Considering fashion: the role of consumer behavior

April Atwood, PhD, Faculty, Marketing & Sustainable Business
My involvement in sustainability issues?

- Sustainable Business
- Sustainability Consulting
- Sustainable Marketing
- MBA Certificate Program
- Consumer Behavior courses

King County
Department of Natural Resources and Parks
Solid Waste Division

Responsible Recycling
TOPICS I’LL TOUCH ON TODAY:

- Influences on CB
- Decision-making processes
- Informal input from Millennials
- Trends
Influences on Consumer Behavior

**Cultural**
Culture
Subculture
Social Class

**Social**
Reference groups
Family
Roles, status

**Psychological**
Motivation
Perception
Learning
Beliefs
Attitudes

**Situational**
Purchase
Usage

**Personal**
Demographics
age
life cycle stage
economics, etc.
Psychographics
lifestyle
personality
self-concept
Culture/subculture influences
Social influences
Demographic influences

"Women think of shopping in an interpersonal, human fashion and men treat it as more instrumental. It's a job to get done."
- Stephen J. Hoch

$77

$1437
Psychographics/lifestyle
Motivation

FASHION IS THE HEALTHIEST MOTIVATION FOR LOSING WEIGHT

KARL LAGERFELD
PICTUREQUOTES.com

Perception

attn:

MODELS IN FRANCE

Vs

MODELS IN AMERICA

LIFE ISN’T PERFECT BUT YOUR OUTFIT CAN BE.
Beliefs

“IF YOU CAN’T BE BETTER THAN YOUR COMPETITION, JUST DRESS BETTER.”

ANNA WINTOUR

Attitudes
Situation (purchase or usage)

MM.La Fleur – subscription ‘bento’ box

Business formal?
Business casual?
Fashion forward?
Casual wear?
What is appropriate work wear for women?
Influences on Consumer Behavior

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Consumer Decision-Making
Consumer Decision Process Model (High Involvement)

1. Need Recognition
2. Search for Information
3. Pre-purchase Evaluation of Alternatives
4. Purchase
5. Consumption
6. Post-consumption Evaluation
7. Divestment
Divestment / Disposition Options

Keep
- Use it to serve original purpose
- Convert it to serve a new purpose
- Store it
- Display it

Get rid of temporarily
- Rent it
- Lend it

Get rid of permanently
- Throw it away---trash
- abandon
- Destroy
- Recycle it
- Give it away---to be sold / resold
- to be used
- Trade it
- Sell it: C2C ... or through intermediary...or to intermediary
Key role of ‘involvement’

How involved in the decision is the consumer? Applies to more than just purchasing....
*disposal  *search  *repurchase  *attention to ads/information/websites
Influences on consumer involvement

- Knowledge level? Complexity?
- Short-term (situational) or long-term (enduring)
- Financial, social, psychological, physical, functional
- Time available for decision?
- Affects important others?
- Social risks, impact; personal ‘brand’ impact
Consumer decisions under LOW involvement

Need Recognition

Search for Information--MINIMAL

Purchase

Evaluation

Divestment
Consumer decisions to repeat a behavior

Need Recognition

Search for Information—what have I done before? Was I satisfied? If yes.....

Purchase / behavior

Post-consumption Evaluation: still satisfied!

Next time---do the same thing again......
Repeat decisions.....

Can be due to ‘loyalty’
   (belief that the choice is THE BEST!)

....or.....

can be due to ‘inertia’
   (not given enough reason to change)

Which will be more open to change?
Consumer approaches to decision-making

**Economic**: rational, deliberate, cost/benefit focus, full information

**Passive**: not actively involved; more influenced by marketing/ads

**Emotional**: focus is on ‘feelings,’ moods; impulsive

**Cognitive**: consumer as problem-solver, thoughtful AND influenced by feelings

*Influenced by personal style + situation*
The bottom line

Predicting consumer behavior can be challenging since people are:

- varied (interests, involvement, decision process)
- influenced by many factors
- likely to change over time

So, to be more successful, communicators must consider SEGMENTS, not one huge whole population.
recent informal survey: Millennials

- my class of Millennials (early to mid-20s)
- varied!
  - most typically spend $150 or less/month on clothing but several spend $300 or more per month, every month
  - the majority did more than ½ of their clothes shopping in person at a store; <20% did a majority of clothes shopping online
  - most donated unwanted clothes to a charity or thrift store or gave them away to friends/family
  - most have never put old clothes in a recycle bin; some admitted to putting them in the trash
  - most have NOT sold clothes online or at a consignment store (ThredUp, Poshmark?)
Myth busting

Millennials still like brick-and-mortar stores. In fact, 82 percent of them prefer bricks and mortar.

- 91% prefer shopping in drugstores
- 68% prefer shopping in consumer electronics stores
- 80% prefer shopping in apparel stores
- 28% will return to the store the next morning
- 37% will buy the item from the retailer online
- 4% will buy the item via the retailer’s mobile app
- 84% prefer shopping in department stores
- 83% prefer shopping in discount/mass merchant stores
- 28% will make a purchase due to a social media recommendation

Millennials can be exceptionally loyal customers: 69% say that when it comes to their favorite retail store, a “closed” sign does not change their minds.

Source: Accenture analysis
Note: This chart appears in "Who are the Millennial shoppers? And what do they really want?” from Outlook 2013, No. 2, an Accenture publication. Copyright 2013 Accenture. All rights reserved.
most felt that clothing played an important role in:

- being appropriate in any situation
- boosting self-confidence
- allowing a reflection of their individuality

many admitted that they pay a significant amount of attention to what they wear

almost none had heard of ‘capsule wardrobes’ though many thought they had heard of a minimalist approach to dressing
Trends: fast fashion

• results in more and more clothing items
• psychologically SO appealing:
  – buying new things
  – at a LOW price
  – knowing they will not be available for long
  – and more new things will appear soon
observing others shopping or their finds = entertainment
HOW FAST FASHION WORKS

INCREASED SALES
MORE CHOICE
CHEAPER GOODS
SWEAT SHOPS
SHORTER LIFE
MORE TRASH
NEGATIVE IMPACTS
proliferation of choices: more alternatives? or overwhelm?
my students continue to choose fast fashion for convenience and price...

(Despite environmental, social impact...)
...but awareness of impacts is growing
Buy thrift/vintage: a step against fast fashion

thrift shop haul:
11 items for $44

...and widely accepted and popular among Millennials
Trend: capsule wardrobe
capsule wardrobe influencers
the life-changing magic of tidying up
the Japanese art of decluttering and organizing

marie kondo
SPRING CAPSULE
on a budget...

Can I build a CAPSULE WARDROBE on a BUDGET?
You sure can
Come and see!

www.style-yourself-confident.com
EVERYDAY Savvy Mix & Match Capsule Wardrobe

Spring Styles from Target
specialized segments

A capsule wardrobe for the inverted triangle body shape

building your mom-friendly capsule wardrobe
spring/summer 2018
Boys Capsule Wardrobe (Spring + Summer)

- x2 Shirts
- x2 Polo Shirts
- x2 Shorts
- x2 Wellness Momma

Kids' Capsule Wardrobe for Girls

- A Cardigan
- B Long Sleeve Tee
- C 3 T-shirts
- D 1 Dress
- G 1 Pair Leggings
- H 1 Pair Shorts
- E 1 Skirt
- F 2 Pairs Jeans
HOW TO CREATE A CAPSULE WARDROBE FOR WORK
an Indian capsule wardrobe

http://ethnicthread.com/blog/the-indian-capsule-wardrobe/
Trend: shopping services

Your on-demand personal shopper
She'll get to know you and find you clothes you love!

GET STARTED
Trend: slow fashion

“You don’t have to buy new, you don’t have to buy often...fashion changes so quickly that it feels as if we can’t keep up - and that’s because we can’t.”

THE GOOD TRADE
The slow fashion movement prompts consumers to think before they buy.

SLOW FASHION IS THE IDEA OF INVESTING IN A FEW HIGH QUALITY PIECES THAT YOU CAN MIX AND MATCH WITH ALMOST ANYTHING IN YOUR WARDROBE AND WEAR FOR YEARS.

- MIMI MILLER
SLOW FASHION MOVEMENT

BUY FROM CHARITY SHOPS, SECOND VINTAGE, RECYCLED FASHION
FIX DAMAGED CLOTHES
BUY LESS, CHOOSE QUALITY
LESS WASTAGE
REDUCING CARBON FOOTPRINT
NATURAL AND ORGANIC

SCS / COTS CERTIFIED FACTORIES
HEALTHY SUPPLY CHAIN
FAIR WAGES
SUSTAINABLE
PROTECT OUR ENVIRONMENT

KEEP TRADITIONAL TEXTILES ALIVE
CHOOSE QUALITY, NOT QUANTITY
BUILD RELATIONSHIPS
IMPROVING WORKING AND LIVING CONDITIONS FOR PEOPLE
The Five Step Guide to Slow Fashion

1. Support local businesses
2. Shop secondhand or vintage
3. Invest in your clothing
4. Hand wash and air dry your clothing. Choose environmentally-friendly detergents
5. Shop sustainably-made or fair trade clothing

Think quality over quantity.

And lastly, help spread the word!
Tell your friends and family about the Slow Fashion movement and show them that their choices and purchases can make a difference.

Join the conversation and #WearTheChange

DON’T BUY THIS JACKET

patagonia
patagonia.com

COMMON THREADS INITIATIVE
REDUCE
WE make useful gear that lasts a long time
YOU don’t buy what you don’t need
REPAIR
WE help you repair your Patagonia gear
YOU pledge to fix what’s broken
REUSE
WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on
RECYCLE
WE will take back your Patagonia gear
that is worn out
YOU pledge to keep your stuff out of the landfill and incinerator
REIMAGINE
TOGETHER we reimagine a world where we live only what nature can replace
Trend: don’t buy.....rent!
Trend: don’t buy.....rent!

The Renting Revolution Is Here

- **Fashion Freedom**
  You’ve got 100,000s of options at your fingertips. Try new things, have more fun and go for it.

- **Total Wardrobe Flexibility**
  Let’s be real: your style, size and budget change over time. Now, your closet can too.

- **Smarter Closet**
  Imagine a closet that has exactly what you want. Takes up no space. And does all your dry cleaning.

- **Smaller Clothing Footprint**
  Clothes end up in the back of closets or landfills. Power the sharing economy and rent instead.

“I have nothing everything to wear.”
Trend: don’t buy.....rent!
Trend: retailers getting involved

M&S + Oxfam

Shwopping
M&S +
London College of Fashion, School of Sustainable Fashion
1. LONG LIVE FASHION!

Every year, tons of textiles end up in landfills. As much as 95% of these textiles and clothes can be recycled. That’s why we’re collecting clothes at all H&M locations – clothes of any brand, any quality and in any condition.

If you have something worn, torn or hopelessly out of style don’t throw it away or let it pile up in the back of your closet, bring it to us and help decrease the amount of fashion that is wasted. Bring your unwanted clothes to any H&M store. For each bag of clothes you donate, you will receive a voucher with a discount for your next purchase.

The clothes are then shipped to the nearest processing plant, graded and hand-sorted. Zero waste is the goal. Items that are too worn and torn to be reused will be recycled and turned into raw materials and new products.

HOW IT WORKS

REWEAR
CLOTHING THAT CAN BE WORN AGAIN IS MARKETED WORLDWIDE AS SECOND-HAND GOODS.

ENERGY
WHEN REWEAR, REUSE AND RECYCLE ARE NOT OPTIONS, TEXTILES ARE USED TO PRODUCE ENERGY.

RECYCLE
TEXTILES THAT CAN’T BE REUSED GET A NEW CHANCE AS TEXTILE FIBRES, OR ARE USED TO MANUFACTURE PRODUCTS SUCH AS DAMPING AND INSULATING MATERIALS FOR THE AUTO INDUSTRY.

REUSE
TEXTILES THAT ARE NO LONGER SUITABLE TO WEAR ARE CONVERTED INTO OTHER PRODUCTS, SUCH AS CLEANING CLOTHS.
Trend: repair