Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management

Bachelor Thesis

Consumer Behaviour of Fast Fashion

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Appendices

Appendix No.1 – Interview

1. Age range: 18-26
   - Yes
   - No

2. What is your gender?
   - Male
   - Female

3. Occupation:
   - Students
   - Students with part-time jobs
   - Full time jobs
   - Unemployed

4. Which country are you residing?
   If other, please specify.
   - Cambodia
   - Czech Republic
   - USA
   - Others, please specify

5. What is your nationality?
   If other, please specify.
   - Cambodian
   - Czech
   - American

- Russian

- Ukrainian

- Others

6. How often do you shop fast fashion store like Zara, H&M, Pedro, Charles & Keith, …?

    - Once a week

    - Twice a week

    - Once a month

    - Twice a month

    - More than twice a month

    - Once a year

    - Twice a year

7. Do you have any plans about what you are going to buy before going shopping?

    - Yes

    - More than 50% of the time

    - Less than 50% of the time

    - No

8. Out of 10, how many times do you find yourself buying things on impulse?
   (Things you buy without any plan before coming to the store.)

    - Often

    - Sometimes

    - Rarely

    - Never

9. What are the reasons that make you choose fast fashion brand instead of any other fashion brands? (Choose the 3 most important)

    - Brand identity

    - Cheap

- Trendy
- Vary options
- Store environment
- Habit

10. Your purchase decision is based on: (choose the 3 most relevant answers)
- Price
- Material
- Trend
- Sale
- Quality
- Stylish
- Comfortable
- Other

11. Your purchase decision is mostly influenced by:
- Magazine
- TV show
- Internet
- Shop window
- Celebrities or influencers
- People around you
- In store

12. Does the store environment influence your purchase decision? (Light, sound, the interaction of store assistance...)
- Yes
- No

13. Do you think the store environment is important for fast fashion brand?

1- No, 2- Sometimes yes & sometimes no, 3- Yes

- 1 to 3

14. What are the clothes you buy in fast fashion usually for?

- School
- Work days
- Parties
- Basic daily needs
- Weekends

15. How often do you feel when shopping in fast fashion stores?
(Always, sometimes, rarely, never)

- Happy/Relax
- Stressed
- Tired
- Bored
- Excited
- Other:

16. Do you still wear the clothing you purchased a year ago?

- Yes
- No

If you choose "NO", what the the reason?

- Out of style
- Color faded
- Clothing style change
- No longer fit
- Quality turn bad
- Other

17. Do you think you have a good fashion sense?

- Yes

- No

- Somewhat yes

18. What is your fashion style?

- Casual

- Sexy

- Stylish

- Elegant

- Official

- Sport street

19. How much percent of your net income do you spend on fashion averagely?

- Up to 29%

- 30% to 49%

- 50% to 69%

- 70% to 90%

20. How frequently does others' recommendation or opinion influence your purchase decision?

- Never

- Less than 50%

- More than 50%

- Always

21. What kind of information or advice would influence your purchase decision?

- Pieces of clothing they recommend you

- Brand's clothing quality

- Information about what's trendy nowadays

- Their own fashion style
- None
- Other (please specify)