

## The Impact Of Self-Awareness On Consumers' Intention To Re-Engage With Fashionable Products

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<b>Keywords:</b> Self-awareness, Intention to re-engage, repurchase, loyalty.	<b>Abstract</b> The study has been done to evaluate the effect of the construct self-awareness on the intention of consumers to get re-engaged with the fashion products or brands. The research design has been descriptive and quantitative for examining the purpose as stated above. The independent variable of the study is self-awareness and intention to re-engage is the dependent variable. The sample population comprised of the consumers who were fashion-conscious and were in the age of 18 to 40 and further, often got engaged with offline and online fashion products. The respondents of the study have been selected through purposive sampling and they have been selected as respondents on the basis of their age group, their experience in online shopping and fashion interest. The number of respondents selected for the study is 100 and data has been collected through questionnaire which has been constructed with a five-point Likert scale. The relationship of self-awareness with the intention of consumers to re-engage has been explored with the help of the analysis of the collected data by executing regression. It has been identified through the study that the factors of self-awareness affect the intention of consumers to get re-engaged, as regarding the fashion sector. In other words, self-awareness is positively related with the intention of consumers to get re-engaged with the fashion products.
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### INTRODUCTION

In the present era, fashion industry is observed to be evolving rapidly. The trends of fashion are seen to be changing with an exceptional speed. The focus and attention of the consumers are also challenged through digital stimulus, which helps to understand the force which influences the consumers to get re-engaged with the fashion products and brands. The brand strategists and marketers are put in a position to focus more over such forces. The term re-engagement has been defined to be the intention of the consumers in revisiting, reconsidering and repeating the interactions towards a brand or product after the first purchase of that brand or product. Re-engagement has to be developed and is crucial for a business to sustain the loyalty of their customer base, nurturing repeated purchase and improving the brand equity of their company within the fashion sector.

When the psychological factors, which affect the behavior of consumers, are considered, the aspect of self-awareness is seen to be the major factor which shapes the processes of decision-making, as stated by Stoner (2021). The ability of a person in reflecting on their personal behaviors, preferences, emotions and values is termed as self-awareness. When considered in the consumption of fashion products, the consumers with self-awareness have the tendency to get aligned with their purchase behavior through their social image, style and personal identity. The self-aware consumers also possess the potential of assessing their prior experiences, emotional responses and preferences before arriving at a decision of re-engagement with the fashion brand or product.

Peters, et al., (2011) stated that self-awareness, in particular the public self-consciousness, has got the potential to affect the intention of the consumers to get re-engaged with the fashion brands or products, specifically with reference to sustainable fashion. The consumers who are aware of the way they have been perceived by others in the society give priority to forces like social identity and brand image while making a decision towards purchase, which make them to select sustainable alternatives which get aligned with self-image. Further, the theory of self-discrepancy suggested that the consumers get engaged with consumption for bridging the gap that prevails amidst their ideal and actual selves. This also has got the potential to affect their intention to re-engage with the fashionable products.

The previous studies had examined the impact of self-esteem, self-image congruence and self-concept over the preferences of the consumers. But, the effect of self-awareness over the intention to re-engage had not been much examined and studied. It is essential to fill this research gap with the increased fashion choices which are driven by identity and individuality, specifically when considered the consumers of younger generation who mostly go in for online purchase. Also, the emergence of fast-fashion, personalized online advertising and influencer culture are said to be distinct psychological factors which have got the tendency of reinforcing or disrupting the self-perception of the consumers. The consumers of present times have turned to be highly self-aware and reflective and hence may be sensitive towards fashion engagements by giving preference to emotional satisfaction, ethical alignment or personal meaning than trend conformity.

The aim of this study is to investigate the effect which self-awareness imposes over the intentions of the consumers to re-engage with the fashion products. Through the study, the authors of this study have tried to provide information regarding the way in which the mechanisms of self-awareness drive the intentions of the consumers to get re-engaged with the fashionable products. Outcomes of this study make effective contribution, both in theoretical and practical ways towards consumer behavior studies in the light of fashion industry.

### **Research Significance**

Having an evident knowledge regarding the manner in which self-awareness affect the intention of consumers to re-engage, the fashion brands will be enables to establish highly effective strategies for promoting sustainable practices and nurture re-engagement towards fashionable products.

### **Research Question**

Exploring the way in which self-awareness affects the intention of the consumers to re-engage with the fashion products is the main query of this study.

### **Research Objective**

The purpose of this study is assessment of the effect which self-awareness poses over the intention of consumers to re-engage, in the context of fashion products or brands.

### **Hypotheses**

**H<sub>0</sub>:** It has been hypothesized in the study that self-awareness influences the intentions of consumers to re-engage.

## **LITERATURE REVIEW**

The relationship of consumer psychology with the fashion behavior is observed to be evolving substantially in present era, with the increased effect of online trade and consumption pattern which is driven by identity. The following section will describe the reviews regarding consumption behavior towards fashion, re-engagement of consumers and self-awareness.

Wiryananta, et al., (2021) made a study to identify the impacts of self-awareness on personal branding. The respondents of the study were the students of Brawijaya University who were administered with a questionnaire for data collection. The sample size of the study was 283. Respondents were selected through random sampling method. The research design was descriptive and quantitative. SAOQ (Self-Awareness Outcomes Questionnaire) was the questionnaire used in this study and categorized as self-development, proactive in work, acceptance & emotional cost. Outcomes revealed that all the variables of self-awareness had an effect over personal branding.

Robert (2021) performed a research to explore the relationship of self awareness with the organizational climate. The author had also examined if self awareness had a positive relationship with the creativity awareness. Further, it was also explored if a low level of self awareness affected the creativity climate. Respondents of the study were TCSPP business psychology graduate & UG students. The study was done on the basis of quasi-experimental framework with one UG group and the other was graduate control group. The author had performed a pre-assessment and a post-assessment regarding creativity awareness and self-awareness. The purpose of the study was testing the relationship of high self-awareness with high creativity, effect over the creative ability, low self-awareness with low creativity and awareness of organizational creativity with creativity climate.

Peters, et al., (2011) made a study to investigate the relationship of self-concept with the consumer behaviors towards fashion products. The study was done with respect to elderly women. The respondents of the study belonged to Red Hat Society in USA and the sample size was 200. Data was collected from them through a survey. Authors had used the scales proposed by previous authors for measuring relational identities, individual identities and the collective identities. Analyses were done to explore the way in which elderly women possessing distinct identities differed with respect to their fashion orientation and shopping behaviors. Findings revealed that the decision towards purchase of apparels for the respondents of this study was complex and comprised of challenges apart from price, fit and style. Details regarding the way they differed in terms of fashion orientation and shopping behaviors were explored in the study.

## RESEARCH METHODOLOGY

The research methodology explains the approach of the study, its design, techniques of sampling, method of data collection, analytical tools used and ethical considerations of the research. This section has been designed to make a systematic assessment of the relationship of self-awareness with the intention of customers to re-engage, with reference to consumers of fashion products. The research design is descriptive and quantitative in nature.

The sample population comprises of the younger generation fashion-conscious consumers who are in age group of 18 to 40. Purposive sampling has been adopted for selecting the respondents and the number of respondents so selected is 100. Data has been collected through questionnaire. Analysis of the collected data has been done through regression.

## ANALYSIS AND INTERPRETATION

R	R Square	Adjusted R Square	F	Sig.
0.967 <sup>a</sup>	0.935	0.928	128.552	0.000(a)

a Predictors: (Constant), Self-awareness

	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
(Constant)	.398	.095		4.205	0.000
I reflect about myself a lot.	.029	.015	.081	1.894	0.061
I'm constantly aware of my thoughts and feelings.	.117	.012	.329	9.563	0.000
I frequently examine my motives.	.131	.016	.262	7.989	0.000
I usually know why I feel the way I do.	.067	.016	.144	4.286	0.000
I am concerned about the way I present myself to others.	.088	.023	.171	3.883	0.000
I think about how others perceive me.	.066	.017	.118	3.942	0.000
I care how I am seen in public settings.	.123	.021	.263	5.901	0.000
I am aware of how my fashion choices reflect my personality.	.121	.020	.251	5.950	0.000
I evaluate my past shopping decisions to align with who I am.	.073	.015	.169	4.878	0.000
I choose products that help express who I really am.	.058	.016	.144	3.709	0.000

Dependent Variable: Intention to re-engagement

Findings reveal that every statement of the construct self-regulation has a positive impact over re-engagement. Regression analysis reveals that all the ten indicators of self-awareness have got a high degree of influence over the construct of re-engagement. The F value is 128.552 & p value < 0.000. This is an indicator of the fact that the model of the study is strong. Re-engagement, in other words, has been found to be predicted by self-awareness. Since  $p < 0.001$ , the null hypothesis has been rejected.  $F(df1, df2) = 128.552, p < 0.000$ , which indicates that the predictors described variance towards re-engagement behavior. Total 93.5% of the variation in intention to re-engagement behavior is explained by this model (i.e., by self-awareness).

## FINDINGS

It has been explored from the analysis of the study that the self-awareness of the consumers about various facets regarding the purchase of fashion products affects their intention to re-engagement behavior.

## CONCLUSION

Outcomes of the research study offer proof that the construct of self-awareness has got a crucial and optimistic role to play in influencing the intention of consumers to get re-engaged with the fashion brands or products. The fashion industry of present times is seen to emerge into an area in which there is an intersection of social perception, emotional alignment and personal identity, it becomes important to understand the psychological factors which affect the decisions made by the consumers. It has been affirmed through the study that the consumers with high self-awareness levels have the tendency to get re-engaged with the fashion brands or products. The results focus on the fact that promotional activities or trends are given more importance by the consumers for re-engagement behaviors towards fashion products.

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