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# Can a fashion adoption model be applied to other domains of study?

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## **Can a fashion adoption model be applied to other domains of study?**

Seung-Hee Lee

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The successful adoption and diffusion of an innovative product or idea derives from knowledge of influences on the target population. One influence on adoption decisions, for example, is the potential adopter's perception of newness. The degree of newness or novelty can result in varying degrees of uncertainty, which affects a consumer's decision-making process. My most recent research has involved developing a new model of fashion adoption. Thus, a colleague (Dr. Jane Workman) and I have proposed and tested a fashion adoption model which resulted in an improved application to fashion phenomena. The paper, entitled "What do we know about fashion adoption groups? A proposal and test of a new model of fashion adoption" was published in a prestigious journal. My interest now is determining if the proposed and tested model can be applied to other domains of study. It can be a good initiative for a collaborative project both within and outside of the College.