



FASHION OPINION LEADERSHIP AND APPEARANCE MANAGEMENT BEHAVIOR

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Identifying and understanding fashion opinion leaders is important to manufacturers because these leaders promote new fashion items and influence fashion opinion followers who look to them for guidance about new items. The purpose of this study was to examine the difference of appearance management behavior and public body/self-consciousness between people who have higher scores on fashion opinion leadership and people who have lower scores on fashion opinion leadership, and to understand the diffusion process of fashion products along with psychological trait of fashion opinion leadership. Subjects were 130 female college students; their average age was 21.

Results showed that there were significant positive relationships between fashion opinion leadership and appearance management behavior. There was also a significant positive relationship between fashion opinion leadership and public body consciousness. However, there was no significant relationship between fashion opinion leadership and public self-consciousness. Results of this study imply that fashion opinion leaders tend to practice more appearance management behaviors and to be conscious about their bodies and appearance. This may encourage them to purchase more appearance management products. Therefore, fashion marketers may have to focus on fashion opinion leaders to promote and sell more products in the market.