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Impact of clothing consumption values and lifestyle on smartwatch acceptance

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Lifestyle has been an important concept for marketing purposes, and describes "behavior of individual, a small group of interacting people, and large groups of people acting as potential consumer" (Kucukemiroglu, 1999). In this research, authors categorized fashion lifestyle to three seeking types – fashion, brand, and finance. Along with fashion lifestyle, consumer's clothing consumption values are considerably significant in fashion consumer research area. Sheth et al. (1991) explain consumption values as reasons of consumer's decisions upon specific products and brands. Moreover, past research (Ahn & Ryou, 2015) extended the idea of Sheth et al. (1991) to clothing consumption value that are as follows: functional, conditional, social, emotional, and epistemic values.

Smartwatches have been accepted as the 'next big thing' that would have significant effect on consumers' daily lives (Cecchinato et al., 2015). Both in the information and communications technologies (ICT) and wristwatch industries faced challenges of product positioning of smartwatches because smartwatches have conflict value positioning of these two different industries (Choi & Kim, 2016). For instance, smartwatch not only is a type of ICT device with a short life-cycle but also could be a type of fashion product which includes values such as brand preferences, brand reputation, aesthetic pleasure, and long life-cycle (Choi & Kim, 2016). Despite the likelihood of smartwatches as fashion products, academic researches on such perception is still in nascent state. Furthermore, because smartwatch is not only the new form fashion item but also an innovative technology, smartwatch adoption and preference behavior would be differ according to the age (Lee & Coughlin, 2015). Hence, the purpose of this research is to examine the impact of consumer's clothing consumption values and lifestyles toward smartwatch acceptance (Figure 1).
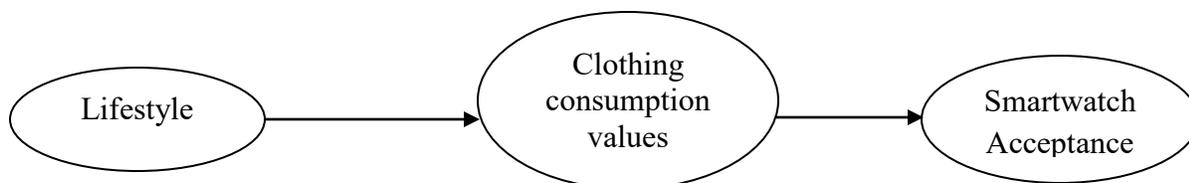

Figure 1. Research framework

This study conducted online self-reported survey. An image of the smartwatch was provided along with the introduction of the survey was provided to participants. Prior to the main survey, participants were asked to answer the screening questions ("Do you consider the smartwatch as a fashion product?"), and total of 288 participants completed the main survey.

Items were employed from past researches regarding the each variable, and measured using a 5-point Likert scale. Age of participants includes 10s (16%), 20s (68.6%), 30s (4.2%), 40s (4.9%), and 50s (6.3%). Table 1 presents regression analysis results

Variables	*Prediction*	R^2	β	*t*	*p*
Lifestyle → *Clothing* *consumption* *value*	Fashion seeking type → Self-efficacy	.131	.149	2.446	.015
	Finance seeking type → Self-efficacy		.300	5.196	.000
	Fashion seeking type → Function	.241	-.215	-3.788	.000
	Finance seeking type → Function		.493	9.139	.000
	Fashion seeking type → Trend	.219	.367	6.362	.000
	Brand seeking type → Trend		.189	3.310	.001
	Fashion seeking type → Conditional	.263	.464	8.285	.000
	Fashion seeking type → Social	.135	.207	3.408	.001
	Brand seeking type → Social		.232	3.866	.000
Clothing *consumption* *value →* *Smartwatch* *acceptance*	Trend → Recognition	.206	.239	4.055	.000
	Conditional → Recognition		.139	2.300	.022
	Social → Recognition		.234	4.010	.000
	Function → Self-satisfaction	.131	.148	2.501	.013
	Conditional → Self-satisfaction		.194	3.069	.022

Table 1.

As expected, consumer's lifestyles have significant impact on clothing consumption values that effect on smartwatch acceptance behaviors differently. Consumers, for instance, recognize smartwatches as fashion products according to the results from this study, and it provides rationale for investigating the acceptance behaviors base on the clothing consumption values. Moreover, this study is significant as it provides empirical evidences that consumer's lifestyle and clothing consumption values are significant factors in the smartwatch markets. Hence, further investigations for consumer behaviors regarding smartwatch and more smart devices in various directions can be done based on this study.

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