

THE RELATIONSHIPS OF FASHION MAGAZINE CONTENT, LOYALTY TENDENCY,
AND FASHION MAGAZINE USAGE: AN ANALYSIS OF
FASHION CONSUMER GROUPS

by

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(Under the Direction of Yoo-Kyoung Seock)

ABSTRACT

The purpose of this study was to examine the differences in fashion magazine content preference, fashion magazine usage, and loyalty tendency toward fashion magazines among the identified fashion consumer groups and to analyze the relationships among preference of fashion magazine content, loyalty tendency toward fashion magazines, and fashion magazine usage. A total of 256 surveys were completed by female undergraduate students at the University of Georgia. MANOVA, ANOVA, and regression analyses were used to test the relationships among the variables. The results indicated significant relationships between all of the variables.

INDEX WORDS: Fashion Magazine, Fashion Consumer Group, Fashion Magazine Content, Loyalty Tendency, Fashion Magazine Usage

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B.A., Baylor University, 2006

A Thesis Submitted to the Graduate Faculty of The University of Georgia in Partial Fulfillment
of the Requirements for the Degree

MASTER OF SCIENCE

ATHENS, GEORGIA

2008

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CHAPTER 1

INTRODUCTION

Background & Problem

A great deal of research has been conducted on consumers' use of the media in order to better understand the importance and influence of information sources in marketing. The current body of literature on information sources focuses on the differences in usage of information sources among various population segments according to race, age, gender, and other demographic characteristics. Comparative research on Asian and Hispanic consumers' use of the media by Delener and Neelankavil (1990) suggests that consumers differ in preference of information sources according to race. The researchers found that while Hispanic consumers prefer television and radio, Asian consumers have a preference for television and newspapers. Much research has also been conducted on Hispanic consumers' preferences toward advertisements (Deshpande et al., 1986; Webster, 1991).

In their article "Exploring age-related differences in information acquisition for a gift purchase," Laroche, Cleveland, and Browne (2004) found that older consumers (50 years and older), when patronizing a store, are likely to gather information from a variety of store information sources, while younger consumers (less than 30 years) limited their store information source usage to gathering advice and information from store personnel. Lumpkin and Festervand (1988) also found that older, female consumers are likely to conduct a variety of information searches through mass media outlets. According to Morton (2002), younger consumers, on the other hand, are more likely to gather information from specific sources that

they deem reliable according to their own consumption needs. In her article, Morton explained that young consumers, specifically those categorized as members of Generation Y, are often “mistrustful of mass media” and prefer “word-of-mouth promotion” (p. 48). Young consumers also prefer advertisements and information sources that represent their lifestyles and values or information sources that feature celebrities and persons of influence endorsing the trendy, brand specific products that are important to these young consumers (Morton, 2002). Because Generation Y consumers value the same characteristics of information sources that are often identified with fashion magazines (celebrity endorsements and brand specific products), this young consumer group may be more likely than older consumer groups to gather information for purchases from fashion magazines.

As consumers’ use of information sources continues to increase, it is important for marketers to identify and utilize the information sources that the specific consumer groups the marketers aim to target prefer in order to better reach their target consumer groups and in an effort to increase profits. In the late 1990s, Wilson and MacGillivray (1998) found that middle and high school aged female consumers, those currently classified as Generation Y, were continuing, as they aged, to place a greater importance on magazines as an information source. Because these female consumers have, in previous years, valued magazines as an information source more so than did male consumers, fashion magazine marketers may find it beneficial to conduct further research to identify if the current characteristics of fashion magazines are continuing to fulfill young female consumers’ preferences and are encouraging them to continue using fashion magazines as an information source. Therefore, if marketers can identify the aspects of fashion magazines that appeal to Generation Y females as they continue to age, they may be able to maintain the group’s loyalty and encourage lifetime patronage.

According to Stone (2004), fashion magazines were first developed over 150 years ago. Stone claimed that *Godey's Lady's Book* was the first women's magazine to focus on fashion news and information. Since the development of *Godey's Lady's Book*, large assortments and varieties of fashion magazines have been produced with the common goal of acquiring the largest circulation numbers and a loyal consumer group (Stone, 2004). While each fashion magazine claims to be the most reliable source in fashion forecasting, many of the magazines, in addition to featuring fashion news and information, have begun to focus on specific aspects of fashion and have found niches in the fashion magazine world that give them an advantage in winning over consumers' loyalties (Stone, 2004). For example, *InStyle* magazine blends fashion and celebrity lifestyle information, while *Lucky* magazine focuses on shopping and retail venues (Stone, 2004). Furthermore, Stone (2004) states that many fashion magazines, like *Essence* and *Ebony*, continue to become more specified by targeting African American consumers, while *Latina* magazine focuses on the Hispanic population. Whatever a consumer's interests, preferences, and even ethnic background may be, there is, most likely, a fashion magazine that caters specifically to them.

Justification

Because many women spend a large portion of their discretionary income on apparel items, the media is often used to target women and encourage them in their purchasing decisions. Women can be classified into differing fashion consumer groups according to their fashion leadership orientation and level of fashion innovativeness and opinion leadership. According to Summers (1972), consumers are either classified as fashion leaders or fashion followers. He found that fashion leaders are most likely to be exposed to fashion magazines because fashion magazines provide information on the types of items that fashion leaders are interested in.

However, fashion leaders and fashion followers may be interested in and attracted to various types of fashion magazines because of the differences in their fashion leadership orientations. For example, a fashion leader might enjoy fashion magazines that feature new designers and designer clothing lines or trade magazines like *Women's Wear Daily* that provide up-to-date information on the textile and apparel industry. On the other hand, fashion followers might prefer fashion magazines that feature “how to” sections on clothing and accessories and provide advice and instruction for putting together a variety of outfits. Therefore, it is important for marketers of fashion magazines to understand the aspects of a fashion magazine that attract a fashion leader or a fashion follower. In addition, it is important for marketers to understand the consumer group that their fashion magazine is currently attracting and is continually striving to attract. By understanding their consumers' fashion leadership orientations, fashion magazine marketers can better understand how to market to their ideal and/or acquired consumer group.

In his article on consumer loyalty and the use of the internet, Griffin (1996) identified loyalty as one of the more important factors that can influence a company's financial standing and potentially lower costs. In an article on vendor loyalty, Jarvis, Ostrom, and Grayson (1977) determined the differences and implications of true vendor loyalty and repeat purchases. The researchers found that repeat purchasers are loyal to a vendor to an extent; however, they are easily convinced to switch to a different vendor if offered a more competitive price. Truly loyal consumers, on the other hand, will not switch vendors readily, even when offered a more competitive price (Jarvis, Ostrom, & Grayson, 1977) because they have developed a connection to the vendor that is not solely dependent upon price. Therefore, the authors explained the importance of vendors determining whether they have true consumer loyalty or only repeat purchasers. Ranaweera and Prabhu (2003) identified the different factors influencing consumer

loyalty and identified customer satisfaction as slightly more significant than trust in influencing loyalty. However, they determined that trust is still an important aspect for marketers to consider because trust influences positive word of mouth. As evidenced in the literature on consumer loyalty, loyalty is an extremely powerful influence of customer retention and repeat purchases. In addition, because consumer loyalty is an important factor in contributing to a company's financial standing, it is important for fashion magazine marketers to understand the value of consumer loyalty and to adopt strategies that positively influence the loyalty tendencies of their customers.

Many questions remain unanswered in this area of research, and literature on fashion magazine content and fashion magazine usage is somewhat limited. It is important to understand if fashion magazines are an important source from which consumers attain information about fashion. In addition, no study has previously determined the differences in fashion magazine usage and loyalty tendency among various types of consumers. Finally, it is undetermined whether or not fashion magazine content influences fashion magazine usage and loyalty tendency toward fashion magazines. It is also undetermined how loyalty tendency toward fashion magazines influences fashion magazine usage.

In order to identify the ways in which marketers for fashion magazines can better target fashion consumer groups, the purpose of this study is to examine the differences in fashion magazine content preference, fashion magazine usage, and loyalty tendency toward fashion magazines among the identified fashion consumer groups and to analyze the relationships between preference of fashion magazine content, loyalty tendency toward fashion magazines, and fashion magazine usage.

Research Objectives

1. Identify the fashion consumer groups.
2. Determine how the identified fashion consumer groups differ in their preferences toward fashion magazine content.
3. Determine how the identified fashion consumer groups differ in their loyalty tendencies toward fashion magazines.
4. Determine how the identified fashion consumer groups differ in their use of fashion magazines.
5. Examine how the preference of fashion magazine content influences loyalty tendency.
6. Examine how the preference of fashion magazine content influences fashion magazine usage.
7. Examine how loyalty tendency toward fashion magazines influences fashion magazine usage.

CHAPTER 2

LITERATURE REVIEW

Fashion Leadership & Fashion Consumer Groups

One of the first studies that aimed to better understand fashion leadership was conducted by John O. Summers (1970). In his study, Summers developed a list of characteristics that fashion leaders possess. He found that the identities of fashion leaders are developed according to their demographic, social and attitudinal, and topic-oriented characteristics. In his article, Summers discussed the effect of fashion magazines on fashion leaders. He found that fashion leaders were much more likely than fashion followers to have exposure to fashion magazines.

In his second study on fashion leadership, Summers (1972) did not focus primarily on fashion leaders but, instead, focused on consumer innovators for a wide range of categories. He first identified consumer innovators for six product categories, including apparel, and then surveyed both consumer innovators and non-consumer innovators according to their uses of different forms of media. He found that consumer innovators, including consumer innovators for women's clothing fashions, are "more exposed to the mass media than noninnovators" (p. 45). Furthermore, "the relationship between innovativeness and media exposure tended to be strongest where the media's editorial content was relevant to the product category" (p. 46). Therefore, Summers found that consumer innovators for women's clothing fashions are most likely to have exposure to a form of media, like fashion magazines, that features women's clothing fashions.

In her book, *The Dynamics of Fashion*, Stone (2004) discussed and summarized fundamental information about fashion leaders and followers. She explained three theories of fashion, the downward-flow theory, horizontal-flow theory, and upward-flow theory; each theory containing its own set of fashion leaders. In the downward-flow theory, fashion leaders are typically considered those people that possess wealth and have access to the media, like celebrities and political figures. According to Stone, access to the media ensures that these fashion leaders' fashion choices will be visible to the masses and, therefore, replicable. In the horizontal-flow theory, fashion leaders are "individuals whose personal prestige makes them leaders within their own circles;" however, this prestige usually does not reach beyond the fashion leaders' own circles. (p. 59). Fashion leaders in the upward-flow theory are often young members of lower economic groups whose fashion trends inspire other economic groups, usually of greater wealth and status. However, consistent across all theories, fashion leaders adopt a fashion trend before other consumers and inspire other consumers, or fashion followers, to then adopt the trend. Stone identified fashion followers as those consumers that do not adopt a trend first but support the fashion industry by following fashion leaders' trend choices.

A study developed by Hirschman and Adcock (1978) divided fashion consumers into four groups: Followers, Innovators, Opinion Leaders, and Innovative Communicators. The latter three of the four groups are described as fashion change agent groups and can be classified under the broader term of fashion leaders. For their study, Hirschman and Adcock developed The Measure of Fashion Innovativeness and Opinion Leadership scale to classify consumers into one of the fashion consumer groups. Since its development, the scale has been widely used by a variety of researchers that have found the scale to be consistent and reliable (Workman & Kidd,

2000; Workman & Johnson, 2003; Stanforth, 1999; Studak & Workman, 2004; Studak & Workman, 2006).

A recent study by Studak and Workman (2006) concerning fashion leaders built upon Hirschman and Adcock's study by dividing fashion consumers into the four groups previously determined by Hirschman and Adcock through the use of The Measure of Fashion Innovativeness and Opinion Leadership scale. The goal of the study was to analyze the various fashion consumer groups according to demographic characteristics and to discuss their varying levels of fashion leadership. The authors found that consumers' hedonic, pleasure focused, or utilitarian, action focused, approaches to fashion are influenced by their group orientation and gender. This research is consistent with other studies on fashion consumer groups that have found significant differences in the ways various fashion consumer groups respond to fashion and other cultural influences (Summers, 1970; Summers 1972; and Studak & Workman, 2006).

According to the body of literature on fashion leadership and fashion consumer groupings, fashion leadership orientation and fashion consumer group designation are often influenced and indicated by demographic and behavioral factors. Fashion leaders are also typically more exposed to the media than fashion followers and use sources of the media on a regular basis. Based on this information, fashion magazine marketers may find it important to determine the preferences of fashion magazine content and the differences in loyalty tendency and fashion magazine usage among various consumer groups so that marketers can develop strategies to attract and retain their current and target consumer groups.

Fashion Magazine Content

According to Stone (2004), fashion magazines have, in recent years, developed into a communication vehicle for fashion news as fashion magazines' "primary function" is "reporting

and interpreting the fashion news” (p. 436). Stone explained that fashion magazines typically contain “advertisements for apparel, cosmetics, and accessories” (p. 436). The following is a list of other fashion magazine content that Stone identified: “reader surveys,” “fashion forecasts of colors and styles for upcoming seasons,” and pictures of current fashions accompanied by editorial credits (a list of manufacturers and retailers that supply the fashions) (p. 436).

In his analysis of fashion magazines and how they link networks of consumers and producers, Moeran (2006) discussed and further developed the concept of the fashion system. This fashion system, as Moeran explained, provides the connection between runway fashions and the fashion trends that are adopted by the average consumer. Moeran suggested that magazine editors portray models and celebrities wearing the latest fashion trends so that magazines’ consumers will then establish the latest fashions as the ideal fashion image and will purchase the designer trends or their cheaper versions. Moeran’s assessment of fashion magazine content as a vehicle to present designer fashions to the consumers of fashion magazines shows the influence and importance of fashion magazines in the greater fashion system.

As Seen in Vogue by Hill (2004) outlines the influence of *Vogue* magazine on the fashion industry by providing pictures and literature featured in *Vogue* during each decade since the establishment of the fashion magazine. Hill also discussed the development of the fashion magazine and *Vogue*’s presence among consumers. He identified Harper’s Bazar as “the first American women’s magazine that focused primarily on fashion” (p. 2). By the end of the nineteenth century, however, American society had become inundated with many fashion magazines, including *Vogue*. The first edition of *Vogue* was published in December of 1892. The content of the magazine was originally written for both a male and female consumer group; however, as the magazine became more established, it “became more detailed, with specific

descriptive text” that focused primarily on women’s fashions (p. 8). According to Hill, while *Vogue*’s readers were interested in couture fashion, couture was too expensive for many readers. Therefore, the magazine began incorporating clothing patterns that were variations of the couture trends. One important aspect of *Vogue*’s content, both in the past and present issues of the magazine, as identified by Hill, is its duality. *Vogue* provides information on the latest trends in “high-fashion, art, and photography” while simultaneously running advertisements for ready-to-wear clothing (p. 8). This duality represents American women’s fashion agenda. While American women are interested in high-fashion and may dream of owning couture, many women can only afford ready-to-wear fashions.

According to the current body of literature, it is most important that fashion magazine content focuses on providing information on the latest trends and news in fashion, while also incorporating additional information for readers including advertisements, photographs, surveys, information on clothing, cosmetic, and accessory venues, and fashion forecasts.

Loyalty Tendency

In his book *Satisfaction: A Behavioral Perspective of the Consumer*, Oliver (1997) outlined his four-stage loyalty model and scale. The model is linear as each progressing stage represents an increase in customer loyalty. Oliver’s four stages are Cognitive Loyalty, Affective Loyalty, Conative Loyalty, and Action Loyalty. Unlike many other loyalty scales that only test a consumer’s attraction to a brand, Oliver’s scale addresses both “a consumer’s attraction to a brand” and “the consumer’s vulnerabilities to switching” (p. 398). Therefore, for each stage of the scale, Oliver identifies potential sustainers (factors that might encourage a consumer to continue purchasing a brand) and vulnerabilities (factors that might discourage a consumer from continuing to purchase a brand). Through Oliver’s research, marketers can understand the

importance of emphasizing sustainers and limiting vulnerabilities, while encouraging their consumers to reach their next loyalty levels.

Sivadas and Baker-Prewitt (2000) built upon Oliver's four-stage loyalty model to develop their own model for determining the factors that influence store loyalty for department stores. The model that Sivadas and Baker-Prewitt hypothesized and tested is much more involved than Oliver's model because it is not explicitly linear. However, the researchers, like Oliver, based their model on the idea that "loyalty is a matter of degree and lies on a continuum" (p. 77). In the first stage, cognitive loyalty, of Sivadas and Baker-Prewitt's model, the customer evaluates service quality. Once the customer moves into the second stage of loyalty, affective loyalty, relative attitude and satisfaction are developed (relative attitude is developed through customer satisfaction and improved service quality). If a customer reaches the third stage of loyalty, then they will begin recommending the store to others and will continue making purchases from the store. In the fourth stage, the previous stages become intertwined to encourage the customer's complete loyalty toward the store. Through the testing of their model, the researchers found that while satisfaction does not increase store loyalty or improve relative attitude, it does lead to a customer's likelihood of making repurchases at the specified store. In addition, customer's that are likely to recommend the store to others are more likely to exhibit loyalty toward that store. The results indicate that "consumers who are more likely to recommend a department store also tend to be more loyal to that store" (p. 79).

In their article on loyalty tendency, Wong and Sohal (2003) tested two levels of store loyalty, loyalty to employees, and loyalty to the company, in order to determine which type of loyalty was the most influential. The researchers found that service quality influences customer loyalty but that the influence of service quality on customer loyalty is greatest in the loyalty to

the company level. In addition, the researchers tested the influence of reliability, responsiveness, assurance, empathy, and tangibles on the two levels of loyalty (Wong & Sohal, 2003). At the loyalty to employees level, the results indicated that empathy, or “caring, individualized attention given to customers,” has the greatest influence, and at the loyalty to the company level, tangibles, or “appearance of psychical facilities, equipment, personnel and written materials,” have the greatest influence (Wong & Sohal, 2003, p. 497).

David (2006) discussed the shifts in loyalty tendency among the readers of *Vogue* magazine by analyzing the evolution of *Vogue* from a fashion magazine primarily focused on attracting Manhattan socialites to one that embraces and reinforces mainstream American fashions, like those produced by the Gap. The author suggested that in concerning itself with American fashions, *Vogue* has helped Americans to become loyal to American brands and fashions instead of focusing on and idealizing Parisian trends, like those originally associated with *Vogue*. In addition, David outlined the development of *Vogue*’s consumers, showing the shifts in consumer loyalty to the magazine over time. David’s research demonstrates a fashion magazine’s potential for social influence if the fashion magazine can attain loyal consumers.

The current body of literature for loyalty tendency focuses on testing various models and factors influencing loyalty. Most of the literature hypothesizes that service quality is a factor influencing store loyalty. While the current body of literature is devoid of any general information on loyalty toward fashion magazines, David’s article outlines the simultaneous shifts that occurred within *Vogue* magazine and the loyalty of the magazine’s consumer group. Therefore, determining the level of loyalty of their fashion magazines’ consumer group could be potentially helpful to fashion magazine marketers so that they can develop systems to attract and retain current and potential customers.

Fashion Magazine Usage

In the 21st century, magazines are used by consumers for coverage on a variety of cultural aspects (Hill, 2004). In his book, Hill discussed the development of the usage of magazines and how the magazine has transformed into a cultural instruction manual for its readers. For example, *Vogue* magazine has served a variety of uses throughout its existence and currently incorporates, in addition to fashion related topics, information on art, photography, celebrities, and other forms of entertainment. The content of *Vogue* has been responsible for the development of the ways in which the magazine was used by its consumers during previous time periods. *Vogue*'s inclusion of garment patterns, in previous centuries, is an example of how consumers of the magazine used the magazine to develop their wardrobe; therefore, not only did consumers read *Vogue* to find out the latest trends, but they depended on the magazine to provide them with the means, or patterns, of creating the trends, at a fraction of the price. In addition, because the magazine provided detailed information about the latest high-fashion trends, consumers began using the magazine as an instruction manual for information on shaping their wardrobe.

A number of researchers have indicated the importance of fashion magazines and their usage. A study conducted by Ahrens, Gray, and Sypek (2004) provides evidence of the influence of fashion magazine usage on consumer's preferences and lifestyle choices. The researchers surveyed the four most circulated fashion magazines from 1959 to 1999 to analyze the changes in the thinness and body exposure of cover models. The study concluded that all four of the magazines showed an increase in exposure, thinness, and full body photos of models and, therefore, exposed readers to an unrealistically thin ideal female image. The study indicates that society is continually being exposed to the fashion leadership of magazines, and the increase

in eating disorders over the past few years may show that society is adopting the overly thin ideal body image that fashion magazines so often portray. Hamilton and Turner (1997) also tested the relationship between media exposure and body satisfaction. The participants were asked to fill out a questionnaire measuring their body satisfaction. As hypothesized, the group that read fashion magazines conveyed a greater level of frustration with their weight and had a higher level of interest in thinness. These results support other researchers' concerns that the influence of fashion magazines can be unhealthy if fashion magazine consumers strive to achieve unrealistic and dangerous levels of thinness as a result of media exposure (Ahrens, Gray, & Sypeck, 2004). In their study, Thomson, McCoy, Gustafson, and McWilliams (2002) analyzed the relationship between fashion magazine readership and anorexic tendencies in college females in order to better understand the role of the media in influencing eating disorders. While they found that women's usage of fashion magazines is primarily related to their desire for self-improvement rather than a need for entertainment, the researchers did not find that magazine usage reinforces readers' anorexic tendencies. The authors, however, did conclude that if a reader has anorexic tendencies prior to fashion magazine exposure, then that reader's tendencies may be further reinforced by the exposure.

Although most articles on magazine usage focus on the relationship between fashion magazine exposure and usage and eating disorders, the results also suggest the potential influence that fashion magazine usage may have on society. In addition, historical accounts of fashion magazines show the importance of fashion magazines, both in the past and present, in serving as a resource for consumers to use in modeling their wardrobes and determining the latest fashion trends.

Summary of Literature

The current body of literature outlines the importance of demographic and behavioral influences in the determination of fashion consumer groups. In addition, fashion leaders and followers differ greatly in their exposure to and usage of the media. Summers (1970) determined that fashion leaders are typically exposed to and use the media more often and on a regular basis than fashion followers. According to the body of literature, the primary purpose of a fashion magazine is to provide information on fashion trends and news. While the current body of literature on loyalty tendency lacks a great deal information on consumers' loyalty toward fashion magazines, most of the literature provides models and/or methods for testing the significance of specific factors in influencing a consumer's loyalty to a certain store. Fashion magazine usage literature almost exclusively focuses on the influence that magazine usage has on the development of a consumer's tendencies for an eating disorder. Fashion magazines, however, continue to serve a cultural purpose as they act as a resource for consumers in identifying fashion trends and constructing their wardrobes.

CHAPTER 3

CONCEPTUAL FRAMEWORK

Statement of Purpose

The purpose of this study was to examine the differences in fashion magazine content preference, fashion magazine usage, and loyalty tendency toward fashion magazines among the identified fashion consumer groups and to analyze the relationships among preference of fashion magazine content, loyalty tendency toward fashion magazines, and fashion magazine usage. Based on the literature pertaining to fashion leadership and fashion consumer groups, fashion magazines, and consumer loyalty tendency (Hirschman & Adcock, 2006; Stone, 2004; Oliver, 1997), the researcher developed a framework to serve as the conceptual basis of the study in order to test the relationships proposed in the hypotheses.

Conceptual Framework

The current body of literature pertaining to fashion leadership and fashion consumer groups includes several studies with a variety of methods and instruments used to observe and classify a consumer's fashion leadership orientation. Of the methods and instruments outlined in the literature review, currently, the most widely used method for testing fashion leadership is The Measure of Fashion Innovativeness and Opinion Leadership, which was developed in 1987 by Hirschman and Adcock to "categorize fashion consumers into one of four different groups: fashion innovators, fashion opinion leaders, innovative communicators, and fashion followers (Studak & Workman, 2006). In addition, although the scale was developed in 1987, studies, like that conducted by Studak and Workman, have found the scale to continue to be reliable and to

provide results consistent with those first found by Hirschman and Adcock. Researchers have used the scale in a wide range of studies to dependably categorize respondents into fashion consumer groups (Hirschman & Adcock, 1987; Workman & Kidd, 2000; Workman & Johnson, 2003; Stanforth, 1999; Studak & Workman, 2004; Studak & Workman, 2006).

While Stone (2004) provides a list of the various types of content found in fashion magazines (“advertisements for apparel, cosmetics, and accessories,” “report[s] and interpret[at]ions of] the fashion news,” “reader surveys”, “fashion forecasts,” and pictures of current fashions accompanied by editorial credits), the researcher felt that some important types of content were not included in Stone’s list (p. 436). In an effort to create a more complete scale for the purpose of testing fashion magazine content, the researcher combined Stone’s list of content with other types of content that were determined by the researcher. The researcher determined additional fashion magazine content to include in the study by conducting in-depth, written interviews with 73 undergraduate students in order to determine the types of fashion magazine content most important to the respondents in determining whether to purchase a fashion magazine. The researcher included the types of fashion magazine content the respondents most frequently identified as important to them in making a purchasing decision for a fashion magazine.

Oliver’s (1997) Four-Stage Loyalty Scale provides an adequate measure for a consumer’s loyalty to a specific brand (see Figure 3.1). In addition, the model measures a consumer’s loyalty to the brand at each of the four stages of the model, and each stage represents a specific way in which the consumer evaluates a brand to determine their loyalty to the brand (Oliver, 1997). The researcher selected Oliver’s Four-Stage Loyalty Scale because unlike many loyalty

scales, Oliver's model not only tests "the consumer's attraction to a brand but also the consumer's vulnerabilities to switching" brands (Oliver, 1997, p. 398).

The current body of literature on fashion magazine usage is lacking information on how consumers use, or gather information from, fashion magazines. Since a scale for measuring fashion magazine usage does not exist, the researcher developed the criteria for usage and the scale to be used in testing. In order to insure that a valid and useful scale was developed, the researcher conducted in-depth, written interviews with 73 undergraduate students. Based on the responses of the students, the researcher developed a scale to measure the questions asked in the written interviews.

A conceptual framework model has been developed by the researcher in order to further address the research objectives and hypotheses and the proposed relationships between fashion consumer groups and fashion magazine content, loyalty tendency, and fashion magazine usage (see Figure 3.2).

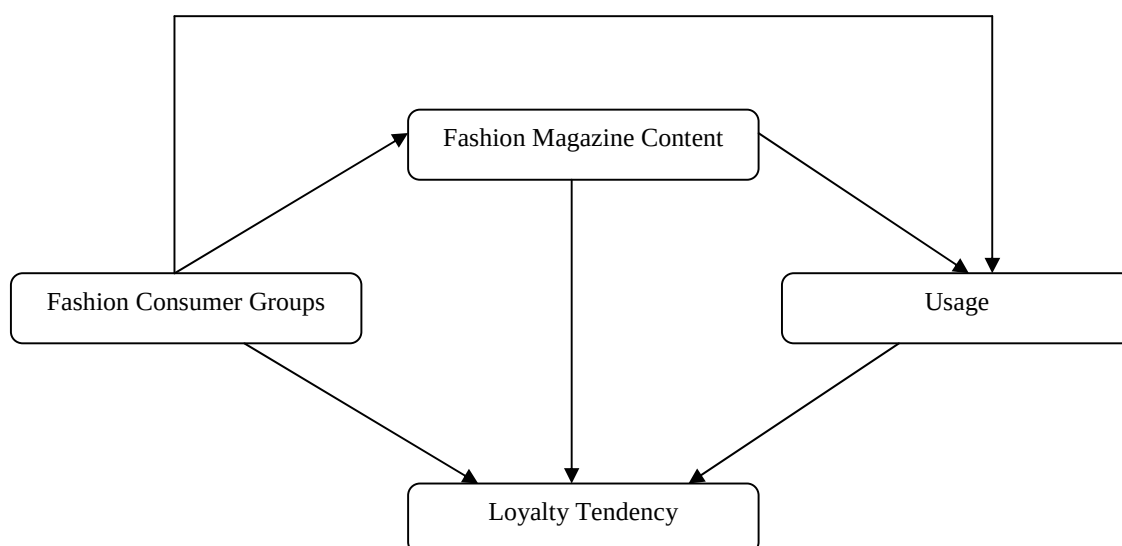


Figure 3.2 Conceptual Framework Model

Conceptual Definitions

1. Fashion Magazine

A magazine whose “primary function” is “reporting and interpreting the fashion news” (Stone, 2004, p. 436).

2. Fashion Consumer Groups

Fashion consumer groups are identified and determined based on a consumer’s measure of fashion innovativeness and opinion leadership (Studak & Workman, 2006).

3. Fashion Magazine Content

As outlined by Stone (2004), fashion magazine content refers to a combination of “advertisements for apparel, cosmetics, and accessories” and “report[s] and interpret[at]ions of] the fashion news” (p. 436). Fashion magazine content may also contain “reader surveys”, “fashion forecasts”, and “editorial credit[s]” (p. 436). For the purpose of this study, fashion magazine content also refers to all of the information, text, and visuals provided in a fashion magazine.

4. Loyalty Tendency

Oliver (1997) defines customer loyalty as “a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior” (p. 392).

5. Fashion Magazine Usage

For the purpose of this study, fashion magazine usage refers to how long a consumer keeps a magazine after the initial purchase.

Research Hypotheses

According to Summers (1972), fashion consumer groups have the greatest preference toward media outlets that are reflective of their own interests. Based on this information, fashion consumer groups may vary in their preference of fashion magazine content according to their preference for fashion magazines as a media outlet. Therefore, the following hypothesis was developed:

- H1: The identified fashion consumer groups will place different emphases on fashion magazine content.

According to previous study, consumer groups have a greater preference toward media outlets that are reflective of their own interests (Summers, 1972); therefore, the following hypothesis was developed:

- H2: The identified fashion consumer groups will have different loyalty tendencies toward fashion magazines.

Summers (1972) indicated that fashion consumer groups with a higher level of fashion leadership and innovativeness are more likely to be exposed to media outlets, including fashion magazines. Based on this information, the following hypotheses were developed:

- H3: The identified fashion consumer groups will use fashion magazines differently.
 - H3a: The identified fashion consumer groups will differ in the number of fashion magazines that they purchase.
 - H3b: The identified fashion consumer groups will differ in the length of time that they keep fashion magazines.

Because previous study has determined that consumers prefer media outlets that contain editorial content that is reflective of their own interests (Summers, 1972), the researcher concluded that

editorial content may directly encourage loyalty tendency and fashion magazine usage; therefore, the following hypotheses were developed:

- H4: Fashion magazine content will influence loyalty tendency.
- H5: Fashion magazine content will influence consumer usage of fashion magazines.
 - H5a: Fashion magazine content will influence the number of fashion magazines that a consumer purchases.
 - H5b: Fashion magazine content will influence the length of time a consumer keeps a fashion magazine.

Previous studies have determined that loyalty toward a particular brand is positively related to the repeated purchases, or usage of that particular brand (Griffin, 1996; Jarivs, Ostrom, & Grayson, 1977; Ranaweera & Prabhu, 2003). Therefore, the following hypotheses were developed:

- H6: Loyalty tendency will influence consumer usage of fashion magazines.
 - H6a: Loyalty tendency will influence the number of fashion magazines that a consumer purchases.
 - H6b: Loyalty tendency will influence the length of time a consumer keeps a fashion magazine.

CHAPTER 4

METHODOLOGY

Sample & Population

The population for this study consisted of female college students at the University of Georgia in Athens-Clark County, Georgia. A convenience sample of female college students between the ages of 18 and 22 completed the research questionnaire.

Instrument Development

In order to collect information, to be used in this study, related to the differences between the identified fashion consumer groups according to preference of fashion magazine content, loyalty tendency toward fashion magazines, and fashion magazine usage, a structured questionnaire was developed and administered to the sample. Many of the statements provided in the questionnaire were duplicated from or based on previous studies (Hirschman & Adcock, 2006; Stone, 2004; Oliver, 1997).

Because previously developed scales for preference of fashion magazine content and fashion magazine usage did not exist, an in-depth, written interview was conducted with 73 female undergraduate students at the University of Georgia in order to create these two scales for the current study. The respondents were asked two questions pertaining to fashion magazine usage (one for the number of fashion magazines that they purchase and one for the length of time that they keep fashion magazines). The interviewed respondents were also asked to identify the types of fashion magazine content that are most important to them. The respondents were also asked one question relating to demographic classification. The participants in the written

interview were made ineligible for responding to the final questionnaire in order keep from skewing the data.

The questionnaire was made up of five sections. The first section tested the respondents' fashion magazine usage. The first question served as a preliminary question by asking respondents to answer whether or not they had a favorite fashion magazine(s). If respondents answered negatively, they were asked to turn in their questionnaire without answering any further questions. The second question asked respondents to identify their favorite fashion magazine(s). The purpose of the second question was to serve as a preliminary inquiry for the loyalty tendency and fashion magazine usage scales. The third question was a preliminary question focused on identifying the respondents that purchase fashion magazines. If a respondent answered negatively to the preliminary question for usage, they were asked to skip the remaining questions in section 1 and continue the questionnaire at the beginning of section 2. If the respondent responded positively, however, to the preliminary question for usage, they were asked how many fashion magazines they purchase and/or subscribe to monthly and the average number of months they keep their fashion magazines before discarding them. Because a scale did not previously exist for testing fashion magazine usage, the researcher developed a scale based on the interview responses.

The purpose of the second section was to identify the fashion consumer groups by using The Measure of Fashion Innovativeness and Opinion Leadership as developed by Hirschman and Adcock (1987). The Measure of Fashion Innovativeness and Opinion Leadership consists of six questions measured on a four-point Likert-type scale. The first three questions pertain to and measure a consumer's level of fashion innovativeness, and the last three questions measure a consumer's level of opinion leadership. (Studak & Workman, 2006).

The purpose of the third section was to identify the respondents' preferences toward fashion magazine content. The questions were developed based on Stone's (2004) description of fashion magazine content. The researcher also added additional fashion magazine content items based on the results of the written interview. Each question was measured on a four-point Likert-type scale.

The fourth section of the questionnaire addressed the respondents' loyalty tendencies toward fashion magazines by using Oliver's (1997) four-stage loyalty scale. The scale consists of four questions, each question measured on a four-point Likert-type scale, with one question based on each of the four types of loyalty: cognitive, affective, conative, and action.

The purpose of the fifth section of the questionnaire was to collect information on the respondents' basic demographic characteristics. The following characteristics were included: age, gender, race/ethnicity, classification, monthly allowance, employment, and monthly salary. The scale for monthly allowance (provided by parents or guardians) was developed based on the results of the written interview. In addition, the scale for employment (part-time or full-time) was determined based on information provided by The Everett Clinic (2007).

Once the questionnaire was approved by the Institutional Review Board, a pilot test was administered. The pilot test was conducted with twenty-five participants in order to detect any confusion in the questionnaire's wording and in order to ensure the validity of the scales. All pilot test participants were undergraduate female college students ages 18 to 22. The respondents gave no indication of confusion in the pilot study; therefore, the pilot study questionnaire was finalized and submitted to the Institutional Review Board (IRB) for approval.

The final questionnaire was approved by the IRB on the date of November 30th, 2007 (see Appendices A and B). The questionnaires were then distributed to the respondents during

university classes over a two month period. The questionnaire was administered to students from the family and consumer sciences and arts and sciences colleges at the University of Georgia. Among the 394 questionnaires returned, 119 were immediately discarded because the respondents failed to provide the desired responses to the preliminary questions. Of the 275 questionnaires remaining, another 19 were discarded because the respondents either failed to complete all of the required questions or did not meet the specified age, gender, or classification requirements. Therefore, 256 qualified questionnaires remained for use in the data analysis. No incentives were provided for completing the questionnaire. Table 4.1 displays the responses for the questionnaire.

Table 4.1

Responses for the Questionnaire

Sample	Respondents	Qualified Questionnaires	Unqualified Questionnaires
Total	394	256	138

Data Analysis

Data gathered from the survey was entered into a computer database and analyzed using the Statistical Package for Social Sciences (SPSS) program. The data analysis consisted of exploratory factor analysis, analysis of summated scores, multivariate analysis of variance (MANOVA), analysis of variance (ANOVA), simple and multiple regression, and descriptive statistics including means, frequencies, percentiles, and classifications of the fashion consumer groups.

In preparation for hypothesis testing, exploratory factor analysis was used to transform the fashion magazine content scale into fewer dimensions. In addition, the respondents were classified into three fashion consumer groups based on leadership, and the summated scores for loyalty and usage were determined.

MANOVA was employed to test Hypothesis 1 and was used to examine the relationship between fashion consumer group and preference of fashion magazine content. ANOVA was employed to test Hypotheses 2 and 3 and to examine the relationship between (1) fashion consumer group and loyalty tendency and (2) fashion consumer group and fashion magazine usage.

Multiple regression analysis was employed to test Hypotheses 4 and 5 and to examine the relationship between (1) preference of fashion magazine content and loyalty tendency and (2) preference of fashion magazine content and fashion magazine usage. Simple regression analysis was employed to test Hypothesis 6 and to examine the relationship between loyalty tendency and fashion magazine usage.

CHAPTER 5

RESULTS

Respondent Demographics

A summary of the respondents' characteristics is shown in Table 5.1. 100% of the respondents were female undergraduate students at the University of Georgia. All respondents ranged in age from 18 to 22. The highest percentage of respondents were 20 years old (nearly 31%), and the lowest percentage of respondents were 18 years old (9%). Almost 26% of the respondents were 19 years old, while 23.4% of respondents were 21. Only 10.9% of respondents were 22 years old. Corresponding with age, the highest percentage of respondents (at almost 37%) had a college sophomore classification. The least number of respondents (at 2%) were classified as a fifth year or more. In addition, 27.3% were classified as juniors, 18.4% were classified as seniors, and 15.6% were classified as freshmen.

The respondents varied greatly in the amount of monthly allowance, including living expenses, that was provided by their parents. Around 17.6% of the respondents received between \$0 and \$199 per month from their parents, 20.3% received \$200 to \$399, 19.9% received \$400 to \$599, 15.6% received \$600 to \$799, 12.9% received \$800 to \$1,000, and 13.7% received over \$1,000 per month. While the majority of students were unemployed (62.1%), 35.5% had part-time jobs at 29 hours per week or less, and 2.3% had full-time jobs at 30 hours or more. Because most students were either unemployed or worked as interns (63.3%) they received \$0 in monthly salary, 1.2% received between \$1 and \$100, 5.9% received between \$101 and \$200, 7.4% received between \$201 and \$300, 6.3% received between \$301 and \$400, 4.7%

received between \$401 and \$500, 8.6% received between \$501 and \$1,000, and 2.7% received over \$1,000 per monthly salary. The majority (a little over 90%) of the respondents identified their race/ethnicity as Caucasian/White, while no respondents identified themselves as American Indian/Aleut. Around 3.5% of respondents identified themselves as African American, 0.8% as Hispanic, 3.9% as Asian/Pacific Islander, and 1.6% as other.

Table 5.1

Profile of Respondents

		Number	Percentage
Age	18	23	9.0%
	19	66	25.8%
	20	79	30.9%
	21	60	23.4%
	22	28	10.9%
Gender	Male	0	0.0%
	Female	256	100.0%
Race	Caucasian/White	231	90.2%
	African American	9	3.5%
	Hispanic	2	0.8%
	Asian/Pacific Islander	10	3.9%
	American Indian/Aleut	0	0.0%
	Other	4	1.6%
Classification	Freshman	40	15.6%
	Sophomore	94	36.7%
	Junior	70	27.3%
	Senior	47	18.4%
	Fifth Year or More	5	2.0%
	Graduate	0	0.0%
Monthly Allowance	0-199	45	17.6%
	200-399	52	20.3%
	400-599	51	19.9%
	600-799	40	15.6%

	800-1,000	33	12.9%
	Over 1,000	35	13.7%
Employment	None	159	62.1%
	Part-time	91	35.5%
	Full-time	6	2.3%
Salary	0	162	63.3%
	1-100	3	1.2%
	101-200	15	5.9%
	201-300	19	7.4%
	301-400	16	6.3%
	401-500	12	4.7%
	501-1,000	22	8.6%
	Over 1,000	7	2.7%

According to the Office of Institutional Research at the University of Georgia (2007), 80.3% of all undergraduate students at the University of Georgia in the fall of 2007 identified themselves as White, 6% as Black/African American, 6.6% as Asian/Pacific Islander, 2.2% as Hispanic, 2.6% as Multiracial (including American Indian/Aleut and other), and 2.1% did not report their race/ethnicity. In addition, 20.9% of all undergraduate students during the fall of 2007 were freshmen, 22.1% were sophomores, 25.1% were juniors, 30% were seniors, and 1.3% were irregular, transient, or continuing education students (including fifth year or more undergraduate students). Also in the fall of 2007, 0.2% of students were age 17 or under, 50.9% were ages 18-20, 42.8% were ages 21-24, and 6.1% were over 24 years old. Because the data for this study were collected using the convenience sampling technique, the respondents' demographic characteristics were not wholly representative of the demographics reported by the University of Georgia for the fall of 2007.

Instrument Reliability

Cronbach's alpha value was computed for the scale measuring fashion magazine content before conducting the exploratory factor analysis in order to determine the internal consistency aspect of reliability. The fashion magazine content scale, which consisted of 31 items, had an alpha value of 0.82. According to Hair et al. (1998), if a Cronbach's alpha value is higher than 0.60 for a scale, then the scale is considered to have good reliability. Therefore, based on previous research, and as indicated from Cronbach's alpha value, the fashion magazine content scale for this study had high reliability.

Preliminary Analyses

Factor Analysis

Before testing the individual hypotheses for the study, an exploratory factor analysis (EFA) with varimax rotation was performed for fashion magazine content. Based on the factor analysis, items with rotated loadings greater than 0.50 and factors with eigenvalues greater than 1.0 were retained. Items that did not load greater than 0.50 and that loaded on more than one factor with a loading score equal to or greater than 0.40 on each factor were excluded from the analysis (Chen & Hsu, 2001). These requirements were used to ensure that each item only loaded on one factor. In addition, those factors that included only one item were eliminated from the analysis. According to this criterion, seven items were discarded from the analysis. The seven deleted variables are listed in Table 5.2. Items with communalities greater than 0.4 were retained. Based on the information provided by Hair et al. (1998) that determined a variable's communality to represent the amount of variance in the factor solution explained by the variable, variables in this study with communalities less than 0.40 were deleted from the analysis because

they were not significant in explaining variance. One item (item 21) was discarded because it was not significant in explaining variance.

Table 5.2

Deleted Items

11	The fashion magazine provides information on affordable stores to shop for clothing.
18	The fashion magazine gives advice on how to use clothing to flatter your body shape.
19	The fashion magazine features classic clothing styles that are familiar to me.
21	The fashion magazine features “what not to wear” fashion sections.
22	The fashion magazine features a horoscope.
27	The fashion magazine features current trends for accessories.
30	The fashion magazine provides information on and pictures of runway shows.

Once the factor model was re-specified with the exclusion of the seven deleted items, 24 items remained. From these remaining items, seven factors were formed, indicating that 61.50% of the total variance was explained by seven fashion magazine content dimensions. The factors were retained according to a Cronbach’s alpha value of .50 and greater. Factor 1 included seven items, with Cronbach’s alpha coefficient of 0.79 and an eigenvalue of 3.99 explaining 12.88% of the total variance. Factor 2 included four items, with Cronbach’s alpha coefficient of 0.71 and an eigenvalue of 2.64 explaining 8.51% of the total variance. Factor 3 included two items, with Cronbach’s alpha coefficient of 0.82 and an eigenvalue of 2.46 explaining 7.95% of the total variance. Factor 4 included two items, with Cronbach’s alpha coefficient of 0.60 and an eigenvalue of 1.79 explaining 5.76% of the total variance. Factor 5 included three items, with Cronbach’s alpha value of 0.53 and an eigenvalue of 1.76 explaining 5.69% of the total variance. Factor 6 included three items, with Cronbach’s alpha value of 0.56 and an eigenvalue of 1.68

explaining 5.43% of the total variance. Factor 7 included three items, with Cronbach's alpha value of 0.42 and an eigenvalue of 1.51 explaining 4.87% of the total variance. Considering the nature of the exploratory factor analysis, Cronbach's alpha value for Factor 7 resulted in less than .50. It was, however, meaningful to retain this fashion magazine content factor as it represented an exploratory dimension under fashion magazine content.

The seven factors were named based on similarities among the items that made up each factor (Table 5.3). Factor 1 was named *General Fashion Trends/Products*. The items included in Factor 1 (7, 12, 6, 24, 14, 23, and 28) pertained to current fashion trends (items 7, 12, and 23) and information about where to purchase fashion related products (6, 24, and 14). Item 28 "The fashion magazine has information on the latest news in the fashion and textile industry" was also included in Factor 1 because fashion and textile news can be considered a sub-sector of current fashion trends. Item 30 related to "runway shows" and was deleted from Factor 1 because of a high cross-loading.

Factor 2 was named *Non-Clothing Information* and included four items (8, 25, 26, and 29). Items 8, 25, and 26 included information on health, exercise, hairstyles, and cosmetics. While item 29 "The fashion magazine features 'how to' articles for advice on cosmetics, hairstyles, accessories, and apparel" included apparel, it was not specific to apparel and was therefore included in *Non-Clothing Information*. Item 27 "accessories" was deleted from Factor 2 because of a high cross-loading.

Factor 3 was named *Price* and included two items (2 and 13). Both items pertained to the importance of considering price when purchasing a fashion magazine. Item 21 "what not to wear" was deleted from Factor 3 because it was not significant in explaining variance, while item 11 "affordable stores" was deleted because of a high cross-loading.

Table 5.3

Factor Analysis Results: Fashion Magazine Content Dimensions

Factor	No.	Statement	Eigen Value	Factor Loading	Variance Explained (%)	Cronbach Alpha
Factor 1: <i>General Fashion Trends/Products</i>	7	The fashion magazine features current fashion trends and how to wear them.	3.99	.76	12.88%	.79
	12	The fashion magazine provides fashion forecasts of colors and trends for the upcoming seasons.		.71		
	6	The fashion magazine provides websites on where to purchase the clothing styles featured in the fashion magazine.		.67		
	24	The fashion magazine features articles on designers and their latest clothing lines and gives designer product information.		.64		
	14	The fashion magazine features an assortment of retail venues that sell current fashion trends.		.61		
	23	The fashion magazine contains an analysis of current fashion trends.		.57		
	28	The fashion magazine has information on the latest news in the fashion and textile industry.		.52		
Factor 2: <i>Non-Clothing Information</i>	25	The fashion magazine features current hairstyle trends.	2.64	.83	8.51%	.71
	26	The fashion magazine features current cosmetics trends.		.77		
	29	The fashion magazine features “how to” articles for advice on cosmetics, hairstyles, accessories, and apparel.		.65		
	8	The fashion magazine provides information on health and exercise topics.		.50		
Factor 3: <i>Price</i>	2	The fashion magazine has an affordable price.	2.46	.81	7.95%	.82
	13	The fashion magazine has a price that seems		.77		

		reasonable to me.				
Factor 4: <i>Celebrity News</i>	20	The cover has a high-quality photograph, featuring a celebrity or model that I recognize, good headlines, and an attractive layout.	1.79	.77	5.76%	.60
	31	The fashion magazine features celebrity fashions, photography, news, and events.		.63		
Factor 5: <i>Familiarity/ Presentation</i>	16	The fashion magazine features clothing brands that are familiar to me.	1.76	.62	5.69%	.53
	15	The fashion magazine has large-sized pages, and the text is easy to read.		.61		
	17	The fashion magazine has informative article		.60		
Factor 6: <i>Layout/ Advertising</i>	4	The fashion magazine has many pages with lots of information.	1.68	.74	5.43%	.56
	1	The fashion magazine provides advertisements for apparel, cosmetics, and accessories with high-quality, glossy photographs.		.63		
	3	The fashion magazine has high-quality, glossy pages.		.55		
Factor 7: <i>Diversity</i>	9	The fashion magazine features a wide variety of cultural dress.	1.51	.64	4.87%	.42
	10	The fashion magazine contains reader surveys.		.61		
	5	The fashion magazine features photographs of street fashions.		.57		

Factor 4 was named *Celebrity News* and included two items (20 and 31). Both items pertained to the representation of celebrities, in either feature sections or celebrity news, in fashion magazines.

Factor 5 was given the name *Familiarity/Presentation* and included three items (15, 16, and 17). Item 15 specifically referred to the textual layout of the fashion magazine, item 16 pertained to the familiarity of apparel brands represented in the fashion magazine. Item 17 referred to how informative a fashion magazine's articles are, and it was, thereby, included with *Familiarity/Presentation* because the item referred to the information presentation of the articles.

Factor 6 was named *Layout/Advertising* and included three items (1, 3, and 4). Items 1 and 3 referred to the quality of a fashion magazine's pages, and Item 3 also described the importance of appealing advertisements. Item 4 specifically described the amount of information provided in the layout of a fashion magazine's pages.

Factor 7 was named Diversity and included three items (5, 9, and 10). Items 5 and 9 referred to a fashion magazine's inclusion of cultural diversity, including street fashions. Item 10 described the importance of a fashion magazine's inclusion of reader surveys, which may highlight the diversity within the various personalities represented in a fashion magazine's readership.

The mean values and standard deviations for the seven fashion magazine content factors and the 24 items remaining for fashion magazine content are listed in Table 5.4. The 24 items were measured on a 5 point Likert type scale ranging from 1 indicating "Not Important" to 5 indicating "Very Important". Based on the exploratory factor analysis, fashion magazine content was classified into seven factors. The mean values of the items included in each factor were used to calculate the mean values and standard deviations for the corresponding seven fashion magazine content factors. The first factor, including seven items, was named *General Fashion Trends/Products*; the second factor, including four items, was named *Non-Clothing Information*; the third factor, including two items, was named *Price*; the fourth factor, including two items,

was named *Celebrity News*; the fifth factor, including three items, was named *Familiarity/Presentation*; the sixth factor, including three items, was named *Layout/Advertising*; and the seventh factor, including three items, was named *Diversity*.

Table 5.4

Means and Standard Deviations for Fashion Magazine Content Constructs

Factor	No.	Mean	S.D.
Factor 1: General Fashion Trends/Products	7	3.81	0.59
	12		
	6		
	24		
	14		
	23		
Factor 2: Non-Clothing Information	28	3.91	0.68
	25		
	26		
	29		
Factor 3: Price	8	3.82	0.99
	2		
Factor 4: Celebrity News	13	3.75	0.88
	20		
Factor 5: Familiarity/ Presentation	31	3.52	0.68
	16		
	15		
Factor 6: Layout/ Advertising	17	3.33	0.76
	4		
	1		
Factor 7: Diversity	3	3.19	0.70
	9		
	10		
	5		

Table 5.5

Pearson Correlation Analysis for Variables

	Usage	Purchase	Keep	Loyalty	<i>General Fashion Trends/Products</i>	<i>Non-Clothing Information</i>	<i>Price</i>	<i>Celebrity News</i>	<i>Familiarity/Presentation</i>	<i>Layout/Advertising</i>	<i>Diversity</i>
Usage	---	---	---	.34(***)	.17(**)	-.08	-.17(**)	.06	.02	.11(*)	.01
Purchase		---	---	.261(***)	.17(**)	-.11(*)	-.21(***)	.04	-.04	.11(*)	.00
Keep			---	.36(***)	.16(**)	-.06	-.13(*)	.07	.06	.11(*)	.01
Loyalty				---	.26(***)	.05	.08	.19(***)	.08	.17(**)	.02
<i>General Fashion Trends/Products</i>					---	.28(***)	.02	.13(*)	.19(***)	.25(***)	.28(***)
<i>Non-Clothing Information</i>						---	.26(***)	.18(**)	.18(**)	.14(**)	.26(***)
<i>Price</i>							---	-.02	.32(***)	.24(***)	.29(***)
<i>Celebrity News</i>								---	.21(***)	.18(**)	.02
<i>Familiarity/Presentation</i>									---	.27(***)	.21(***)
<i>Layout/Advertising</i>										---	.16(**)
<i>Diversity</i>											---

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

Table 5.5 shows the Pearson Correlations between the variables used in the hypotheses testing. The variables include the following: the seven perceived fashion magazine content factors (*General Fashion Trends/Products*, *Non-Clothing Information*, *Price*, *Celebrity News*, *Familiarity/Presentation*, *Layout/Advertising*, and *Diversity*), loyalty tendency, usage, and the two sub-aspects of usage: purchase and keep. As shown in the table, loyalty tendency, *General Fashion Trends/Products*, *Price*, and *Layout/Advertising* were all significantly correlated with

usage and keep. In addition, loyalty tendency, *General Fashion Trends/Products*, *Non-Clothing Information*, *Price*, and *Layout/Advertising* were significantly correlated with purchase. *General Fashion Trends/Products*, *Celebrity News*, and *Layout/Advertising* were all significantly correlated with loyalty tendency. Because the seven fashion magazine content factors were created through exploratory analysis and were correlated with each other, the factors exhibit the potential for multicollinearity. However, the correlation between the seven factors may be partially explained by the presence of some similar characteristics between the factors.

Fashion Consumer Groupings

The Measure of Fashion Innovativeness and Opinion Leadership scale, developed by Hirschman and Adcock in 1987, was used to determine the respondents' fashion consumer groupings. Once the data were collected, the respondents were grouped together according to degree of innovativeness and opinion leadership by using the summated score of the responses for the six items included in The Measure of Fashion Innovativeness and Opinion Leadership scale (see Table 5.6). The fashion consumer groupings of the respondents were determined using the frequency of the responses and dividing by three. The frequencies of the responses were then checked using frequency analysis and a histogram, which was used to determine the normal distribution of classification of the respondents into fashion consumer groups (see Appendix C). The first group, or those respondents with the lowest level of fashion leadership, ranged on The Measure of Fashion Innovativeness and Opinion Leadership scale from 6 to 15. The second group, or those respondents with a medium level of fashion leadership, ranged from 16 to 23, and the third group, or those with the highest level of fashion leadership, ranged from 24 to 30. The first group made up 16.4% of the total respondents, the second group made up 63.7% of the total respondents, and the third group made up 19.9% of the total respondents.

Table 5.6

Items Used in Determining Fashion Consumer Groupings

1	How often are you willing to try new ideas about clothing fashions?
2	How often do you try something new in the next season's fashions?
3	How often are you usually among the first to try new clothing fashions?
4	How often do you influence the types of clothing fashions your friends buy?
5	How often do others turn to you for advice on fashion and clothing?
6	How many of your friends and neighbors regard you as a good source of advice on clothing fashions?

Hypotheses Testing

The hypothesis testing was based on the responses of 256 female undergraduate participants who attended the University of Georgia in the spring of 2008 and were 18 to 22 years old. A series of multivariate analysis of variance (MANOVA), analysis of variance (ANOVA), multiple regression analysis, and simple regression analysis were conducted to test the six hypotheses at the designated significance level ($\alpha = 0.5$) (see Table 5.7).

Hypothesis 1

- H1: The identified fashion consumer groups will place different emphases on fashion magazine content.

Hypothesis 1 was concerned with the relationship between the fashion consumer groups and fashion magazine content. A previous study found that consumers were most likely to respond to editorial content that reflected their personal interests (Summer, 1972). Based on this result, fashion consumer group 3 should prefer fashion related content in fashion magazines more so than fashion consumer groups 1 and 2.

Table 5.7

Variables for Hypothesis Testing

Hypothesis	Analysis	Independent Variable	Dependent Variable
Hypothesis 1	MANOVA	Fashion Consumer Groups ^a	Fashion Magazine Content ^b
Hypothesis 2	ANOVA	Fashion Consumer Groups ^a	Loyalty Tendency ^c
Hypothesis 3	ANOVA	Fashion Consumer Groups ^a	Usage ^d
Hypothesis 3a	ANOVA	Fashion Consumer Groups ^a	Purchase ^e
Hypothesis 3b	ANOVA	Fashion Consumer Groups ^a	Keep ^f
Hypothesis 4	Multiple Regression	Fashion Magazine Content ^b	Loyalty Tendency ^c
Hypothesis 5	Multiple Regression	Fashion Magazine Content ^b	Usage ^d
Hypothesis 5a	Multiple Regression	Fashion Magazine Content ^b	Purchase ^e
Hypothesis 5b	Multiple Regression	Fashion Magazine Content ^b	Keep ^f
Hypothesis 6	Simple Regression	Loyalty Tendency ^c	Usage ^d
Hypothesis 6a	Simple Regression	Loyalty Tendency ^c	Purchase ^e
Hypothesis 6b	Simple Regression	Loyalty Tendency ^c	Keep ^f

^a Fashion Consumer Groups are the three groups (low, medium, and high) that the respondents were grouped into and was determined according to the respondent's degree of fashion innovativeness and opinion leadership

^b Seven Fashion Magazine Content factors are *General Fashion Trends/Products, Non-Clothing Information, Price, Celebrity News, Familiarity/Information, Layout/Advertising, and Diversity*

^c Loyalty Tendency equates to the sum of four items from Section 4 (Items 1, 2, 3, and 4)

^d Usage equates to the sum of two items from Section 1 (Items 4 and 5)

^e Purchase equates to one item from Section 1 (Item 4)

^f Keep equates to one item from Section 1 (Item 5)

A factorial MANOVA was conducted to examine the relationship between the fashion consumer groups and fashion magazine content. In this analysis, the independent variables were

the three perceived fashion consumer groups (low (1), medium (2), and high (3)), and the dependent variables were the seven fashion magazine content factors.

Among the seven constructs for fashion magazine content, *General Fashion Trends/Products* had the highest mean score for fashion consumer group 3 (the group with the highest fashion innovativeness and opinion leadership score) ($\underline{m} = 4.21$), followed by *Non-Clothing Information* ($\underline{m} = 3.90$), and *Celebrity News* ($\underline{m} = 3.70$). *Diversity* had the lowest mean score for fashion consumer group 3 ($\underline{m} = 3.33$). For fashion consumer group 2 (the group with the medium fashion innovativeness and opinion leadership score), *Non-Clothing Information* had the highest mean score ($\underline{m} = 3.87$), followed by *Price* ($\underline{m} = 3.86$), and *Celebrity News* ($\underline{m} = 3.76$) and *General Fashion Trends/Products* ($\underline{m} = 3.76$). *Diversity* had the lowest mean score for fashion consumer group 2 ($\underline{m} = 3.16$). For fashion consumer group 1 (the group with the lowest fashion innovativeness and opinion leadership score), *Non-Clothing Information* had the highest mean score ($\underline{m} = 4.03$), followed by *Price* ($\underline{m} = 3.95$), and *Celebrity News* ($\underline{m} = 3.77$). *Diversity* had the lowest mean score for fashion consumer group 3 ($\underline{m} = 3.15$).

The multivariate tests under Pillai's Trace criterion revealed that the main effect was significant, as indicated by a significant F -value, $F(14, 496) = 4.13, p < 0.001$. MANOVA revealed significant influences on two of the seven fashion magazine content factors: *General Fashion Trends/Products* (Factor 1) ($p < 0.001$) and *Layout/Advertising* (Factor 2) ($p < 0.05$). Post-hoc tests using Tukey HSD were then conducted to compare the mean values of the seven fashion magazine content factors. The results indicated statistically significant differences among the three fashion consumer groups for *General Fashion Trends/Products* (Factor 1) and *Layout/Advertising* (Factor 6) (see Table 5.8).

Table 5.8

MANOVA Results:Preference of Fashion Magazine Content According to Fashion Consumer Group

		Independent Variables					
		Group Means					
Dependent Variables		Fashion Consumer Group 1	Fashion Consumer Group 2	Fashion Consumer Group 3	Mean Square	df	F
Fashion Magazine Content Factors	<i>General Fashion Trends/Products</i>	3.53 ^a	3.76 ^b	4.21 ^c	5.90	2	19.1***
	<i>Non-Clothing Information</i>	4.04 ^a	3.87 ^a	3.90 ^a	0.44	2	0.95
	<i>Price</i>	3.95 ^a	3.86 ^a	3.56 ^a	2.25	2	2.30
	<i>Celebrity News</i>	3.77 ^a	3.76 ^a	3.70 ^a	0.10	2	0.13
	<i>Familiarity/Presentation</i>	3.56 ^a	3.53 ^a	3.48 ^a	0.09	2	0.19
	<i>Layout/Advertising</i>	3.17 ^a	3.28 ^a	3.60 ^b	2.59	2	4.63*
	<i>Diversity</i>	3.15 ^a	3.16 ^a	3.33 ^a	0.56	2	0.32
Error	<i>General Fashion Trends/Products</i>				0.31	253	
	<i>Non-Clothing Information</i>				0.46	253	
	<i>Price</i>				0.98	253	
	<i>Celebrity News</i>				0.78	253	
	<i>Familiarity/Presentation</i>				0.46	253	
	<i>Layout/Advertising</i>				0.56	253	
	<i>Diversity</i>				0.49	253	

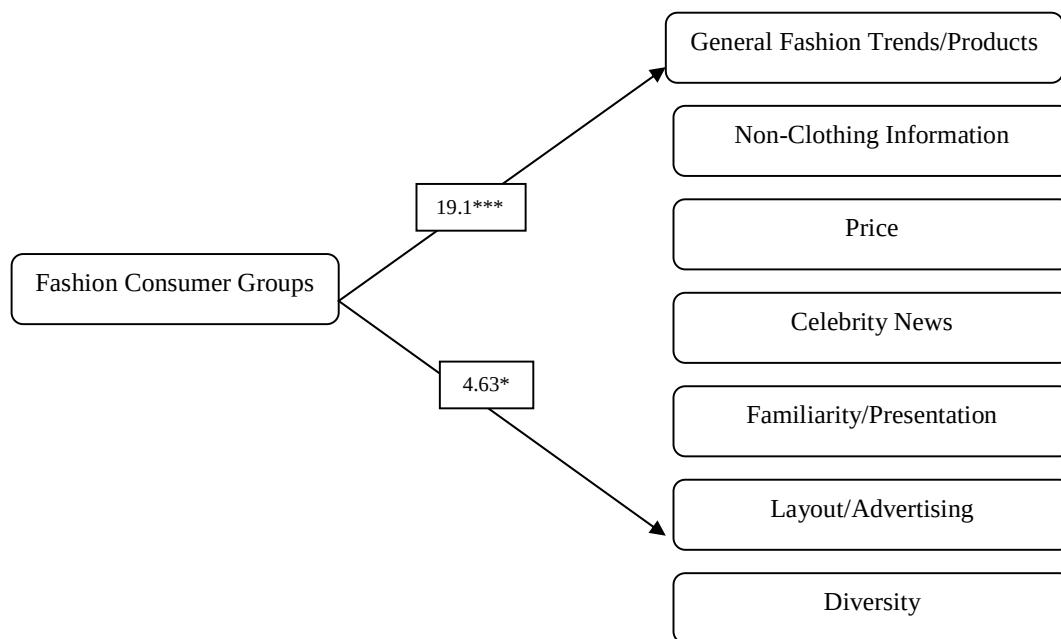
^a, ^b, ^c variation represents a significant difference between the fashion consumer groups; a consistent superscript represents no significant difference between the fashion consumer groups

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

Fashion consumer group 3 placed the greatest emphasis on *General Fashion Trends/Products* with regard to the preferences of the other two fashion consumer groups. Significant differences existed between fashion consumer groups 1 and 2 ($p < 0.05$), and significant differences existed between fashion consumer groups 1 and 3 ($p < 0.001$). Significant differences also existed between fashion consumer groups 2 and 3 ($p < 0.001$).

In addition, fashion consumer group 3 also placed the greatest emphasis on *Layout/Advertising* with regard to the preferences of the other two fashion consumer groups. Significant differences existed between fashion consumer groups 1 and 3 ($p < 0.05$) and between fashion consumer groups 2 and 3 ($p < 0.05$). However, little distinction existed between fashion consumer groups 1 and 2 ($p > 0.05$).

Given the results of testing for Hypothesis 1, there were significant differences among the three fashion consumer groups in the emphases placed on the seven fashion magazine content factors. Based on the overall MANOVA model, Hypothesis 1 was supported.



* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

Figure 5.1. The MANOVA Results in Hypothesis 1: The Relationship Between the Fashion Consumer Groups and the Seven Fashion Magazine Content Factors.

Hypothesis 2

- H2: The identified fashion consumer groups will have different loyalty tendencies toward fashion magazines.

Hypothesis 2 was concerned with the relationship between the three fashion consumer groups and loyalty tendency toward fashion magazines. Oliver's (1997) Four-Stage Loyalty Scale was used to test loyalty tendency toward fashion magazines. Unlike many other scales, Oliver's model simultaneously tests a consumer's brand attraction and retention.

A one-way analysis of variance (ANOVA) was conducted to test the relationship between the three fashion consumer groups and loyalty tendency. In this analysis, the independent variables were the three fashion consumer groups (low (1), medium (2), and high (3)), and the dependent variable was loyalty tendency, which equated to the sum of scores for the four items (1, 2, 3, and 4) in Section 4 that related to loyalty tendency. In relation to loyalty tendency, fashion consumer group 3 had the highest mean score ($\bar{m} = 4.23$), followed by group 2 ($\bar{m} = 4.08$), while group 1 had the lowest mean score ($\bar{m} = 3.84$).

The results indicated that significant differences existed among the three fashion consumer groups, $F(2, 255) = 6.44, p < 0.01$. According to Tukey's test, fashion consumer group 1 was significantly different from group 2 ($p < 0.05$) and group 3 ($p < 0.001$). Fashion consumer groups 2 and 3 were not significantly different ($p > 0.05$). (Table 5.9).

Given the results of the analysis, the respondents' loyalty tendency toward a fashion magazine differed according to their fashion consumer group. Thus, Hypothesis 2 was supported.

Table 5.9

ANOVA Results: Loyalty Tendency According to Fashion Consumer Group

Independent Variables						
Group Means						
Dependent Variable	Fashion Consumer Group 1	Fashion Consumer Group 2	Fashion Consumer Group 3	Mean Square	df	F
Loyalty Tendency	3.84 ^a	4.08 ^b	4.23 ^b	1.78	2	6.44**

^a, ^b, ^c variation represents a significant difference between the fashion consumer groups; a consistent superscript represents no significant difference between the fashion consumer groups

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

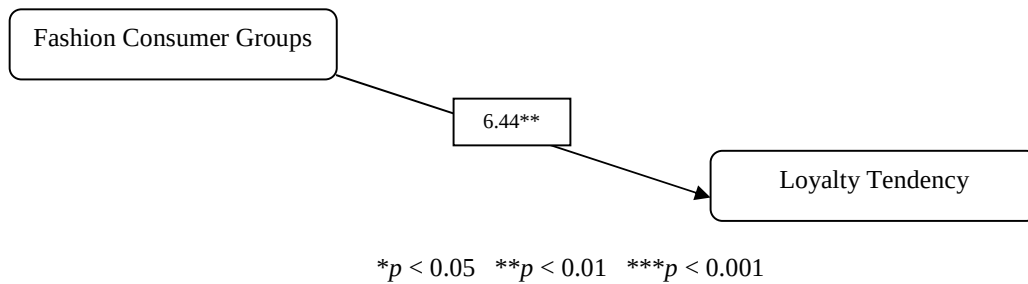


Figure 5.2. The ANOVA Results in Hypothesis 2: The Relationship Between the Fashion Consumer Groups and Loyalty Tendency.

Hypothesis 3

- H3: The identified fashion consumer groups will use fashion magazines differently.
 - H3a: The identified fashion consumer groups will differ in the number of fashion magazines that they purchase.
 - H3b: The identified fashion consumer groups will differ in the length of time that they keep fashion magazines.

Hypothesis 3 was concerned with the relationship between the three fashion consumer groups and fashion magazine usage, which was further specified into two dimensions: the number of fashion magazines that a consumer purchases (Hypothesis 3a) and the length of time that a consumer keeps a fashion magazine (Hypothesis 3b). Based on a previous study, those consumer groups with a high level of innovativeness will most likely have a greater level of media exposure, including exposure to, or use of, fashion magazines, than consumer groups with a low level of innovativeness (Summers, 1972).

A one-way analysis of variance (ANOVA) was conducted to test the differences among the three fashion consumer groups and their fashion magazine usage. In this analysis, the independent variables were the three fashion consumer groups (low (1), medium (2), and high (3)), and the dependent variable was usage, which equated to the sum of scores for the two items (4 and 5) in Section 1 that related to fashion magazine usage. In relation to fashion magazine usage, fashion consumer group 3 had the highest mean score ($\bar{m} = 2.22$), followed by group 2 ($\bar{m} = 1.38$), while group 1 had the lowest mean score ($\bar{m} = 1.08$).

The results indicated that significant differences existed among the three groups, $F(2, 255) = 8.25, p < 0.001$. Fashion consumer group 3 was significantly different from the other two groups ($p < 0.001$). Fashion consumer groups 1 and 2 were not significantly different from each other ($p > 0.05$). The results indicate that the higher the level of fashion innovativeness and opinion leadership that a consumer possesses (the higher the fashion consumer group), the more likely the consumer will be to use a fashion magazine. However, the lower the level of fashion innovativeness or opinion leadership that a consumer possesses (the lower the fashion consumer group), the less likely the consumer will be to use a fashion magazine (Table 5.10).

Given the results of the analysis, the respondents' fashion magazine usage differed according to their fashion consumer group. Thus, Hypothesis 3 was supported.

Table 5.10

ANOVA Results: Fashion Magazine Usage According to Fashion Consumer Group

Independent Variables						
Group Means						
Dependent Variable	Fashion Consumer Group 1	Fashion Consumer Group 2	Fashion Consumer Group 3	Mean Square	df	F
Usage	1.08 ^a	1.38 ^a	2.22 ^b	17.81	2	8.25***

^a, ^b, ^c variation represents a significant difference between the fashion consumer groups; a consistent superscript represents no significant difference between the fashion consumer groups

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

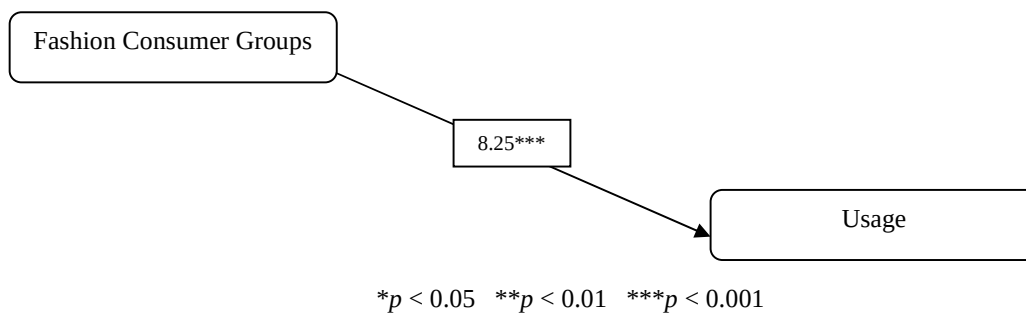


Figure 5.3. The ANOVA Results in Hypothesis 3: The Relationship Between the Fashion Consumer Groups and Usage.

A one-way analysis of variance (ANOVA) was also conducted to test for significant differences among the three fashion consumer groups according to the number of fashion magazines that the consumer purchases. In this analysis, the independent variables were the

three perceived fashion magazine consumer groups, and the dependent variable was the number of fashion magazines that a consumer purchases (purchase). Purchase was derived from one question in Section 1 (item 4), which related to the number of fashion magazines that a consumer purchases. In relation to purchase, fashion consumer group 3 had the highest mean score ($\bar{m} = 1.84$), followed by group 2 ($\bar{m} = 1.07$), while group 1 had the lowest mean score ($\bar{m} = 0.79$).

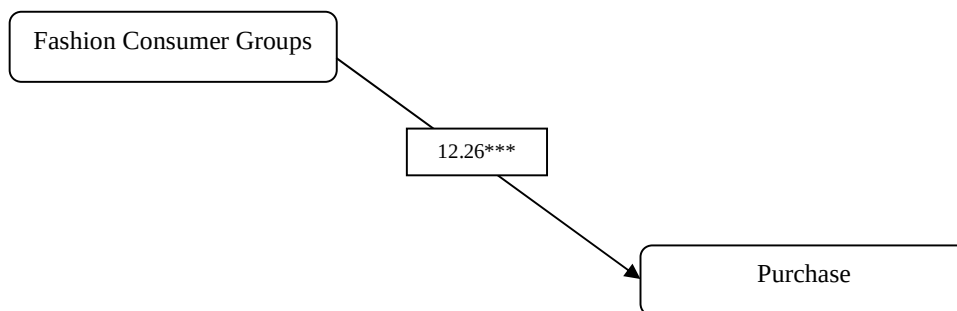
Table 5.11

ANOVA Results: Purchase According to Fashion Consumer Group

Independent Variables						
Group Means						
Dependent Variable	Fashion Consumer Group 1	Fashion Consumer Group 2	Fashion Consumer Group 3	Mean Square	df	F
Purchase	0.79 ^a	1.07 ^a	1.84 ^b	15.51	2	12.26***

^a, ^b, ^c variation represents a significant difference between the fashion consumer groups; a consistent superscript represents no significant difference between the fashion consumer groups

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$



* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

Figure 5.4. The ANOVA Results in Hypothesis 3a: The Relationship Between the Fashion Consumer Groups and Purchase.

The results indicated significant differences among the three fashion consumer groups, $F(2, 255) = 12.26, p < 0.001$. Fashion consumer group 3 was significantly different from fashion consumer groups 1 and 2 ($p < 0.001$). Fashion consumer groups 1 and 2 were not significantly different ($p > 0.05$). The results indicated that the higher the level of fashion leadership that a consumer possesses (the higher the fashion consumer group), the more likely the consumer will be to purchase a greater number of fashion magazines. However, the lower the level of fashion leadership that a consumer possesses (the lower the fashion consumer group), the less likely the consumer will be to purchase fashion magazines (Table 5.11).

Given the results of the analysis, the number of fashion magazines that a consumer purchases differed according to the consumer's fashion consumer group. Thus, Hypothesis 3a was supported.

A one-way analysis of variance (ANOVA) was also conducted to test for significant differences among the three fashion consumer groups according to the length of time that a consumer keeps a fashion magazine. In the analysis, the independent variables were the three fashion consumer groups, and the dependent variable was the length of time that a consumer keeps a fashion magazine (keep). Keep was derived from one question in Section 1 (item 5), which related to the length of time that a consumer keeps a fashion magazine. In relation to keep, fashion consumer group 3 had the highest mean score ($\bar{m} = 2.59$), followed by group 2 ($\bar{m} = 1.70$), while group 1 had the lowest mean score ($\bar{m} = 1.38$).

The results indicated significant differences among the three fashion consumer groups, $F(2, 255) = 5.42, p < 0.01$. Fashion consumer group 3 was significantly different from group 2 ($p < 0.05$) and group 1 ($p < 0.01$). Fashion consumer groups 1 and 2 were not significantly different ($p > 0.05$). The results indicated that the higher the level of fashion innovativeness and

opinion leadership that a consumer possesses (the higher the fashion consumer group), the more likely the consumer will be to keep a fashion magazine for a longer period of time. However, the lower the level of fashion innovativeness and opinion leadership that a consumer possesses (the lower the fashion consumer group), the less likely the consumer will be to keep a fashion magazine for a longer period of time (Table 5.12).

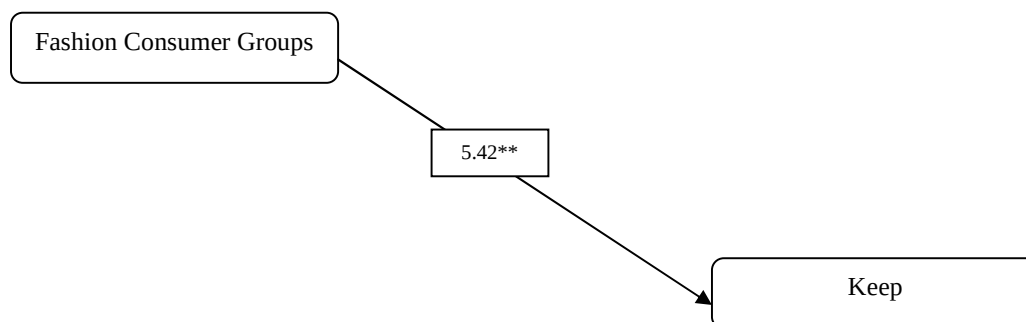
Table 5.12

ANOVA Results: Keep According to Fashion Consumer Group

Independent Variables						
Group Means						
Dependent Variable	Fashion Consumer Group 1	Fashion Consumer Group 2	Fashion Consumer Group 3	Mean Square	df	F
Keep	1.38 ^a	1.70 ^a	2.59 ^b	20.28	2	5.42**

^a, ^b, ^c variation represents a significant difference between the fashion consumer groups; a consistent superscript represents no significant difference between the fashion consumer groups

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$



* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

Figure 5.5. The ANOVA Results in Hypothesis 3b: The Relationship Between the Fashion Consumer Groups and Keep.

Given the results of the analysis, the length of time that a consumer keeps a fashion magazine differed according to the consumer's fashion consumer group. Thus, Hypothesis 3b was supported.

Hypothesis 4

- H4: Fashion magazine content will influence loyalty tendency.

Hypothesis 4 pertained to the relationship between preference of fashion magazine content and loyalty tendency. Multiple regression analysis was conducted to examine the relationship. In the analysis, the independent variables were the seven fashion magazine content factors, and the dependent variable was loyalty tendency, which was derived from the sum of scores of the four items (1, 2, 3, and 4) in Section 4 for loyalty tendency.

Multicollinearity among the independent variables may be a threat to the interpretation regarding the influence of the independent variables on the dependent variables in the regression analyses. When variables are highly collinear with each other, the highly correlated variables often account for the overlapping of the variability in the dependent variables and, in turn, leading to an overestimation for the predictive power of each independent variable on the dependent variable (Ott & Longnecker, 2001). The Pearson Correlation matrix presented in Table 5.5 indicated no multicollinearity because all of the correlation coefficients did not exceed the cut-off value of 0.7 (Ott & Longnecker). Multicollinearity was also examined by the ratio of the largest to the smallest eigenvalue, which is called the condition number of the correlation matrix. The condition numbers presented in the Pearson Correlation matrix table ranged from 11 to 28.4, which was not greater than the cut-off score of 1,000. Thus, no multicollinearity was found in this study.

Table 5.13

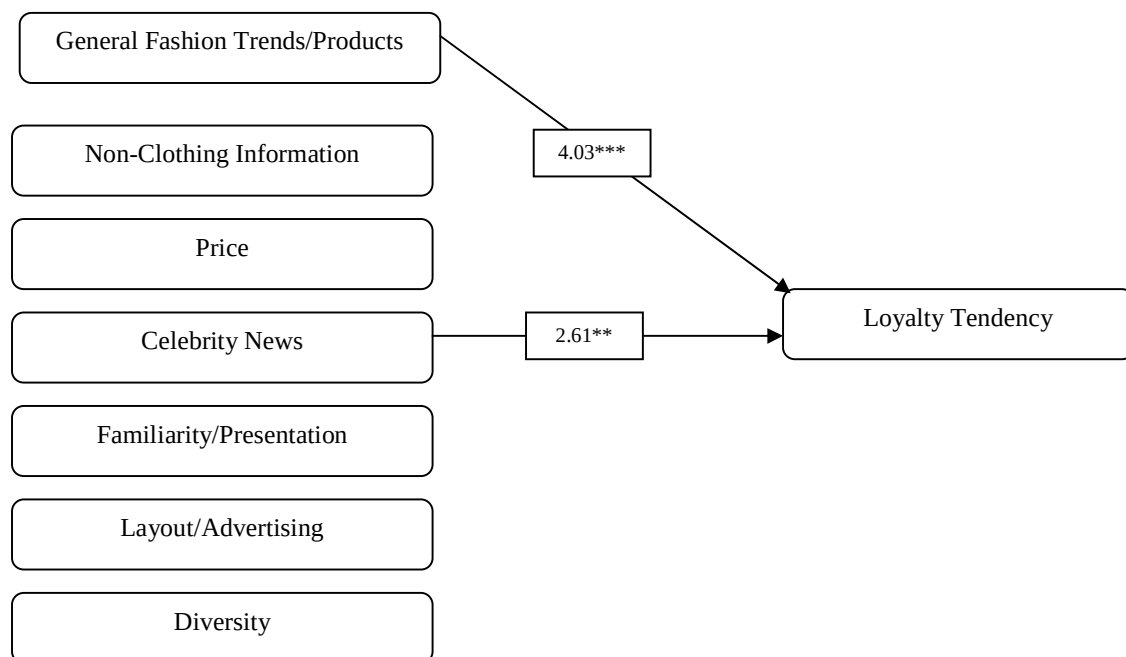
Multiple Regression Analysis Results for Hypothesis 4

Dependent Variable: Loyalty Tendency			
Independent Variables: <i>General Fashion Trends/Products, Non-Clothing Information, Price, Celebrity News, Familiarity/Information, Layout/Advertising, and Diversity</i>			
Analysis of Variance: $F(7, 248) = 4.66, p < 0.001$			
R-Square: 0.12			
Variables	DF	Standardized Coefficient	t-value
Intercept	7		9.74***
General Fashion Trends/Products	7	0.27	4.03***
Non-Clothing Information	7	-0.07	-1.09
Price	7	0.12	1.68
Celebrity News	7	0.16	2.61**
Familiarity/Information	7	-0.04	-0.58
Layout/Advertising	7	0.08	1.19
Diversity	7	-0.08	-1.14

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

The regression analysis results for the relationship between fashion magazine content and loyalty tendency are reported in Table 5.13. The multiple regression analysis indicated that 12% of the variance in female college students' loyalty tendency toward fashion magazines was explained by the seven fashion magazine content factors: *General Fashion Trends/Products, Non-Clothing Information, Price, Celebrity News, Familiarity/Presentation, Layout/Advertising, and Diversity* ($R^2 = 0.12$). The regression model was significant in explaining the relationship between preference of fashion magazine content and loyalty tendency toward a fashion magazine, with $F(7, 248) = 4.66$ and $p < .001$. The test of relative contributions of independent variables was used to explain the influence of preference of fashion magazine content and loyalty tendency toward a fashion magazine and showed that *General Fashion Trends/Products* (Factor

1) was the strongest indicator of loyalty tendency toward a fashion magazine, with a standardized coefficient of 0.27. *Celebrity News* (Factor 4) was the second strongest indicator of loyalty tendency toward a fashion magazine, with a standardized coefficient of 0.16. The t-value for *General Fashion Trends/Products* was significant at a 0.001 level, while the t-value for *Celebrity News* was significant at a 0.01 level. *Familiarity/Presentation* (Factor 5) was weakest predictor of the dependent variable, with a standardized coefficient of 0.04. In addition, *Non-Clothing Information* and *Diversity* indicated a negative relationship with loyalty tendency. The results indicated that the seven factors for preference of fashion magazine content were significantly related to loyalty tendency toward a fashion magazine. Thus, Hypothesis 4 was supported.



* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

Figure 5.6. The Multiple Regression Results in Hypothesis 4: The Relationship Between the Seven Fashion Magazine Content Factors and Loyalty Tendency.

Hypothesis 5

- H5: Fashion magazine content will influence consumer usage of fashion magazines.
 - H5a: Fashion magazine content will influence the number of fashion magazines that a consumer purchases.
 - H5b: Fashion magazine content will influence the length of time a consumer keeps a fashion magazine.

Hypothesis 5 highlighted the relationship between preference of fashion magazine content and fashion magazine usage, which was further specified into two dimensions: the number of fashion magazines that a consumer purchases (Hypothesis 5a) and the length of time that a consumer keeps a fashion magazine (Hypothesis 5b).

Multiple regression analysis was conducted to examine the relationship between preference of fashion magazine content and fashion magazine usage. In this analysis, the independent variables were the seven fashion magazine content factors, and the dependent variable was fashion magazine usage, which equated to the sum of scores of the two questions (4 and 5) related to fashion magazine usage.

Table 5.14 reports the regression analysis results for the relationship between fashion magazine content and fashion magazine usage. The multiple regression analysis suggested that 8.3% of the variance in fashion magazine usage was explained by the seven perceived fashion magazine content factors: *General Fashion Trends/Products*, *Non-Clothing Information*, *Price*, *Celebrity News*, *Familiarity/Information*, *Layout/Advertising*, and *Diversity* ($R^2 = 0.083$). The regression model was significant in explaining the relationship between preference of fashion magazine content and fashion magazine usage, with $F(7, 248) = 3.19$ and $p < 0.01$. The test of the relative contributions of the independent variables in explaining fashion magazine usage

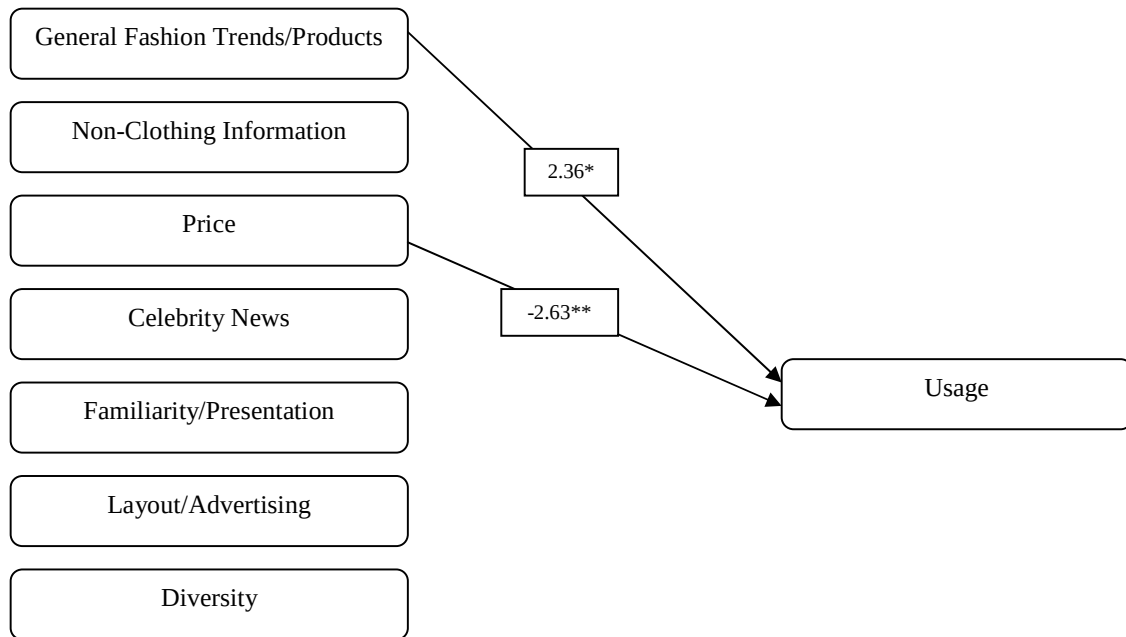
showed that *Price* (Factor 3) was the strongest predictor of fashion magazine usage, with the highest standardized coefficient of 0.18 but was negatively related to fashion magazine usage. *General Fashion Trends/Products* (Factor 1) was the second strongest predictor of fashion magazine usage, with a standardized coefficient of 0.16. The t-value for *Price* was significant at a 0.01 level, while the t-value for *General Fashion Trends/Products* was significant at a 0.05 level and was positively related to fashion magazine usage. *Diversity* (Factor 7) was the weakest predictor of fashion magazine usage with a standardized coefficient of 0.02. The results indicated that the seven factors for fashion magazine content were significantly related to fashion magazine usage. Therefore, Hypothesis 5 was supported.

Table 5.14

Multiple Regression Analysis Results for Hypothesis 5

Dependent Variable: Usage			
Independent Variables: <i>General Fashion Trends/Products</i> , <i>Non-Clothing Information</i> , <i>Price</i> , <i>Celebrity News</i> , <i>Familiarity/Information</i> , <i>Layout/Advertising</i> , and <i>Diversity</i>			
Analysis of Variance: $F(7, 248) = 3.19, p < 0.01$			
R-Square: 0.08			
Variable	DF	Standardized Coefficient	t-value
Intercept	7		0.81
General Fashion Trends/Products	7	0.16	2.36*
Non-Clothing Information	7	-0.11	-1.71
Price	7	-0.18	-2.63**
Celebrity News	7	0.03	0.46
Familiarly/Information	7	0.03	0.44
Layout/Advertising	7	0.12	1.77
Diversity	7	0.02	0.27

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$



* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

Figure 5.7. The Multiple Regression Results in Hypothesis 5: The Relationship Between the Seven Fashion Magazine Content Factors and Usage.

Multiple regression analysis was also conducted to examine the relationship between preference of fashion magazine content and the number of fashion magazines that a consumer purchases. In this analysis, the independent variables were the seven perceived factors for fashion magazine content, and the dependent variable was the number of fashion magazines that a consumer purchases (purchase). Purchase was derived from one question in Section 1 (item 4), which related to the number of fashion magazines that a consumer purchases.

Table 5.15

Multiple Regression Analysis Results for Hypothesis 5a

Dependent Variable: Purchase			
Independent Variables: <i>General Fashion Trends/Products, Non-Clothing Information, Price, Celebrity News, Familiarity/Information, Layout/Advertising, and Diversity</i>			
Analysis of Variance: $F(7, 248) = 4.16, p < 0.001$			
R-Square: 0.11			
Variables	DF	Standardized Coefficient	t-value
Intercept	7		1.45
General Fashion Trends/Products	7	0.17	2.59**
Non-Clothing Information	7	-0.13	-2.00*
Price	7	-0.22	-3.13**
Celebrity News	7	0.02	0.26
Familiarity/Information	7	-0.02	-0.31
Layout/Advertising	7	0.13	2.00*
Diversity	7	0.03	0.47

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

Table 5.15 reports the regression analysis results for the relationship between preference of fashion magazine content and the number of fashion magazines that a consumer purchases. The multiple regression analysis showed that 11% of the variance in a consumer's number of fashion magazine purchases was explained by the seven fashion magazine content factors: *General Fashion Trends/Products, Non-Clothing Information, Price, Celebrity News, Familiarity/Information, Layout/Advertising, and Diversity* ($R^2 = 0.11$). The regression model was significant in explaining the number of fashion magazines that a consumer purchases, with $F(7, 248) = 4.17$ and $p < .001$. The test of the relative contributions of the independent variables in explaining the number of fashion magazines that a consumer purchases showed that *Price* (Factor 3) and *General Fashion Trends/Products* (Factor 1) were the two strongest predictors of the number of fashion magazines that a consumer purchases, with standardized coefficients of

-0.22 (*Price*) and 0.17 (*General Fashion Trends/Products*). In addition, both *Layout/Advertising* (Factor 6) and *Non-Clothing Information* (Factor 2) were also relatively strong predictors of the number of fashion magazines that a consumer purchases, both with standardized coefficients of 0.13. T-values for *Price* and *General Fashion Trends/Products* were significant at a 0.01 level, while t-values for *Layout/Advertising* and *Non-Clothing Information* were significant at a 0.05 significance level. *Celebrity News* (Factor 4) was the weakest predictor of the number of fashion magazines that a consumer purchases with a standardized coefficient of 0.02. The results of the study indicate that the seven fashion magazine content factors were significantly related to the number of fashion magazines that a consumer purchases. Thus, Hypothesis H5a was supported.

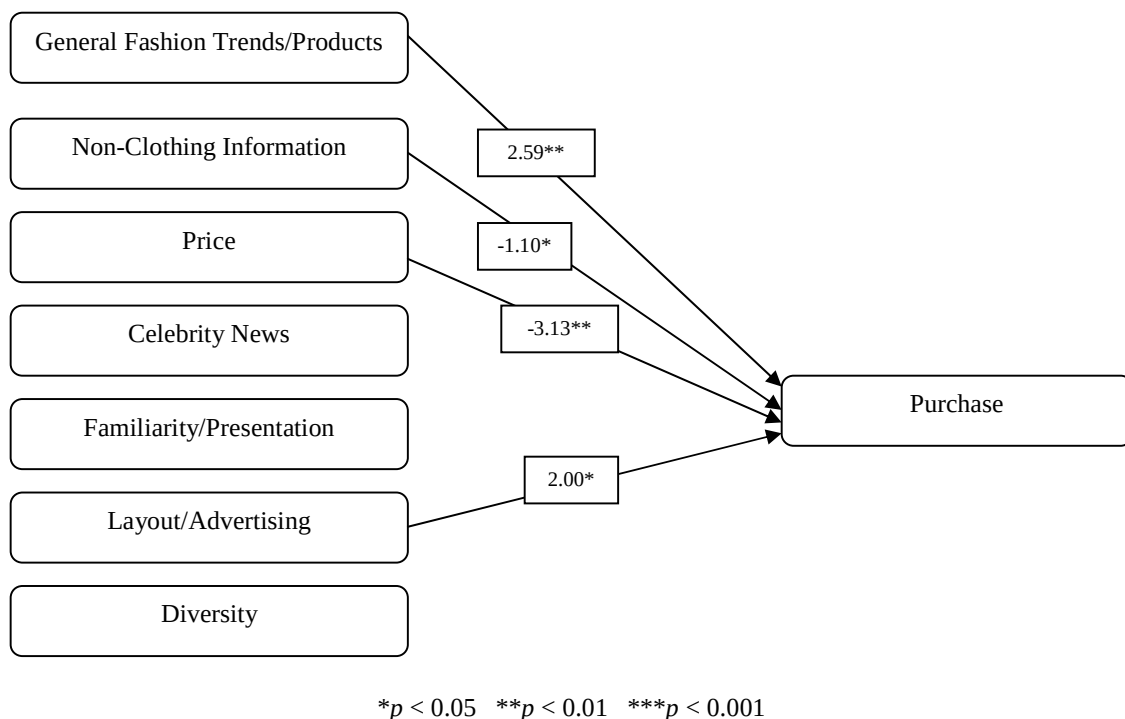


Figure 5.8. The Multiple Regression Results in Hypothesis 5a: The Relationship Between the Seven Fashion Magazine Content Factors and Purchase.

Table 5.16

Multiple Regression Analysis Results for Hypothesis 5b

Dependent Variable: Keep			
Independent Variables: <i>General Fashion Trends/Products, Non-Clothing Information, Price, Celebrity News, Familiarity/Information, Layout/Advertising, and Diversity</i>			
Analysis of Variance: $F(7, 248) = 2.46, p < 0.05$			
R-Square: 0.07			
Variables	DF	Standardized Coefficient	t-values
Intercept	7		0.39
General Fashion Trends/Products	7	0.14	2.08*
Non-Clothing Information	7	-0.10	-1.43
Price	7	-0.15	-2.18*
Celebrity News	7	0.04	0.55
Familiarity/Information	7	0.06	0.85
Layout/Advertising	7	0.10	1.53
Diversity	7	0.01	0.13

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

Multiple regression analysis was also conducted to examine the relationship between the preference of fashion magazine content and how long a consumer keeps a fashion magazine. In this analysis, the independent variables were the seven fashion magazine content factors, and the dependent variable was the length of time a consumer keeps a fashion magazine (keep). Keep was derived from one question in Section 1 (Item 5), which related to how long a consumer keeps a fashion magazine before discarding it.

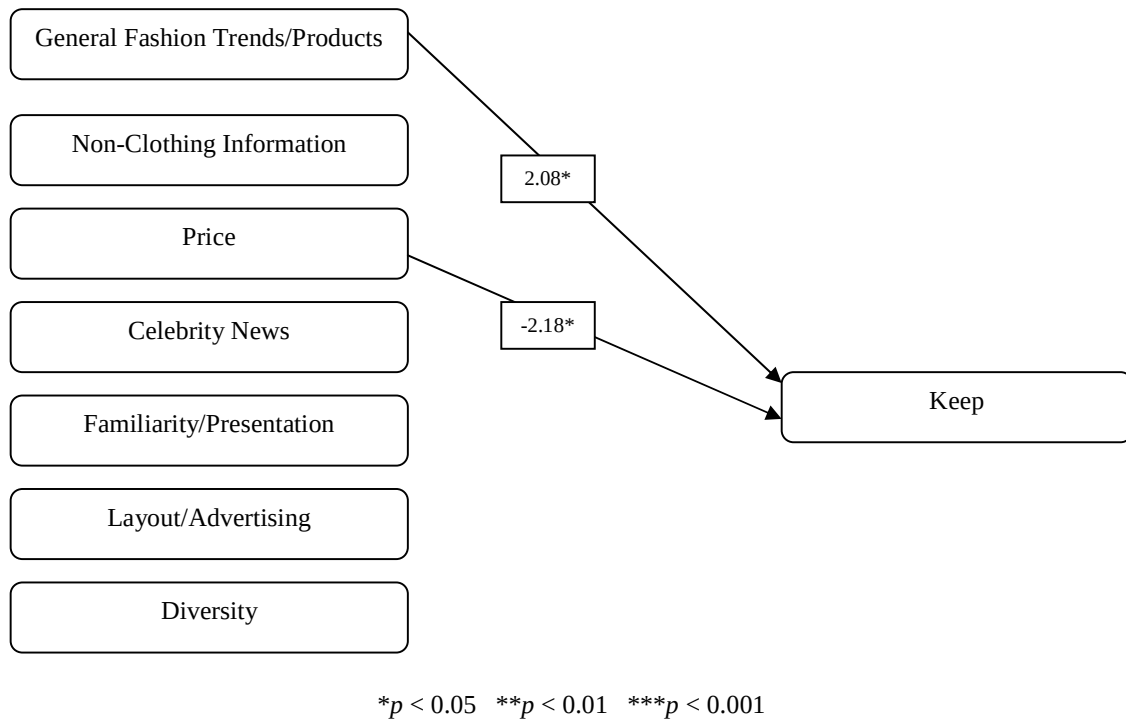


Figure 5.9. The Multiple Regression Results in Hypothesis 5b: The Relationship Between the Seven Fashion Magazine Content Factors and Keep.

Table 5.16 reports the regression analysis results for the relationship between preference of fashion magazine content and how long a consumer keeps a fashion magazine. The multiple regression analysis reported that 6.5% of the variance in the length of time a consumer keeps a fashion magazine was explained by the seven perceived fashion magazine content factors:

General Fashion Trends/Products, Non-Clothing Information, Price, Celebrity News, Familiarity/Information, Layout/Advertising, and Diversity ($R^2 = 0.065$). The regression model was significant in explaining the length of time a consumer keeps a fashion magazine, with $F(7, 248) = 2.46$ and $p < 0.05$. The test of the relative contributions of the independent variables to explain the length of time a consumer keeps a fashion magazine showed that *Price* (Factor 3) was the strongest predictor of the length of time a consumer keeps a fashion magazine, with a

standardized coefficient of 0.15. *General Fashion Trends/Products* (Factor 1) was the second strongest predictor of the length of time a consumer keeps a fashion magazine, with a standardized coefficient of 0.14. T-values for *Price* and *General Fashion Trends/Products* were significant at a 0.05 level. The weakest predictor of the length of time a consumer keeps a fashion magazine was *Diversity* (Factor 7), with a standardized coefficient of 0.01. The results indicate that the seven fashion magazine content factors were significantly related to the length of time a consumer keeps a fashion magazine. Thus, Hypothesis 5b was supported.

Hypothesis 6

- H6: Loyalty tendency will influence consumer usage of fashion magazines.
 - H6a: Loyalty tendency will influence the number of fashion magazines that a consumer purchases.
 - H6b: Loyalty tendency will influence the length of time a consumer keeps a fashion magazine.

Table 5.17

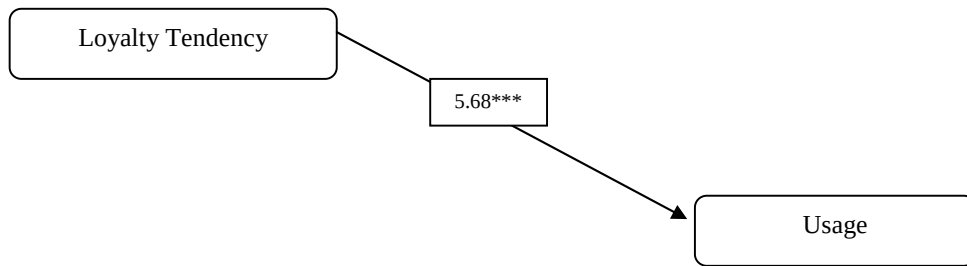
Regression Analysis Results for Hypothesis 6

Dependent Variable: Usage			
Independent Variable: Loyalty Tendency			
Analysis of Variance: $F(1, 254) = 32.24, p < 0.001$			
R-Square: 0.11			
Variables	DF	β	t-values
Intercept			-3.43***
Loyalty Tendency	1	0.34	5.68***

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

Hypothesis 6 was concerned with the relationship between loyalty tendency toward a fashion magazine and fashion magazine usage. Hypotheses 6a and 6b concerned the relationship between loyalty tendency toward a fashion magazine and the two aspects of usage: the number of fashion magazines that a consumer purchases and the length of time that a consumer keeps a fashion magazine.

Regression analysis was conducted to examine the relationship between loyalty tendency toward a fashion magazine and fashion magazine usage. In this analysis, the independent variable was loyalty tendency, and the dependent variable was fashion magazine usage. Table 5.17 reports the regression analysis results for the relationship between loyalty tendency and fashion magazine usage. The regression analysis indicated that 11.3% of the variance in fashion magazine usage was explained by loyalty tendency toward a fashion magazine ($R^2 = 0.11$). The regression model was significant in explaining fashion magazine usage, with $F(1, 254) = 32.24$ and $p < 0.001$. The test of the relative contribution of loyalty tendency toward a fashion magazine to explain fashion magazine usage showed that the independent variable had a standardized coefficient of 0.34, which meant that one unit increase in loyalty tendency toward a fashion magazine could result in 0.34 unit increase in fashion magazine usage. The t-value for the independent variable was significant at 0.001, which indicated that loyalty tendency toward a fashion magazine was significantly related to fashion magazine usage. Thus, Hypothesis 6 was supported.



* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

Figure 5.10. The Simple Regression Results in Hypothesis 6: The Relationship Between Loyalty Tendency and Usage.

A second regression analysis was conducted to examine the relationship between loyalty tendency toward a fashion magazine and the number of fashion magazines that a consumer purchases. In this analysis, the independent variable was loyalty tendency toward a fashion magazine, and the dependent variable was the number of fashion magazines that a consumer purchases (purchase). Table 5.18 reports the regression analysis results for the relationship between loyalty tendency and purchase. The regression analysis showed that 6.8% of the variance in the number of fashion magazines that a consumer purchases was explained by loyalty tendency toward a fashion magazine ($R^2 = 0.065$). The regression model was significant in explaining the number of fashion magazines that a consumer purchases, with $F(1, 254) = 18.58$ and $p < 0.001$. The test of relative contribution of loyalty tendency toward a fashion magazine to explain the number of fashion magazines that a consumer purchases showed that the independent variable had a standardized coefficient of 0.26, which meant that one unit increase in loyalty tendency could result in a 0.26 unit increase in the number of fashion magazines that a consumer purchases. The t-value for loyalty tendency was significant at a 0.001 level, which indicated that

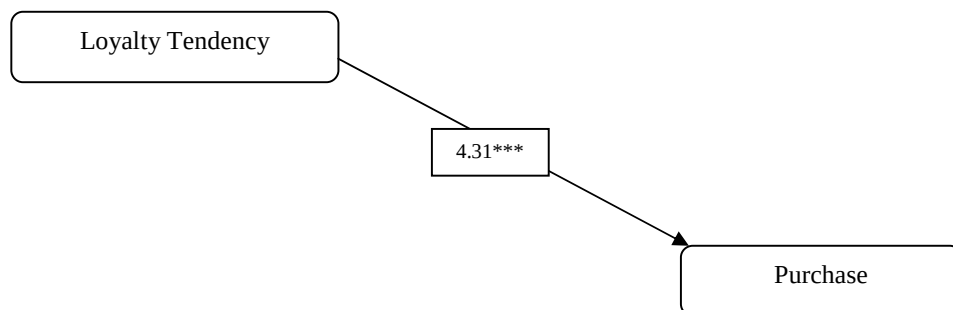
loyalty tendency toward a fashion magazine was significantly related to the number of fashion magazines that a consumer purchases. Thus, Hypothesis 6a was supported.

Table 5.18

Regression Analysis Results for Hypothesis 6a

Dependent Variable: Purchase			
Independent Variable: Loyalty Tendency			
Analysis of Variance: $F(1, 254) = 18.58, p < 0.001$			
R-Square: 0.07			
Variables	DF	β	t-value
Intercept			-2.11**
Loyalty Tendency	1	0.26	4.31***

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$



* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

Figure 5.11. The Simple Regression Results in Hypothesis 6a: The Relationship Between Loyalty Tendency and Purchase.

Table 5.19

Regression Analysis Results for Hypothesis 6b

Dependent Variable: Keep			
Independent Variable: Loyalty Tendency			
Analysis of Variance: $F(1, 254) = 37.74, p < 0.001$			
R-Square: 0.13			
Variable	DF	β	t-value
Intercept			-4.02***
Loyalty Tendency	1	0.36	6.14***

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

A third regression analysis was conducted to examine the relationship between loyalty tendency toward a fashion magazine and the length of time that a consumer keeps a fashion magazine. In this analysis, the independent variable was loyalty tendency toward a fashion magazine, and the dependent variable was the length of time that a consumer keeps a fashion magazine (keep). Table 5.19 reports the regression analysis results for the relationship between loyalty tendency toward a fashion magazine and the length of time that a consumer keeps a fashion magazine. The regression analysis showed that 12.9% of the variance in the length of time that a consumer keeps a fashion magazine was explained by the consumer's loyalty toward a fashion magazine ($R^2 = 0.13$). The regression model was significant in explaining the length of time that a consumer keeps a fashion magazine, with $F(1, 254) = 37.74$ and $p < 0.001$. The test of the relative contribution of the loyalty tendency toward a fashion magazine to explain the length of time that a consumer keeps a fashion magazine showed that the independent variable had a standardized coefficient of 0.36, which meant that one unit increase in loyalty tendency toward a fashion magazine could result in a 0.36 unit increase in the length of time that a consumer keeps a fashion magazine. The t-value for the independent variable was significant at

a 0.001 level, which indicated that loyalty tendency toward a fashion magazine was significantly related to the length of time that a consumer keeps a fashion magazine. Thus, Hypothesis 6b was supported.

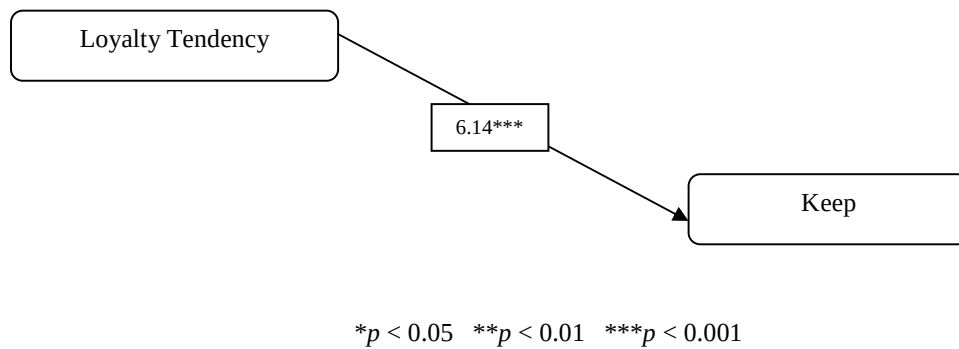


Figure 5.12. The Simple Regression Results in Hypothesis 6b: The Relationship Between Loyalty Tendency and Keep.

CHAPTER 6

CONCLUSIONS

Conclusions and Implications

The 31 perceived fashion magazine content items analyzed in this study were developed by the researcher, based on the results of an in-depth, written interview with 73 undergraduate female students at the University of Georgia. According to the preliminary factor analysis used in the study, only seven dimensions have been identified to represent the preference of fashion magazine content. The seven fashion magazine content factors are as follows: *General Fashion Trends/Products*, *Non-Clothing Information*, *Price*, *Celebrity News*, *Familiarity/Presentation*, *Layout/Advertising*, and *Diversity*.

The fashion consumer groupings identified and analyzed in this study were adopted from The Fashion Innovativeness and Opinion Leadership (Hirshman & Adcock, 1987). Based on the normal distribution of the data collected from the respondents, three fashion consumer groups were identified. The fashion consumer groups are as follows: fashion consumer group 1 (the fashion consumer groups with the lowest level of fashion innovativeness and opinion leadership), fashion consumer group 2 (the fashion consumer groups with a medium level of fashion innovativeness and opinion leadership), and fashion consumer group 3 (the fashion consumer group with the highest level of fashion innovativeness and opinion leadership).

A significant and positive relationship was identified between the three fashion consumer groups and the seven perceived fashion magazine content factors. The results also indicated differences between the three fashion consumer groups in reference to preference of fashion

magazine content. According to the results, the higher the level of fashion consumer group that a respondent was classified in, the greater their preference for *General Fashion Trends/Products* and *Layout/Advertising*. Based on this result, consumers with a high level of fashion innovativeness and opinion leadership may prefer to read fashion magazines that contain a large amount of *General Fashion Trends/Products* information because these fashion magazines reflect and encourage their interest in fashion. This finding supports previous research that identified that consumers are most likely to prefer editorial content that reflects their personal interests (Summers, 1972). These consumers that exhibit a high level of fashion innovativeness and opinion leadership may place a greater emphasis on the *Layout/Advertising* aspects of fashion magazines because they feel that high-quality photographs and glossy pages demonstrate the same level of quality that they place on fashion. In addition, advertisements may be particularly important to these consumers because through these advertisements they are able to identify new fashion trends and products that they wish to purchase. Based on the results of the study, fashion magazine readership is likely to be related to novelty-seeking behavior. One feature that makes fashion magazines valuable to the consumer is the inclusion of new and unusual information pertaining to fashion trends and products in every issue. In addition, a magazine subscription represents a commitment by the consumer to acquire new information (Hirschman, 1980).

Similarly, a significant and positive relationship was identified between the fashion consumer groups and loyalty tendency toward a fashion magazine. The results also indicated differences between the three fashion consumer groups in reference to loyalty tendency toward a fashion magazine. According to the results, the higher the level of fashion consumer group that a respondent was classified in, the greater their loyalty tendency toward their favorite fashion

magazine. Therefore, because fashion consumers with a high level of fashion innovativeness and opinion leadership place a greater value on fashion and fashion information, they may become more loyal toward fashion magazines than are other fashion consumers. Consumers classified in fashion consumer group 3, therefore, should be fashion magazine marketers' primary target group. In order for marketers for fashion magazines to encourage consumers with a high level of fashion innovativeness and opinion leadership to remain loyal to a specific fashion magazine, marketers should encourage fashion magazine editors to include a large amount of information pertaining to *General Fashion Trends/Products* and to give extra attention to the *Layout/Advertising* aspects of the magazine. On the other hand, based on the preferences of fashion consumer group 1 according to fashion magazine content, in order for marketers for fashion magazines to encourage consumers with a low level of fashion innovativeness and opinion leadership to maintain and develop loyalty to fashion magazines, marketers should include *Non-Clothing Information* and take into consideration the *Price* and *Familiarity/Presentation* aspects of the fashion magazines. Consumers that were classified as fashion consumer group 1 may prefer the non-clothing aspects of fashion magazines, including health, exercise, and beauty tips, and may place a great importance on fashion magazines that are easy to navigate and highlight brands that are familiar to them. In addition, consumers classified as fashion consumer group 1 may be more price conscious than other consumers and may choose one fashion magazine over another based on price. Lastly, consumers classified as fashion consumer group 1, as well as those classified as fashion consumer group 2, indicated a preference toward *Celebrity News*. This preference for celebrity related content may be explained by fashion consumer group 1 and 2's perception of celebrities as fashion leaders. Because consumers classified as fashion consumer group 1 and 2 have a low level of fashion

innovativeness and opinion leadership, they may find it easiest to copy another person's clothing choices, like those of a celebrity, rather than create their own. In this case, the inclusion of celebrity information in fashion magazines may be a successful way of targeting fashion consumer groups with a low to medium level of fashion innovativeness and opinion leadership and in assisting fashion magazine marketers in maintaining fashion consumer groups 1 and 2's loyalty.

In addition, there was also a significant and positive relationship between the fashion consumer groups and fashion magazine usage. The results also indicated differences between the three fashion consumer groups in reference to fashion magazine usage. According to the results, the higher the level of fashion consumer group that a respondent was classified in, the greater their usage of fashion magazines. These results support previous research that identified fashion leaders as the consumer group most likely to use fashion magazines (Summers, 1972). Therefore, consumers classified as fashion consumer group 3 should be fashion magazine marketers' primary target group because they are most likely to use (purchase and keep) fashion magazines.

There was also a significant and positive relationship between the fashion consumer groups and the number of fashion magazines that a consumer purchases. The results indicated differences between the three fashion consumer groups in reference to the number of fashion magazines that a consumer purchases. According to the results, the higher the level of fashion consumer group that a respondent was classified in, the greater the number of fashion magazines that they purchased. Based on this information, fashion magazine marketers should consider consumers with the highest level of fashion innovativeness and opinion leadership as their primary target consumer groups because they are most likely to purchase fashion magazines.

The study also concluded that in order for encourage the purchase of fashion magazines by consumer groups 1 and 2, fashion magazine marketers should include *Non-Clothing Information* and *Celebrity News* content, while paying attention to *Price* and *Familiarity/Presentation*.

There was also a significant and positive relationship between the fashion consumer groups and the length of time that a consumer keeps a fashion magazine. The results indicated differences between the three fashion consumer groups in reference to the length of time that a consumer keeps a fashion magazine. According to the results, the higher the level of fashion consumer group that a respondent was classified in, the greater the length of time that a consumer kept a fashion magazine.

A significant relationship was also determined to exist between fashion magazine content and loyalty tendency toward fashion magazines. The results indicated that *General Fashion Trends/Products* and *Celebrity News* were the most important fashion magazine content factors in influencing consumers' loyalty toward fashion magazines. As previously discussed, consumers may place a greater emphasis on *General Fashion Trends/Products* because this type of content reflects and encourages their interest in fashion topics. The inclusion of *Celebrity News* in fashion magazines may be a critical aspect for fashion magazine marketers to consider because it may encourage consumers to become more loyal to a fashion magazine that specifically features *Celebrity News*, and, therefore, an increase in loyalty among consumers may encourage consumers to use fashion magazines more often, including purchasing them more frequently. In addition, the findings of the study, pertaining to preference of *Celebrity News*, support previous studies that indicated that Generation Y students, including female college students ages 18 to 22 that were surveyed in this study, prefer brands that are endorsed by celebrities that they readily recognize and, therefore, look to celebrities for fashion information

and leadership (Morton, 2002). By including celebrity information and photographs in fashion magazines, marketers may be able to obtain and encourage the loyalty of this young consumer group. Therefore, the more information that a fashion magazine contains pertaining to *General Fashion Trends/Products* and *Celebrity News*, the greater the tendency for consumers to become loyal to that particular magazine.

A significant relationship was also found to exist between preference of fashion magazine content and the usage of fashion magazines. The results indicated that *General Fashion Trends/Products* and *Price* were the most important fashion magazine content factors in influencing consumers' usage of fashion magazines. However, *General Fashion Trends/Products* was positively and significantly related to fashion magazine usage, while *Price* was negatively and significantly related to fashion magazine usage. While it is important for fashion magazine editors to include a variety of information pertaining to fashion, it is also important that they do not overlook the effect that price can have on consumers' usage of fashion magazines. Fashion magazine marketers should strive to remain competitive, with concern to price, in the fashion magazine market so that they can attract and maintain the largest percentage of sales. Because price was negatively related to fashion magazine usage, the higher a fashion magazine price, the less likely a consumer will be to use that fashion magazine. However, because *General Fashion Trends/Products* was positively related to fashion magazine usage, the more information that a fashion magazine contains pertaining to *General Fashion Trends/Products*, the more likely a consumer will be to use that particular fashion magazine.

A significant relationship was also found to exist between preference of fashion magazine content and the number of fashion magazines that a consumer purchases. The results indicated that *General Fashion Trends/Products*, *Non-Clothing Information*, *Price*, and

Layout/Advertising were the four most important fashion magazine content factors in influencing the number of fashion magazines that a consumer purchases. *General Fashion Trends/Products* and *Layout/Advertising* were positively and significantly related to the number of fashion magazines that a consumer purchases, while *Non-Clothing Information* and *Price* were negatively and significantly related to the number of fashion magazines that a consumer purchases. Therefore, in order to increase fashion magazine sales, marketers should encourage fashion magazine editors to increase the amount of fashion trend information in fashion magazines while reducing non-clothing information. In addition, marketers should strive to lower fashion magazine prices and include layout and advertising information pertaining to apparel, cosmetics, and accessories with high-quality, glossy pages. In addition, based on the results of the study pertaining to *Celebrity News*, fashion magazine marketers should include celebrity news in fashion magazines in order to indirectly increase college students' fashion magazines purchases. Because the inclusion of *Celebrity News* may build loyalty tendency toward fashion magazines among consumers, this loyalty may, in turn, encourage the purchase of fashion magazines that provide *Celebrity News*.

A significant relationship was also found to exist between preference of fashion magazine content and the length of time that a consumer keeps a fashion magazine. The results indicated that *General Fashion Trends/Products* was positively and significantly related to the length of time that a consumer keeps a fashion magazine while *Price* was negatively and significantly related to the length of time that a consumer keeps a fashion magazines. Therefore, a consumer will be most inclined to keep a fashion magazines that has a variety of fashion product and trend information but will less likely to keep a fashion magazine that has a high price.

A significant relationship also existed between loyalty tendency toward a fashion magazine and fashion magazine usage. Therefore, the more loyal that a consumer is toward a particular fashion magazine, the more likely they will be to purchase a greater number of fashion magazines. A significant and positive relationship also existed between loyalty tendency toward a fashion magazine and the number of fashion magazines that a consumer purchases. The results indicated that the more loyal that a consumer is toward a particular fashion magazine, the more likely they will be to purchase a greater number of fashion magazines. Therefore, fashion magazine marketers should focus on increasing loyalty towards a fashion magazine in order to indirectly increase the sales of fashion magazines.

A significant relationship also existed between loyalty tendency toward a fashion magazine and the length of time that a consumer keeps a fashion magazine. The results indicated that the more loyal that a consumer is toward a particular fashion magazine, the more likely they will be to keep that particular fashion magazine.

Limitations and Future Study

There are several limitations associated with this study, and in an effort to consider their potential impacts on the previously discussed results, these limitations were addressed:

1. The study was only conducted at the University of Georgia in Athens, Georgia. Therefore, the results were not necessarily reflective of other universities throughout the United States.

2. Because a convenience sample was used for the study, the sample is not wholly representative of the total population of female undergraduate students at the University of Georgia. Most of the participants were Caucasian/White (90.2%), the largest percentage (36.7%) was classified as sophomores, and the largest percentage (30.9%) was 20 years old.

3. This study did not investigate multiple demographic groups with respect to preference of fashion magazine content, loyalty tendency, and fashion magazine usage. Respondents with varying characteristics from the respondents used in this study (female undergraduate students ages 18-22 at the University of Georgia) might have different preferences toward fashion magazine content, loyalty tendencies toward fashion magazines, and fashion magazine usage than those results identified in this study. Some of the demographic characteristics that might yield differing results include age, gender, income, and education.

Based on the limitations previously discussed, several suggestions for future study were identified.

First, additional studies should be conducted at various universities throughout the United States in order to determine if the results determined in this study are consistent when sampling a different population of respondents. In addition, other studies should also be conducted with respondents of varying demographic characteristics from those respondents used in this study. These studies could then be used to identify comparisons and inconsistencies across the samples.

Future research should be conducted in reference to men's fashion/lifestyle magazines in order to determine better marketing options for targeting male consumers. Previous research has determined that those male consumers classified as Generation Y are highly concerned with celebrity lifestyles and are influenced by celebrity fashion trends (Wilson and MacGillivray, 1998). Therefore, research should be conducted to determine the effectiveness of celebrity related content in attracting young male consumers to fashion magazine usage. In addition, the results of futures studies associated with men and fashion/lifestyle magazines could be compared with the results of this study to identify comparisons between the two groups.

Because the scales for preference of fashion magazine content and fashion magazine usage were developed by the researcher for use in this study, these scales should be retested using respondents with the same and differing demographic characteristics from those respondents used in this study in order to determine the validity of the two scales.

In addition, magazines that were once primarily perceived as fashion related magazines may be shifting to include a larger amount of information pertaining to culture and lifestyle topics. Future research should indicate the differences associated between fashion magazines and lifestyle magazines and consumer preferences toward these publications.

Summary

The purpose of this study was to examine the differences in fashion magazine content preference, fashion magazine usage, and loyalty tendency toward fashion magazines between the fashion consumer groups and to analyze the relationships among preference of fashion magazine content, loyalty tendency toward fashion magazines, and fashion magazine usage.

Chapter 1 provided a background on consumers' use of the media, particularly in relation to young consumers. A brief discussion was provided on the history of fashion magazines, fashion leaders' use of the media, loyalty tendency, and fashion magazine usage. The lack of literature on both preference of fashion magazine content and fashion magazine usage was identified and addressed before the statement of the research objectives.

Chapter 2 identified and presented an analysis of the current body of literature on fashion leadership and fashion consumer groupings, fashion magazine content, loyalty tendency, and fashion magazine usage. Several scales were identified for fashion consumer groupings, and The Measure of Fashion Innovativeness and Opinion Leadership, developed by Hirschman and Adcock (1987), was determined as a potential scale for identifying fashion consumer groups in

relation to preference of fashion magazine content, loyalty tendency, and fashion magazine usage. Potential scales for loyalty tendency were also discussed, and Oliver's (1997) Four-Stage Loyalty Scale was identified as a potential scale for identifying fashion consumer groups' loyalty tendency toward fashion magazines.

Chapter 3 outlined the conceptual framework for the study and how it was used to identify the relationships between the fashion consumer groups, preference of fashion magazine content, loyalty tendency, and fashion magazine usage. Conceptual definitions were also included along with the research hypotheses that were used to test the research objectives and problems.

Chapter 4 provided a brief discussion of the sample and population that were used for the study. The instrument that was used for collecting the data was discussed as well as the statistical methods that were employed for analyzing the data.

Chapter 5 presented a detailed account of the demographics of the respondents that participated in the study. The preliminary analyses were also discussed, including factor analysis, which identified the factors for fashion magazine content, and fashion consumer groupings, which identified three fashion consumer groups. The results for the hypotheses testing, as determined through factor analysis, fashion consumer groupings, MANOVA, ANAOVA, and regression analyses, were then discussed.

Chapter 6 provided a discussion of the results identified in Chapter 5 and the conclusions of the study. In addition, the limitations of the study and ideas for future study were also addressed.

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APPENDICES

Appendix A
IRB Approval Form



Office of The Vice President for Research
DHHS Assurance ID No. : FWA00003901

Institutional Review Board
Human Subjects Office
612 Boyd GSRC
Athens, Georgia 30602-7411
(706) 542-3199
Fax: (706) 542-3360
www.ovpr.uga.edu/hso

APPROVAL FORM

Date Proposal Received: 2007-11-02

Project Number: 2008-10323-0

Name	Title	Dept/Phone	Address	Email
Ms. Lauren Bailey	PI	Textiles, Merchandising, and Interiors 304 Dawson Hall	175 Ruth Dr. Athens, GA 30601 817-689-2461	lbailey3@uga.edu
Dr. Yoo-Kyoung Seock	CO	Textiles, Merchandising, and Interiors 352 Dawson Hall 706-542-4892		yseock@fcs.uga.edu

Title of Study: A Comparison of Fashion Consumer Groups: Preference of Fashion Magazine Content, Loyalty Tendency, and Fashion Magazine Usage

45 CFR 46 Category: Administrative 2

Parameters:

None;

Change(s) Required for Approval:

Revised Application;

Revised Consent Document(s);

Approved : 2007-11-30 Begin date : 2007-11-30 Expiration date : 2012-11-29

NOTE: Any research conducted before the approval date or after the end data collection date shown above is not covered by IRB approval, and cannot be retroactively approved.

Number Assigned by Sponsored Programs:

Funding Agency:

Your human subjects study has been approved.

Please be aware that it is your responsibility to inform the IRB:

- ... of any adverse events or unanticipated risks to the subjects or others within 24 to 72 hours;
- ... of any significant changes or additions to your study and obtain approval of them before they are put into effect;
- ... that you need to extend the approval period beyond the expiration date shown above;
- ... that you have completed your data collection as approved, within the approval period shown above, so that your file may be closed.

For additional information regarding your responsibilities as an investigator refer to the IRB Guidelines.

Use the attached Researcher Request Form for requesting renewals, changes, or closures.

Keep this original approval form for your records.

Chairperson or Designee,
Institutional Review Board

Appendix B

Informational Letter and Questionnaire

Informational Letter

November 28, 2007

Dear Participants:

I am a graduate student under the direction of professor Yoo-Kyoung Seock in the Department of Textiles, Merchandising, and Interiors at The University of Georgia. I invite you to participate in a research study entitled "A Comparison of Fashion Consumer Groups: Preference of Fashion Magazine Content, Loyalty Tendency, and Fashion Magazine Usage." The purpose of this study is to examine the differences in fashion magazine content preference, usage, and loyalty tendency among fashion consumer groups.

All participants must be female college students aged 18-22 at the University of Georgia.

Your participation will involve completing a short, structured questionnaire and should only take about 10-15 minutes to complete. Your involvement in the study is voluntary, and you may choose not to participate or to stop at any time without penalty or loss of benefits. Your responses to the questionnaire are 100% confidential. In addition, because you are not asked to include your name or student ID number on the questionnaire, you cannot be identified. The results of the research study may be published, but your name will not be used. In fact, the published results will be presented in summary form only. Your identity will not be associated with your responses in any published format.

The findings from this project may provide information on the importance of fashion magazines in obtaining fashion information, the variances among consumers in their fashion magazine usage and loyalty tendencies, and the significance of fashion magazine content in influencing fashion magazine usage and loyalty. There are no known risks or discomforts associated with this research.

If you have any questions about this research project, please feel free to call me at (706) 542-4886 or send an e-mail to lbailey3@uga.edu. Questions or concerns about your rights as a research participant should be directed to The Chairperson, University of Georgia Institutional Review Board, 612 Boyd GSRC, Athens, Georgia 30602-7411; telephone (706) 542-3199; email address irb@uga.edu.

By completing and returning this questionnaire in the envelope provided, you are agreeing to participate in the above described research project.

Thank you for your consideration! Please keep this letter for your records.

Sincerely,

Lauren Bailey

This questionnaire is used solely for academic research purposes and any information you provide shall remain anonymous and will not be used for any other purposes nor be disclosed to a third party.

Please DO NOT write your name on the questionnaire.

For the purpose of this study, a fashion magazine refers to a magazine whose “primary function” is “reporting and interpreting the fashion news” (Stone, 2004).

Section 1

Please answer the following questions concerning your use of fashion magazines.

1. Do you have a favorite fashion magazine(s)?
☐ Yes
☐ No
2. If you answered **No** to 1, please turn in your questionnaire without answering any further questions. If you answered **Yes** to 1, please select your favorite fashion magazine(s):
☐ Vogue
☐ InStyle
☐ Cosmopolitan
☐ Elle
☐ Marie Claire
☐ Lucky
☐ W
☐ Glamour
☐ Harper's Bazaar
☐ Nylon
☐ Other(s) (please list)
3. Do you purchase and/or subscribe to a fashion magazine(s) on a monthly basis?
☐ Yes
☐ No

If you answered **No** to question 3, please skip ahead to section 2. If you answered **Yes** to question 3, please complete questions 4 and 5.

4. How many fashion magazines do you purchase and/or subscribe to each month?
 - _____ 0 fashion magazines
 - _____ 1-2 fashion magazines
 - _____ 3-4 fashion magazines
 - _____ 5-6 fashion magazines
 - _____ 7 fashion magazines or more

5. What is the average number of months that you keep the fashion magazine(s) that you purchase and/or subscribe to?
 - _____ less than 1 month
 - _____ 1 month to less than 3 months
 - _____ 3 months to less than 6 months
 - _____ 6 months to less than 1 year
 - _____ more than 1 year

Section 2

For each of the questions listed below, please circle the **one** number from 1 (never) to 5 (very often) that best answers each question describing your attitude toward and relationship with fashion.

	Never	Seldom	Sometimes	Often	Very Often
1. How often are you willing to try new ideas about clothing fashions?	1	2	3	4	5
2. How often do you try something new in the next season's fashions?	1	2	3	4	5
3. How often are you usually among the first to try new clothing fashions?	1	2	3	4	5
4. How often do you influence the types of clothing fashions your friends buy?	1	2	3	4	5
5. How often do others turn to you for advice on fashion and clothing?	1	2	3	4	5

For the question listed below, please circle the **one** number from 1 (almost no one) to 5 (almost everyone I know) that best represents the amount of people that regard you as a reliable fashion source.

	Almost No One	Less Than Half	Half	More Than Half	Almost Everyone I Know
6. How many of your friends and neighbors regard you as a good source of advice on clothing fashions?	1	2	3	4	5

Section 3

For each of the questions listed below concerning fashion magazine content, please circle the **one** number from 1 (not important at all) to 5 (very important) that best represents how important the presence of the type of content is for you in deciding to purchase a fashion magazine.

	Not Important	Somewhat Important	Neutral	Important	Very Important
1. The fashion magazine provides advertisements for apparel, cosmetics, and accessories with high-quality, glossy photographs.	1	2	3	4	5
2. The fashion magazine has an affordable price.	1	2	3	4	5
3. The fashion magazine has high-quality, glossy pages.	1	2	3	4	5
4. The fashion magazine has many pages with lots of information.	1	2	3	4	5
5. The fashion magazine features photographs of street fashions.	1	2	3	4	5
6. The fashion magazine provides websites on where to purchase the clothing styles featured in the fashion magazine.	1	2	3	4	5
7. The fashion magazine features current fashion trends and how to wear them.	1	2	3	4	5

	Not Important	Somewhat Important	Neutral	Important	Very Important
8. The fashion magazine provides information on health and exercise topics.	1	2	3	4	5
9. The fashion magazine features a wide variety of cultural dress.	1	2	3	4	5
10. The fashion magazine contains reader surveys.	1	2	3	4	5
11. The fashion magazine provides information on affordable stores to shop for clothing.	1	2	3	4	5
12. The fashion magazine provides fashion forecasts of colors and trends for the upcoming seasons.	1	2	3	4	5
13. The fashion magazine has a price that seems reasonable to me.	1	2	3	4	5
14. The fashion magazine features an assortment of retail venues that sell current fashion trends.	1	2	3	4	5
15. The fashion magazine has large-sized pages, and the text is easy to read.	1	2	3	4	5
16. The fashion magazine features clothing brands that are familiar to me.	1	2	3	4	5
17. The fashion magazine has informative articles.	1	2	3	4	5
18. The fashion magazine gives advice on how to use clothing to flatter your body shape.	1	2	3	4	5
19. The fashion magazine features classic clothing styles that are familiar to me.	1	2	3	4	5
20. The cover has a high-quality photograph, featuring a celebrity or model that I recognize, good headlines, and an attractive layout.	1	2	3	4	5

	Not Important	Somewhat Important	Neutral	Important	Very Important
21. The fashion magazine features “what not to wear” fashion sections.	1	2	3	4	5
22. The fashion magazine features a horoscope.	1	2	3	4	5
23. The fashion magazine contains an analysis of current fashion trends.	1	2	3	4	5
24. The fashion magazine features articles on designers and their latest clothing lines and gives designer product information.	1	2	3	4	5
25. The fashion magazine features current hairstyle trends.	1	2	3	4	5
26. The fashion magazine features current cosmetics trends.	1	2	3	4	5
27. The fashion magazine features current trends for accessories.	1	2	3	4	5
28. The fashion magazine has information on the latest news in the fashion and textile industry.	1	2	3	4	5
29. The fashion magazine features “how to” articles for advice on cosmetics, hairstyles, accessories, and apparel.	1	2	3	4	5
30. The fashion magazine provides information on and pictures of runway shows.	1	2	3	4	5
31. The fashion magazine features celebrity fashions, photographs, news, and events.	1	2	3	4	5

Section 4

For each of the questions listed below, please circle **one** number from 1 (strongly disagree) to 5 (strongly agree) that best represents how you feel about your favorite fashion magazine(s).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. My favorite fashion magazine(s) has/have more benefits than others.	1	2	3	4	5
2. I have grown to like my favorite fashion magazine(s) more so than others.	1	2	3	4	5
3. I intend to continue buying my favorite fashion magazine(s) in the future.	1	2	3	4	5
4. When I have a need for a fashion magazine I am most likely to buy my favorite fashion magazine(s).	1	2	3	4	5

Section 5

Please answer the following questions concerning your demographic information.

1. Age: _____
2. Gender: _____
3. Race/Ethnicity: _____Caucasian/White
 _____African American
 _____Hispanic
 _____Asian/Pacific Islander
 _____American Indian/Aleut
 _____Other
4. Classification: _____Freshman
 _____Sophomore
 _____Junior
 _____Senior
 _____Fifth year or more
 _____Graduate
5. Monthly Allowance Provided by Parents/Guardians (including living expenses):
 _____ \$0-\$199
 _____ \$200-\$399
 _____ \$400-\$599
 _____ \$600-\$799
 _____ \$800-\$1,000
 _____ Over \$1,000
6. Employment: _____None

_____Part-time (1-29 hrs. per week)

_____Full-time (30 + hrs. per week)

7. Monthly Salary (before taxes): \$_____

Appendix C

Histogram for Fashion Consumer Groupings

