

Uncovering and Understanding the Influence of Repeated Exposure on Fashion Products Adoption

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During their decision process, consumers interact with their social environment and consider others' judgments, especially for fashion items purchases. Prior research explained how consumers become accustomed to new products and form positive perceptions. The adoption of fashion products may challenge this current knowledge because the essence of fashion is constant change. We study the impact of repeated exposures on adoption for followers in this context, in which the products change repeatedly. To assess the relevance of repeated exposures, we complement the literature review with qualitative exploratory study. This analysis suggests that repeated exposure enables followers to become more familiar to fashion items, and to consider them for purchase.

INTRODUCTION

People are subject to a wealth of interactions during their fashion products decision processes. Interpersonal communications, such as word of mouth, or observation provide information about fashion and may influence perceptions and ultimately choice. However, a fashion trend and its associated products tend to be specific in terms of information gathering and the formation of consumers' perceptions and preference.

Exposures to fashion is frequent and multiple, because fashion trends tends to be shared by different brands or designers simultaneously. Furthermore, fashion is a short-term phenomenon, which implies that consumer decision process is a short one. In other markets, an innovation (e.g., smart phones) are adopted years after its initial launch, but with fashion products, the timeframe for the consumer decision is quite narrow. Therefore, people form their perceptions and preferences, and in turn make their decisions, quickly. Finally, the newness of fashion products offers a constant challenge to consumers, who face an ambiguous situation. In fact, they regularly confront new styles and products they do not know about but which they must make an immediate adoption decision if they want to be considered by others as fashionable. The multiplicity of contacts with fashion products may help speed up their decision process.

Prior research has tried to explain how consumers become accustomed to new products and form positive perceptions of them. According to adaptation theory (Helson, 1948), habituation (Wathieu, 2004), and mere exposure effects (Obermiller, 1985; Zajonc, 1968), perceptions and purchase intentions toward new products link to repeated exposures. However, the adoption of fashion products may challenge this current knowledge about how people become used to products, because the essence of

fashion is constant change. Therefore, we study the impact of repeated exposures on adoption in this particular context, in which the products change repeatedly and stay on the market for a very limited timeframe. We focus in this research on word of mouth and observation, as they are important ways of exposition for fashion products' adoption.

To clarify the influence of multiple exposures on consumer perceptions and adoption, we first study the concept of fashion. We next present theories pertaining to consumers' adaptation process. With an exploratory qualitative study, we suggest that consumers are exposed in multiple ways to fashion products and reveal how word of mouth and observation influence especially the adoption process. We conclude with managerial implications and further research directions.

THEORETICAL BACKGROUND

Although "It has been well established that people prefer objects that they have previously encountered" (Berger & Fitzsimons, 2008, p. 2), we question whether similar effects occur for fashion products, which must simultaneously provide a means for self-expression and undergo constant change. To address this question, we examine the concept of fashion and different theories of adaptation to products through repeated exposure.

The Concept of Fashion

In the literature, fashion is described through three main aspects, which constitute a multilevel perspective on fashion.

Regular and Temporary Cycles - Fashion involves temporary cycles that consumers adopt for a specific time and place (Ati & Firat, 2013). Every season, new products appear and then disappear; fashion depends on these regular and constant flows (Sproles, 1981). This concept reflects different styles and features that become obsolete before they are functionally useless (Evans, 1989).

Diffusion Process - According to Veblen (1899) and Simmel (1904), fashion involves the highest social classes first, then the lowest ones. Therefore, when the masses start to adopt a fashion product, wealthier consumers begin to avoid it and look for new trends. Sproles (1981) describes the fashion lifecycle in four steps: (1) introduction and adoption by a limited number of persons, (2) acceptance by a larger number, (3) general conformity to the trend, and (4) decline of consumption for products. Depicted as an avalanche or flow, diffusion proceeds through more and more informed and convinced consumers. Thus, fashion appears similar to a contagion phenomenon, which requires an adoption and diffusion dynamic to exist.

Symbolic and Social Influence - Fashion is an expression of symbols (Miller et al., 1993). People buy fashionable products more for what they mean than for their real utility and use fashion to communicate their individual identity. That is, fashion projects an image and acts as a communication code for others (Holman, 1980). Because they are so visible to others, fashion products deliver information about the person who chose them. Fashion thus is a form of symbolic communication that enables people to present themselves to others (O'Cass, 2000). Such a symbol acquires meaning through a socialization process. Therefore, social relationships are necessary to spread fashion, because the products must be noticed and judged by others to become fashionable. Fashion products help a person improve his or her image and offer a form of recognition in a social environment (Miller et al., 1993).

We now consider how fashion concept reaches different levels, based on two intrinsic aspects, i.e., first as a trend, then as product by itself.

As a trend, fashion is a dynamic process that undergoes frequent and regular changes in various domains (Evans, 1989), such as cultural, social, politics, economic, and aesthetic shifts (e.g. the trend of social responsibility in economy, politics, or business). A trend can indeed emphasize the priority for a design (geometric shapes), a color (bright colors), a fabric (velvet), a pattern (tartan) or use both (geometric shapes with bright colors for instance). According to Cholachatpinyo et al. (2002, p. 11), "fashion is one of the most visible media of change," because different trends emerge, become recognized, are adopted, and then disappear. Though not everyone adopts fashion products, they all know

that fashion trends exist and change regularly. Therefore, fashion is a constant and cyclic phenomenon. Beyond the trends, fashion ends up with products. A fashion product belongs to a specific trend, it displays design, colors, and aspects that match the current trend unlike non fashion or classic products. A product becomes fashionable because it reveals the actual and temporary trend adopted for a limited period by a large number of persons. A product follows the trends and change with them. Thus, a fashion pant can be oversized a season and slim the next one. The product's design, color, fabric or pattern will change to match this fashionable trend.

As this review reveals, fashion is as a multi-featured (i.e., regular and temporary cycle, diffusion process, symbolic and social influence) and multidimensional (i.e., trends, and products) concept. Embracing this multifaceted concept of fashion, we will now examine the influences leading people to adopt fashion products.

Adaptation, Habituation, and Repeated Exposure

People need to be exposed and gather information before they can judge if buying a new product will be relevant for them. They receive multiple stimuli and information through social interactions. Those interactions have been widely studied as essential in the new product decision process (Bearden & Etzel, 1982) In addition, information are retrieved and repeated through media, word of mouth, advertisements, and interpersonal communication (Studak & Workman, 2004; Christiansen & Tax, 2000). The influences of this exposure and repetition on people's attitudes and intentions are the subject of investigation by the adaptation theory, the habituation model, the mere exposure effect and the repeated exposure concept. We examine these theoretical concepts to understand their influence in the fashion adoption process.

Adaptation Theory - In developing adaptation theory, Helson (1948) has argued that each person is an adaptive organism who adapts in response to experiences. The theory focuses on individual reactions to stimuli and addresses adaptation levels, which depend on the person's habitual exposure to a stimulus and provide a frame of reference that people use to judge other stimuli. Helson's experiments attempt to describe how people judge products; he discovered that the weight of the first object provides a standard for judgments of subsequent products. Therefore, the adaptation level changes according to past judgments and norms previously established.

Bowling and colleagues (2005) also propose different adaptation levels for the same stimuli, such that adaptation is not linear across persons. Rather, everyone reacts personally and sometimes differently to a new stimulus, largely depending on the type and quality of information they have. Because information can come from different sources, it also can produce different reactions. The existence of different levels within adaptation theory receives support in various research areas, including advertising (Homer & Kahle, 1986) and stress (Aspinwall & Taylor, 1992).

Habituation - According to Ajzen (2002), people are full of habits and tend to repeat past behavior in the same context. Therefore, past behavior can predict behavior in the future. Wathieu (2004) in turn argues that repetition leads to habituation, such that people become accustomed to stimuli and adapt their judgments accordingly and in line with previous experiences. The resultant frame helps people through their decision processes. The social environment offers additional information from different sources about new products, and multiple exchanges of information during social interactions enable people to accept novelty. Therefore, according to habituation theory, consumers see a new product, and then hear about it from various sources; this repeated information causes habituation (Wathieu, 2004). The novelty of the new product loses importance due to the repetition of the information; even though it is still a new product, the repetition of interpersonal communications, word of mouth, observations, and media in the social environment makes it seem habitual.

Mere Exposure Effect and Repeated Exposure - Mere exposure is a "condition which makes the specific stimulus accessible to the individual's perception" (Zajonc, 1968, p1). This exposure provides a source of information and help consumers in their decision process. In fact, being exposed to a stimulus help consumers evaluate the new product, increase their familiarity and positive attitude (Grimes & Kitchen, 2007). Many researches on this effect suggest that it even decreases the perceived risk associated with a new product purchase thanks to the sense of familiarity created (Baker, 1999). Moreover,

according to Scott and White (2016), companies can benefit from mere exposure effect in their communication with their potential customers. Instead of investing in expensive advertising campaigns, they may use the influence of mere exposure to present their products as a signal. This would help developing familiarity and liking for their new products.

Studies of the consequences of repetition appear in a broad range of fields, including media (Belch, 1982; Zajonc, 1968), drawings (Bornstein & D'Agostino, 1992), music (Obermiller, 1985), and design (Coughlan & Mashman, 1999). In line with Zajonc's (1968) mere exposure hypothesis, "repeated unreinforced exposure is sufficient to enhance attitude toward a stimulus" (Bornstein & D'Agostino, 1992, p. 545). This first exposure is "actual attention by the consumers" (Belch 1982, p. 58) and should provide an answer about what the stimulus is.

The mere exposure effect implies that "the more we have experienced something, the more we like it" (Crisp et al., 2009, p. 133). Therefore, repetition has a significant influence on people's attitudes toward new products. Several studies have examined the effect of these repetitions on products' adoption (Crisp et al., 2009; Berger & Fitzsimmons, 2008; Coughlan & Mashman, 1999; Bornstein & D'Agostino, 1992) and indicated two main conclusions.

First, repeated exposure can lead to a negative response. According to the two-factor theory (Berlyne, 1970), two opposing factors determine the attitude of someone exposed repeatedly to a stimulus. During mere exposure, they experience a positive affect, because they enjoy (1) less uncertainty about the stimulus and (2) an opportunity to learn more about this stimulus. However, repeated exposure may also provoke a negative response, due to the effects of tedium and satiety. The combined effects of these two factors create an inverted U-shaped curve between the number of exposures and attitude such that people facing a new stimulus judge it positively and then, after repeated exposure, suffer decreased liking. Crisp, Hutter, and Young (2009) come to a similar conclusion based on their experimental studies.

Second, repeated exposure may lead to a positive response (Zajonc, 1968). When the initial reaction is positive or neutral, repeated exposures should encourage further positive evaluations of the new product, because the repeated exposures enable the person to become even more familiar with the stimulus and appreciate it positively (Obermiller, 1985). Hoch and Deighton (1989) define this familiarity as the number of product-related experiences accumulated by the consumer, which is classified into two categories:

- Objective familiarity based on the level of exposure, and
- Subjective familiarity determined by the person's recognition of the stimulus.

Therefore, a person can better appreciate a stimulus that is familiar. Rethans, Swasy, and Marks (1986) also examine this positive effect of repeated exposure and propose that the familiarity created by multiple exposures encourages positive evaluations of new product. Research on aesthetic automobile designs supports these mere exposure effect conclusions. Coughlan and Mashman (1999) note that repeated exposure causes changes in individual perceptions, such that new designs appear less novel and more familiar after a second exposure; the second exposure also increases appreciation for the new design. Therefore, they conclude that a negative attitude is likely followed by a more favorable one after repeated exposures.

Even if no consensus emerges from these different studies of the influence of exposure on people's attitudes, they reveal the importance of repeated exposures in the consumer decision process for new products. Moreover, we identify a link across the studies, such that people appear to need repeated exposures to a stimulus before they can become used to it especially for new product. Therefore, repeated exposure is a condition for adaptation. Exposures contribute to enhance people's knowledge and then their appreciation; that is, people become used to the specificities of a novel product and more familiar with it.

Although the preceding theories and models have received considerable support, to date, no studies have applied them to fashion products. What happens when consumers receive several repeated exposures to the same fashion product? Do they display a greater willingness to purchase it, or do they suffer from feelings of satiety and decreased liking after repeated exposure?

To answer these questions, we focus on fashion followers, who search extensively for information and advice from others during their decision process (Polegato & Wall, 1980). We break from existing research into products' adoption by investigating followers—the largest and most decisive segment for the diffusion of fashion products. In fact, they account for 68% of all adopters (Rogers, 1983) compared with only 2% for opinion leaders. Hence, followers represent essential agents for the adoption and diffusion of fashion products.

Compared to opinion leaders and early adopters, they need to process information, compare their alternatives based on the interaction they have with others before making their purchasing decision. Followers enter the product diffusion cycle during the acceptance and mass conformity steps (Sproles, 1981), in that they wait for the product to diffuse, they need to gather information to make up their mind. In fact, in many cases, they decide to adopt products after others have already made their choice (Studak & Workman, 2004). Repetitions of information ease their fashion products' decision process. They get used to these products by others experiments and can appreciate the new trends more positively.

Given the importance of repeated exposure on familiarity and positive attitudes for followers regarding fashion products adoption, we propose:

Proposition 1: The adoption process for fashion products among followers depends on repeated exposures to fashion.

Fashion products transmit nonverbal communication. They allow followers to define a specific identity and to send messages to others thanks to their fashion choices. In fact, fashion products can sculpt self-expression and present a chosen self-image to others. These products refer to a symbolic communication and help consumers conform to their social environment; by encouraging consumers to choose products belonging to a particular fashion trend, it may then lead to conformity for fashion adopters (Murray, 2002). This search for conformity enables individuals to be perceived as part of fashionable groups (O'Cass & Siahtiri, 2013). Thus, fashion is a collective and social phenomenon; it relies on multiple relations, judgments to exist. These relations enable everyone to take their own place in their social environment, to choose or change it depending on their choices in terms of fashion apparels and accessories (Le Bon, 2015). Fashion is a personal and social identifier that people use to present and represent themselves.

Hence, thanks to their unique characteristics, fashion products can improve consumer's images and grant them recognition in their social environment (Miller et al., 1993). These characteristics also prompt followers to search for information before they will consider adoption. Individuals' decisions regarding fashion products are influenced by references and information coming from others. In fact, for a period of time these fashionable products help them express themselves and confers them a position in their social environment.

Because the social and symbolic aspects of fashion products enable people to project a certain image to others and express themselves, and because followers are particularly sensitive to others' opinions and use them to shape their decision process (Bearden & Etzel, 1982), we argue that followers need to know what is fashionable for their referents in order to demonstrate their ability to belong. Repeated exposure is a means to gather information and to get reassured in their decision and adoption process. It follows:

Proposition 2: The unique characteristics of fashion products imply that repeated exposure to fashion is essential for followers' adoption process.

People might be exposed to fashion products in different ways. We examine two such means, word of mouth and observation. These two modes of communication are essential for fashion products compared to other forms of exposure (Maxham, 2001; Childers & Rao, 1992; Polegato & Wall, 1980). Furthermore, people define their place in their social system both through verbal interactions with the group and/or through the passive observation of others' behavior. Thus, word of mouth and observation provide efficient methods to communicate and convince people about fashion products.

Exposure to Fashion

Word of Mouth - Word of mouth refers to oral communication between someone who receives information and someone who communicates it. This informal communication, often between consumers

(Christiansen & Tax, 2000), reflects language as a social instrument, such that it creates exchanges in the social environment. Buttle (1998) establishes important characteristics of word of mouth:

- Value: Word of mouth can reveal positive or negative information about product.
- Centrality: Word of mouth involves face-to-face communication.
- Temporality: Word of mouth can occur before or after the purchase or consumption.
- Solicitation: People can pursue this form of communication.
- Intervention: Word of mouth can be manipulated to transmit a specific message.

Furthermore, word of mouth is central in social interactions as both a rich source of information and a means to influence the social environment. As a form of social support, it decreases the risk of choosing products considered irrelevant in the social environment. People obtain information from others whom they trust. The others' point of view helps followers decide and is essential in establishing their convictions about what is fashionable and acceptable in their social environment.

In fact, verbal interactions with referent others enable a person to define his or her social position in the group. Fashion products have social and symbolic aspects, so people desire reassurance about their fashion choices, which in turn influence their acceptance and belonging to the group. In this sense, word of mouth enables a person to gain information, apprehend the appropriateness of a new product, and grow accustomed to its novelty before buying it.

Moreover, word of mouth is superior to traditional media for enhancing fashion products' adoption (Christiansen & Tax, 2000; Mangold et al., 1999; Herr et al., 1991). Although traditional media communicate widely about new products, the information they transmit are considered less reliable compared to word of mouth (Cestre, 1996). People consider that information coming from a brand or a retailer are more inclined to some biases. The interpersonal mechanism of communication therefore should have a greater impact than traditional media, because the received information is more accessible for the consumer (Christiansen & Tax, 2000). Personal and direct contacts through word of mouth are more relevant for the fashion products purchase decision than are traditional media.

Observation - An individual consumer observes what others wear (Polegato & Wall, 1980), which provides information about new trends. Consumers also recognize certain visual stimuli according to the fashion products that others wear (Studak & Workman, 2004), such that codes and norms appear in fashion products and constitute a reference to follow to become part of a group. Unlike word of mouth, observation can take place without direct interaction, such as in the streets, in a group, in magazines or on retail displays. Because fashion offers such visible and recognized symbols, observation of others' references gives people direction in terms of maintaining their place in their social environment (Studak & Workman, 2004).

However, the information needs to be repeated to have a discernable impact (Coughlan & Mashman, 1999; Rethans et al., 1986), especially for fashion products, which tend to be perceived as risky due to their ability to transmit messages to others. Their symbolic and social aspects also make fashion products special for followers, who can use them to create a preferred image of themselves. To deal with the constant changes in fashion products, followers must gather substantial information, and the repetition of this information should help them gain reassurance about their choices.

Overall then, repeated exposures through word of mouth and observations enable consumers to become accustomed to a novel product and appreciate it more (Coughlan & Mashman, 1999). Both forms of exposure are important, though some elements may reduce their relevance. Word of mouth information is inherently subjective and based on others' judgments of a new product. Information obtained through word of mouth therefore depends on others' interpretations. If referents change their minds about a fashion product, they may spread negative advice, which would influence followers' interpretations. In contrast, observation depends only on the follower's own judgment. That is, followers observe fashion products that others possess but judge them according to their own standards. Although fashion products offer social value, as Grant and Stephen (2005) suggest, people prefer to maintain some level of independence in their decision process and therefore look for a product that fits their specific

expectations. This degree of liberty might enter their choice process through observation. Observation seems more objective than word of mouth and may lead to more stable judgments.

Finally, the social and symbolic aspects of fashion products imply that repeated exposures through observation are useful for followers in their adoption decision. The more they see fashion items, the more they notice them, which enables them to become accustomed to them through direct or indirect interactions. By accumulating all this information, consumers become familiar with fashion products more easily and are more likely to purchase. Therefore, we propose:

Proposition 3: Repeated exposure to fashion products through observation has a greater impact on followers' fashion adoption than does repeated exposure through word of mouth.

METHODOLOGY AND RESULTS

Apparel is an obvious way for people to express their self in their social environment; it also represents a more visible form of fashion symbolism. These products are visible to others and can transmit nonverbal messages. Furthermore, the fashionable element of clothing is significant to both consumers and others, which makes it an effective information tool (Holman, 1980). Finally, even though they are a key element of self-expression, apparels can be regularly changed, especially compared with other, more expensive fashion products. Therefore, we use fashionable apparel as our focal product.

To assess the relevance of repeated exposures, we complement the literature review with qualitative exploratory study. Specifically, we conducted 11 semi structured in-depth interviews with a sample composed of seven women and four men, selected because of their general interest in fashion. Their average age is 33 years for the women and 36 years for the men. They all have college education and an annual income greater than US\$65,000. They all live in urban environments. The interviews lasted between one and two hours, and we used open-ended questions (e.g., how do you get information about fashion products, what sort of exposures do you generally have to fashion products), with the main objective of assessing the relevance of repeated exposures for the adoption of fashion products. After these 11 interviews, we reached theoretical saturation and decided to stop collecting data.

We analyze those data through thematic content analysis and individual cognitive mapping. The former method involves dissecting the interviews according to the relevant and meaningful themes they reveal (e.g., search for information, way of exposition, importance of fashion, adoption process, relevance of others' opinions). This process helped us explicate the key dimensions that appear important to our subjects with regard to fashion and their exposures to it. In this sense, we use "content analysis ... to identify the perceived importance of themes" (Swan, 1997, p 190). Following qualitative data analysis technique, our interviews were recorded and transcribed to be content analyzed. The individual cognitive mapping methodology then enabled us to describe the interviewees' internal mental representations of concepts and their relationships, which they use to understand their environments (Chaney, 2010). These maps help us pinpoint the role played by multiple exposures to fashion regarding our interviewees' choices. Such approach allows revealing individuals' beliefs regarding exposure and adoption of fashion products (Langfield-Smith & Wirth 1992).

This qualitative exploratory study enlightens the importance of repeated exposures to fashion products in the adoption process. First, we try to identify in which categories of adopters the respondents belong. In terms of their places in the product diffusion cycle, the persons interviewed confirmed that they were not opinion leaders but rather tended to need to be informed before they would purchase a fashion product: "*Before buying fashionable clothes, I need to see it on several people. If many persons already have it, it should be okay.*"

The analysis of the cognitive maps enlightens the relation between the importance of fashion for these interviewees and their repeated exposures to fashion and between this importance and the relevance of others' opinion.

Thus, the interviewees acknowledge that repetitions matter in their decision process, such that they prefer to be exposed repeatedly to fashion products to get used to them and begin to appreciate them: "*I don't get what is fashionable right away; I need to see it several times*"; "*Usually, I see the fashionable*

products everywhere, on everybody, and then I think it is nice"; and *"As I see the new clothes everywhere, I get used to them, and then they seem nice to me. Then I can imagine it on me."* They actually focus on the positive impact of these repetitions as indicated in the mere exposure effect. In fact, they noted that they are not always immediately convinced by fashion products but repeated exposures make them appreciate these items. *"The more I see new fashion items the more I become used to it and like it."*

The specific characteristics of fashion products enhance consumers' needs for information through repeated exposures. Thus, subjects expressed the social and symbolic roles of these items as means to present themselves: *"These products reveal yourself to others"* and *"You present who you are through the way you dress."* Through repeated exposure, they can distinguish what is fashionable and what is appropriate in their social environment, such that: *"I often see the same fashion several times, in several places, it helps me decide if I like it"* or *"When all my friends wear the same kind of clothes, it tells me what the fashion trend is."*

Repeated exposition to fashion products reassure interviewees in their evaluation and potential adoption. The risks associated with fashion products and their interpretation decrease with this repetition. *"I know that my friends will like this new pant because I see a lot of them in stores and streets."* and *"I feel more confident buying a fashion product when I have already seen it on several persons at work or in my community."* The cognitive maps reveal this relationship between their exposures to fashion and their adoption process regarding fashion apparels.

The respondents acknowledge that observation of others has a significant influence on their own fashion product decision process: *"I know what is fashionable because I look at people in the streets, in the stores"*; *"I look at the way my colleagues are dressed in my office."* The influence is not limited to what others wear but also extends to retail displays: *"When you see all these shops offering you the same product, you can guess that it is 'in'."* The respondents grant more relevance to observation than to word of mouth, as stated in the literature. *"My own judgment is more important than others"*; *"When I buy fashion clothes, I have in mind what I have previously seen everywhere"*; and *"Advices from my friends are important but I pay more attention to what I see on others."*

The interviews reveal a dimension that prior literature has not considered, namely, the potential role of ageing. Age appears to affect how repeated exposures influence fashion product adoption, since the repetitions seemed less important to our interviewees when they were younger. In their youth, as soon as they sensed a fashionable product, they bought it. As adults though, they need more time to adjust to the novelty, which they achieve through repeated exposures. In their words, *"When I was young, I bought fashionable clothes right away, but now I need to get used to it before accounting for buying it."*

We therefore add age to our research framework as a dimension that may moderate the influence of repeated exposures on the adoption of fashion products. As people get older, they feel the necessity to have more exposures to develop an appreciation and a strong attitude towards these products; they need more reassurance to better fit in their social environment.

This qualitative research enables us to highlight the important role of repeated exposures in the process of fashion product adaptation and adoption. Therefore, appreciation of fashion products should grow with more exposure, though age and type of the adopters may moderate this effect. Followers are more influenced by others and require more information from their social environment than do opinion leaders (Studak & Workman, 2004).

IMPLICATIONS AND DIRECTIONS FOR FURTHER RESEARCH

The findings establish the importance of repeated exposure on fashion products' adoption and suggest some implications due to this adoption process. By broadening the scope of these expositions, managers can expand the diffusion of fashion products. In fact, they should use repeated exposures to better present their fashion products and communicate widely about them to face more effectively their competitors. Repeated exposure is essential to fashion products' adoption, especially because these items do not last and individual consumers demand information before they can make a purchase decision. Therefore,

managers should communicate extensively about new fashion items, because the more people see and hear about novel offerings, the more they will keep them in mind during their decision process. Because fashion products change regularly, their displays should encompass as many places and channels as possible to induce observation and favor adoption quickly.

The exposures to these new products should reflect the characteristics of the target customers, including their age and location on the new product adoption curve. Through such targeted communications, managers can influence consumers' perceptions. With repeated exposures, they may even influence consumers' opinions of and attitudes towards fashionable products. Without modifying their products, companies can make consumers appreciate them more by favoring repeated contacts.

Fashion companies can manage their retail store selection, their store atmosphere, and displays to attract consumer's attention, to arouse their desire for new items. These elements are tools that make fashion shoppers enjoy their experience, want to spend more time in stores and to come back.

Through their communication strategy, fashion companies reach different customers through several ways and help them favor their fashion apparels. Reaching potential customers through social networks is nowadays a very effective way to transmit information regarding new arrivals, specific discounts. As many consumers connect on social media, fashion companies use this electronic word of mouth to inform but also convince them that the new trend for this season is a Must Have.

Many retailers combine several fashion items in their displays to present the new trends and hence, they use complementary products such as shoes, bags, jewelries to show what is fashionable and to arouse desire for these items. This strategy may help fast retailers who usually receive new trendy products every six weeks to communicate more efficiently to their customers placing their products in different areas in their stores or using different visual displays. Thanks to these communications, consumers can observe and consider fashion items for their future purchase.

Whereas the focus of this research has been to identify the impact of repeated exposures on the adoption of fashionable products, further research should test our propositions and measure the specific consequences of multiple exposures. We plan to develop a scale that can capture the relationship between repeated exposures and the adoption of fashion products that constantly change. For this planned study, followers will serve as the sample, because they represent the largest portion of the consumer population and mainly determine fashion products' diffusion and success.

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