

The factors influencing fashion adoption amongst Emerging Black Middle-Class consumers in South Africa: The Fashion Awareness-Adoption Model

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Abstract

Novelty and association are two of many values consumers obtain from fashion apparel. The diverse means by which consumers are aware of fashion brands and how this can direct their purchase intentions remains open to more scholarly contributions. Fashion innovation and social values are constructs which have been found to influence fashion adoption intentions but the route which the decisions take can be evaluated in greater detail. Their relation to fashion involvement of consumers incorporates the cognitive and effective sub-constructs of human decision making. Marketing tactics rely on the communicator's capacity to engage a consumer so as to yield a resulting action. Further investigating how the complex, multidimensional relationship of brand awareness and purchase intention through applying the Stimulus-Organism-Response framework affords marketers valuable insight into consumer decision making. This can permit retail marketers to produce more informed strategic decisions to market their respective branded apparel.

Keywords: *Fashion-Adoption; Stimulus-Organism-Response,; Emerging-Black-Middle-Class*

Track: Consumer Behaviour