



A Shortened Version of the Fashion Clothing Involvement Scale

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Involvement refers to what the consumer views as the focal object that is a central part of his or her life, i.e., objects which are meaningful and engaging (O’Cass, 2000). Furthermore, involvement is conceptualized as enduring (e.g., Bloch, 1981). Fashion involvement refers to the extent of interest in and time, money, and attention spent on fashion product categories such as apparel (Park, Kim, & Forney, 2006). Consistently, fashion involvement has been identified as a significant construct in the context of fashion consumption. For example, [fashion] involvement has been identified as the heart of person-object relationships and relational variables most predictive of purchase behaviors (O’Cass, 2000). Several studies have noted negative consequences of excessive fashion involvement, such as compulsive buying behavior (Yurchisin & Johnson, 2004), hoarding behavior (Byun & Sternquist, 2011), and negative mood and dissatisfaction (Tiggemann, Polivy, & Hargreaves, 2009).

O’Cass (2000) developed the widely used fashion clothing involvement (FCI) scale. According to O’Cass (2000), fashion clothing involvement consists of four sub-dimensions—product involvement, purchase decision involvement, advertising involvement, and consumption involvement. However, the scale is lengthy, consisting of 44 items. Longer scales may lead to boredom, frustration, and fatigue among research participants. Thus, the purpose of the present study is to develop a shorter version of the fashion clothing involvement scale. Statistical analyses were performed on the FCI scale to shorten it and, at the same time, not compromise reliability. Shorter versions of scales can be as valid as their longer, in-depth versions because they tend to eliminate item redundancy (Bergkvist & Rossiter, 2007).

Method. The original FCI scale with 44 items is rated on a 7-point Likert-type scale with anchor points—(1) *Strongly Disagree* and (7) *Strongly Agree*. Data were collected using Amazon, Inc.’s Mechanical Turk. In total, 177 responses were deemed useable. The majority of the respondents were female (62%), with a mean age of 28 [ages: 18 – 73 years].

The item reduction procedure was conducted, based on two important criteria: (1) item-total correlations with the full scales (thus, favoring more central over more peripheral item content) and (2) simple-structure pattern of item loadings in factor analysis of their respective scales (thus, favoring items uniquely related to the focal factor) (Rammstedt & John, 2007). The data were subjected to aforementioned two-step data analyses. Additionally, the Cronbach’s *alphas* were calculated to test the reliability of the shorter versions of the instruments developed. All factors demonstrated adequate reliability (i.e., *alpha* > .70; Nunnally, 1978). The FCI was reduced to 18 items (see following tables).

Conclusion. Fashion involvement is an important construct. However, to measure fashion involvement using a shorter version of the original measure is encouraged to avoid lengthy surveys and boredom and frustration among survey participants. The shorter version of the FCI scale maintained construct and internal reliabilities. FCI can be used in various contexts related to fashion consumption.

Table 1. Reliability

Construct	Original Items	Final Items	Original Cronbach's α	Final Cronbach's α
Product Involvement	15	5	.99	.97
Purchase Decision	9	5	.97	.96
Consumption Involvement	8	4	.97	.96
Advertisement Involvement	5	4	.85	.86

Table 2. Items

<u>Product Involvement</u> Fashion is a significant part of my life. I have a very strong commitment to fashion that would be difficult to break. For me personally fashion clothing is an important product. Fashion is important to me. I am very much involved in/with fashion.	<u>Purchase Decision</u> I think a lot about my choices when it comes to fashion. Purchase decisions related to fashion are very important to me. I attach great importance to purchasing fashion products. The purchase of fashion products is important to me. Purchasing fashion products is important to me.
<u>Consumption Involvement</u> The feeling of self-fulfillment I get from wearing fashion products is significant. I like to think about wearing fashion products. Wearing fashionable products is important to me. Wearing fashionable products means a lot to me.	<u>Advertisement Involvement</u> I pay a lot of attention to ads for fashion products. Ads about fashion products are relevant to me. Ads about fashion products are important to me. I have little or no interest in ads for fashion products.*

*reverse-coded

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