Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Economics

Bachelor Thesis

Analysis of Consumers Behaviour in the Fast-Fashion Industry

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Declaration

I declare that I have worked on my bachelor thesis titled "Analysis of Consumers Behaviour in the Fast-Fashion Industry" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on 23/03/2020 _____

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Analysis of Consumers Behaviour in the Fast-Fashion Industry.

Abstract

NAZARINA, K. Analysis of Consumers Behaviour in the Fast-Fashion Industry. Diploma thesis. Prague: Czech University of Life Sciences, FEM. 2020.

The purpose of the Thesis is to have in-depth awareness and better understanding of consumer behavior in Fast fashion market, to define consumers preferences in products, investigate trends and provide recommendations for Fast fashion companies how to expand brand awareness, increase number of consumers and enhance frequency and quantity of purchases.
The study includes literature review that contains information on consumer behavior, market analysis, influence of consumer behavior on market trends and methodology that includes information on quantitative method, primary and secondary data, research approach, delimitations and limitations of the research, validity and reliability of the research.
The data collected during study can be used to provide marketing recommendations to Fast-Fashion companies and help them with further development

Keywords: Fast fashion, consumer behaviour, consumer purchase decision, mass market fashion, consumer, marketing research, questionnaire

Analýza chování spotřebitelů v Fast-Fashion průmyslu.

Abstrakt

NAZARINA, K.
Analýza chování spotřebitelů v Fast-Fashion průmyslu.
Diplomová práce. Praha: Česká zemědělská univerzita, FEM. 2020.

Účelem této práce je získat důkladné povědomí a lepší porozumění chování spotřebitelů na trhu Fast-Fashion, definovat preference zákazníků u produktů, zkoumat trendy a poskytnout společnostem Fast-Fashion doporučení, jak rozšířit povědomí o značce, jak zvýšit počet spotřebitelů, frekvenci a množství nákupů.
Studie zahrnuje přehled literatury, která obsahuje informace o chování spotřebitele, analýzu trhu, vliv chování spotřebitele na tržní trendy a metodiku, která zahrnuje informace o kvantitativní metodě, primární a sekundární údaje, výzkumný přístup, vymezení a omezení výzkumu a jeho platnost a spolehlivost.
Údaje shromážděné během studie lze použít k poskytnutí marketingových doporučení společnostem Fast-Fashion a pomoci jim s dalším rozvojem.
Fast-Fashion, chování spotřebitele, rozhodnutí o nákupu spotřebitele, móda na velkém trhu, spotřebitel, marketingový výzkum.

Klíčová slova: Fast-Fashion, chování spotřebitele, rozhodnutí o nákupu spotřebitele, móda na velkém trhu, spotřebitel, marketingový výzkum, dotazník

Table of content

1 Introduction

The apparel industry is of incredible significance to the economy in terms of trade, employment, investment and revenue all over the world. This specific industry has short item life cycles, vast product differentiation and is characterized by great pace of demand change coupled with rather long and resolute supply processes.

Even well-established brands have to strive to keep up their share of the market. Clients are demanding more versatile wear with more extensive functionality, which implies retailers to keep creating new styles of apparel for men and women.

The global apparel market is continually changing, endeavoring to adjust to consumers trends and new technologies that will allow the clients shopping experience to be more pleasant and ergonomic.

The lack of understanding of consumers behaviour in apparel segment makes the potential new entrances very difficult, unable to compete with current market leaders. This is the existing problem that in a way restricts apparel sector from further development.

The thesis deals with the analysis of consumers behaviour in the Fast-Fashion industry.

The Fast fashion movement is based on the same principles as the fast food movement (fast food), acting as an alternative to the non-mass production of clothing ("Slow Fashion").

Fashion industry has set itself a sole goal - to produce as much as possible and to sell as much as possible. To be able to achieve this goal companies have to have a clear vision of consumer preferences, desires and their decision- making process that leads them to purchase.

The thesis aims to help both existing companies and Fast Fashion market newcomers to understand preferences of consumers and analyse them based on their age, gender, income and employment status, as well as learn techniques that influence consumer's decision to make a purchase.

2 Objectives and Methodology

2.1 Objectives

The main objective of the study is to propose marketing recommendations for Fast-Fashion companies for further development. In order to do that following objectives have been considered:

- to study consumer behavior on the Fast fashion market;

- to determine the influence of consumer behavior on market and fast fashion industry

trends;

- to determine preferences of Czech consumers regarding Fast fashion products;

- to study factors influencing consumer purchase decision;

- to determine techniques to control consumer's mind.

2.2 Methodology

Both primary and secondary data have been used for this study. Primary data was collected

in the form of questionnaire. Based on the findings from primary data marketing

recommendations for Fast-Fashion companies have been provided.

3 Literature Review

3.1 Consumer Behaviour

Consumers are a very important part of the market. The variety of choices offered at the marketplace led to consumers being much more critical than before: they ask more questions, show distrust to advertisement, consider more factors than they did before: whether product is eco-friendly, is it allergy-free, where and in which conditions it has been produced.

According to Solomon et al (2006) consumer behaviour is the study of the process involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.

For any marketing research consumer behaviour has to be studied carefully in order to gain a deep understanding of consumers needs and wants.

3.1.1 Consumer Behaviour Types

We can define four types of consumer behavior.

a.   Complex behavior.

Complex model of consumer behavior is observed in a situation when a high level of engagement of consumers is followed by significant difference between different product brands. Usually this happens when a product costs much and purchasing it has some risks.

For example when a consumer wants to buy a PC he tries to obtain as much information as possible about characteristics of products of this category. High level of engagement is shown by the fact that a consumer has to form his own opinion and only after this he can make his final decision about it.

Marketing strategy for this kind of behavior model is the following:

- Inform consumer about advantages of each brand of the product.
- Help consumer to size up about each of brands.
- Provide necessary information.

b.   Variety seeking behavior.

This model is characterized by the low level of involvement of consumers but at the same time significant differences of characteristics of different brands. In this case consumers usually change brands quick and easily. This happens not because consumer is not satisfied but because market offers a large variety of products and consumers are willing to try something new. An example of such behavior is buying chocolates.

c.   Habitual behavior.

Habitual behavior happens when there is a low involvement of consumers and insignificant difference between products. Thus, for example, it makes no difference for customer which brand of sugar to buy. This usually happens in case of buying cheaper products, then it

doesn't take much time for a consumer to make a buying decision. Consumers are not looking for any additional information about such products and any of it is usually perceived passively through commercials.

Marketing strategy:

Stimulate demand by sales and decreasing prices.
To create image of the brand and associate it with any life situations. For example to show that it is usually necessary to relax and warm up with a cup of tea.

d.   Dissonance reducing behaviour

This kind of behavior is traced in situations when consumers level of involvement is very high, when product costs much and risks of purchasing it are high and when difference between products of different brands is insignificant.

3.1.2   Models of Consumer Behaviour

It is necessary to distinguish four traditional models of consumer behavior.

a. Economic model is based on an assumption that consumer is rational and consistent in his actions. In his decision making about purchasing a product, consumer is guided by pragmatic considerations accordingly to his personal ideas about maximal utility of products. The most significant factors of economic model are income level of a consumer, price of the product etc.

b. Sociological model is represented by the assumption that sociality, that surrounds individual and that he wants to belong to plays the major role in consumer behavior. Factors of this model are culture, social classes, reference groups, family, roles and statuses.

c. Psychological model considers priority influence on consumer behavior of following factors: personality type, self-appraisal, the personal perception, life experience etc. The way a consumer feels about himself and things around him, defines his consumer behavior.

d. Learning model is based on an assumption that consumer behavior can be affected by marketing strategies. This " learning" helps marketers to understand how consumers react on different marketing situations and respond on them.

3.1.3   Factors Affecting Consumer's Behaviour

The final choice of consumer is being formed under the influence of various cultural, social, personal and psychological factors.

a.   Cultural factors

One of the most important factors affecting consumer behaviour is culture, his belonging to certain subculture and social class. Culture- is a defining factor for needs and behaviour of

individual, assimilating since childhood certain set of values, stereotypes of perception and behaviour in family and in other social institutes.

Each culture consists of subcultures which are formed on national, religious, racial and regional basis.

Almost every society is divided in social layers. One of the most harsh structures like this are castes, members of which are assigned certain roles and transitions from caste to caste are not allowed. In modern society we could as well see division to social classes that are united by common values, interests and behaviour.

b.Social Factors

Apart from cultural factors, consumer behaviour is being affected by such social factors are reference groups, family, roles and statuses.

Reference groups.

Reference groups consist of people that influence directly or indirectly the attitude of individual towards something (someone) and his behaviour.

Marketers have to define reference groups of consumers, keeping in mind their influence on decision-making process during purchasing certain goods or brands.

Roles and statuses.

Throughout his whole life individual participates in the activity of various groups- family, friends, different organizations. His position in each of the groups is defined by role and status he plays. Role- is a set of actions that is expected from the individual. It is important that marketer realizes potential opportunity of turning product or brand in symbols of status.

c. Personal Factors.

Consumer behaviour is highly affected by his personal characteristics: age, work, economic situation, lifestyle, personal qualities and self-perception.

Age and lifecycle stage.

Throughout his life individual is purchasing various products and services.

While developing marketing strategy producers often focus on certain target groups in accordance with lifecycle stages. Marketers pay lots of attention to circumstances that lead to significant changes in individuals life- divorce, widowhood, new marriage- and their influence on consumers behaviour.

Occupation and economic situation.

Marketers aim to define professional groups, interested in buying certain products and services and companies focus on producing them.

Economic situation impacts consumer choices greatly. Income, savings, debts- all those factors are very important to consider.

Lifestyle.

Lifestyle reflects the person in his interaction with others and the world around. Marketers are trying to identify connections between company products and groups of individuals, united by their lifestyle.

Personality type and self-perception.

Consumer behaviour is defined a lot by his personality type. Set of psychological characteristics of individual, defining his relatively permanent and consistent reactions to external environment.

d.   Psychological Factors.

Consumers Behaviour is shaped by 4 basic psychological factors- motivation, perception, learning, attitude or belief systems.

Motivation.

At any point of life individual has lots of needs. Some of them have a biogenic nature, some psychogenic. Need turns into motive at the point when it pushes individual to act, and satisfying this need reduces psychological discomfort.

Perception

Perception is a process of selection, organization and interpretation of information by individual and creation of the holistic picture. Perception depends not only on physical triggers but also on attitude towards external environment and personal specialties of an individual.

Learning

Theory of learning shows to marketers that they have an opportunity to achieve growth of demand to promoted products if they will be able to engage strong motives and to provide positive reinforcement.

Attitude and beliefs

Attitude and beliefs of individual are formed through actions and learning and affect directly consumers behaviour.

3.2   Fast-Fashion

Fast fashion is another type of the fashion, which puts back the traditional sociological ideas of class and mass fashion.

Fast fashion is approaching fashion as a global industry and involves division of labor in world economy, where production and distribution of products is concentrated in developing countries and marketing and consumption mostly in capitalistic countries.

3.2.1 Characteristics of Fast-Fashion

In general fast fashion can be described with the following characteristics:

- It is based on global division of labor in world economy

- Fast speed of production of new products, which is usually based on effective logistics

- Lower production costs and clothing price due to shifting production to developing countries

- Includes "last minute" fashionable pieces, with the design copying trends of haute couture players

- Fast change of collections

3.2.2 Fast-Fashion Industry STEP Analysis

Let's carry out the STEP analysis of development of a Fast Fashion industry in the global Fast Fashion market.

The social factors influencing an industry are provided in table 1.

Factors	The impact on the industry	The impact on the company
Decrease in real incomes of the population	The fall in demand for luxury goods, increased demand for economy-class products	The discrepancy of the traditional range of the changed demand structure
Decrease in real incomes of middle class	Changing the "purchase model" structure	The shift in demand towards shopping in stores economy class to the detriment of issues of quality of service

Tab. 1 Social Factors StEP

In general, the state of social services is not conducive to the development of the Company in its segment.

Technological factors affecting the industry are presented in Table 2

Factors	The impact on the industry	The impact on the company
Wide circulation of the automation equipment of production of Fast Fashions	Producers possessing the automation equipment get a cost benefit	Price competition
Technological achievements create the Companies the additional competition from other producers.		

Tab. 2 Technological Factors STEP

The economic factors influencing an industry are provided in table 3.

Factors	The impact on the industry	The impact on the company
Leaving from the market of small producers	Increase in a share of large producers	Increase in the market of final consumers
Strengthening of competitors	Increase in a price competition	Possible outflow of final consumers
Inflation growth	Emergence of additional demand, change of nature of purchases of FMCG	Increase in the goods demand of long-term use, purchase of goods of long-term storage "for the future"
Dynamics of currency rates	Strengthening of line items of the domestic producers	Decrease in demand for import goods, increase - on local
Current assets deficit	Value increase of financial resources, strengthening of line items of the companies possessing own means	Presumably, forced reducing a trade inventory, closing of credit programs, refusal of the suppliers who aren't granting delays
In general, an economic crisis growth strategy implementations don't promote if the company has no strong financial support and skills of conducting system business.		

Tab. 3 Economic Factors STEP

The political factors influencing the industry are presented in table 4.

Factors	The impact on the industry	The impact on the company
Strengthening of a political lobby of retail networks	Emergence of the laws creating preferences to the local companies	Additional expenses of resources
Strengthening of attempts from the government to regulate the market	Formation of new lobbies in an industry as a counter-measure on fight against toughening of influence on the market	Need of bigger participation in various lobbies and associations
Support of competitors by the government	Increase in a price competition	Possible outflow of final consumers
As marketing researches show, the developing political factors don't favor to business development of the foreign companies in the local Fast Fashion markets.		

Tab. 4 Political Factors STEP

4 Practical Part

4.1 Methodology

In this chapter the overall research design, and the research strategy are described. The research has characteristics of a research philosophy, and can be classified using an inductive research approach. The reserach for studying impact of consumer behavior on trends in fast-fashion market in Czech Republic was conducted by distributing questionnaire, and also by polling through Internet (Skype, e-mail, ICQ) (e.g. primary source). The chapter also highlights possible challenges the author can face during the preparation and conducting the research.

4.1.1 Quantitative Method

The terms quantitative and qualitative are used for both data collection techniques and data analysis procedure. Saunders et al. argue (2012) that it pertains to the nature of the research problem to choose between quantitative or qualitative approach and mix of them both. Quantitative approach generates or uses numerical data, qualitative – non-numerical ones. Quantitative research refers to the systematic empirical investigation of social phenomena via statistical, mathematical or computational techniques.

Qualitative methods can be used to reveal and understand what lies behind any phenomenon about which little is yet known. The general consumer value of the branded equity on the Fast fashion market for a certain buyer is the amount of private values of attributes:

$$U = U1(X_j) + U2(X_2) + ... + Ui(X_i) + ... Un(X_n) \quad (1)$$

where U - the general consumer value of the branded equity;

ui - the private value of attribute i;

xi - the perceived extent of presence of attribute i.

As part of the study, a regression model is determined, which indicates whether there is a direct relationship between Amount Spent For Shopping and such parameters as Age Group, Frequency Shopping, Gender, and Employment Status:

$$AmountSpentForShopping = a + bGender + cAgeGroup + dEmplStatus$$
$$+ eFrequencyShopping$$

<div align="right">(2)</div>

The main result of assessment of consumer value of the branded equity - check of correctness of investments into advertizing and other instruments of brand development. Comparing own results with results of competitors, it is possible to draw some conclusions. For calculation of coefficient of consumer value of a Fast fashion brand all obtained data are entered in the summary table of results provided in Appendix 2. At the same time parameter values of consumer value of the branded equity are reduced to a ten-mark scale of presence.

4.1.2 Primary and Secondary Data

The methods of collecting data will be secondary research methods. Reading different newspaper articles, journals and blogs had provided enough resources for the research. Going through the website of the company had also provided enough knowledge of understanding the strategies for the global value supply chain applied by fashion industry. Key word fetched in Google search engine of fashion industry success processes will help in getting the right information. Google scholars can be used for different journals, books and articles aligned to the research topic for data collection.

This thesis is based on both the primary and secondary data. Secondary data are earlier collected data which are collected for other reasons, but can be used in relation to the research area. Secondary data take less time to get and are less expensive, than a primary one, and for this reason secondary data are the preferable source of information. Secondary data are used especially in an initial phase of compilation of the thesis; to receive information on the selected organizations and to collect material for the theoretical structure, mainly, consisting of the previous results of rather joint actions. Primary data, as well as the data collected definitely for the research are the main source of information for empirical results and therefore they are more realistic, credible and updated, than secondary data (Koskennurmi-Sivonen, 2013).

Data were collected primarily by the author of the research in both primary and secondary sources**.**

In order to provide a more clear understanding of Fashion market determinants through concurrent triangulation a qualitative data is required.

Also in the process of the research a questionnaire was used (the Questionnaire is represented in Appendix 1). 131 respondents received questionnaires via the internet. For the secondary research, information will be collected from books, magazines, newspapers and internet resources.

4.1.3 Research Approach

An important step in the research is the choice of the research strategy for collecting data (Saunders et al., 2012). There are a lot of research strategies like experiment, survey, grounded theory, action research, ethnography, archival research, case study.

The research strategy is based on the following parameters:

1. to conduct primary research within which it is supposed:

- to determine impact of influence of consumer behavior on trends in Fast fashion market in Czech Republic;

- to identify general characteristics of Fast fashion market in Czech Republic;

- to conduct the analysis of development of influence of consumer behavior on trends in Fast fashion market in Czech Republic;

2. to determine whether extended consumer behavior has impact on Fast fashion market in Czech Republic;

3. to provide a regression model determining the dependence of Fast-Fashion market in Czech Republic on traits of consumer behavior.

4.1.4 Delimitations and Limitations

The delimitations are defining the study's frames and boundaries, and the limitations are influenced by the author, both making an important part for the understanding of this study's purpose, companies selection and results (McQuarrie, 2006). Many turns back and forward have contributed to the creation of the final frameworks, and an explanation of these turns will be given below.

The most significant limitation of the research can be found in the availability of the official data. However, correlation and regression test aiming to evaluate relationship between variables usually benefit from a bigger sample size.

Sample size can be increased by changing period series from annual to quarterly or monthly. However, most of the data obtained from the National Bank of Czech Republic is annual. It could have been possibly overcome by using statistic data, however it would

have raised other concerns about validity and reliability of the data. Other researchers rather conduct analysis at a firm specific level with a large sample of entities (Gallier, 1994) or focus on a region-level analysis over the number of years that is also big enough due to a number of regions (Gillis, 2012). But this is not the case for the purpose of this study, since the observation period is specifically chosen and research is conducted at a country-level.

4.1.5 Validity and Reliability

This research is based on both primary and secondary data. Secondary data are earlier collected data for other reasons, but can be used in relation to the research area. Secondary data take less time to get and are less expensive, than a primary one, and for this reason secondary data are the preferable source of information.

Primary data, as well as the data collected definitely for the research are the main source of information for empirical resul

ts and therefore they are more realistic, credible and updated, than secondary data.

The validity of quantitative data lies in the sources used for its collection. It is collected partly through the open sources, hence they are easily checked and no data can be manipulated. Other data was provided by the company under analysis.

4.1.6 Summary

Secondary data was obtained on the basis of carrying out the analysis of observations, Beauty in Czech Republic report conducted by Euro monitor International in July 2019, data provided by National Bank of Czech Republic, statistic agency of Czech Republic, distributors' reports on prices on fashion market of Czech Republic, data of Total Retail Survey in Czech Republic dated 2019, Consumer lifestyles in Czech Republic report conducted by Euro monitor International in April 2019, Consumer Barometer in Czech Republic report data provided by Google, etc.

Primary data are based on questioning of the organizations operated on Fast fashion market located in Czech Republic, regarding determination of influence of consumer behavior on trends in Fast fashion market in Czech Republic.

To analyze the results of the questionnaire the quantitative method of data processing in the program SPSS Statistics is used.

Within the research it is offered to construct the economic-mathematical model determining the regression dependence of sales volume of Fast fashion market in Czech Republic on parameters determining the consumers behavior

4.2 Analysis

4.2.1 Traits of Consumer Behaviour in the Fast-Fashion Industry

In order to provide a clear understanding of Fast fashion market determinants through concurrent triangulation a qualitative data is required.

Also in the process of the research a questionnaire was used (the Questionnaire is represented in Appendix 1). 131 respondents received questionnaires via the internet. The following data was received.

Figure 1 represents data on what the customers think about Fast fashion.
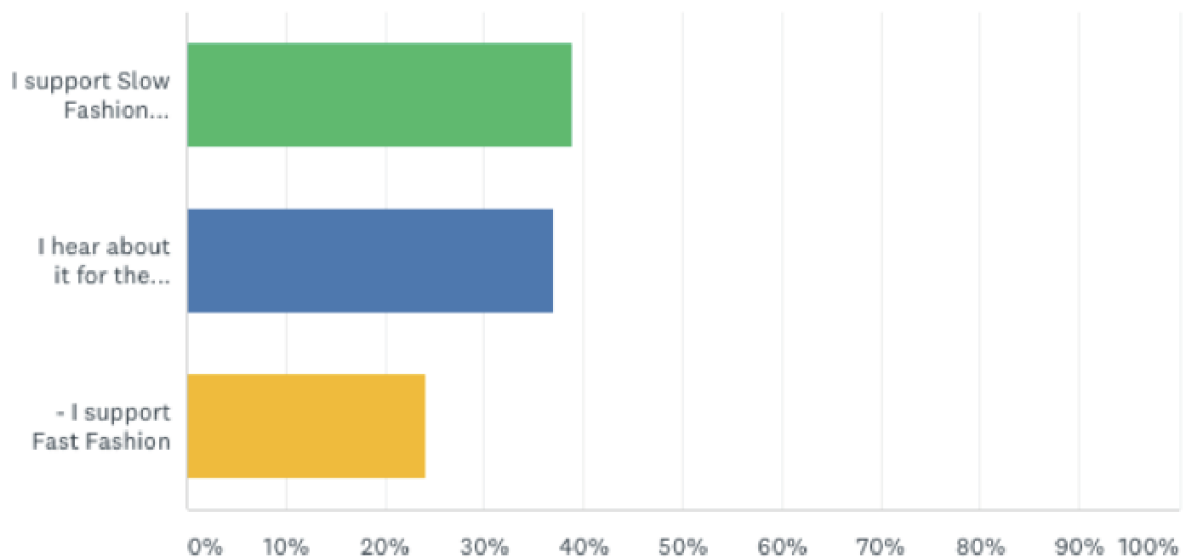
Fig. 1 What the customers think about Fast fashion, %
Source: Own Research

According to the results, 24% of customers consider this type of fashion relevant, 37% hear about it for the first time and 39% of customers are supporters of slow change of fashion trends.

Figure 2 represents the data on whether there are any clothes in your wardrobe that were worn only couple of times and then left and forgotten.
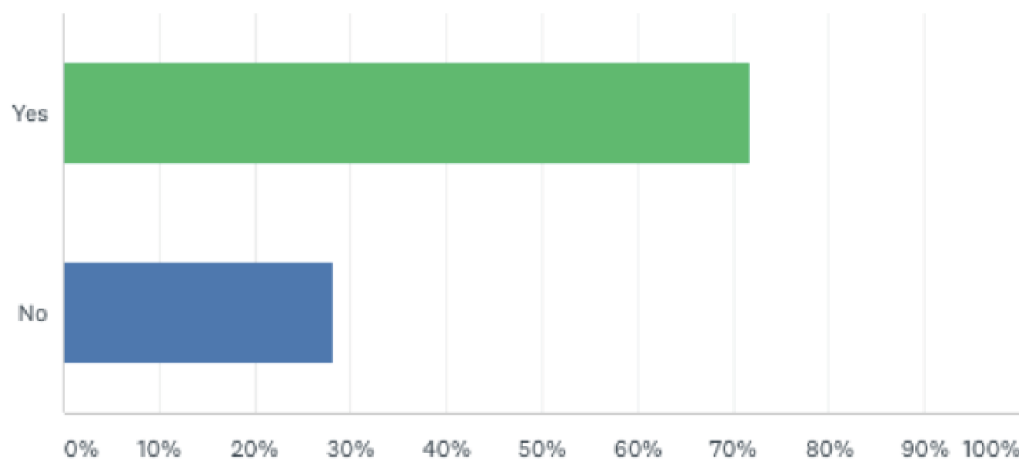
Fig.2 Clothes in the wardrobe worn only couple of times, %
Source: Own research

According to the represented data, 72% of customers suppose that there are close that they wore only couple of times in there wardrobe, 28% say that they don't have such clothes. Nobody find it difficult to answer.

Concerning the question what the customers are guided by choosing a new clothes, the following answers have been received (Figure 3).
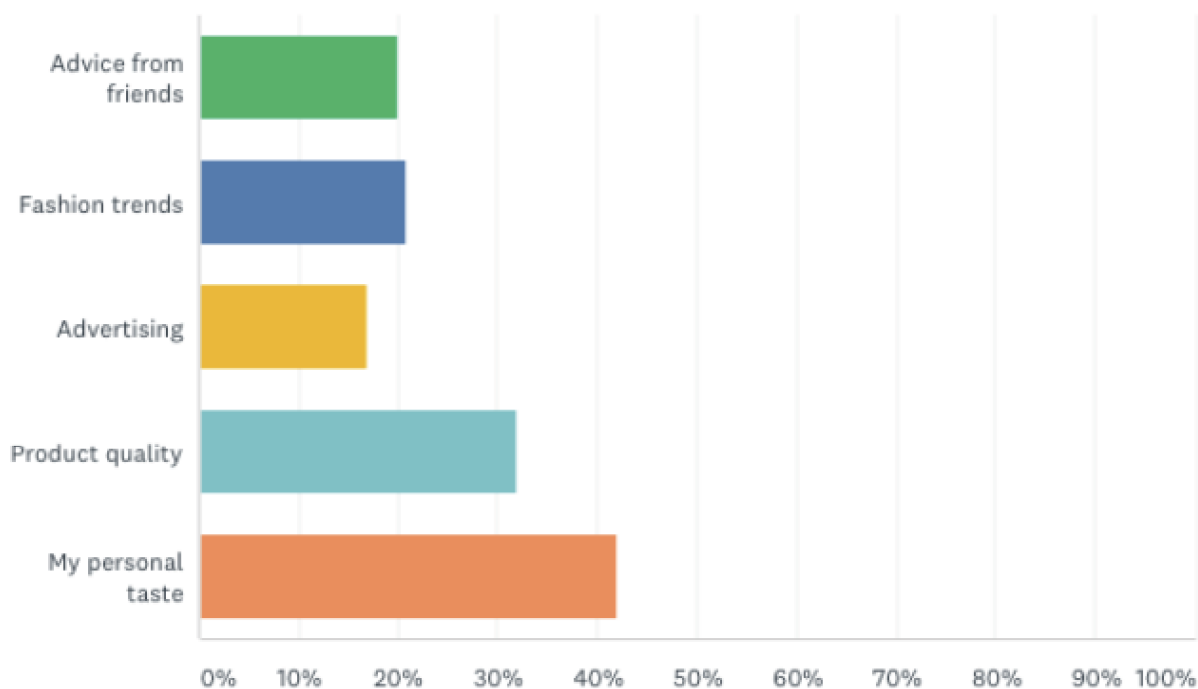

Fig. 3 What are the customers guided by when choosing new clothes?, %
Source: Own research

For the majority of customers the personal taste is the criteria (42%), 32% pay attention to the product quality, 21% pay attention to fashion trends, 20% pay attention to the advice from friends, 17% pay attention to advertising.

Concerning sustainability, the following results have been received (Figure 4).
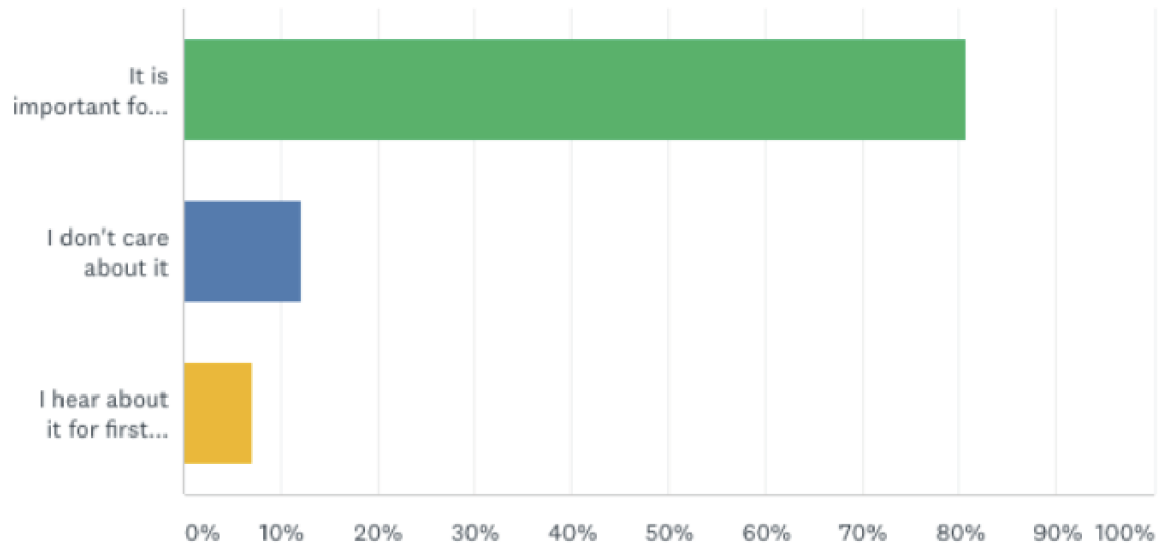
Fig. 4 How do you feel about sustainability?, %
Source: Own research

For 80% sustainability is important, 12% don't care about it, 8% – hear about it for the first time.

Concerning the social network the customers most often use, the data represented on Figure 5 should be used.
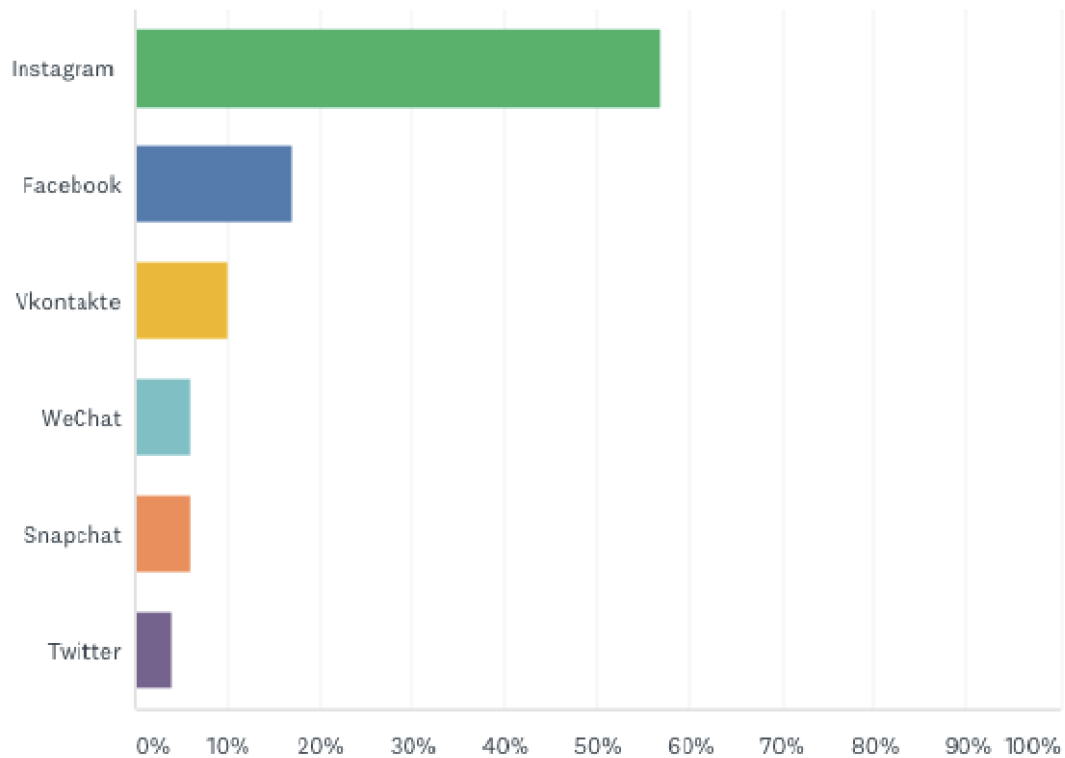
Fig. 5 Social network the customers most often use, %
Source: Own research

The most popular social network is Instagram – 58% of customers use it. Facebook is used by 18% of customers, Vkontakte – 10%, WeChat and Snapchat – 6%, Twitter – 4%. 4% of respondents found it difficult to answer.

Concerning information about storytelling, the following data have been received (Figure 6).
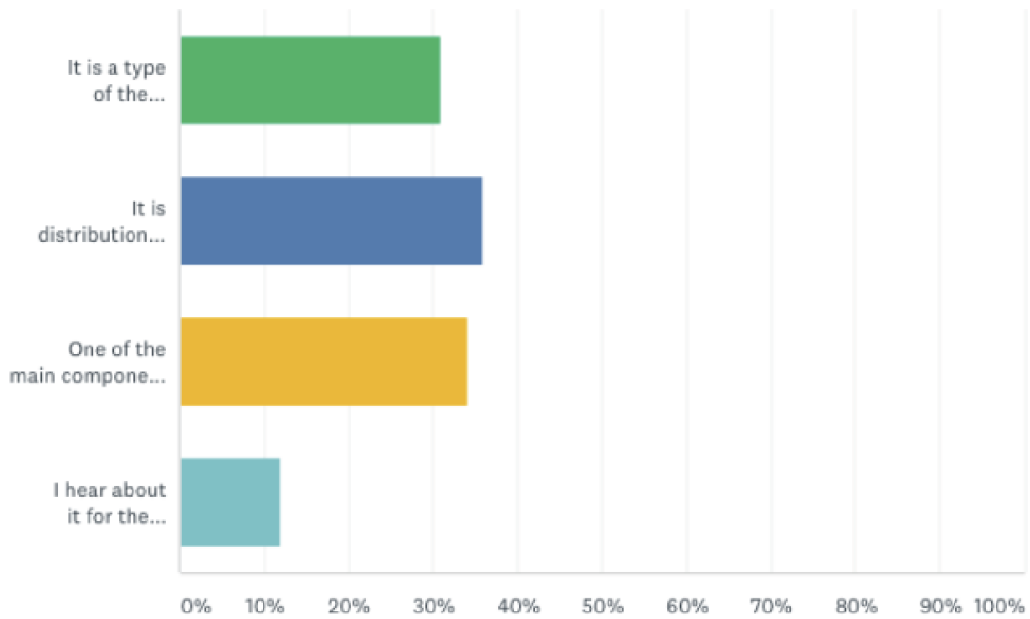
Fig. 6 Information about storytelling, %
Source: Own research

For 36% of customers storytelling is distribution of stories via the Internet. For 34% of customers it is one of the main components of a content marketing approach. For 31% it is a type of the advertising message, 12% hear about it for the first time.

Concerning the importance of the product quality to customers the following data have been received (Figure 7).
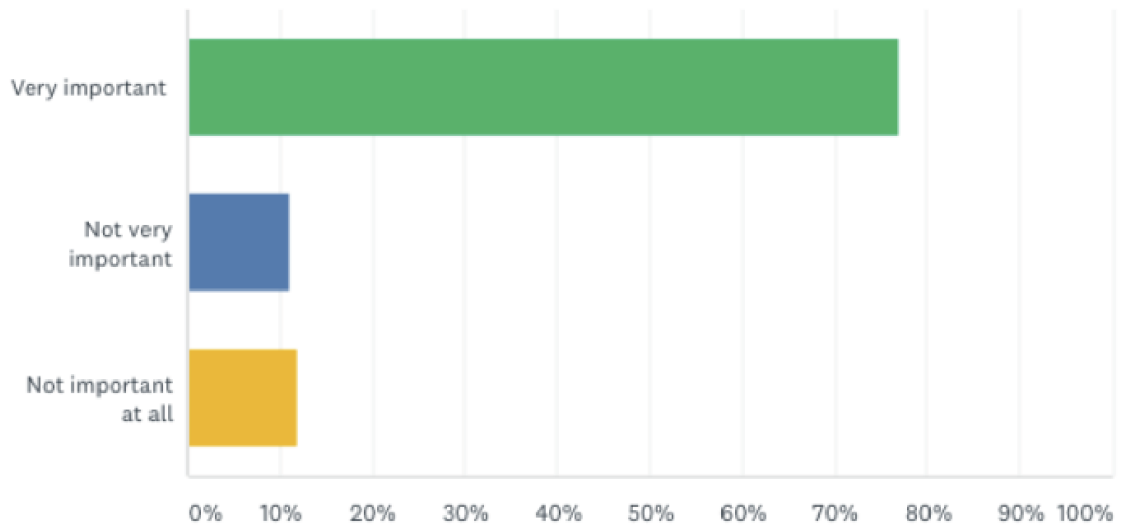
Fig. 7 Importance of the product quality, %
Source: Own research

For the majority of customers the product quality is very important, for 11% - not very important, for 12% - not important at all.

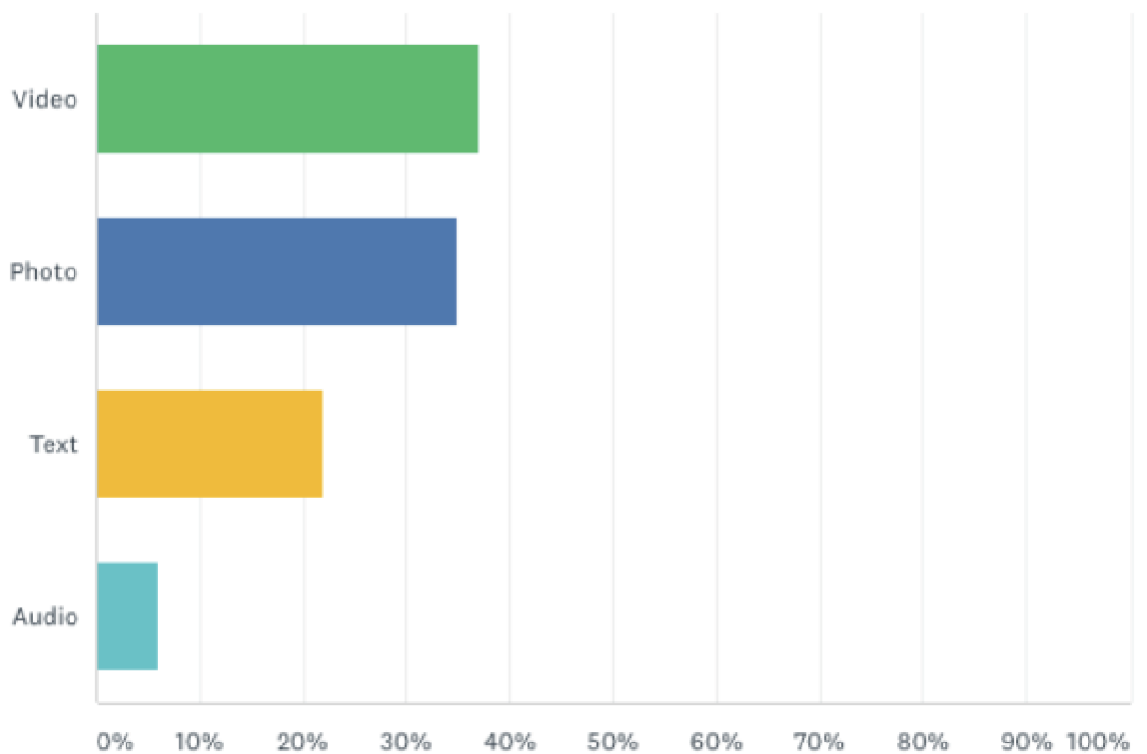For 76% of respondents brand history is important (Figure 8).
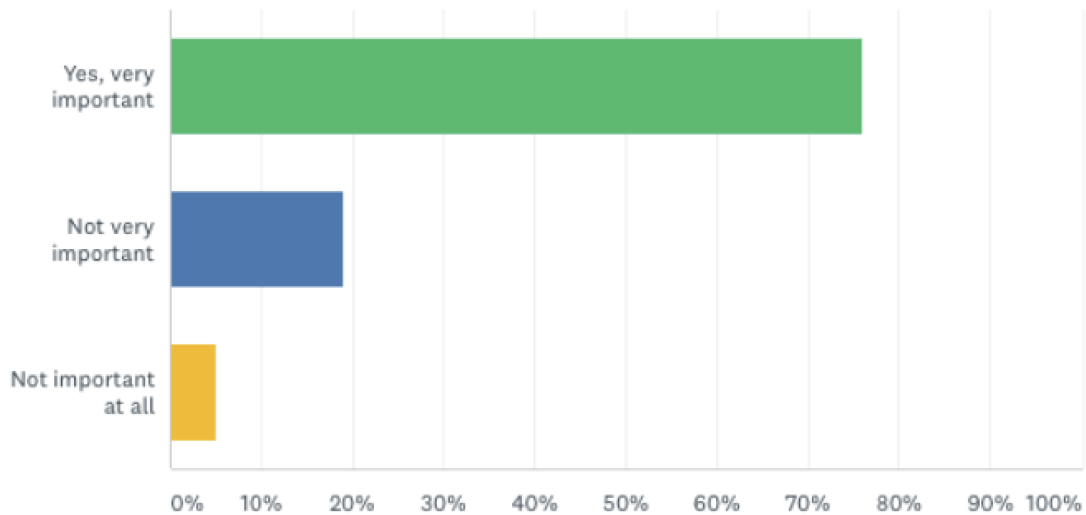
Fig. 8 Is brand history important to you?, %
Source: Own research

96% of respondents follow brands on social networks (Figure 9).
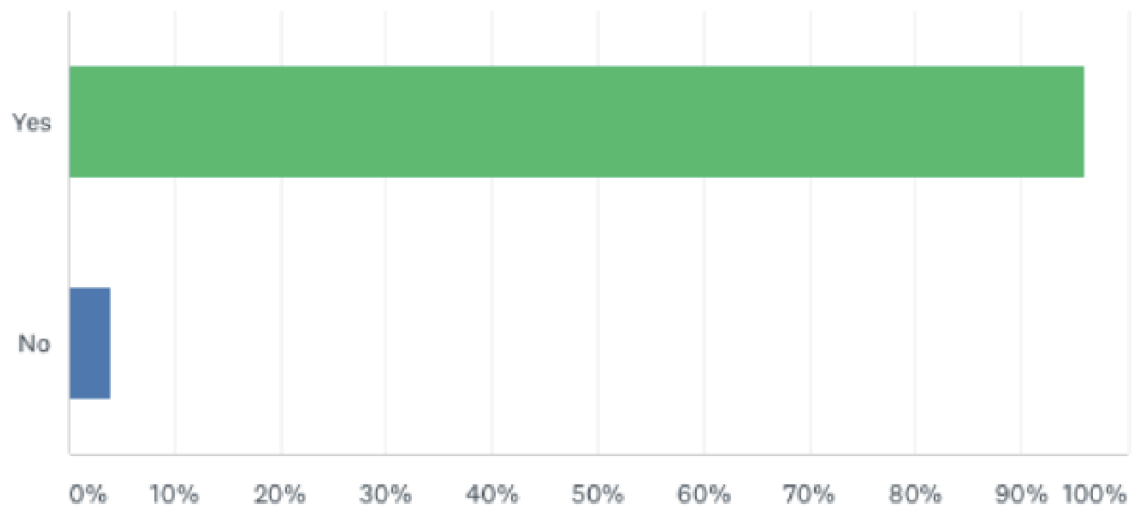
Fig. 9 Do you follow brands on social networks?, %
Source: Own research

For 37% of respondents video content is most interesting, for 35% - Photos. Text and audio formats are less popular (Figure 10).


Fig. 10 What kind of content is the most interesting for you?, %
Source: Own research

38% of respondents prefer Stories and posts on Instagram (Figure 11).
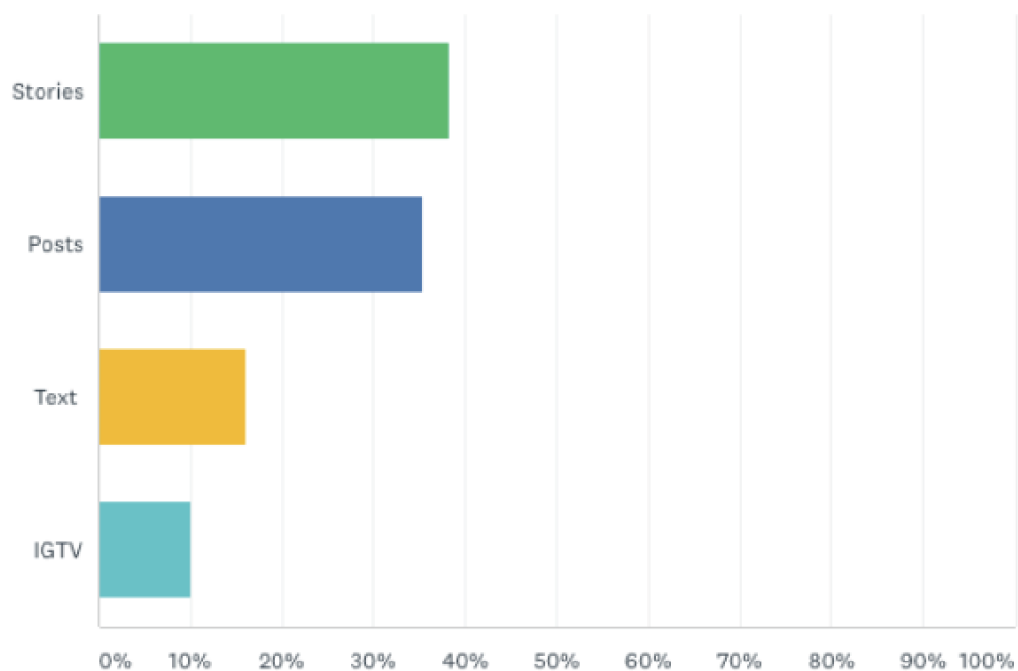
Fig. 11 What type of information on Instagram do you like the most?, %
Source: Own research

For the majority of respondents it is interesting to know about people who work for brand, materials and daily life of the brand (Figure 12).
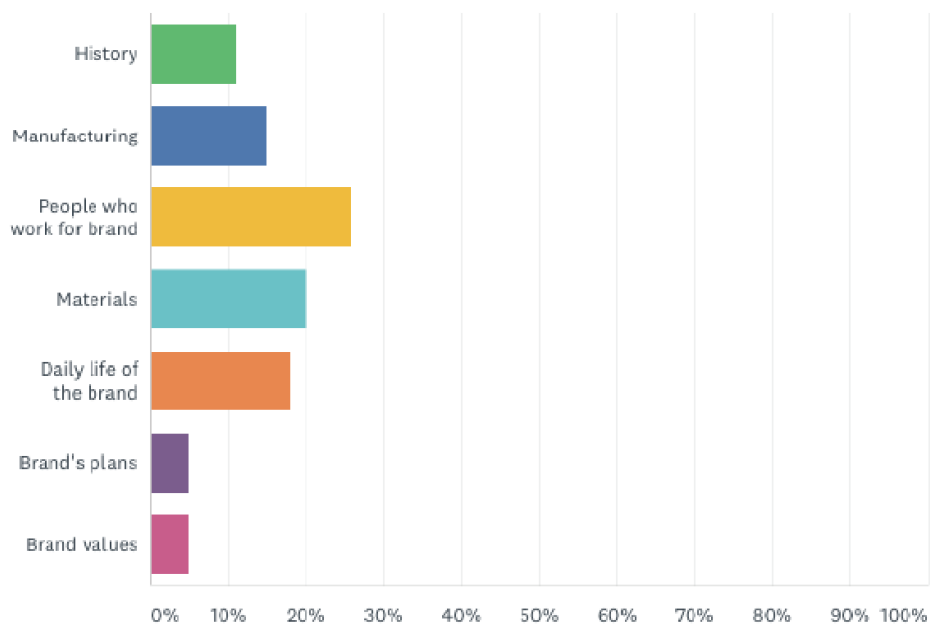

Fig. 12 What information is important for you to know about brands?, %
Source: Own research

51% of respondents look for available products on the internet, 25% - for brand values, 29% - for advertisments, 35% - for videos, 27% - for history, 29% - for interesting offers, 31% - for lookbooks. (Figure 13).
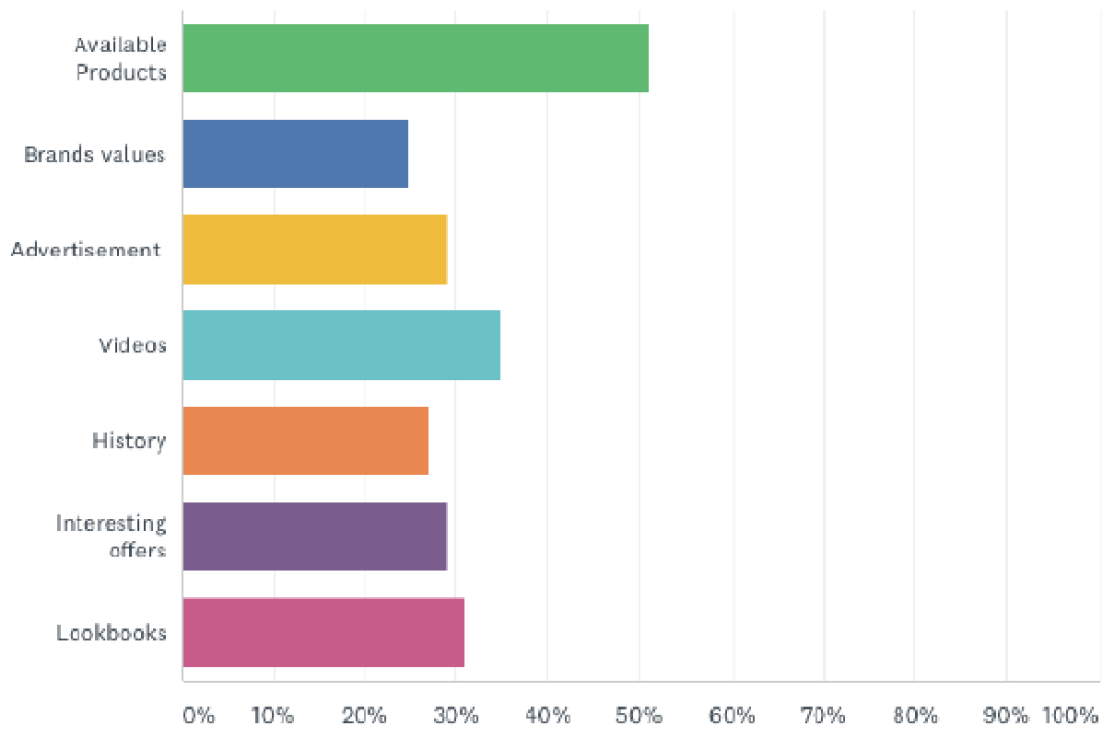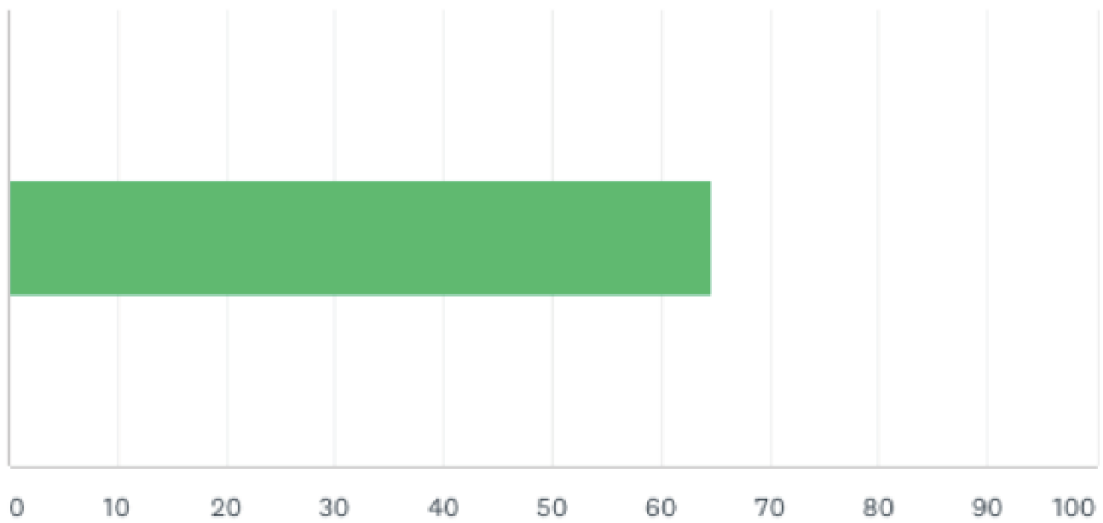

Fig. 13 What brand information do you look for in the interent?, %
Source: Own research

For 82% of respondents image on social networks is important (Figure 14).
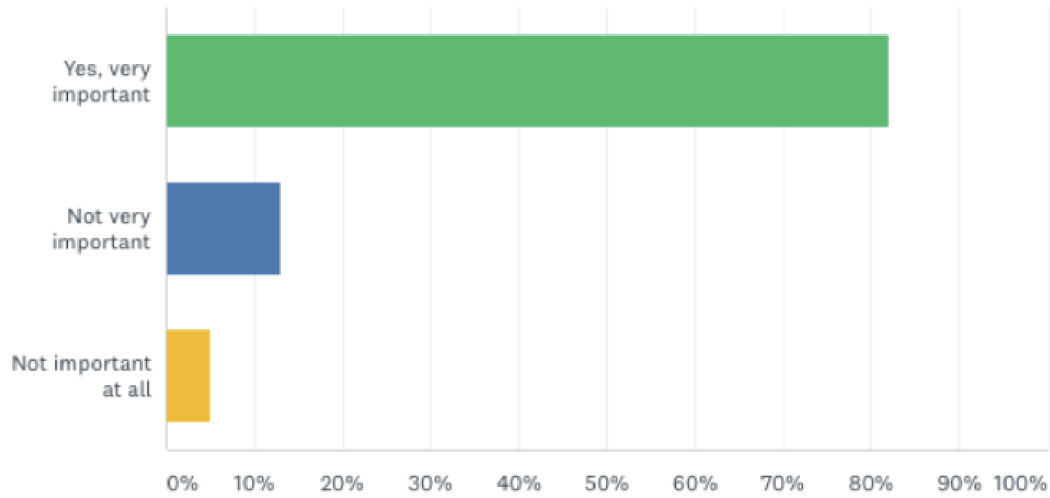
Fig. 14 Is brand image on social networks important for you?, %
Source: Own Research

65% of respondents like to participate in loyalty programs (Figure 15).

Fig. 15 Do you participate in loyalty programs?, % Source:
Own research

4.2.2 Regression model determining Consumer Behavior in Fast fashion industry

To determine the impact of consumer behavior on the Fast fashion industry, a regression model was built taking into account parameters such as:

 - Gender of the respondent;

 - Age group;

 - Amount Spent for Shopping;

 - Frequency of Shopping;

 - Employment status.

The table below provides information on the gender of respondents. Details are provided in Appendix 2 to this study.

		Frequency	Percent	Valid Percent	Accrued interest
Valid	Prefer not to Say	15	11,5	11,5	11,5
	Female	75	57,3	57,3	68,7
	Male	41	31,3	31,3	100,0
	Total	131	100,0	100,0	

Tab. 5 Descriptive Statistics by Gender

According to the data presented in the table, 57.3% of women and 31.3% of men were interviewed during the research.

The table below contains descriptive statistics for the Age Group parameter.

		Frequency	Percent	Valid Percent	Accrued interest
Valid	Below 18	15	11,5	11,5	11,5
	18-25	68	51,9	51,9	63,4
	26-30	25	19,1	19,1	82,4
	31-45	14	10,7	10,7	93,1
	45 and up	9	6,9	6,9	100,0
	Total	131	100,0	100,0	

Tab. 6 Descriptive Statistics by Age

According to the data presented in table 6, the main age group among the consumers surveyed is 18 to 25 years (51.9%).

Descriptive statistics for Amount Spent for Shopping

		Frequency	Percent	Valid Percent	Accrued interest
Valid	5000-10000	15	11,5	11,5	11,5
	2000-5000 czk	55	42,0	42,0	53,4
	more than 10000 czk	31	23,7	23,7	77,1
	up to 2000 czk	30	22,9	22,9	100,0
	Total	131	100,0	100,0	

Tab. 7 Descriptive Statistics for Amount

42% of consumers spend on fast fashion brands an average of 2,000 to 5,000 czk.

		Frequency	Percent	Valid Percent	Accrued interest
Valid	Less than once in 6 months	15	11,5	11,5	11,5
	Once in 6 months	7	5,3	5,3	16,8
	Once a month	43	32,8	32,8	49,6
	Once a week	10	7,6	7,6	57,3
	Once in 3 months	20	15,3	15,3	72,5
	Twice a month	36	27,5	27,5	100,0
	Total	131	100,0	100,0	

Tab. 8 Descriptive Statistics for Frequency of Shopping

32.8% of consumers make purchases in the analyzed market once a month, 27.5% - 2 times a month.

		Frequency	Percent	Valid Percent	Accrued interest
Valid	Unemployed	15	11,5	11,5	11,5
	Full-time worker	69	52,7	52,7	64,1
	Part-time worker	26	19,8	19,8	84,0
	Student	21	16,0	16,0	100,0
	Total	131	100,0	100,0	

Tab. 9 Descriptive Statistics for Employment Status

More than half of the respondents work full-time.

Further, in the framework of the study, a regression model was constructed using the capabilities of SPSS, which determines the dependence of Amount Spent For Shopping on the above parameters.

Model	R	R-square	Corrected R-square	Standard Error	Change Statistics				
					Change of R-square	Change of F	Standard Error 1	Standard Error 2	Change of F
1	,468[a]	,219	,191	1380,627	,219	7,792	4	111	,000
a. Predictors: (Constant), FrequencyShopping, EmplStatus, Gender, AgeGroup									

Tab. 10 Regression Model

Table 11 presents the coefficients for the model.

Coefficients

Model		Non-standardized ratios		Standardized Odds	t	Relevance
		B	Standard error	Beta		
1	(Constant)	2754,515	604,691		4,555	,000
	Gender	-579,298	275,320	-,181	-2,104	,038
	AgeGroup	129,374	153,282	,081	,844	,400
	EmplStatus	264,500	178,642	,135	1,481	,142
	FrequencyShopping	592,051	137,252	,394	4,314	,000
a. Dependent variable: AmountSpentForShopping						

Tab. 11 Model Summary

Based on the obtained coefficients, the following regression model is obtained:

$$AmountSpentForShopping = 2754.515 - 579.298 Gender + 129.374 AgeGroup + 264.500 EmplStatus + 592.051 FrequencyShopping$$

(3)

This model indicates that Amount Spent For Shopping is directly dependent on such parameters as Age Group, Frequency Shopping and Employment Status.

5 Results and Discussion

The main goal of the thesis was to analyse consumers behaviour for Fast Fashion Industry in Czech Republic.

Primary data was collected using questionnaire. After elimination of faulty questionnaires 131 respondents were left for further analysis. Though the number of people that participated is not big, it still allows us to come to the conclusions based on the data we've obtained through our research.

All the data was analysed with the reference to objectives of study and its possible bearing on scientific discovery.

Based on the collected data it could be concluded that consumers behaviour towards Fast-Fashion have changed greatly in comparison to 10 or even 5 years ago. Consumers learn how to be more conscious about choices they make and more responsible not just towards themselves but also towards the society. This has to be taken into consideration by all the brands in order to maintain their positions at the market and to be able to contribute to further growth efficiently.

It is important that Fast-Fashion companies show clearly to consumers why they can choose them and why they are still a competition to Slow-Fashion business. As 80% of consumers are highly concerned about sustainability it is essential to be able to send this message to them. In the age of social media it is easy to engage with consumers so all the social media should not be only used for beautiful images but also to present company as socially responsible: equal wages, abandonment of child labour, recycling products and packaging, gender equality and others.

By performing correlation analysis it was indicated that amount spent for shopping is directly dependent on such parameters as age group, frequency of shopping and employment status.

In the addition to results obtained through the study there are lots of other factors affecting consumers behaviour that should be considered. It is important to have a big picture when creating a marketing strategy. Fast-Fashion industry is still very popular despite all the criticism but the world and consumers mind is constantly changing that's why it is important to follow the lead of your customers.

6 Summary

Managing the global value chain with swift decision making, action taking and management can bring success to the fashion industry. Globalization has expanded the scope of international fashion business, by opening up new directions for business to reach different cultures in many different locations. The processes that have been put into place in the fashion industry are based on different models, which are aligned to different customer bases. Brand awareness, and the influence over the consumer market, has allowed the fashion industry to control trends, execute fast fashion strategies, and define the behavior by communication! With different focuses of fashion, the overarching strategy of being an innovator of brand, in the Fashion industry, comes down to brand values communicated. According to the results of recent polls, brands are working to develop a mentality of sustainability. Brand managers are gently moving to the use of eco-cotton and offering customers, to hand over their old clothes to be recycled to demonstrate their eco-friendliness and gain the trust.

Sustainability is becoming a more common focus, people want to know where it comes from and from what raw materials goods are made. Based on these ideals, Czech consumer confidence, might be particularly influenced by quality and longevity of a product. Brand Managers and the way they communicate the link between sustainability, is a direct correlation to the success of targeting Czech consumers. Changing the mindset of consumers, allows large corporations to sell lower quality goods and a higher price. Manipulating the mindset is highly relevant in the world of fast fashion.

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8 Appendix

1. What do you think about slow fashion?

- I consider this type of fashion relevant

- I hear about it for the first time

- I am a supporter of fast change of fashion trends

2. Do you have any clothes in your wardrobe that you wore couple of times only?

- Yes

- No

- I find it difficult to answer

4. What are you guided by when choosing new clothes? (multiple choice is possible)

- Advice from friends

- Fashion trends

- Advertising

- Product quality

- My personal taste

5. How do you feel about sustainability?

- It is important for me

- I don't care about it

- I hear about it for first time

6. What social network do you most often use? (multiple choice is possible)

- Instagram

- Facebook

- Vkontakte

- WeChat

- Snapchat

- Twitter

7. How often do you buy fast-fashion?

- Once a week

- Once a month

- Twice a month

- Once in 3 months

- Once in 6 months

- Less than once in 6 months

8. What do you know about storytelling? (multiple choice is possible)

- It is a type of the advertising message

- It is distribution of stories via the Internet

- One of the main components of a content marketing approach

- I hear about it for the first time

9. How important is product quality for you?

 - Very important

- Not very important

- Not important at all

10. Is brand history important to you?

- Yes, very important

- Not very important

- Not important at all

11. Do you follow brands on social networks?

- Yes

- No

12. What kind of content is most interesting for you? (multiple choice is possible)

- Video

- Photo

- Text

- Audio

13. What type of information on Instagram do you like best? (multiple choice is possible)

- Stories

- Posts

- Text

- IGTV

14. What information is important to you to know about brands? (multiple choice is possible)

- History

- Manufacturing

- People who work for brand

- Materials

- Daily life of the brand

- Brand's plans

- Brand value

15. What brand information do you look for on the internet? (multiple choice is possible)

- Available products

- Brand values

- Advertisments

- Videos

- History

- Interesting offers

- Lookbooks

16. Is brand image on social network important for you?

- Yes, very important

- Not very important

- Not important at all

17. Do you like participate in loyalty programs?

- Yes

- No

18. Do you like to visit events organized by brands?

- Yes

- No

19. Your age

- Below 18

- 18-25

- 26-30

- 31-45

- 45 and up

20. Your gender

- Female

- Male

- Prefer not to answer

21. How much money do you spend per one shopping session?

- Up to 2000 czk

- 2000- 5000 czk

- 5000- 10000 czk

- More than 10000 czk

22. What is your employment status.

- Unemployed

- Full-time worker

- Part-time worker

- Student

9 List of Figures

10 List of Tables