Analysis of Fashion Adoption Groups and buying process in Millennials and Post-Millennials

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Abstract

It has been more than five decades since Rogers (1962) analyzed the adoption of innovations processes and the adopters profiles. Since then, there have been many studies about adoption of fashion innovations in order to understand who the innovators are and how new trends and products are spread in society.

Recently, Workman & Seung-Hee (2017) analyzed in depth the studies in this area, highlighting theories, models and research methods. In addition, they proposed and tested a new model of fashion adoption. Although it has been a field studied over time and currently, these investigations don't pay attention to the Digital Age, to the new Digital Native Consumers and how are their social relations and online buying process.

How does internet impact in adoption of fashion innovations? Which are the characteristics of these Fashion Adoption Groups? What role social networks play in the diffusion of innovations? How and where early adopters and innovators buy online? Are they really more independent regarding brands and media messages? Are they only impacted by the influencers?

These are some of the questions posed and answered by the present investigation. Through a quantitative analysis, through a survey based in 1176 Millennials and Post-Millennials, the new Fashion Adoption Groups and their buying process in the Omni-channel World are analyzed. The research is carried out through a descriptive statistical analysis based on means, frequencies and ANOVAS, in more than 50 variables.

Findings from this research and their implications regarding the different stages of the millennial buying process are discussed. As a result, new adopters' profiles and changes in the curve of adoption of innovations are proposed, as a consequence of the digital transformation of society and the fashion industry.

Keywords: Fashion; Adoption Groups; Buying Process; Millennials; Online