

System Dynamics Modelling of Consumer Adoption Process in Fashion Industry: A Comprehensive Analysis of Word-of-Mouth Impact and Market Diffusion

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ABSTRACT

This study examines the dynamics of consumer adoption in the contemporary fashion industry, highlighting the crucial role of word-of-mouth communication and system dynamics modelling. As fashion businesses face challenges from economic uncertainty and rapidly shifting consumer behaviours, understanding how innovations diffuse through social networks becomes essential for strategic decision-making. The research reviews Rogers' Innovation Diffusion Theory, categorizes consumer types, and examines the impact of digital and traditional word-of-mouth on adoption rates. System dynamics and agent-based models are highlighted as practical tools for capturing the non-linear, feedback-driven nature of fashion adoption. The findings provide actionable insights for fashion retailers and marketers aiming to optimize product launches and inventory management in a volatile marketplace.

Keywords: Fashion Adoption, Word-of-Mouth, Innovation Diffusion, System Dynamics, Consumer Behaviour, Agent-based Modelling, Social Networks, Fashion Marketing, Digital Communication, Feedback Loops

INTRODUCTION:

Fashion is the collective selection of particular styles, vastly based on consumer adoption (Kim & Chakraborty, 2024). Acceptance of styles by the general population is the driving force within the business (Nguyen et al., 2024). The contemporary fashion industry faces unprecedented challenges as economic uncertainty, a dynamic market, and shifting consumer behaviour reshape traditional business models. Understanding consumer adoption patterns has become increasingly critical for fashion retailers and brands seeking to navigate this complex landscape successfully.

The contemporary fashion industry "reflects the changing wants of consumers to be defined by their attire, or more commonly to be accepted" (Sharma et al., 2023). Over 50% of fashion executives have already increased prices in 2024, with revenue growth predicted to remain low in 2025, making accurate predictions of consumer adoption patterns essential for business survival (Tai & Chi, 2025). The dynamic nature of fashion consumption patterns requires sophisticated modelling approaches that can capture the complexity of consumer decision-making processes.

A fashion buyer is responsible for selecting the right merchandise that meets the needs of consumers and generates a profit for the retail environment. Understanding current and emerging trends that impact fashion is critical for a buyer (Haris et al., 2025). Modern fashion businesses must understand not only what consumers want but also how quickly they will adopt new products and through which channels they become aware of fashion innovations. The traditional linear approach to understanding consumer behaviour has proven insufficient in today's interconnected, social media-driven

marketplace, where technology is integral to the future of fashion.

System dynamics modelling provides a comprehensive framework for understanding the complex interactions between consumers, products, and market forces in the adoption of fashion (Ghaffarzadegan et al., 2024). This study narrows down to the influence of word of mouth communication as a force in consumer adoption choice and how the positive and negative feedback can result in rapid and broad diffusion of fashion innovation (Jafari et al., 2024). Modelling relations systematically enables fashion businesses to understand adoption patterns better, use marketing strategies more effectively, and make savvier inventory decisions in a subject to greater volatility market environment.

2. Literature Review

2.1 Consumer Adoption Process Theory

Innovation Diffusion Theory

Rogers (1962) postulated five stages involved in the consumer adoption process which include: (1) awareness, (2) interest, (3) evaluation, (4) trial, and (5) adoption or rejection (Park et al., 2025). The first stage is awareness, which is the recognition of the innovation by the consumer. Interest arises when the consumer receives information about innovation (Anchal et al., 2024). Evaluation is measured as the time taken to get an opinion concerning the innovation whereas trial is measuring the innovation. Finally, the consumer arrives at a decision to adopt, i.e., to buy or dismiss the innovation, based on the above-mentioned stages.

Diffusion of Innovations Theory presented by Everett M. Rogers in 1962 is a theory which describes how an idea, product or behaviour is over time adopted by a population or society. According to Rogers, five key factors affect the

diffusion of a new idea, i.e. the innovation itself, the adopters, the communication channels, the time and a social system (Rand & Stummer, 2021). Since they made the theory, a lot has changed in its application since scientists have applied the theory in wider areas namely; technology industry, healthcare and fashion industries.

Adoption Categories and Consumer Types

Consumers act as change agents, performing various roles in the diffusion of innovation within their collective group (Zhao et al., 2021). Influentials' "establish the standards of dress for others in the group" through the communication of fashion trends, added knowledge of the industry as a whole, and the ability to create a stylish look that is socially accepted (Brannon 2014, p. 46; Villers et al., 2024).

Rogers uses a bell curve to segment consumers into five groups, showcasing their willingness to purchase a product (Domarchi & Cherchi, 2023). The curve is divided into five adopter segments: Innovators, Early Adopters, Early Majority, Late Majority, and Laggards. Each segment demonstrates distinct characteristics that influence their adoption timing and decision-making processes.

Innovators represent approximately 2.5% of the population and are characterized by their willingness to take risks and try new products despite uncertainty (Pathak & Balakrishnan, 2024). In the fashion industry, these consumers often include fashion enthusiasts, designers, and trendsetters who actively seek novelty and are less price-sensitive. About 13.5 percent of the consumers are early adopters and they act as the opinion leaders in their social groups (Waris et al., 2022). Compared to innovators, they are more incorporated in the local social systems and perform key roles in legitimation of innovations to the wider society.

The adaptation trend in fashion is unique in regard to that of other industries. Clothing is symbolic; when choosing to adopt, the decisions are based on both functional and expressive aspects. The early majority consumers (34%) would consume innovations after successful deployment by the early adopters whereas the late majority consumers (34%) would consume innovations when social pressure and testifies is high to consume (Mofokeng et al., 2024). Laggards (16%) are conservative and distrustful of novelties and tend to adopt when compelled by ourselves or market realities.

Factors Influencing Adoption Decisions

Many personal variables can significantly influence the choice of adopting fashion such as age, income, education levels among others (Sun et al., 2024). Critical influences also lie in psychological factors such as risk tolerance, personality trait, and lifestyle preferences (Wang et al., 2023). The younger buyers will most likely exhibit more fashion innovations uptake compared to older buyers and the higher the income, the earlier the premium or luxury fashions will be adopted.

Social aspects have a strong influence on the adoption of fashion because of the visibility of the dressing options

(Al-Adwan et al., 2022). Strong forces of adoption are peer influence, social norms and the reference group behaviour. The introduction of social media enhanced these social forces, establishing novel channels of fashion expansion and increasing the rate at which fashion is adopted.

Product aspects such as relative advantage, compatibility with already existing wardrobes, complexity of styling, trialability, and observability determine the rates of adoption to a great extent (Chen et al., 2025). Fashion innovations that demonstrate undeniable benefits over the conventional alternatives, fit the needs of current styles of consumers, and can be easily noticed by other members of the population are more likely to gain high adoption rates (Zhang et al., 2025).

2.2 Word-of-Mouth Communication

Definition and Mechanisms

With the digital revolution, word-of-mouth communication has evolved a great deal not only in its traditional face-to-face form, but also electronically via a combination of social media sites, reviewing websites and electronic networks (Robledo et al., 2023). The basic process here entails sharing of information, opinions, and experiences between consumers, forming influential networks that influence adoption choices (Bigdellou et al., 2022).

Conventional word-of-mouth is characterised by face-to-face contact, family and group conversations (Yan & Hu, 2023). Such exchanges possess great weight of credibility because it is a one-on-one relationship involving communicators. Outside of these mechanisms is electronic word of mouth that is facilitated by social media posts, online reviews, content of influencers, and discussions in digital communities. The digital environment enables the rapid spread of information across geographical boundaries while maintaining personal relevance through algorithm-driven content delivery.

Transmission channels in modern fashion contexts include Instagram posts, TikTok videos, YouTube reviews, fashion blogs, online forums, and peer-to-peer messaging platforms. These channels create complex networks where information flows in multiple directions, enabling the rapid amplification of both positive and negative messages about fashion innovations (Zadbood & Hoffenson, 2022).

Word-of-Mouth in Fashion Context

Fashion change agents, i.e., influencers, are vital to the spread of innovation (Nguyen et al., 2024). Research has noted word of mouth as one of the primary channels of diffusion. Word of mouth is the spread of ideas within social groups "by influencers and trendsetters who help to begin consumer trends such as fashion trends". The role of fashion influencers has expanded significantly with the proliferation of social media (Kim & Chakraborty, 2024). These change agents range from celebrity endorsers and professional fashion influencers to micro-influencers and peer opinion leaders within local communities. Each type

of influencer carries different levels of credibility and reach, creating a complex ecosystem of fashion communication networks.

Social media platforms have revolutionized fashion diffusion by enabling visual communication of style innovations (Mendoza-Moreira et al., 2025). Instagram and TikTok, in particular, facilitate the rapid spread of fashion trends through visual content that demonstrates styling options, fit, and social acceptance. The visual nature of these platforms aligns perfectly with the needs of fashion communication, enabling consumers to see innovations in context and evaluate their appeal before making a purchase. Peer-to-peer recommendation systems operate through both formal review platforms and informal social sharing (Wang et al., 2023).

2.3 System Dynamics in Consumer Behaviour

System Dynamics Fundamentals

System dynamics is a method for analysing the behaviour of complex systems (Hsiao et al., 2025). Developing in the organizational setting, early work focused on managerial issues, including employment, production, and growth. Two common characteristics are noted in problems addressed from a system dynamics perspective (Pérez-Pérez et al., 2021). First, the problems are dynamic; "they involve quantities that change over". Second, problems involve the idea of feedback. System dynamics methodology emerged from Jay Forrester's work at MIT in the 1950s, initially focusing on industrial and organizational problems (Amanor-Boadu, 2021). The approach recognizes that complex systems exhibit behaviours that cannot be understood by examining individual components in isolation. Instead, system behaviour emerges from the interactions between components over time, particularly through feedback mechanisms that create reinforcing or balancing effects.

Key concepts include stocks (accumulations, such as the number of adopters), flows (rates of change, such as adoption rates), and feedback loops (circular causal relationships) (Bo et al., 2024). In consumer behaviour contexts, stocks might represent consumer awareness levels, product inventory, or brand reputation. Flows represent processes like information dissemination, purchase decisions, or word-of-mouth communication. These elements interact through feedback mechanisms that can create complex, often counterintuitive system behaviours.

Feedback Structures in Consumer Systems

System dynamics shows how the feedback structure of an organization dominates human decision-making. Feedback systems create causal relationships between actions and change, influencing future decisions, which form a circular structure known as a feedback loop. A feedback loop is a closed sequence of causes and effects, a closed path of action and information (Jafari et al., 2024). Positive feedback loops in consumer systems create reinforcing behaviours that amplify changes over time, thereby intensifying those (Chen et al., 2025). In fashion adoption, positive word-of-mouth creates more adoption, which generates additional positive experiences and further word-of-mouth, resulting in exponential

growth patterns. These reinforcing loops explain how fashion trends can rapidly gain momentum and achieve widespread adoption in relatively short periods.

Negative feedback loops provide balancing mechanisms that limit growth and maintain system stability (Yan & Hu, 2023). Market saturation is another important balancing loop as the more the current actors adopt, the fewer the actors able to adopt in the future, which slows the rate of adoption. Another balancing mechanism that can dampen the adoption process is relatively higher prices in response to high demand, which can decrease affordability.

3. METHODOLOGY

Sterman (2001) explained a system dynamics model of launching a new product to be sold in a completely new market (Sharma et al., 2023). To demonstrate the evolution of the market in adoption terms, Sterman located the feedback processes as well as the word-of-mouth. The causal loop diagram has been adapted in this study and represented in qualitative form to display the feedback mechanisms in this scenario composition to the fashion industry (Ghaffarzadegan et al., 2024). The study used system dynamics modelling as a method of understanding the consumer adoption process within fashion industry contexts, but mostly focused on the word-of-mouth communication driving mechanism. The analysis did not replace underlying rules in system dynamics but adapt them to the context and introduce the fashion-specific features and up-to-date digital channels of communication.

The study design had no quantitative conceptualizations of the processes of adoption. Qualitative aspect entailed the mapping of causal correlation of important variables within fashion adoption, determining feedback loops as well as the importance of word-of-mouth as a determinant of choosing adoption (Zadbood & Hoffenson, 2022). It is based on this conceptual foundation that development of causal loop diagrams to depict relationships among the variables including levels of awareness, word-of-mouth intensity, levels of adoption, and market saturation were developed.

The methodology involved secondary research in fashion industry reports, consumer behaviour, and adoption studies and based on the primary analysis of the social media and the nature of consumer communication (Romero et al., 2023). The combination of the two or more sources of data allowed falsification of the model premises. Industry journals provided information about adoption trends and business processes, whereas academic studies conducted the theoretical background and empirical evidence about adoption processes.

4. FINDINGS

Theme 1: Feedback Loop Dynamics in Fashion Adoption

The causal processes behind adopting or rejecting during the process of consumer adoption are depicted in figure 1 (Guo et al., 2024). The influencers embrace the innovation and develop word of mouth awareness, promoting the adoption by prospective consumers. Potential consumers adopting would imply the result that word of mouth

increases, which equals a positive feedback loop (Bigdellou et al., 2022). Conversely, the rejection of the innovation would result in a lower word-of-mouth

communication compared to the potential rate of adoption.

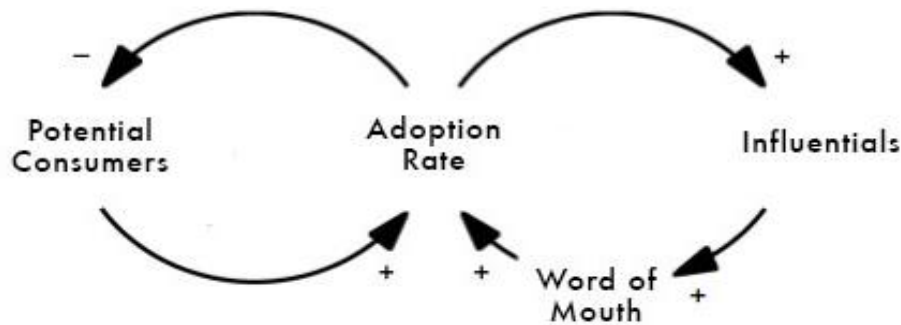


Figure 1: Casual Loop Diagram

The analysis brings forth intricate feedback dynamics generating fashion adoption processes based on the interplay of reinforcing as well as balancing feedbacks (Chen et al., 2025). The positive loops generate powerful amplification that leads to word-of-mouth communication and makes subsequent adoption through success itself, leading to exponential growth structures like those experienced by successful fashion trends. The reinforcing cycle takes place when early adopters post positive experiences on social networks, creating awareness and interest among potential consumers thereby making them more receptive to the innovation by adopting it themselves.

The study names several positive feedback processes that co-exist in fashion markets (Shaheer et al., 2024). Social proof effects emerge as feedback in which adoption by others makes adoption decision-related desirability and safety seem more desirable and safe. Network effects produce value addition to the extent that more individuals match similar styles, forming communities of taste. A feedback mechanism exists in that letting go of a particular fashion innovation increases status, which promotes the further adoption of innovations by those who care about status.

Another balancing mechanism is economic constraints, where demand-boosting successful adoption can cause demand-driven price increases or enforced shortages, making adoption availability less available to price-sensitive users. The study shows how such economic feedback loops have the potential to lead to boom-bust cycles in fashion markets where initial success begets constraints that subsequently restrain subsequent growth and possibly generate market corrections. Social saturation effects are the experiences in which innovations are rendered bland by their prevalence thereby lessening its attraction to customers who desire individuality or distinction (Zhang et al., 2025). This balancing mechanism can be used to explain the declining of fashion trends despite the presence of functional benefits. The dynamism of the desired novelty and differentiation has inherent limits to adoption that are not dependent on the quality or utility of the product.

Word of mouth is considered as one of the most common channels of diffusion (Robledo et al., 2023). Word of mouth describes the transmission of ideas in social groupings propagated by influencers and trend setters in order to initiate consumer trends like fashion trends. Word-of-mouth marketing can stimulate a decision and acceptance of innovation.

The research involves advanced mechanisms of amplification that make word-of-mouth communication spread fashion more rapidly than it would have been the case under routine marketing alternatives (Sun et al., 2024). New avenues of amplification by digital plants have demonstrated new levels and rates of operation, and fashion diffusion has been fundamentally transformed. Social media algorithms enhance catchy messages regarding fashion innovations, causing viral effects that can lead adoption patterns of the local to global scale within days or weeks.

As amplification nodes, influencer networks are incredibly important because they enable people with massive followings to quickly share information regarding fashion innovations to large populations (Tai & Chi, 2025). The analysis indicates how the visual communication platforms specifically amplify the efficiency of word-of-mouth especially in the contexts of the fashion industry. Through Instagram, TikTok, and Pinterest accounts, consumers can post with graphic presentations of fashion novelties, show styling possibilities, qualities of fit and social connotations that cannot be described by text. This presence aspect enormously enhances the power of persuasion of word-of-mouth because potential adopters can visualize the innovations in contexts they can realistically use (Wang et al., 2023). The peer-to-peer amplification dynamics work on both formal and informal levels (Al-Adwan et al., 2022). Formal channels also take the form of review sites, fashion forums and social media groups devoted to discussing fashion. The informal channels include personal communication, social media, and informal exchange of fashion-related experiences. The study shows that both avenues play a major role in adoption trends, with informal avenues being high on credibility although low on reach (Zadbood & Hoffenson, 2022).

The analysis divines key amplification spurs that decides whether word-of-mouth communication usefulness will incline towards viable or confined to small networks (Villers et al., 2024). Emotional content, especially content that is more surprising, exciting or aspirational, shows increased rates of amplification. The easier it is to gain practical utility, as in styling tips or value information, the more that prospect is likely to share. The embracement of emotional address and a functional application leads to the best amplification patterns (Zhang et al., 2025).

Theme 3: Digital Transformation of Adoption Patterns

The study indicates that there are underlying changes in the adoption of fashion owing to digital transformation and the presence of social media (Haris et al., 2025). Digital technologies have flattened and changed traditions of the adoption curves as the slow sequence of following the adoption stages (awareness, interest, evaluation, trial, and adoption) has been compressed into co-existence with intersections with stages of the adoption process (Waris et al., 2022). A consumer will now be able to witness adoption behaviours, read reviews, see styling examples, and make purchase choices all in one digital session.

There are new avenues of fashion discovery through social media platform that cuts across the normative routes of retail and marketing communiqué (Kim & Chakraborty, 2024). New consumers are finding the latest fashion trends and innovations on social media channels, influencer docs, and shared content, and less so on traditional advertisements or in-store display. This trend has increased the pace of adoption by decreasing the gap between the first awareness and buying behaviours as well

as heightening the play of peer review over spiced marketing promotions (Mendoza-Moreira et al., 2025).

The advent of social commerce capabilities provides rapid buy options in social media space; further shortening adoption curves (Tai & Chi, 2025). Social Shopping features like Instagram Shopping and Tik Tok Shop help consumers make purchases without leaving social media posts, making the adoption process less friction-heavy and allowing impulse purchases on the basis of nice word-of-mouth posts. Digital technologies have seen other experiments of trial and evaluation previously not possible (Shaheer et al., 2024). Online fashion innovations such as virtual try-on technologies, augmented reality applications, and in-depth online imagery enable consumers to assess fashion innovations that fit without trying. This user-generated content presents reliable embodiments of the appearance of fashion products on various body shapes and in diverse styling settings, consequently further increase evaluation possibilities more than conventional retail scenarios may accomplish.

The study finds that the digital revolution has made adoption more volatile fashions come and go at a pace greater than it was in the pre-digital times (Sun et al., 2024). Digital communication is fast, which leads to fast growths in adoption, rapid peaks, and eventually saturation and deceleration. This heightened volatility is both an opportunity and a challenge to fashion businesses, as they must alter their operations to reduce and adapt their operations to the use of shorter and more uncertain adoption cycles.

Theme 4: System Dynamics Model Applications and Implications

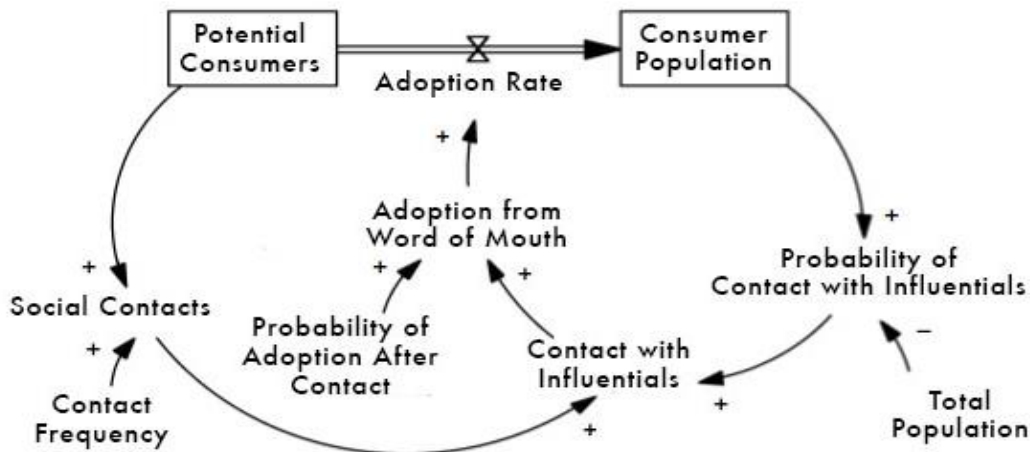


Figure 2: Casual Diagram Featuring Stock and Flow Structure

Figure 2 represents the causal diagram with stock and flow structure (Bo et al., 2024). The stocks are potential consumers and consumer population; the flow is the adoption rate. Adoption transforms the potential consumers to the actual consumer members of the consumer population (Anchal et al., 2024). The word of mouth process is demonstrated in a more detailed manner. Word-of-mouth based adoption may be shown by the frequency of potential consumers contacting the

influencers or the extent of adoption performance upon contact.

The framed model created based on the system dynamics offers practical templates of making predictions on and comprehending patterns of fashion adoption and offers practical implications that can be applied by businesses at hand (Sharma et al., 2023). The model demonstrates that numerous variables interact to generate multifactor adoption behaviours that are not explicable using simple linear relationships. Using a stock and flow structure we

can see how consumers will progress through the various stages of the adoption process, influential in regulating the flows between the stages is word-of-mouth.

The model shows that contact rates between potential consumers and current adopters affect the overall adoption patterns significantly. Increases in contact rates, including social media exposure, peer interactions, and influencer communications, hasten adoption by increasing the rate at which the word-of-mouth is presented. Nonetheless, the model also identifies the diminishing returns impacts as more exposure to contacts leads to smaller incremental returns after the consumers have gotten enough information to make their decision (Yan & Hu, 2023).

The results of sensitivity analysis of the model provide information on critical leverage points in which the effect of minor variations in key variables can have far-reaching implications on adoption outcomes (Guo et al., 2024). Word of mouth intensity proves one of the most high-leverage variables, since incremental improvements in word of mouth quality or delivery can have a breath-taking effect on the rate of adoption. Such insight provides strategic information to fashion companies planning to optimize their adoption strategies through the use of word-of-mouth marketing.

The model shows how timing effects can affect the success of adoption, early stages of word-of-mouth being especially important in creating positive feedback loops (Pathak & Balakrishnan, 2024). Lags in creating good word-of-mouth may give rival options time to gain market traction or may permit adverse word-of-mouth circuits to build in advance of some beneficial inertia. This wisdom underlines the necessity of providing positive initial adoption experiences that transmit positive word-of-mouth communication.

The model elaborates a scenario analysis in revealing the impact of varying market conditions on patterns of adoption (Liu et al., 2021). Adoption trajectories are affected by market size, competitive agility promptness, customer price responsiveness, and social media activity level in predictable manners that can be defined and expected. Such scenarios allow fashion enterprises to adapt their strategies to the market conditions, competition dynamics (Hsiao et al., 2025).

The model also shows how the product characteristics affect the adoption patterns, which is observable in their effects on word-of-mouth creation (Zhang et al., 2025). Fashion innovations, with better visibility, larger social signalling value, and a wider styling potential result in more word-of-mouth communication and create higher levels of adoption rates. This result informs product development and selection that can maximize the potential of adoption (Zhao et al., 2021).

5. DISCUSSION

The research results provide the key role of word-of-mouth communication as drivers of fashion adoption processes that confirm and advance prior theoretical knowledge in diffusion mechanisms (Robledo et al., 2023). System dynamics is also useful in making sense of

how individual adoption choices interact with market
Advances in Consumer Research

level behaviours and how the dynamics of the micro-level process of communications unite to build up the macro level patterns of adoption. The combination of digital word-of-mouth channels and the traditional word-of-mouth mechanisms introduces new dynamics of adoption that can only be understood and modelled using complex methods.

The discovery of the co-existence of multiple feedback loops within fashion adoption systems offers important explanations as to why fashion adoption processes tend to display non-linear behaviours including accelerated growth, plateau and rapid deterioration phases (Romero et al., 2023). Such patterns are not explicable with simple linear models, but are directly properties of the feedback structures recognized in this study. These feedback mechanisms may help in predicting adoption trends and designing useful intervention measures.

The study shows that the trend of digital transformation has completely changed the way people adopt fashion, opening up new opportunities and challenges to industry players. Although a digital channel allows rapid adoption and global scale, it makes adoption more volatile and less predictable in patterns. Fashion businesses need to adopt their strategies in line with these emerging dynamics and capitalize on the leveraging potential of digital word-of-mouth mechanisms (Haris et al., 2025).

The results also present essential theoretical contributions in observing how the mechanism of word-of-mouth works in visual and symbolic product categories like fashion (Villers et al., 2024). Visual communication has increasingly become important in fashion word-of-mouth, introducing new dynamics not observed with functional product categories, necessitating modified theoretical frameworks and methods of practice. The study is part of this adaptation and still has ties with established diffusion theory.

6. RESEARCH CONTRIBUTION AND RECOMMENDATIONS FOR FURTHER RESEARCH

This study contributes in other key ways toward comprehension of consumer adoption processes within the settings of the fashion industry. Combination of system dynamics modelling to word-of-mouth communication theory offers a broad view to analyse complex adoption behaviours that to all extents were beyond the scope of earlier linear models. Specific feedback loops and amplification mechanisms identified in the fashion adoption give new theoretical insights besides offering practical tools to apply in business.

The research is methodologically beneficial because it shows the adaptation of system dynamics approaches to the fashion industry to develop templates that can be developed with future research. The model structures created in this research establish the basis of more exact studying of concrete adoption phenomena or various sectors of fashion market. The modelling system, which involves digital and traditional communication channels, can capture new realities, which the earlier studies had not captured comprehensively.

Practically, the research provides fashion industry practitioners with systematic approaches to understanding and predicting adoption patterns that can improve business decision-making. The identification of leverage points and critical success factors offers guidance for marketing strategy, product development, and inventory management decisions. The scenario analysis capabilities of the developed models enable risk assessment and opportunity evaluation that can enhance business performance.

Future research should expand the model to incorporate additional factors such as seasonal effects, competitive interactions, and cultural differences that influence fashion adoption patterns. International comparative studies could reveal how cultural contexts affect the adoption mechanisms identified in this research. Longitudinal studies tracking specific fashion innovations through complete adoption cycles would provide valuable validation of model predictions and enable refinement of model parameters.

Investigating specific digital platforms and their unique characteristics in driving fashion adoption would provide a more detailed understanding of contemporary adoption mechanisms. Research comparing adoption patterns across different fashion categories, price points, and consumer segments would enhance the generalizability and practical applicability of the findings. Integration with emerging technologies, such as Artificial Intelligence (AI) and Virtual Reality (VR), could reveal the future evolution of fashion adoption patterns.

7. MANAGERIAL APPLICATIONS

The research findings offer several actionable insights for fashion industry managers seeking to optimize the adoption success of their products and brands (Nguyen et al., 2024). Understanding the feedback loop dynamics enables managers to design intervention strategies that leverage positive reinforcement while mitigating balancing constraints. This initial emphasis on creating positive word-of-mouth by key consumers can generate impetus that can carry the product through the adoption cycle.

Marketing efforts must aim to promote quality engagement rather than to prioritize reach and appeal to consumers who will be inclined to share positive

experiences with pertinent networks. The use of social media must be structured to support and increase word-of-mouth sharing instead of broadcasting marketing messages. The implications of the word-of-mouth creation and adoption trends caused by various product attributes can guide product development choices (Zhang et al., 2025). More social signalling value preferred visual appeal and styling flexibility can help generate positive word-of-mouth and successful adoption. The design choices should not only be based on functional and aesthetic criteria, but should also factor in the word-of-mouth opportunities that particular designs have (Zhao et al., 2021).

The system dynamics models also can enable better predictions of adoption to inventory and supply chain management practices. Learning when and how fast the adoptions will be facilitate better planning of stock thus minimizing chances of stock-out or an overflow stock. Leading indicators like the intensity of word of mouth in the early days can be identified as early warning system when changing inventory levels and production dates. The price level could be optimized considering the effects on the word-of-mouth communication and how price levels drive adoption (Pathak & Balakrishnan, 2024). The high prices increase the social signalling value and create positive word-of-mouth among status seeking buyers. The use of lower prices can heighten the reach of adoption but restrict the signalling incentives (Mofokeng et al., 2024). These trade-offs can be analysed using the models, in order to optimize prices in different market targets.

The importance of visibility and social proof is in the adoption need to be considered in retail and distribution strategies (Haris et al., 2025). Word-of-mouth can be boosted by retail settings that allow consumers to connect and share or designing online systems to support word-of-mouth and communication between peers. Adding social commerce functionality to it can take advantage of positive word-of-mouth by facilitating immediate purchase decisions at a time of day when peers. Adding social commerce functionality to it can take advantage of positive word-of-mouth by facilitating immediate purchase decisions at a time of day when peer suggestions are most likely to sway consumers.

Declaration:

All authors declare that they have no conflicts of interest

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