Czech University of Life Sciences Prague

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Diploma Thesis

The differences between generations in shopping behaviour for fast fashion products

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Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

Elvira Bakirova

Economics and Management

Thesis title

The differences between generations in shopping behavior for fast fashion products.

Objectives of thesis

The objectives of this research are the following:
1. To investigate the extent to which buyers' age group influences consumption of fast fashion industry products.
2. To review the impact of socio-demographics, financial factors, and personal preferences on fast fashion consumption patterns.
3. To predict the consumption of fast-fashion products in the near future.

Research questions are expected to include:

- How do age groups influence the consumption of fast fashion products?
- How other factors such as income level or personal preferences influence the consumption of fast fashion products?

Methodology

This thesis is written in two main parts – theoretical and practical.

The theoretical part consists of a thorough review of recent academic and other reliable literature on this and related topics.

The practical part will be largely based on an analysis of a questionnaire from a sample of the population from the Czech Republic and using statistical tools such as IBM Statistics for testing hypotheses and finding relations between factors. This will be supported by interviews and data from appropriate secondary sources.

The proposed extent of the thesis

60 – 80 pages

Keywords

fast fashion, Czech Republic, Age group, demographics, purchasing patterns.

Recommended information sources

KOTLER, P. – KARTAJAYA, H. – SETIAWAN, I. *Marketing 3.0 : from products to customers to the human spirit.* Hoboken, N.J.: Wiley, 2010. ISBN 978-0-470-59882-5.

Mason, M. C., Pauluzzo, R., & Umar, R. M. (2022). Recycling habits and environmental responses to fast-fashion consumption: Enhancing the theory of planned behavior to predict Generation Y consumers' purchase decisions. Waste Management, 139, 146-157.

MOOIJ, M K D. *Consumer behavior and culture : consequences for global marketing and advertising.* Thousand Oaks, Calif.: Sage Publications, 2004. ISBN 0761926682.

Mrad, M., Majdalani, J., Cui, C. C., & El Khansa, Z. (2020). Brand addiction in the contexts of luxury and fast-fashion brands. Journal of Retailing and Consumer Services, 55, 102089.

Suprapto, W., Indriyani, R., & Santoso, M. (2021). SHOPPING ORIENTATION, STATUS CONSUMPTION AND IMPULSE BUYING OF GENERATION X AND Y IN PURCHASING FAST FASHION PRODUCTS. Jurnal Manajemen Pemasaran, 15(2), 110-118.

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Head of department	Dean

Prague on 13. 03. 2023

Declaration

I declare that I have worked on my diploma thesis titled "The differences between generations in shopping behaviour for fast fashion products" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any person.

In Prague on 29.03.2023 ___________________________

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I would like to express my special thanks of gratitude to Ing. Richard Selby, Ph.D. for his advice and support during my work on this diploma thesis. I am grateful for all endless support and care I received from my family, my fiancé and my close friends.

The differences between generations in shopping behaviour for fast fashion products

Abstract

The diploma thesis defines development of customer preferences in clothes segment during the rise of Internet technologies, its characteristics, the dependence of customer behaviour on age, gender, geographical location, personal preferences and other factors. The paper reveals details of the production of fast-fashion clothing, its advantages and numerous disadvantages, which include pollution of the environment, air and water, overtime and unsafe use of human labour and the disposability of such products. At the same time, the following external reasons for shopping in the fast-fashion segment were identified, such as brand loyalty and social media advertising.

Furthermore, various responses on questionnaire conducted with customers of shopping center. Collected data is analysed using IBM SPSS Statistic tool, the outputs of survey identify the most important factors influencing purchasing behaviour.

Keywords: fast fashion, Czech Republic, Age group, demographics, purchasing patterns

Rozdíly mezi generacemi v nákupním chování u fast fashion výrobků

Abstrakt

Diplomová práce definuje vývoj zákaznických preferencí v segmentu oblečení v době nástupu internetových technologií, jeho charakteristiku, závislost chování zákazníků na věku, pohlaví, geografické poloze, osobních preferencích a dalších faktorech. Práce odhaluje podrobnosti o výrobě fast-fashion oblečení, jeho výhody a četné nevýhody, mezi které patří znečišťování životního prostředí, vzduchu a vody, přesčasy a nebezpečné využívání lidské práce a jednorázovost těchto výrobků. Zároveň byly identifikovány následující vnější důvody pro nakupování v segmentu rychlé módy, jako je věrnost značce a reklama na sociálních sítích.

Dále byly zjištěny různé odpovědi na dotazník provedený se zákazníky nákupního centra. Získaná data jsou analyzována pomocí nástroje IBM SPSS Statistic, výstupy průzkumu identifikují nejdůležitější faktory ovlivňující nákupní chování.

Klíčová slova: fast fashion, Česká republika, věková skupina, demografie, nákupní zvyklosti.

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1 Introduction

Fast fashion is a segment of clothes production which aim is fast manufacture of apparel in accordance with modern trends. Usually designs of such clothes are copied from 'haute couture' pieces or many luxury brands. The quality of these clothes is poor and the style of items may be not as comfortable and neat as original versions. But the cheapness of these brands gives opportunity to majority of people who cannot afford expensive clothes to express their style. During the economic crisis of the last years the spending patterns of shoppers have changed, encouraging them to shop for non-essential items at cheaper shops or to avoid shopping altogether.

Besides the judgments of the appearance of such clothes and their contemporary relevance, it is worth noting the reasons for this. Cheap fabrics and mass production accompany the use of large amounts of synthetic materials, which have a negative impact on the environment. Apart from the impact on the environment, there are also great losses for people working in the industry. The challenge for the modern consumer is to be attentive to the production of the purchases, avoiding, wherever possible, impulsive or frequent purchases in an industry that is damaging the world.

However, shopping behaviour can be justified not only by personal preferences, but also by other factors such as age, gender, type of employment and others. This thesis examines the impact of the above factors on shopping behaviour in the fast fashion segment.

2 Objectives and Methodology

2.1 Objectives

In general, study aims to review the consumption patterns of customers in the segment of fast fashion and to identify the most influencing factors. Age is assumed to be the most important variable influencing attitudes towards shopping. It is necessary to examine how perceptions of shopping change across generations. in addition, other important factors need to be taken into consideration. The main objective of this diploma thesis is to answer on the proposed research questions.

The following research questions are formulated:

- How do age groups influence the consumption of fast fashion products?
- How other factors such as income level or personal preferences influence the consumption of fast fashion products?

2.2 Methodology

A literature review was conducted on the topic of shopping behaviour and the fast fashion industry.

For the empirical study, a dataset was collected based on a questionnaire of clothes consumers in different age groups. Based on the information collected, calculations were made using IBM SPSS Statistics. Conclusions were made about the most influential factors when buying clothes based on the statistical data obtained.

The following statistical measures are used:

- Frequency;
- Pearson correlation;
- Linear regression model;
- ANOVA test;
- Test of between-subjects effects;
- Mann-Whitney U test.

3 Literature Review

The literature review conceptualizes consumer preferences understand the dynamics of fast fashion product consumption in the Czech Republic and the trends in the Czech Republic clothes consumption market. Literature delivers more opportunities for the improved research of the fast fashion industry in the Czech Republic taking into consideration conditions occasioned by the COVID-19 pandemic, variable consumer preferences, climate change, and change of mindset of the population.

3.1 Concept of the shopping behaviour

Consumers' search for items, shopping, evaluating, and usage of goods and services that they anticipate will fit their wants and requirements is known as shopping behaviour.

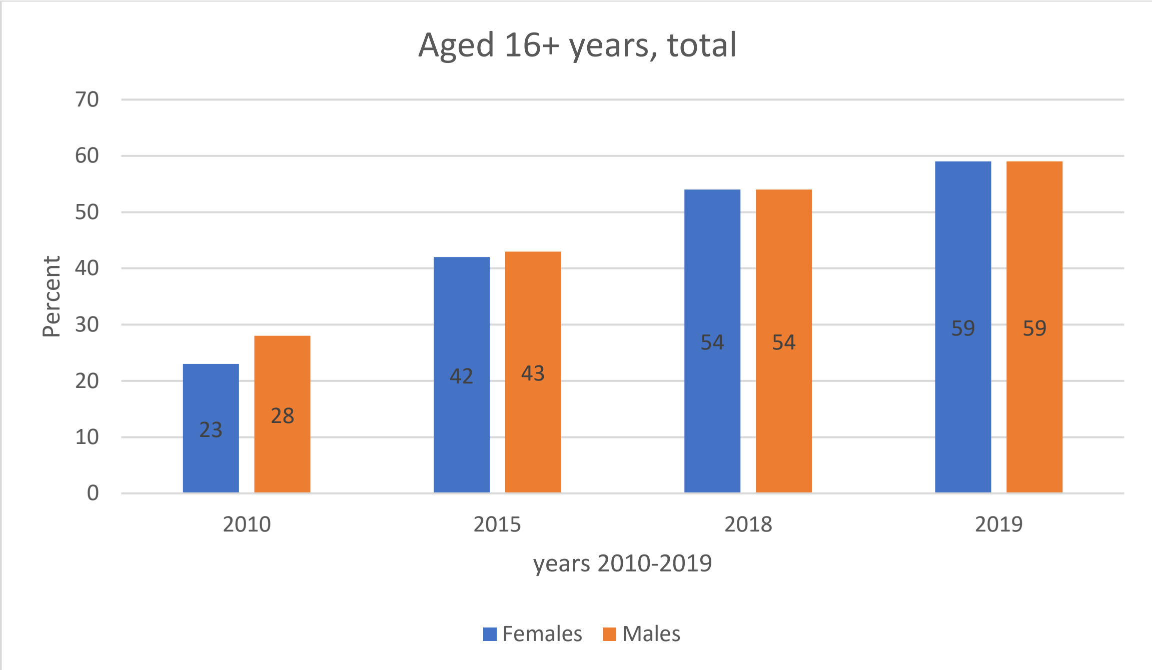
Shopping behaviour may have different patterns, depending on cultural differences, personal, psychological or social factors and reasons of purchase.

Shopping behaviour can be influenced by the place of making purchases. For example, one of the most popular places for shopping is physical store or shopping center. Attractiveness of the store or shopping center plays a huge role in customer interest. Appearance of shopping centers should be modern, non-irritating and comfortable for customers to achieve sales targets. Moreover, it is important to work according to contemporary trends in marketing, design and logistics of arranging the space. Nowadays shopping centers are not only the place for making purchases but also a place for spending free time and organizing leisure activities. That is why people in the marketing of shopping centers think not only about promoting sales, but also think about providing all the associated needs (such as food, bathrooms, recreational facilities, playgrounds, cinemas, parking) (Novotna M. et al., 2020).

During the last two decades, when we talk about shopping, we are also taking into consideration online shopping as a form of buying process. Online shopping is becoming more popular every year. Almost every brand has a website with the feature of ordering products there. Many brands have teams or whole departments whose work is aimed on providing successful shopping experience, attract and hold customers' attention, ensure a higher percentage of check-outs and keep the customer coming back for next time. Some brands start selling online and only after some period of time they start to open physical stores. That is the reason why it is important to pay attention to the online shopping as part of a study on purchasing behaviour.

As a beginning we can look into the graphics of Czech Republic e-commerce provided by International Trade Administration.

Figure 1. Individuals aged 16+ years shopping online by gender (%)

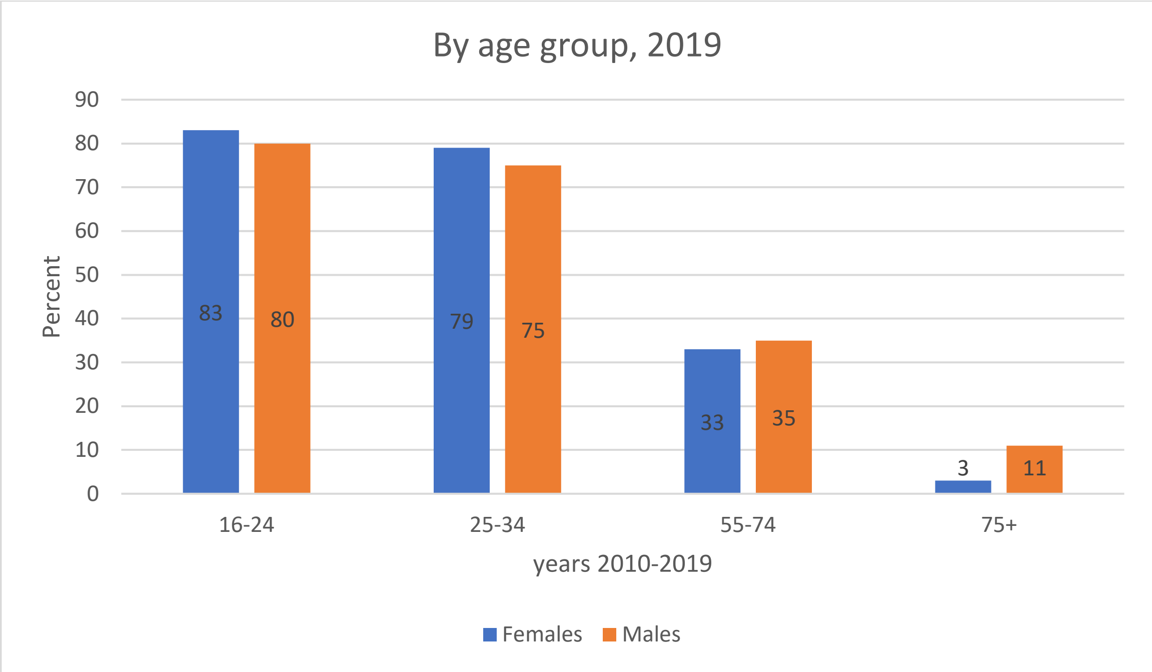


Source: Labour Force Sample Survey, CZSO

On this chart online shoppers are considered as people who confirmed that they ordered goods online for personal use trough the website or mobile application during the last calendar year. Population is divided by gender: males and females and presented in percentage. Data is collected from residents of the Czech Republic.

As we can see in Figure 1 the number of people shopping online increased gradually, in the first two years of research, the number of people shopping online has doubled. Comparing the 2010 and 2019 years the number tripled, it is explained by the expansion of usage of Internet as a marketplace. Percentage of individuals of different genders aligned and became the same through the years.

Figure 2. Individuals aged 16+ years shopping online by age group (%)



Source: Labour Force Sample Survey, CZSO 2019.

Speaking about age of online shopping users the largest amount of them belongs to youngest group of research population – in the age of 16-24 years. People in the age older than 55 years are not such active users of shopping in the Internet. The tiniest amount of online purchases is made by people in the age of 75 and older. Basing on the graph women in the age of 16-34 are shopping online more often than men. In the age after 55, the ratio becomes opposite. This statistic shows that the largest online customer group is presented by women in the age of 16-24. (International Trade Administration, 2021).

Czech Republic is on the 15th place of rating of the number of people making purchases through Internet between other countries in European Union. United Kingdom ranked as a leader of this rating. There is a big difference in the interrelation of customers in the ages of retirement. Number of people over the age of 74 using the Internet for shopping in United Kingdom is four times higher than the amount of this group of people in Czech Republic. Looking at the details, there was a huge expansion of Internet users in the age over 74 years making purchases in e-shops, it raised by 9 times in the Czech Republic during the period from 2006 to 2016. It's starting a trend of bigger numbers of online shopping by users of 74 years and older (Bauerova R. et al., 2018).

Because of growing concern to online purchases, there was a noticeable spurt in the supply of online platforms providing their goods and services during the last decade. It is worth noting the contribution of the Coronavirus pandemic to the increasing popularity of e-commerce. During 2020 the number of online stores in Czech Republic rose by 8% to about 45000 e-stores. The share of purchases in e-commerce section increased to 16% of the entire retail sales. In that period of time clothing & accessories became one of the most popular sections in Czech e-shops and reached the 13% mark. (Official Website of the International Trade Administration, 2021).

Group of Internet users from Czech Republic were surveyed during the questionnaire on the topic of Internet usage. 92% of surveyed confirmed that they use Internet almost every day or more often. 6% of surveyed confirmed they use Internet 2-3 times per a week. Shopping online is attractive to customers not only because of saving money but also because of saving time. Online services are available at any time of the day, they provide home delivery and special bonuses such as discount for next purchases, happy hours for lower prices, referral links for family or friends and promocodes for discounts. Saving time is one of the most important factors for customers choosing the place to buy goods. (Gemius, 2018)

About 13 percent of surveyed regularly complete their payments, while nearly 75% of Czech Internet users have chosen not to make at least one online purchase. When choosing which services to use for online shopping, the majority of consumers (nearly 1/3) first evaluate offers at various e-shops before selecting the best offer. It gives them the big picture and better understanding of situation of offered prices and quality of selected goods in the market.

Number of online stores in Czech Republic are growing sufficiently every year. Analysts are prognosing the total spending of 80 billion crowns online till the end of 2022. According to this trend there is increasing importance of creating user friendly website that is suitable for mobile phone screens. About 27% of internet stores have mobile version of their website. Total amount of e-businesses that are planning to receive orders by mobile buyers gained by 1/3.

Total spending of online customers in online shops is raising every year, it’s caused by market growth, e-commerce development, economical factors (such as inflation), and also by seasonal factors. The Christmas season is one of the most profitable periods of time for Czech e-commerce. In previous years, from 2012 till 2016 the total turnover of Czech e-shops increased by 20% each year.

When comparing the segments of e-shops, the dominant part of customer spending is in the segment of electronics: gadgets like phones, laptops and smartphones. But usually people by such products one time and then they use it during long amount of time, approximately 2-3 years or more. But such segments as drugstores, home goods and clothes and accessories are growing significantly each year. Moreover, because of big range of goods, relatively low price and short time usage, these purchases can be made more often. And usually customers it again if were satisfied after the first try. It leads to raising number of sellers on the market. For example, in 2019 the drugstore segment in Czech e-commerce has doubled comparing to 2018.

Speaking about payment methods while doing online-shopping, major part of customers prefer to do it online with card with only 29% of them are doing it at the place of receipt (Heureka.cz, 2022)

During the last 5 years shopping behaviour was hugely affected by many global reasons such as rise of awareness of consumers (connected with the fourth wave of feminism), Coronavirus pandemic and many political conflicts, such as Russian invasion to Ukraine. Some of these reasons have a materialistic value: inflation, high prices, reduction of production, problems with delivery. But other reasons contain ideological background because of interest in environmental care, change of priorities, increasing smart consumption and concern for people in the manufacturing industry.

It is possible to say that consumer behaviour changes are influenced by changes in market and society. During the last decades consumers are starting to be more independent and thoughtful while buying something. Shopping in most countries is considered as a leisure activity rather than purchasing important goods like food or medicine. Spontaneous shopping forms a part of 40% of all purchases made online. And younger generations are seemed to be more likely to be spontaneous customers. But consumer behaviour is very sensitive to changes in economy or politics, that leads to decreasing of money spent on expensive items.

The spread of Coronavirus affected not only travel regulation, medicine and trade but it also affected shopping behaviour of people. Customers started to spend less on luxury products, payed more attention to health supplies rather than clothes. Online stores started to grow significantly, shopping online and home delivery have become indispensable, it’s not considered as rarity or peculiarity anymore (Svecova L. et al., 2020).

In Accenture's article 'Navigating the impact of COVID-19 in Consumer Goods' it was stated that Coronavirus pandemic made a huge permanent impact on shopping behaviour that leads to modifications in consumer goods sector (Accenture, 2020).

In general, a great deal of attention should be paid to e-commerce when studying shopping behaviour today. Shopping behaviour is highly dependent on many demographic factors, the most popular categories for division being gender and age. In addition, the economic situation of the country or region should be taken into account for a more detailed analysis.

3.2 Industry of fast fashion products

Fast fashion industry produces most of the clothes in shopping centers or detached stores. Price of products is relatively cheap and quality ranges from poor to average, depending on the brand and materials they use. Fast fashion products are popular among customers because of their affordable prices and clear designs. Not all people are interested in investing money and time in their appearance, and for most people clothes are not very meaningful and are rather a necessity. But the origins of this accessibility are rooted in the causes of the phenomenon: severe environmental damage, poor working conditions for workers in the industry and overproduction. These and other reasons will be discussed in more detail in this section.

3.2.1 Concept of fast fashion

Representing of fast fashion to the world of fashion was a new wave for the textile and clothes industries and customers responded to it right away. Fast fashion was indeed the expected introduction of "lean retailing," where the products are created in small quantities and in short period of time, in terms of management and economics. Furthermore, the dependence of fast fashion on manufacturing in the foreseeable future has given a lifeline to a reducing industry in the industrialized world. Fast fashion, on the other hand, is linked to a one-time consumption and is frequently questioned about its social responsibility.

Supported by the growing number of fast fashion producers, this word was mistakenly used not only for clothes of cheap production in a particular price level but also for such retailers as Chico’s or Old Navy who do not have similar characteristics.

Fast fashion producers have those characteristics in common: these stores are not setting new fashion trends but mostly copy the designs of high fashion houses and these stores provide their goods in both ways, online and offline in physical stores.

Fast fashion producers made big changes to their design cycle, they worked on the item level, concentrating on involve of all sizes and colours of a particular piece of cloth. H&M commented on it saying: "Period of time between the production order and displaying clothes in the shop may vary from 3 weeks to a half of the year. Some categories such as children's clothes and orders on large quantities of pieces should be placed in advance. Otherwise, little orders on the trending pieces can be sent to the shop faster". This scheme of work also gives opportunity for continuous supply of new clothes to shops, not once in a quarter. It also normalizes the usage of all resources including materials, workers, people in logistics continuously, without dramatic peaks (Kerppola M. et al., 2014).

Zara and H&M introduced the responsive manufacturing to provide their items to shops in a small amount of time. This enables them to be the ones to address emerging demand patterns in order to win over and maximize the profit from customers. It was possible due to usage of manufacturers located very close to Europe. During the design phase, focusing on commercial requirements will help to cut down on the amount of design cycles, and utilizing common tools and materials will ease the burden on samples.

Fashion items and necessities going together are forming the dual supply chain. Additionally, the two categories of items have distinct marketing purposes. While basic items create money, fashion products draw customers in and account for most of the losses.

In general, fast-fashion companies combine logistics for quick response with ongoing new product releases. Next, two crucial factors - operational flexibility and temporal diversity - to evaluate the viability of the fast-fashion business model.

According to the explanation above, fast-fashion is a business strategy that incorporates the following three components:

a) quick reaction;

b) regular range changes;

c) stylish designs at reasonable pricing.

In contrast to the third piece, which is a value proposition that aims to give an operational backend, the first two aspects are basically operational and enable quick fashion (Caro F. et al., 2015).

Fast fashion retailers introduced some of the main rules they are following in their activity. Firstly, it is quick response model of logistics. Secondly, there is a high chance of copying of some expensive designs and lack of originality in appearance. The next thing, they have enough profit to open new stores quickly. Fourthly, they are contributing into a model for business applications and infrastructure applications. And lastly, they are participating in the stock market. (Tokatli. N.,2008).

Two leading fast fashion retailers are Zara and H&M. But their operations can describe them more as opposites, not as similar as it may seem. Founder of Zara was a trend-setter among other 20th century business organisers. His idea was to make fashion and modern designs available for everyone by making other expenditures, such as promotion, buying the most expensive equipment, less. Zara grew quickly and the centralized distribution center was created for quick response to customer desires. Zara's rapid way to market balances its higher production expenses (Taplin. I., 2014). Zara’s superiority is described by the proximity of physical shops to the factories. More than a half of Zara’s assortment is produced in the regions of Europe or Turkey but the rest is manufactured in less developed countries.

H&M has a strategy opposite of Zara. H&M is focusing on prices more than on speeding the distribution process. This company purchases goods from independent contractors, three fourths of them belong to Asian manufacturing. H&M spends a lot of money on promotions, such as the latest campaign with Naomi Campbell as the main character and also on collaborations with top designers such as Comme des Garçons, Moschino, Simone Rocha and others as a part of the collection H&M Studio. It leads to lowering quality of products and their disposability. (Radner Linden A., 2016).

In general, fast fashion industry tries to focus less on advertising and improved marketing schemes. As a result, they can produce and sell new products quickly regardless of seasonality. This is warming up many people's interest in the debate, both industry employees and consumers. Fast fashion companies are focusing on the idea of keeping prices low, which can be seen by comparing competitors in the industry.

3.2.2 Impact of fast fashion industry on climate change

Fast fashion business model has become a very common business structure in the recent years. During the whole production process this industry is causing many environmental and social problems while the demand for cheap pieces of apparel is still increasing. This topic was ignored by many scientists and producers during a long time while this problem has been gaining global proportions, and its effects are becoming physically visible and tangible to anyone (Bick R. et al., 2018).

These issues are forming non-financial expenses on the environment. Influence of fast fashion is extensive and significant. Fast fashion is accountable for high produce of global CO_2 emissions in the in the amount of 10 per cent of the total volume. (Official website of United Nations, 2018).

Water consumption is also one of the most suffering from fast fashion areas. Water is polluted with dyes and microplastic from the production process. Moreover, it is polluted by wastewater from washing factory inventory after usage, textile preparation and processes of washing clothes (Chen F. et al., 2021).

More than two thousands of dangerous chemicals were found in apparel production. Also, it causes changes in pH level that is incredibly harmful for living creatures and plants that live in water, and for people living close to water bodies (Bailey K. et al., 2022).

During the last four decades apparel production per capita has doubled, reaching a volume of 13 kg in 2018. At the same time consumption of clothes grew in parallel with production and reached the amount of 60 million per year and the trend will continue to grow at an enormous rate every year (Peters G. et al., 2019). In contrast to this, price of fast fashion products is lowering, that leads to more consumption in the future. In the USA people buy one new piece of apparel every 5,5 days. In Europe the amount of bought apparel grew by 40% over the two last decades (Niinimaki K. et al., 2020).

Information technologies play a big role in this problem. On the one hand, a lot of information on the topic of ecology is published on the Internet and people's awareness has been growing considerably recently. People are learning about the problem, selling their old clothes, buying second-hand goods, upcycling, investing in environmental protection funds, distributing information and practising long-term voluntary shopping-free periods (the one-year no purchases challenge). This helps to combat damage to the environment.

On the other hand, the Internet has made it easier to access shops, to order things at home, to buy quickly without having to think about it. In the era of internet banking, it is also very easy to do, transactions are made with a single click in a couple of seconds. So, it is important for consumers to be aware and understand the responsibility they have when buying fast-fashion.

3.2.3 Impact of fast fashion industry on equal distribution of resources

There is a huge inequality in the women rights in the workplace in the industry of fast fashion. They are the main workforce of the textile sector but they don’t have enough voice in the management, which is still mostly occupied by men. The same situation applies to most of the companies of the companies of fast fashion segment. Women in these workplaces have low wages and at the same time they are obliged to work long shifts, that causes their inability to spend time with family or with their personal interests. Almost 80% of all transnational companies’ workers are women in difficult life situations. Law guarantees women such right as maternity leave after childbirth. But because of personal situations and fear of being fired, some of them are obliged to work without any maternity leave. These cases are not rare, but a common practice in fast fashion industry (Toboso Chavero S, 2017). Many women are not fighting for their basic rights at the workplace because of fear of losing jobs and lack of representatives in management.

Truth of clothes manufacturing is often hidden; large corporations are not interested in loosing their sensitive audience by spreading the information of their employees. Some cases have not been given much publicity. One of them is the Rana Plaza factory collapse in Bangladesh, which caused death of more than thousands of people and injures of two thousand people. It is regarded as the worst accidental structural breakdown in contemporary human history, the worst tragedy in a clothing factory, and the deadliest industrial catastrophe in Bangladeshi history (Ndachengedzwa S. et al., 2016). Lack of safety precautions, lack of monitoring of building and equipment safety and poor working conditions are preconditions leading to such consequences.

Bangladesh is considered as center of clothes manufacture due to its location, cheap workforce and materials. The majority of people working in the clothes manufactures in Bangladesh are poor, not educated women born in small provinces far from the big cities. It was the reason for their employment: they could be paid less for more working hours (Absar S., 2003). It can be concluded that traditional gender roles are still alive in this segment as senior positions are dominated by males.

These working conditions create many mental problems for female workers in the segment. Moving away from their families, working overtime in unfavourable conditions influences mental health, causes depression and other mental health problems. at the same time, employers and health professionals in less developed countries do not consider mental illness to be a critical problem (Official Website of World Health Organization, 2010). Moreover, the same pattern applies for the cultural reasons in least developed countries: it is not considered as norm to complain about mental health problems to their family (Akhter S. et al., 2017). However, numerous studies have also suggested that providing mental health services in low-resource countries may be possible using an integrated approach in primary care settings that incorporates various types of services, such as community health, legal services, and individualised care through community-based interventions. The labour that these women perform is essential to Bangladesh's national economy, but little is known about the experiences that these women have as their roles and responsibilities shift (Berg A., 2021).

Another cruel example of the use of human labour in fast fashion industry is the use of Uighur labour in China. Chinese government implemented the system of re-education institutions and internment camps in the Xinjiang Uyghur Autonomous Region (XUAR or Uyghur Region). People in the internment camps were forced to work in the unfair conditions with a huge risk to their physical and mental health. More than 2.6 million Uyghurs and Kazakhs have been incarcerated in camps run by the Chinese Communist Party (The Official Website of The State Council Information Office of the People's Republic of China, 2020). In these camps, they have been cut off from their environment, forbidden to communicate with relatives, see or call their families, practice their religion, and sometimes even speak their language. Every year the numbers in these camps increase by 40-50%. thus, according to government estimates, these camps hold 20% of the total Uyghur and Kazakh population in the Uyghur region. In the Uyghur Region, labour transfers are implemented in a setting of extraordinary pressure, supported by the persistent threat of detention and re-education. Since many indigenous labourers are unable to reject or quit their occupations, the programs are equivalent to involuntary population transfers and slavery (Murphy L. et al., 2021).

Uyghur underpaid labor has been observed in more than 80 large global brands, including Nike, BMW, Sony, Apple and Volkswagen. Nike's activity was hidden the truth from the eyes of consumers. In their report on Xinjang they announced that they don't use the workforce of people from XUAR at their manufacturing and the company doesn't obtain items from that region (The Official Website of Nike, 2021). In reality they used underpaid labour of more than 500 Kazakh and Uyghur people in their factories in the first quarter of

2020. These factories had strict rules of inability to leave workplace even on holidays to meet their families, and were equipped with guard towers, barbed-wire gates, and police guard boxes (Mashan T., 2021).

Moreover, such cases took place in other companies. Adidas, Fila and Apple used people from re-education camps in the factories. Most of the workers go through the “brainwashing” procedure, in order to make them forget their personal beliefs, desires and interests (Xiuzhong V. et al., 2022).

The fast fashion industry makes up a very large part of the goods on the clothing market. The main advantage of this segment is its cost. It makes fashion and self-expression accessible to people with low-income. At the same time, production in this industry is not environmentally friendly and unethical. All this leads to an endless circle of problems, as with continued inflation and an unequal distribution of income, the consumption of fast fashion goods increases. with the growth of demand for this product, its production is also growing, which continues to give rise to problems in the environment and the unfair distribution of labor and resources.

3.3 Consumption of fast fashion products

Consumption of any goods is connected with the particular reasons describing the origin of these preferences. Some of them may be personal (age or gender specificities) or economical (educational and income level). We will take a look at them precisely in the following chapter.

3.3.1 Reasons that encourage consumers to make purchases in the fast fashion segment

In this study it is important to identify the names of the generations used for the analysis of the factors influencing the shopping behaviour. This typology is mostly applicable for the Western World and the spread of some characteristics depends on the culture and development of each country. The youngest generation was named ‘Zoomers’ (generation Z), representatives of this generation were born in late 1990s and later. They were surrounded by the rise of the Internet technologies since their childhood. And they tend to be the generation which is more caring towards environment, nature, animals and people in need. The next generation is ‘Millenials’ (generation Y), they were born between 1980-1990s. It is considered to be the first generation that grew up in the Internet age. The name ‘Millenials’ is described by the fact that the oldest representatives of generation Y became adults around the turn of the millennium. Psychologists consider ‘Millenials’ as a generation of confident and tolerant people who can be selfish comparing to previous generations. Generation X is a generation preceding to ‘Milennials’, its representatives were born from 1960 till 1980s. In many Eastern European countries representatives of this generation experienced the last days of communism. Typical characteristic of this generation is a wide spread of maternal participation in the workforce. And the next generation is ‘Baby boomers’ who were born in the period from 1946 till 1964. These people have witnessed the world recover from the World War, the gradual improvement in the quality of life, the popularisation of education.

This typology of generations is useful for describing many aspects of shopping behaviour including the factors encouraging consumers to make purchases in fast fashion segment.

Fast fashion represents the segment of clothes production, which items are replicated objects from high fashion designers and distributed to stores in a very short time and traded for a very low price. Nowadays some fast fashion brands (such as H&M, Monki and others) are trying to attract consumers by announcing new recycling programmes in order to obtain discounts on purchases, using labels labelled 'organic cotton' and 'recycled polyester'. Marketers assume that these characteristics are one of the most valuable for Millenials (Johansson et al., 2017).

Buying goods from businesses that value social and environmental care became important characteristic for Zoomers and Millenials. These younger generations are more interested in protection of nature and fight for equality comparing to preceding generations. Zoomers and Millenials understand the problems behind the fast fashion and they are trying to rebuild the system by sponsorship of small businesses with ethical production and ignoring problematic brands (Han et al., 2017). These generations are ready to pay more for ethical goods but at the same time they have low incomes, which do not correspond with the prices of such products. It leads to the unintentional consumption of fast fashion products because of its affordability. Nevertheless, Millenials is still the target market for fast fashion brands as they are the largest group of the solvent population able to promote their tastes and opinions in society (Hau-Yan et al., 2016). But it is clear that representatives of the generation Y are insist that the fast-fashion industry must become ethical in its production of clothing and that must respect corporate social responsibility in its work. Brands that are attentive to the values of their customers are trying to implement such ethical and sustainable practices, that makes them to stand out from their rivals (Allen et al., 2018).

One of the problems is that sustainable fashion is not so well known by customers during shopping or through media. In order to make customers know about sustainable fashion, it is needed to implement such marketing activities, which could accentuate specific and modern product features and promote individualised product experiences (Sorensen K., 2019).

Speaking about gender studies on fast fashion shopping preferences and the reasons for them. Researches by Klein and Yin stated that women enjoy clothes shopping more than men, women are more likely to buy gifts than men. And women perceive clothes shopping as a leisure activity while men perceive it as an activity to buy necessary goods (Klein M., 1998). But it is important to mention that this gap in attitudes towards shopping is described not by biological differences of people, but by the education within the gender polarity, patriarchy, socially imposed consumption norms and aggressive marketing towards women. Such marketing gives the idea that without sufficient consumption of clothes or, for example, cosmetics, a woman will not fit into existing standards of beauty. Moreover, brands still use this in their current activities. Most brands have a bigger variety of clothes in the women's section, comparing to the men's section. At the same time, it was noticed that women's items are usually made from worse materials (thin synthetic fabric, polyester and nylon) than men's (has bigger percentage of wool, cotton and linen). Moreover, prices of women's apparel are higher than on men's apparel as women considered as a target group for consumption. There is also an influence of such a term as 'pink tax' used for describing the difference between products intended for men and women. Female customers are paying more for the same products compared to male customers (Barnes K. et al., 2022).

Many fast fashion stores are trying to go hand in hand with modern trend of sustainability by supplying more ecologic options. Despite this, customers are changing their shopping habits not as rapidly as it's expected. Some companies in the industry are making steps on the way to sustainability but it noticeable if customers support it by buying their products. Customers claim they are worried for environment and they are interested in supporting sustainability, but these words do not always correspond to actions (Bray J. et al., 2011). This is the source of a problem such as disposability of clothing.

Clothes selling companies approve the relevance of sustainability in the industry, as many items are designed and produced to be worn less than 8 times because of low quality of materials and cheap designs that are made based on the fast trends. According to Morgan and Birtwistle's (2009) study approximately 15-20% of the customers can approve they are buying new piece of clothes once in a week (Morgan L. et al., 2009).

Fast fashion has created a trend on demand of the new designs. Consumers are often influenced by unlimited amount of fashion trends on television or in the Internet, that gives the uncontrollable desire to buy new items. There is also such an innovation of enlargement of the amount of seasons. Traditionally, we have four seasons: winter, spring, summer and autumn. But with the development of the industry, there has been a division into new half-seasons. This has provoked bigger production of clothing and increased interest in these purchases (McNeill L et al., 2015).

Interest in the sustainable clothes items can be proven by the increasing amount of manufactured organic cotton clothes and products from other ecological materials. However, using ecologic materials is a reason of setting high prices on items, which leads to the low access to such goods.

Another great factor of demand of fast fashion products is usage of the Internet. According to the Internet World Stats (2023) more than 5,3 billion people are Internet users, that is about 68% of the whole human population. This number increases galloping every year, showing the growth by 1392% comparing to the number in 2000. And the growth rate of this number is increasing every year. The spread of the internet gives its users a wealth of opportunities, including shopping and exchanging recommendations for goods. Internet shopping in fast fashion segment is considered as a very fast and effortless way to make purchases, which causes a pattern in customers that they return to shopping on a daily basis (Duarte P. et al., 2018). In online shopping trust plays a huge role as a psychological rationale of purchase process. Trust is considered as an important factor that directly affects customer behaviour. Trust can be influenced by customer feedback, the opinion of others about the brand or product, the reputation of the brand or product, and the appearance of the target audience using the product (Rahman S. et al., 2018). In the context of trust, face-to-face sales are more attractive to consumers than online sales. The challenge for many online shops is to find a customer approach and build a chain of trust. This is achieved by building an impeccable reputation, dealing quickly with risky situations with dissatisfied customers, and meeting customer demands (Bhatti A., 2021).

In brief, the most major factors of purchasing fast fashion products are price of the goods, the modern design, possibility of sustainable materials, reputation of the brand and trust to the company. Factors that influence the purchase decision process on the side of customer are age, demographic characteristics, gender, awareness on the topic of sustainability and income level.

3.4 Purchase decision process

People making purchases in the industry of fast fashion are usually influenced by many surrounding factors. Technological tools give access to new information regarding trending designs and latest fashion news. Fast fashion consumers of the young age are mostly interested in celebrity life, their personal style and their favorable brands. It leads to people wanting to buy the exact same items but usually it's not that affordable. So, consumers purchase similar designs from fast fashion stores. Such demand affects the supply chain in a way of fastening its processes, that makes clothes become poor quality and disposable.

In this part we will take a look on the major factors influencing the purchase decision process: brand preferences of consumers and impact of social media on fast fashion consumption.

3.4.1 Brand preferences

In the latest decades brand equity became a significant concept in the business practices. Brand equity characterizes the social quality of the brand rather of the products themselves. If customers perceive brand as an auspicious company and choose it for shopping. Their satisfaction with products and service leads to higher loyalty of customers, and higher competitiveness.

Brand awareness and brand image are the main components of the brand knowledge needed for maintaining brand equity. Aaker (1991) conceptualized brand awareness as an ability to identify a brand from the appearance of the product and to remember its distinctive features.

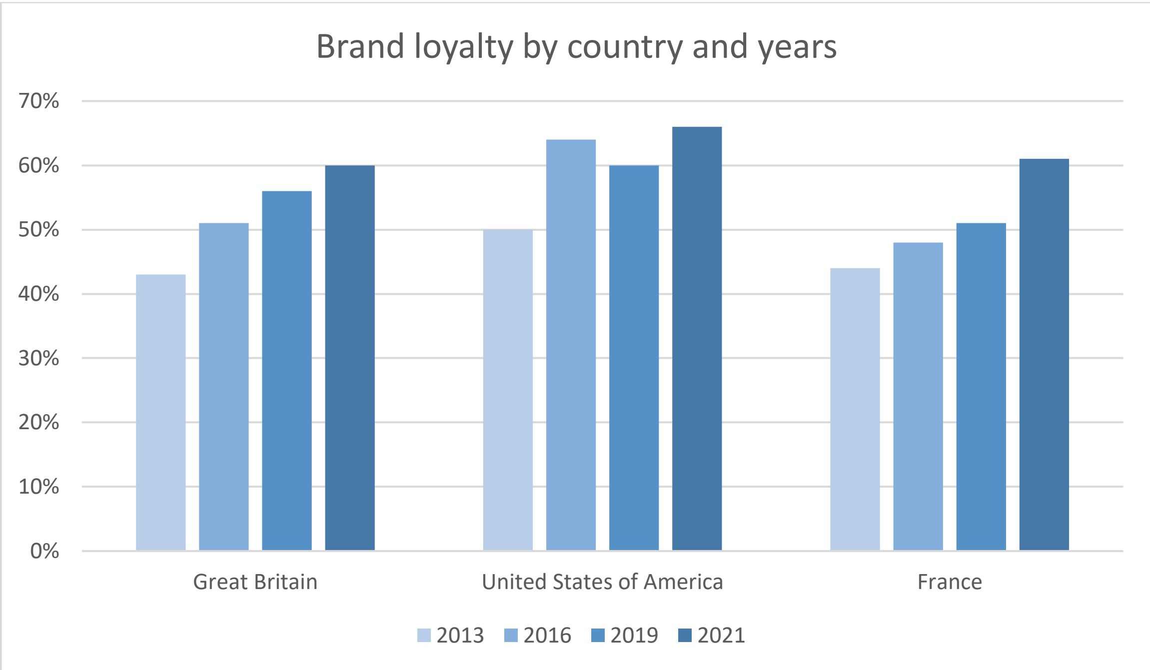
Brand image refers to the spectrum of feelings, thoughts and associations that arise in a person's mind when thinking about this brand.

Brand loyalty has two types: behavioural and attitudinal. Behavioural arises during constant shopping in the same place. However, attitudinal relates to the case, where a customer chooses to buy from a particular store based on the brand's mission and values.

In the study by Ipsos (2017) there was found the following statistic of dependence of brand loyalty on the generation of the consumers. 76% of Millennials surveyed say they are more inclined to believe in a recently announced item if it is produced by a company, they are familiar with. 73% of Generation X and 70% of Baby Boomers are of the same opinion. The trend is similar to most of the countries, including China, India, the USA, Poland, Australia and others. The opposite trend with the higher brand loyalty of Baby Boomers and Generation X rather than Millennials take place in South Korea and Italy. Overall, Millennials are more likely to be loyal to particular brand while making purchases.

In another study by Ipsos (2021) there was a survey on attitudinal brand loyalty. People of all generations were asked ‘do they tend to buy products that reflect their personal values?’ with comparison of the same survey in 2013, 2016, 2019, 2021 years in Great Britain, the USA and France.

Figure 3. Brand loyalty by country and years



Source: Global Trends 2021, Ipsos 2021.

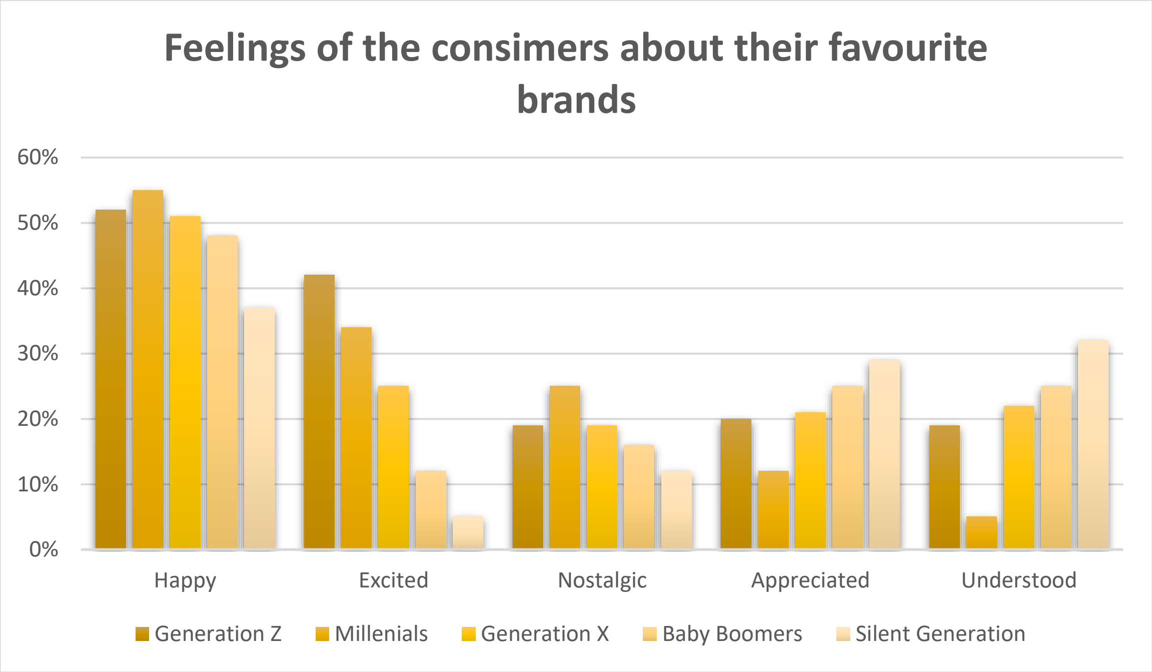
In the graph above the same trend of growth of brand loyalty is seen in all three countries through the years.

In the research by Tahal (2016) of Czech Republic consumers on the brand loyalty towards clothing and shoes categories of products the following outputs were made: 32.2% of surveyed consider themselves loyal to brands in the category of shoes. And 21.4% show brand loyalty when shopping for clothes. The difference in numbers can be described by the fact that consumers buy shoes not as often as clothes, and materials considered as the most important factor of choosing shoes, as it is the most re-wearable part of the wardrobe.

Usually material's quality differs within the brands, that is why the brand is important when selecting the items.

In the study by Oracle (2020) on the band loyalty between the generations there was collected the following findings regarding the feelings of consumers about their favourite brands depending on generation.

Figure 4. Feelings of the consimers about their favourite brands

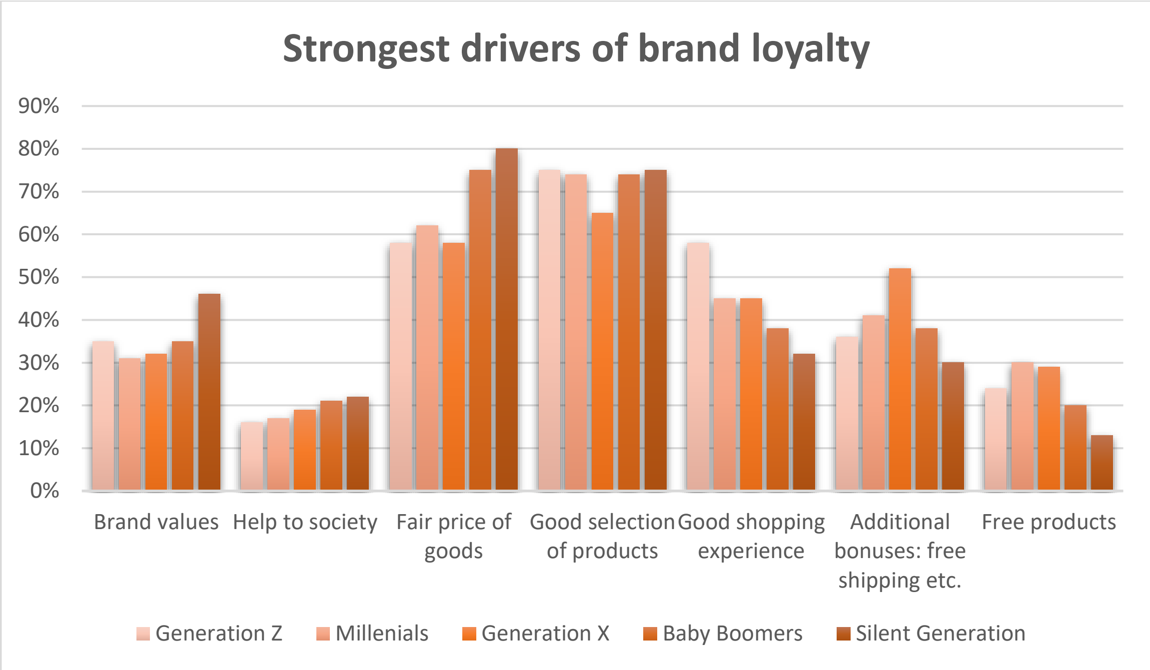


Source: How to engage customers across every generation, Oracle, 2020.

The answer 'Happy' was mostly used by surveyed to describe the feeling about their favourite brands. The majority of people who felt 'excitement' about their favourite brands are surveyed from the group of Generation Z. Silent generation felt 'appreciated' and 'understood' by favourite brands mostly, comparing to other generations.

In another study on the biggest reasons of brand loyalty depending on the generation showed the following figure:

Figure 5. Strongest drivers of brand loyalty



Source: How to engage customers across every generation, Oracle, 2020.

The most often reasons of brand loyalty surveyed chose 'fair price of goods' and 'good product selection'. Generation Z, Millenials and Generation X chose 'good selection of products' as the most important reason of brand loyalty. Baby Boomers and Silent generation chose 'fair price of goods' as the main reason. 'Help to society' was the most underestimated reason by surveyed audience.

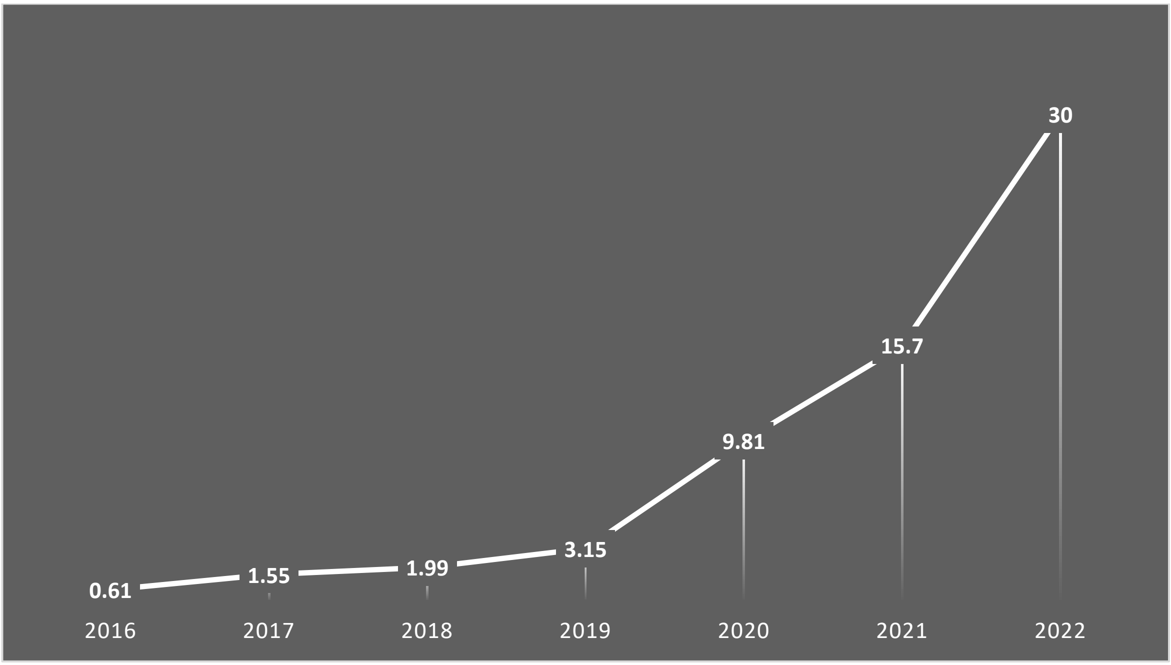
3.4.2 Impact of social media on fast fashion consumption

Internet entertainment sources including numerous blogs, applications and websites became an essential part of our life, building the strong connection between different people across the whole world. Influencers, whose work involves promoting products in various categories of cosmetics, clothing and footwear, are observed by people on a daily basis through different platforms, such as Instagram, Youtube, Pinterest, TikTok and others. Younger generations, such as Generation Z and Millennials are mostly influenced by online trends as a target group of these platforms and their creators. Marketing strategies of these applications became less intrusive and visible while applications themselves became more addictive with their interaction algorithms. Those algorithms are sensitive to the viewing duration, interactions and topics of interest in order to show users related content.

One of the earliest researches of fashion blogs by Rickman and Cosenza (2007) stated the visible impact of Internet sources on a purchase decision process of users. Fashion blogs followers observe images and videos of movie stars and bloggers and try to replicate them by buying similar clothes. The social media industry continued to grow by creating new trends and microtrends every year and making more influencers famous and inspiring.

The most dramatic example of the interaction between fast fashion and social media is the case of Shane in 2020 (Chen et al., 2021). At the beginning of the coronavirus pandemic, social distance and mandatory quarantine in most of the world, many fast fashion brands were losing profit due to shop closures and a decline in consumer purchasing power. At the same time, Tiktok began its galloping development, becoming an entertainment for people with lots of free time in quarantine. Starting with the spread of joke videos, the app became a full-fledged platform for influencers. At that point, fast fashion brand Shein, famous for its low prices on clothes, started their cooperation with the platform and sponsored many creators. In this manner, fashion bloggers displayed their purchases from Shein's website, provoking increased interest in the online store. This subsequently brought the brand a lot of popularity and large sales during the 2020.

Figure 6. Shein annual revenue in 2016-2022 (in billion dollars)



Source: own calculations based on the Wall Street Journal data, 2022.

Based on this, it can be noted that the company's annual profit increased in 2020 by 3 times compared to the previous year. In 2022, this figure increased by another 3 times compared to 2020. It is important to note the significant influence of social networks in this trend.

3.5 Comparative analysis of shopping behaviour in different countries of European Union

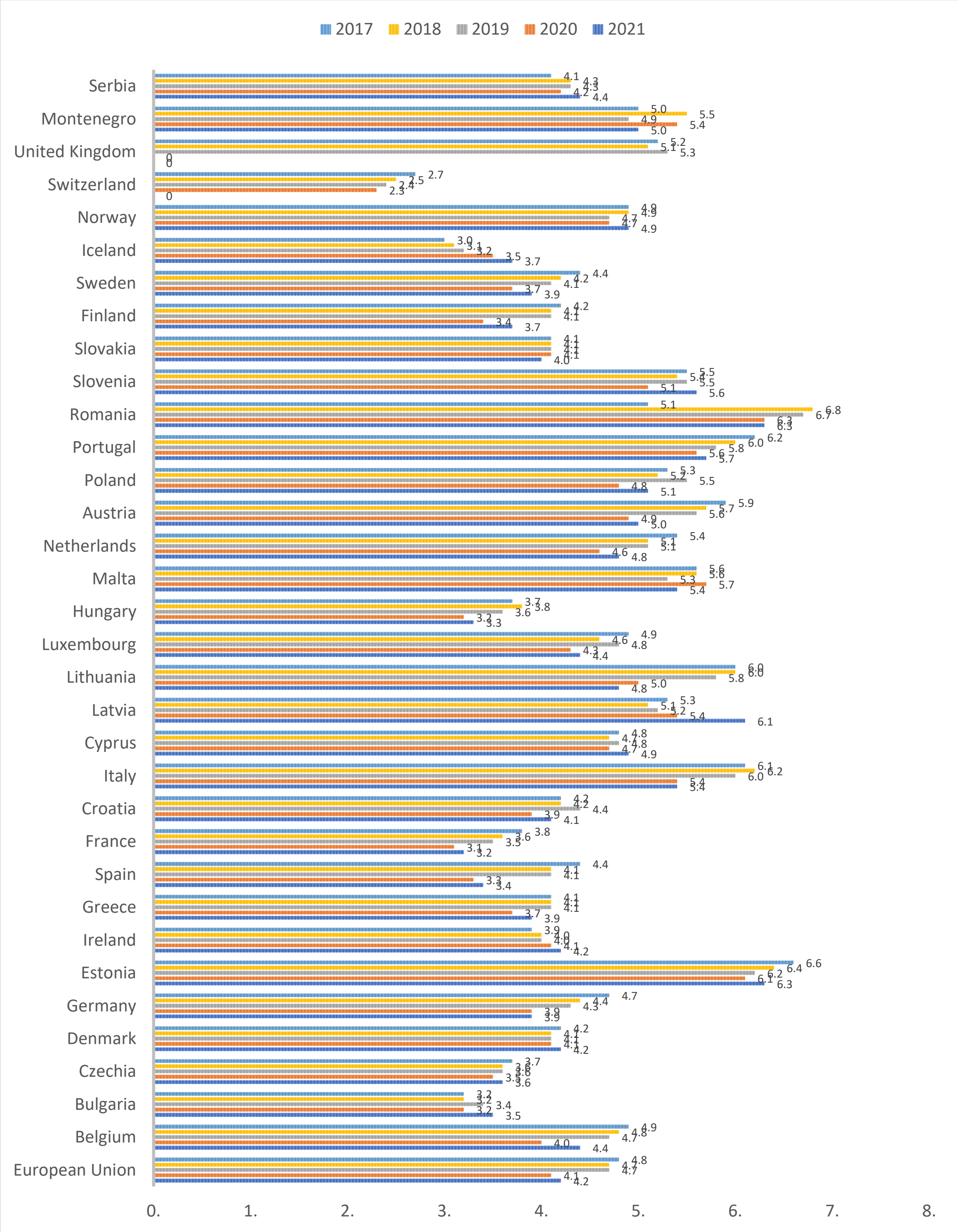
Consumption level of goods including clothing items differs by the country, it can be described by the income difference, prioritisation of expenditure groups, community values and economic situation in a particular country.

Household consumption is the total sum of household expenses on goods and services. Indicators of the household consumption include retail prices of products bought by households in order to fulfill their demands. Consumption includes miscellaneous items of expenditure such as food, rent, utilities, entertainment. In this study we concentrate on clothing and shoes, especially fast fashion items (Piekut et al., 2022).

Consumption patterns are depended to the living standards and well-being of individuals. The amount of household expenditure reflects and relates to the state of the economy's overall development. It is also impacted by factors of external and internal type. External factors correspond with the sovereign state’s economy. Internal factors include living conditions of separate households (Varlamova et al., 2015).

Figure 7 shows the consumption of clothing and shoes in percentage of the total consumption by household in European Union countries in the period from 2017 till 2021.

Figure 7. Final consumption expenditure of households, by consumption purpose: clothing and shoes in 2017-2021 (in percentage of total consumption)



Source: Final consumption expenditure of households, by consumption purpose, EUROSTAT, 2022.

Consumption expenditure pattern is different for each particular country. Part of the countries experienced the increase of the consumption of clothing and shoes during the chosen period. It was reported by Iceland, Slovenia, Latvia, Ireland. In contrast, most of the countries reported the decrease in sum of consumption of this group of goods. The total consumption of European Union as a whole showed the same trend of decrease. The spread of Coronavirus pandemic acts as the main cause of this pattern. Sweden, Netherlands, Italy and Belgium experienced the biggest downfall of clothing consumption due Coronavirus impact in the amount of 10-20% comparing to the 2019. Moreover, Norway, Slovakia, Cyprus and Denmark reported the stable level of consumption without serious breakdowns during the research period.

Overall, Romania, Estonia and Italy have the highest consumption expenses on clothing in percentage of the total consumption, in the amount of 5.4 - 6.8%. The lowest rates of consumption of clothing in a percentage of the whole consumption were reported by Switzerland, France and Bulgaria.

A range of European Union states are interested in reducing the consumption of fast-fashion products. This is done by informing consumers about clothes production, composition and safety for the environment. European Union Commission introduced their new incentive regarding the obligatory labeling of clothes informing the customer about item's sustainability. A similar system of ranking energy appliances on a scale from A to G has previously been presented in order to save energy.

Moreover, other initiatives include (EUR-Lex: EU Law, 2022):

- prohibiting the destruction of returned or unsold textile goods
- minimizing microplastic pollution (through the usage of innovative materials, inventing of new washing machine filters, development of soft cleaning products, processing of the used textile waste, rules for more sustainable wastewater treatment)
- product's information requirements and digital product passport
- environmental claims for textiles that are actually sustainable
- increasing reuse and recycling of textile waste with expanding producer responsibility.

In order to implement those initiatives, it is important to ensure the conditions of work. The following proposals were put forward by the European Union Commission in the first instance:

- introducing the Transition Pathway for the future textile's environment
- driving fast fashion out of fashion is one strategy for reversing the overproduction and overconsumption of apparel
- ensuring compliance and fair competition in a dynamic domestic economy
- supporting investments, research, and innovation
- gaining the knowledge and abilities required for the green and digital transitions.

The implementation of the rules described above can significantly reduce the negative impact of the consumption of fast-fashion products in countries of Europe, as well as to reduce demand for them by shifting attention to more environmentally friendly alternatives.

Based on this, we can conclude that shopping behaviour in countries of European Union is different and depends on the cultural aspects and response to the effects of crises. The new rules for fast-fashion clothing trade published by the European Union Commission have the potential to change this pattern of behaviour and expenses even further, reducing the number of impulse purchases and shifting attention to more sustainable options in the marketplace.

3.6 Summary of chapter

The chapter provided extensive insight into the topic of consumer behaviour in the fast fashion segment. Special attention was paid to the reasons that influence this behaviour, socio-demographic and economic factors, the influence of advertising and brand reputation. The following conclusions were drawn in the process the literature review. First of all, gender and age are the most important factors influencing the shopping behaviour. Also, behaviour of consumers changes through the years, it can be described by the impact of crises and difficult economic or political situation and by the development of Internet technologies. The Internet had a huge role in the development of commerce, providing a platform to promote business and attract new audiences. At the moment, the young population remains the largest user group for online shopping. Moreover, younger generations including Generation Z and Millennials are more concerned on the topics related to sustainability, environmental impact and disposability of clothes. Talking about the negative aspects of the fast fashion industry, the main areas of negative impacts were summarized: environmental and social. The fast fashion segment is one of the leading industries among the most polluting. In addition, the production of fast fashion clothing uses underpaid and very challenging and dangerous labour of people in less developed countries. Awareness of these issues may deter consumers from purchasing these products. However, consumers who are aware of the negative side of the goods often continue to choose this segment because of the relative cheapness of the clothes. Furthermore, besides the price, brand reputation, its image and loyalty have the major impact on the purchase decision process. Millennials tend to be the age group, which representatives are mostly loyal to brands they purchase. European Union leaders suggest regulations aimed on the minimisation of consumption of fast fashion products. Such initiatives lead to the higher awareness of the population with the creation of the best conditions for the safe recycling, cleaning and reprocessing of clothing.

4 Practical Part

The chapter represents the data collection and analysis procedures supplementing the theoretical part with empirical data. Research tests the consumer behaviour of Prague citizens in the clothes segment based on socio-demographic factors, shopping attributes and personal preferences on the purchase making patterns.

This chapter is divided by the following parts: research design, population and sample, data collection, data analysis, ethical concers, limitations and presentation of findings.

4.1 Research design

The scale of the study and the focus on shopping behaviour in the Czech Republic led to the choice of research design, which involves highlighting new trends and phenomena or exploring a research problem in the context of the development of online advertising and online shopping. the study provided crucial insights into how consumer preferences can shape clothing consumption and what factors influence it.

4.2 Population and sample

The study randomly selected a group of people, with no restrictions on age, gender, economic class, ethnicity, race or other factors. The data was collected at the Chodov Westfield shopping center and online via the Google Forms app. The questionnaire was distributed in Czech and English languages. This shopping center was chosen because of the greatest variety of shops in different price categories from mass market to several luxury brands. this choice of respondents allows a much more accurate description of the relationship between shopping preferences and any factors.

4.3 Source of data

Primary data were obtained by distributing questionnaires to the target audience. The questionnaires focused on a range of questions, including the demographic characteristics of clothing consumers in Prague, details of consumer preferences, reasons for shopping, the most important aspects when choosing clothes and the level of awareness of the stages of clothing production and its impact on the environment.

Target audience of 121 respondents was reached during the data collection.

Sample size was calculated based on the following formula, proposed by Taherdoost, 2017:

$$S = z^2 (p(1 - p))/ e^2 \ [1]$$

This formula helps to find the appropriate sample size to make the survey results statistically significant. The margin of error and the level of confidence help to suggest the most accurate intervals in which the respondents' answers are found.

S is a sample size. Z is a z-score value which is calculated based on the confidence level. With the optimal confidence level of 95%, z-score is equal to 1.96. E is a value of margin of error, it means the maximum acceptable difference between the sample and whole population. The optimal value of error is 5% to 15%, it was decided to set it at 9%. P is value of standard deviation, set at the level of 5%. Such value provides the lower dispersion of results. Based on this, desirable sample size was calculated in the amount of 119 respondents.

4.4 Data analysis

The following statistical measures were used for the quantitative data analysis of the respondents' answers.

Table 1. Statistical measures

Type of test	Description of test	Variables	Key values
Frequency table	Type of data analysis which describes, visualizes, or summarises data in an understandable manner so that, patterns may be seen from the data	Age, gender, current activity, type of employment, frequency of shopping for clothes, shopping attributes, shopping preferences, reasons of customers' concerns	Total sum, percent, cumulative percent, mean, standard deviation
Correlation	Measure of the strength of a linear relationship between two variables	Age, frequency of shopping, gender, satisfaction of needs, level of awareness	Pearson correlation, significance level

Linear regression	Test helps to define if the dependent variable can be determined by independent variables, and the accuracy of it	Age, frequency of shopping, satisfaction of needs	R-value, R square, P-value
ANOVA test	Test of statistical significance between variables	Age, frequency of shopping, satisfaction of needs	P-value, F statistics
Test of between-subjects effects	Test shows the interdependence of variables and the strength of this relationship	Age, shopping preferences, satisfaction of needs	Mean, F statistic, Significance level
Mann-Whitney U test	Test compares differences between two independent samples with the ordinal dependent variable	Age, reasons to go shopping, shopping attributes, factors influencing purchase decision	Significance level, Mean rank

Source: Laerd Statistics

4.5 Ethical concerns

The study had the following ethical concerns: voluntariness of participation, anonymity, non-disclosure of results between participants, security of data storage. Voluntariness of participation was guaranteed by the absence of sanctions for refusing to participate in the survey. Anonymity was guaranteed by the absence of the need for names, any personal details, position or income level. Data collected were not published online and the data set was only used for this study.

4.6 Limitations

Limitations of research can be determined by the following aspects. First of all, there is a risk of sampling bias, by providing questionnaire in the form face to face, it is important to understand, that results describe only particular geographic location. And it cannot be applicable for the whole world population. Secondly, there is a chance of such factor as short-term data, when the data is collected in one particular date and time. Thirdly, external factors have a huge impact on behaviour of people. It can include economic conditions or cultural norms. Finally, population may not be interested in analysing their purchasing behaviour, not giving an account of the frequency of their purchases or making few individual purchases.

4.7 Presentation of findings

4.7.1 Descriptive measures

According to the descriptive statistics of respondents' answers, the population of interviewees is fairly representative. The greatest number of people belongs to the age group of 18-29 years. The next in the number is 30-39 years. The least number of people belongs to the age groups of 50-59 years and 60 and above.

Table 2. Age

What is your age?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	32	26.4	26.4	26.4
	30-39	27	22.3	22.3	48.8
	40-49	17	14.0	14.0	62.8
	50-59	13	10.7	10.7	73.6
	60 and above	8	6.6	6.6	80.2
	Less than 18	24	19.8	19.8	100.0
	Total	121	100.0	100.0	

Source: Own building according to the questionnaire

Table 3. Gender

What is your gender?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	63	52.1	52.1	52.1
	Male	58	47.9	47.9	100.0
	Total	121	100.0	100.0	

Source: Own building according to the questionnaire

The quantity ratio of people of different genders is almost equal. Population of women among respondents is 52%, population of men is 48% of the total. The questionnaire proposed more than two genders to choose from. Results with only 2 genders are presented because no one from the respondents chose the answer 'Other'.

Table 4. Current activity

What is your current activity?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	48	39.7	39.7	39.7
	Not currently employed	7	5.8	5.8	45.5
	Retired	7	5.8	5.8	51.2
	Student	33	27.3	27.3	78.5
	Student and employed	26	21.5	21.5	100.0
	Total	121	100.0	100.0	

Source: Own building according to the questionnaire

Activity of the respondents can provide the insights on their possible economical status and their probable purchase power. The greatest number of respondents is employed (40% of the total). Students and students who are employed amount to a sum of 49% of the total. The survey results are quite revealing, as people in the working population are the most likely to shop in the fast-fashion clothing segment. Group of 'Not currently employed' people includes people who are looking for a job, people on a maternity leave, or people who cannot start work because of the health conditions.

Table 5. Type of employment

If you are employed, is it part-time or full-time position?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time	53	43.8	43.8	43.8
	I am not employed	44	36.4	36.4	80.2
	Part-time	24	19.8	19.8	100.0
	Total	121	100.0	100.0	

Source: Own building according to the questionnaire

Frequency in the Table 5 shows the number of people with different types of employment. The majority of surveyed people has a full-time employment, which means the type of employment with the whole working days. Group of not employed people represents the 36% of the total amount, and includes students without the job, retired people and people who are not employed.

Table 6. Frequency of shopping for clothes

How often do you go shopping for clothes?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Multiple times a year	57	47.1	47.1	47.1
	Never	7	5.8	5.8	52.9
	Once a month	43	35.5	35.5	88.4
	Once a week	14	11.6	11.6	100.0
	Total	121	100.0	100.0	

Source: Own building according to the questionnaire

The majority (57% of the total) of respondents prefers to go shopping multiple times a year, which is a quiet low frequency. 7% of respondents answered they never go shopping, which means their shopping frequency is less than multiple times a year or their new clothes are provided to them by their family or other close people.

Table 7. Shopping for clothes as a leisure activity

Do you perceive clothes shopping as a leisure activity?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, never	24	19.8	19.8	19.8
	No, not normally	40	33.1	33.1	52.9
	Yes, always	14	11.6	11.6	64.5
	Yes, occasionally	23	19.0	19.0	83.5
	Yes, usually	20	16.5	16.5	100.0
	Total	121	100.0	100.0	

Source: Own building according to the questionnaire

Table 7 shows the frequency measures of people who consider shopping as a leisure activity. 53% of respondents do not consider shopping as a recreational activity, probably it can be done only for the reason of necessity of purchasing new apparel. Otherwise, 47% of respondents perceive shopping as a leisure activity with the different frequency.

Table 8. Online and offline shopping

Do you prefer shopping for clothes online or offline?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Both online and offline	58	47.9	47.9	47.9
	None of these	13	10.7	10.7	58.7
	Offline	38	31.4	31.4	90.1
	Online	12	9.9	9.9	100.0
	Total	121	100.0	100.0	

Source: Own building according to the questionnaire

Results of the Table 8 show that the majority of respondents (48%) do not prefer any specific way of shopping for clothes, they chose both online and offline. 38% of respondents chose offline as a preferable way for shopping. While only 10% of respondents prefer online shopping for clothes which is relatively low amount. Most of the people may not trust online stores for the reasons of the discrepancy between the photos of the clothes and the actual appearance, and the inability to touch or try things on in person before buying them.

Table 9. Social setting for shopping for clothes

What is your preferred social setting for shopping for clothes?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Alone	47	38.8	38.8	38.8
	With friends	39	32.2	32.2	71.1
	With personal stylist	4	3.3	3.3	74.4
	With relatives	31	25.6	25.6	100.0
	Total	121	100.0	100.0	

Source: Own building according to the questionnaire

Preferred social setting can differ according to many factors, including the age, gender and reason of shopping. Table 9 indicates the answer ‘Alone’ as the most popular social setting for shopping. Shopping with friends and relatives was chosen by 58% of respondents. It can be said that shopping with close people can correspond with the perceiving of shopping as a leisure activity. Shopping for clothes alone can be mostly driven by the reasons of necessity of purchase of particular apparel.

Table 10. Preferable segment of clothes market

Which segment of clothes market do you usually shop at?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	In all of them	24	19.8	19.8	19.8
	Mass market (H&M, Zara and others)	59	48.8	48.8	68.6
	Middle market (Coach, Hugo Boss, Tommy Hilfiger and others)	38	31.4	31.4	100.0
	Total	121	100.0	100.0	

Source: Own building according to the questionnaire

Almost the half or surveyed consumers chose Mass market as the preferred clothes market segment for shopping. This segment is represented by fast fashion brands, such as H&M, Zara, Pull&Bear, Bershka, Stradivarius and others. This segment is relatively cheaper than Middle market or luxury brands. High percentage can be described by the disposable income, young age of surveyed consumers or low fashion interest. The survey also offered the option of Luxury brands as a preferred segment for shopping but nobody from the respondents have chosen it as a preferable clothes market.

Table 11. Fulfillment of customer needs

Do existing clothes in fast fashion segment fulfill your needs/expectations as a consumer?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	52	43.0	43.0	43.0
	Disagree	24	19.8	19.8	62.8
	Neutral	34	28.1	28.1	90.9
	Strongly agree	8	6.6	6.6	97.5
	Strongly disagree	3	2.5	2.5	100.0
	Total	121	100.0	100.0	

Source: Own building according to the questionnaire

According to the Table 11, half (50%) of respondents feel the fulfillment of their needs with clothes in fast fashion segment. 28% of respondents stay neutral and 22% of respondents disagree or strongly disagree with the statement in the question. Customer satisfaction is an important factor, influencing the brand loyalty, repeat purchase in the particular shop and brand reputation. These results prove the point that one of the two customers are satisfied with clothes range in the stores of fast fashion segment. While the other half is probably not interested in the particular brand and prefers to purchase clothes in different stores.

Table 12. Customer concerns regarding the production of fast fashion clothes

How concerned are you about how your clothes are made?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A little concerned	56	46.3	46.3	46.3
	Neutral	28	23.1	23.1	69.4
	Not concerned at all	12	9.9	9.9	79.3
	Very concerned	25	20.7	20.7	100.0
	Total	121	100.0	100.0	

Source: Own building according to the questionnaire

The question on the topic of customers awareness of the production of their clothes bought in fast fashion segment showed the high level of concern (67% of the total). 23% of respondents stayed neutral and 10% answered they are not concerned at all. Such figures may vary depending on anonymity of the survey. Answers collected in online form can be more honest than those collected in person. The margin of error is applied to this discrepancy.

Table 13. Reasons of customer concerns

If you answered "A little concerned" or "Very concerned" in the 14th question, what are you mostly concerned about?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disposability of goods	30	24.8	24.8	24.8
	Environmental impact	29	24.0	24.0	48.8
	I am not concerned	35	28.9	28.9	77.7
	Work conditions of people in the industry	27	22.3	22.3	100.0
	Total	121	100.0	100.0	

Source: Own building according to the questionnaire

Answers to the question on the reason of concern showed almost the same proportion of each variant. The most popular reason of concern between the surveyed population is disposability of goods, it was chosen by one fourth of consumers. These results show that buyers are more concerned about the climate situation than about the conditions of workers in the industry. This is mainly due to low awareness and lack of visibility of workers' problems.

Table 14. The most frequent reasons for shopping for clothes

Descriptive Statistics			
	N	Mean	Std. Deviation
Why do you prefer to go shopping for clothes? Please rate the reasons on a scale of 1 (Not important) to 5 (Extremely important) [To buy neccesary clothes]	121	4.36	0.913
Why do you prefer to go shopping for clothes? Please rate the reasons on a scale of 1 (Not important) to 5 (Extremely important) [Improve personal wardrobe]	121	3.76	1.342
Why do you prefer to go shopping for clothes? Please rate the reasons on a scale of 1 (Not important) to 5 (Extremely important) [Reduce stress]	121	3.10	1.665
Why do you prefer to go shopping for clothes? Please rate the reasons on a scale of 1 (Not important) to 5 (Extremely important) [Habit]	121	2.74	1.499
Why do you prefer to go shopping for clothes? Please rate the reasons on a scale of 1 (Not important) to 5 (Extremely important) [Socialisation]	121	2.68	1.523
Why do you prefer to go shopping for clothes? Please rate the reasons on a scale of 1 (Not important) to 5 (Extremely important) [To buy a gift]	121	3.56	1.196
Valid N (listwise)	121		

Source: Own building according to the questionnaire

Table 14, 15 and 16 represent the frequency measures of the answers on ranking questions. The mean represents the most popular answer between the surveyed consumers. The scale consists of levels: Not important, Slightly important, Important, Fairly important, Extremely important. Standard deviation is an indicator of data dispersion in relation to the mean. In the context of this study, standard deviation which is close to zero in with values ranging from 0 to 0.5 means the greatest popularity of the chosen answer among the surveyed customers. Higher values mean the high dispersion of the answers.

According to the results of questionnaire, the most important reason for shopping for clothes between the consumers is to buy necessary clothes. This answer has the lowest value of standard deviation that proves that this reason was the most preferable among the audience. The least important reasons for surveyed customers are Habit and socialization. This frequency corresponds with the findings that most shoppers do not perceive shopping as a leisure activity. Reason of reducing stress has the average result (3,10) and the highest value of standard deviation. It means this reason has the highest dispersion among the surveyed consumers.

Table 15. The most important shopping attributes

Descriptive Statistics			
	N	Mean	Std. Deviation
What are the most important shopping attributes to you? Please rate the attributes on a scale of 1 (Not important) to 5 (Extremely important) [Clothing range]	121	4.36	1.132
What are the most important shopping attributes to you? Please rate the attributes on a scale of 1 (Not important) to 5 (Extremely important) [Friendly staff]	121	3.77	1.230
What are the most important shopping attributes to you? Please rate the attributes on a scale of 1 (Not important) to 5 (Extremely important) [Shop cleanliness]	121	3.87	1.125
What are the most important shopping attributes to you? Please rate the attributes on a scale of 1 (Not important) to 5 (Extremely important) [Tidiness of clothes displayed]	121	4.09	1.155
What are the most important shopping attributes to you? Please rate the attributes on a scale of 1 (Not important) to 5 (Extremely important) [Shop decoration/Website design]	121	3.25	1.577

What are the most important shopping attributes to you? Please rate the attributes on a scale of 1 (Not important) to 5 (Extremely important) [Appearance of other shoppers]	121	2.71	1.369
What are the most important shopping attributes to you? Please rate the attributes on a scale of 1 (Not important) to 5 (Extremely important) [Convenience and logical layout of clothes]	121	3.75	1.157
Valid N (listwise)	121		

Source: Own building according to the questionnaire

According to the Table 15, all attributes have relatively similar standard deviation with the high dispersion. That is, surveyed consumers did not explicitly choose these attributes, and it is likely that their choice was biased by their own preferences or by demographic factors.

This can be explored further in non-parametric hypothesis testing.

Nevertheless, it is possible to define the attributes with the highest importance to surveyed customers. The most important shopping attributes for consumers are clothing range and tidiness of clothes displayed. Clothing range can be described as the most directly dependent on the quality of the garment than the others. Appearance of others shoppers was chosen as the least important attribute.

Table 16. Factors influencing customers purchase decisions

Descriptive Statistics			
	N	Mean	Std. Deviation
What factors influence your purchase decisions? Please rate the factors on a scale of 1 (Not important) to 5 (Extremely important) [Clothes appearance]	121	4.34	0.962
What factors influence your purchase decisions? Please rate the factors on a scale of 1 (Not important) to 5 (Extremely important) [Cost]	121	4.05	1.015
What factors influence your purchase decisions? Please rate the factors on a scale of 1 (Not important) to 5 (Extremely important) [Clothes brand]	121	3.52	1.427

What factors influence your purchase decisions? Please rate the factors on a scale of 1 (Not important) to 5 (Extremely important) [Trendiness]	121	3.37	1.528
What factors influence your purchase decisions? Please rate the factors on a scale of 1 (Not important) to 5 (Extremely important) [Trends from social media]	121	2.99	1.546
What factors influence your purchase decisions? Please rate the factors on a scale of 1 (Not important) to 5 (Extremely important) [Wearability of the product]	121	4.28	0.878
What factors influence your purchase decisions? Please rate the factors on a scale of 1 (Not important) to 5 (Extremely important) [Production - ethical production]	121	3.16	1.238
Valid N (listwise)	121		

Source: Own building according to the questionnaire

According to Table 16, clothes appearance and wearability of the product were chosen as the most important factors influencing customers purchase decision. These factors are mostly dependent on the quality of the clothes and materials. Moreover, these factors have the lowest value of dispersion, which means the greatest consistency in the answers of the respondents. The least important factors are trends and trendiness of apparel. These factors are not connected with the quality of clothes, people can ignore it while making purchases.

It is possible to conclude, that majority of results of the ranking questions have high dispersion of answers. This is most likely to be explained by the dependence of respondents' opinions on their age, gender, level of education and reasons for shopping. This can be examined by finding correlations or non-parametric testing.

4.8 Inferential measures

4.8.1 Pearson correlation

Results of the questionnaire are analysed using inferential measures, such as correlation, linear regression and non-parametric tests. Tables 17, 18, 19 represent results of Pearson correlation.

Table 17. Age and consumer preferences

Correlations				
		What is your age	How often do you go shopping for clothes	Do you perceive shopping as a leisure activity
What is your age	Pearson Correlation	1	-0.174	-.292
	Sig. (2-tailed)		0.057	0.001
	N	121	121	121
How often do you go shopping for clothes	Pearson Correlation	-0.174	1	.377
	Sig. (2-tailed)	0.057		0.000
	N	121	121	121
Do you perceive shopping as a leisure activity	Pearson Correlation	-.292	.377	1
	Sig. (2-tailed)	0.001	0.000	
	N	121	121	121

Source: Own building according to the questionnaire

Table 17 shows the correlation of age and consumer preferences of respondents. Frequency of shopping for clothes has a negative correlation with the age. It means the higher value of age variable decreases a frequency of shopping for clothes. The strength of the correlation is low and relationship is statistically insignificant (r=-0.174; p=0.057). P-value shows the probability of obtaining the actual result if the correlation coefficient was equal to zero. P-value lower than 0,05 means the statistical significance of the correlation coefficient.

A negative correlation was also noticed in the relationship between age and perceiving shopping as a leisure activity (r=-0.292; p=0.001). The strength of their correlation is medium and this factor is statistically significant. With the increase of age of respondents there was a decrease of probability of perceiving shopping as a leisure activity. It can be described by higher interest of the younger generations in fashion and new trends in clothes.

Moreover, the correlation between factors frequency of shopping for clothes and perceiving of shopping as a leisure activity has a positive relationship with a medium strength (r=0.377; p=0). Correlation is statistically significant. It means people who go shopping more often are more likely to perceive it as a leisure activity.

Table 18. Gender and consumer preferences

Correlations				
		What is your gender?	How often do you go shopping for clothes	Do you perceive shopping as a leisure activity
What is your gender?	Pearson Correlation	1	.250	0.178
	Sig. (2-tailed)		0.006	0.050
	N	121	121	121
How often do you go shopping for clothes	Pearson Correlation	.250	1	.377
	Sig. (2-tailed)	0.006		0.000
	N	121	121	121
Do you perceive shopping as a leisure activity	Pearson Correlation	0.178	.377	1
	Sig. (2-tailed)	0.050	0.000	
	N	121	121	121

Source: Own building according to the questionnaire

Relationship between gender and frequency of shopping for clothes have a positive correlation and statistically significant (r=0.250; p=0.006). The strength of such correlation is medium. Such positive correlation represents the possibility of dependence of higher frequency of shopping for clothes on the gender of consumer. Such relationship shows women are more likely to go shopping more often than men. The correlation of the factor of gender with the perceiving shopping for clothes as a leisure activity has a positive relationship too. But the relationship is weaker (r=0.178, p=0.05). Such correlation shows low dependence of the perceiving shopping as a leisure activity on the gender.

Table 19. Age and awareness

Correlations				
		What is your age	Do existing clothes in fast fashion segment satisfy your needs	How concerned are you about how your clothes are made
What is your age	Pearson Correlation	1	-0.064	0.157
	Sig. (2-tailed)		0.484	0.085
	N	121	121	121
Do existing clothes in fast fashion segment satisfy your needs	Pearson Correlation	-0.064	1	0.173
	Sig. (2-tailed)	0.484		0.058
	N	121	121	121
How concerned are you about how your clothes are made	Pearson Correlation	0.157	0.173	1
	Sig. (2-tailed)	0.085	0.058	
	N	121	121	121

Source: Own building according to the questionnaire

Correlation of the age of respondents and level of awareness shows the following findings. Age and satisfaction with clothes in fast fashion segment have a negative correlation with low strength (r=-0.064; p=0.484). Factors are not statistically significant. It means the higher value of age variable has lower value of satisfaction with clothes in the fast fashion segment. It can be described by the reason that older people are more attentive to the materials and comfortability of apparel. Majority of fast fashion products cannot provide such characteristics due to its cheap production and synthetic garment. Age and customer concerns regarding the production of fast fashion clothes have a low strength of the positive correlation (r=0.157, p=0.085), factors are statistically insignificant. There is a weak dependence of customer concerns on the age of consumers. It means the older customer is, he has the higher level of concern. Such relationship shows that customers become more educated on the problems associated with climate change, environmental and social issues when they become older.

4.8.2 Linear regression model

Linear regression model examines if age, perceiving shopping as a leisure activity and satisfaction of needs with clothes from fast fashion segment can explain the frequency of shopping for clothes. Considering that $p < 0.05$, the relationship between the variables was statistically significant (p=0.014). R-value represents the simple correlation, it is equal to 0.384 which is positive correlation with a medium strength. R square shows what percentage of the total variation of the dependent variable, frequency of shopping for clothes, can be explained by the independent variables in the study. R square is 14,8% which is a low indicator.

Table 20. Linear regression model

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.384[a]	0.148	0.126	0.725	0.148	6.758	3	117	0.014
a. Predictors: (Constant), Do existing clothes in fast fashion segment satisfy your needs, What is your age, Do you perceive shopping as a leisure activity									

Source: Own building according to the questionnaire

Table 21. ANOVA test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.655	3	3.552	6.758	<.001[b]
	Residual	61.493	117	0.526		
	Total	72.149	120			
a. Dependent Variable: How often do you go shopping for clothes						
b. Predictors: (Constant), Do existing clothes in fast fashion segment satisfy your needs, What is your age, Do you perceive shopping as a leisure activity						

Source: Own building according to the questionnaire

Results of ANOVA test shows that the linear regression model can predict the dependent variable significantly well. P-value is less than 0.05, it proves the statistical significance of the model.

Table 22. Coefficients

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.976	0.318		6.207	0.000
	What is your age	-0.036	0.046	-0.069	-0.770	0.443
	Do you perceive shopping as a leisure activity	0.212	0.054	0.352	3.910	0.000
	Do existing clothes in fast fashion segment satisfy your needs	0.027	0.071	0.033	0.385	0.701
a. Dependent Variable: How often do you go shopping for clothes						

Source: Own building according to the questionnaire

According to Table 22, perceiving shopping as a leisure activity is the only factor which is statistically significant. Standard error of such results is quite low. Coefficients can predict the amount of change of the dependent variable.

It is possible to build the following equation on the basis of coefficients above:

Frequency = 1.976 – 0.036 (Age) + 0.212 (Shopping as a leisure activity) + 0.027 (Satisfaction of needs with clothes in fast fashion segment) [2]

With the increase of age by 1 point, there is a decrease of frequency of shopping for clothes by 0.036. The same dependence was revealed in the correlation: the older generations of representatives do not go shopping for clothes as often as customers of younger generations. With the increase of variable 'Shopping as a leisure activity' there is an increase of frequency of shopping for clothes by 0.212. Raise of satisfaction of needs with clothes in fast fashion segment can result in increase of frequency of shopping for clothes by 0.027.

Table 23. Test of between-subjects effects

Tests of Between-Subjects Effects					
Dependent Variable:					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	55.277[a]	31	1.783	9.406	0.000
Intercept	342.538	1	342.538	1806.867	0.000
Age	2.811	5	0.562	2.965	0.016
Do you perceive shopping as a leisure activity	7.353	4	1.838	9.697	0.000
Do existing clothes in fast fashion satisfy your needs	4.540	3	1.513	7.983	0.000
Age * Do you perceive shopping as a leisure activity	1.140	5	0.228	1.203	0.315
Age * Do existing clothes in fast fashion satisfy your needs	2.424	1	2.424	12.788	0.001

Do you perceive shopping as a leisure activity * Do existing clothes in fast fashion satisfy your needs	2.394	3	0.798	4.210	0.008
Age * Do you perceive shopping as a leisure activity * Do existing clothes in fast fashion satisfy your needs	0.000	0			
Error	16.872	89	0.190		
Total	846.000	121			
Corrected Total	72.149	120			
a. R Squared = .766 (Adjusted R Squared = .685)					

Source: Own building according to the questionnaire

Test of between-subjects effects shows if there is any statistical significance between the independent variables. According to the Table 23, it is possible to see the statistical significance of the factor Age (p=0.016). It means there were statistically significant differences in mean interest to shopping between separate age groups. In this test interaction of the factors Age and Perceiving shopping as a leisure activity is not statistically significant (p=0.315). Relationship between factors Age and Satisfaction of needs with clothes in fast fashion segment is significant (p=0.001). Relationship of the factors Perceiving shopping as a leisure activity and Satisfaction of needs with clothes in fast fashion segment is also statistically significant (p=0.008). It means, satisfaction of customers differs based on their age group and if the person perceives shopping as a leisure activity.

4.8.3 Non parametric test

Non parametric test is used to define if the distribution of results depends on the particular factor. This test is used for ranking questions with the scale from 1 to 5. In case of this study, it is possible to find out if some of the preferences or reasons is depended on the age of respondents. It is possible to run the test only if the grouping variable has 2 values. It was decided to separate all values from the age variable to 2 age groups: ‘Less than 30’ and ’30 and above’. This division makes sense in order to make each group more representative.

Table 24. Age and reasons to go shopping for clothes

Hypothesis Test Summary

	Null Hypothesis	Test	Sig. a,b	Decision
1	The distribution of Why do you prefer to go shopping for clothes? Please rate the reasons on a scale of 1 (Not important) to 5 (Extremely important) [To buy neccesary clothes] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	.624	Retain the null hypothesis.
2	The distribution of Why do you prefer to go shopping for clothes? Please rate the reasons on a scale of 1 (Not important) to 5 (Extremely important) [Improve personal wardrobe] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	.911	Retain the null hypothesis.
3	The distribution of Why do you prefer to go shopping for clothes? Please rate the reasons on a scale of 1 (Not important) to 5 (Extremely important) [Reduce stress] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	.384	Retain the null hypothesis.
4	The distribution of Why do you prefer to go shopping for clothes? Please rate the reasons on a scale of 1 (Not important) to 5 (Extremely important) [Habit] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	.505	Retain the null hypothesis.
5	The distribution of Why do you prefer to go shopping for clothes? Please rate the reasons on a scale of 1 (Not important) to 5 (Extremely important) [Socialisation] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	.286	Retain the null hypothesis.
6	The distribution of Why do you prefer to go shopping for clothes? Please rate the reasons on a scale of 1 (Not important) to 5 (Extremely important) [To buy a gift] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	.359	Retain the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Source: Own building according to the questionnaire

Null hypothesis: distribution of reasons to go shopping for clothes is the same across all categories of age group.

Alternative hypothesis: distribution of reasons to go shopping for clothes is not the same across all categories of age group.

According to the results of the test in Table 24, all reasons are statistically insignificant. Therefore, Null hypothesis is retained for all reasons, it means, reasons to go shopping for clothes are not dependent on the age group of customers.

Table 25. Age and shopping attributes

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.[a,b]	Decision
1	The distribution of What are the most important shopping attributes to you? Please rate the attributes on a scale of 1 (Not important) to 5 (Extremely important) [Clothing range] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	.523	Retain the null hypothesis.
2	The distribution of What are the most important shopping attributes to you? Please rate the attributes on a scale of 1 (Not important) to 5 (Extremely important) [Friendly staff] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	<.001	Reject the null hypothesis.
3	The distribution of What are the most important shopping attributes to you? Please rate the attributes on a scale of 1 (Not important) to 5 (Extremely important) [Shop cleanliness] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	<.001	Reject the null hypothesis.
4	The distribution of What are the most important shopping attributes to you? Please rate the attributes on a scale of 1 (Not important) to 5 (Extremely important) [Tidiness of clothes displayed] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	<.001	Reject the null hypothesis.
5	The distribution of What are the most important shopping attributes to you? Please rate the attributes on a scale of 1 (Not important) to 5 (Extremely important) [Shop decoration/Website design] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	.309	Retain the null hypothesis.
6	The distribution of What are the most important shopping attributes to you? Please rate the attributes on a scale of 1 (Not important) to 5 (Extremely important) [Appearance of other shoppers] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	.031	Reject the null hypothesis.
7	The distribution of What are the most important shopping attributes to you? Please rate the attributes on a scale of 1 (Not important) to 5 (Extremely important) [Convenience and logical layout of clothes] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	.026	Reject the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

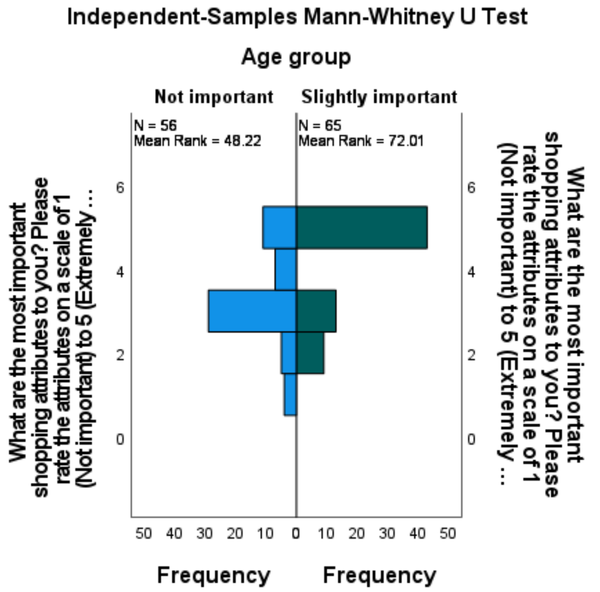
Source: Own building according to the questionnaire

Null hypothesis: distribution of the most important shopping attributes is the same across all categories of age group.

Alternative hypothesis: distribution of the most important shopping attributes is not the same across all categories of age group.

According to Table 25, majority of the attributes are distributed different in the age groups. Therefore, Null hypothesis is rejected for 5 attributes, it means, importance of these shopping attributes is dependent on the age group of customers.

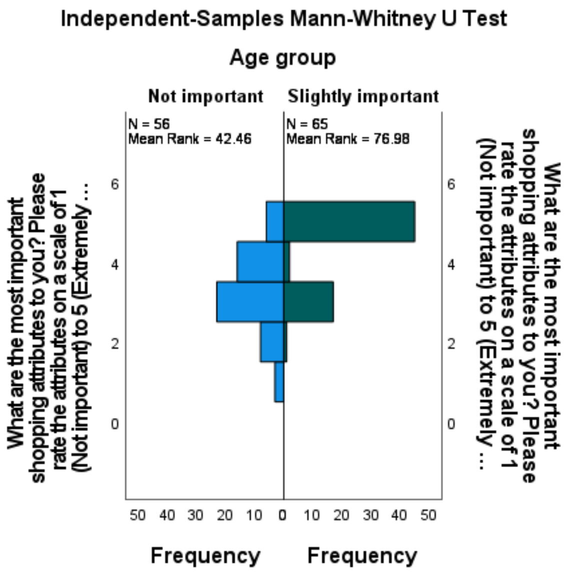
Figure 8. Friendly staff as a shopping attribute



Source: Own building according to the questionnaire

Mean rank for the population in the age group of 30 years and above is 72.01, while mean rank for respondents in the age group of respondents who are younger than 30 years is less and equals to 48.22. Respondents in the age 30 and above consider friendliness of staff in the store as a slightly important shopping attribute, another age group suppose it is not important factor.

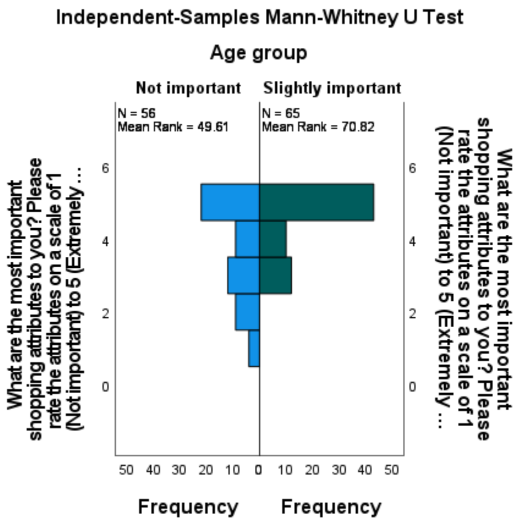
Figure 9. Shop cleanliness as a shopping attribute



Source: Own building according to the questionnaire

Mean rank for the population in the age group of 30 years and above is 76.98, while mean rank for respondents in the age group of respondents who are younger than 30 years is less and equals to 42.46. Customers in the younger age group do not think shop cleanliness is important shopping attribute, respondents in the older age group say it is slightly important.

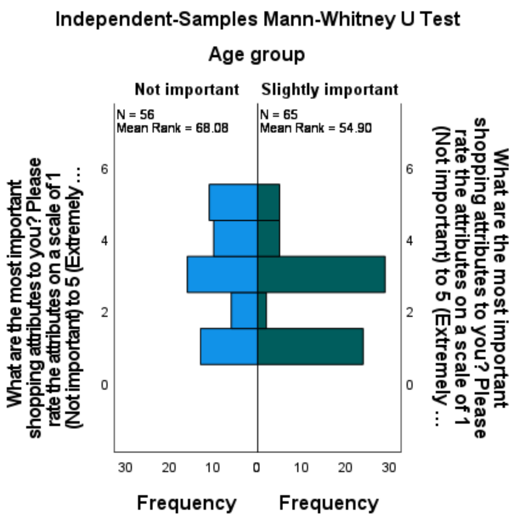
Figure 10. Tidiness of clothes displayed as a shopping attribute



Source: Own building according to the questionnaire

Mean rank for the population in the age group of 30 years and above is 70.82, while mean rank for respondents in the age group of respondents who are younger than 30 years is less and equals to 49.61. Respondents in the older age group are more likely to think that tidiness of clothes in the store is important shopping attribute rather than younger age group.

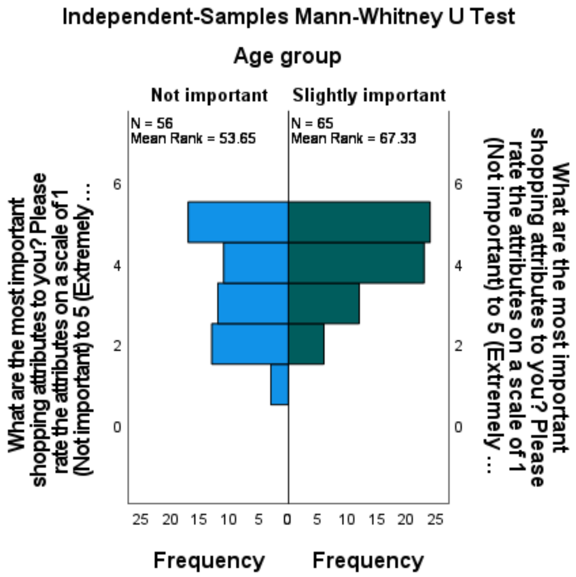
Figure 11. Appearance of other shoppers as a shopping attribute



Source: Own building according to the questionnaire

Mean rank for the population in the age group of 30 years and above is 54.90, while mean rank for respondents in the age group of respondents who are younger than 30 years is higher and equals to 68.08. Customers of the younger generation consider appearance of other shoppers as important attribute, most of the older consumers see it as not important factor.

Figure 12. Convenience and logical layout of clothes as a shopping attribute



Source: Own building according to the questionnaire

Mean rank for the population in the age group of 30 years and above is 67.33, while mean rank for respondents in the age group of respondents who are younger than 30 years is less and equals to 53.65. Convenience and logical layout of clothes in the store is considered as important factor by respondents of older generations, younger customers suppose it is a slightly important attribute.

Table 26. Age and factors influencing purchase decision

	Null Hypothesis	Test	Sig.[a,b]	Decision
1	The distribution of What factors influence your purchase decisions? Please rate the factors on a scale of 1 (Not important) to 5 (Extremely important) [Clothes appearance] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	.451	Retain the null hypothesis.
2	The distribution of What factors influence your purchase decisions? Please rate the factors on a scale of 1 (Not important) to 5 (Extremely important) [Cost] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	.374	Retain the null hypothesis.
3	The distribution of What factors influence your purchase decisions? Please rate the factors on a scale of 1 (Not important) to 5 (Extremely important) [Clothes brand] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	.648	Retain the null hypothesis.
4	The distribution of What factors influence your purchase decisions? Please rate the factors on a scale of 1 (Not important) to 5 (Extremely important) [Trendiness] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	.981	Retain the null hypothesis.
5	The distribution of What factors influence your purchase decisions? Please rate the factors on a scale of 1 (Not important) to 5 (Extremely important) [Trends from social media] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	.006	Reject the null hypothesis.
6	The distribution of What factors influence your purchase decisions? Please rate the factors on a scale of 1 (Not important) to 5 (Extremely important) [Wearability of the product] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	.004	Reject the null hypothesis.
7	The distribution of What factors influence your purchase decisions? Please rate the factors on a scale of 1 (Not important) to 5 (Extremely important) [Production - ethical production] is the same across categories of Age group.	Independent-Samples Mann-Whitney U Test	.031	Reject the null hypothesis.

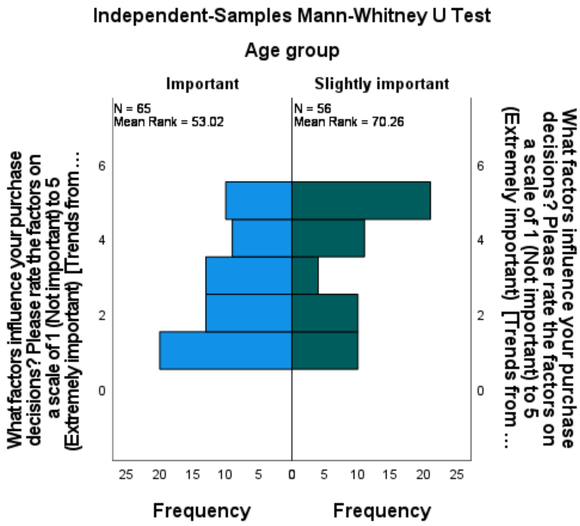
Source: Own building according to the questionnaire

Null hypothesis: distribution of the factors influencing purchase decision of customers is the same across all categories of age group.

Alternative hypothesis: distribution of the factors influencing purchase decision of customers is not the same across all categories of age group.

Respondents' answers on the question regarding influencing factors show that majority of the attributes are not distributed different in both age groups. Therefore, Null hypothesis is rejected for 3 factors, it means, importance of these factors is dependent on the age group of customers.

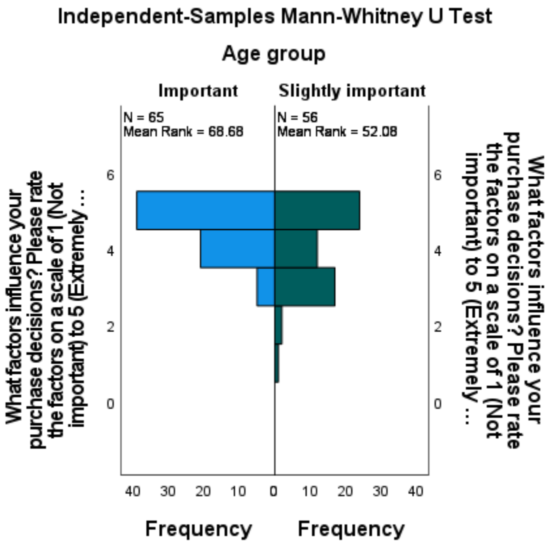
Figure 13. Trends from social media as a factor influencing purchase decision



Source: Own building according to the questionnaire

Mean rank for the population in the age group of 30 years and above is 53.02, while mean rank for respondents in the age group of respondents who are younger than 30 years is higher and equals to 70.26. Trends from social media as a factor influencing shopping behaviour are considered as extremely important factor by majority of respondents in the younger age group. Older generations evaluate it as not important factor.

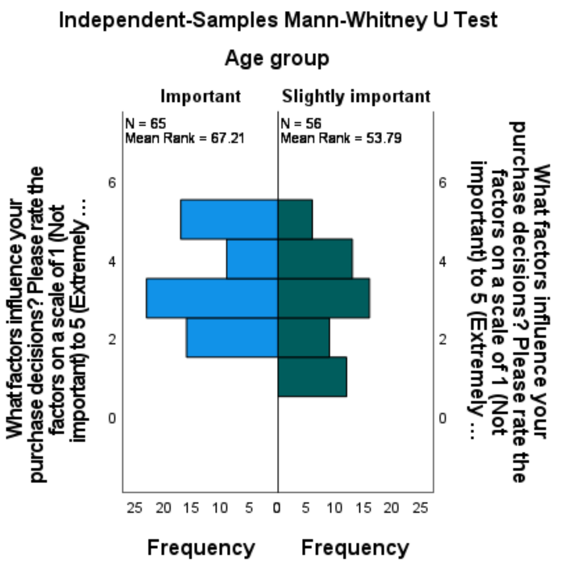
Figure 14. Wearability of the product as a factor influencing purchase decision



Source: Own building according to the questionnaire

Mean rank for the population in the age group of 30 years and above is 68.68, while mean rank for respondents in the age group of respondents who are younger than 30 years is less and equals to 52.08. Wearability and comfortability is mostly appreciated by customers of the older generations, they consider it as an extremely important factor. Younger generations treat it as important of fairly important factor.

Figure 15. Production - ethical production as a factor influencing purchase decision



Source: Own building according to the questionnaire

Mean rank for the population in the age group of 30 years and above is 67.21, while mean rank for respondents in the age group of respondents who are younger than 30 years is less and equals to 53.79. Respondents from the younger age group do not suppose ethical production of clothes as a crucial factor during purchase process. Customers of the older generations consider it as an important and extremely important factor for making purchase decision.

5 Results and Discussion

The chapter provides a critical evaluation of the empirical results to help determine whether the null or alternative hypotheses should be accepted or rejected. It also provides a conclusive response to the major problems and questions that guided the study, such as the degree to which consumer preferences affect Prague residents' shopping behaviour and the effects of socio-demographics, context-specific factors, shopping attributes, and personal preferences on patterns of clothing purchase.

5.1 Customer Preferences

Based on the results of quantitative research in the practical part the following conclusions about the shopping behaviour of Prague citizens were made. With almost the same amount of men and women of all age groups participating in the survey, results were inconsistent. In majority of cases, such results depend on socio demographic factors of respondents or their preferences. Only half of the respondents perceive shopping as an activity to spend their free time. According to correlation, this factor is negatively corresponds with the age of respondents, meaning that younger people are more likely to consider shopping to be entertainment rather than a way to buy the things they need. Moreover, this factor positively influences the frequency of shopping. In comparison of such factors as age, frequency of shopping, satisfaction of needs of customers and perceiving of shopping as a leisure activity, age is the only factor, which increasing is lowering the frequency of shopping.

Comparing the importance of shopping attributes for age groups of respondents, younger generations selected appearance of other shoppers rather than older age groups. While older age groups chose attitude of shop assistants to customers, the appearance of the shop and the neatness of products' display more often than younger age groups. In the analysis of factors influencing purchase decision the difference of opinions was noticed regarding the following three characteristics. The difference was seen for the factor of trends in social media, younger generations chose it more often than older generations. On the other hand, older generations have given attention to comfortability of clothes and ethical production rather than the other age group.

Level of concern on ethical side of clothes production was positively correlated with the age. It means higher attention of older respondents to ethical production of clothes.

Moreover, in majority of cases, this age groups showed the least satisfaction with goods in the fast-fashion segment.

Putting it all together, it is possible to conclude the existence of a dependence of purchasing behaviour on socio-demographic factors and, in particular, on age.

5.2 Recommendations

The following recommendations were introduced for production and consumption of apparel for the development of the industry with lower risk and negative impact on society and environment.

5.2.1 Recommendations for producers and customers

More producers should take in consideration rules for ecological safety and respect for good working conditions. European regulations governing the retail of clothing impose such restrictions. These include clear labelling of the composition of clothing, eco-friendly composition, improved water treatment used in manufacturing, increased reuse and longer wearing life of garments. The production and advertising of fast-fashion products should be based on quality, not quantity.

In order to make thoughtful purchases in clothes segment it is recommended for consumers to adhere to the following rules. First of all, research the product by analyzing the materials and ways of production. Next steps are considering the environmental impact, assessing the needs, it is important to make less impulse purchases. Supporting local businesses is also one of the important things to make consumption more environment friendly. And finally, it is essential to consider the long-term value of the product, its relevance and quality should be maintained over the years.

6 Conclusion

In the literature review of the thesis we saw the concept of shopping behaviour, its development with the emergence of e-commerce, concept of fast fashion and its impact on climate change and people working in the industry. Also, it introduced the distinctions of people of different generations and their preferences in clothes and brands. Moreover, it showed the importance of brand loyalty and described the influence of social media on purchases in fast fashion segment. The last part of literature review emphasised shopping behaviour in European Union and law regulations aimed at its control.

It was found that online shopping became a rising trend in Czech Republic during the last two decades. With the triple increase during the last 10 years it has become a popular alternative to traditional shopping, preferred by an average of 80% of people aged 16 to 34.

The global leaders in the fast fashion industry are Zara and H&M, with their production facilities located in Asian countries and Turkey. They focus on producing clothes quickly, so they may not spend enough time on promotion and advertising.

The fast fashion industry in the internet age makes shopping easier, with online banking and all sorts of delivery methods. At the same time, the internet is a source of data for reporting on climate change and the environmental impact of synthetic manufacturing. On average, this segment accounts for 10 per cent of the world's CO2 emissions. In addition, tens of thousands of people work in these industries for an unfair wage.

However, despite the described disadvantages of these clothes, they continue to grow in popularity among consumers. The reason for this is often low income due to big economic and political changes during the last 3 years. Also, some people see shopping as a hobby or entertainment. According to studies, about 15% of shoppers shop at clothing shops every week (Morgan L. et al., 2009). But processing the results of a survey of Czech customers found other numbers - 11.6%.

In the assessment of practical part the main aspects were emphasised: age, gender, frequency of shopping and satisfaction of needs of customers.

Results of the practical part give us the opportunity to answer on the following research questions.

1. How do age groups influence the consumption of fast fashion products?

Based on the correlation results, younger people are more likely to go shopping frequently and they usually perceive shopping as recreation and entertainment. In contrast, with increasing age, there is a lower acceptance of clothing quality in the fast fashion market and a greater awareness of the problems of mass-produced clothing.

The younger generations are more inclined to be sensitive to social media recommendations and the appearance of others. At the same time, the older generations are most concerned about the comfort of the products, their quality and the environmental friendliness of their production.

2. How other factors such as income level or personal preferences influence the consumption of fast fashion products?

According to statistical results, in the research of gender factor, women are more likely to perceive shopping as a hobby or entertainment. The frequency of shopping is also directly dependent on this factor. Satisfaction of needs of consumers is positively correlated with the frequency of shopping, these factors are interdependent. It is possible to say that people with higher disposable incomes and higher level of education/more experienced in life are attentive to the ecological problems. They have a higher level of awareness due to greater involvement in the topic.

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8 Appendix

Questionnaire in English language

1. What is your age?

Less than 18

18-29

30-39

40-49

50-59

60 and above

2. What is your gender?

Male

Female

Other

3. What is your current activity?

Student

Employed

Student and employed

Retired

Not currently employed

4. If you are employed, is it part-time or full-time position?

Part-time

Full-time

Not currently employed

5. How often do you usually go shopping for clothes?

Multiple times a week

Once a week

Once a month

Multiple times a year

Never

6. Do you perceive clothes shopping as a leisure activity?

Yes, always

Yes usually

Yes, occasionally

No, not normally

No, never

7. Do you prefer shopping for clothes online or offline?

Online

Offline

Both online and offline

None of these

8. What is your preferred social setting for shopping for clothes?

With relatives

With friends

With personal stylist

Alone

9. Which segment of clothes market do you usually shop at?

Mass market (H&M, Zara, Pull&Bear and others)

Middle market (Coach, Hugo Boss, Tommy Hilfiger, Ralph Lauren and others)

Luxury brands (Louis Vuitton, Burberry, Hermes, Gucci, Prada and others)

In all of them

10. Why do you usually go shopping for clothes? Please rate the reasons on a scale of 1 (Not important) to 5 (Extremely important)

To buy neccesary clothes

Improve personal wardrobe

Reduce stress

Habit

Socialisation

To buy a gift

11. What are the most important shopping attributes to you? Please rate the attributes on a scale of 1 (Not important) to 5 (Extremely important)

clothing range

Friendly staff

Shop cleanliness

Tidiness of clothes displayed

Shop decoration/website design

Appearance of other shoppers

Convenience and logical layout of clothes

12. What factors influence your purchase decisions? Please rate the factors on a scale of 1 (Not important) to 5 (Extremely important)

Clothes appearance

Cost

Clothes brand

Trendiness

Trends from social media

Wearability of the product

Production - ethical production

13. Do existing clothes in fast fashion segment satisfy your needs/expectations as a consumer?

Strongly Disagree

Disagree

Neutral

Agree

Strongly agree

14. How concerned are you about how your clothes are made?

Not concerned at all

Neutral

A little concerned

Very concerned

15. If you answered “A little concerned” or “Very concerned” in the 14th question, what are you mostly concerned about?

Work conditions of people in the industry

Environmental impact

Disposability of goods

Other

Dotazník v českém jazyce

1. Jaký je váš věk?

Méně než 18 let

18-29

30-39

40-49

50-59

60 a vice

2. Jaké je vaše pohlaví?

Muž

Žena

Jiné

3. Jaká je vaše současná činnost?

Student

Zaměstnaný

Student a zaměstnaný

Důchodce

V současné době nejste zaměstnán(a)

4. Pokud jste zaměstnán/a, jedná se o poloviční nebo plný úvazek?

Na poloviční úvazek

Na plný úvazek

V současné době nejste zaměstnán(a)

5. Jak často obvykle chodíte nakupovat oblečení?

Několikrát týdně

Jednou týdně

Jednou za měsíc

Několikrát ročně

Nikdy

6. Vnímáte nakupování oblečení jako volnočasovou aktivitu?

Ano, vždy

Ano, obvykle

Ano, příležitostně

Ne, obvykle ne

Ne, nikdy

7. Nakupujete oblečení raději na internetu nebo offline?

Na internetu

Offline

Jak online, tak offline

Ani jedno z toho

8. Jaké společenské prostředí preferujete při nakupování oblečení?

S příbuznými

S přáteli

S osobním stylistou

Sám

9. Ve kterém segmentu trhu s oblečením obvykle nakupujete?

Masový trh (H&M, Zara, Pull&Bear a další)

Střední trh (Coach, Hugo Boss, Tommy Hilfiger, Ralph Lauren a další)

Luxusní značky (Louis Vuitton, Burberry, Hermes, Gucci, Prada a další)

Ve všech těchto odvětvích

10. Proč obvykle chodíte nakupovat oblečení? Ohodnoťte prosím důvody na stupnici od 1 (není důležité) do 5 (je velmi důležité).

Koupit si nezbytné oblečení

Vylepšit osobní šatník

Snížit stres

Zvyk

Socializace

Koupit dárek

11. Jaké jsou pro vás nejdůležitější atributy nakupování? Ohodnoťte prosím tyto atributy na stupnici od 1 (nedůležité) do 5 (velmi důležité).

sortiment oblečení

Příjemný personál

Čistota prodejny

Pořádek ve vystaveném oblečení

Výzdoba prodejny/design webových stránek

Vzhled ostatních nakupujících

Pohodlnost a logické uspořádání oblečení

12. Jaké faktory ovlivňují vaše nákupní rozhodnutí? Ohodnoťte prosím tyto faktory na stupnici od 1 (nedůležité) do 5 (velmi důležité).

Vzhled oblečení

Cena

Značka oblečení

Trendovost

Trendy ze sociálních médií

Nositelnost výrobku

Výroba - etická výroba

13. Uspokojuje stávající oblečení v segmentu rychlé módy vaše potřeby/očekávání jako spotřebitele?

Zcela nesouhlasím

Nesouhlasím

Neutrální

Souhlasím

Zcela souhlasím

14. Jak moc vás zajímá, jak je vaše oblečení vyrobeno?

Vůbec ne

Neutrální

Trochu se obávám

Velmi znepokojen

15. Pokud jste ve 14. otázce odpověděli "Trochu znepokojen" nebo "Velmi znepokojen", čeho se nejvíce obáváte?

Pracovní podmínky lidí v odvětví

Dopad na životní prostředí

Disponibilita zboží

Ostatní