An Exploratory Study of Consumers’ Perceptions and Adoption Intention toward Fashion Artificial Intelligence
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Problem Statement

Many studies investigated big data and algorithms of fashion AI (Kim & Cho, 2000; Thomassey & Zeng, 2018), while little has been done to investigate consumers’ behavior toward fashion AI services.

Since retailers should study consumers’ shopping behavior and promote the future of on-demand manufacturing, a better understanding of consumers’ perceptions and adoption intention toward fashion AI service is needed.

Research Questions

The main purpose of this study is to explore how consumers perceive fashion artificial intelligence service.

• What are consumers’ knowledge level of fashion AI?
• What are consumers’ perceptions of fashion AI?
• What are consumers’ intention to adopt fashion AI?

Background

Digital technology has become more and more important in the fashion industry.

Artificial intelligence (AI) has emerged as an important frontier of technological innovation, it has also begun to be used as a new application in the fashion industry (Amazon Fashion, 2017).

Significance of the Study

• From the academic perspective:
  • The results of this study will fill a gap in the literature on consumer behavior toward fashion AI service.

• From the managerial perspective:
  • To improve the shopping experience of fashion consumers.
  • To improve the function of fashion AI.

Related Theory

• Innovation diffusion theory (Rogers, 1995)

![Innovation diffusion theory diagram]

• Technology acceptance model (Davis, 1989)

![Technology acceptance model diagram]

References


Research Methods

• Qualitative research

• Research Design:
  • Participants shared their using experience of fashion AI

• Data Collection:
  • Online semi-structured interviews and customers’ online reviews
  • Interview Sample: two graduate students majored in Textile Technology Management
  • Document: Randomly selected 50 reviews from the different five rating levels.

• Data Analysis:
  • Transcribing and memoing
  • Coding and identifying themes

Initial Findings

• Limited knowledge: consumers have little knowledge about fashion AI

• Perceptions:
  • Ease of use: Consumers think the using process of fashion AI is easy.
  • Enjoyment: Consumers think it is fun to use fashion AI service
  • Privacy issues: Consumers are worried about their privacy, their outfit photos and personal information may be revealed.
  • Usefulness: The functions of fashion AI service can not fulfill consumers’ need on their daily outfit.

• Intentions:
  • Hesitant to try: only use for enjoyment

Implications

• The fashion AI service cannot meet consumers’ need to be their virtual “personal style assistant”.

• The developer of fashion AI should provide more functions to consumers.

• The fashion AI should provide a more detailed explanation on why they suggest consumers to match their outfit like that.