# MOVING BEYOND THE INNOVATIVE: an experiment in demystifying deconstructed fashion

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#### Abstract

"The creation of a thousand forests is in one acorn." says Ralph Waldo Emerson. It is often one individual who paves way for the others to follow, and this holds especially true for fashion and lifestyle products. Theories of fashion adoption have outlined the existence of the more innovative fashion consumer. However, with changing times, consumers have become more adaptive, making fashion brands rethink their strategy on such exclusive positioning. This paper seeks to explore the relationship between Consumer Innovativeness and the acceptance of Deconstructed fashion, usually positioned as new or innovative fashion. The study uses a controlled experiment to map the difference in Perceived Value, Perceived Monetary Sacrifice, Perceived Quality, and the Purchase Intention of Deconstructed fashion between two groups of consumers varying in their level of Innovativeness. The garments used for the experiment are obsolete merchandise from the seasonal offerings of a popular fashion brand, which have been disassembled and reconstructed to give them a new, deconstructed look. The experimental study used statistical tools to map the difference in perception, and also categorise theinnovative consumers into two distinct categories- Consumer Awareness and ConsumerAdaptiveness. It also arrives at regression equations to predict the strength of this relationship. The study demonstrates that Consumer Innovativeness may not impact the purchase intention of Deconstructed fashion. While areas such as Perceived quality and Perceived Monetary sacrifice maybe influenced by innovativeness, the value perception of such products seem to be not influenced by the innovativeness of the consumer. With increasing focus on building sustainable fashion practices and the emergence of upcycled fashion, the findings of the study demonstrate encouraging signs of a larger consumer base for Deconstructed garments.

# Introduction

The concept of change forms the essence of marketing. It leads to the movement of merchandise and services through a value chain and brings about innovation in products and services. For the fashion business, obsoleting is a necessary evil. It is said that "all must be made obsolete according to capital's logic, and new needs are created to be satisfied in the sameway" (Maycroft, 2009. This obsolescence leaves retailers to frequently deal with unsold stockor inventory, often leading to cost of holding inventory-a major deterrent in realization of planned margins for retail business. This merchandise remains unsold over the period of accounting, contributing to costs that go beyond just the procurement and manufacturing of these goods. They take up retail shelf space, blocking opportunity for fresher and more relevantmerchandise to make margins. Traditional practices for liquidation of such merchandise are practiced across all channels of distribution. However, fashion products also have the capacity to undergo modification or redesign. Changes in the aesthetic appearance of such products mayactually be able to position them as new SKUs (Stock-Keeping-Units); making them no longeran "obsolete" product.

Will deconstruction or redesign of such obsolete merchandise provide better benefits to the consumer in terms of value? Will fashion-forward consumers perceive them differently than the others? Is this perception different when these products are presented online or in- store to fashion consumers, keeping in mind the Omni channel mode of distribution practiced for fashion and other lifestyle products? These questions are the base on which this study has been conducted.

## **Review of Literature**

Close-out Inventory or Unsold merchandise has been recognized as a key determinant affecting product margins in the retail business. While the concept of remanufacturing has been explored for automobile, machine parts and electronic equipment businesses, the implications of breaking down a fashion product and reconstituting it to configure a new product has not been explored. This assumes additional significance in cases such as premium or sub-premium brands, where deep discounts not only affect product margins but also lower the perceived value of the product. Many studies have been devoted towards developing economic and stochastic models to address the issue of EOLC products leading to unsold merchandise. For instance, Jones, Erik, Farnham and Tim present an efficient ratio to determine when a Just-in-Time (JIT) supply chain is favourable to a multi-echelon inventory system where obsolete inventory is present (Jones et.al 2006). Pince presents dynamic models in inventory management, focusing on developing a practical policy for slow movers taking into account obsolescence and give insights about the interplay between backordering costs and obsolescence related holding costs (Pince, 2010). Usanmaz presents an exploratory study of business practices in the management of products in the decline phase and the eventual decision of product abandonment from Fortune 500 companies, focusing mainly on food, networking equipment, medical devices, consumer electronics and retail industries (Usanmaz, 2000). Hazen, Overstreet, Jones-Farmer and Field explore the role of ambiguity tolerance in consumer perception of remanufactured products, and suggest that ambiguity surrounding the

remanufacturing process might result in reduced levels of consumers' perceived quality and willingness to pay for remanufactured products (Hazen et. al, 2012). Wang, Wiegerinck, Krikke and Zhang explore the reasons underlying the key assumption in the Closed-loop- Supply-Chain (CLSC) literature that consumers' purchase intention is lower for remanufactured products than for new products (Wang et al, 2013). However, while these delve on the economic models of EOLC merchandise, the consumer perspective towards their revised value proposition, specifically in the wake of newer models of consumer behavior still needs to be explored. The foundation to the product lifecycle concept was laid by Rogers in his seminal work on the Diffusion of Innovations (Rogers, 1983). The adoption curve proposed by Rogers was modified to capture the cyclic nature specific to fashion merchandise. However, the PLC concept has been challenged time and again due to the many factors that this rather simple theory failed to address. The fashion consumer, in reverence to Everett's model of diffusion, also adopts fashion differently, making them higher or lesser on "innovativeness"-ameasure for their acceptance and adoption for newer fashion. In lieu of the fact that remanufacturing of unsold merchandise leads to products which are necessarily "Avant-Garde", a term used for fashion-forward merchandise, the study also seeks to explore the relationship between the Innovativeness of the consumer and his acceptance of such products.

### End of Lifecycle (EOLC) Merchandise

End of lifecycle merchandise has been the focus of study across multiple domains. The term also gains ground when identified on the end-stage of a fashion product, where the PLC goes through a distinct "inverted bell-shaped curve" to trace the path of products in the season-governed business. Levinthal and Purohit postulate that consumers' expectation for a forthcoming product lowers the price that they are willing to pay for the current product (Levinthal & Purohit, 1989). Steffens argues that the PLC concept ignores consumers, apart from areas concerning sales growth (Steffens, 2002). He rues on the lacuna in PLC which essentially bases strategy guidelines on the current and expected sales growth, together with the expected competitive intensity. Birou, Fawcett and Magnan propose an integrative strategic framework utilizing the PLC as a "common strategic denominator", integrating functional strategies such as production, logistics and purchasing with the PLC to arrive at a holistic business strategy (Birou et al, 1998).

### **Re-manufacture of EOLC Products-Deconstructed Fashion Garments**

With growing concerns on environmental hazards and increasing focus on lifecycle management of products, the concepts of remanufacture and recycle are repeatedly arriving center-stage. Durable goods like consumer electronics and automobile spare-parts have been increasingly studied with respect to their possibility of remanufacture.

Mangold, Cristobal, Mars and Dornfelda conducted an assessment survey to arrive at a material flow analysis to develop a representative set of end-of-life pathways to better understand the flow of e-waste within the end-of-life management industry in the United States (Mangold et al, 2013). Fonseca, Nunes, Arlindo and Gomes conducted a field- experiment study to conclude

that the proposed additional dismantling of automobiles not only brings environmental benefits but also meets the European recovery and recycling targets (Fonesca et al, 2013). Interestingly, MIT Sloan predicts that reconstruction of products can actually help organizations in "reaping the profit" (Pearce, 2009). It identifies Recycling, Refurbishing and Remanufacturing as three possible methods of reconstruction and argues that such products "are considerably less expensive than their new counterparts". With specific focus on fashion merchandise, studies have focused extensively on the reuse of clothing and on the remanufacture of used clothing to create a "second-life". Ruoh-Nan, Su Yun and Xu document the psychographic characteristics of consumers who purchase such clothing, referred to as "Second-hand" clothing (Xu, 2015).

Studies have extensively focused on Closed-loop-supply-chains (CLSC) for used and discarded clothing and mapping the determinants for the consumers to choose recycling of used clothes over disposal. O'Reilly and Kumar explore the recycling approach at household level by apparel consumers, by employing the Theory of Planned behavior (TPB) model (O'Reilly & Kumar, 2016). Value creation in such business models have also been explored, with old and used clothes going through a redesign process that may possibly add value to the redesigned apparel.

The fashion industry uses the term "Deconstruction" to refer to this process of redesign and remanufacture. Significantly, awareness about deconstructed garments and the role of key fashion houses in propagating the same differs from person to person. As a term that is specific to the fashion enthusiast, it is a matter of concern that a consumer who is aware about the term, might perceive the value for EOLC fashion products differently, as compared to a consumer who is not aware. The dimensions of Perceived value hence assumes significance in understanding the implications of this relationship.

### **Consumer Innovativeness**

The term Consumer innovativeness is defined as the desire for consumers to seek excitement and novelty from new product adoption. Rogers defines innovativeness as "the degree to which an individual is relatively earlier in adopting new ideas than other members of his/her social system". Innovativeness, consequently, has been measured using the time of adoption method, which segments adopters into groups ranging from innovators, early adopters, early and late majority to laggards (Rogers & Shoemaker, 1971). Many studies have been devoted to understand the characteristics of such innovators; with an effort to arrive at attributes that can define him/her, as against a follower, on more absolute terms than measuring the time of adoption. Studies by Goldsmith et al and Chang clearly define that highly innovative people tend to take more risks, show greater social participation, have higher opinion leadership scores, be more knowledgeable about new products are more involved in the product category, have greater media exposure, and be heavier users of the product category (Goldsmith & Hofacker, 1991; Chang & Chen, 2008).

These consumers not only readily accept newer fashion products, but also, due to their nature as opinion leaders and strong social influencers, may be able to persuade the fashion followers to accept deconstructed garments. Hur, Yoo and Chung research the moderating effect of consumer innovativeness on convergence products (home robots) in South Korea (Hur et al, 2011). The success of introducing a new and innovative product can be connected to the presence of innovative consumers. McCarthy et al indicate that the success of new product introduction is directly influenced by "the ability of marketers to identify innovators" (Mc Carthy et al, 1999).

However, does the measure of innovativeness affect the way a consumer perceives a new product? Hur, Jeong-Ju and Te-Lin feel that "consumers innovativeness shows a moderating effect on the relationship between emotional value and purchase intentions" and that the "effect of emotional value has a greater influence on purchase intentions for the high consumer innovativeness group than for the low consumer innovativeness group" (Hur et al, 2012).

H01- Consumer Awareness does not influence the Perceived Transaction value of the consumer.

H02- Consumer Adoption does not influence the Perceived Transaction value of the consumer.

H03- Consumer Awareness does not influence the Perceived Acquisition value of the consumer.

H04 Consumer Adoption does not influence the Perceived Acquisition value of the consumer.

Goldsmith uses a well-defined scale to measure the price sensitivity to fashion products and the innovativeness of the consumer, and infer that there is a negative co-relation between these two factors (Goldsmith, Daekwan & Wan-Min, 2005) This leads us to propose that there is a co-relation between the Perceived value of a fashion product, and the innovativeness of the consumer. The following hypotheses are framed to test this relationship.

**H05** Consumer Awareness does not influence the Perceived Monetary Sacrifice (Absolute value) of the consumer.

**H06** Consumer Awareness does not influence the Perceived Monetary Sacrifice (Absolute value) of the consumer.

**H07**- Consumer Adoption does not influence the Perceived Monetary Sacrifice (Relative value) of the consumer.

**H08-** - Consumer Adoption does not influence the Perceived Monetary Sacrifice (Relative value) of the consumer.

Perceived quality is an important attribute that may affect the value perception, the intent to buy and the internal fair price judgement for the consumer. This is largely a subjective parameter, with studies clearly differentiating it from Objective or Actual quality. Zeithaml's study on its interaction with Value and price defines it as "The consumer's judgement about a product's overall Excellence" (Zeithaml, 1988). Needless to say, this perception maybe influenced by a variety of Intrinsic and Extrinsic cues, and differs in its complexity from product to product. Does the innovativeness of the consumer influence this perception of quality for deconstructed merchandise? The following hypotheses are framed to test this relationship **H09**- Consumer Awareness does not influence the Perceived Quality of Deconstructed garments.

H010- Consumer Adoption does not influence the Perceived Quality of Deconstructed garments.

Purchase intention has been seen as positively associated with Perceived value (Dodds, Monroe & Grewal 1991; Grewal, Monroe & Krishnan, 1998).

Since deconstruction of unsold garments is a relatively new concept, there have been very few documented studies on if the method of presentation of these products influences a consumer's Purchase intention. Hence, the following hypothesis is framed to test this relationship.

H011- Consumer Awareness does not influence the Willingness to buy Deconstructed garments.

H012 - Consumer Adoption does not influence the Willingness to buy Deconstructed garments.

## **Research Question**

While studies address the areas of lifecycle stage, the perceived value of discounted products for EOLC merchandise and models for remanufacturing and re-engineering as effective modes of product liquidation, there are certain gaps in existing literature that lead us to explore the relationship between an consumer innovativeness and the acceptance of such products- What is the relationship between Consumer Innovativeness and Internal reference price, consumer innovativeness, Perceived quality and Perceived Monetary sacrifice and the perceived value of Deconstructed fashion products?

# Objectives

The objectives hence framed for this study are: -

- a) To study the influence of consumer innovativeness on the perceived value, quality, monetary sacrifice and Willingness to Buy deconstructed products.
- b) To infer implication for fashion marketers on the method of selling for the value perceived for deconstructed fashion.

# **Research Methodology**

This study involves the application of Consumer Innovativeness and two product attributes (Deconstruction and the Interaction method with the product) which are expected to **affect** the dependent variables of Perceived value, Perceived monetary sacrifice, Perceived quality, Internal price reference and Purchase intention. Since it seeks to measure the **intervention on an outcome**, the study focuses on an **experimental design** to arrive at its outcomes. The participants for this study reflect the demographic profile of fashion-conscious consumers who

are used to both online as well as offline buying. They can be aged between 18 to 65 years, and reside in tier-1 cities. The study was hence conducted on a mixed group of students, faculty, administrative staff and parents, in the premises of the National Institute of Fashion Technology, Bengaluru. Considering that these sample frame for the study are consumers for fashion, residing in a tier-1 city (Bengaluru) and that the groups needed to be matched with respect to their profiles and awareness, this study needs a convenience sample with a naturally formed group. Hence this study will involve a quasi-experiment, post test only design.

There were a total of 98 participants who undertook the study. A group of 49 students were approached after the class and were asked if they were ready to be a part of this experiment . Upon their agreement they were asked to fill up a short questionnaire capturing their age, gender, education and their awareness about the deconstruction concept. The questionnaire consisted of close-ended questions and served as a tool for the researcher to undertake a matching exercise by equating the participants such that each variables that can influence the outcome can be systematically controlled (Creswel, 2014). The participants were divided into two groups, each group consisting of an equal number of consumers who were aware of deconstructed garments. Hence the experiment was conducted on two groups of 49 participants each.

### Instrumentation

**Scale identification-** Each of the variables identified is explored for arriving at clear and measurable dimensions. These dimensions are arrived at after extensive literature survey, based on the established reliability and validity scores outlined by the authors. Table 1.1 gives the details of the scale identified, the reference for the same, the reliability scores by the authors and the measures that they describe.

S.No	Variable	Scale Identified	Author	α
1	Product type	Deconstructed or Original		
2a	Internal	Liechtenstein and	Donald R	
	Reference	O'Hara's scale for fashion	Lichenstein, Scort	
	price	innovativeness	Burton and	
			Bradley	
			'O'Hara	
2b	Internal	Grewal et al's scale for	Grewal.D,	0.79
	Reference	Internal Ref Price	Monroe, Kent.B,	
	price		Krishnan, R	

3	Consumer	Goldsmith and Hofacker	Goldsmith,	0.89
	Innovative-	(1991) domain specific	Ronald.E, Kim	
	ness	innovativeness scale (DSI)	Daekwan, Flynn,	
			Leisa.R, Wan-	
			Min Kim	
4	Consumer	Dodd's scale	William B Dodds	0.95
	Perceived	(Market cue- Product		
	value	evaluation model)		
5	Purchase	Grewal, Monroe and	Grewal, Dhruv;	0.92
	Intention/	Krishnan	Monroe, Kent B;	
	WTB		Krishnan ,R	
6	Perceived	Dodd's scale	William B Dodds	0.80
	Monetary	(Market cue- Product		
	Sacrifice	evaluation model)		
7	Perceived	Dodd's scale	William B Dodds	0.94
	quality	(Market cue- Product		
		evaluation model)		

Table 1.1–Scale identification

## The identification of EOLC products

There are many criteria to determine whether a fashion product has reached the end of its shelflife. Ferguson and Koenigsberg identify obsolete fashion products as "Type 3" where "functionality does not degrade, but the customers' perceived utility of the product deteriorates over time" the reasons for which may be the fast changing fashion preferences experienced by the consumer (Ferguson, 2007). The identification of EOLC products from the unsold merchandise required the identification of fashion brands who could provide their unsold merchandise for this exercise.. The products hence identified as EOLC and open to deconstruction are shown below.



Figure 1.1. P1-Mens Corduroy trouser

Figure 1.2. P2- Mens Denim Jeans



Figure1.3. P3- Mens Polo t-shirt

Figure.1.4. P4- Mens Woven shorts

Out of the above garments, the products numbered as P2 (Fig 1.2) and P4 (Fig 1.4) were selected for the deconstruction exercise, due to the complexity of the garments, and also since they provided more number of panels or structural elements in the clothing which could be manipulated to create newer products.

## **Design and construction of Deconstructed products**

The process of deconstruction for these garments involved a careful analysis of the structure of the garment, and an identification of how they were put together using seams and stitches. To see if the garments can be redesigned into newer products, they were draped on to dress forms after a minimal amount of "opening up" or breaking apart the garments from certain areas. Once these garments were opened up, it was realised that they could be engineered by working around with different placements of the separated panels. However, since this also entailed some loss of fabric at the seam level, the garments were engineered around female dress forms, effectively looking at creating deconstructed womenswear from the original menswear garments. The process of deconstruction for P2 is explained below in Fig 1.5.



Fig 3.5a-Original Garment

ig 3.5 b- Opening the seams and placement of panels



## Fig.1.5 – Deconstruction process for P2- Mens denim jean

The deconstructed garment hence constructed was a Ladies jacket, full length at back and waistlength at the front, with a button closure in the front. All the panels in the new garment were sourced from the old garment, i.e, there was no additional material involved, except the stitching thread for construction. Likewise, the buttons and the rivettes from the old garment were used to create closures in the new garment. Figure 1.6 explains the appearance of the deconstructed garment.



Fig 1.6 – Deconstructed garment – Ladies Jacket from a Men's denim trouser Likewise, the deconstution process for P2 (Men's shorts) is outlined below.



Fig.1.7 – Deconstruction process for P4- Mens Shorts

The deconstructed garment thus constructed is a shrug worn as an outer garment. The garment required very little intervention, with just the opening up of one seam and removing the zipper, before finishing the garment.



Fig 1.8 – Deconstructed garment – Ladies Shrug from a Men's shorts

The garments were labelled as Product 1 (Men's jeans, original), Product 2 (Women's jacket, deconstructed) Product 3 (Men's shorts, original) and Product 4 (Women's shrug, deconstructed).

## Findings

This study was done as a controlled experiment, and the quasi-experiment format demanded that the number of respondents were equally distributed between the two groups. To minimize the occurrence of internal threats to validity, the respondents in both the groups were equally distributed for age-groups and gender.

# **Measurement of Consumer Innovativeness**

Innovative consumers are an important part of fashion acceptance. These consumers not only readily accept newer fashion products, but also, due to their nature as opinion leaders and strong social influencers, may be able to persuade the fashion followers to accept deconstructed garments. The measures that define Consumer innovativeness are Consumer awareness to new fashion (which indicates the level of awareness that the consumer has for innovative products) and Consumer Adoption to new fashion (which indicates how quickly he is likely to adopt such new fashions). The concern that the consumers may be aware, but reluctant to adopt new fashion makes these two measures mutually exclusive.

# **Consumer Innovativeness on the Perceived Value of Deconstructed Products**

The proposition for the relationship between these two variables is that there is no influence of Consumer Innovativeness on the Perceived value of deconstructed products on the consumer. Hypotheses H01 to H04 are tested for this relationship. The summary of findings is presented in Table 1.3 below. Regression co-efficients are measured since the nature and strength of this relationship needs to be measured. The findings indicates that there is a significant relationship

only between Perceived Acquisition value (AV) and that too, only for a "fashion-aware" consumer interacting with the product physically (p=0.029, p<0.05).

Nature of	Dependent	Independent	р-	R	В-
Interaction	variable	variable	value	Squared	Value
	Perceived	Consumer	0.818		-0.165
	Transaction	awareness to			
	Value	fashion		0.043	
		Consumer	0.455		-0.051
		adoption to			
Control		fashion			
Group-	Perceived	Consumer	0.417		0.179
Visual Only	Acquisition	awareness to			
	Value	fashion		0.048	
		Consumer	0.144		-0.325
		adoption to			
		fashion			
	Perceived	Consumer	0.673		0.326
	Transaction	awareness to			
	Value	fashion		0.075	
		Consumer	0.098		-0.082
E		adoption to			
Experiment		fashion			
Group-	Perceived	Consumer	0.029		0.429
Visual and	Acquisition	awareness to			
Physical	Value	fashion		0.094	
		Consumer	0.168		-0.268
		adoption to			
		fashion			

Table 1.3- Regression co-efficients for Consumer Innovativeness and Perceived Value

The B-value is positive at 0.429, indicating that a more aware consumer is likely to get a higher perception of a "Good deal" from a Deconstructed garment. It is interesting to note that faster "adopters" or fashion forward individuals do not perceive a better value from Deconstructed garments, both in case of online and offline purchases.

# **Consumer Innovativeness on the Perceived Monetary Sacrifice for Deconstructed Products**

Perceived Monetary Sacrifice measures the monetary value that the consumer thinks that he may not be able to achieve in return by the product attributes. Both the statements that measure this construct are hence indicative of the consumer's apprehension that it is 'too much money' to spend on this. Hypotheses H05 to H08 are tested for this relationship.

Nature of	Dependent	Independent	p-	R	B-
Interaction	variable	variable	value	Squared	Value
	Perceived	Consumer	0.000	0.351	0.902
	Monetary	awareness to			
	Sacrifice- absolute	fashion			
		Consumer	0.004		-0.550
		adoption to			
Control Crown		fashion			
Control Group-	Perceived	Consumer	0.024	0.076	-0.492
v isuai Olliy	Monetary	awareness to			
	Sacrifice-	fashion			
Nature of	Dependent	Independent	р-	R	В-
Interaction	variable	variable	value	Squared	Value
	Relative	Consumer	0.223		0.261
		adoption to			
		fashion			
	Perceived	Consumer	0.001	0.189	0.610
	Monetary	awareness to			
	Sacrifice-	fashion			
	absolute	Consumer	0.014		-0.463
		adoption to			
Experiment		fashion			
Group- Visual	Perceived	Consumer	0.001	0.207	0.631
and Physical	Monetary	awareness to			
	Sacrifice-	fashion			
	Relative	Consumer	0.045		-0.369
		adoption to			
		fashion			

Table 1.4 Regression co-efficients for Consumer Innovativeness and Perceived Monetary Sacrifice Perceived Monetary Sacrifice seems to be strongly influenced by the Innovativeness of the consumer both when measured for visual engagement as an absolute value, for awareness and adoption (p=0.004, p=0.024, p<0.05) and for physical engagement (p=0.001, p=0.014, p<0.05). In effect, consumers across online and offline purchase environments feel the same sense of monetary sacrifice when measured as an "expensive" product. In both cases, the B-Values indicate that the relationship between Fashion-aware consumer and PMS (Absolute) is positive, i.e., higher the awareness of the consumer, more does he feel that he has forsaken money on the purchase (B=0.902, B=0.610) However, the relationship is negative when measured for Consumer adoption (B= -0.550, B= -0.463); indicating that Fashion adopters, in both methods of purchase, feel a lower sense of monetary sacrifice.

## **Consumer Innovativeness on the Perceived Quality of Deconstructed Products**

The proposition for the relationship between these two variables is that there is no influence of Consumer Innovativeness on the Perceived Quality of deconstructed products on the consumer. The Hypotheses framed are H09 and H010

The results as in Table 1.5 indicate that Irrespective of Online or Offline purchases, Consumer innovativeness does not influence Perceived quality of Deconstructed garments( p=0.16, 0.74, 0.11, 0.23, p>0.05). An innovative consumer, hence, perceives Deconstructed fashion equally as a fashion laggard would perceive.

Nature of	Dependent	Independent	р-	R	В-
Interaction	variable	variable	value	Squared	Value
Control	Perceived	Consumer	0.163	0.066	-0.308
Group-	Quality	awareness to			
Visual Only		fashion			
		Consumer	0.742		0.072
		adoption to			
		fashion			
Experiment	Perceived	Consumer	0.112	0.051	0.317
Group-	Quality	awareness to			
Visual and		fashion			
Physical		Consumer	0.234		-0.236
		adoption to			
		fashion			

Table 1.5 Regression co-efficients for Consumer Innovativeness and Perceived Quality

#### **Consumer Innovativeness on the Willingness to Buy Deconstructed Products**

The proposition for the relationship between these two variables is that there is no influence of Consumer Innovativeness on the Willingness to buy Deconstructed fashion. The Hypotheses framed are H011 and H012

Nature of	Dependent	Independent	p-value	R	В-
Interaction	variable	variable		Squared	Value
Control Group- Visual Only	Willingness to Buy	Consumer awareness to fashion	0.021	0.236	-0.470
		Consumer adoption to fashion	0.922		0.019
Experiment Group- Visual and Physical	Willingness to Buy	Consumer awareness to fashion	0.002	0.186	-0.596
		Consumer adoption to fashion	0.068		0.339

Table 1.6 Regression co-efficients for Consumer Innovativeness and Willingness to Buy

Table 1.6 indicates that there is a significant relationship between Consumer awareness to fashion and his WTB deconstructed garments, both for visual or online purchase (p=0.021, p<0.05) and offline or in-store purchase (p=0.002, p<0.05). However, Consumer adoption does not influence the Intent to purchase deconstructed garments (p=0.922, p=0.068, p>0.05). In other words, consumers across all levels of readiness to adoption are open to buy deconstructed fashion. A summarized table for the relationship between Consumer Innovativeness and the variables measured is presented in Table 1.18 below.

Hypothesis	Independent	Dependent	Method	Nature of
	variables	Variables	of	relationship
			Product	
			Presentat	
			ion	
$H_01$	Consumer	PV-	Visual	Not Significant
$H_02$	Awarenes	Transaction	Physical	Not Significant
$H_03$	S	Value		
$H_04$		PV-	Visual	Not Significant
		Acquisition	Physical	Not Significant
		Value		
	Consume	PV-	Visual	Not Significant
	r	Transaction	Physical	Not Significant
	Adoption	Value		
		PV-	Visual	Not Significant
		Acquisition	Physical	Significant,
		Value		Positive
$H_05$	Consumer	PMS-	Visual	Significant,
$H_06$	Awarenes	Absolute		positive
$H_07$	s		Physical	Significant,
$H_08$				positive
		PMS-	Visual	Significant,
		Relative		negative
			Physical	Significant,
				positive
	Consume	PMS-	Visual	Significant,
	r	Absolute		negative
	Adoption		Physical	Significant,
				negative
		PMS-	Visual	Not Significant
		Relative	Physical	Significant,
				negative
$H_09 H_010$	Consumer	PQ	Visual	Not Significant
	Awareness		Physical	Not Significant
	Consumer	PQ	Visual	Not Significant
	Adoption		Physical	Not Significant
H <sub>0</sub> 11	Consumer	WTB	Visual	Significant,
H <sub>0</sub> 12	Awarenes			negative
	S		Physical	Significant,
				negative
	Consume	WTB	Visual	Not Significant,
	r		Physical	Not Significant
	Adoption		- 11,010u1	- tot anglittle unit,

Table 1.7 Summary of Findings for Consumer Innovativeness

## Discussion

Innovative consumers have been clearly identified as "opinion-leaders", likely to influence other consumers, and studies have indicated that for fashion, it is imperative for marketers to identify and target them for success of their products (McCarthy, 1999).

However, the Perceived value for Deconstructed fashion seems to be not influenced by the level of innovativeness of the consumer. This opens out the opportunity for marketers to target consumers of all categories of fashion adoption for the presentation of deconstructed garments. The study, however, validates Goldsmith's (2005) findings that there is a negative co-relation between price sensitivity and innovativeness, as evidenced by the significance and negative co-relation evidenced for PMS and awareness/ adoption of the consumer. Likewise, consumers who are "faster adopters" do not show any correlation with intent to purchase, deviating from findings evidenced by Hur et al (2012) for remanufactured products. Clearly, consumers across levels for readiness to adopt new fashion exhibit similar willingness to buy, indicating that these garments can be presented to a wider target audience in stores and across E-commerce

Consumers of all levels in the innovation spectrum perceive these products to be of good quality. In line with the higher PQ evidenced by physical interaction with these products, deconstructed garments, when showcased well, have the ability to influence good quality perception amongst all consumers, irrespective of their previous awareness or readiness for fashion adoption.

# Conclusion

With the advent of techniques to manage reverse-logistics and circular fashion, it is high time that fashion brands leverage deconstruction as an effective method for merchandise liquidation. Consumers clearly exhibit readiness for such products. However, marketers would require carefully planning price-points, framing their offerings and appealing to the intrinsic value perception of consumers in accordance with their level of innovativeness and awareness to deconstruction. Marketers would also need to differentiate selling and pricing strategies for deconstructed products on-line and off-line tapping consumers who probably are not aware about deconstruction through focused in-store experiences with such products.

While deconstruction at brand level definitely implies additional costs, market price and fair price estimates indicate that consumers would be ready to pay higher price-points for these products, leaving scope for margin realization with this category. Again, framing and display of these price points may well be the way ahead for carving out a market for deconstructed fashion.

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