

**PREDICTING CONSUMER ATTITUDE AND PATRONAGE INTENTION
TOWARD FAST FASHION RETAILERS: AN ILLUSTRATION FROM U.S.
COLLEGE STUDENTS**

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Abstract

The purpose of this study was to examine a variety of antecedents influencing consumers' positive attitude and patronage intention in the context of fast fashion retailing. The antecedents of consumer attitude were categorized into three dimensions: consumer characteristics (fashion leadership and price consciousness), perceived consumption value (price, quality, emotional, and epistemic values), and consumer awareness (awareness of sustainable practices of fast fashion retailers and perception of fashion democratization). An online self-administered survey methodology was used to collect the data. A total of 154 usable responses collected from a purposive sample of U.S. college students who had shopped at fast fashion retailers were used for data analysis. Hierarchical regression, multiple regression, and simple linear regression were used to examine the interrelationships among the three dimensions of antecedents (consumer characteristics, perceived consumption value, and consumer awareness), consumer attitude toward fast fashion retailers, and consumer patronage intention. Findings revealed that: (a) fashion leadership and price consciousness positively influenced consumer attitude toward fast fashion retailers; (b) perceived price value and emotional value obtained from fast fashion items positively influenced consumer attitude toward fast fashion retailers in the hierarchical regression model; and (c) consumer attitude partially mediated the relationship between antecedents of consumer attitude and consumer patronage intention. However, both awareness of sustainable practices of fast fashion retailers (ASP) and perception of fashion democratization (PFD) composing consumer awareness had insignificant contributions to predicting consumer attitude

toward fast fashion retailers in the hierarchical regression model. The findings showed how important price value and emotional value are when fast fashion retailers cater to college student customers. Limitations and suggestions for future studies were also discussed in this study.

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CHAPTER 1

Introduction

This chapter provides a general background on fast fashion including the current state of the fast fashion industry and the characteristics of fast fashion. In so doing, existing controversial views on fast fashion are discussed. Also, the purpose and the significance of this study are presented.

Fast Fashion in Current Fashion Industry

What is fast fashion? Does this term just define all the latest or the most popular or the most famous clothes? In reality, this social phenomenon goes beyond the conventional notion of industrialized fashion and carries more importance than is implied by this view. Fast fashion, defined as “the retail strategy of adapting merchandise assortments to current and emerging trends as quickly and effectively as possible” (Sull & Turconi, 2008, p. 5), has received a great amount of attention from fashion marketers and consumers since its inception during the 21st century (Tokatli, 2008; Jang, Ko, Chun, & Lee, 2012). In the current retail environment, consumers are increasingly knowledgeable about fashion, including fashion trends, celebrities’ fashion lifestyles, fashion designers, and global fashion brands because they obtain and share fashion-related information and images through a variety of mass media, especially through the Internet (Kawamura, 2010). Therefore, today’s fashion conscious consumers are sensitive to trend changes and desire to wear the latest fashion. Their desire is typically met by fast fashion retailing practices that focus on short lead time from production to distribution,

trendy design, and low price (Cachon & Swinney, 2011; Gabrielli, Baghi, & Codeluppi, 2013).

In the present study, fast fashion retailers are defined as those fashion retailers who provide products with the latest trends at a very rapid pace and in a relatively low price range. Examples are Zara, H&M, Uniqlo, Topshop, Forever 21, Urban Outfitters, Next, New Look, Benetton, Wet Seal, Charlotte Russe and rue 21. Over the past decade, fast fashion retailers have had great success in the highly competitive market environment. According to the “Top 100 Most Valuable Global Brands in 2014” selected by BrandZ (<http://www.brandz.com>), two major fast fashion brands, Zara and H&M, were respectively ranked at 37th and 63th. Among the “Top 10 Global Apparel Brands” in 2014 by BrandZ, four fast fashion brands, Zara, H&M, Uniqlo, and Next were included. These industry rankings demonstrate the brand value of contemporary fast fashion retailers across different international markets. The high brand value of fast fashion retailers also suggests that numerous consumers enjoy purchasing fast fashion products that are inexpensive and fashionable.

While fast fashion retailers have experienced financial success because of their affordable and accessible fashion, fast fashion retailers have also been harshly criticized by some members of the public because of sustainability issues linked to their business practices. For example, focusing on low cost and efficient supply chain management has specific side effects including negative effects on the environment, society, and people (Barnes & Lea-Greenwood, 2006; Bruce & Daly, 2006; Pous, 2013; Ro & Kim, 2009). The U.S. Environmental Protection Agency (EPA) announced that about 14.3 million

tons of textiles were generated in 2012, making up 5.2 percent of total municipal solid waste. Such massive textile waste has been attributed to fast fashion retailers because the cheap and trendy items they produce encourage consumers to make frequent purchases and to frequently dispose of unwanted clothing. Furthermore, several fast fashion retailers (e.g. Gap and Forever 21) have been criticized for the use of child labor and the sweatshop-like conditions of their factories (“Gap,” 2007; Ramishvili, 2012). Moreover, some fast fashion retailers have been involved in intellectual property lawsuits because they replicated the runway designs of prominent designers to produce knock-off products (Pous, 2013). Therefore, some fashion experts claim that fast fashion retailers destroy fashion because the styles produced lack of aesthetic expression and creativity (Choufan, 2013).

However, these issues are not solely a problem associated with fast fashion retailers. In fact, the entire fashion industry is responsible for adverse environmental and societal consequences to some extent. Traditional fashion retailers (e.g. Diesel, Levi’s, Dolce & Gabbana, Chanel, Hermès) also generate huge amounts of textile waste along with hazardous waste that results from the chemical materials used in production processes. Their products are also manufactured in developing countries to keep production costs low. They also may not pay attention to the labor environment. Therefore, traditional fashion retailers along with fast fashion retailers have responsibilities related to sustainability issues (Casey, 2014; Dufault, 2012; Feifei & Yiqi, 2013; Greenpeace, 2013). Nevertheless, fast fashion retailers have received the majority of the public’s criticism regarding these issues.

Contrary to a popular belief, fast fashion retailers have taken some steps to apply the concept of sustainability into their business practices. For example, H&M collects unwanted garments for recycling, uses recycled or reused materials for producing new garments and uses organic cottons (Dishman, 2013; Lanyon, 2013). Other fast fashion retailers like Zara, Topshop and Uniqlo as well as H&M also have launched eco-friendly collections (Chua, 2011; MacDonald, 2012). Moreover, H&M, Zara, Mango and Uniqlo have committed to eliminate the release of toxic chemicals by 2020 in response to Greenpeace's Detox campaign and to public pressure (Greenpeace, 2012).

Furthermore, fast fashion retailers are also paying attention to labor issues. For instance, after more than 1,100 people died from the Rana Plaza building collapse on April 24th in 2013 (Chua, 2013), major fast fashion retailers signed the Accord on Fire and Building Safety in Bangladesh. This accord indicates these retailers agree to be responsible for the working environment for employees in apparel factories in Bangladesh. Although their ultimate goal might be to increase their sales by recovering their brand images damaged by unfavorable media coverage, it is clear that movement toward sustainable practices will minimize the negative impact of their business practices on the environment and society and encourage other retailers to incorporate sustainable practices.

In spite of the harsh criticism directed at fast fashion retailers, consumers still like wearing fast fashion products considering that fast fashion retailers have continuously expanded their businesses worldwide and have been successful. Prior researchers interested in fast fashion retailers have focused on supply chain management issues

(Barnes & Lea-Greenwood, 2006; Mihm, 2010), the value of fast fashion (Cachon & Swinney, 2011), and indentifying business strategies of a particular fast fashion retailer (Ferdows, Lewis, & Machuca, 2005; Ghemawat, Nueno, & Dailey, 2003; Tokatli, 2008). However, few researchers have theoretically explained why consumers still like fast fashion products and visit fast fashion retailers. With that in mind, the present study identified various factors that positively influence consumer attitude and their patronage intention toward fast fashion retailers. Furthermore, although fast fashion retailers have positive motivations toward consumers (e.g. provide inexpensive fashionable items, participate in sustainable practices), consumer research has highlighted their negative effects on the environment and society (e.g. Birtwistle & Moore, 2007; Morgan & Birtwistle, 2009). Therefore, this study examined whether awareness of the positive features of fast fashion significantly affects consumer attitude.

Purpose of the Present Study

The purpose of this study was to provide beneficial insights to the fast fashion industry by identifying several antecedents as positive influences on consumer attitude and patronage intention in the context of fast fashion retailing. Based on reviews of previous research, the antecedents of consumer attitude were categorized into three dimensions: consumer characteristics (e.g., fashion leadership, price consciousness), perceived consumption value (e.g., price value, quality value, emotional value, epistemic value) and consumer awareness (e.g., awareness of sustainable practices of fast fashion retailers, perception of fashion democratization). The three dimensions were examined in a sequential manner to assess the power of each set of antecedents in explaining attitude

formation toward fast fashion retailers. To be specific, consumer characteristics were first examined as antecedents of the attitude. Next, perceived consumption value was examined after controlling for consumer characteristics. Finally, consumer awareness was examined to determine its influence of this dimension after controlling for other antecedents. Consumer awareness was tested last because the variables in this dimension have rarely been examined in previous research.

Significance of the Present Study

This study contributes to the understanding of fast fashion consumers' attitude formation. The findings from this research may fill a void in the retailing and consumer literature because few researchers have examined consumer behavior in the context of fast fashion retailing. A conceptual framework showing the relationships among consumer-specific antecedents (consumer characteristics, perceived consumption value and consumer awareness) related to fast fashion, consumer attitude toward fast fashion retailers and their patronage intention can help the understanding of how consumers' positive attitude are constructed from three dimensions of antecedents.

To fast fashion retailers, this study can provide a direction for target marketing. Based on the results, fast fashion retailers can focus on improving several aspects that were revealed as antecedents positively affecting consumer attitude toward fast fashion retailers and their patronage intention to increase their sales.

CHAPTER 2

Literature Review

This chapter provides a theoretical background and a discussion of related studies. The conceptual framework and hypotheses used for this study are presented in this chapter.

Attitude Theory

The definition of attitude. In the 1860s, Spencer and Bain first introduced the term “attitude” into psychology as “an internal state of preparation for action” (Cacioppo, Petty & Crities, 1994, p.261). Later, the concept of attitude was redefined as “the sum of a man’s inclinations and feelings, prejudice or bias, preconceived notions, ideas, fears, threats and convictions about any specified topic” (Thurstone, 1928, p.531). According to Allport (1935), an attitude is “a mental and neural state of readiness, organized thought experience, exerting a direction or dynamic influence upon the individual’s response to all objects and situations with which it is related” (p.8). Even though the concept of attitude was frequently found in social psychology research in the 20th century, the definition of attitude varied.

In 1975, Fishbein and Ajzen suggested a definition of attitude as “a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object” (p.6). According to these researchers, attitude is characterized by the following three aspects: (a) attitude is learned from past experiences; (b) attitude predisposes action; and (c) the actions toward the object are consistently favorable or unfavorable. The object of an attitude could include a particular person, organization,

event, action or any other aspect in the world (Ajzen, 1989).

The present study used this definition of attitude, that is, an attitude is an individual's disposition to respond favorably or unfavorably toward a given object based on past experiences (Ajzen, 1989; Fishbein & Ajzen, 1975). In the context of this study, consumer attitude toward fast fashion retailers represented consumers' propensity to respond favorably or unfavorably toward fast fashion retailers based on their experience. Consumer attitude is an influential predictor of consumers' behavior.

Theory of reasoned action (TRA). The theory of reasoned action (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) is one of the most frequently cited theories in research on the attitude-behavior relationship (Albert, Aschenbrenner & Schmalhofer, 1989). According to the TRA, a person's behavioral intention is determined by two variables: attitude toward the behavior and subjective norm (Ajzen & Fishbein, 1980). An attitude toward a behavior is formed by the behavioral beliefs about the outcomes individuals acquire from actually performing the behavior and their evaluation of these beliefs. Therefore, individuals who believe that a particular action can provide them with positive outcomes are more likely to hold a favorable attitude toward that action. Behavioral intention is also influenced by subjective norm referring to "socially expected mode of conduct" (Ajzen, 1991, p.199). If a person's referents think she or he should perform a certain behavior, the person is motivated to follow the norm determined by the referents. Beliefs that are dependent on a person's referents are called normative beliefs. Therefore, TRA indicates that one's behavioral intention is derived from one's attitude toward the behavior and subjective norm.

The present study focused only on the attitude construct as a determinant of behavioral intention since several previous researchers in the area of consumer behavior found that the subjective norm construct might not be useful in explaining consumers' behavioral intention, especially in highly personal/private consumption settings. There is also research evidence suggesting subjective norm may not be as useful as attitude. Ahtola (1976) raised questions about the effect of subjective norm in the theory of reasoned action. He reasoned that referent individuals or groups can have conflicted opinions toward an object or action in many cases. For example, if friends think an individual should purchase fast fashion products, but family members do not, it is unclear whose opinion is important or is relied on in determining an individual's subjective norm. Shen, Dickson, Lennon, Montalto and Zhang (2003) found that consumers' attitude toward purchasing apparel products tended to exert a stronger effect on purchase intention than perceived subjective norm. Likewise, Vallerand, Deshaies, Cuerrier, Pelletier and Mongeau (1992) also found that attitude was a more powerful predictor of behavioral intention than perceived subjective norm. Furthermore, the concept of subjective norm is contradicted with characteristics of consumers who like fast fashion. This study assumed that people who are willing to try new fashion earlier than others and provide advice and opinion to others have positive attitude toward fast fashion retailers. Therefore, they are unlikely to be influenced by others' opinion when they make a decision. For these reasons, operationalizing TRA without subjective norm was deemed appropriate.

Information processing. The process of attitude formation can be understood as

an information processing mechanism. Crano, Cooper, and Forgas, (2010) noted that human beings automatically construct predispositions and behavioral intentions on the basis of their past experiences, media influences, and other useful information provided by external sources. Furthermore, their attitude can be changed through a cognitive elaboration process (Petty & Cacioppo, 1986). When people receive information regarding a certain object/action from external sources, they may associate it with their prior knowledge and their own opinion about the object/action to make a decision to maintain or change their attitude toward the object. On the other hand, people may focus on simple cues such as reputation of information sender or attractiveness of the message, rather than the information per se to use less effort and time for the process of forming attitude. In summary, individuals' attitude toward a particular object/action is influenced by their own thoughts, prior knowledge, and other information from external sources as well as their own beliefs.

Based on the information processing mechanism in forming and changing attitude, consumers' attitude toward fast fashion retailers can be influenced by their past experiences, their own opinion, their prior knowledge, and information they obtain from a variety of external sources. To be specific, consumers who have good prior experiences with fast fashion products may hold positive attitude toward fast fashion retailers. Likewise, their attitude also may be influenced by awareness of fast fashion retailers' practices. They can obtain information from numerous external sources such as advertisements, news articles, online magazines, and fashion blogs. Positive aspects of the retailers' practices (e.g. use of organic cotton, recycling programs), rather than

negative aspects (e.g. unsafe working environment, use of hazardous chemicals), may account for consumers' positive attitude toward fast fashion retailers. Furthermore, their own thought and opinion about fashion might influence their attitude. For example, if consumers think fashion should be for everyone, they might hold positive attitude toward fast fashion retailers because the fast fashion retailers provide trendy but inexpensive fashion. Therefore, this study assumed that consumers' attitude toward fast fashion retailers are influenced by consumer's awareness of fast fashion retailers' practices, their opinion about fashion, and their past consumption experiences of fast fashion products.

Consumption Value

This study employed Sheth, Newman and Gross's (1991) model of perceived consumption value and modified the model in accordance with the present study. Sheth et al. (1991) suggested that consumer choice (e.g. buy or not buy, use or not use, choose one product or brand over another) is affected by five types of value linked to a specific product. These types of value include functional value, emotional value, social value, conditional value, and epistemic value.

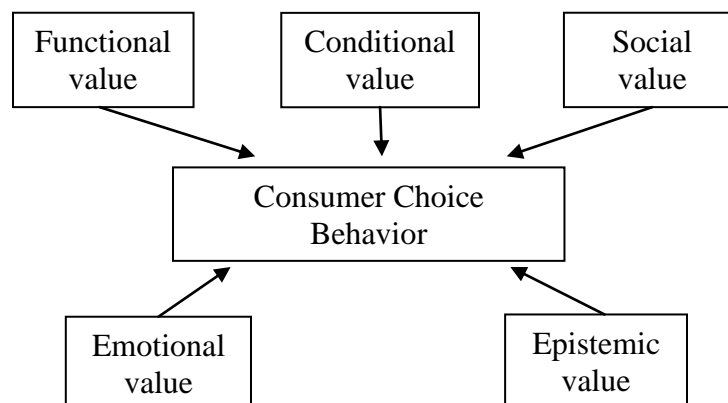


Figure 1. Model of perceived consumption value (Sheth, Newman, & Gross,1991)

Functional value. Traditionally, functional value has been regarded as one of the most influential factors in consumer behavior (Sheth et al., 1991). This value dimension is conceptualized as the perceived utility received from functional or physical performance, such as product reliability, durability and price. Functional value can be categorized into price value and quality value. Previous researchers demonstrated that price and quality are two important factors influencing consumers' decisions to purchase (Niinimäki, 2009; Zeithaml, 1988). Consumers also use price to infer quality (Lichtenstein, Ridgway & Netemeyer, 1993; Zeithaml, 1988). For instance, some consumers simply think that high price equals high quality; on the other hand, other consumers judge the reasonability of the price based on the perceived quality (Lichtenstein et al., 1993). Therefore, both price and quality need to be considered in explaining perceived functional value.

Social value. This value dimension refers to the perceived utility acquired from a relationship with specific social groups. Consumers consider how others judge them through the products they choose, especially when the products are highly visible products such as fashion products or automobiles because the products they have can represent their social image (Sheth et al., 1991). For example, some people prefer purchasing luxury brand bags because they think they look rich with those bags. In previous studies on opinion leadership and opinion seekers (Flynn, Goldsmith & Eastman, 1996; Goldsmith & Clark, 2008; Workman & Johnson, 1993), opinion leaders conveyed new information and gave advice to others while opinion seekers asked for important others' opinions when they made decisions. Therefore, in the context of

consumers' product choice, interpersonal communication and others' influence are important.

Emotional value. The perceived emotional value of a product relies on consumers' feelings and affective states. Some products have inherent emotional value such as hedonic products (e.g., jewelry, clothing and movie). Other utilitarian products (e.g., food) can also arouse feelings of pleasure and enjoyment (Sheth et al., 1991). Consumers can derive enjoyment and relieve stress by consuming products they like, such as buying a trendy item, watching a new movie, or eating delicious food at a restaurant. Consumers also derive enjoyment from spending time with family members and friends while consuming products, for example, having dinner with friends (Arnold & Reynolds, 2003).

Epistemic value. An object has perceived epistemic value when it satisfies consumers' desires for knowledge and arouses curiosity. Not only entirely new experiences but also simple changes in existing products or experiences could attract those consumers who seek stimulation or want to learn new things (Sheth et al., 1991). For example, adding a new color into an existing product line for a new season can be attractive to consumers by stimulating their desire for novelty.

Conditional value. Consumers acquire conditional value from products when they are in particular situations (Sheth et al., 1991). A situation is defined as all factors related to a time and place and is not associated with constant factors including personal knowledge, personal characteristics and attributes of a particular product or brand (Belk, 1974). Examples of products from which consumers obtain conditional value are a

birthday cake, a dress for a club party, and Christmas ornaments that are seasonal products or products used for a certain situation.

Sheth et al. (1991) applied this multidimensional value framework to a consumer choice situation, such as to use or not to use (smoker vs. non-smoker), product type choice (filtered vs. non-filtered cigarettes), and brand choice (Marlboro vs. Virginia Slims) to reveal antecedents of their choice decisions. For example, compared to nonsmokers, smokers were highly influenced by emotional value. Functional value and social value were the most influential in discriminating choice between filtered cigarettes and non-filtered cigarettes. Social value was found to be an important factor when consumers have to choose cigarette brands. Therefore, consumers make a different decision depending on which values they have. The researchers stated that this consumption value model can be applied to consumer choices for a wide range of product types.

Lin and Huang (2012) examined the effects of consumption value on consumer choice behavior regarding green products. They collected data from 412 Taiwanese consumers. The participants were asked to read a scenario about a green product and respond to questions about their perceived consumption values (i.e. functional value-price, functional value-quality, social value, emotional value, conditional value, and epistemic value), choice behavior and environmental concern. It was found that consumers who had high emotional value, conditional value, epistemic value and environmental concern were more likely to choose green products.

The present study identified perceived consumption values obtained from fast

fashion products based on Sheth et al.'s (1991) model. However, not all of the consumption values identified in the model were applicable in this research. Three consumption values, functional, emotional and epistemic were used. Social value was excluded because the characteristics of fast fashion consumers, such as adopting new fashion without others' opinions and disliking adopting others' fashion, were regarded as contradicted with the concept of social value highly related to others' influence. Furthermore, several studies (Shen et al., 2003; Vallerand et al., 1992; Warshaw, 1980) argued that purchase behavior is insignificantly influenced by others' opinions and is significantly determined by one's own opinion. Therefore, this study focused on the context of consumers' private behavior choice. Conditional value was also excluded because consumers' attitudes toward fast fashion retailers were not considered as situational.

Fast Fashion Retailing

Over the past decade, a remarkable phenomenon in the fashion industry has been the change from designer ready-to-wear to fast fashion (Tokatli, 2008). While major fashion designers continue to show their extremely expensive collections twice a year, fast fashion retailers have challenged this trickle down approach by bringing trendy, affordable items to the public at a very fast pace (Sull & Turconi, 2008). At an event celebrating H&M's collaboration with fashion designer Maison Martin Margiela, Sarah Jessica Parker, a popular actress, said, "I think it makes luxury available for people and I think that's wonderful and very democratic" (Choufan, 2013). Fast fashion retailers contribute to the democratization of luxury fashion by making it affordable accessible to

the masses (Sull & Turconi, 2008).

For fast fashion retailers, having a short lead time, offering trendy designs, and maintaining low production costs are critical factors for success (Bruce & Daly, 2006; Cachon & Swinney, 2011). Of these, short lead times and trendy designs are closely related. As fashion consumers crave constant change, fashion retailers must provide new products frequently (Bruce & Daly, 2006). To quickly respond to emerging trends, short lead times from design to distribution are prioritized (Cachon & Swinney, 2011). The short lead times result from a combination of localized production, a prompt distribution system, and an advanced information system (Cachon & Swinney, 2011). While the production of fashion products has been concentrated in several Asian countries in the past because of cheap labor costs, recent fast fashion retailers, especially those based in Europe, manufacture at least part of their lines in their own countries or in neighboring countries (Bruce & Daly, 2006; Tokatli, 2008). For example, the Spanish fast fashion retailer Zara produces most of its goods in Spain and neighboring countries, rather than take advantage of the less expensive Asian facilities (Cachon & Swinney, 2011; Tokatli, 2008). Even though production costs in European countries are higher than in developing Asian and African countries, fast fashion retailers use localized production facilities to take advantage of the resultant shortened delivery times and lower shipping costs. Furthermore, fast fashion retailers do not spend a great deal of time and money on developing designs; rather, they incorporate latest trends and attractive elements shown at fashion collections into their new products, thus contributing further to decreased costs and shortened lead times (Reinach, 2005). Fast fashion retailers must possess a fast,

responsive supply chain to ensure frequent deliveries to numerous stores worldwide. They also require innovative information infrastructures to monitor and replenish inventories accurately and quickly (Cachon & Swinney,; Dunford, 2006).

Even though the time from the design phase to the sale of products has received attention from the fashion industry, cost is still the most competitive factor for fast fashion retailers because inexpensive products induce consumers to purchase, regardless of budget limits and income levels. H&M's mission is to provide “fashion and quality at the best price” (Wang, 2010, p.10). This suggests that price is an important factor to attract consumers in fast fashion retailing. As mentioned above, localized production decreases shipping costs and lead times. However, the cost of manufacturing in Asian countries is still relatively low and production continues to take place there. For example, H&M has 21 production offices that are liaising with numerous factories in Asia (Tungate, 2005). Similarly, Zara, which at one time manufactured all its goods in Europe, now manufactures approximately 13% of its goods in China and Turkey (Joy et al., 2012). In addition, fast fashion retailers also use inexpensive raw materials to decrease costs (Niinimäki, 2009), resulting in less durable and lower quality products. In summary, fast fashion retailers put a great amount effort to decrease cost and lead time throughout the entire business in order to offer inexpensive and trendy fashion to fashion consumers.

Sustainable Practices of Fast Fashion Retailers

Since the report of the World Commission on Environment and Development in 1987, which defined sustainable development as “development that meets the needs of the present without compromising the ability of future generations to meet their own

needs” (United Nations, 1987, “Report of the World Commission on Environment and Development,” para. 2), the concept of sustainable development has been applied to the policies of governments and the codes of conduct of organizations and companies (Brito, Carbone, & Blanquart, 2008). The economy, the environment, and the society are the three dimensions of sustainability, with sustainability being achieved when economic growth, environmental preservation, and social consciousness work together (Brito, et al, 2008).

Brito et al. (2008) stated that sustainable issues are critical to the fashion industry because the practices of fashion businesses traditionally have negative impacts on all three dimensions of sustainability. For example, outsourcing manufacturing jobs to the Far East to take advantage of low production costs takes away economic growth from the European fashion industry. Second, the fashion industry uses toxic chemicals and a great amount of water for the production of fast items and animals are also used for their skins in production of some apparel and accessory items (e.g. leather). Finally, a number of international apparel companies (e.g. Nike, Abercrombie & Fitch, American Apparel) have been criticized for their labor practices, such as use of child labor and production in sweatshop conditions. Fast fashion retailers also struggle with similar issues.

In particular, the environmental impact of the fast fashion industry has received attention from the mass media. Inside the fashion industry, fast fashion retailers have been identified the cause of major negative impacts on the environment. According to USAgain (<http://www.usagain.com>), a for-profit company that collects unwanted textiles and resells them, seven pounds of carbon dioxide are emitted from one pound of textiles

and 700 gallons of water is used in the manufacture of the average t-shirt. As fast fashion retailers provide the latest trends to consumers across the world on a weekly basis, factories continuously manufacture a great number of items, resulting in a tremendous use of water and chemicals. The low prices of fast fashion items also encourage consumers to use them for a short time, and then dispose of them contributing to a great deal of textile waste. Majima (2008) described fast fashion as a part of “throw-away clothing consumption” and “disposable fashion.”

In addition to the environmental impact, fast fashion industry also has problems along economic and societal dimensions. Many of fast fashion retailers buy products from manufacturers located in Asia, rather than buying products from local manufacturers. This results in discouraging local manufacturing business. Furthermore, Fast fashion retailers invest most of their budgets in supply chain management and advertising while overlooking labor rights relating to working conditions, pay, and benefits. For example, it was revealed that manufacturing factories in India bought children from poor families and forced them to work every day without receiving wages worked in inhumane conditions, and some of the children were abused by their supervisors (Ramishvili, 2012).

However, fast fashion retailers have employed the concept of sustainability because governments, organizations, and consumers have grown increasingly conscious of the sustainability issues of fashion companies (<http://www.hm.com>). For example, one of the largest fast fashion retailers, H&M, announced a company vision that called for operations that were economical, social, and environmental sustainable. It made seven

commitments: to provide fashion for conscious customers; to choose and reward responsible partners; to be ethical; to be climate smart; to reduce, reuse, and recycle; to use natural resources responsibly; and to strengthen communities. Numerous practices, called conscious actions, were included for each commitment. Based on these commitments, H&M has increased its use of organic cotton, and Catarina Midby, H&M's head of fashion and sustainability, stated that the company aims to use only organic or recycled cotton by 2020 (Lanyon, 2013). Moreover, H&M has launched several eco-friendly collections and initiated a garment collecting system for recycling unwanted clothing to address environmental issues. In terms of labor issues, H&M also has a policy against child labor and has formed a human-rights policy based on the UN Guiding Principles on Business and Human Rights. They also educate their workers and managers working in developing countries about their rights and duties as workers.

In addition to H&M, other fast fashion retailers also participate in sustainable environmental practices. The world's largest fast fashion retailer, Zara, announced that it would eliminate the release of hazardous chemicals by 2020, following other global fashion retailers such as Nike, Adidas, H&M, Mango, Esprit, Uniqlo, Victoria's Secret, and Levi's (Greenpeace, 2012). In addition to the negative impact of the manufacturing process on the environment, Zara is working to reduce energy consumption in their stores. The eco-efficient Zara stores consume 30% less energy, 70% less water, and less carbon emissions than traditional stores. They were constructed based on the Sustainable Inditex 2011–2015 plan in Rome, London, and New York (Chanthadavong, 2011; "Zara," 2012). Zara also halted the production of angora products, following the other fast fashion

retailers Topshop, New Look, and Next to protect animal rights. A Japanese fast fashion retailer, Uniqlo, also launched all-product recycling in the United States and Europe, in cooperation with the United Nations High Commissioner for Refugees. In this program, Uniqlo branded clothing items collected from consumers are sent to refugee and IDP camps in Uganda and Bangladesh (Chua, 2011), addressing environmental and global social issues at the same time.

Related Research

The present study developed six hypotheses indicating that three sets of antecedents (consumer characteristics, consumption value, and consumer awareness) contribute to constructing consumer attitude toward fast fashion retailers. The first set of antecedents consisted of fashion leadership and price consciousness. The second set of antecedents included price, quality, emotional, and epistemic values. Consumers' awareness of sustainable practices of fast fashion retailers (ASP) and perception of fashion democratization (PFD) composed the last set of antecedents. Relationships of each antecedent with consumer attitude were developed based on prior research.

Fashion leadership and consumer attitude. Fashion leadership plays an important role in the fashion market because it initiates the acceptance of new trends and leads to diffusion of new fashion (Goldsmith, Freiden & Kilsheimer, 1993; Kang & Park-Poaps, 2010). Fashion leadership is composed of fashion innovativeness and fashion opinion leadership (Kang & Park-Poaps, 2010). Fashion innovativeness is the tendency to purchase new items earlier than others. Fashion opinion leadership is the tendency to inform others of new trends or items through interpersonal communication (Robertson &

Kennedy, 1968; Workman & Johnson, 1993). Previous researchers identified the characteristics of fashion innovators and fashion opinion leaders and their shopping behaviors.

Birtwistle and Moore (2006) conducted a survey to identify differences between fashion innovators and fashion followers. The researchers asked 1,000 female consumers in the U.K. to complete a questionnaire and 909 completed questionnaires were used to analyze the data. The researchers revealed that compared to fashion followers, fashion innovators were more influenced by the fashion media, shopped more frequently, and spent more money for shopping fashion items. Furthermore, the purpose of fashion garments for fashion innovators was socializing while fashion followers focused on whether the garments were maintained longer and practically. In Chun's (1987) study with 89 female college students, it was also found that fashion innovators were more likely to retain a variety of fashion garments for a shorter period of time than non-fashion innovators.

Workman and Johnson (1993) investigated relationships between consumer segments (fashion opinion leadership, fashion innovators, innovative communicators, fashion followers) and the need for variety. College students (n=425) were recruited as participants. The researchers found that fashion innovators had higher need for variety than fashion follower had. Goldsmith and Clark (2008) conducted a survey of 598 consumers and tested for differences between opinion leaders and opinion seekers for new fashion garments in their need for uniqueness. The researchers found fashion opinion had higher the need for uniqueness than fashion opinion seekers had. Compared

to opinion seekers, opinion leaders are more likely to like wearing fashion garments unconventionally and dislike products that others had purchased. Furthermore, the researchers indicated that fashion opinion leaders were the primary targets of the fashion business because they contribute to the spread of new fashion trends or items by sharing positive thoughts about their experiences with new fashion items with other consumers. Other researchers also identified the characteristics of opinion leaders. Opinion leaders tended to be risk takers trying new products early, have knowledge and interest in a specific subject and talk about the subject as compared to non-opinion leaders (Myers & Robertson, 1972; Workman & Johnson, 1993). Given that fashion opinion leaders provide information and advice to other consumers, their impact on other consumers' purchase decisions is strong (Goldsmith & Clark, 2008).

Based on their findings, we can see that fashion leaders are willing to try new items, are interested in fashion information, tend to retain fashion items for socializing for a short period of time, and need a variety as well as unique fashion items. Because fast fashion retailers encourage frequent purchases and decrease the financial burden by offering new products on a weekly basis and charging low prices, consumers who are fashion leaders might hold positive attitude of fast fashion retailers. Therefore, it was assumed that consumers' fashion leadership positively influences their attitude toward fast fashion retailers.

Price consciousness and consumer attitude. Price consciousness is defined as “the degree to which consumers focus exclusively on paying low prices” (Lichtenstein et al., 1993, p.235). Price is one of the most important factors influencing consumer

behavior, especially patronage of a retailer and purchase decisions on products and services (Moore & Carpenter, 2006). Lichtenstein et al. (1993) stated that price has two different sides in consumer behavior. In a negative side, price is perceived as the amount of money consumers give up to make a purchase. On the other hand, high prices can positively influence consumers' purchase intentions because high price is perceived as high quality. Among various types of price perception, price consciousness is considered as the negative side of price (Lichtenstein et al., 1993). Therefore, price conscious consumers typically take the view that price is the amount of money given up to purchase a product.

Several researchers have studied the concept of price consciousness. Moore and Carpenter (2006) examined the effect of consumers' price consciousness on their retail format choice among various store types (e.g. value department stores, off-price retailers, mass merchants, internet retailers) by conducting a telephone survey. With 395 U.S. consumers' responses, the researchers found that consumers who had high price consciousness were inclined to choose retailers that provided an assortment of inexpensive goods. Likewise, price competitiveness of retailers plays an important role in consumers' store choice. Yavas (2003) selected two different malls to examine reasons why shoppers choose one mall rather than another. The researcher distributed questionnaires to consumers (n=211) who were familiar with both malls. They were asked to respond to rate the importance of mall on each attitude including price competitiveness. Price competitiveness of the malls was one of the significant factors used when their consumers decide where to shop. Thus, it is possible that consumers who

are price conscious will prefer a retailer selling inexpensive products because they take into account price and compare the prices of products among retailers.

Furthermore, Alford and Biswas (2002) examined the effect of price consciousness, sale proneness, and discount level on consumers' price perceptions and behavioral intentions by conducting an experiment. They found that participants (n=377) who had a high level of price consciousness were more likely to be involved in searching for a low price because they acquired emotional value and entertainment from looking for low priced products.

There is no prior research examining the effect of price consciousness on consumer attitude in the context of fast fashion retailing. However, considering that fast fashion retailers provide competitively inexpensive products, it was assumed that price conscious consumers are likely to hold a favorable attitude toward fast fashion retailers. This is because price conscious consumers tend to choose retailers who provide low price (Moore & Carpenter, 2006; Yavas, 2003) and like searching for a low price (Alford & Biswas, 2002). Therefore, this study hypothesized consumers' price consciousness positively influence their attitudes toward the fast fashion retailers.

Consumption value and consumer attitude. This study assumed that consumers' perceive price value, quality value, emotional value, and epistemic value obtained from their past experience with fast fashion products had contributions to constructing consumer attitude toward fast fashion retailers.

First, price value and quality value composing functional value have a different relationship with consumer attitude toward fast fashion retailers. Because price is the one

most important factor influencing consumers' purchase intention (Niinimäki, 2009), consumers who perceive prices of fast fashion products are reasonable and the products are economical are expected to have positive attitude toward fast fashion retailers who decrease consumers' financial burden. In terms of quality, it is true that fast fashion products have poor quality because the products are manufactured to be used less than 10 times (McAfee, Dessain, & Sjöman, 2007, as cited in Sull & Turconi, 2008). However, fast fashion consumers might still have positive attitude toward fast fashion retailers even though they perceive that the quality of fast fashion items is poor. This is because they focus on price and style rather than quality when purchasing fast fashion items. In the Gabrielli et al. (2012) study, fast fashion consumers who participated in the focus groups stated that they accepted low quality of the fast fashion products, but purchased them because they intended to wear them only several times. If this reasoning is true, there would be an insignificant relationship between perceived quality value and attitude toward fast fashion retailers.

Emotional value was also expected to have a positive impact on consumer attitude toward fast fashion retailers. Miller (2012) stated that the rarity environment of fast fashion, which means fast fashion retailers provide new products in limited amounts, arouses enjoyment after product consumption because buying "rare" items makes consumers urgently buy products and feel that they have rare items others cannot have. According to Arnold and Reynolds (2003), consumers enjoy looking for sales, discounts or lowest prices while shopping and they feel a sense of achievement when they find a good deal. Furthermore, consumers might feel arousal and pleasure when they can wear

different clothing every day, keep up with trends by wearing new fashion and easily wear a different style in a special day (Arnold & Reynolds, 2003; Gabrielli et al., 2012).

Therefore, consumers who perceive emotional value are likely to hold positive attitude toward fast fashion retailers who provide inexpensive, various, and trendy fashion items.

Epistemic value is also expected to have a positive relationship with consumer attitude toward fast fashion retailers. Because fast fashion retailers quickly provide the latest and a variety of items to consumers, consumers are easily exposed to new information related to products, such as new trends, new styles or new textiles. It might satisfy consumers' desires for seeking novelty and learning new information. Therefore, consumers who perceive that they could acquire epistemic value might have positive attitude toward fast fashion retailers who constantly provide new items.

Awareness of sustainable practices (ASP) and consumer attitude. Dickson (2000) stated that consumers who were knowledgeable about sustainability issues were likely to support sustainable businesses. King and Workman (1996) also found that students who were knowledgeable about the environmental issues in the apparel industry were concerned about their purchase decisions and put effort into thinking about the impact of their behavior on the environment and society (as cited in Bhaduri & Ha-Brookshire, 2011).

Bhaduri and Ha-Brookshire (2011) conducted in-depth semi-structured interviews with 13 participants who were residents in the midwest U.S. to investigate the relationship among consumer attitude and purchase intentions toward purchasing apparel products from businesses that are transparent about their effect on the society and

environment, along with consumers' prior knowledge about the effect of the apparel manufacturing industry on the society and environment. The researchers revealed that participants' attitude toward apparel products from transparent businesses were influenced by their prior knowledge about the apparel manufacturing industry and the attitude were also positively related to their purchase intentions. The researchers also stated that today's unsustainable purchase decision is derived from consumers not knowing about sustainability issues.

A prior study conducted by Morgan and Birtwistle (2009) examined young fashion consumers' disposal habits. Based on qualitative data from focus groups and interviews with consumers and quantitative data from 206 female adults, the researchers found that consumers were unaware that they needed to recycle clothing items because they did not know the negative effects of clothing production and clothing disposal on the environment. Furthermore, the participants stated that if they had knowledge of the social and environmental consequences of their disposal behavior, they would consider changing their consumption behavior.

Lee, Choi, Youn, and Lee (2012) examined the effect of fashion retailers' green practices on consumers' green consciousness and behavior. Two hundreds Korean participants were asked to read hypothetical news articles about fashion retailers' eco-friendly products and green campaigns and to answer questions about their perception of the news articles, their green consciousness, and their green behavior intentions. Consumers' positive perception of green retailing activities positively influenced consumers' green consciousness and intentions to purchase green products.

Peterson, Hustvedt, and Chen (2012) examined the relationship between sustainable attributes of products and consumer's choice. In interview surveys, the researchers showed several wool products and acrylic products. With 514 consumers, the researchers found that consumers who were conscious about animal rights and environmental issues of the apparel industry tended to prefer sustainably produced wool products to acrylic products. Therefore, consumers' consciousness and awareness toward sustainability and related issues positively influenced their behavior and attitude toward sustainable products and companies. Based on those findings, it was proposed that consumers who have ASP will hold favorable attitudes toward fast fashion retailers.

The present study predicted that consumers who are aware of fast fashion retailers' sustainable practices are inclined to have positive attitude toward fast fashion retailers because previous studies found a positive relationship between consumers' awareness of sustainability issues in the fashion industry and their consumption behavior toward sustainable brands or products.

Perception of fashion democratization (PFD) and consumer attitude. Prior to the Industrial Revolution, making clothes took extensive time and effort because the entire manufacturing process from pattern making to sewing was done by hand. At that time, only wealthy people could possess high quality and fashionable clothes because those products were very expensive and produced in limited quantities (Kawamura, 2010). After the Industrial Revolution, the fashion industry was highly influenced by technical advancement. Owing to the invention of manufacturing technology (e.g., sewing machines, handlooms, stitching needles, synthetic fibers) the handmade fashion

industry was transformed into a mechanized industry, leading to mass production (Kawamura, 2010). Mass production with advanced technology increased the speed of production and improved quality at a low price (Kawamura, 2010). Therefore, fashion that had been exclusively possessed by wealthy people became accessible and affordable to a wide range of consumers regardless of their education level, income level, and social status. These events marketed the beginning of fashion democratization. Fashion democratization is a transition to fashion for everyone from the authoritative fashion only rich people can enjoy. Majima (2008) stated that in the women's clothing market, fashion democratization was led by the rise in women's income and the decrease in clothing prices because consumers could purchase numerous products with their income.

In addition to technological advancements in manufacturing, the development of transportation and advent of new retail formats, such as Internet shopping, accelerated the distribution of fashion to consumers (Kawamura, 2010). Therefore, consumers can purchase the latest fashion items exported from international brands at stores or through online. Moreover, a variety of media, TV, radio, newspaper, and magazines strongly influence the spread of information regarding fashion. Furthermore, with the advent of Internet technology, it became easy to acquire fashion related information through online social media, magazines, videos, and shopping websites. The impact of the Internet has made fashion accessible without limitations on time and place.

Fast fashion products look similar to high-end products, but are comparatively inexpensive because the fast fashion retailers apply or copy high-end designs into their products and use less expensive materials (Niinimäki, 2009; Reinach, 2005). Also, fast

fashion retailers open tremendous stores across the world, which make fashion more accessible to consumers globally. As a result, fast fashion retailers accelerate fashion democratization. Wang (2010) stated that “fast fashion’s soul is to make fashion democratized with its low price and speed” (p.10).

While affordable and accessible fashion is positive aspects of fashion democratization to consumers, there is also a negative opinion about fashion democratization. Choufan (2013) stated that democratization of fashion actually is destroying fashion itself since it focuses on the amount of fabric rather than aesthetic aspects of the garments and the condition of products is poor. Therefore, consumer attitude toward fast fashion retailers might depend on their opinion about fashion democratization. Consumers who have positive PFD have favorable consumer attitude toward fast fashion retailers. For example, if someone values creative design and aesthetic aspects in fashion, she or he may not have a favorable attitude toward fast fashion retailers because fast fashion does not focus on developing creative designs and producing sophisticated items. On the other hand, someone who thinks every consumer should have a right to enjoy fashion may have a favorable attitude toward fast fashion retailers. Therefore, this study hypothesized that consumers’ favorable perception of fashion democratization positively influences consumer attitude toward fast fashion retailers.

Consumer attitude and patronage intention. Individuals’ attitude toward a certain behavior can positively predict their behavioral intention (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). However, several researchers have found a gap between

attitude and behavioral intention. Ha-Brookshire and Hodges (2009) conducted in-depth interviews and observation studies with 15 individuals who had donated clothing item in the past six months. They found that consumers' attitude toward donation behavior was not related to their clothing donation intentions. Dickson (2000) conducted surveys to understand female consumers' purchase decisions regarding socially responsible apparel products. With data collected from one thousand female consumers aged between 19 and 44, the researcher found that only product related attitudes positively influenced the intention to purchase from socially responsible businesses, while attitude toward socially responsible apparel business practices did not.

In spite of these studies, numerous prior studies (Bhaduri & Ha-Brookshire, 2011; Guerrero, Colomer, Guàrdia, Xicola, & Clotet, 2011; Hansen, Jensen & Solgarrd, 2004; Kim & Karpova, 2010; Ogle, Hyllegard, & Dunbar, 2004; Belleau, Summers, Xu, & Pinel, 2007) suggested a positive relationship between consumers' attitude and their behavioral intentions. For example, Hansen et al. (2004) examined consumers' behavioral intention toward online grocery shopping based on not only the theory of reasoned action but also the theory of planned behavior. Swedish and Danish household members (n = 2280) participated in the online survey and their attitude, subjective norm, perceived behavioral control, and patronage intention were evaluated. The researchers found that consumers' attitude toward online grocery shopping significantly predicted their purchase intention.

Balleau et al. (2007) examined whether the theory of reasoned action was applicable to explaining purchase intention toward emu leather products. The researchers

recruited 229 college students and asked them to indicate their attitude, subjective norm, and behavioral intention toward purchasing fashion items made of emu leather. It was found that participants who held more favorable attitude toward purchasing emu leather products had higher intentions to purchase them while subjective norm had an insignificant effect on their purchase intention.

Kim and Karpova (2010) employed the theory of planned behavior to explain consumers' purchase intention toward fashion counterfeits. Participants who were female college students (n = 366) were asked to respond questions regarding their attitude, perceived behavioral condition, subjective norm, purchase intention, and external variables. It was found that product appearance, normative susceptibility, past purchase experience, and value consciousness significantly predicted participants' attitude. Also, participants' attitude, perceived behavioral condition, and subjective norm positively influenced their purchase intention toward fashion counterfeits.

Ogle et al. (2004) conducted a consumer intercept survey at REI flagship store in Denver (n = 186) to explain consumers' patronage intention toward REI store which had sustainable retail environment. The researchers explored antecedents influencing patronage intention based on the theory of reasoned action and the extended model including external variables. The researchers found that attitude significantly predicted patronage intention while subjective norm did not. In the extended model, retail characteristics, store atmospherics, merchandise assortment, consumer lifestyle orientation, and consumer demographics had significant effects on consumers' patronage intention.

Based on the aforementioned studies, the present study also claimed that attitude predicts behavioral intention. To be specific, consumer attitude toward fast fashion retailers was expected to predict their intention to patronage fast fashion retailers.

Conceptual Framework

A conceptual framework was developed to explain how a variety of antecedents affected consumer attitude toward fast fashion retailers. The antecedents of attitude were categorized into three dimensions: (a) consumer characteristics, (b) perceived consumption value, and (c) consumer awareness. It was expected that consumer attitude toward fast fashion retailers, influenced by the variables in each dimension, predicted patronage intention.

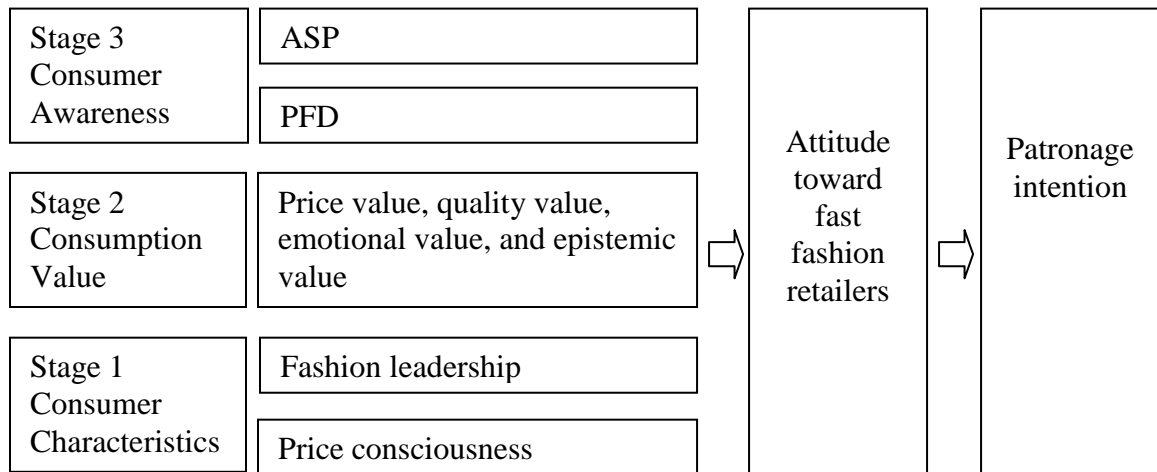


Figure 2. Proposed conceptual framework

Research Hypotheses

Based on related literature and the conceptual framework, the following hypotheses were developed.

H1. Consumers' fashion leadership positively influences their attitude toward fast fashion

retailers.

H2. Consumers' price consciousness positively influences their attitude toward fast fashion retailers.

H3a. After controlling the influence of consumer characteristics, perceived price value of fast fashion products positively influences their attitude toward fast fashion retailers.

H3b. After controlling the influence of consumer characteristics, perceived quality value of fast fashion products insignificantly influences their attitude toward fast fashion retailers.

H3c. After controlling the influence of consumer characteristics, perceived emotional value of fast fashion products positively influences their attitude toward fast fashion retailers.

H3d. After controlling the influence of consumer characteristics, perceived epistemic value of fast fashion products positively influences their attitude toward fast fashion retailers.

H4. After controlling the influence of consumer characteristics and perceived product consumption values, consumers' ASP positively influences their attitude toward fast fashion retailers

H5. After controlling the influence of consumer characteristics and perceived product consumption values, consumers' favorable PFD positively influences their attitude toward fast fashion

H6. Consumers' attitude toward fast fashion retailers positively influences their patronage intention

CHAPTER 3

Methods

This chapter presents the research methodology including the data collection procedure, the instrument developed for measuring the variables, and statistical data analysis techniques used.

Data Collection

Before data collection, the present study received approval from the University of Minnesota's Institutional Review Board. Furthermore, the measurement items were reviewed by three committee members, five graduate students, and two undergraduate students to refine the wording and readability of the items with their suggestions and advice before distributing the questionnaires to participants.

For the main data collection, an online survey design was employed to achieve the research objectives. The questionnaire was sent to undergraduate students in the University of Minnesota through Qualtrics, an online survey tool. A purposive sample was chosen from a population of this study (i.e., U.S. college students). The U.S. has a developed fast fashion industry because the U.S. apparel industry initiated quick response system which is a basis of fast fashion industry in 1980s ("Fast fashion," 2014). Moreover, young people, generally college students, are the target consumers of fast fashion retailers. In Wang's (2010) study, it was found that young adult consumers, compared to other groups of consumers, frequently shop for fast fashion products. Therefore, U.S. college students were regarded as an appropriate population for this study.

Two different procedures were used to collect data from undergraduates across a variety of majors. First, a total of 218 undergraduate students who were enrolled in RM 4217 (International Retail Markets), RM 1201 (Fashion, Ethics, and Consumption), RM3242 (Retail Buying), and RM4117W (Retail Environments and Human Behavior) in the College of Design at the University of Minnesota received the questionnaire by email. This approach yielded 141 undergraduate students voluntarily participating in the research. The response rate was 64.68%. The participants received extra credit in the course they were taking.

Next, by using the principal investigator's personal connections, undergraduate students in other majors (e.g., business, psychology, engineering, natural science) at the University of Minnesota ($n=52$) were also recruited. Undergraduate students across different majors were recruited to improve variation in the data. If only undergraduate students in the College of Design were recruited, the results could be biased because the participants who are taking Retail Merchandising courses in the College of Design might be more aware of fast fashion and social issues related to fast fashion than are general students. The invitation email containing the URL link for the survey was sent to graduate students and undergraduate students who were connected with PI and agreed to help recruit participants. The students who received the email distributed it to undergraduate students (e.g. friends, classmates, or students) by using their personal connection. Using this process, approximately 630 undergraduate students received the questionnaire by email and 52 undergraduate students voluntarily participated in the survey. Online shopping gift cards (\$25 for five participants and \$100 for one participant)

were offered to randomly-selected participants as a reward. In this process, the response rate was 8.25%. The exact number of students who received the questionnaire could not be calculated because PI could not directly control the recruiting process. For the both procedures, when the participants clicked the URL link they first read a consent form. Participants who agreed to participate in the research were directed to the questionnaire. The overall response rate was 22.82%.

Instrumentation

Prior to measuring independent and dependent variables, participants were asked to indicate whether they were undergraduate students at the University of Minnesota and they have ever shopped at a fast fashion retailer before. Based on their responses, only participants who were undergraduate students and have shopped at a fast fashion retailer were allowed to proceed.

The questionnaire consisted of six parts: (a) consumer patronage intention, (b) consumer attitude toward fast fashion retailers, (c) consumer awareness: PFD and ASP, (d) perceived consumption value: price value, quality value, emotional value, and epistemic value, (e) consumer characteristics: fashion leadership and price consciousness, (f) general shopping behavior and demographic information. All items were self-administered measures and created based on previous studies and existing measurement scales.

In the first section, consumer patronage intention toward fast fashion retailers was measured. The participants were asked to indicate their intention to shop at fast fashion retailers in the next three months. Three items were adopted from previous research

(Madden, Ellen, & Ajzen, 1992) and modified in accordance with the context of this study. 7-point Likert-scales (1 = strongly disagree; 7 = strongly agree) were used to measure the following items: (a) I intend to shop at a fast fashion retailer in the next three months; (b) I will try to visit a fast fashion store in the next three months; and (c) I will seriously consider shopping at a fast fashion retailer in the next three month. The reported reliability of this scale was .83 (Madden et al., 1992).

In the second section, consumer attitude toward fast fashion retailers was measured. The measurement items were also adopted from Madden, et al.'s (1992) research. 7-point semantic differential scales were utilized for the following items: (a) good-bad; (b) pleasant-unpleasant; (c) beneficial-harmful; (d) useful-useless; and (e) enjoyable-unenjoyable. Participants were asked to indicate their attitude on a positive-negative continuum. The reported reliability of this scale was .94 (Madden et al., 1992).

In the third section, consumer awareness including ASP and PFD were measured. First, because a scale measuring awareness of sustainable practices does not exist, the items for measuring ASP were created based on news articles presenting sustainable practices fast fashion retailers actually engaged in. Participants were asked to indicate the degree of awareness of these practices on 7-point Likert-scales (1 = Not at all aware; 7 = Extremely aware). The items were: (a) Major fast fashion retailers, such as H&M and Topshop are now offering a sustainable product line made of eco-friendly fabrics and textiles; (b) Major fast fashion retailers, such as H&M and Uniqlo collect unwanted clothing items from consumers, and then recycle or donate them to poor people; (c) Major fast fashion retailers, such as Zara, H&M, and Mango are striving to eliminate the

release of hazardous chemicals throughout the entire supply chain; (d) Major fast fashion retailers, such as Zara, H&M, Topshop stopped the production of angora products for animal rights; and (e) Major fast fashion retailers, such as H&M, Mango, Zara, and Uniqlo agreed to be responsible for working environment for employees in developing countries where their factories are located. Second, PFD was measured by using 7-point Likert-scales (1 = strongly disagree; 7 = strongly agree). Because a scale for measuring individual perception about the democratization of fashion does not exist question items were created based on articles posted on Internet media and previous studies on luxury brands. Exclusivity or luxury of fashion can be regarded as an opposite concept of fashion democratization because luxury products are expensive and usually purchased by wealthy people while fashion democratization provides affordable and accessible fashion styles to every consumer. Therefore, examining consumers' perception of luxury products can represent how consumers perceive the concept of fashion democratization. The present study adopted five items from Dubois, Czellar, and Laurent's (2005) study on consumer attitude toward luxury products and the items were modified in accordance with this study. The items were: (a) Fashion should be for everyone regardless of class, gender, economic status, and culture differences; (b) Fashion should be sold at premium prices (negatively worded); (c) Today, everyone should have access to fashion; (d) True fashion cannot be mass produced (negatively worded); and (e) Only rich people can appreciate fashion (negatively worded).

In the fourth part, the participants were asked to indicate the perceived consumption value they obtained from their past consumption experience of fast fashion

products. The questions for price value, quality value, and emotional value were adopted from items used in previous studies (Sheth et al., 1991; Sweeney & Soutar, 2001). The reported reliabilities of three consumption value variables were .80, .91, .94 respectively (Sweeney & Soutar, 2001). The items regarding epistemic value were developed based on the definition of epistemic value in Sheth et al.'s study (1991) and the items used in Lin and Huang's (2012) study. The reported reliability of the scale was .81 (Lin & Huang, 2012). 7-point Likert-scale (1 = strongly disagree; 7 = strongly agree) was used to measure perceived consumption value. The items measuring price value were: (a) Fast fashion products are reasonably priced; (b) Fast fashion products offer value for money; (c) Fast fashion products are good products for the price; and (d) Fast fashion products are economical. The items on assessing quality value were: (a) Fast fashion products do not last a long time (negatively worded); (b) Fast fashion products have consistent quality; (c) Fast fashion products have an acceptable standard of quality; (d) Fast fashion products are well made; (e) Fast fashion products have poor workmanship (negatively worded); and (f) Fast fashion products perform consistently. The items on assessing emotional value were: (a) I enjoy fast fashion products; (b) Fast fashion products make me feel good; and (c) Fast fashion products give me pleasure. The items for measuring epistemic value were: (a) Fast fashion products provide a great deal of information; (b) Fast fashion products offer novelty; (c) Fast fashion products satisfy a desire for knowledge; and (d) Fast fashion products arouse my curiosity.

In the fifth part, consumer characteristics, fashion leadership and price consciousness were measured. Existing scales for measuring fashion innovativeness and

fashion opinion leadership were adopted from previous studies (Flynn et al., 1996; Goldsmith & Hofacker, 1991). The reported reliabilities of these scales were .83 (Goldsmith & Hofacker, 1991) and .86 (Flynn et al., 1996), respectively. The items measuring fashion leadership were: (a) compared with my friends, I do little shopping for new fashions (negatively worded); (b) In general, I am the last one in my circle of friends to purchase a new outfit or fashion (negatively worded); (c) I know more about new fashions than other people; (d) If I heard that a new outfit was available through a local clothing or department store, I would be interested enough to buy it; (e) I will consider buying a new fashion, even if I have not heard of it yet; (f) My opinion on fashion seems unimportant to other people (negatively worded); (g) When they choose fashion, other people do not turn to me for advice (negatively worded); (h) Other people come to me for advice about choosing fashionable clothing; (i) People that I know pick clothing based on what I have told them; (j) I often persuade other people to buy fashion items that I like; and (k) I often influence people's opinions about clothing. The questionnaire items measuring price consciousness were adopted from Lichtenstein et al.' (1993) study. The reported reliability of this scale was .84 (Lichtenstein et al., 1993). The items were: (a) I am willing to go to the extra effort to find low prices; (b) The money saved by searching for low prices is usually worth the time and effort; (c) I would shop at more than one store to find low prices; and (d) The time it takes to find low prices is usually worth the effort. The consumer characteristics including both fashion leadership and price consciousness were measured using 7-point Likert-scale (1 = strongly disagree; 7 = strongly agree).

In the sixth section, participants were asked to indicate their general shopping behavior. The questions were: (a) In general, how frequently do you shop at fast fashion retailers per month? ; (b) In general, how frequently do you go apparel shopping per month? ; (c) In general, how much do you spend on fast fashion products per month? ; (d) In general, how much do you spend on apparel shopping per month? At the end of the questionnaire, participants responded to questions asking them indicate their age, gender, ethnicity, income level, and major.

Pilot Study

Prior to the main data collection, a pilot study was conducted using a convenience sample of 30 undergraduate students enrolled in RM 4247(Advanced Buying and Sourcing). The online questionnaire was also employed in the pilot study and the participants received extra credit. At this stage, the measurement items were analyzed to ensure the validity and reliability of the multi-item scales chosen for the study. When Cronbach's alpha is equal to or greater than .70, it is usually considered as acceptable (Nunnally, 1978, as cited in Santos, 1999). The reliability of the measurement items were ranged from .82 to .97 (see Table1).

Kaiser-Meyer-Olkin (KMO) and Barlett's test were examined (Dziuban & Shirkey, 1974). To conduct factor analysis, a value of KMO should be .50 or greater than .50 and the result of Barlett's test should be significant (Dziuban & Shirkey, 1974). At the item level, every item was valid except for the items in the PFD. The values of Kaiser-Meyer-Olkin (KMO) of the five items in the PFD were below .50 and the value of Barlett's test was insignificant (see Table1). However, as these items were developed by

the researcher and the sample size in the pilot study was small, they were maintained for the main study. The final measurement scales refined through the pilot test are presented in Table 2.

Table 1

Factor Analysis and Reliability Test Result in the Pilot Test

Variable	Number of items (source)	α	KMO	Barlett's test Approximate Chi-Square (<i>df</i>)
Patronage intention	3 (Madden et al., 1992)	.94	.77	48.69**** (3)
attitude	5 (Madden et al., 1992)	.89	.59	67.50**** (10)
Awareness of sustainable practices	5 (Chua, 2011; Dishman, 2013; "Index and Gap," 2013; Lanyon, 2013; MacDonald, 2012; "Zara," 2013)	.82	.71	34.39**** (10)
Perception of fashion democratization	5 (Dubois et al., 2005; Elder, 2013; Pous, 2013)	.94	.33	17.72 (10)
Price value	4 (Sweeney & Soutar, 2001)	.85	.75	34.37**** (6)
Quality value	6 (Sweeney & Soutar, 2001)	.84	.70	70.57**** (15)
Emotional value	3 (Sweeney & Soutar, 2001)	.90	.68	39.09**** (3)
Epistemic value	4 (Lin & Huang, 2012; Sheth et al., 1991)	.87	.75	42.29**** (6)
Fashion leadership	11 (Flynn et al., 1996; Goldsmith & Hofacker, 1991)	.83	.58	134.13**** (55)
Price consciousness	4 (Lichtenstein et al., 1993)	.97	.86	112.98**** (6)

Note. *The item is reversed scored. * $p < .05$; ** $p < .01$; **** $p < .001$. The value of KMO should be greater than .50.

Table 2

Final Measurement Scales

Variable	Items	Scale type
Consumer patronage intention	PI1: I intend to shop at a fast fashion retailer in the next three months. PI2: I will try to visit a fast fashion store in the next three months. PI3: I will seriously consider shopping at a fast fashion retailer in the next three months.	7-point scale (1=strongly disagree; 7=strongly agree)
Consumer attitude toward fast fashion retailers	AFF1: good-bad AFF2: pleasant-unpleasant AFF3: harmful-beneficial AFF4: useful-useless AFF5: enjoyable-unenjoyable	7-point semantic differential scale
Consumer awareness		
Awareness of sustainable practices of fast fashion retailers	ASP1: Major fast fashion retailers, such as H&M and Topshop, are now offering a sustainable product line made of eco-friendly fabrics and textiles. ASP2: Major fast fashion retailers, such as H&M and Uniqlo collect unwanted clothing items from consumers, and then recycle or donate them to poor people. ASP3: Major fast fashion retailers, such as Zara, H&M, and Mango are striving to eliminate releases of hazardous chemicals throughout the entire supply chain. ASP4: Major fast fashion retailers, such as Zara, H&M, Topshop stopped the production of angora products for animal rights. ASP5: Major fast fashion retailers, H&M, Mango, Zara, and Uniqlo, agreed to be responsible for working environment for employees in developing countries where their factories are located.	7-point Likert-scale (1=Not at all aware, 7=Extremely aware)

(continued)

Variable	Items	Scale type
Perception of fashion democratization	PFD1: Fashion should be for everyone regardless of class, gender, economic status, and culture differences. PFD2: Fashion should be sold at premium prices. PFD3: Today, everyone should have access to fashion goods. PFD4: True fashion cannot be mass produced.* PFD5: Only rich people can appreciate fashion.*	7-point Likert-scale (1=strongly disagree; 7=strongly agree)
Perceived consumption value		
Price value	PV1: Fast fashion products are reasonably priced. PV2: Fast fashion products offer value of money. PV3: Fast fashion products are good products for the price. PV4: Fast fashion products are economical.	7-point Likert-scale (1=strongly disagree; 7=strongly agree)
Quality value	QV1: Fast fashion products would not last a long time.* QV2: Fast fashion products have consistent quality. QV3: Fast fashion products have an acceptable standard of quality. QV4: Fast fashion products are well made. QV5: Fast fashion products have poor workmanship.* QV6: Fast fashion products would perform consistently.	
Emotional value	EMV1: I enjoy fast fashion products. EMV2: Fast fashion products make me feel good. EMV3: Fast fashion products give me pleasure.	

(continued)

Variable	Items	Scale type
Epistemic value	EPV1: Fast fashion products provide a great deal of information. EPV2: Fast fashion products offer novelty. EPV3: Fast fashion products satisfy a desire for knowledge. EPV4: Fast fashion products arouse curiosity.	7-point Likert-scale (1=strongly disagree; 7=strongly agree)
Consumer characteristics		7-point Likert-scale (1=strongly disagree; 7=strongly agree)
Fashion leadership	FL1: compared with my friends, I do little shopping for new fashions.* FL2: In general, I am the last one in my circle of friends to purchase a new outfit or fashion.* FL3: I know more about new fashions before other people. FL4: If I heard that a new outfit was available through a local clothing or department store, I would be interested enough to buy it. FL5: I will consider buying a new fashion, even if I have not heard of it yet. FL6: My opinion on fashion seems unimportant to other people.* FL7: When they choose fashion, other people do not turn to me for advice.* FL8: Other people come to me for advice about choosing fashionable clothing. FL9: People that I know pick clothing based on what I have told them. FL10: I often persuade other people to buy fashion items that I like. FL11: I often influence people's opinions about clothing.	
Price consciousness	PC1: I am willing to go to the extra effort to find lower prices. PC2: The money saved by searching for lower prices is usually worth the time and effort. PC3: I would shop at more than one store to find lower prices. PC4: The time it takes to find lower prices is usually worth the effort.	

*The items were reversed scored.

Data Analysis Technique

Data analysis for the main study involved a series of hierarchical regression analyses to examine the relationships between each of the three sets of antecedents (independent variables) and consumer attitude toward fast fashion retailers (dependent variable). The first set of antecedents of consumer attitude toward fast fashion retailers was consumer characteristics and it was first entered in the hierarchical regression model to purify the effect of consumption value on consumer attitude. The second set, perceived consumption value of fast fashion products, was entered at stage 2. At the last stage, consumer awareness was entered to examine its effect on consumer attitude after controlling for other variables. Entering all sets of independent variables in a sequential order enabled the R-squared changes and significance levels to be evaluated to confirm the importance of each variable set in the explanation of consumer attitude. A separate simple linear regression was utilized to examine the relationship between consumer attitude toward fast fashion retailers and consumer patronage intention.

CHAPTER 4

Results

This chapter first presents demographic characteristics and shopping behavior of the samples. Next, reliability and validity tests and statistical assumption tests conducted before main data analysis were explained, followed by results of hypothesis testing.

Description of Sample

Undergraduate students ($n = 193$) opened the online questionnaire. Data from 154 individuals was used for data analysis. The click through rate was 79.79%. Among the participants, 74 (48.1%) were majoring in a fashion related area (e.g. fashion design, retail merchandising) and 80 participants (51.9%) were majoring in other areas (e.g., engineering, natural science, social science, business). A majority of the participants were females (85.1%). Most participants (92.2%) were between 18 and 25 years old. Most of participants were Caucasian (63.0%) or Asian (26.6%). Approximately half of the participants (52.6%) reported that they earned less than \$10,000 annually and 14.4% of the participants had an annual income from \$10,000 to \$19,999 (see Table 3). Concerning the frequency of shopping at fast fashion retailers, 40% of the participants shopped at fast fashion retailers 1-5 times per year, 28 % of the participants shopped 6-10 times per year, and 40 % of the participants go fast fashion shopping once a month. Furthermore, the majority of participants (85.7%) spent under \$100 per month (see Table 3).

Table 3

Sample Characteristics

Demographic characteristics	Frequency	Percent
Gender		
Male	21	13.64
Female	131	85.06
Prefer not to respond	2	1.30
Age		
18-21 years	100	64.94
22-25 years	42	27.27
26-30 years	8	5.19
31-40 years	1	.65
40 or over years	1	.65
Prefer not to respond	2	1.30
Ethnicity		
African-American	6	3.90
American Indian or Alaskan Native	1	.65
Asian or Pacific Islander	41	26.62
Chicano/Latino/ Hispanic	6	3.90
Caucasian	97	62.99
Other	1	.65
Prefer not to respond	2	1.30
Annual Income		
Less than \$10,000	81	52.60
\$10,000 to \$19,999	22	14.29
\$20,000 to \$29,999	6	3.90
\$30,000 to \$39,999	9	5.84
\$40,000 to \$49,999	4	2.60
More than \$49,999	6	3.90
Prefer not to respond	26	16.88
Academic class status		
Freshman	14	9.09
Sophomore	21	13.64
Junior	59	38.31
Senior	60	38.96

(continued)

Shopping behavior	Frequency	Percent
Frequency of shopping at fast fashion retailers		
1-5 times per year	40	25.97
6-10 times per year	28	18.18
Once a month	40	25.97
2-3 times a month	38	24.68
4-7 times a month	7	4.55
More than 8 times a month	1	.65
Expense of shopping for fast fashion products (per month)		
Less than \$10	21	13.64
\$10-\$49	59	38.31
\$50-\$99	52	33.77
\$100-\$149	13	8.44
\$150-\$199	6	3.90
\$200-\$249	1	.65
\$300 or over	2	1.30

Note. $n = 154$

Preliminary Data Analysis

Validity and reliability checks. Factor analysis was used to evaluate the validity of the scales. KMO values were all greater than .50 and Barlett's test values were all significant. In the reliability tests for examining the internal consistency of the measures, except for the PFD ($\alpha = .65$), all Cronbach's alpha values were greater than .70. Two items with low inter-item correlations were removed from the PFD item pool (PFD2 and PFD4). The Cronbach's alpha value of the reduced PFD scale (PFD1, PFD3, and PFD5) was .72 ($\alpha = .72$). Therefore, only three items were used to measure PFD (see Table 4).

Table 4

Factor Analysis and Reliability Test Results

Variable	Number of items	α	KMO	Barlett's test
Patronage intention	3	.94	.77	414.35**** (3)
Consumer attitude	5	.89	.81	404.80**** (10)
ASP	5	.88	.83	450.49**** (10)
PFD	5	.65	.62	147.51**** (10)
(Without PFD2 and PFD4)	(3)	(.72)	(.65)	(91.75**** (3))
Price value	4	.78	.77	170.82****(6)
Quality value	6	.86	.80	440.79**** (15)
Emotional value	3	.90	.73	296.80**** (3)
Epistemic value	4	.82	.73	260.41**** (6)
Fashion leadership	11	.88	.85	915.00**** (55)
Price consciousness	4	.91	.79	432.86**** (6)

Note. *The item is reversed scored. * $p < .05$; ** $p < .01$; **** $p < .001$.

The value of α should be greater than .70.

The value of KMO should be greater than .50.

Statistical assumptions for hierarchical regression analysis. Prior to conducting hierarchical regression, relevant assumptions of this analysis were tested.

Linear relationship between independent and dependent variables. Scatterplot graphs showed weak to moderate linear relationships between each independent variable and dependent variables (see Figure 3). Based on these graphs, it was concluded that the linearity assumption was fulfilled.

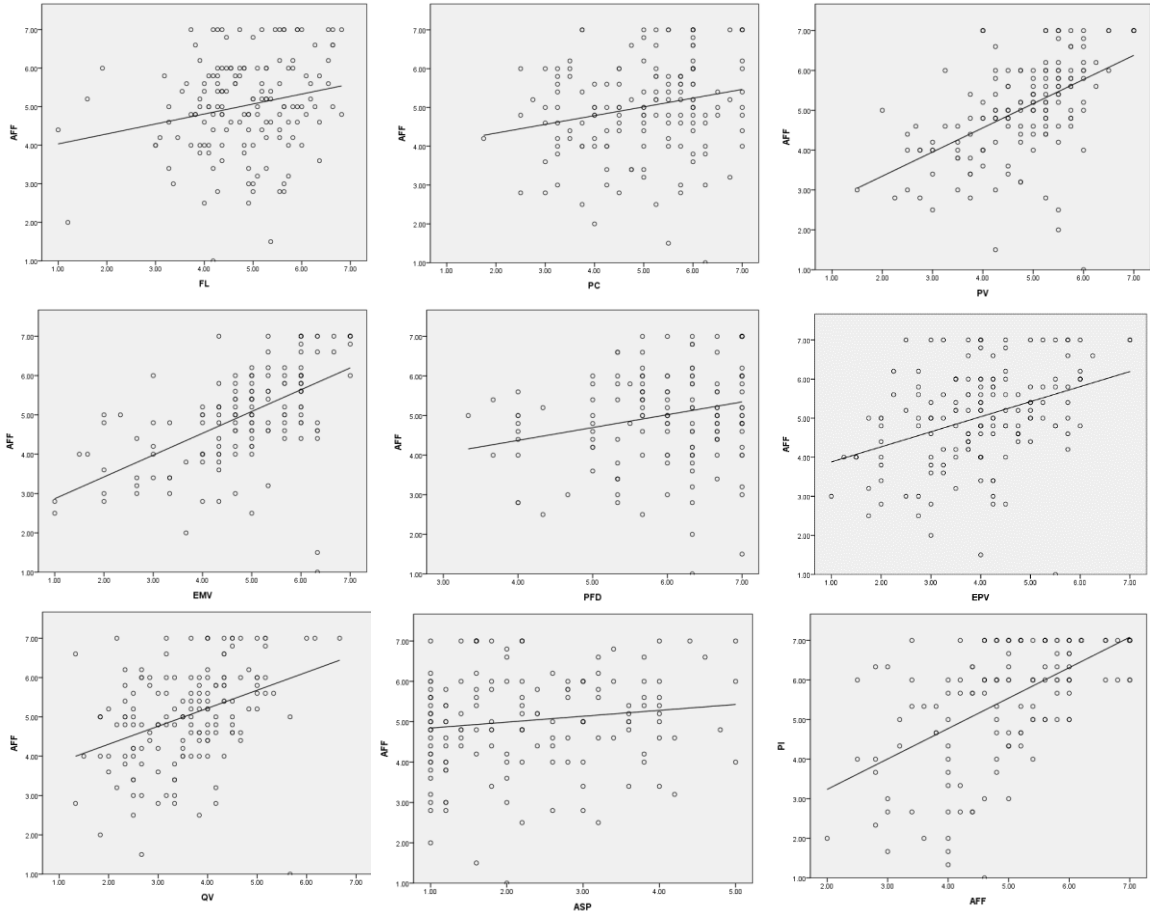


Figure 3. Linear relationships of consumer attitude toward fast fashion retailers (AFF) with price consciousness (PC), fashion leadership (FL), price value (PV), quality value (QV), emotional value (EMV), and epistemic value (EPV), and consumer patronage intention (PI).

Multicollinearity. There are several methods to examine multicollinearity. First, a correlation coefficient of less than .80 between independent variables indicated that the variables were not highly correlated with each other. In the present study, the maximum correlation value was .59 (see Table 5). Therefore, no multicollinearity was detected among the independent variables. Second, tolerance and Variance Inflation Factor (VIF) were also used to test multicollinearity (Ho, 2006). In general, unless the VIF (1/tolerance) is 10 or greater than 10 or if the tolerance statistic is below .10 or .20, it is not

problematic (Ho, 2006). The VIF values in the present study were all between 1.00 and 3.00 and the tolerance values were all greater than .40. Therefore, the multicollinearity assumption was not violated.

Table 5

Correlations between Variables

Construct	AFF	PC	FL	PV	QV	EMV	EPV	ASP	PFD
AFF	1.00								
PC	.22**	1.00							
FL	.22**	.04	1.00						
PV	.53***	.13	.18*	1.00					
QV	.38***	.28***	-.09	.46***	1.00				
EMV	.59***	.33***	.23**	.59***	.52***	1.00			
EPV	.37***	.14*	.14*	.42***	.47***	.47***	1.00		
ASP	.13	.02	.22**	.18*	.20**	.05	.45***	1.00	
PFD	.24**	.13	.23**	.31***	.02	.31***	.05	-.16*	1.00

Note. * $p < .05$, ** $p < .01$, *** $p < .001$; consumer attitude toward fast fashion retailers (AFF), price consciousness (PC), fashion leadership (FL), price value (PV), quality value (QV), emotional value (EMV), epistemic value (EPV), awareness of sustainable practices of fast fashion retailers (ASP), and perception of fashion democratization (PFD).

Homoscedasticity. Residual error plots were generated to examine if the data violates the homoscedasticity assumption. As hierarchical regression composed of three stages was used in this study: the first stage with consumer characteristics as independent variable, the second stage with consumer characteristics and perceived consumption value, and the final stage with consumer characteristics, perceived consumption, and consumer awareness as independent variables. Three scatter plots were created with consumer attitude toward fast fashion retailers as the dependent variable. In the residual plots, there were no curves, fanning shapes, or unusual values (see Figure 5). However, there were two outliers (data11 and data98) that were more than three standard deviations away from the mean. Therefore, these two cases were deleted before hierarchical regression was applied.

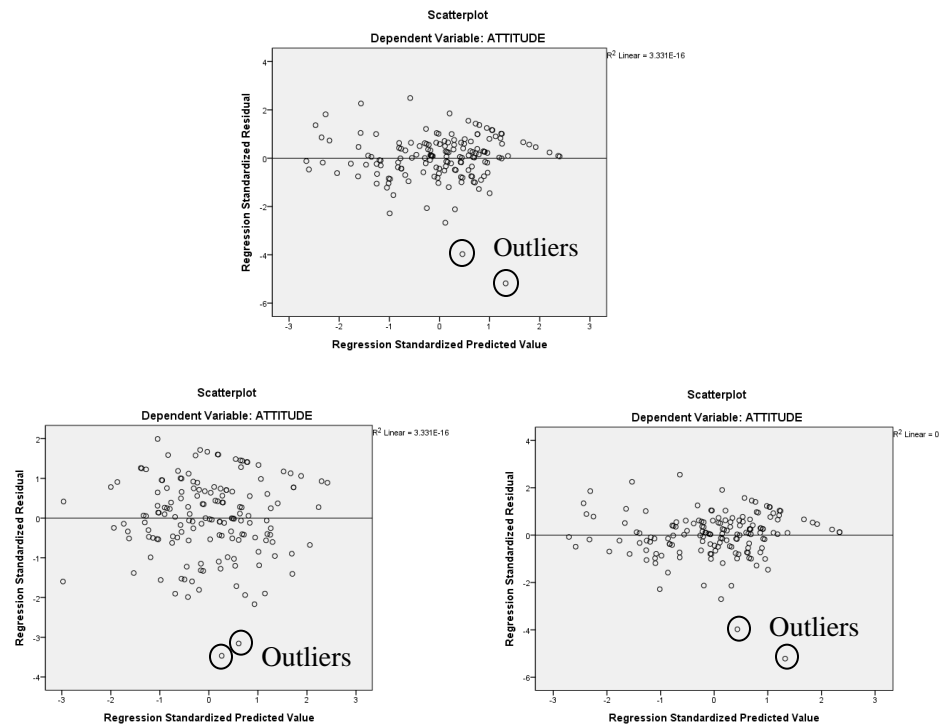


Figure 4. Homoscedasticity assumption tests.

Normality. To assess normality, Q-Q plots and histograms of residuals were examined. The normality test was conducted in each stage of hierarchical regression. In the Q-Q plots, the dots were placed along the diagonal lines. In the histograms of residuals, the residuals were roughly normal. Therefore, it could be concluded that residuals appeared to be normally distributed (see Figure 5).

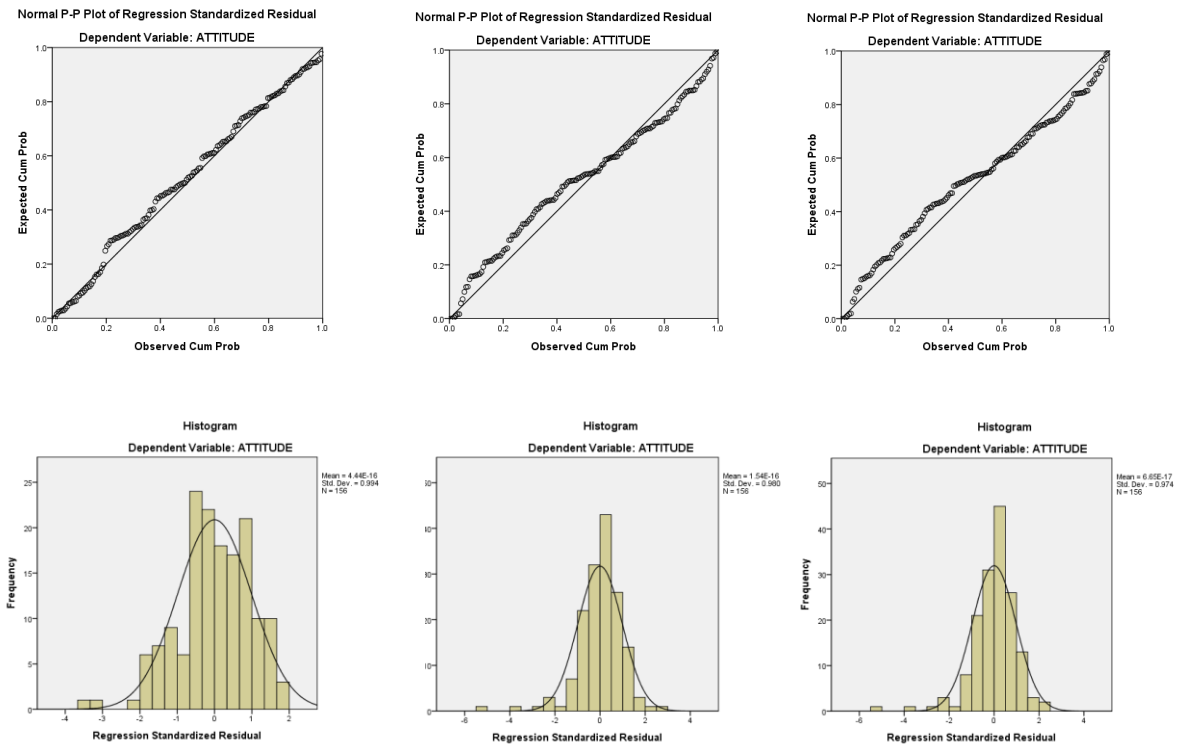


Figure 5. Q-Q plots and histograms of residual errors.

Hypothesis Testing

Hierarchical regression analysis was employed to test H1 to H5. Fashion leadership and price consciousness were entered at Stage 1 of the hierarchical regression model, price, quality, emotional, and epistemic values were entered at Stage 2, and ASP and PFD at Stage 3. At Stage 1, analysis revealed that consumer characteristics significantly contributed to the regression model and accounted for 12% of variation in consumer attitude toward fast fashion retailers ($R^2 = .12$, $F(2, 151) = 10.19$, $p < .001$). At Stage 2, R^2 increased to .53 ($R^2 = .53$, $F(4, 147) = 27.36$, $p < .001$), indicating that introducing consumption value variables explained an additional 41% of the variance in consumer attitude and this change in R^2 value was significant. However, after adding the third set of antecedents to the regression model, the change in R^2 was insignificant ($R^2 = .53$, $F(2, 145) = 20.47$, $p = 0.65$). Therefore, ASP and PFD did not play a significant role in increasing variance explained in consumer attitude toward fast fashion retailers (see Table 6).

Table 6

Hierarchical Regression for the Consumer Attitude toward Fast Fashion Retailers

Stage	Variable	<i>B</i>	<i>SE</i>	β	<i>t</i>	<i>R</i> ²	<i>R</i> ² change	<i>F</i>
1	(constant)	2.6	.55		4.89***	.12	.12	10.19
		7						
	Price consciousness	.25	.07	.26	3.34**			
	Fashion leadership	.24	.08	.22	2.88**			
2	(constant)	.64	.47		1.35	.53	.41	27.36
	Price consciousness	.07	.06	.07	1.12			
	Fashion leadership	.09	.07	.08	1.30			
	Price value	.27	.08	.25	3.39**			
	Quality value	.07	.09	.06	.81			
	Emotional value	.38	.08	.42	5.17***			
	Epistemic value	.08	.07	.09	1.26			
3	(constant)	.34	.59		.57	.53	.00	20.47
	Price consciousness	.06	.06	.06	1.05			
	Fashion leadership	.08	.07	.08	1.18			
	Price value	.26	.08	.24	3.10**			
	Quality value	.08	.09	.07	.95			
	Emotional value	.36	.08	.40	4.70***			
	Epistemic value	.10	.07	.10	1.30			
	Perception of fashion democratization	.07	.08	.05	.84			
	Awareness of sustainable practices	-.02	.07	-.01	-.20			

Note. *N* = 154; **p* < .05, ***p* < .01, ****p* < .001; Unstandardized coefficients (*B*), Standard error (*SE*), Standardized coefficients (β).

At Stage 1, both price consciousness ($\beta = 0.26, p < .01$) and fashion leadership ($\beta = 0.22, p < .01$) significantly predicted consumer attitude because the p-values were less than .05. Therefore, consumers' fashion leadership and price consciousness positively influenced consumer attitude toward fast fashion retailers. Thus, H1 and H2 were supported. However, when the consumption values were included at Stage 2, consumer characteristics became insignificant. Also, among the second sets of antecedents, p-values of both price value ($\beta = .25, p < .01$) and emotional value ($\beta = 0.42, p < .001$) were less than .05. However, p-values of quality value ($\beta = .06, p = .81$) and epistemic value ($\beta = .09, p = .126$) were greater than .05. Therefore, after controlling consumer characteristics, only price value and emotional value positively influenced consumer attitude toward fast fashion retailers, indicating that H3a, H3b, and H3c were supported.. Because two variables were not significant in predicting consumer attitude at Stage 2, a separate multiple regression was also conducted with the significant variables at Stage 2 (i.e. price value and emotional value) and the third sets of antecedents as independent variables to examine the importance of ASP and PFD in the hierarchical model. Price value ($\beta = .25, p < .01$) and emotional value ($\beta = .50, p < .001$) significantly predicted consumer attitude, but neither ASP ($\beta = .06, p = .36$) nor PFD ($\beta = .06, p = .42$) contributed to predicting consumer attitude (see Table 7). Therefore, H4 and H5 were not supported.

To rule out the intervening influence of participants' major in testing H4 and H5, a one-way between subjects ANOVA was conducted to compare the effect of participants' major on ASP in fashion-related major and other major conditions. There

was an insignificant effect of major on ASP at the $p < .05$ level for the two conditions ($F(1, 152) = 4.43, p = 0.37$). Therefore, college students' majors insignificantly influenced how much they were aware of fast fashion retailers' sustainable practice.

To examine the relationship between consumer attitude toward fast fashion retailers and patronage intention, a simple linear regression analysis was used. In the result, consumer attitude significantly predicted consumer patronage intention ($\beta = .52, p < .001$). Thus, H6 was supported.

No Space

Table 7

Multiple Regression with Price Value, Emotional Value, ASP, and PFD as Independent Variables

Independent variable	<i>B</i>	<i>SE</i>	β	<i>t</i>
(constant)	.97	.51		1.90
ASP	.06	.06	.06	.92
PFD	.08	.08	.06	.95
PV	.28	.08	.25	3.45**
EMV	.45	.06	.51	7.04***

Note. * $p < .05$, ** $p < .01$, *** $p < .001$; awareness of sustainable practices of fast fashion retailers (ASP), perception of fashion democratization (PFD), price value (PV), emotional value (EMV); Unstandardized coefficients (*B*), Standard error (*SE*), Standardized coefficients (β).

Mediating Role of Consumer Attitude

In the conceptual model, consumer attitude was designated as a mediator. To

examine the mediating role of attitude, a follow-up mediation analysis was used. In a hierarchical regression model for the mediation analysis, price value and emotional value were entered as independent variables at Stage 1 because they were identified as significant predictors in hypothesis testing, and consumer attitude toward fast fashion retailers was added at Stage2. Consumer patronage intention was used as a dependent variable in this model. At the Stage 1, price value ($\beta = 0.21$, $t(151) = 2.90$, $p < .01$) and emotional value ($\beta = .53$, $t(151) = 7.20$, $p < .001$) significantly predicted consumer patronage intention. After introducing consumer attitude, the contributions of price value ($\beta = .16$, $t(150) = 2.06$, $p = .04$) and emotional value ($\beta = .50$, $t(150) = 5.06$, $p < .001$) in consumer attitude were reduced, but still significant. Therefore, consumer attitude toward fast fashion retailers partially mediated the relationships the effects of price value and emotional value on patronage intention.

Table 8

Mediating Role of Consumer Attitude toward Fast Fashion Retailers

Stage	Variables	<i>B</i>	<i>SE</i>	β	<i>t</i>
1	(constant)	1.10	.43		2.54*
	Price value	.31	.11	.21	2.90**
	Emotional value	.63	.09	.53	7.20***
2	(constant)	.72	.45		1.59
	Price value	.22	.11	.16	2.06*
	Emotional value	.50	.10	.43	5.06***
	Attitude	.27	.11	.21	2.45*

Note. * $p < .05$, ** $p < .01$, *** $p < .001$; Unstandardized coefficients (*B*), Standard error (*SE*), Standardized coefficients (β).

CHAPTER 5

Discussion and Implications

This chapter presents a summary of findings, discussion of the findings and implications, and limitations and suggestions for future research.

Summary of Findings

This study aimed to examine a variety of antecedents influencing consumers' positive attitude and patronage intention in the context of fast fashion retailing. The results obtained from several regression analyses revealed that: (a) consumer characteristics (i.e. fashion leadership and price consciousness) positively influenced consumer attitude toward fast fashion retailers; (b) after controlling consumer characteristics, price value and emotional value positively influenced consumer attitude; (c) after controlling consumer characteristics and perceived consumption value, consumer awareness (i.e. ASP and PFD) significantly influenced consumer attitude; and (d) consumer attitude was a predictor of consumer patronage intention. Furthermore, consumer attitude toward fast fashion retailers partially mediated the relationship of price value and emotional value with consumer patronage intention.

Theoretical and Managerial Implications

Previous researchers (Birtwistle & Moore, 2006; Goldsmith & Clark, 2008; Kang & Park-Poaps, 2010, Robertson & Kennedy, 1968; Myers & Robertson, 1972; Workman & Johnson, 1993) identified characteristics of fashion leaders, and several previous studies (Carpenter & Moor, 2006; Yavas, 2003) on price consciousness found the

relationship between price consciousness and their retailer choice behavior. However, the influence of fashion leadership and price consciousness on consumer attitude toward fast fashion retailers was first empirically confirmed in this study. Based on the findings, it could be concluded that college students who tend to like trying new fashion, give advice about fashion to others, put effort in finding low price while shopping hold positive attitudes toward fast fashion retailers because the retailers provide the latest fashion and inexpensive products.

One of the interesting findings in this study was that among four different consumption value variables, only price value and emotional value obtained from fast fashion products predicted consumer attitude and patronage intention toward fast fashion retailers. This result could be related to the characteristics of the participants who were college students. To the questions on annual income level, more than half of the participants indicated that their annual income is less than \$10,000. Because of their tight budget, college student consumers who think fast fashion products are economical might hold strong and positive attitudes toward fast fashion retailers offering inexpensive products. Furthermore, considering that the participants of this study had high price consciousness ($M=5.04$, $SD=1.22$), college students may give considerable thought to the price of products. Therefore, it would be possible that inexpensive fast fashion products play as an important role in constructing a positive relationship of perceived price value with college students' attitude and patronage intention toward fast fashion retailers. Moreover, college students' tight budget could also be a reason of insignificant

relationship between quality value and consumer attitude. They might consider quality less important as they consider price when they consume fast fashion products.

The positive relationship of emotional value with consumer attitude and patronage intention is consistent with previous studies (Hou, Wu, & Hu, 2013; Mano & Oliver, 1993) revealing that consumption experience led to their affective states (e.g., pleasure, arousal, disappointment) and the positive feelings positively influenced their patronage intention. According to Joy, Sherry, Venkatesh, Wang, and Chan (2012), fast fashion satisfies young consumers' desires to have luxury fashion because fast fashion retailers provide the latest fashion which looks similar to luxury fashion. Therefore, college students might have positive feelings and satisfaction toward fast fashion retailers owing to the retailers' constant effort to "refresh product ranges" (Christopher, Lawson, & Peck, 2004, p.368). The fact that fast fashion retailers provide a great amount of information to consumers by offering latest fashion on a weekly basis did not represent the positive effect of epistemic value on college students' attitude toward the retailers. It could be concluded that if college students acquire novelty from fast fashion consumption is not important in explaining their attitude toward fast fashion retailers.

The positive effect of price value and emotional value on consumer attitude and behavior gives implications for fast fashion retailers of how important price value and emotional value. Because college students are main target consumers in fast fashion industry, understanding antecedents of college students' positive attitude and intention to visit fast fashion retailers is important to attract consumers and increase sales. This study found indirect and direct relationship of price value and emotional value with patronage

intention. Therefore, fast fashion retailers should develop strategies for improving price value and emotional value of fast fashion products. Collaborations of H&M with popular fashion designers can be good examples of the strategies to improve price value and emotional value. H&M annually launches a collection collaborated with a fashion designer, starting from “Karl Lagerfeld for H&M” in 2004. The collaborated collections offer inexpensive fashion items having fashion designers’ uniqueness. Consumers who purchase the items offered by the collections can obtain strong price value because they have fashion items look similar to luxury fashion at very low prices. Also, because of a huge competition among consumers who are eager to purchase designer clothes, the collaborated collections are quickly sold out. Therefore, consumers can also perceive emotional value as well as price value by having rare items with a small amount of money. Other fast fashion retailers can develop distinctive strategies to attract consumers.

This study tried to examine the importance of ASP and PFD in explanation of consumer attitude because these concepts have not been studied yet, but there was an insignificant relationship between consumer awareness and consumer attitude. The insignificant contribution of ASP to predicting consumer attitude is consistent with several previous studies. Jegethesan, Sneddon, and Soutar (2012) found that young consumers might not value on environmental issues or labor issues related to apparel products when they make a purchase decision. Connell and Kozar (2012) also revealed an insignificant relationship between undergraduate students’ knowledge and their purchase behavior for sustainably produced apparel products. Furthermore, Carrigan and Attalla (2001) found that price, value, brand, and fashion trends play an important role in

determining consumer behavior, rather than environmental and social responsible attributes of products, even though consumers are aware of negative impacts of products on the environment and society. Therefore, it could be concluded that even though college students are aware of sustainable issues, it does not influence their attitude and behavior because they put more value on other attributes of products, such as price and style. Moreover, the insignificant contribution of PFD to explaining consumer attitude could be because of the measurement scale used in this study. The present study first developed measurement items based on related studies and conducted factor analysis and reliability check to confirm if the scale is appropriate. However, it is possible that formal research was needed to develop a well-structured measurement scale. Another likely explanation for this insignificant finding is that college students representing Generation Y consumers might have been exposed to fast fashion since they were born. Fashion might have been always accessible and affordable to college students and fashion was already democratized in their whole lives. In this context, college students are unlikely to have favorable or unfavorable perception about the concept of fashion democratization. Therefore, examining college students' perception of fashion democratization to predict their attitude toward fast fashion retailers might have not worked well due to low variation in their PFD responses.

Limitation and Suggestion for Future Research

This study has several limitations and suggestions for future research. First, this study has limitations related to the sample. The sample of this study might not be representative of U.S. college students because the data were collected only from

undergraduate students in the University of Minnesota. Therefore, it is difficult to generalize the results to U.S. college students. Furthermore, convenience sampling technique used in this study has a restriction on generalization because students who were interested in fashion area might voluntarily participate in the survey. Therefore, the result could be biased.

Second, as mentioned before, the result of insignificant relationship between consumer awareness variables and consumer attitude could be because of the measurement scale. It is possible that the measurement scales for ASP and PFD were not valid and reliable to see their relationship with consumer attitude. Therefore, it is suggested that future studies can develop well-structured measurement scales through in-depth research for investigating the effect of consumer awareness on consumer behavior.

Lastly, even though this study employed various antecedents, this study still excludes possible and important antecedents affecting consumer attitude toward fast fashion retailers. This study only took account of consumers' perceived consumption value obtained from products and excluded shopping values acquired from shopping experience. The concept of shopping value has been more frequently used in consumer research, rather than consumption value. For example, while shopping, consumers can feel a sense of adventure, enjoy time by hunting and bargaining products, and relieve stress, and these shopping experiences can positively affect consumer behavior (Babin, Darden, & Mitch Griffin; 1994; Jones, Reynolds, & Arnold, 2006; Overby & Lee, 2006; Sherman, Mathur, & Smith, 1997). Therefore, investigating the shopping value in explanation of consumer attitude and behavior toward fast fashion retailers is also

suggested for the future.

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APPENDIX

Questionnaire

You are invited to participate in a research study regarding "**fast fashion**". This study is being conducted by Nayeon Yoo (Graduate student) under the supervision of Dr. Hye-Young Kim, a professor in the Retail Merchandising program at the College of Design, University of Minnesota. I ask that you read this form and ask any questions you may have before agreeing to be in the study. If you have questions, you may contact me, Nayeon Yoo, yooxx173@umn.edu.

The records of this study will be kept private. All information you provide in this survey will remain completely confidential. In any sort of report we might publish, we will not include any information that will make it possible to identify a participant. Research records will be stored securely and only the researchers will have access to the record.

Your participation is completely voluntary and greatly appreciated. If you decide to participate, you are free to not answer any question or withdraw at any time.

In this study, you will be asked to complete a series of questions about your thoughts and feelings as a consumer. Please take the time to answer these questions thoughtfully and accurately. It takes about **15 minutes** to complete the questionnaire.

Do you agree to participate in this survey?

- Yes
 No

Instruction: Before answering questions, *please read the definition and examples of fast fashion retailers below.*

Fast fashion retailers are defined as those retailers who **make their products quickly and cheaply to allow consumers to take advantage of the latest fashion styles at lower prices.** Therefore, **products sold at fast fashion retailers are inexpensive and very trendy.** Examples of fast fashion retailers include Zara, H&M, Uniqlo, Topshop, Forever 21, Urban Outfitters, Next, New Look, Benetton, Wet seal, Charlotte Russe, rue 21, etc.



Are you an undergraduate student at the University of Minnesota?

- Yes
- No

Have you ever shopped at a fast fashion retailer before?

- Yes
- No

Instruction: The following questions ask about your willingness to visit a fast fashion retailer; please select the answer that best describes your response.

	1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree nor disagree	5. Somewhat agree	6. Agree	7. Strongly agree
I intend to shop at a fast fashion retailer in the next three months.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will try to shop at a fast fashion retailer in the next three month.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will seriously consider shopping at a fast fashion retailer in the next three month.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Instruction: The following questions ask you to indicate which of the terms you would use to describe your feelings and thoughts about fast fashion retailers; Please indicate your responses by selecting the circle for each term that best describes your views.

To me, fast fashion retailers are _____:

	1	2	3	4	5	6	7	
bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	good
unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	pleasant
harmful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	beneficial
useless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	useful
unenjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	enjoyable

Instruction: The following questions ask about your awareness concerning fast fashion retailers; please select the answer that best describes your response.

	1. Not at all aware	2. Slightly aware	3. Somewhat aware	4. Moderately aware	5. Extremely aware
Major fast fashion retailers, such as H&M and Topshop are now offering a sustainable product line made of eco-friendly fabrics and textiles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Major fast fashion retailers, such as H&M and Uniqlo collect unwanted clothing items from consumers, and then recycle or donate them to poor people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Major fast fashion retailers, such as Zara, H&M, and Mango are striving to eliminate the release of hazardous chemicals throughout the entire supply chain.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Major fast fashion retailers, such as Zara, H&M, Topshop stopped the production of angora products for animal rights.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Major fast fashion retailers, H&M, Mango, Zara, and Uniqlo, agreed to be responsible for working environment for employees in developing countries where their factories are located.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Instruction: The following questions ask about your opinion concerning fashion in general; please select the answer that best describes your response.

	1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree nor disagree	5. Somewhat agree	6. Agree	7. Strongly agree
Fashion should be for everyone regardless of class, gender, economic status, and culture differences.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fashion should be sold at premium prices.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Today, everyone should have access to fashion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
True fashion cannot be mass produced.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Only rich people can appreciate fashion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Instruction: The following questions ask about your thoughts toward fast fashion products; Please select the answer that best describes your experience with fast fashion.

	1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree nor disagree	5. Somewhat agree	6. Agree	7. Strongly agree
Fast fashion products are reasonably priced.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fast fashion products offer value for money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fast fashion products are good products for the price.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fast fashion products are economical.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fast fashion products do not last a long time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fast fashion products have consistent quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree nor disagree	5. Somewhat agree	6. Agree	7. Strongly agree
Fast fashion products have an acceptable standard of quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fast fashion products are well made.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fast fashion products have poor workmanship.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fast fashion products perform consistently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy fast fashion products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fast fashion products make me feel good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree nor disagree	5. Somewhat agree	6. Agree	7. Strongly agree
Fast fashion products give me pleasure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fast fashion products provide a great deal of information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fast fashion products offer novelty.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fast fashion products satisfy a desire for knowledge.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fast fashion products arouse my curiosity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Instruction: The following questions ask you about your shopping tendency; please select the answer that best describes your response.

	1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree nor disagree	5. Somewhat agree	6. Agree	7. Strongly agree
Compared with my friends, I do little shopping for new fashions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, I am the last one in my circle of friends to purchase a new outfit or fashion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know more about new fashions than other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I heard that a new outfit was available through a local clothing or department store, I would be interested enough to buy it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will consider buying a new fashion, even if I have not heard of it yet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree nor disagree	5. Somewhat agree	6. Agree	7. Strongly agree
My opinion on fashion seems unimportant to other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When they choose fashion, other people do not turn to me for advice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other people come to me for advice about choosing fashionable clothing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People that I know pick clothing based on what I have told them.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often persuade other people to buy fashion items that I like.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree nor disagree	5. Somewhat agree	6. Agree	7. Strongly agree
I often influence people's opinions about clothing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to go to the extra effort to find low prices.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The money saved by searching for low prices is usually worth the time and effort.

I would shop at more than one store to find low prices.

The time it takes to find low prices is usually worth the effort.

Instruction: The following questions ask about your shopping behavior; Please indicate the answer that best describes your shopping behavior.

In general, how frequently do you go ***apparel shopping***?

- 1-5 times per year
- 6-10 times per year
- Once a month
- 2-3 times a month
- 4-7 times a month
- more than 8 times a month

In general, how frequently do you ***shop at fast fashion retailers***? Please indicate your shopping frequency ***only at fast fashion retailers***.

- 1-5 times per year
- 6-10 times per year
- Once a month
- 2-3 times a month
- 4-7 times a month
- more than 8 times a month

In general, how much do you spend on ***apparel shopping*** per month?

- less than \$10
- \$10-\$49
- \$50-\$99
- \$100-\$149
- \$150-\$199
- \$200-\$249
- \$250-\$299
- \$300 or over

In general, how much do you spend on ***fast fashion products*** per month? Please indicate the amount of money you generally spend ***only for fast fashion products***.

- less than \$10
- \$10-\$49
- \$50-\$99
- \$100-\$149
- \$150-\$199
- \$200-\$249
- \$250-\$299
- \$300 or over

Instruction: The following questions will help me describe the people who participated in this study. Please indicate the answer that best describes yourself.

What is your gender?

- Male
- Female
- Other
- Prefer not to respond

What is your age?

- under 18 years
- 18-21 years
- 22-25 years
- 26-30 years
- 31-40 years
- 40 or over years
- prefer not to respond

What is your ethnic background?

- African-American
- American Indian or Alaskan Native
- Asian or Pacific Islander
- Chicano/Latino/Hispanic
- Caucasian
- Other
-
- Prefer not to respond

What is your annual income?

- less than \$10,000
- \$10,000 to \$19,999
- \$ 20,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$49,999
- More than \$49,999
- prefer not to respond

What is your academic class status?

- Freshman
- Sophomore
- Junior
- Senior

Please identify your major. You can select more than one answer.

- Fashion related majors
- Business
- Natural science
- Engineering
- Social sciences
- Economics
- Policy
- Arts
- Humanities
- Others
- Prefer not to mention