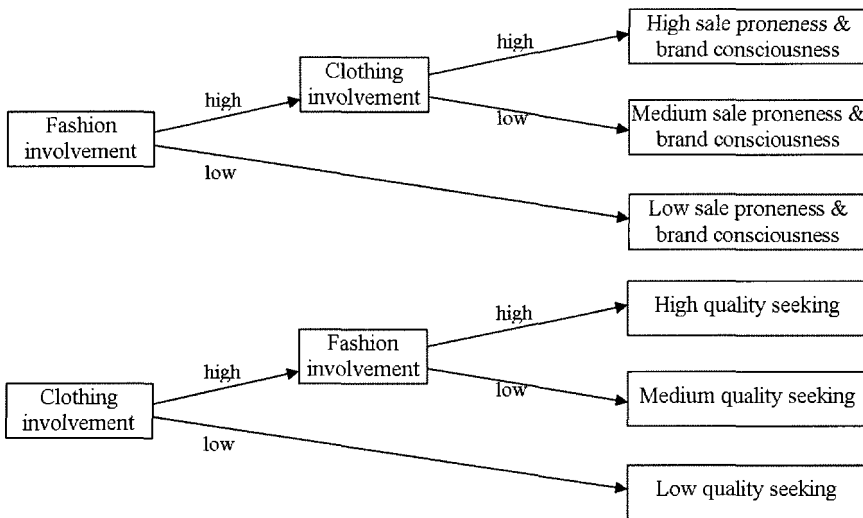
The study results can be summarized as (Fig. 1). Sale proneness and brand consciousness were closely linked to consumers' fashion involvement. For consumers who are highly involved in fashion, clothing involvement play intensifying role in arousing sale proneness and brand consciousness among consumers. However, when

consumers are lowly involved in fashion, clothing involvement did not play any role in the process. On the other hand, quality seeking was closely linked to consumers' clothing involvement. For consumers who are highly involved in clothing products, fashion involvement play intensifying role in making differences in quality seeking. However, when they are low in clothing involvement, fashion involvement did not play any significant role.

### V. Discussion and Conclusion

This study contributes to an understanding of product involvement in terms of the interplay of Clothing involvement and fashion involvement. In addition, this study verified that commonly researched variables in clothing and textiles such as quality seeking, brand consciousness, and sale proneness were affected by the two variables.

Fashion involvement and clothing involvement were not orthogonal concepts. They were different factors but related concepts. Therefore, respondents were able to be segmented into four groups: High fashion high clothing involved group, low fashion low clothing involvement



(Fig. 1) The Role of Clothing Involvement and Fashion Involvement in Evoking Quality Seeking, Brand Consciousness and Sale Proneness Based on Empirical Findings.



group, high clothing low fashion involved group and low clothing and high fashion involved groups.

Differences in demographic variables among consumer segments by fashion-clothing involvement were only found in age and marital status. Consumers who are highly involved in both clothing product and fashion are likely to be young and not married. No significant differences by employment, education and income level were found.

Results indicated significant differences in quality seeking, brand orientation and sale proneness across four consumer segments by fashion-clothing involvement. Consumers who are involved in fashion are likely to seek sale information in the market than consumers who are involved in clothing. Consumers who are involved in clothing are likely to seek quality than consumers who are involved in fashion. Interest in brands is more related to fashion involvement rather than clothing involvement.

Application of the findings will help marketers, merchandisers, retailers, and product developers to have better understanding of how clothing involvement interplay fashion involvement and how these two affect consumers' market behaviors. Future studies should include more variables in clothing purchase process such as opinion leadership. A study on male consumers for their fashion and clothing involvement should be conducted in the future.

## V]. Acknowledgement

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