

**Why people use fashion companies' Facebook pages: An empirical investigation**

by

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## Abstract

Social media platforms like Facebook and Twitter are fundamentally altering the way businesses and consumers behave. Fashion apparel companies such as Ann Taylor and fashion retailers such as Dillard's build Facebook pages to advertise products, announce special promotions and obtain consumer feedbacks. Because consumers may use fashion companies' Facebook pages for a variety of utilitarian and hedonic reasons, understanding why consumers visit these Facebook pages can provide helpful information to better meet the companies' marketing goals. This study examines consumers' underlying motivation for using fashion companies' Facebook pages, applying motivation theory to examine the impact of perceived usefulness and perceived enjoyment (utilitarian vs. hedonic motivations) on intention to visit Facebook pages. Moreover, the study examines personal factors that are expected to influence consumers' motivations to use fashion companies' Facebook pages. Data from 472 survey participants were examined using structural equation modeling (SEM). The findings show that both perceived enjoyment and perceived usefulness positively influence intention to use fashion companies' Facebook pages, and the effect of perceived enjoyment is stronger. The study also found that fashion product involvement had a positive influence on perceived enjoyment and perceived usefulness of fashion companies' Facebook pages, whereas fashion innovativeness had no influence on perceived usefulness and perceived enjoyment.

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## **Chapter 1. Introduction**

Of more than 150 social networking sites, Facebook is ranked first in terms of popularity, with 206.9 million visitors globally (Nielson Wire, 2010). Facebook users account for about 37.5% of the entire U.S. population (Saleem, 2010), and using Facebook accounts for 17.9% of all time spent online (Srinivasan, 2009). Because of the large population that Facebook attracts, businesses are now recognizing the potential of Facebook for marketing their brands and building relationships with key customers by interacting with them on the company's Facebook page (Harris & Rae, 2009).

Many fashion companies, including fashion apparel companies (e.g., Chanel, H&M, Loft, Coach) and fashion retailers (e.g., Dillard's, Nordstrom), have now established a strong presence in Facebook. The top 50 ranked apparel retailers in 2011 (as measured by the company's profit margin) all have a Facebook presence (Nielson Wire, 2011). The most common approach for fashion companies to build a presence in Facebook is to set up a page that members can then join, "friend," or "like." Fashion companies employ their Facebook page in several ways, including advertising, reporting about new product lines launches, making announcements about upcoming events or promotions, and answering consumers' questions (Michaelidou, Siamagka, & Christodoulides, 2011).

Fashion companies have developed Facebook pages for several reasons. First, their Facebook pages enable them to reach multiple audiences across the Internet, because their Facebook pages are often visible to both registered and non-registered Facebook users. Many

companies have a link on their official website to connect customers to their Facebook pages. Second, fashion companies use Facebook pages to increase brand awareness through various campaigns, contests, surveys, and special offers and by providing access to exclusive information and pricing (Indvik, 2010). By incorporating a combination of marketing tactics, fashion companies are making their Facebook pages an extension of their official website to provide more information (Indvik, 2010). Third, companies use their Facebook pages to collect feedback or input from current and potential customers by allowing them to put their own photos, stories, videos, and opinions about the brand or the company's product (Pagani, Hofacker, & Goldsmith, 2011). Fashion marketers can gain better knowledge about what consumers like and dislike by their commenting, voting, and "liking" activities. This knowledge is often helpful in informing companies' marketing campaigns and product development and building a company's brand. What is more, information posted by consumers on the company's Facebook page can provide the company with valuable data about such emerging issues as consumer perceptions of the product quality, how useful the page content is, and whether or not consumers enjoy the navigating process on the Facebook page (Harris & Rae, 2009). The information from a fashion company's Facebook page could be useful in informing their strategy to manage its brand image.

Victoria's Secret is an example of a fashion company that effectively uses their Facebook page to build their brand and gain useful consumer feedback. Victoria's Secret uses its Facebook page to encourage users to talk about their recent lingerie purchases, upload PINK-related photos, and download backgrounds for their own page in order to accelerate the viral spreading of the store's campaign. The PINK Victoria's Secret Facebook page has been "liked" by more than 12 million people (Facebook.com, 2012). Thus, the PINK logo has appeared on more than 12 million users' Facebook page, further exposing the brand to customers' Facebook friends who

share similar interests and encouraging these friends to also visit the Victoria's Secret Facebook page.

Ann Taylor's Facebook page is an example of using Facebook page to better manage brand image. Ann Taylor identified vocal critics from postings on the company's Facebook page -- complaining about the fact that Ann Taylor was using perfect models to present their new lines --. Ann Taylor immediately responded by using their employees as models in all their advertisements on Facebook page. As a result, many of the critics were converted into active and enthusiastic supporters of the brand (Forbes.com, 2010). Therefore, Ann Taylor's action successfully conveys a good brand image to its consumers.

No doubt a strong Facebook presence is an essential part of the marketing mix for today's successful fashion company. However, the reasons why consumers may visit or join a particular fashion company's Facebook page are still not clear. It is important to understand consumers' motivations for using a fashion company's Facebook page because only by knowing consumers' motivation for visiting the Facebook pages can fashion companies better manage those pages to enhance the firm's effectiveness.

The extant academic research on social media usage has identified several factors that influence consumers' intention to use Facebook in general. Considerable research shows that consumers' formation and maintenance of social connections is positively related to their use of Facebook (Ellison, Steinfield, & Lampe, 2007; Valenzuela, Park, & Kee, 2009). Furthermore, consumers' personality traits, such as extraversion and being open to a new experience, also influence their use of Facebook (Moore & McElroy, 2011), suggesting that consumers' relationship building, socialization, and self-expression needs drive them to use Facebook (DiMicco et al., 2008; Livingstone, 2010). Park, Kee and Valenzuela (2009) concluded that

consumers participate in Facebook groups (a facebook application allowing consumers to enter discussions based on common interests and activities) for socializing, entertainment, self-status seeking, and information seeking. Similarly, consumers may join a fashion company's Facebook page because of its perceived usefulness for socializing, status seeking, and/or information seeking or simply for enjoyment.

Motivation theory has been used to study the reasons consumers use Facebook in general, showing that both perceived usefulness and enjoyment impact consumer's attitudes toward Facebook and their continued intention to use the site (Curran & Lennon, 2011; Kwon & Wen, 2010; Lin & Lu, 2011). Thus, it is reasonable to believe that these two variables (perceived usefulness and perceived enjoyment) will likewise predict consumers' use of a fashion company's Facebook page.

Consumers' use of information innovations like Facebook depends as much on the individual as on the innovation itself (Nelson, 1990). Previous research has found several factors (navigation, convenience, ease of use) influencing consumers' motivations in using a shopping website or social networking site (Childers, Carr, Peck, & Carson, 2001; Lin & Lu, 2011), but little research has linked the motivation variables with personal variables in the social networking sites area. Personal variables, such as individual's innovativeness and involvement in information technology may influence consumers' intention to use the technology (Agarwal & Prasad, 1999; Zmud, 1979). Fashion marketers frequently update their Facebook page content with the latest news, photos, and videos of new product lines, to provide consumers with the newest information about fashion trends or the company's product. This cutting-edge fashion information provided on the companies' Facebook page should have more appeal to consumers with higher fashion innovativeness since higher fashion innovative consumers are more

interested in new fashion products (Beaudoin, Lachance, & Robitaille, 2003; Goldsmith & Flynn, 1992). From this stand point, consumers with different levels of fashion innovativeness may have different perception in terms of usefulness and enjoyment of fashion companies' Facebook pages. That is, fashion innovativeness may influence consumers' perceived usefulness and enjoyment of fashion companies' Facebook page.

Furthermore, fashion marketers tend to focus more on the heavy users of their products, and heavy users of fashion products tend to be consumers with high fashion product involvement (O'Cass, 2000). Fashion products refer to fashion apparel, including all kinds of fashion clothing and accessories. Consumers with higher fashion product involvement are important to fashion marketers because they not only frequently use and buy fashion products, but also they are leaders in the early trial of fashion products and the interpersonal communication of fashion information (O'Cass, 2000). These consumers are most likely to virally spread their enthusiasm for a new product or service (Li, 2007). Consumers with higher fashion product involvement possess more fashion expertise and are more interested in fashion products than consumers with low fashion product involvement (O'Cass, 2000), suggesting that higher fashion product involved consumers may use a fashion company's Facebook page more effectively to get information they need, and they may find it more interesting. Thus, consumers with different fashion product involvement levels may have different perceptions of the usefulness and enjoyment of a fashion company's Facebook page. Therefore, one may expect fashion product involvement also to influence consumers' perceived usefulness and enjoyment of fashion companies' Facebook pages.

## **Problem Statement**

Most of the current information technology adoption research related to social networking sites has focused on examining reasons for consumers to use Facebook in general rather than a fashion company's Facebook page (Curran & Lennon, 2011; Kwon & Wen, 2010; Lin & Lu, 2011; Moore & McElroy, 2011; Valenzuela, Park, & Kee, 2009). Consumers who use Facebook frequently not only engage in more Facebook-related activities and have a more positive attitude towards the site in general, but they are also much more interested in Facebook pages from their favorite companies (Li, 2007). Understanding users' reasons for visiting their Facebook page can provide helpful information to improve the content and design of a fashion company's Facebook page in their effort to build brand image and encourage more prospective users to use their Facebook page. The current lack of research examining usage of fashion companies' Facebook page, coupled with the importance of understanding consumers' motivations for using a fashion company's Facebook page, provides the impetus for this study.

## **Purpose of the Study**

This study examines consumers' intention to use a fashion company's Facebook page and factors influencing this decision. Because consumers may use a fashion company's Facebook page for both its usefulness (socializing, information seeking, and sharing) and for enjoyment (entertainment, fun) (Park, Kee, & Valenzuela, 2009), the first purpose of this study is to examine whether consumers' perceived usefulness and perceived enjoyment will influence their intention to use a fashion company's Facebook page. The second purpose is to examine whether consumers' fashion innovativeness and fashion product involvement will impact their intention to use a fashion company's Facebook page indirectly by influencing their perceived usefulness and perceived enjoyment of using a fashion company's Facebook page.

Inspired by Lin and Lu's (2011) use of motivation theory to examine consumers' continued intention to use Facebook, the current study employed motivation theory as the conceptual framework. In motivation theory, perceived usefulness is considered as utilitarian motivation, while perceived enjoyment is considered as hedonic motivation. Both the utilitarian motivation (perceived usefulness) and hedonic motivation (perceived enjoyment) are postulated to exert a direct impact on consumers' intention to use a fashion company's Facebook page.

### **Rationale**

Social networking sites like Facebook allow companies to communicate with their customers and enable customers to talk directly to one another (Mangold & Faulds, 2009). Investigating whether consumers' individual differences in fashion innovativeness and fashion involvement influence their perceived usefulness and perceived enjoyment of a fashion company's Facebook page can provide insight about why consumers visit their Facebook pages, a prerequisite to developing marketing strategies to better engage those consumers and motivate them to encourage their friends to join the company's Facebook page as well. Understanding the impact of perceived usefulness and enjoyment on intention to use a fashion company's Facebook page, can inform fashion marketers about what features of their Facebook page will keep the company's consumers coming back again. This research is the first to specifically explore consumers' intention to use fashion companies' Facebook pages and to extend the use of motivation theory (Davis, Bagozzi & Warshaw, 1992) to fashion companies' Facebook page usage.

## Chapter 2. Literature Review

### Conceptual Model

**Motivation theory.** Previous researchers have categorized consumers' underlying motivations to perform an activity into utilitarian motivation and hedonic motivation (Babin et al., 1994; Deci, 1975; Hirschman & Holbrook, 1982; Kim, 2006). Utilitarian motivation is rational and goal-oriented (Batra & Ahtola, 1991; Engel et al., 1993; Hirschman & Holbrook, 1982); it starts from a mission and the benefits depend on whether the mission is completed, or whether the mission is completed efficiently (Babin et al., 1994; Batra & Ahtola, 1991; Sherry et al., 1993). Hedonic motivation refers to consumers performing an activity for fun, happiness, fantasy, sensuality and enjoyment (Hirschman & Holbrook, 1982). It is not about meeting an objective, instead, is about gaining experiential and emotional benefits derived from the activity itself (Babin et al., 1994; Batra & Ahtola, 1991; Sherry et al., 1993).

These dual characterizations of motivation have been widely discussed in shopping research (Batra & Ahtola, 1991; Babin et al. 1994; Roy, 1994; Wakefield & Baker, 1998). Consumers shop not only for the utilitarian value of obtaining products, but also for the satisfaction or enjoyment of the shopping process (To, Liao, & Lin, 2007). Likewise, in other context such as information technology, academics think that simply studying utilitarian aspect of motivation is not enough, the hedonic aspect of motivation during the process of using information technology cannot be overlooked (Heijden, 2004; Wakefield & Whitten, 2006). Thus, both utilitarian and hedonic motivations will be examined in the study to explore the usage intention of consumers for fashion companies' Facebook pages.

From a utilitarian motivational perspective, behavior is driven by the functional values and benefits derived from performing an activity (Lee, Cheung, & Chen, 2005). Utilitarian



motivation is concerned with the effectiveness and efficiency of finishing a goal. Perceived usefulness refers to the extent to which a consumer thinks that using information technology will improve his or her efficiency to achieve a goal (Davis, Bagozzi, & Warshaw, 1992). Many researchers have ascertained that perceived usefulness is an example of utilitarian motivation and a key driver of behavioral intention (Lee, Cheung, & Chen, 2005; Lee, Fiore, & Kim, 2005; Lin & Lu, 2011; Teo et al., 1999). Thus, perceived usefulness could explain the utilitarian value for using a company's Facebook pages. Behavior may also be driven by the subjective feeling of pleasure and fun from performing an activity – or hedonic motivation (Hirschman & Holbrook, 1982; Lee, Cheung, & Chen, 2005). Perceived enjoyment refers to the degree to which a consumer feels enjoyment from using a system regardless of from any anticipated outcomes of using it (Davis, Bagozzi, & Warshaw, 1992; Teo et al., 1999); according to this definition, perceived enjoyment can be considered as a hedonic motivation.

Consumers' behaviors online such as browsing, searching, and interacting, (Parasuraman & Zinkhan, 2002); are inherently either goal-oriented (utilitarian motivated) or experiential (hedonic motivated) (Babin et al., 1994; Cotte et al., 2006; Holbrook & Hirschman, 1982). Perceived usefulness and perceived enjoyment have been frequently examined as examples of utilitarian and hedonic motivations, which influence consumers' behavioral intention toward using novel information technology in online environment (Childers et al., 2001; Heijden, 2004; Kim & Forsythe, 2007; Lee, Fiore, & Kim, 2005; Liu & Forsythe, 2011). For example, Childers et al. (2001) found that consumers go online to shop for utilitarian purposes and to enjoy the interactive media. Kim and Forsythe (2007) also studied online apparel shoppers finding that perceived enjoyment (hedonic motivation) is a stronger determinant of consumers' attitude toward product virtualization technologies than perceived usefulness (utilitarian motivation).

Similar findings resulted from a recent study by Liu and Forsythe (2011), indicating that enjoyment of the online channel will lead to greater online purchase intensity rather than the usefulness of the online channel.

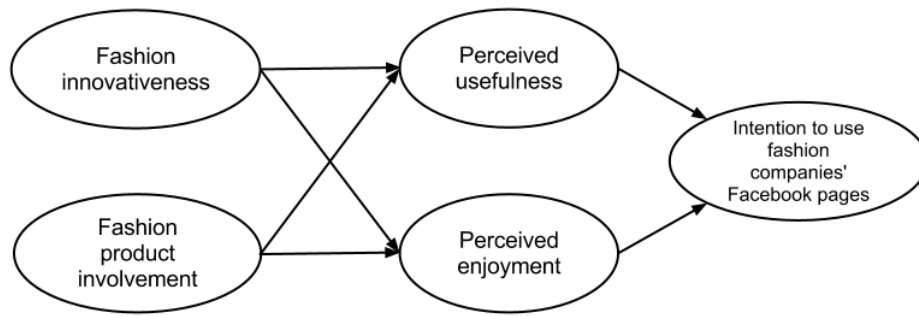
Researchers have applied motivational theory to examine the use of fast growing social networking sites (e.g. Facebook, twitter) by examining both perceived usefulness and perceived enjoyment as utilitarian and hedonic motivators of behavioral intention to use (Agrifoglio, Black, & Metallo, 2010; Lin & Lu, 2011). Research findings indicate that consumers use social networking sites because they perceive both the possibility of gaining useful outcomes and for enjoyment (Agrifoglio, Black, & Metallo, 2010; Hsu & Lin, 2008; Kwon & Wen, 2010; Lin & Lu, 2011). Lin and Lu (2011) used motivation theory to explain consumers' intentions to continue to join Facebook, finding that perceived enjoyment is more influential than perceived usefulness. Mikalef, Giannakos, and Pateli (2012) found both utilitarian (perceived usefulness) and hedonic motivation (perceived enjoyment) positively influence consumers' intention to use social media websites to browse for products. Thus, motivation theory is an appropriate framework for this study, examining the impact of a hedonic motivator (perceived enjoyment) and utilitarian motivator (perceived usefulness) on consumers' intention to use fashion companies' Facebook pages.

In addition to perceived usefulness and perceived enjoyment, personal variables such as individual differences in fashion innovativeness and fashion product involvement are likely to impact consumers' intention to use fashion companies' Facebook pages. Fashion innovativeness represents an individuals' innovative level in fashion (Goldsmith et al., 1999; Im, Burns, & Mason, 2003). Given that individual innovativeness in the information technology area is an antecedent of perceived usefulness and perceived enjoyment of information technology

(Awgarwal and Karahanna, 2000; Lewis et al., 2003), it is reasonable to expect that individual innovativeness in fashion area (fashion innovativeness) may be an antecedent of perceived usefulness and perceived enjoyment of fashion companies' Facebook pages.

Fashion product involvement refers to consumers' enduring interest with respect to fashion products (Bloch & Bruce, 1984). Because enduring involvement constructs such as users' involvement has been shown to influence perceived usefulness and perceived enjoyment of information technology service (Hartwick & Barki, 1994; Jackson et al., 1997; Lee & Chang, 2011), one may expect that fashion product involvement would be an antecedent of perceived usefulness and perceived enjoyment of fashion companies' Facebook page.

In summary, motivation theory is employed to examine the effect of perceived usefulness and perceived enjoyment on consumers' intention to use fashion companies' Facebook pages. In addition, this study examines the impact of personal variables (fashion innovativeness and fashion product involvement) on consumers' perceived usefulness and perceived enjoyment of those pages. The personal variables, fashion innovativeness and fashion product involvement, are further discussed in the following sections explaining hypothesis development. Figure 2.1 depicts the conceptual model used in this study.



*Figure 2.1.* Conceptual model

## Hypothesis Development

**Relationship between perceived usefulness and consumers' intention to use fashion companies' Facebook pages.** Perceived usefulness has been widely discussed as a utilitarian motivation in different contexts from computer, Internet, and online shopping to social networking sites (Childers, 2001; Lin & Bhattacharjee, 2008; Lu & Su, 2009). From the utilitarian perspective, consumers are concerned with achieving their goals in an efficient, timely manner and with a minimum of irritation (Childers, 2001). Likewise, in the context of using fashion companies' Facebook pages, perceived usefulness is defined as the degree to which consumers believe that using these Facebook pages will contribute to achieving their particular objectives (Dickinger, Arami, & Meyer, 2008).

Considerable prior research has reported predicative relationships between perceived usefulness and consumers' intention to use information technology such as mobile internet, job-searching websites, wireless mobile service, e-commerce (Fenech, 1998; Kim, Chan & Gupta, 2007; Lin, 2006; Yen, Wu, Cheng, & Huang, 2010). Individuals tend to perceive greater usefulness of the service if using it can improve their effectiveness in finishing tasks (Igbaria, Parasuraman, & Baroudi, 1996). With respect to social media, perceived usefulness also has a

positive influence on consumers' intention to use instant message and social networking sites, such as Facebook (Kwon & Wen, 2010; Lu, Zhou, & Wang, 2009; Suki, Ramayah, & Ly, 2012). Consumers use Facebook with goals of connecting with other people, getting to know more people, and acquiring or sharing information (Dholakia, Bagozzi, & Pearo, 2004; Lin & Lu, 2011). If using Facebook could improve consumers' efficiency in achieving these goals, their intention to continue use Facebook increases (Kwon & Wen, 2010; Lin & Lu, 2011) because the utilitarian motivation -- perceived usefulness -- is likely to motivate consumers' intention to perform goal-oriented activity (Cheung et al., 2000; Teo et al., 1999).

If consumers seek functional value when they are using a fashion company's Facebook page, then perceived usefulness becomes a significant criterion for them to decide whether or not to use the service (Liu & Forsythe, 2011). Given that fashion companies' Facebook pages are part of Facebook, these pages will provide users with functional benefits similar to those Facebook provides. More importantly, fashion companies' Facebook pages provide users with fashion-related utilities, such as the most recent information on special promotions, sales, and information about fashion styles and trends (Nguyen, 2010). It also allows consumers to validate their consumption decisions by posting comments and gaining support from like-minded peers. To which extent, using fashion companies' Facebook pages is a goal-oriented activity (Nguyen, 2010). Thus, consumers' intention to use fashion companies' Facebook pages will be extrinsically motivated by perceived usefulness.

*H1: Perceived usefulness will have a positive influence on consumers' intention to use fashion companies' Facebook pages.*

**Relationship between perceived enjoyment and consumer intention to use fashion companies' Facebook pages.** Perceived enjoyment is a hedonic motivational construct related to

the pleasure derived from performing a particular activity (Davis, Bagozzi, & Warshaw, 1992). It can be thought of as the intrinsic psychological rewards of carrying out the activity (Igarria, Parasuraman, & Baroudi, 1996). In this study, perceived enjoyment is defined as the pleasure and fun a consumer feels when using fashion companies' Facebook pages regardless of any goal external to the interaction between the user and the pages (Lin & Bhattacharjee, 2008; Moon & Kim, 2001).

The empirical salience of perceived enjoyment in influencing user acceptance behavior has been validated in numerous studies (Holbrook, Chestnut, Oliva, & Greenleaf, 1984; Lin & Bhattacharjee, 2008; Moon & Kim, 2001). Prior research shows that perceived enjoyment impacts consumers' intention to use computers, Internet, e-commerce, mobile games, and online shopping (Chilers et al., 2002; Chu & Lu, 2007; Davis, Bagozzi, & Warshaw, 1992; Ha, Yoon, & Choi, 2007; Menon & Kahn, 2002; Moon & Kim, 2001; Teo, Lim & Lai, 1999). With regard to social networking sites, perceived enjoyment has been found to positively influence consumers' intention to use Facebook (Curran & Lennon, 2011; Sledgianowski & Kulviwat, 2009).

As current information technology becomes more interactive, perceived enjoyment may exhibit a much more powerful effect on intention variables than does perceived usefulness (Heijden, 2004; Lin & Bhattacharjee, 2008). Lin and Lu (2011) suggested that creating an enjoyable environment for interaction in the pleasure-oriented social networking sites (e.g. Facebook) might be more effective than enhancing utilitarian aspects of the site. Thus, as a hedonic motivation, perceived enjoyment is likely to motivate consumers' intention to conduct pleasure-oriented activity (Heijden, 2004).

Individuals tend to seek hedonic values when using an innovative information technology (Holbrook & Hirschman 1982), indicating that perceived enjoyment is an important criteria for consumers to decide whether or not to use the innovative technology. In order to provide hedonic values for consumers, the information technology needs to include hedonic content such as images and videos (Heijden, 2004). A focus on color, sound, and esthetically appealing visual layouts is also necessary (Heijden, 2004). Fashion companies' Facebook pages display various types of information such as commercials, interview videos, attractive photos or videos from fashion shows, trendy fashion styling images and other product related images. Therefore, these Facebook pages can be considered a pleasure-oriented fashion service (Heijden, 2004; Sledginaowski & Kulviwat, 2009). One may expect consumers will desire to continue using fashion companies' Facebook pages or use them more frequently, if they perceived more enjoyment from using those pages (Sledginaowski & Kulviwat, 2009). That is, consumers' behavioral intention to use the pages will also be motivated by perceived enjoyment.

*H2: Perceived enjoyment will have a positive influence on consumers' intention to use fashion companies' Facebook pages.*

**Relationship between Fashion Innovativeness and perceived usefulness of fashion companies' Facebook pages.** Innovativeness is a consumer's underlying propensity to adopt new ideas, products, and services and to make innovative decisions relatively earlier than other members in a social system (Midgley & Dowling, 1993; Rogers, 1995; Venkatraman & Price, 1990). However, it is important to distinguish fashion innovativeness from general innovativeness, given that consumers who are innovative about some product categories may be laggards in others (Gatignon & Robertson, 1985). Thus, fashion innovativeness can be described

as the tendency to buy new fashion products or engage in novel fashion services rather than remain with previous choices and consumption patterns (Goldsmith et al., 1999; Im et al., 2003).

There is hardly any research to date studying the relationship between fashion innovativeness and perceived usefulness of using Facebook or fashion companies' Facebook pages. However, previous research has found that individual innovativeness in information technology influences consumers' perceived usefulness of the technology, such as Internet and wireless (Agarwal & Prasad, 1998; Agarwal & Karahanna; 2000; Lu, Lewis et al., 2003; Lu, Yao, & Yu, 2005). Individuals with high levels of innovativeness in technology tend to develop more positive beliefs toward new technology or service (Agarwal & Prasad, 1998). Thus, one may expect individual innovativeness in the fashion domain (fashion innovativeness) to have a positive influence on consumers' perceived usefulness of using a fashion service, such as fashion companies' Facebook pages.

This positive relationship is explicable from two perspectives: fashion-related information seeking and identifying the authenticity of displayed information on the Facebook pages. More fashion innovative consumers are likely to be more active information seekers in the fashion area (Richins & Bloch, 1986; Rogers, 1983; 1995). In order to be the earliest buyer for fashionable apparel, innovative consumers need to pay more attention to new fashions (Goldsmith et al., 1999). As fashion marketers frequently update their Facebook pages with the latest brand-related news or fashion styles and tips, these pages may improve the efficiency for consumers with high fashion innovativeness to acquire cutting-edge fashion information (Nguyen, 2010). Thus, fashion innovative consumers will place more value than others on the new fashion information and evaluate the Facebook pages to be more useful.



Moreover, more fashion innovative consumers tend to be confident about the information they obtain and better able to evaluate the authenticity of information, because they possess more fashion expertise and be better at generating schemas of learning (Gatignon & Robertson, 1985; Moreau et al., 2001). Thus, higher fashion innovative consumers are likely to think using fashion companies' Facebook pages more useful because they can effectively get what they want by filtering out useless information (Leung, 1998; Muzinich et al., 2003; Pepermans et al., 1996; Rogers, 1995).

*H3: Fashion innovativeness will have a positive influence on consumers' perceived usefulness of fashion companies' Facebook pages.*

**Relationship between fashion innovativeness and perceived enjoyment of fashion companies' Facebook pages.** Although innovativeness has been shown to be an antecedent to perceived enjoyment of information systems (Agarwal & Prasad, 1998; Heijden, 2004; Webster & Martocchio, 1995), less emphasis has been placed on whether individual differences in fashion innovativeness will influence perceived enjoyment of using a fashion company's Facebook page. Prior research shows that personal innovativeness in information technology is positively related to intrinsic enjoyment of using information technology (Agarwal & Karahanna, 2000). Chung and Tan (2004) distinguished antecedents of enjoyment of using information searching websites into individual factors and web-characteristic factors, finding that personal innovativeness in information technology influence perceived enjoyment of the sites. Thus, individual innovativeness in the fashion domain (fashion innovativeness) may also influence consumers' perceived enjoyment of using fashion companies' Facebook pages.

Fashion innovative consumers are likely to be stimulated by new fashion information (Blythe, 1999; Venkatraman, 1991), which means they could be aroused more pleasure if they

see new fashion-related information. Thus, they are likely to perceive more fun from using fashion companies' Facebook pages because these pages are frequently updated with the newest fashion information. Furthermore, fashion innovative consumers' strong need for variety and sensory stimulation is associated with a tendency to generate a favorable attitudinal and behavioral response toward a new product or service (Kwon & Workman, 1996; Stanforth, 1995; Workman & Johnson, 1993). That is to say higher fashion innovative consumers are expected to have a positive experience when using the fashion companies' Facebook pages. Overall, fashion innovators are expected to highly value the fun and enjoyment derived from a fashion service (Goldsmith & Stith, 1993).

*H4: Fashion innovativeness will have a positive influence on consumers' perceived enjoyment of fashion companies' Facebook pages.*

**Relationship between fashion product involvement and perceived usefulness of fashion companies' Facebook pages.** Fashion product involvement can be thought of as the relevance of fashion products to consumers based on their needs, interests, and values (Zaichkowsky, 1985). It reflects the relative strength of a consumer's cognitive structure toward fashion products and represents consumer-fashion products attachment or relationships (O'Cass, 2000). Fashion product involvement has been described as an enduring involvement due to the consumer's long-term arousal or interest with respect to fashion products (Bloch & Bruce, 1984).

Although there is a lack of study specifically investigating the relationship between fashion product involvement and perceived usefulness of fashion companies' Facebook pages, there is some evidence showing a positive relationship between enduring involvement constructs and perceived usefulness of information system (Amoako-Gyampah, 2007; Xu & Quaddus, 2001). Users who believe a service has personal significance are more likely to perceive the

service as useful (Hartwick & Barki, 1994; Jackson et al., 1997). Consumers who have higher fashion involvement were found to score higher in perceived usefulness of online fashion customization (Lee & Chang, 2011). Thus, it is likely that fashion product involvement may influence consumers' perceived usefulness of fashion companies' Facebook pages.

Given that consumers with higher fashion product involvement are heavy users of fashion apparel (Gatigon & Roberson, 1985; Muzinich et al., 2003), they always want to make full use of their wardrobe to keep up with the new fashion styles (Tigert, Ring, & King, 1976). Thus, these consumers are expected to perceive fashion companies' Facebook pages as more useful since they may gain many fashion style tips (e.g. mix and match tips and trendy style images) from these fashion companies' Facebook pages. Furthermore, consumers with higher fashion product involvement are believed to seek as much useful information as they can from the posts on the fashion companies' Facebook pages, especially the user-generated-content (Park, Lee & Han, 2007), to which consumers with lower fashion involvement may not pay much attention. Thus, consumers with higher fashion involvement are expected to perceive fashion companies' Facebook pages as more useful.

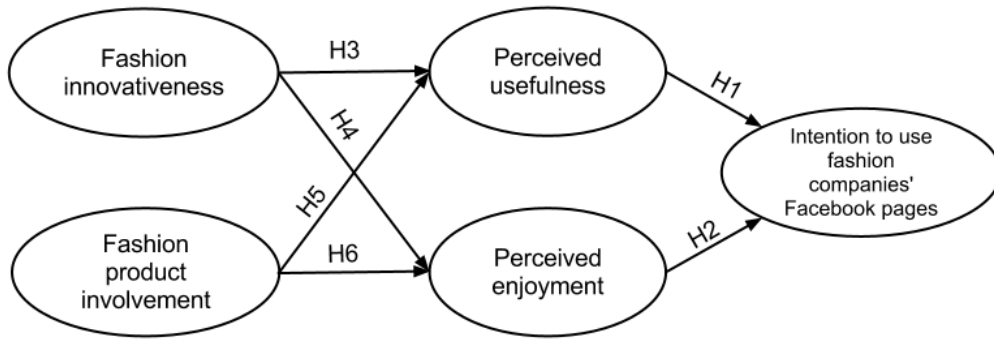
*H5: Fashion product involvement will have a positive influence on consumers' perceived usefulness of using fashion companies' Facebook pages.*

**Relationship between fashion product involvement and perceived enjoyment of fashion companies' Facebook pages.** Involvement plays a critical role influencing consumers' emotional response to an environment, experience, or service (Mano & Oliver, 1993; Richins & Bloch, 1986). Involvement with shopping heightens a consumers' enjoyment with the shopping experience (Jones, 1999; Mano & Oliver, 1993). Koufaris (2002) found that consumers with high product involvement will have a more positive and enjoyable online shopping experience and are

more likely to be excited, happy, and satisfied when shopping for clothing (Park et al., 2006). These findings suggest that consumers' fashion involvement is closely related to the enjoyment derived from performing a fashion-related activity. Thus, one may expect consumers' fashion product involvement to be positively related to perceived enjoyment of using fashion companies' Facebook page.

Consumers with higher fashion product involvement exhibit stronger interests in fashion products and treat these products as an important part of their life (O'Casey, 2000). Since highly involving stimuli could result in more intense and hedonism-related reactions (Cohen & Areni, 1990; Kapferer & Laurent, 1985b; Rodgers & Schneider, 1993), the fashion-related information on fashion companies' Facebook page is expected to arouse more pleasure or enjoyment from consumers with higher fashion product involvement. Furthermore, consumers with higher fashion product involvement tend to have fashion expertise and desire more knowledge regarding fashion products or services (Leung, 1998; Muzinich et al., 2003; Pepermans, et al. 1996); thus, they are likely to use the fashion companies' Facebook pages in a greater variety of ways, thereby experiencing more fun (Gatignon & Robertson, 1985; Huh & Kim, 2008), leading the following hypothesis.

*H6: Consumers' fashion product involvement will have a positive influence on their perceived enjoyment of fashion companies' Facebook pages.*



*Figure 2.2.* Illustration of hypothesis 1 to hypothesis 6 in the study

## **Chapter 3. Methodology**

### **Research Design, Sample and Procedure**

An online survey was used to collect the data necessary to examine the influence of fashion innovativeness and fashion product involvement on consumers' perceived usefulness and perceived enjoyment of fashion companies' Facebook pages, and the influence of perceived usefulness and perceived enjoyment on consumers' behavioral intention to use these Facebook pages. A convenience sample of university students attending a major public university in Southeastern U.S. was recruited for the study. College students represent one of the largest user groups of social networking sites, especially of Facebook (Pempek, Yermolayeva, & Calvert, 2009). College students are a major consumer group for fashion apparel products (Martindale, 2007), and are interested in following their favorite company's page in Facebook (Li, 2007). Therefore, students represent a major group that is likely to browse their favorite fashion apparel companies' Facebook pages.

The survey was hosted on Qualtrics, an online survey-hosting site. Instruments to measure each variable (fashion innovativeness, fashion involvement, perceived usefulness of fashion companies' Facebook pages, perceived enjoyment of fashion companies' Facebook pages, intention to use fashion companies' Facebook pages) were Likert scales with a 5-point response format (1 = I strongly disagree to 5 = I strongly agree). Fashion companies' Facebook pages were defined in the survey, and examples of fashion companies' Facebook pages were given so that participants could better understand about what the scale items refer to. The

participants who take the survey were asked to think of the fashion companies' Facebook pages that they have visited or liked as a point of reference when answering the subsequent questions about the perceived usefulness and perceived enjoyment of fashion companies' Facebook pages.

Students who attended global consumer culture, human and family development in college of human sciences, and students attending principal marketing and business analytics in college of business were invited to participate in the online survey. The professors of these four courses agreed to provide their students extra credit for participating in the survey. The researchers sent all the students who attended the four courses invitation emails with a link directing them to the online questionnaire. This e-mail also contained information regarding the purpose of the study, time required to fill out the online questionnaire, protection of confidentiality, voluntary participation, contact information of the researchers, and a link to the information letter and the online questionnaire. All the participants were given two weeks to finish the survey. At the beginning of the second week, the professors were asked to remind their students to take the survey. A thank-you page showed at the end of the survey once they finished, and this page directed them to fill out their name and the course number to get extra credit. The questionnaire did not allow the same person to take it twice; therefore, there were no repeat participants.

Email invitations were sent to 1046 students. In all, 651 students participated in the online survey. The response rate is 62.24%. There were no missing data because all questions in the online questionnaires were mandatory. However, there was a screening question at the beginning of the online survey in order to self-select participants that have actually used fashion companies' Facebook pages before; 476 students passed the screening questions and completed the survey. Among the 476 participants, there were four invalid questionnaires because the

respondents chose the same answers to almost all items, resulting in a total of 472 completed and valid surveys for data analysis. Among the sample, 70.8% were female, and 29.2% were male (see Table 3.1). A majority of the participants (83.7%) were age 21 or below with an average age of 21 years old (see Table 3.2). A majority of the participants were Junior (53.4%) and Caucasian American (84.1%) (see Table 3.1). About 32.2% of the participants spent \$25 to \$50 per month on all clothing and accessories, and 59.7% of the participants were not employed (see Table 3.1).

Table 3.1

*Demographic Characteristics of the Sample (n = 472)*

	Variable	f	%
Gender	Male	138	29.2
	Female	334	70.8
Class	Freshman	35	7.4
	Sophomore	95	20.1
	Junior	252	53.4
	Senior	90	19.1
	Other	1	0.2
Ethnic	African American	37	7.8
	Caucasian American	397	84.1
	Hispanic American	9	1.9
	Hispanic	3	0.6
	Native American	6	1.3
	Asian American	6	1.3
	Asian	4	0.8
	Other or two or more races	10	2.1
Employment type	Employed full-time	12	2.5
	Employed part-time	178	37.7
	not employed	282	59.7
Fashion apparel expense	Under \$25/mo.	56	11.9
	\$25 - \$50/mo.	152	32.2
	\$51 - \$100/mo.	128	27.1
	\$101 - \$200/mo.	72	15.3
	\$201 - \$300/mo.	42	8.9



Table 3.1 (continued)

	Variable	f	%
Fashion apparel expense	\$301 - \$400/mo.	13	2.8
	Above \$401	5	1.9

Table 3.2

*Age Characteristics of the Sample (n = 472)*

Variable	f	%	Mean	Std. Deviation	
Age	19	95	20.1	1.656	
	20	162	34.3		
	21	138	29.2		20.59
	22	48	10.2		
	23-40	29	6.1		

### Construct Measures

**Fashion innovativeness.** Since the current study of innovativeness was conducted within the fashion apparel field, the measures used were designed for the same level of specificity. Therefore, the domain specific innovativeness scale developed by Goldsmith and Hofacker (1991) was used to measure consumers' fashion innovativeness. It is a short, reliable scale that can be used without regard to a particular fashion product, because it focuses on consumers themselves and how they behave rather than on the particular product (Goldsmith & Flynn, 1992). Previous studies support the psychometric soundness of domain specific innovativeness scales, and its appropriateness for both applied marketing and theoretical consumer research (Beaudoin, Lachance, & Robitaille, 2003; Byun & Sternquist, 2011; Goerlich, 1996; Muzunich, Pecotich, & Putrevu, 2003), demonstrating domain specific innovativeness scales to be uni-dimensional and internally consistent (with reported alpha coefficients ranging from .73 to .87).

The domain specific innovativeness scale is a six-item Likert scale (three items were positively worded and three negatively worded) using a 5-point response format (1 = strongly disagree to 5 = strongly agree). In this study, the three negatively worded items were reworded to be positive because negatively worded scale items often have lower factor loadings and decrease reliability of the scale (see Table 3.3); For example, “in general, I am among the last circle of friends to buy a new fashion item when it appears” was changed to “In general, I am among the first in my circle of friends to buy a new fashion item when it appears.” One item was deleted, which is “I will buy a new fashion item, even if I have not heard it yet.” There were two reasons for the deleting. Firstly, “heard” in the statement should be “heard of”. Secondly, logically if a person has not heard anything about the fashion item, it is not possible that the person will go to buy the fashion item in advance.

**Fashion product involvement.** Jones and Kim’s (2010) 8-item fashion clothing scale was used to measure fashion product involvement in this study (see Table 3.3). Jones and Kim (2010) developed their scale by combining items from the O’Cass (2000, 2004) and Mittal and Lee (1989)’s scales designed to measure respondents’ level of involvement with fashion product. Both of these scales are reliable (Clarke, 2006; Goldsmith & Flynn, 2005; Kuenzel & Musters, 2007; O’Cass, 2000, 2004; O’Cass & Choy, 2008). Responses to the Jones and Kim’s (2010) scale items were measured on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). Jones and Kim’s (2010) scale statements were modified slightly by changing all “fashion clothing” to fashion items in order to implicitly include a broader range of fashion products to include fashion clothing and fashion accessories. The reliability coefficient for Jones and Kim’s (2010) scale in the original study was very good (.98).

**Perceived usefulness of fashion companies' Facebook pages.** The scale for measuring perceived usefulness of fashion companies' Facebook pages was adapted from Lin and Lu's scale to measure perceived usefulness of using Facebook (2011). Two of the three original items from Lin and Lu's (2011) scale were divided into two separate statements to ensure each item only represents one goal and were slightly modified to fit the context of fashion companies' Facebook pages rather than Facebook in general. For examples, the original item "using Facebook improves my efficiency in sharing information and connecting with others" was changed to "using fashion companies' Facebook pages improves my efficiency in sharing fashion-related information" and "using fashion companies' Facebook pages improves my efficiency in connecting with people that have similar interests in fashion apparel." The original item "using Facebook enables me to acquire more information or know more people" was changed to "using fashion companies' Facebook pages enables me to acquire information such as fashion trends, special promotions, new product line launching, etc." Another item to reflect the useful aspect of fashion companies' Facebook pages was added: "Using fashion companies' Facebook pages helps me validate my fashion-related decision (see Table 3.3)."

**Perceived enjoyment of fashion companies' Facebook pages.** Perceived enjoyment was measured based on Lin and Bhattacharjee's (2008) scale originally used to measure the perceived enjoyment of using instant messaging service. In this study, the scale items were slightly changed to ensure the items were measuring perceived enjoyment of using fashion companies' Facebook pages. For example, the item "I have fun when interacting with instant message" is changed to "I have fun interacting with fashion companies' Facebook pages. One negative statement was changed to be positive. "Using instant message bores me" was changed to "Using fashion companies' Facebook page never bores me (see Table 3.3)." Lin and

Bhattacharjee's (2008) scale is appropriate for this study because it has been shown to have good reliability ( $> .70$ ) and good convergent validity (AVE score exceeded  $.50$ ).

**Intention to use fashion companies' Facebook pages.** Lu, Zhou, and Wang's (2008) scale to measure behavioral intention of using instant messaging was modified to measure consumers' behavioral intention to use fashion companies' Facebook pages in this study (see Table 3.3). Because this scale measures consumers' willingness to frequently use, recommend to others, and continue using instant message, it is consistent with the behavioral intention definition in this study. Responses to three different scale items were measured on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). The behavioral intention scale has exhibited good convergent validity (AVE  $> .50$ ) and reliability (cronbach  $\alpha > .70$ ) (Fornell & Larcker, 1981).

Table 3.3

*Measurement Scales for Five Variables*

Variable	No.	Item	Source
Fashion innovativeness	1	In general, I am among the first in my circle of friends to buy a new fashion item when it appears.	Goldsmith and Hofacker, (1991)
	2	If I heard that a new fashion item was available in the store, I would be interested enough to buy it.	
	3	Compared to my friends, I own the most new fashion items.	
	4	In general, I am the first in my circle of friends to know the names of the latest fashions and styles	
	5	I know the names of new fashion designers before other people do.	

Table 3.3 (continued)

*Measurement Scales for Five Variables*

Variable	No.	Item	Source
Fashion product involvement	1	Fashion items are an important part of my life.	Jones and Kim, (2010)
	2	For me personally, fashion items are important products.	
	3	I am very interested in fashion items.	
	4	Fashion items are important to me.	
	5	I am very much involved with fashion items.	
	6	I think about fashion items a lot.	
	7	I consider fashion items to be a central part of my life.	
	8	I am an experienced user of fashion items.	
Perceived usefulness	1	Using fashion companies' Facebook pages enables me to acquire information such as fashion trends, special promotions, new product line launching etc.	Lin and Lu, (2011)
	2	Using fashion companies' Facebook pages improves my efficiency in sharing fashion-related information	
	3	Using fashion companies' Facebook pages improves my efficiency in connecting with people that have same interest with me in fashion apparel	
	4	Using fashion companies' Facebook pages is instrumental for interacting with people that have similar interest with me in fashion apparel	
	5	Using fashion companies' Facebook pages helps me validate my fashion-related decision.	
Perceived enjoyment	1	I have fun when interacting with fashion companies' Facebook pages.	Lin and Bhattacharjee, (2008)
	2	Using fashion companies' Facebook pages provides me with enjoyment.	
	3	I enjoy using fashion companies' Facebook pages.	
	4	Using fashion companies' Facebook pages never bores me.	
Intention to use	1	I will frequently use my favorite fashion companies' Facebook pages	Lu, Zhou, and Wang, (2008)
	2	I will recommend my favorite fashion companies' Facebook pages to others	
	3	I will continue using my favorite fashion companies' Facebook pages in the future	

*Note.* Examples of fashion companies' (fashion brands or fashion retailers) Facebook pages: H&M's Facebook page, Loft's Facebook page, Dillard's Facebook page, or Nordstrom's Facebook page.

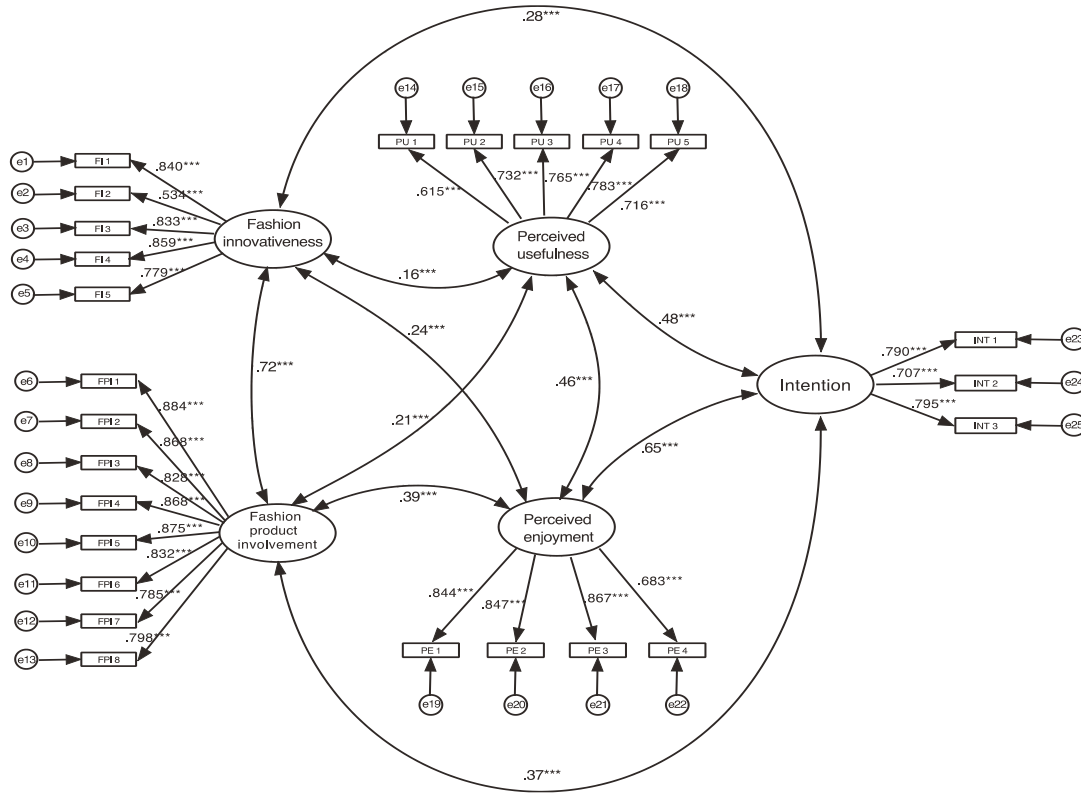
## Chapter 4. Results

The model examining consumers' intention to use fashion companies' Facebook pages includes two independent variables (i.e. fashion innovativeness and fashion product involvement) and three dependent variables (i.e. perceived usefulness of fashion companies' Facebook pages, perceived enjoyment of fashion companies' Facebook pages, and intention to use fashion companies' Facebook pages). Parameters were estimated using the maximum likelihood method. Data analysis, following two-step analytical procedures (Anderson & Gerbing, 1988; Hair, Anderson, Tatham, & Black, 1998), assessed the measurement model and tested the structural relationships (proposed hypotheses). The former was accomplished through confirmatory factor analysis (CFA); structural equation modeling (SEM) was then used to test the relationships among variables.

### Measurement Model

**CFA results.** All items were then subjected to confirmatory factor analysis (CFA) using SPSS AMOS 20 to validate the measurement model consisting of five variables (fashion innovativeness, fashion product involvement, perceived usefulness, perceived enjoyment, intention to use fashion companies' Facebook pages) measured by 25 indicators with 5 latent variables (see Figure 4.1). The final model (see Figure 4.1) shows an acceptable model fit:  $\chi^2(242) = 693.028, p < .001, \chi^2/df$  ratio = 2.864 (smaller than 3 for good of fit) (Chin & Todd, 1995); CFI=.945 (larger than .90 is accepted) (Bentler, 1992); RMSEA = .063 (smaller than .08 for an acceptable fit) (Hu & Bentler, 1999). Although the chi-square (sensitive to sample size)

was significant, all other fit indices that are relatively insensitive to sample size indicate a satisfactory fit.



Notes. See Table 2 for the actual items corresponding to item abbreviations in this figure.  
 $\chi^2 = 693.028$ ,  $df = 242$ ,  $p < .001$ ,  $\chi^2/df$  ratio = 2.864, CFI = .945, and RMSEA = .063.  
 \*\*\* $p < .001$

Figure 4.1. Confirmatory factor analysis results for measurement model (n = 472)

**Measurement validity and reliability.** The construct validity of the five constructs was evaluated by both convergent and discriminant validity. Based on the three measures for convergent validity of constructs -- 1) standardized factor loadings estimates should be .5 or higher, and ideally .7 or higher (Tabachnick & Fidell, 1992); 2) all the construct reliabilities should be greater than the minimum criteria of .70 (Nunnally & Bernstein, 1994); and 3) the average variance extracted (AVE) should exceed .50 (Fornell & Larcker, 1981) -- the constructs showed good convergent validity: 1) According to Table 4.1, CFA showed good standardized

factor loadings ( $> .50$ ) for all items, indicating all items demonstrated good contributions to measuring their respective construct. 2) All the construct reliabilities (Cronbach's  $\alpha$ s) were greater than  $.70$ , indicating adequate internal consistency (see Table 4.1). 3) Table 4.1 showed that all constructs' AVE values exceed  $.50$ . Jointly, the three facts proved good convergent validity for all constructs.

Table 4.1

*Measurement Model: Results of Convergent Validity Tests*

Latent constructs	Scale items*	Factor loading	Cronbach's $\alpha$	AVE
Fashion innovativeness	Fashion innovativeness1	0.782***	0.878	0.69
	Fashion innovativeness2	0.533***		
	Fashion innovativeness 3	0.864***		
	Fashion innovativeness 4	0.835***		
	Fashion innovativeness5	0.841***		
Fashion product involvement	Fashion product involvement 1	0.884***	0.951	0.71
	Fashion product involvement 2	0.868***		
	Fashion product involvement 3	0.828***		
	Fashion product involvement 4	0.868***		
	Fashion product involvement 5	0.875***		
	Fashion product involvement 6	0.832***		
	Fashion product involvement 7	0.785***		
	Fashion product involvement 8	0.797***		
Perceived usefulness	Perceived usefulness1	0.615***	0.843	0.53
	Perceived usefulness2	0.732***		
	Perceived usefulness3	0.765***		
	Perceived usefulness4	0.783***		
	Perceived usefulness5	0.716***		
Perceived enjoyment	Perceived enjoyment 1	0.844***	0.882	0.66
	Perceived enjoyment2	0.847***		
	Perceived enjoyment3	0.867***		
	Perceived enjoyment4	0.683***		
Intention to use fashion companies' Facebook pages	Intention1	0.79***	0.807	0.59
	Intention2	0.707***		
	Intention3	0.795***		

Notes. \* See Table 1 for the actual items corresponding to item abbreviations in this column.

\*\*\* Significant at  $p < .001$



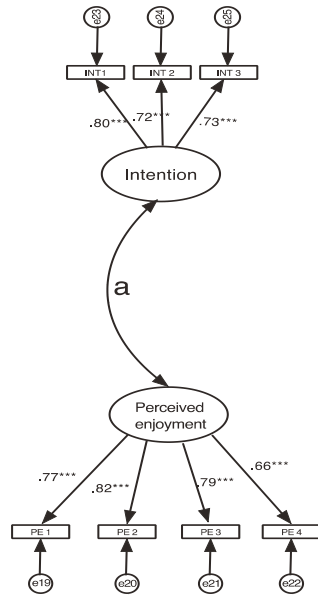
There are several ways to test the discriminant validity. In order to establish discriminant validity, the square root of AVE should be greater than correlations among variables (Chin, 1998). Table 4.2 showed that all square roots of AVE for fashion innovativeness, fashion product involvement, perceived usefulness and perceived enjoyment were larger than the correlations among these four variables, which verified the discriminant validity for fashion innovativeness, fashion product involvement, perceived usefulness and perceived enjoyment. However, the square root value of AVE for intention to use was smaller than the correlation value between perceived enjoyment and intention to use (see Table 4.2, the underlined number), suggesting that the perceived enjoyment and intention to use may not be distinctively separate constructs. In order to verify that perceived enjoyment and intention to use were indeed two different constructs, the approach proposed by MacKenzie and Podsakoff (2011) was followed by “constraining the estimated correlation between the constructs to 1.0 and then performing a chi-square difference test on the values obtained for the constrained and unconstrained models to test their dimensionality (p. 324).” In the constrained model, the correlation between perceived enjoyment and intention to use fashion companies’ Facebook pages was set to be free (see Figure 4.2); while in the unconstrained model, the correlation between perceived enjoyment and intention to use was set at 1 (see figure 4.2). Table 4.3 showed that the *p* value ( $< .01$ ) indicated that the unconstrained model showed a significantly better fit over the constrained model, affirming the discriminant validity between perceived enjoyment and intention to use fashion companies’ Facebook pages.

Table 4.2

*Discriminant Validity Check for Five Variables (n = 472)*

	Fashion innovativeness	Fashion product involvement	Perceived usefulness	Perceived enjoyment	Intention to use
Fashion innovativeness	<b>0.831</b>				
Fashion product involvement	0.742	<b>0.84285</b>			
Perceived usefulness	0.208	0.261	<b>0.727</b>		
Perceived enjoyment	0.281	0.475	0.675	<b>0.814</b>	
Intention to use	0.331	0.455	0.705	<u>0.956</u>	<b>0.765</b>

Note. Square roots of AVEs are shown in the diagonal cells in bold. Correlations are shown in off-diagonal cells.



Notes. Intention- intention to use fashion companies’ Facebook pages. See Table 1 for the actual items corresponding to item abbreviations in this figure.

Figure 4. 2. Chi-square difference tests for perceived enjoyment and intention to use (n = 472)

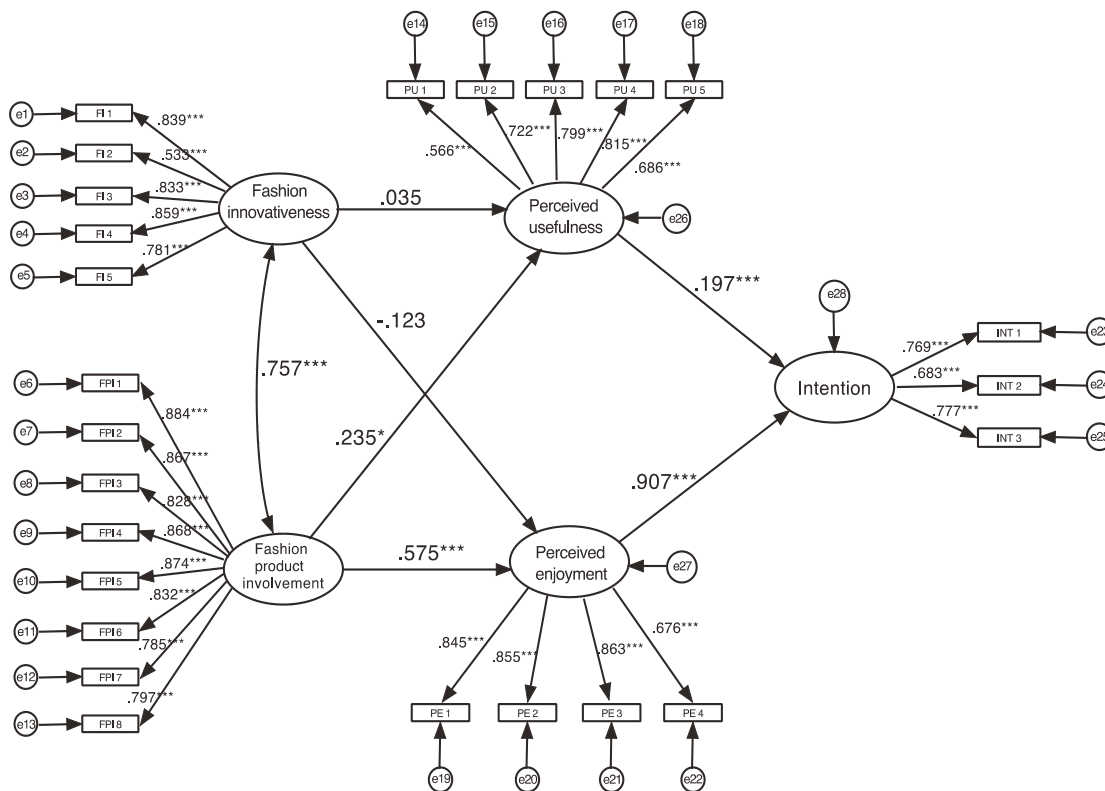
Table 4.3

*Chi-square Difference Tests for Discriminant Validity between Perceived Enjoyment and Intention to Use Fashion Companies’ Facebook Pages*

Model	Constructs Correlation Constrained to Be 1	$\chi^2$	df	Chi-square difference tests against the default model		
				$\Delta\chi^2$	$\Delta df$	p
Unconstrained Model	-----	36.657	13	---	---	---
Constrained Model 2	Perceived enjoyment Intention to use	46.436	14	9.779	1	0.002

## Structural Model and Hypotheses Testing Results

The structural model was constructed to examine the hypothesized relationships among constructs using SPSS AMOS 20. As illustrated in Figure 4.3, the hypothesized model fit was acceptable:  $\chi^2 (243) = 863.777$ ,  $p < .001$ ,  $\chi^2 / df$  ratio = 3.555; TLI = .916; CFI = .926; RMSEA = .074. Figure 4.3 showed the graphic model of the structural equation model; all hypotheses testing results details were summarized the Table 4.4. The final hypothesized relationships testing results were shown in the conceptual model in Figure 4.4.



Notes. See Table 1 for the actual items corresponding to item abbreviations in this figure.  $\chi^2 = 863.777$ ,  $df = 243$ ,  $p < .001$ ,  $\chi^2 / df$  ratio = 3.555, CFI = .926, and RMSEA = .047. \*\*\*  $p < .001$ , \*  $p < .01$ .

Figure 4.3. Graphic model of structural equation model (n = 472)

As shown in Figure 4.4, both perceived usefulness and perceived enjoyment had a positive direct effect on consumers' intention to use fashion companies' Facebook pages ( $\beta$

= .197,  $p < .001$ ;  $\beta = .907$ ,  $p < .001$ ), thus supporting H1 and H2. Fashion product involvement had a positive influence on both perceived usefulness and perceived enjoyment of fashion companies' Facebook pages ( $\beta = .235$ ,  $p < .05$ ;  $\beta = .575$ ,  $p < .001$ ), thus supporting H5 and H6. However, fashion innovativeness did not show a significant positive effect on perceived usefulness and perceived enjoyment of fashion companies' Facebook pages. Thus, H3 and H4 were not supported.

Table 4.4

*Summary Results for Hypotheses Testing*

	Hypothesized path	Path coefficient	Standardized error	t	Empirical evidence
H1	Perceived usefulness--> Intention	.197	.031	5.698***	Supported
H2	Perceived enjoyment --> Intention	.907	.047	18.029***	Supported
H3	Fashion innovativeness --> Perceived usefulness	.035	.076	.410*	Not supported
H4	Fashion innovativeness --> Perceived enjoyment	-.123	.065	-1.626*	Not supported
H5	Fashion involvement --> Perceived usefulness	.235	.072	2.834***	Supported
H6	Fashion involvement --> Perceived enjoyment	.575	.064	7.529***	Supported

Notes. \*\*\* $p < .001$ , \*  $p < .01$ .

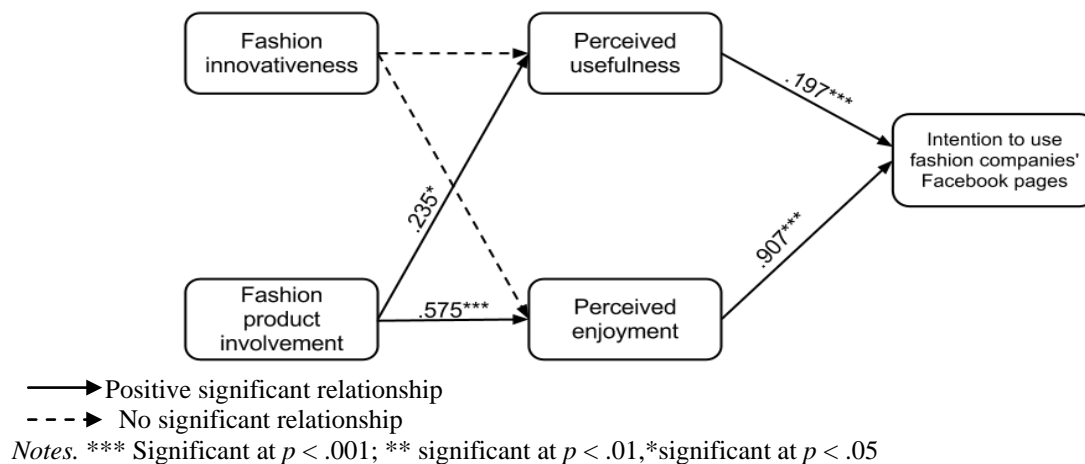


Figure 4.4. Hypotheses testing results

## **Chapter 5. Discussion and Conclusion**

The present research used personal variables (fashion innovativeness and fashion product involvement) and motivation theory to examine why people use fashion companies' Facebook pages. The research results confirmed that both perceived usefulness and perceived enjoyment influence consumers' intention to use fashion companies' Facebook pages, and that fashion product involvement influences consumers' perceived usefulness and perceived enjoyment of fashion companies' Facebook pages. This Chapter will further discuss the findings and the theoretical and managerial implications of the findings. Then, the limitations of this study are explained, and recommendations for future research are suggested.

### **Discussion**

**Perceived usefulness and intention to use fashion companies' Facebook pages.** The first purpose of the study was to examine whether consumers' intention to use fashion companies' Facebook pages will be driven by utilitarian and hedonic motivations. The results demonstrated that perceived usefulness did have a positive influence on consumers' intention to use fashion companies' Facebook pages, supporting the presence of utilitarian motivation in predicting consumers' intention to use Fashion companies' Facebook pages. This result is also consistent with findings of previous Facebook research that utilitarian motivation (perceived usefulness) will positively influence consumers' intention to use Facebook in general (Kwon & Wen, 2010; Casaló et al. 2010). The positive relationship between perceived usefulness and intention to use indicates that consumers' intention to use the pages increases when they obtained

more utilitarian benefits from using the pages, such as improving their efficiency in getting useful information, sharing information, validating fashion-related decision, connecting and interacting with people. This finding is also consistent with Nguyen's (2010) finding that a strong reason for becoming a fan of fashion Facebook page is to receive information on special promotions, sales and discounts. When the information consumers obtain through searching and browsing a fashion company's Facebook page fulfills their information needs, they are more likely to use the page more frequently in the future.

### **Perceived enjoyment and intention to use fashion companies' Facebook pages.**

Perceived enjoyment has a positive influence on consumers' intention to use fashion companies' Facebook pages and exhibits a stronger effect than perceived usefulness ( $\beta_{pe-int} = 0.864$ ,  $\beta_{pu-int} = 0.171$ ). The result supports motivation theory by showing that consumers' intention to use fashion companies' Facebook pages is indeed driven by hedonic motivations. The stronger effect for hedonic motivation compared to utilitarian motivation is in line with prior social networking sites studies suggesting that enjoyment plays a more important role than perceived usefulness in predicting users' intention to use Facebook in general, and previous scholars have considered Facebook as a pleasure-oriented information system (Kang & Lee, 2010; Lin & Bhattacharjee, 2008; Sledgianowski & Kulviwat, 2009). Thus, this stronger effect of perceived enjoyment than usefulness suggests fashion companies' Facebook pages, like Facebook in general, may be more pleasure-oriented than utility-oriented. That is to say, these Facebook pages can offer consumers more hedonic benefits than utilitarian benefits by presenting content to attract interest (e.g. colorful images, videos, attractive advertisements) and through their interactive nature (e.g., users can communicate with different people under companies' posts) (Childers et al. 2001; Cotte et al., 2006; Dholakia et al., 2004; Heijden, 2004; Holbrook & Hirschman, 1982; Kozinets

1999; Lin & Bhattacharjee, 2008). Overall, the results of this study reflect van der heijden's (2004) perspective that perceived enjoyment is an appropriate antecedent when predicting intention to use a pleasure-oriented system.

**Fashion product involvement and perceived usefulness / enjoyment of fashion companies' Facebook pages.** The second purpose of the study was to examine the influence of consumers' personal factors -- fashion product involvement and fashion innovativeness on consumers' utilitarian motivation (perceived usefulness) and hedonic motivation (perceived enjoyment) to use a fashion company's Facebook. Results show that consumers' fashion product involvement has positive influence on perceived usefulness of fashion companies' Facebook pages, underscoring the important role of fashion product involvement in enhancing consumers' utilitarian motivation. This finding supports the notion that consumers who believe a product has personal importance to them are more likely to perceive using the product-related service to be useful (Hartwick & Barki, 1994; Jackson et al., 1997). Consumers who are more fashion products involved are normally more interested in or desire to have certain fashion products or brands (O'Cass, 2000; Zaichkowsky, 1985), and thus they tend to feel visiting fashion companies' Facebook pages useful to build knowledge on their subject of interest (Bloch et al., 1986). Fashion product enthusiasts are interested in certain fashion products even if they do not anticipate purchase, and this enduring interest motivates them to share product-related information (Cristau & Strazzieri, 1996; Bertrandias & Goldsmith, 2006). Thus, the present finding may also provide further insights by showing that using fashion companies' Facebook pages can fulfill the information sharing needs of consumers highly involved in fashion products.

The present finding shows a direct positive effect of fashion product involvement on hedonic motivation -- the more consumers are involved with fashion products, the more hedonic

motivations drive them to use the fashion companies' Facebook pages. This result indicates that consumers with higher fashion product involvement will perceive greater hedonic benefits from using the fashion companies' Facebook pages. Because consumers with higher fashion product involvement have more positive and enjoyable clothing shopping experience (Koufaris , 2002), they will have more enjoyable experiences when using fashion companies' Facebook pages by being exposed to something they are very interested in (Bloch, Ridgway, & Sherrell, 1989). The content presented on Fashion companies' Facebook pages is highly involving stimuli for consumers who are highly fashion involved, so using the pages will provide them more intense hedonism-related reactions such as happiness, excitement, and satisfaction than for low fashion involved consumers (Cohen & Areni, 1990; Rodgers & Schneider, 1993), further supporting the idea that fashion involvement construct is closely related to the enjoyment derived from carrying out a fashion-related activity.

**Fashion innovativeness and perceived usefulness/ enjoyment of fashion companies' Facebook pages.** The hypothesized influence of fashion innovativeness on consumers' perceived usefulness and perceived enjoyment of using fashion companies' Facebook pages was not supported in the study. However, in the measurement model, fashion innovativeness did show a positive significant correlation with perceived usefulness (.16) and perceived enjoyment (.24) (see Figure 4.1). Thus, the particular finding may be unique for this study and due to the fact that fashion innovativeness and fashion product involvement are two very similar variables that have a relative large correlation (.757) (see Figure 4.3), The partial correlations stemming from the high correlation between fashion innovativeness and fashion product involvement will minimize the relationship between fashion innovativeness and perceived usefulness and perceived enjoyment. In this case, only the one variable (fashion product involvement) that is



more strongly correlated to perceived usefulness (.21) and perceived enjoyment (.39) (See Figure 4.1) will show a significant relationship.

## **Conclusions**

The present study concluded that people use fashion companies' Facebook pages because of both utilitarian (perceived usefulness) and hedonic (perceived enjoyment) motivations, affirming the appropriateness of using motivation theory in the context of fashion companies' Facebook pages. Because perceived enjoyment exhibited a stronger effect on consumers' intention to use the fashion companies' Facebook pages than perceived usefulness, this study suggested that fashion companies' Facebook pages is more hedonic-oriented service than utilitarian oriented and that fashion product involvement can positively influence consumers' utilitarian and hedonic motivations.. Overall, this study contributes to the literature by providing significant theoretical and managerial implications.

**Theoretical implications.** The present study offers three important theoretical implications. First, previous social media usage studies have focused on examining the underlying reasons for people to use Facebook in general (Moore & McElroy, 2011; Ellison, Steinfield, & Lampe, 2007; Valenzuela, Park, & Kee, 2009), whereas this study is the first examining the underlying reasons people use fashion companies' Facebook pages, which filled the gaps in previous social networking sites research.

Second, utilitarian and hedonic motivations as proposed by Hirschman and Holbrook (1982) have been extensively applied to previous offline and online shopping motivation studies and web usage studies (Batra & Ahtola, 1991; Babin et al. 1994; Childers et al., 2001; Wakefield

& Baker, 1998), finding people's shopping behavior or web usage behavior are driven by utilitarian and hedonic motivations together. This study is the first research applying motivation theory to the context of fashion companies' Facebook pages. Findings of this study empirically validates the presence of both motivations in determining consumers' intention to use fashion companies' Facebook pages and suggests that motivation theory exhibits good explanatory power to predict consumers' behavioral intention in the context of fashion companies' Facebook pages.

Third, this study also shed lights on the effect of personal factors on consumers' intention to use fashion companies' Facebook pages indirectly through their impact on consumers' utilitarian and hedonic motivations (Nelson, 1990). Fashion product involvement has been proved to be one of personal variables that influence consumers' motivations. Although the influence of fashion innovativeness on motivations is not empirically supported, there may still be other potential personal factors that will influence consumers' motivation, thus this research provides foundation and a new direction for researchers to contemplate in subsequent Facebook marketing research to explore other personal variables.

**Managerial implications.** Almost all large fashion companies have adopted Facebook as a marketing tool, but many fashion companies still struggle to understand how they can best create business value through this medium. The results of this study suggest that perceived enjoyment is a more important factor affecting consumer behavioral intention to use fashion companies' Facebook pages than perceived usefulness. Therefore, a fashion company's Facebook page should make creating an enjoyable environment a priority. Fashion companies should update information in various forms, such as photos, videos, or slideshows, to create interest among users and should be fun to visit (Levy, 2010). For example, fashion marketers

should try to present all information in the forms of photos and videos. Besides putting up the run-way pictures or new product launching pictures, marketers may try to post more mix and match photos featuring all the brand-related products, because consumers will enjoy seeing the variety of products and also can learn some fashion tips. Fashion marketers could also create mix and match games by asking consumers to create picture collage using the companies' product photos, since interacting games or technology can always create more enjoyment (Childers, et al, 2001). Videos about product demos, "behind the scenes" of companies' operation, commercials or interviews are also good possibilities as fun elements (Levy, 2010). If consumers feel more pleasure and fun from using the Facebook pages than using other channels such as companies official webpage, they will use the facebook page more often.

In addition to making the Facebook page fun to use, it is also important that the content of information presenting on the page is very useful, because the present findings suggest that the more useful consumers perceived the page, the more likely they will visit the page frequently. Bateman et al. (2010) indicate that users seeking utilitarian benefits from a brand community will only engage in behaviors with most direct value to them. Instead of engaging in time consuming activities such as writing comments, consumers with utilitarian motivations when using fashion companies' Facebook pages are more concerned with finding valuable content for their purchase-related purposes (Kozinets, 1999; Dholakia et al. 2004). Thus, marketers should emphasize useful information including discounts, bonus tickets, promotion events, free samples, coupons, and special offers (Nguyen, 2010). In the past people usually need to visit the companies' official website in order to get the useful sales relate information. However, since consumers' time spending on social networking sites has kept increasing, there is a big possibility that more and more people will browse and obtain the same information and also

peer's comments while they are using social networking sites. Given that social networking sites are now decreasing the role of traditional media in marketing (Bough, 2010), fashion marketers should concern themselves more about sending out the useful information in a effective channel and fully employing the emerging social media marketing tool.

Finally, as most participants from this study agreed that using fashion companies' Facebook pages can improve their efficiency in sharing information, marketers should continue creating more opportunities or activities for consumers to easily connect and share information about their interest and tastes of clothes styles. For example, marketers can create a sharing competition by asking consumers to share anything that related with to the companies' brand or product. It could be consumers' personal photos wearing the company's clothes and accessories, or their personal story with the brand. Then, the company can pick some good photos or stories from the sharing contents and give winners certain prize. Through this kind of sharing competition, the company not only reinforces pleasurable effects in using the Facebook page by creating a friendly environment to communicate with consumers, but also offers utilitarian benefits for the Facebook page users. Furthermore, sharing competitions will make consumers feel they are getting more involved with the brand.

### **Limitations and Recommendations for Future Research**

The limitations of the current study are related to both the research method used as well as the context. Since all measures the study used were 5-point Likert scales based on respondents self-reports, the findings could be influenced by common method variance, a "systematic error variance shared among variables measured with and introduced as a function of the same method and/or source" (Richardson, Shimmering, & Sturman, 2009, p. 763). There may be error variance due to response format and self-report bias (Bagozzi & Yi, 1990), since some

respondents may answer the measurement items in this study without reading them carefully, or others may under report or over report in order to present themselves favorably according to certain socially desirable behavior (Mick, 1996). In order to decrease the potential for common method bias, future researchers could insert several questions irrelevant to the study purposes to the questionnaires and randomly arrange all the questions in order to prevent respondents from detecting the purpose of the study and misstating their responses.

Because fashion company Facebook pages are a fairly new research domain, there are no valid scales for measuring consumer motivations (perceived usefulness and perceived enjoyment) in this particular context. Thus, the scales representing consumers' perceived usefulness and enjoyment of similar context such as Facebook and traditional online brand communities were used to measure consumers' perceived usefulness and enjoyment in the context of fashion companies' Facebook pages. It may be that the current measurement was not entirely sufficient for capturing all the perceived usefulness and enjoyment aspects unique and inherent to the context of fashion companies' Facebook pages. Future research could address this issue by creating operational measures for consumers' motivations in the context of fashion companies' Facebook pages. This would advance the academic objectives to build a more solid theoretical understanding in the corresponding field.

The study implications are from a sample collected only from college students attending a university in the Southeastern U.S. Therefore, research should use caution when generalizing the findings to other situations. Future research should conduct research in cross-cultural environment or among different income (occupation) groups to investigate and compare the differences in antecedents to intention to use fashion companies' Facebook pages. Future research could also examine relationships addressed in this study using different products as the

context. Thus, the external validity of the findings in this study would be enhanced. Through testing the relationships in other context such as electronic companies' Facebook pages or car companies' Facebook pages, researchers could confirm whether the findings of the present study are applicable to different product categories.

Moreover, the present study only examined the motivation for consumers' behavior intention to use fashion companies' Facebook page. Future research could examine factors that influence consumers' sharing behavior on Facebook pages. Sharing behavior is important to explore because if a current users share the information they see on the fashion companies' Facebook pages, their connected friends in the Facebook will also see the information in the news feed, thus creating a chance for potential customers to visit the company's Facebook page.

Furthermore, only understanding motivations and behavioral intention for using a fashion companies' Facebook pages may be inadequate for practitioners who are interested in maximizing the business value of their marketing initiatives. The relationship between intention to use fashion companies' Facebook pages and consumers' purchase intention or actual purchase behavior for the companies' product is still unclear. Practitioners often discuss the return-on-investment (ROI) of social media marketing, and indicate the difficulty of substantiating the impact of social media marketing on actual sales revenue generated (Social Media Examiner, 2011). Thus, since the present study does not include a dependent variable representing objective outcomes, future research might add the purchase behavioral intention to the Facebook page usage intention or link the usage intention with actual sales data. By linking behavioral actions on Facebook pages to concrete outcomes, a more in depth understanding of consumer behavior in the context of fashion companies' Facebook pages will be achieved, and companies could get

a more straight forward idea about how consumers' Facebook page usage will finally benefit their business.

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APPENDIX A

IRB Approval for Protocol #12-344 EX 1210

**AUBURN UNIVERSITY INSTITUTIONAL REVIEW BOARD for RESEARCH INVOLVING HUMAN SUBJECTS  
RESEARCH PROTOCOL REVIEW FORM**

For Information or help contact **THE OFFICE OF RESEARCH COMPLIANCE**, 115 Ramsay Hall, Auburn University  
Phone: 334-844-5966 e-mail: [hsubjec@auburn.edu](mailto:hsubjec@auburn.edu) Web Address: <http://www.auburn.edu/research/vpr/ohs/>

Revised 03.26.11 – DO NOT STAPLE, CLIP TOGETHER ONLY.

Save a Copy

1. PROPOSED START DATE of STUDY: Oct 15, 2012

PROPOSED REVIEW CATEGORY (Check one): FULL BOARD  EXPEDITED  EXEMPT

2. PROJECT TITLE: Why people use fashion company's Facebook page: an empirical study integrating fashion innovativeness, fashion apparel involvement and motivation theory

3. Zhongyuan Jia Graduate Student CAHS 3343326287 zzj0004@tigermail.auburn.edu  
PRINCIPAL INVESTIGATOR TITLE DEPT PHONE AU E-MAIL

425 Opelika Rd, Apt.#149, Auburn, AL, US. 36830 MAILING ADDRESS FAX ALTERNATE E-MAIL zivian5123@gmail.com

4. SOURCE OF FUNDING SUPPORT:  Not Applicable  Internal  External Agency: \_\_\_\_\_  Pending  Received

5. LIST ANY CONTRACTORS, SUB-CONTRACTORS, OTHER ENTITIES OR IRBs ASSOCIATED WITH THIS PROJECT:

6. GENERAL RESEARCH PROJECT CHARACTERISTICS

6A. Mandatory CITI Training	6B. Research Methodology
<p><b>Names of key personnel who have completed CITI:</b>                      Zhongyuan Jia <input checked="" type="checkbox"/>                      Sandra Forsythe <input checked="" type="checkbox"/></p> <p>CITI group completed for this study:  <input checked="" type="checkbox"/> Social/Behavioral <input type="checkbox"/> Biomedical</p> <p align="center"><b>PLEASE ATTACH TO HARD COPY ALL CITI CERTIFICATES FOR EACH KEY PERSONNEL</b></p>	<p>Please check all descriptors that best apply to the research methodology.</p> <p>Data Source(s): <input checked="" type="checkbox"/> New Data <input type="checkbox"/> Existing Data</p> <p>Will recorded data directly or indirectly identify participants?                      Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>Data collection will involve the use of:  <input type="checkbox"/> Educational Tests (cognitive diagnostic, aptitude, etc.)  <input type="checkbox"/> Interview / Observation  <input type="checkbox"/> Physical / Physiological Measures or Specimens (see Section 6C)  <input checked="" type="checkbox"/> Surveys / Questionnaires  <input checked="" type="checkbox"/> Internet / Electronic  <input type="checkbox"/> Audio / Video / Photos  <input type="checkbox"/> Private records or files</p>
6C. Participant Information	6D. Risks to Participants
<p>Please check all descriptors that apply to the participant population.  <input checked="" type="checkbox"/> Males <input checked="" type="checkbox"/> Females <input checked="" type="checkbox"/> AU students</p> <p><b>Vulnerable Populations</b>  <input type="checkbox"/> Pregnant Women/Fetuses <input type="checkbox"/> Prisoners  <input type="checkbox"/> Children and/or Adolescents (under age 19 in AL)</p> <p><b>Persons with:</b>  <input type="checkbox"/> Economic Disadvantages <input type="checkbox"/> Physical Disabilities  <input type="checkbox"/> Educational Disadvantages <input type="checkbox"/> Intellectual Disabilities</p> <p>Do you plan to compensate your participants? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>Please identify all risks that participants might encounter in this research.</p> <p><input checked="" type="checkbox"/> Breach of Confidentiality* <input type="checkbox"/> Coercion  <input type="checkbox"/> Deception <input type="checkbox"/> Physical  <input type="checkbox"/> Psychological <input type="checkbox"/> Social  <input type="checkbox"/> None <input type="checkbox"/> Other: _____</p> <p>*Note that if the investigator is using or accessing confidential or identifiable data, breach of confidentiality is always a risk.</p>
<p>Do you need IBC Approval for this study? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes - BUA # _____ Expiration date _____</p>	

The Auburn University Institutional Review Board has approved this document for IRB from 10/29/12 to 10/28/15  
Protocol # 12-344 EX 1210

**FOR OHSR OFFICE USE ONLY**

DATE RECEIVED IN OHSR: 10/9/12 by GB	PROTOCOL # 12-344 EX 1210 Received
DATE OF IRB REVIEW: 10/29/12 by CC	APPROVAL CATEGORY: 45CFR 46.101(b)(2)
DATE OF IRB APPROVAL: _____ by _____	INTERVAL FOR CONTINUING REVIEW: 3 years OCT 09 2012
COMMENTS: rev. 510ms to JL in 12/4/12 - OK - SRA	

Research Compliance

**7. PROJECT ASSURANCES**

**PROJECT TITLE:** Why people use fashion company's Facebook page: an empirical study integrating fashion innovativeness, fashion apparel involvement and motivation theory

**A. PRINCIPAL INVESTIGATOR'S ASSURANCES**

1. I certify that all information provided in this application is complete and correct.
2. I understand that, as Principal Investigator, I have ultimate responsibility for the conduct of this study, the ethical performance of this project, the protection of the rights and welfare of human subjects, and strict adherence to any stipulations imposed by the Auburn University IRB.
3. I certify that all individuals involved with the conduct of this project are qualified to carry out their specified roles and responsibilities and are in compliance with Auburn University policies regarding the collection and analysis of the research data.
4. I agree to comply with all Auburn policies and procedures, as well as with all applicable federal, state, and local laws regarding the protection of human subjects, including, but not limited to the following:
  - a. Conducting the project by qualified personnel according to the approved protocol
  - b. Implementing no changes in the approved protocol or consent form without prior approval from the Office of Human Subjects Research
  - c. Obtaining the legally effective informed consent from each participant or their legally responsible representative prior to their participation in this project using only the currently approved, stamped consent form
  - d. Promptly reporting significant adverse events and/or effects to the Office of Human Subjects Research in writing within 5 working days of the occurrence.
5. If I will be unavailable to direct this research personally, I will arrange for a co-investigator to assume direct responsibility in my absence. This person has been named as co-investigator in this application, or I will advise OHSR, by letter, in advance of such arrangements.
6. I agree to conduct this study only during the period approved by the Auburn University IRB.
7. I will prepare and submit a renewal request and supply all supporting documents to the Office of Human Subjects Research before the approval period has expired if it is necessary to continue the research project beyond the time period approved by the Auburn University IRB.
8. I will prepare and submit a final report upon completion of this research project.

My signature indicates that I have read, understand and agree to conduct this research project in accordance with the assurances listed above.

Zhongyuan Jia

Printed name of Principal Investigator

*Zhongyuan Jia*  
Principal Investigator's Signature  
(SIGN IN BLUE INK ONLY)

09/24/2012

Date

**B. FACULTY ADVISOR/SPONSOR'S ASSURANCES**

1. By my signature as faculty advisor/sponsor on this research application, I certify that the student or guest investigator is knowledgeable about the regulations and policies governing research with human subjects and has sufficient training and experience to conduct this particular study in accord with the approved protocol.
2. I certify that the project will be performed by qualified personnel according to the approved protocol using conventional or experimental methodology.
3. I agree to meet with the investigator on a regular basis to monitor study progress.
4. Should problems arise during the course of the study, I agree to be available, personally, to supervise the investigator in solving them.
5. I assure that the investigator will promptly report significant adverse events and/or effects to the OHSR in writing within 5 working days of the occurrence.
6. If I will be unavailable, I will arrange for an alternate faculty sponsor to assume responsibility during my absence, and I will advise the OHSR by letter of such arrangements. If the investigator is unable to fulfill requirements for submission of renewals, modifications or the final report, I will assume that responsibility.
7. I have read the protocol submitted for this project for content, clarity, and methodology

Sandra Forsythe

Printed name of Faculty Advisor / Sponsor

*Sandra Forsythe*  
Signature (SIGN IN BLUE INK ONLY)

10-3-12  
Date

**C. DEPARTMENT HEAD'S ASSURANCE**

By my signature as department head, I certify that I will cooperate with the administration in the application and enforcement of all Auburn University policies and procedures, as well as all applicable federal, state, and local laws regarding the protection and ethical treatment of human participants by researchers in my department.

Carol Warfield

Printed name of Department Head

*Carol L. Warfield*  
Signature (SIGN IN BLUE INK ONLY)

10-5-12  
Date

**8. PROJECT OVERVIEW: Prepare an abstract that includes:**

(400 word maximum, in language understandable to someone who is not familiar with your area of study):

**I.) A summary of relevant research findings leading to this research proposal:**

*(Cite sources; include a "Reference List" as Appendix A.)*

**II.) A brief description of the methodology,**

**III.) Expected and/or possible outcomes, and,**

**IV.) A statement regarding the potential significance of this research project.**

As Facebook users now account for about 37.5% of the entire US population (Saleem, 2010), businesses are recognizing its potential for marketing their brands and building relationships with key customers by interacting with them on the company's Facebook page (Harris & Rae, 2009). Consumers participate in Facebook for four reasons -- socializing, entertainment, self-status seeking and information seeking (Park, Kee, & Valenzuela, 2009). A fashion company's Facebook page may attract consumers with similar needs, which means consumers may join a fashion company's Facebook page because of both the page's usefulness (socializing, information seeking, etc.) and enjoyableness (entertainment).

However, most of the current research conducted in the social networking sites context has focused on examining reasons for consumers to use Facebook in general rather than a fashion company's Facebook page. Although a fashion company's Facebook page is part of Facebook, there are still Facebook users who never thought about using a company's page; perhaps, because it is still an emerging fashion marketing innovation (Harris & Rae, 2009). Thus, it's important to understand why some consumers want to use a fashion company's Facebook page -- the functional and experiential benefits they seek -- to assess strategies for expanding participation. Thus, the impetus for the proposed study.

An online survey will be used to collect data to examine the influence of perceived usefulness and perceived enjoyment on consumers' intention to use a fashion company's Facebook page and the influence of fashion innovativeness and fashion involvement on consumers' motivation to use. Survey participants will be drawn from the students who attend undergraduate courses in Auburn University, and recruited by an invitation E-mail. Participants will be qualified for this study by asking if they have ever used a fashion company's Facebook page. Survey participants will be rewarded with extra credit points from participating faculty. The data will be collected anonymously and analyzed by SPSS.

This research allows managers and marketers of fashion companies to better understand the reasons for use of their Facebook page and to make corresponding marketing strategy decisions. The academic contribution of this research is that it will be the first study in exploring a fashion company's Facebook page based on motivation theory and looking at external variables of fashion innovativeness and fashion product involvement.

**9. PURPOSE.**

**a. Clearly state all of the objectives, goals, or aims of this project.**

1. To examine the extent to which consumers' perceived usefulness and perceived enjoyment of participating in a fashion company's Facebook page will influence their behavioral intention to use the fashion company's Facebook page.
2. To examine whether external variables, such as fashion innovativeness and fashion product involvement, will impact consumers' motivation (perceived usefulness and perceived enjoyment) for using a fashion company's Facebook page.

**b. How will the results of this project be used? (e.g., Presentation? Publication? Thesis? Dissertation?)**

The results of this study will be used in the principal investigator's master thesis and the final defense presented to the principal investigator's committee members prior to graduation.

10a. KEY PERSONNEL. Describe responsibilities. Include information on research training or certifications related to this project. CITI is required. Be as specific as possible. (Attach extra page if needed.) All non AU-affiliated key personnel must attach CITI certificates of completion.

Principle Investigator Zhongyuan Jia Title: Graduate Student E-mail address zzj0004@tigermail.auburn.edu  
Dept / Affiliation: Consumer and Design Science Department

Roles / Responsibilities:

Zhongyuan Jia will be responsible for data collection and analysis and preparation of the master thesis for the final defense prior to graduation.

Individual: Sandra Forsythe Title: Faculty Advisor E-mail address forsysa@auburn.edu  
Dept / Affiliation: Consumer and Design Science Department

Roles / Responsibilities:

Dr. Sandra Forsythe will oversee the principle investigator's data collection, data analysis, preparation of the final master thesis and defense.

Individual: \_\_\_\_\_ Title: \_\_\_\_\_ E-mail address \_\_\_\_\_  
Dept / Affiliation: \_\_\_\_\_

Roles / Responsibilities:

Individual: \_\_\_\_\_ Title: \_\_\_\_\_ E-mail address \_\_\_\_\_  
Dept / Affiliation: \_\_\_\_\_

Roles / Responsibilities:

Individual: \_\_\_\_\_ Title: \_\_\_\_\_ E-mail address \_\_\_\_\_  
Dept / Affiliation: \_\_\_\_\_

Roles / Responsibilities:

Individual: \_\_\_\_\_ Title: \_\_\_\_\_ E-mail address \_\_\_\_\_  
Dept / Affiliation: \_\_\_\_\_

Roles / Responsibilities:

11. LOCATION OF RESEARCH. List all locations where data collection will take place. (School systems, organizations, businesses, buildings and room numbers, servers for web surveys, etc.) Be as specific as possible. Attach permission letters in Appendix E.

(See sample letters at <http://www.auburn.edu/research/vpr/ohs/sample.htm>)

The data will be collected via an online survey. All data collection will take place on the computers of participants who have chosen to complete the online survey. These computers may be on campus, in the participants' homes, or at another place of their convenience. Participation in the survey will be done individually.

12. PARTICIPANTS.

a. Describe the participant population you have chosen for this project.

Check here if there is existing data; describe the population from whom data was collected & include the # of data files.  
Auburn university students (male and female) who enrolled in undergraduate courses.

b. Describe why is this participant population is appropriate for inclusion in this research project. (Include criteria for selection.)

First, the college student population represents one of the largest user groups of social networking sites, especially Facebook (Pempek, Yermolayeva, & Calvert, 2009). Second, college students are a major consumer group for apparel products (Martindale, 2007), and they are interested in fashion companies' Facebook pages (Li et al., 2007). Thus, when students are already using Facebook, they are more likely to browse and visit their favorite fashion apparel company's Facebook page.

c. Describe, step-by-step, all procedures you will use to recruit participants. Include in Appendix B a copy of all e-mails, flyers, advertisements, recruiting scripts, invitations, etc., that will be used to invite people to participate.  
(See sample documents at <http://www.auburn.edu/research/vpr/ohs/sample.htm>.)

1. Prior to the study, the principal investigator will ask professors of several courses if they will provide their students with extra credit points for participating the online survey. Once the professor agrees, the principle investigator will get the E-mail list from the professors and send an invitation E-mail to the students who attend the course as a whole.
2. The e-mail will describe the purpose of the study, estimated time required to complete the survey, explain how participant confidentiality will be protected, ask screening questions, and give contact information for the researchers and a link to the web survey (see Appendix B).
3. Participants will be screened by the questions: 1) Are you age 19 and older? 2) Have you ever visited a fashion company's Facebook page -- such as the Facebook page of fashion apparel companies such as H&M or Coach and/or fashion retailers such as Dillard's or Nordstrom?
4. Qualified participants (those who answered "yes" to the questions above) and who decide to know more about the survey will click the link on the invitation E-mail, then they will be lead to the consent information letter page.

What is the minimum number of participants you need to validate the study? 100

Is there a limit on the number of participants you will recruit?  No  Yes - the number is 200

Is there a limit on the number of participants you will include in the study?  No  Yes - the number is 150

d. Describe the type, amount and method of compensation and/or incentives for participants.

(If no compensation will be given, check here .)

Select the type of compensation:  Monetary  Incentives  
 Raffle or Drawing incentive (Include the chances of winning.)  
 Extra Credit (State the value)  
 Other

Description:

There will be 1 extra credit provided for each participant.



13. PROJECT DESIGN & METHODS.

a. Describe, step-by-step, all procedures and methods that will be used to consent participants.

(  Check here if this is "not applicable"; you are using existing data.)

An information letter will be used in lieu of the informed consent letter in order to ensure anonymity of those who participated in the study. A link will be provided on the invitation email described in 12c, those prospective participants who clicked the link on the invitation email will be directed to the information letter. The information letter will provide information about the study and state that having read the information provided, the students must make final decision if they want to participate or not. If they decide to participate, the data they provide will serve as their agreement to do so.

b. Describe the procedures you will use in order to address your purpose. Provide a step-by-step description of how you will carry out this research project. Include specific information about the participants' time and effort commitment. (NOTE: Use language that would be understandable to someone who is not familiar with your area of study. Without a complete description of all procedures, the Auburn University IRB will not be able to review this protocol. If additional space is needed for this section, save the information as a .PDF file and insert after page 6 of this form.)

This project will assess whether consumers' perceived usefulness and perceived enjoyment to be obtained by visiting a fashion company's Facebook page will influence their intention to use fashion company's Facebook page, and whether external variables, such as fashion innovativeness and fashion product involvement, will impact consumers' motivation (perceived usefulness and perceived enjoyment) of using fashion Company's Facebook page.

1. A web-based survey questionnaire will be developed including instrument to measure each construct. Fashion company's Facebook page will be defined at the beginning of the survey questionnaire and examples provided so that participants will be better understand what each statements in the scale refers to.
2. Prior to the study, the principal investigator will ask several courses professors if they will provide their students extra credit points for participating the online survey. Once the professor agrees, the principle investigator will send an invitation E-mail to the students who attend the course (as described in 12c). Once the students decide to know more about the survey, they will click the link on the invitation E-mail, then they will be lead to the Information letter page.
3. Prospective participants will be consented using the procedure describes in 13a. Prospective Participants will be informed that their participation is completely voluntary, if they participate the survey, they will get extra credits for their course (corresponding course number will be provided)
4. The researcher will send out an e-mail to the class as a whole so that those who wish to participate may visit the survey website. Therefore, when the questionnaires are completed and submitted, the respondents will remain completely anonymous.
5. Students who decide to participate the survey can fill out the survey on any computer they want at their convenience. It will take them approximately 15 minutes to fill out the survey.
6. From the day they received the invitation E-mail, they will be given 10 days to finish the survey. By the end of the 5th day, e-mail reminders will be sent again to the class as a whole. After the desired sample size is achieved, the link of the web address to the survey will be removed.
7. After participants finished the survey, they will click the submit button at the end of the online survey. Then all the survey data will be saved in the Qualtrics server.
8. At the end of the survey, student will get a thank-you note for their participation. Participants need to print off the Thank you note which will not include any questions, sign it and turn it in to the Professors to receive the extra credit.
9. Students who do not choose to participate within the class will be given the option to earn the same one extra credit through alternative means as determined by the professor.

13c. List all data collection instruments used in this project, in the order they appear in Appendix C.

(e.g., surveys and questionnaires in the format that will be presented to participants, educational tests, data collection sheets, interview questions, audio/video taping methods etc.)

An online survey questionnaire will be used to collect data. The online survey including instruments for measuring fashion innovativeness, fashion involvement, perceived usefulness of fashion company's Facebook page and perceived enjoyment of fashion company's Facebook page. The content and typical items of the questionnaire for this study is attached in Appendix C.

d. Data analysis: Explain how the data will be analyzed.

Data will be analyzed by SPSS 18. Using SPSS 18, simple descriptive statistics (frequency, means, and medians) will be calculated. A confirmatory factor analysis (CFA) will be first conducted. Calculation of Chronbach's alpha coefficients and principal components analysis (PCA) will be also conducted. The hypotheses will then be tested using regression analysis.

14. RISKS & DISCOMFORTS: List and describe all of the risks that participants might encounter in this research. *If you are using deception in this study, please justify the use of deception and be sure to attach a copy of the debriefing form you plan to use in Appendix D.* (Examples of possible risks are in section #6D on page 1.)

There will be no risks and discomforts. We will not use any type of deception.

15. **PRECAUTIONS.** Identify and describe all precautions you have taken to eliminate or reduce risks as listed in #14. If the participants can be classified as a "vulnerable" population, please describe additional safeguards that you will use to assure the ethical treatment of these individuals. Provide a copy of any emergency plans/procedures and medical referral lists in Appendix D.

Breach of confidentiality will not be a risk since all surveys will be completely anonymous.

**If using the internet to collect data, what confidentiality or security precautions are in place to protect (or not collect) identifiable data? Include protections used during both the collection and transfer of data.**

*(These are likely listed on the server's website.)*

The principal investigator will not collect identifiable data in this study. Therefore, All online surveys will be completely anonymous.

The online survey will be hosted by Qualtrics (qualtrics.com). Qualtrics has SAS 70 Certification and meets the rigorous privacy standards imposed on health care records by the Health Insurance Portability and Accountability Act (HIPAA). All Qualtrics accounts are hidden behind passwords and all data are protected with real-time data replication.

16. **BENEFITS.**

- a. **List all realistic direct benefits participants can expect by participating in this specific study.**  
*(Do not include "compensation" listed in #12d.)* Check here if there are no direct benefits to participants. ✓

- b. **List all realistic benefits for the general population that may be generated from this study.**

Benefits: By investigating whether consumers individual differences in fashion innovativeness and fashion involvement influence perceived usefulness and perceived enjoyment of fashion company's Facebook page, we can get a better idea about which consumer group a Facebook page most appeals to and why. And, by examining the relationship between perceived usefulness, perceived enjoyment and consumer's intention to use of fashion company's Facebook page, we can have a better idea about what features of a fashion company's Facebook page will keep their consumers coming back again.

Benefits for academic scholars: this research will be one of the first to explore a fashion company's Facebook page and the first as extending the motivation theory with external variables: fashion innovativeness and fashion product involvement to fashion company webpages.

17. PROTECTION OF DATA.

- a. Will data be collected as anonymous?  Yes  No *If "YES", skip to part "g".*  
(*"Anonymous" means that you will not collect any identifiable data.*)
- b. Will data be collected as confidential?  Yes  No  
(*"Confidential" means that you will collect and protect identifiable data.*)
- c. If data are collected as confidential, will the participants' data be coded or linked to identifying information?  
 Yes (If so, describe how linked.)  No

d. Justify your need to code participants' data or link the data with identifying information.

e. Where will code lists be stored? (Building, room number?)

f. Will data collected as "confidential" be recorded and analyzed as "anonymous"?  Yes  No  
(If you will maintain identifiable data, protections should have been described in #15.)

g. Describe how and where the data will be stored (e.g., hard copy, audio cassette, electronic data, etc.), and how the location where data is stored will be secured in your absence. For electronic data, describe security. If applicable, state specifically where any IRB-approved and participant-signed consent documents will be kept on campus for 3 years after the study ends. The data will be stored in the Qualtrics server as they are collected. The server is protected with user ID and password for access. It can only be accessed by the principal investigator's unique login. Then the data will be imported into SPSS and saved as an electronic SPSS file. All data will be anonymous and will include no identifying information about respondents. The SPSS electronic files will be saved on the principal investigator's desktop and laptop, of which can only be accessed through the principal investigator's unique login.

h. Who will have access to participants' data?  
(*The faculty advisor should have full access and be able to produce the data in the case of a federal or institutional audit.*)  
The key personnel on this project will have access to the data.

i. When is the latest date that confidential data will be retained? (Check here if only anonymous data will be retained. ✓)  
Since the data are recorded and analyzed as "anonymous" it will be retained indefinitely.

j. How will the confidential data be destroyed? (NOTE: Data recorded and analyzed as "anonymous" may be retained indefinitely.)  
Since the data are recorded and analyzed as "anonymous" it will be retained indefinitely.

## APPENDIX B

Invitation E-mail (online survey)

E-mail Invitation for online survey FOR ON-LINE SURVEY

Dear Students,

I am a graduate student in the Department of Consumer and Design Science at Auburn University. I would like to invite you to participate in my research study to investigate why consumers use fashion companies' Facebook pages.

You can check if you are qualified for participating in the study based on the following question:

- 1) **Are you age 19 and older?**
- 2) **Have ever visited any fashion company's Facebook page -- such as the Facebook page of fashion apparel companies such as H&M or Coach and/or fashion retailers such as Dillard's or Nordstrom?**

If your answers are **YES** for both the questions above, then you can decide whether you'd like to participate in the study. Your participation is completely voluntary.

Participants will be asked to complete an online questionnaire. The total time commitment to finish the questionnaire will be approximately 8 minutes.

We assure you that the participation in this study would put you in no physical or psychological risks, all information will be confidential. To thank you for your time you will be offered certain extra credit for the class from which you are recruited.

If you would like to know more information about this study, an information letter can be obtained by clicking on this link:

[http://auburn.qualtrics.com/SE/?SID=SV\\_809Fp4zMUwhqG0t](http://auburn.qualtrics.com/SE/?SID=SV_809Fp4zMUwhqG0t)

**If you decide to participate after reading the letter, you can access the survey by clicking "NEXT" button at the end of the INFORMATION LETTER.**

If you have any questions, please contact me at [zzj0004@tigermail.auburn.edu](mailto:zzj0004@tigermail.auburn.edu) or my advisor, Dr. Sandra Forsythe, at [forsysa@auburn.edu](mailto:forsysa@auburn.edu).

Thank you for your consideration,

Sincerely,

Zhongyuan (Stefanie) Jia

## APPENDIX C

Information letter (online survey)

## Department Letterhead information

(NOTE: DO NOT SIGN THIS DOCUMENT UNLESS AN IRB APPROVAL STAMP WITH CURRENT DATES HAS BEEN APPLIED TO THIS DOCUMENT.)

### INFORMATION LETTER for a Research Study entitled

*“Why people use Fashion Company’s Facebook page: an empirical study integrating fashion innovativeness, fashion apparel involvement and motivation theory”*

**You are invited to participate in a research study** to examine the reasons consumers use a fashion company’s Facebook page as part of my thesis research. The study is being conducted by Zhongyuan Jia (Stefanie), a graduate student, under the direction of Dr. Sandra Forsythe, Wrangler Professor in the Auburn University Department of Consumer and Design Science. You were selected because you are an Auburn student and are age 19 or older.

**What will be involved if you participate?** Your participation is completely voluntary. If you decide to participate in this research study, you will be asked to complete an online questionnaire. The questionnaire will include questions about demographic information, the usefulness and enjoyment of a fashion company’s Facebook page, fashion innovativeness and involvement, and intention for use fashion company’s Facebook page. Your total time commitment will be approximately 15 minutes.

**Are there any risks or discomforts?** We assure you that the participation in this study would put you in no physical or psychological risks other than the minimal inconvenience of completing the survey. All the information will be collected anonymously, and we will not use your name in recording, analyzing, or reporting the information that you provide us.

**Are there any benefits to yourself or others?** The general population may benefit from this study as a fashion company’s manger can have a better idea about what features of a fashion company's Facebook page will keep their consumers coming back again.

**Will you receive compensation for participating?** To thank you for your time you will be offered one extra credit for the class from which you are recruited. You will need to check with your instructor as to how the one extra credit will be allocated in that course. To acquire one extra credit, you can print off the last page (thank-you note) of the questionnaire, sign it and turn it in. The last page of the questionnaire will not contain any questions so your responses will remain anonymous. Students who do not choose to participate within the class will be given the option to earn the same one extra credit through an alternative means as determined by the professor.

**If you change your mind about participating,** you can withdraw at any time during the study by closing your browser window. If you choose to withdraw, your data can be withdrawn as long as it is identifiable. Once you have submitted anonymous data, it cannot be withdrawn since it will be unidentifiable. Your decision about whether or not to participate or to stop participating will not jeopardize your future relations with Auburn University or the Department of Consumer and Design Science.

**Any data obtained in connection with this study will remain anonymous.** We will protect your privacy and the data you provide by not collecting IP or email addresses from research participants. Information collected through your participation may be presented at a professional meeting. If so, none of your identifiable information will be included.

**If you have questions about this study,** please contact Zhongyuan Jia at [zzj0004@tigermail.auburn.edu](mailto:zzj0004@tigermail.auburn.edu) or Dr. Sandra Forsythe at [forsysa@auburn.edu](mailto:forsysa@auburn.edu).

If you have questions about your rights as a research participant, you may contact the Auburn University Office of Human Subjects Research or the Institutional Review Board by phone (334) 844-5966 or e-mail at [hsubjec@auburn.edu](mailto:hsubjec@auburn.edu) or [IRBChair@auburn.edu](mailto:IRBChair@auburn.edu).



Zhongyuan Jia 12/ 01/ 2012  
Investigator      Date  
Dr. Sandra Forsythe 12/01/2012  
Co-Investigator      Date

*The Auburn University Institutional Review Board has approved this document for use from October 29, 2012 to October 28, 2015.  
Protocol #12-344 EX 1210.*

HAVING READ THE INFORMATION ABOVE, YOU MUST DECIDE IF YOU WANT TO PARTICIPATE IN THIS RESEARCH PROJECT. IF YOU DECIDE TO PARTICIPATE, PLEASE CLICK ON THE LINK BELOW. YOU MAY PRINT A COPY OF THIS LETTER TO KEEP.

[https://auburn.qualtrics.com/SE/?SID=SV\\_809Fp4zMUwhqG0t&Preview=Survey&BrandID=auburn&SaveButton=1&SSID=SS\\_0rjFSJqeN6PO2MZ](https://auburn.qualtrics.com/SE/?SID=SV_809Fp4zMUwhqG0t&Preview=Survey&BrandID=auburn&SaveButton=1&SSID=SS_0rjFSJqeN6PO2MZ)

## APPENDIX D

Questionnaire (online survey)

**Block 1**

**"Fashion companies' Facebook pages"** are the Facebook pages of fashion companies such as Coach, American Eagle and/or of fashion retailers such as Dillard's, Nordstrom, Macy's.

Have ever visited any fashion company's Facebook page?

- Yes
- No

**Block 2**

**"Fashion items"** include fashion clothing and accessories, such as shoes, purses, belts, jewelry.

Please indicate the extent to which you agree or disagree with the following statements about **fashion and fashion items**.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
If I heard that a new fashion style was available in the store, I would be interested enough to buy it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, I am the first in my circle of friends to know the names of the latest fashions and styles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, I am among the first in my circle of					

**Block 1**

**"Fashion companies' Facebook pages"** are the Facebook pages of fashion companies such as Coach, American Eagle and/or of fashion retailers such as Dillards, Nordstrom, Macy's.

Have ever visited any fashion company's Facebook page?

- Yes
- No

**Block 2**

**"Fashion items"** include fashion clothing and accessories, such as shoes, purses, belts, jewelry.

Please indicate the extent to which you agree or disagree with the following statements about **fashion and fashion items**.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
If I heard that a new fashion style was available in the store, I would be interested enough to buy it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, I am the first in my circle of friends to know the names of the latest fashions and styles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, I am among the first in my circle of					

friends to buy a new fashion item when it appears.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compare to my friends, I own the most new fashion items.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know the names of new fashion designers before other people do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate the extent to which you agree or disagree with the following statements about **fashion and fashion items**.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I consider fashion items to be a central part of my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very much involved with fashion items.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fashion items are an important part of my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fashion items are important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am experienced user of fashion items.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think about fashion items a lot.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For me personally, fashion items are important products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very interested in fashion items.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Block 3**

Indicate the extent to which you agree or disagree with the following statements about **fashion companies' Facebook pages**.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Using fashion companies' Facebook pages improves my efficiency to acquire information (e.g., the company's new products, trendy styles, special promotions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using fashion companies' Facebook pages improves my efficiency in connecting with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

people that have same interest with me in fashion items.

Using fashion companies' Facebook pages helps me validate my fashion-related decision.

Using fashion companies' Facebook pages is instrumental for interacting with people that have similar interest with me in fashion items.

Using fashion companies' Facebook pages improves my efficiency in sharing information (e.g., interesting fashion-related information or your opinions on products, services, or styles)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Indicate the extent to which you agree or disagree with the following statements about fashion companies' Facebook pages.**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Using fashion companies' Facebook pages provides me with enjoyment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using fashion companies' Facebook pages never bores me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will frequently use my favorite fashion companies' Facebook pages.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will recommend my favorite fashion companies' Facebook pages to others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will continue using my favorite fashion companies' Facebook pages in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy using fashion companies' Facebook pages.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have fun when interacting with fashion companies' Facebook pages.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Block 4**

Please answer the following questions.

### What is your gender?

---

- Male
- Female

### What is your age?

---

### What is your ethnic background?

---

- African American
- Caucasian American
- Hispanic American
- Hispanic
- Native American
- Asian American
- Asian
- Other or two or more races (Please indicate)

### What is your class standing?

---

- Freshman
- Sophomore
- Junior
- Senior
- Graduate student (masters or doctoral)

### In addition to being a student, I am: (Select on that best matches your responses)

---

Employed full-time

- Employed part-time
- not employed

Think about the **TOTAL** amount you spend on clothing and accessories. On average, how much do you spend on **ALL** clothing and accessories (shoes, purses, belts, jewelry) for your self **each month**?

---

- Under \$25/mo.
- \$25 - \$50/mo.
- \$51 - \$100/mo.
- \$101 - \$200/mo.
- \$201 - \$300/mo.
- \$301 - \$400/mo.
- \$401 - \$500/mo.
- Above \$500/mo.

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### **Block 5**

**Sorry, you are not the research target. Thank you for your attention!!**

---



APPENDIX E

Closing Page (online survey)

**Default Question Block**

Please fill out your **Last name, First name** and the **course number (e.g. CAHS 2000)** you attend, then you will get your **extra credit** for that course.

---

**Last name, First name**  
(John, Smith)

**Course number**

**Thank you for your participation!!!**  
**Please click the "finish" button below to submit.**

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**Block 1**