

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Management**



**Bachelor Thesis**

**Consumer Behaviour of Fast Fashion**

**Nyvanrady So**

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# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## BACHELOR THESIS ASSIGNMENT

Nyvanrady So

Economics Policy and Administration  
Business Administration

Thesis title

**Fast Fashion Consumer Behaviour**

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### Objectives of thesis

The objective of the thesis is to formulate, based on the research findings, a conceptual proposal of improvements in marketing programs of the given company built on a deeper understanding of consumer behaviour.

### Methodology

The thesis will consist of two parts. The first part should deal with an elementary theoretical overview. It should deal with the theory of consumer behaviour including principles, models and its evaluation. The theoretical part of the thesis will be based on the critical review of the information gained from the study and the comparison of relevant resources. The fundamental, empiric part will be focused on consumer behaviour understanding in a given company. Data for the empiric part will be gained using appropriate data collection techniques – observation, interviews, and questionnaires. Based on the research, the relevant conclusions of the thesis must be drawn.

Recommended structure of the thesis:

1. Introduction – explanation of the topic importance.
2. Thesis objectives and methodology – the main objective of the thesis will be divided into partial objectives based on the knowledge gained from the study of consumer behaviour theory. Appropriate methods of data collection and analysis will be explained in the methodology of the thesis.
3. Literature review – a critical review of current knowledge in the field of consumer behaviour, its models and marketing application.
4. Specification of the selected organisation – profile of the given company.
5. Practical part – analysis of data gained from own research according to the methodology.
6. Evaluation of results and recommendations – formulation of the own proposal of improvements.

7. Conclusion – review of main results and evaluation of the contribution of the theses.

8. References

9. Appendices



**The proposed extent of the thesis**

30-40 pages

**Keywords**

consumer behaviour, decision making factors

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**Recommended information sources**

DECROP, Alain, 2017. Consumer Behavior in Tourism and Hospitality Research. Bingley: Emerald Group Pub. 200 p. ISBN 9781787146914.

Journal of Consumer Behaviour, ISSN:1479-1838

Journal of Consumer Psychology, ISSN 1057-7408

RUST, Roland T. a Anthony J. ZAHORIK, 1993. Customer satisfaction, customer retention, and market share. Journal of Retailing [online]. 69(2), 193-215 [cit. 2018-10-13]. DOI: 10.1016/0022-4359(93)90003-2. ISSN 00224359. Dostupné z:

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SOMAN, Dilip, 2015. The last mile: creating social and economic value from behavioral insights. London: University of Toronto Press. 296 p. ISBN 9781442650435.

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### **Declaration**

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

In Prague on ....

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## **Acknowledgement**

I would like to thank Ms. Lenka Vorlíčková for the advice and support during my work on this thesis.

# **Consumer Behaviour of Fast Fashion**

## **Abstract**

Fashion is the way we dressed and wear, which allows us to convey the message of who we are, our personality, roles, culture, and even status. There are many types of fashions, but we have seen one which rise tremendously over the past 20 years, fast fashion. Main keywords for fast fashion are cheap, speed, and trend. With its fast speed design and releasing to the market within a week time, it allows customers to keep making a visit to see what's trendy. Even though it has seen to have effects on economic field, it is still being overlooked. There is fewer research about consumer behavior of fast fashion between different genders than fashion in general. In this study, we aim to identify the behavior path of fast fashion consumers between different genders by conducting questionnaires to subjects from different countries. We will determine the factors influencing their decision making and also their purchase decision process. Through this research, we can help fast fashion's brands to understand and adapt a more effective strategy to attract their target customers and provide their needs.

## **Keywords:**

Consumer Behavior, Decision making factors, Fast Fashion, Gender, Fashion, Marketing, Gender and Shopping, Consumer Behavior of Fast Fashion

# Spotřebitelské Chování Rychlé Módy

## Abstrakt

Móda je způsob, jakým se oblékáme a nosíme, což nám umožňuje předávat poselství o tom, kdo jsme, jaká je naše osobnost, role, kultura a dokonce i status. Existuje mnoho typů módy, ale mezi nimi jsme viděli jednu módu, která za posledních 20 let nesmírně vzrostla, rychlá móda. Hlavní klíčová slova pro rychlou módu jsou levné, rychlé a trendové. Díky rychlému designu a uvolnění na trh během jednoho týdne umožňuje zákazníkům neustále navštěvovat, aby zjistili, co je trend. I když se ukázalo, že rychlá móda má kladný dopad na ekonomiku, stále je přehlížena. Existuje méně rešerše o spotřebitelském chování rychlé módy mezi různými pohlavími než móda obecně. V této studii se snažíme identifikovat cestu chování spotřebitelů rychlé módy mezi různými pohlavími tím, že provádíme dotazníky k předmětům z různých zemí. Určíme faktory ovlivňující při jejich rozhodování a také proces rozhodování o nákupu. Prostřednictvím tohoto rešerše můžeme pomoci značkám rychlé módy pochopit a přizpůsobit efektivnější strategii, abychom přilákali jejich cílové zákazníky a poskytli jejich potřeby.

## Klíčová slova:

Chování spotřebitelů, faktory rozhodování, rychlá móda, pohlaví, móda, marketing, pohlaví a nakupování, chování spotřebitelů rychlé módy



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# **1. Introduction**

## **1.1. Background**

Consumer behavior has only become a systematic theory in 1968. Despite being a newly adopted theory, it has been used and applied in almost every business and marketing aspects to get ideas of what their target customers need. Since it is still a new theory, there are still many places of improvements. Different categories of products require different analysis of their consumer's path (Solomon, Bamossy, Askegaard, & Hogg, 2006), but due to the lack of research, only general consumer's path is used to apply to the study of the consumer behavior of fast fashion.

Fashion has been seen to be used as a communication means for people to define themselves, their society and culture (Barnard, 1996). In the upcoming chapter, more information related to the behavior and the decision making of fast fashion's consumers will be provided, which is slightly different from the other type of fashion such as fad, moderate fashion and classic. Several aspects of the behavior of fast fashion's consumer are mentioned more than the others, most articles and studies focusing more on women, rather than men. Fewer studies are found to be focusing on both genders. This research will not only provide the information about the decision making process of the fast fashion's consumers, but it will also give an insight into the similarities and differences of women and men regarding their behavior toward fast fashion.

## **1.1. Identifying the problems**

As E-commerce has been widely increased over the years, with millions of online shops around the world, the competition in fashion industry is expected to be fierce. Nowadays, people have more varieties of choosing their products. They are no longer limited to traditional retail store in their regions, they now have access to stores worldwide through online shops (Rachamim, 2014). So, if brands don't have what it takes to compete with the entrance of new stores, it could quickly go out of business or closed most of its stores. For instance, Victoria Secret, with the time changes, people ideas of beauty also evolved. Impossibly skinny and fitted models might be a thing back in the early 2000s, but the drastic changes are visible in the late 2010's. People now starting to or at

least try to embrace every sizes, races, and genders. If brands can't be flexible enough to identify these changes, there will no longer be places for them in this competitive market. Brands have to clearly identify the needs and behavior of target customers in order to provide the satisfaction and obtain more loyal customers (Nazir, 2020).

## **2. Objectives and Methodology**

### **Objectives**

The main objective of the thesis is to identify and assess the factors, which influenced the consumer behavior and the purchase decision making process of fast fashion between different genders in the age group of 18 to 26. To meet the thesis objective following questions need to be answered:

1. Are there similarities and differences characteristics of consumer behavior of fast fashion between different genders? If so, what are they?
2. What are the factors influencing the consumer behavior of fast fashion of different genders?
3. What are the processes used by men and women in making purchase decision of fast fashion products?

### **Methodology**

The first parts will be focused on theoretical. The secondary data is gained from various books and articles. The keywords used includes- consumer behavior, decision making process, fast fashion, gender and shopping, fashion, marketing, and consumer behavior of fast fashion. There is no restriction regarding the time published. The theoretical part consists of the general characteristics of consumer behavior and fast fashion. It will also outline the gender differences in purchase decision making.

The second part, which is the empiric part will be carried out in form of a questionnaire survey. The questionnaire survey was conducted through an online platform, Google forms, to identify the factors influenced the behavior and decision making of fast fashion between male and female. I

chose Google forms because it has the advantage of having its sample templates, showing basic analysis such as the percentage of chosen answers and generates the responses directly into the Excel sheets. The survey was shared through social media platform- Instagram, Facebook, and Telegram, allowing respondents to fill in the questionnaire anonymously in order for them to feel at ease and answer without any bias.

The survey was distributed between 10<sup>th</sup> February until 28<sup>th</sup> February 2021. There are totals of 130 respondents from around the world in which majority of them reside mainly in Cambodia and Czech Republic. The survey focusing only on those whose age is from 18 to 26. The questionnaire was conducting this way because fast fashion is intended to appeal to young and up-to-date shoppers, which makes this age group the target of fast fashion consumption (Knošková & Garasová, 2019).

The method that will used to analyze the data is quantitative analysis and comparative analysis. Author will use the data gained from the questionnaire to explain the similarities and differences of male and female concerning fast fashion consumption. Author will also compare the findings from quantitative analysis to compare with the conventional theory of consumer behavior to see if it is applicable to the consumer behavior of fast fashion.

### **3. Literature Review**

#### **3.1. Definition of Consumer Behavior and Fast Fashion**

*“Consumer behavior is the study of individuals and organizations and how they select and use products and services.”* (Solomon, Bamossy, Askegaard, & Hogg, 2006). It is primarily concerned with psychology, motivations, and behavior. Consumer behavior answers the following questions:

- How customers perceive and feel about various alternatives (brands, goods, services, and vendors)
- How customers reason and choose between different options

- How consumer behave when researching and purchasing
- How consumer behavior is affected by their surroundings (peers, culture, media)
- How marketing techniques should be modified and change in order to influence the consumers more effectively (Smith, 2016).

On the other hand, the word fast fashion describes clothing designs which provide customers with fashionable, trendy style with a relatively cheap price (Webster, 2020). One of the main reasons many people picking up fast fashion is because of their cheapness. Moreover, it does not only have a cheaper price than other fashion's type but, fast fashion's clothing also creates with speed and trends. Their production times are short, and it provides people with new designs and latest trends within a week or two weeks' maximum. Although fast fashion has its own advantages, there are also disadvantages. Because it is popular due to its speeds, if there is any problem encounter with the supply chain and the brands couldn't provide the satisfaction of consumers, people will quickly find other new alternatives for the brands (Wang, 2010).

## **3.2. Consumer Behavior**

### **3.2.1. Influence Factors of Consumer Behavior**

Consumer's behavior can be influenced by many factors. There are four main factors- cultural, personal, psychological, and social. Personal factors are age, occupation, personality, and self-concept. Psychological factor includes motivation, perception, learning, and beliefs and attitudes (Rani, 2014).

#### **Cultural**

Culture is considered as one of the biggest roles in influencing the consumer behavior. It involves the traditional heritage of the society. The values, morals, rules, customs practices, habit, etc. of a customer are includes in cultural factors. Culture refers to a collection of beliefs, concept and behaviors that are adopted by a homogenous community of people and passed on the next generation (Mooij, 2019). Culture also defines what is appropriate for the advertisement for product. Culture defines what people are wearing, dining, living, and travelling (Dasgupta, 1998). Every group, region, society, and country have their unique culture, hence it is very important for

every marketer and businesspeople to analyst and evaluate the country's culture before deciding to enter their market. Since culture shapes the way people think and behave, marketers should be able to adapt to the way they think and try to provide the products needed for that certain region, society, and country (Rani, 2014).

The best example is McDonald, they are aware of the cultural differences and come up with a perfect plan to enter the country's market. McDonald's focuses on transnational strategy. Its main adverb is, "*think global, act local*", meaning it must tailor their products to the geographic audiences while maintaining the global brand (Nandini, 2014). Given the fact that majority of Indians do not eat beef or pork, in addition to that 20% of Indians are vegetarians, McDonald's adopted the new menu "Maharaja Mac" to fit the culture. It provided a well-balanced vegetarian and non-vegetarian's items. Thus, the success in entering Indian market and open doors for other fast-food chain (McDonald's, 2016).

## **Social**

Peers, roles, and status are included in the social factors. Study claims that information provided by peers are more likely to perceiving as positive and will likely to be adopted (Solomon, Bamossy, Askegaard, & Hogg, 2006). Family and friends are those who have the most influenced in shaping the personality, attitudes, and opinions on subjects including politics, society, social relations, and individual's desires. The failure and success of a product is often because of the impact practiced by these individuals. They have a significant impact on their members' lifestyles and purchasing habits. Roles and status may also impact the behavior significantly. There are many roles in which people play out, role as parents, role in professions, role in the society, etc. As for status, people value it according to the social class where for instance, upper class people, who are wealthy and live comfortable prefer quality, while lower class people, those who suffer financially focus more on the price (Rani, 2014).

Based on a book by Herb Sorensen, social factors additionally impact what the shoppers purchase-often, customers try to imitate those who they admire and may purchase the same products (Sorensen, 2016). The social environment can incorporate both the mainstream culture (for example, Americans are likely to have cereal for breakfast, while Asian countries prefer rice) and

subculture (for instance, rap music frequently appeals to a subset of the population that tries to differentiate themselves from the mainstream population) (Li, 2012). Thus, most often brands are yearning for their products to be used or worn by well-known people (Sashi, 2014).

## **Personal**

Personal factor includes age, lifestyles, personality, values, experiences, education, etc. (Gifford & Nilsson, 2014).

- **Age-** really matters when it comes to purchasing products. As people age, their preferences also changed (Lautiainen, 2015). This also apply to lifestyles, experiences and educations. When comparing the fashion preferences of an eighteen years old to a forty years old, the difference in term of price, style or even small things like colors can be seen. Individuals change the products and services they purchase during their lifespan. Food taste, clothing, furniture, and leisure are regularly age-related. Youngsters for the most part follow stylish engine cycles, costly watches, branded shirts, athletic shoes, etc. (Eastman, Shin, & Ruhland, 2019).
- **Occupation-** An individual's occupation influences the purchase of goods and services (Gajjar, 2013). People who like to play sports tend to buy more sport clothes, meanwhile people who work in the office buy more formal clothes (Hirschman, 1987). Marketers are seeking to find occupational groups that have an above-average attraction to their goods and services. A business can also be specializing in the manufacturing of goods required by a given occupational community. Thus, computer tech firms can then develop separate products for brand owners, accountants, engineers, attorneys, and physicians. A person's lifestyle is reflected in their habits, interests, and views of an individual (Sathish & Rajamohan, 2012).
- **Personality-** every individual's particular personality impacts their purchasing behavior. Personality refers to specific psychological traits that contribute to a reasonably stable and long-lasting reaction to one's own situation (Ojukwu & Nonso, 2017). It is generally defined in termed of characteristics such as self-confidence, friendliness, introversion, extroversion, etc. Personality may be helpful in evaluating customer behavior with particular brands or products. For instance, coffee marketers have found that strong coffee drinkers tend to have a high degree of sociability. So, to pull in customers, Starbucks and



different cafés create places where people can relax and associate over a cup of coffee (Pozos-Brewer, 2015).

- **Self-Concept-** people for the most part purchase products and services that help define our self-image (Bennett & Lamm, 1988). The concept of self has been used by marketers of vehicles, bikes, branded clothes, leather goods, etc. to their advantage (Kapferer & Bastien, 2012).

## Psychological

- **Motivation** is one of the main factors in psychological. It determines and express the human needs. For instance, basic requirement of a person to buy water, rice, meat, etc., to minimize the feeling of hunger. By purchasing products or services, people could satisfy those needs subconsciously (Bögenhold, 2009). Other psychological needs emerged from the need for recognition, status, sense of connection, etc. Psychologists have suggested a variety of hypotheses outlining human actions that are influenced by strong needs that cause a person to take suitable action immediately. According to Abraham Maslow, an individual's needs can be ordered according to a hierarchy- physiological needs, safety needs, love and belonging, esteem, and self-actualization- from the most critical to the least (Bögenhold, 2009). People may value needs in a different way. Some might value, for example, love and belonging more than esteem, while some less (Cherry, 2020). For example, a homeless man (physiological need) would not care about becoming the most that one can be (self-actualization needs), nor gaining status in the society (esteem needs) or whether they are having health problem (safety needs), but when any important need is met, the next most important need will come into action. Brands should be able to identify those needs and provide consumers with what they need (Rani, 2014).
- **Perception** is the mechanism by which individual select, organize, and perceive knowledge to create a coherent view of the world (Kotler & Armstrong, 2010). According to (Durmaz & Diyarbakirlioglu, 2011), people may create different impressions of the same stimuli due to the three perceptual processes- selective focus, selective distortion, and selective retention. People are subject to a lot of stimuli every day. More than 1,500 ads are exposed to an average individual in a day. It is difficult for human to pay attention to these stimuli (Teixeira, 2015). Kotler, in his book, have mentioned that, selective attention

allows consumers to ignore most of the details that they are exposed to. This means, advertisers have work extremely hard to draw customer attention (Kotler & Armstrong, 2010).

- **Learning**, people learn as they act. Learning explains the changes in the actions of the person resulting from experience (Sa.Ljo, 1979). Learning theories claim that the behavior of an individual is learned. For instance, a customer learns from previous experiences that products that are not branded, don't last long. So, he/she chooses to go for branded goods (Neubauer, Witkop, & Varpio, 2019). Learning changes the behavior of an individual triggered by knowledge and experience. Therefore, to improve the behavior of customers regarding the product, brand needs to provide customers with new information (Gajjar, 2013).
- **Beliefs and Attitudes**, through doing and learning, people gain beliefs and attitudes. This, in fact, affect their purchasing behavior (Ajzen, 1972). A belief is a descriptive feeling that a person has about a certain thing. Purchasing behavior varies significantly for a toothpaste, a book, a camera, and a new house. Attitudes are learned through experience and connection with others.

All of these factors are not only shaping individuals into whom they are, but also their habits, their decision making and the way they think. Each of these factors combine resulting a purchase decision. Understanding these factors and applying them into the brand's marketing strategy will help brands meet their customers' expectation, needs and above all, satisfaction. Customers' satisfaction is one of the most important factors, because it will determine whether the customer will repurchase the products and become a loyal consumer or not (Kotler, Kartajaya, & Setiawan, 2016).

### 3.2.2. Types of Consumer Behavior

There are four main types of consumer behavior- complex buying behavior, dissonance-reducing buying behavior, habitual buying behavior and variety seeking behavior (Tiwari, 2020). **Complex buying behavior**- consumers encounter this behavior when they purchase expensive and unfamiliar products (Lautiainen, 2015). Since there is a high risk of purchasing a product,

customers' involvement in this process is very high. In addition to conducting research, they also consult with experts and peers before making a purchase decision (Alejandro, 2011). For example, when a customer purchases a house, it is a huge decision that implies considerable financial risk. There is a lot of attentions given to the way it looks, how his peers will react, how his social standing will change as a result of purchasing the house, etc. (Lamb, 2004). During this process, consumers will go through a learning process. Starting by forming beliefs about a certain product, then their attitude towards it, and then make a rational purchases decision (Häubl & Trifts, 2000).

**Dissonance-reducing buying behavior-** this behavior occurs when consumers' involvement is high but sees only a few distinctions between products. For instance, buying a diamond ring. It happens when a customer feels uneasy and bothered that they might find a better quality or price of the product after purchasing. In this case, to avoid regretting their choice, consumer search for information or confirmation that justify the initial purchase (Krishen & Kenneth, 2011).

**Habitual buying behavior-** refers to behavior in which consumers' involvement is very low regarding the products and its brand. There are only a few significant differences between the product's brands (Hoyer, 1984). Customers either choose the one they use on daily basis, their preferred item, the one with lower price or the one available. Buying a soft drink is an example of habitual purchase. Customers are most likely to know their preferences, and they don't require information when buying these goods. Brand loyalty is not applied in this behavior (Biel, Dahlstrand, & Grankvist, 2005).

**Variety seeking behavior-** in this case, rather than not satisfied with the previous products, customers just want to seek for variety. Similar to testing a new shampoo or shower gel based on their scents. The consumers' involvement in this behavior is low with differences between brands (Homburg & Giering, 2000).

### 3.2.3. Decision Making Process of Consumer Behavior

Every customer goes through a decision making process before purchasing any products. There are a total of 5 stages: stage 1- Problem recognition, stage 2- Information search, stage 3- Evaluations of Alternatives, stage 4- Purchase decision, and stage 5- post-purchase behavior (Rani, 2014).

### **Stage 1: Problem recognition**

Need recognition has two states: the desired state and the actual state. The desired state, meaning people recognize their problems and needs. While the actual state is to what extent a person would do to satisfy those needs (Bruner & Pomazal, 1988). It happens as the customers precisely decides their needs. Needs may be caused either by internal stimulation such as hunger, thirst, etc., or by external stimulus commonly referred to as a signal or cue. Based on the power of need, the individual will attempt to satisfy the unsatisfied need. One of the examples is that those who buy food defines their desire as hunger. However, with this low involvement, the information search and evaluating alternatives is absent. These customer decision making processes are deemed to be critical when a costly brand is being considered for purchasing, such as vehicles, tablets, cell phones and so on (Lautiainen, 2015).

### **Stage 2: Information search**

This stage is where consumers search for the way to solve the problem or satisfy their needs. It could be both internal (memory, if there is any similar past experiences) or external search. External search consists of online and offline. Consumers who prefer offline might ask their friends and family for ideas and recommendations, while online consumers could look through reviews and the products' information or they could search on both online and offline (Rani, 2014). During this stage, the consumer decision process continues to evolve constantly as buyers require acquiring increasingly more data about the products which can fulfill their needs. Information can also be acquired by feedback from individuals with prior product experience. For some low involvement products or services, it is critical for marketing campaign to obtain the awareness of customer through "top of mind" (Stepchenkova & Xiang, 2014). As for high involvement products or services, consumers often use external searches. The amount of energy the consumer puts in the search relies upon various factors like the market, contrasts between brands, the number of brands' competitors, features of service, the value of service and the contextual features (Beales, Mazis, Salop, & Staelin, 1981).

At this stage, customers prefer to understand risk control and to draw up a list of the attributes of a specific brand. This is because most consumers don't want to regret their purchase decision. Information about products and services can be gathered from a few sources like (Krishen & Kenneth, 2011):

- **Commercial sources:** advertisements, publicity ads, sales assistance or product's package.
- **Personal sources:** needs are shared by family and friends who gave product reviews and recommendations.
- **Public sources:** Magazines, radios, and newspapers.
- **Experiential sources:** the customer's own knowledge of using a specific brand (Akalamkam & Mitra, 2017).

### **Stage 3: Evaluation of alternatives**

After getting all the information needed to solve the problem, one will rank or weight the alternative solutions. The alternatives, which rank lower, consumers might choose to immediately eliminate it. While the alternatives, which rank higher, could be chosen or the further search might take place (Rados, 1972). This stage includes assessing various options that are accessible in the market alongside the product lifecycle. If the consumer has decided what can fulfill their need, they will begin searching out the best possible alternative (Schwartz, 2014). This assessment can be dependent on a number of criteria, such as quality, cost or some other aspect that is relevant to consumers. They might compare price or read feedbacks and afterward select the product which fulfill their needs the most (Grewal, Monroe, & Krishnan, 1998). Consumers have been shown to apply various comparison procedures to make a decision between multi-attribute objects. Some examples of alternative decision making methods are used by consumers to test the alternatives are Expectancy model, Lexicographic model and so on (Srinivasan, 1979). Expectancy model is used when the consumer weighted the attributes, then they multiplied those attributes with the weight given to create a preference ranking of each alternative. Whereas, lexicographic model is used to evaluate when two goods' most important attributes are equal, the customer goes the next most important and in case it is still equal, they move to the next one (Motiwala, 2005).

### **Stage 4: Purchase decision**

Simple as it sounds, this is when the actual purchase might happen. After recognizing the needs, searching for the solution both internal and external and evaluate all the possible alternatives, which could either founded on the impact of advertisements or upon emotional associations or personal encounters, or a mix of both, consumers are able to decide on how to satisfy those needs (Wright, 2013). It is the final stage in the purchasing decision process that completes the deal. In

the event that a buyer is purchasing the product for the first time, it can be viewed as a trial from a behavioral point of view. The consumers will only repeat the order if they are pleased with the results of the purchase. Five purchase decision are made by the purchaser who decides to carry out the purchasing intention- decision on brand, seller, timing, quantity and payment method (Tyagi & Kumar, 2004).

### **Stage 5: Post Purchase Behavior**

One of the most important stage, it shows whether the products have provided the satisfaction or the dissatisfaction to their needs (Krishen & Kenneth, 2011). If the products provided the satisfaction to the consumer, this means the purchase action might happen again or the consumer will become loyal customer who can impact other potential buyers through a word of mouth. The equivalent is valid for negative experiences, not only will they not repurchase the products or services, but they will also spread the negative reviews about the service, which may result in halt to the journey of future buyers (Kotler, Kartajaya, & Setiawan, 2016).

### **3.3. About Fast Fashion**

Cheap and trendy is the main keywords used to describe fast fashion (Bhardwaj & Fairhurst, 2010). In fast fashion industry, everything from manufacturing to delivery can happen with relative ease, which makes cheap more quickly developed than other sectors. Fast fashion's core is to make fashion available for everyone with its low cost and speed, which ensures that cheap plays a crucial role in fast fashion (Gazzola, Pavione, Pezzetti, & Grechi, 2020). For instance, UNIQLO's mission is *"To continuously provide fashionable, high quality, basic casual wear at the lowest prices in the market..."* (UNIQLO, 1949). Cheapness motivates the consumers to boost consumption and speed up the flow of products. This allows fast fashion brands to have capital and space to quickly update their products (Wang, 2010). To concentrate on a fast approach, fast fashion companies do all they can to reduce the shelf time of their merchandise. Not as rigid as some premium brands, fast fashion brands usually react more to customer demand than to insist on their own belief. For example, Zara, if the product doesn't do well in the market within a week, they are likely to withdraw it from the stores and cancelled further order of the products and new styles are being

pursued (Ghemawat & Nueno, 2006). Fast fashion can also view as depending on the replication and mass production of catwalks and styles of haute couture brands at a low price (Wang, 2010).

### **3.4. Sex and Gender**

#### 3.4.1. Gender and Fashion

According to a book, “*Fashion: An Introduction*” by Joanne Finkelstein (1998), it describes that fashion can be used as a way of confining women to an inferior social order. Since forever, women have been segregated from men by their apparel due to society, women would risk having problem with their spinal from corsets, persistent foot torment and arch trauma from high heels, and are continually worried with men’s endorsement of clothing

propriety. Fashion plays a particularly fundamental part by the way people judge each other from how much wealth they have, what kind of music they tune in to, to what level of education they have achieved. Every gender-bending fashion demonstrated by women in the best-case scenario, prohibited and the worst case, unattractive to men (the so-called Ultimate Woman’s Worry). Since birth, infants are to uphold the masculine and feminine identity by instinctually promote dress, patterns, styles and conducts (Ayman & Kaya). Many differences are found in women and men wear. For instance, the button of women’s shirts is on the left while men’s are on the right side.

#### 3.4.2. Gender and Shopping

Shopping is considered as feminine practice. Some men avoid going shopping in order to maintain a feeling of masculinity (Falk & Campbell, 1997). Women often see shopping as leisure, soothing and pleasant. The distinction perspective on shopping between men and women develop the diverse shopping behaviors. Shopping for men is motivated by the need, whereas women’s shopping is inspired by reasons of satisfaction and enjoyment (Chang, Burns, & Francis, 2004). Women and men have a clear preference in shopping. Women like to go out shopping for beauty products, garments, and accessories, while men like shopping for electronic and innovative gadgets. Thus, women invest more energy and time than men in shopping. On contrary, men are likely to spend more money than women in shopping with regard to equivalent activities.

Furthermore, women share their interests in shopping as recreational activities, while men don't. Women see shopping as a pleasure-seeking practice; however, men view it as a purchase-driven activity. Men's shopping practices will happen where there is a need. Men believe that window-shopping is the worse usage of time. Even though that men concern with price, they would prefer to give more important to time than money. Instead of wasting hours visiting multiple stores and matching costs and items, men tend to pay higher prices in order to downplay shopping time. Browsing, on the other hand, is very important in the female shopping process. Browsing is a method used to collect knowledge, expose to things which prompts produce the wants and needs. Pleasure can also occur by browsing despite buying or otherwise.

Young fashion shoppers' research showed that over 60 percent of male customers are hunter shoppers. Hunter shoppers imply that men like to browse at things they like right away and waste less time choosing to purchase. Men enjoy shopping in the shop where they can quickly find anything they like. Where women are some ways or another considered as gather shoppers who like to invest more time in shopping. Comparative finding to "*Young retail fashion shoppers: hunters and gatherers*" by (Korlimbinis & Thornton, 2004), women and men have various shopping habits. In this respect, women appreciate browsing and investing time trying and coordinating things, while men go directly to things they like and leave the shop immediately. As for a male who is faithful to store and and look for low cost, it typically simplifies their decision making approach to diminish the intricacy of time spending and shopping task. As indicated by "*Why We Buy: The Science of Shopping*" (Underhill, 2001), when a man takes some clothing into a changing room, just one thing that prevents him from getting it is in the event that it doesn't fit. He announced that 65 percent of male shoppers had bought clothing he tried, while only 25 percent of female who purchased. The results of this research suggest that gender plays a compelling part in shopping habits. In particular, the studies have shown that males are more inclined to attaining knowledge and pursuing comfort, though females are more inclined to seeking individuality and diversity, social contact, and browsing. Thus, these discoveries exhibit that male and female buyers have contrasting shopping inspiration identified with merchants.



## **4. Fast Fashion Industry**

Fast fashion can be described as a business model that incorporates three elements: a) rapid response; b) continuous changes; c) trendy designs at a reasonable cost. The first two elements are essentially operational and enable rapid execution, while the last element reflects the value proposition that the operational endpoint seeks to provide. Many of the stores that we recognize today as fast fashion major player, such as Zara and H&M, started off as a small store in Europe in 1950s. In fact, the oldest fast fashion companies, H&M having opened as Hennes in Sweden in 1947, stretch to London in 1976, and to the United States in 2000. Afterwards, it was followed by Zara. In 1975, Zara opened its first store in Northern Spain. It was when Zara arrived in New York in the early 1990s that people first heard the expression “fast fashion”. It was introduced by the New York Times to define Zara’s mission to take just 15 days for a dress to be available in stores starting from the design phase (Caro & Martínez-de-Albéniz, 2015). Other major names in fast fashion nowadays are UNIQLO, Primark, Topshop, and GAP, but although these brands were once seen as extremely affordable disruptors, now it seems there are faster and cheaper substitutes, such as Misguided, Zaful, Shein, and Fashion Nova.

## **5. Practical Part**

### **5.1. Questionnaire Survey**

This questionnaire survey is used to identify the factors influenced the behavior and decision making of fast fashion of both male and female from the age 18 to 26 years old. There is no restriction regarding which country the respondents are from, or currently residing at, or which occupation they are. The survey was distributed between 10<sup>th</sup> February until 28<sup>th</sup> February 2021.

#### **5.1.1. Basic Overview of respondents**

The first five questions of the questionnaire were asked to get the basic overview of the respondents, which includes age, gender, occupation, country they are residing, and their nationality. All 130 respondents are from the age range of 18 to 26 years old with a total of 83 female and 47 male respondents.

Table 1 below, shown the occupations of respondents of both male and female from full time job, student with part-time job, student, to unemployed. Respondents are residing in 12 different countries, Cambodia, Czech Republic, USA, France, UK, Korea, Australia, Uzbekistan, Thailand, Sweden, Japan, and Kazakhstan and has 19 different nationalities. The majority of respondents are residing in Cambodia and Czech Republic, representing 85% of the whole group of respondents.

*Table 1 Occupation*

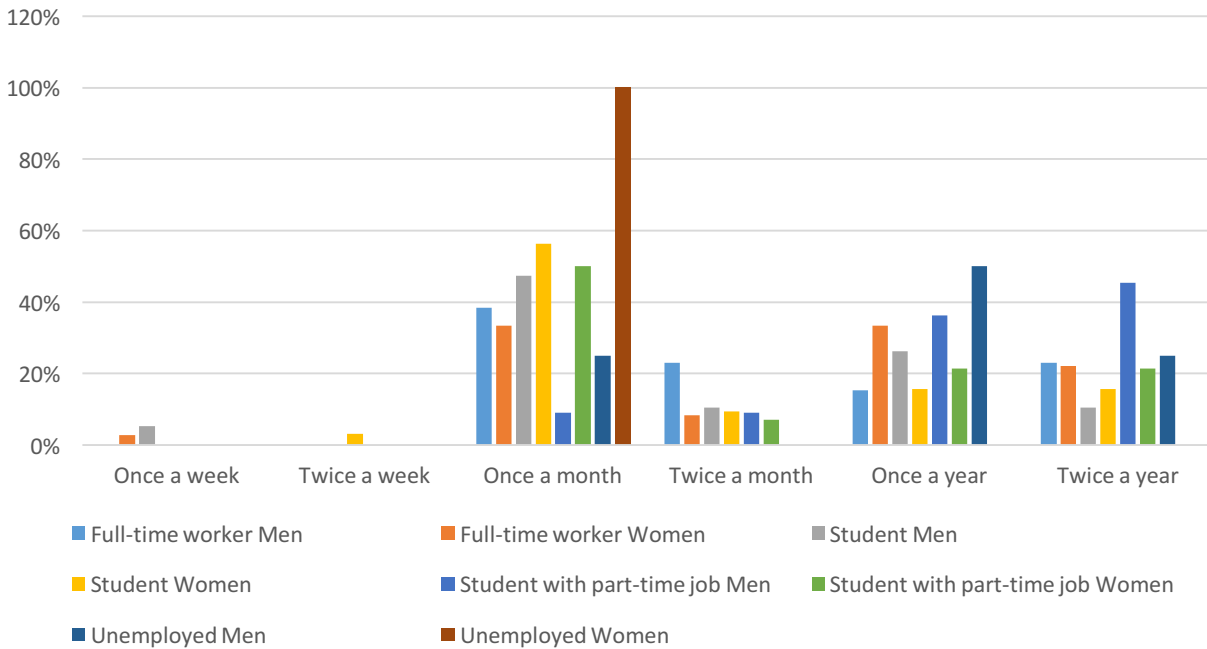
	<b>Full time job</b>	<b>Student with part-time job</b>	<b>Student</b>	<b>Unemployed</b>
<b>Male</b>	28%	23%	40%	9%
<b>Female</b>	43%	17%	39%	1%

### 5.1.2. Characteristics of Consumer Behavior

*Question No. 6- How often do you shop in fast fashion store like Zara, H&M, Pedro, Charles & Keith, ...?* For this question, the aim is to see the frequency of fast fashion consumption between women and men and to find out the relationship between occupation and frequency of shopping. The choices given were once a week, twice a week, once a month, twice a month, once a year, and twice a year.

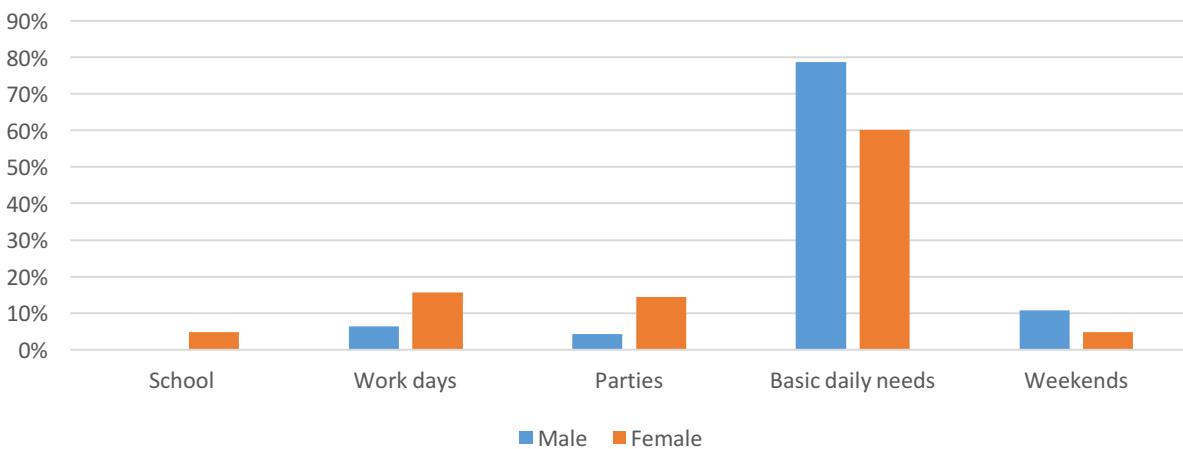
Based on the result, it shows that 46% of women shop once a month following by men, 34%. Second most response is once a year, 28% men and 24% women. When rating the amount of free time a person has according to their occupation, the person with the freest time is unemployed, while students, full-time workers, and students with part-time job's free time may varies upon their study program, job, and so on. Considering this fact, unemployed people are assuming to have the most time to go shopping. As shown in Figure 1, female students shop for fast fashion more often than male students and other occupations. Most respondents respond that they shop once a month, 100% of unemployed women, about half of students from both genders and female students with part-time job, and more than 30% of full-time women and men workers. People who shop the least are full-time women workers and male students, which amount to 3% and 5% respectively.

Figure 1 Relationship Between Occupations and Frequency of Shopping



Question No. 14- What are the clothes you buy in fast fashion usually for? Most respondents, 79% men and 60% women have chosen basic daily needs as the clothes they usually buy in fast fashion brands. Women choose work days as second to what they usually buy, and men choose weekends clothing. From Figure 2, it showed that men don't buy school outfit from fast fashion brands.

Figure 2 Reason Consumers Buy Fast Fashion Clothing



*Question 15- How often do you feel when shopping in fast fashion stores?* Respondents are asked to express how they feel when shopping fast fashion's products. There are 5 feelings, they could rate on- relax, stressed, excited, bored, and tired. They can rate how they feel from always, to sometimes, rarely, and never.

Relax, more than 80% of women respondents choose between always and sometimes and more than 80% of men choose the same, but comparing to women, 43% of men have chosen always, but only 31% of women choose it.

Excited, almost equal number of women chose always and sometimes, 46% and 48% respectively. 60% of men have selected sometimes and 28% of them chose always.

Bored, although, most men and women chose sometimes, the number between sometimes and rarely is not much different. 36% of men and 39% of women chose sometimes and 34% of men and 36% of women chose rarely. The response also shows that the number of respondents who choose never is also quite high, 28% men and 24% women.

Tired, once again the number of responses between sometimes and rarely has no big difference. 43% of men and 39% of women for sometimes, 40% of men and 31% of women for rarely. Even though, the responses show that number of men and women, who choose always tired are increase a bit comparing to "always bored", 4% of men and 6% of women.

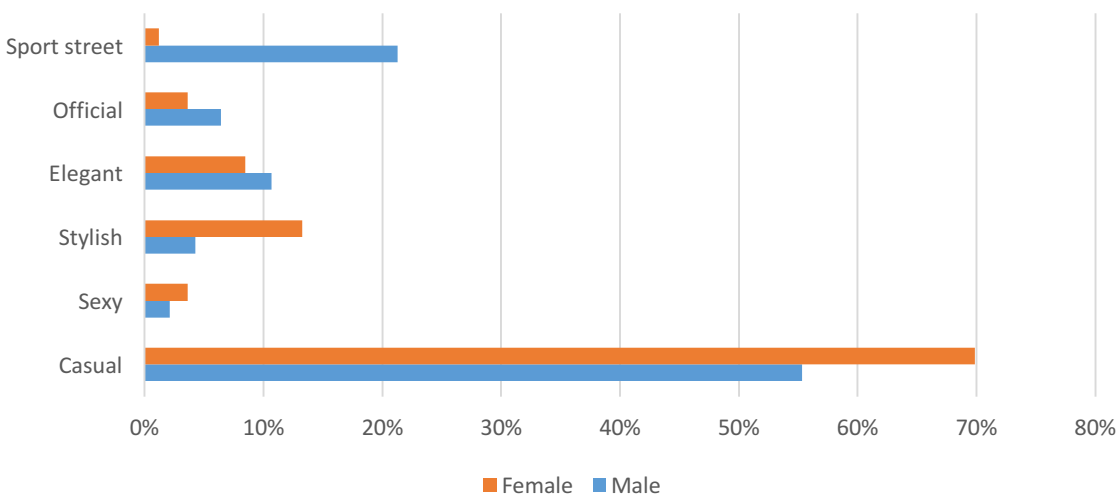
Stressed, more than half of men and almost half of women choose rarely. Followed by sometimes and never. In the responses, there are 0% of men choose always, while 4% of women choose it.

*Question 16- Do you still wear the clothing you purchased a year ago?* This question tries to figure out if the product of fast fashion is still being used by their consumers and if not, what is the reason they stop using it. 87% of men and 95% of women responded that they still wear the clothing they purchased a year ago, which means the products are still to their liking. Whereas, the rest who no longer wear the clothing, 50% of them both men and women said the quality has turn bad. Clothing style change and no longer fit is secondly common issue for both genders and color fading is also one of the reasons men choose to stop wearing the clothing. None of the genders have responded that it is out of style.

*Question No.17- Do you think you have a good fashion sense?* The main aim of this question is to see whether there is any relationship between consumer’s sense of fashion and the frequency of fast fashion consumption. 75% of women and 66% of men choose “Somewhat yes”. 17% of men choose “Yes” and “No” equally though 19% of women choose “Yes” and 6% choose “No”. Based on the comparison, consumers who choose “Yes” purchase the most frequently, 50% of both men and women shop once a month. Second is “Somewhat yes”, 32% of men shop equally from once a month to once a year, 45% of women shop once a month. The least frequent shopper is the consumers who choose “No” as only 25% of men shop from once a month to once and year and 80% of women shop once a year.

*Question No.18 – How do you describe your fashion style?* The question conducted to see if any fashion style affects the frequency of fast fashion consumption. According to the Figure 3 below, it is shown that majority of the men and women describe their fashion style as casual. Despite being chosen by the majority, consumers who choose “casual” does not shop fast fashion as much as consumers who choose “sexy” for women and “street stylish” for men.

*Figure 3 Consumer Fashion Style*



*Question No.19- How much percent of your net income do you spend on fashion averagely?* This question aims to see the relationship between the occupations, the net income spends on fashion averagely and the frequency of shopping. As seen in the Figure 4 and Figure 5, regardless of the amount of income they earned, most men and women spend up to 29% of their income on fashion

averagely. It also shown an interesting fact that 17% women who have a full-time job would spend 50% - 69% of their income whereas 16% men who are students would spend the same percentage of income. Although, when looking at the relationship between most net income spends and the shopping frequency, it shows that all women with full-time job spending from 50% - 69% of the income, shop from once a month to twice a month equally. While male students who spend the same amount of percentage, shop once a week, once a month, and once a year. When comparing the net income spend and the most shopping frequency shown in Figure 1, it reveals that 70% of men who shop once a month spend 30% to 49% averagely. Since most women and men are found to spend up to 29% of their net income averagely, comparing to the frequency of shopping, most of those men shop once a year, and most women shop once a month. According to the result, there's no findings that prove that people who spend more money tend to shop less frequently and vice versa. Thus, no concrete relationship between the net income spends averagely, occupations, and the frequency of shopping has been proven. It appears that it varies based on other factors.

*Figure 4 Average Net Income Women Spend on Fashion*

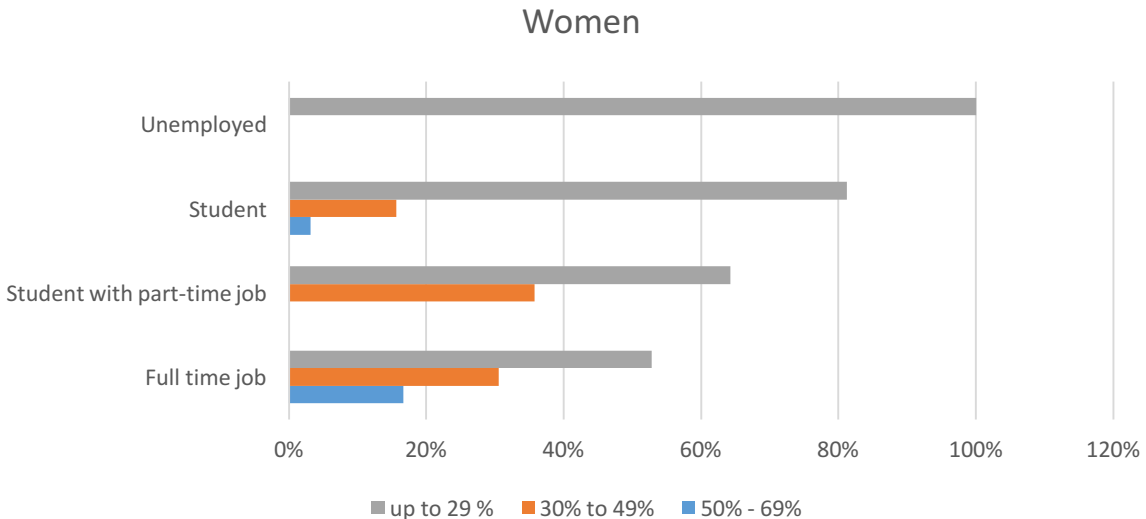
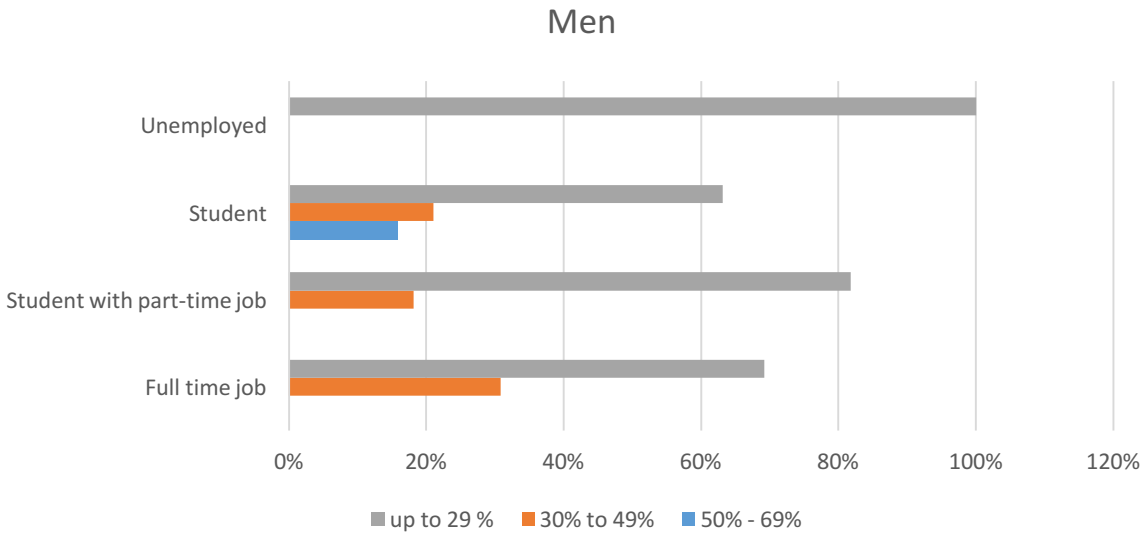


Figure 5 Average Net Income Men Spend on Fashion

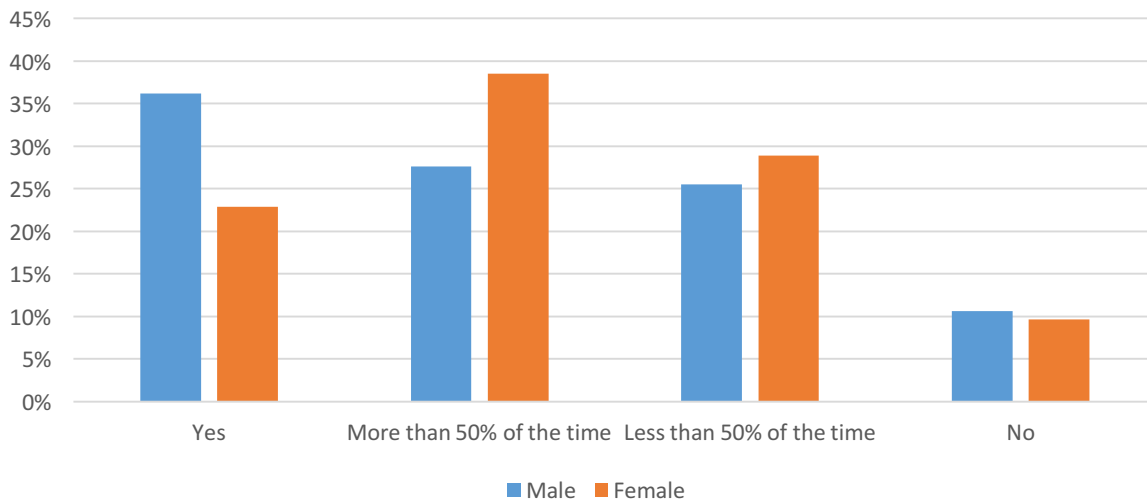


### 5.1.3. Pre-Purchase Decision Making Stage

*Question No.7- Do you have any plan on what you are going to buy before going shopping?*

According to the response shown on Figure 6, most men know what they are going to buy before going shopping, while most women only know more than 50% of the time. This can prove that men more than women, shopping is motivated by need.

Figure 6 Have Plan On What They Are Going To Buy



*Question No.9- What are the reasons that make you choose fast fashion brand instead of any other fashion brands? (Choose the 3 most important)* In this question, respondents are allowed to choose up to 3 most important criteria of why they chose fast fashion brands over other brands. For female shoppers, there was almost no difference between these 4 choices- “vary options”, “trendy”, “cheap”, and “brand identity”. Whereas male shoppers list “vary options” above others, following by “cheap” and “brand identity” almost equally. This result shows that vary options, cheap, and brand identity is the main influence factors that differentiate fast fashion from other brands for men and including trendy for women, when deciding. Although we can see clearly that habit and store environment is not considering as important as to why they choose fast fashion.

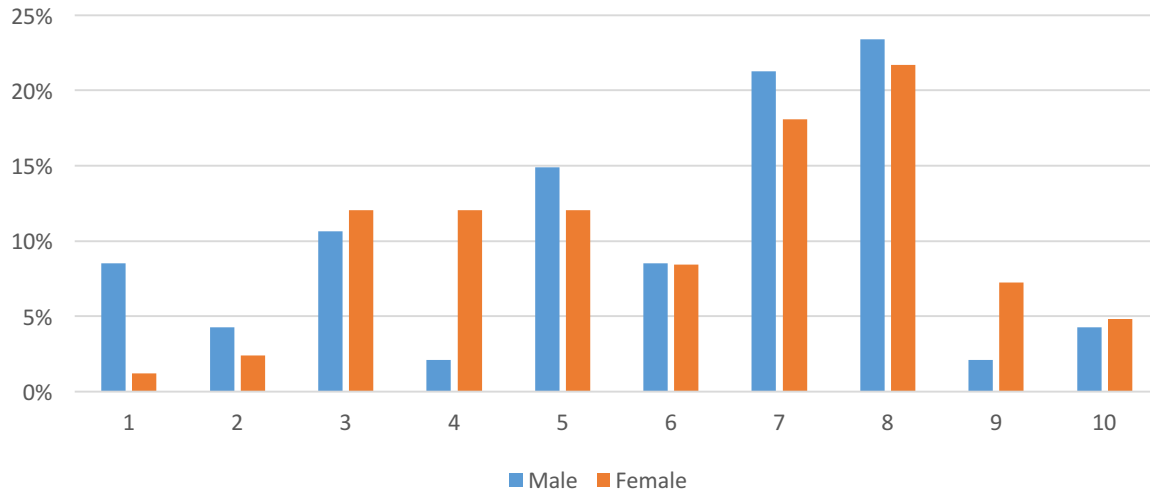
#### 5.1.4. Purchase Decision Making Stage

*Question No.8- Out of 10, how many times do you find yourself buying things on impulse?* As shown in the Figure 7 below, majority of men and women voted “7” and “8” times out of 10, they find themselves buying things on impulse. This impulse buying may influence by many factors that will discuss later. This question also aims to see if the people who plan their shopping ahead still buy things on impulse by comparing with the findings from Question No.7- “Do you have any plan on what you are going to buy before going shopping?”. Based on the result, 26% of women who have plan before going shopping found themselves buying things on impulse 3 times out of 10, followed by 21% for both 5 times and 8 times. Meanwhile, 24% of men found themselves buying on impulse 5 times and 24% for 8 times equally. When looking at the group of people who purchase on impulse 7 to 8 times out of 10, the majority of both genders are the people who only know what they are going to buy less than 50% of the time and additionally people who know more than 50% of the time have the same number for men. Interestingly, only about 10% of women and men who don’t know what they are going to buy, buy things on impulse 70% - 80% of the time. As for the feeling of the majority of impulse buyers, 7 and 8 times out of 10, 97% of women and 86% of men choose between sometimes and always relax, about 45% of both women and men responded that they are rarely stressed, although 42% of women claimed that they are sometimes bored, 48% of men claimed that they never felt that way. 55% of women responded they are always tired while, 62% of men responded they are sometimes tired. The majority of women answered that they sometimes feel excited, and the majority of men responded they rarely felt excited. Hence,



it can be concluding that for women who buy things on impulse frequently, usually feel relax, sometimes excited, they can be tired most of the time and sometimes bored, but rarely stressed. As for men, most of the time they find themselves feeling relax, sometimes tired, rarely stressed or excited, but never bored.

*Figure 7 Degree of Buying Things on Impulse*

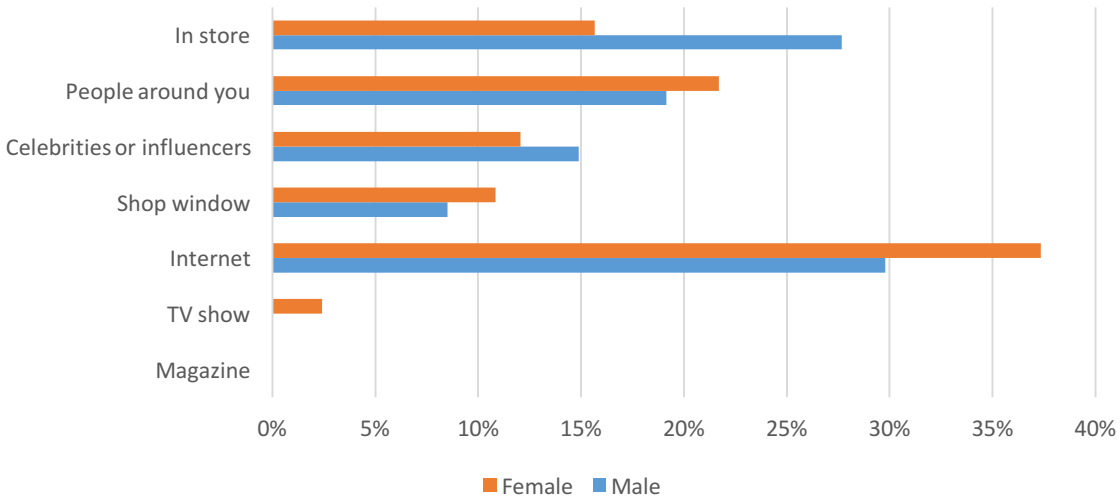


*Question No.10- “Your purchase decision is based on:”*. In this question, the aim is to see why consumers purchase fast fashion products. Respondents are allowed to choose the 3 most relevant answers. The choices were price, quality, trend, material, sale, stylish, comfortable, and others. Based on the result, purchase decision is mostly made based on price. Majority of both men and women choose price as to how they make the decision. Quality and stylish is also considered important for the women purchase decision, while quality and comfortable is chosen by men. Sale and trend, on the other hand, is not that important when making purchase decision for both men and women.

### 5.1.5. Influenced Factor

*Question No.11- Your purchase decision is mostly influenced by?* This question focusing on which factors influenced the purchase decision and try to figure out how consumers search for the products' information. As shown in the Figure 8, women and men are influenced mostly by the internet. Meanwhile, in store is count as a second factor influenced men, people around them is count as second for women. The least influenced factor is magazine for both men and women equivalent to 0% and additionally TV show for men with the same number, 0%.

*Figure 8 Influence Factors of Purchase Decision*

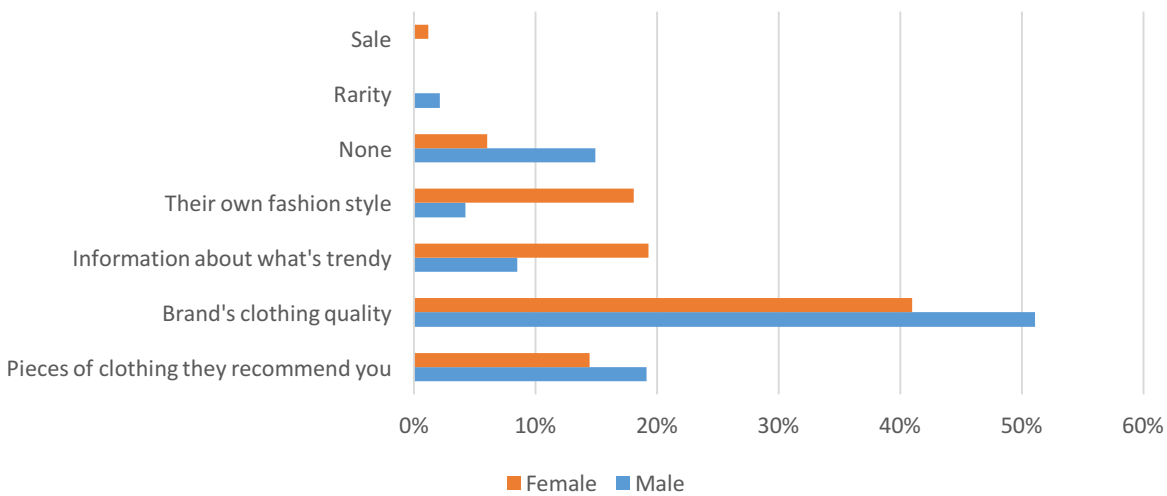


*Question No.12 & No.13- Does the store environment influence your purchase decision? (Light, sound, the interaction of store assistance...) Do you think the store environment is important for fast fashion brand?* 77% of men and 71% of women have responded that store environment influences their purchase decision, the other 23% of men and 29% of women think it doesn't influence them. When asked if they think it is important for fast fashion brand, 64% of men and 55% of women think "Yes", 34% men and 41% women think "Somewhat yes", the rest 2% and 4% think it doesn't. When comparing the two results, 49% females and 57% males, who have responded that store environment influenced their purchase decision, think that store environment is important to fast fashion store.

*Question No.20- How many percent of the time does others' recommendation or opinion influence your purchase decision?* Based on the data collected, 66% of both women and men claim that other's recommendation would influence their purchase decision less than 50% of the time. Only 2% of women and men respond it always affects their decision. 19% of men and 8% of women choose it never influences them while the rest choose more than 50% of the time.

*Question 21- What kind of information or advice would influence your purchase decision?* When asked about the information or advice that influence their decision, the majority of women and men choose "Brand's clothing quality". For women shoppers, 19% of them choose information about what's trendy, which is followed by their own fashion style and so on. For men shoppers, 19% of them choose pieces of clothing that are recommended to them, followed by none.

*Figure 9 Information Influenced the Purchase Decision*



## 6. Results

### Characteristics of Consumer Behavior of Different Genders

This result will be based on comparing the findings from questionnaire and the general shopping behavior of different genders. According to question No.6- "How often do you shop in fast fashion store like Zara, H&M, Pedro, Charles & Keith, ...?", although it shows that more women than

men shop once a month, but it cannot be denied that regardless of gender differences, the majority of women and men shop in fast fashion store once a month. Based on the results of question No. 15- “How often do you feel when shopping in fast fashion stores?”, men more than women always feel relax when they go shopping for fast fashion. As for feeling excited and bored, both women and men have almost the same number of percentage between always and sometimes, about 80% for feeling excited and about 40% for feeling bored. While more women than men claim that they are always bored and always stressed when shopping for fast fashion. In question No. 19- “How many percent of your net income do you spend on fashion averagely?”, most men and women, despite their occupations spend only up to 29% of their income. Hence, we cannot say that men are likely to spend more money than women in the category of fast fashion. As stated by (Korlimbinis & Thornton, 2004), men believe that window-shop is a waste of time in general shopping aspects, result in Figure 6 shows that although men know what they are going to buy more than women, but when looking at women and men who go shopping without knowing what they are going to buy and know less than 50% of the time, it shows similar number of both genders. In fast fashion, about 65% of men also do browsing and window shopping. When asking if store environment is important to them and if it influences their buying decision in question No. 12 and No.13, 77% of men respond that it does influence their purchase decision, but only 64% think it is important for fast fashion. Similarly, 71% of women claim it does influence their purchase decision, but only 55% of them said it is important. Although most of them also answer somewhat yes, which means in some aspects, store environment is indeed important. Thus, for both women and men, store environment can be considered as an important aspect when making the purchase decision.

### **Type of Consumer Behavior**

As previously mentioned in Chapter 3.2.2 above, consumer behavior is divided into four main types- complex buying behavior, dissonance-reducing buying behavior, habitual buying behavior, and variety seeking behavior (Lautiainen, 2015). For fast fashion consumer, there is no concrete evidence as to which type they belong to. The behavior may vary based on individuals and other factor influenced, but the main types that I used to describe fast fashion consumer after the findings is: complex buying behavior. Although the fast fashion products are inexpensive, the customers’ involvement is high, based on question No.11, it shows that consumers are mostly influenced by

the internet, which shows that they did research before going shopping, or while shopping. They are also influenced by people around them; peers and family are those whom they seek information from. The consumer couldn't be dissonance-reducing buying type because fast fashion products are trendy and update quickly, there are a lot of distinctions between products and brands. Consumer also could be a habitual buyer and variety seeking buyer. For those consumers who are already loyal to the brand, they might only choose products from those brands. As for consumer who still haven't had any brand loyalty, they tend to seek for variety and alternatives from other fashion brands.

### **Influence Factors**

The factors influenced such as age and cultural differences will be disregarded in these findings, because the questionnaire already stated that the age should be from 18 to 26 years old and there are not enough respondents from certain countries to represent the behavior of their culture. Factors that will include are occupation, learning, attitude, and social. It will also include external factor, store environment and shop window.

*Occupation*, as for full time workers and students, both majority of men and women shop once a month in fast fashion. In addition, full time woman workers, has equal number of once a month and once a year. As for students with part-time job, most women shop once a month, and most men shop twice a year. It shows a significant difference between the two. As for unemployed, the majority of women shop once a month, while the majority of men shop once a year. In conclusion to this, majority women regardless of their occupation shop once a month, whereas men who are students with part-time job and unemployed shop less frequently than those who are full time workers and students.

*Learning*, according to Figure 9, it shows that 51% of men and 41% of women are influenced by the information about brand's clothing quality. There is no specific question as to where the respondents get their information from, but based on question #11, the majority of women and men purchase decision is mostly influenced by the internet and about 20% of men and women are influenced by the people around them, which can be conclude that most of the information they get are from the internet and the rest can be from the people around them. Once learning about the

quality of the brand, majority of both men and women will decide whether they will purchase from the brand.

*Attitude*, based on the question No.6- “Do you still wear the clothing you purchased a year ago? If “NO”, what is the reason?”, shows that 95% of women and 87% of men still wear the clothes they purchased a year ago. This indicated that almost all fast fashion consumers are mostly pleased with the items they have bought a year ago. Although, in depth feelings and feedback of the consumers are not specified. The minority of the consumers, on the other hand, have their reason of why they stop wearing the clothing. Most of them respond that the quality has changed. All of this will result in forming the idea of like or dislike towards the brand.

*Social*, although on the report Figure 8, shows that both women and men are mostly influenced by the internet, people around the respondents also have effect on the factor influenced of fast fashion. About 20% of both women and men are influenced by the people around them and about 10% of both genders are influenced by celebrities or influencers. When asked in question No. 20- “How frequently does others’ recommendation or opinion influence your purchase decision?”, most women and men claim that it only influences them less than 50% of the time. Second most response by men is never and for women more than 50% of the time. This can conclude that social doesn’t have much effect on influencing the consumers of fast fashion.

*External Factor* can be characterized as store related influences used by the retailers to trigger impulse purchase behavior. The store environment, the setting of the store, is made up of numerous components, including, light, sound, layout, and interaction of store assistance. It can likewise be separated into an internal and external environment, which is the interior and exterior of the store. For instance, well-designed and eye-catching window displays are found beneficial regarding drawing shoppers’ interest and encouraging them to go in the store. Once shoppers enter the shop, the role of other external stimuli, such as sales signs, background music and the scent of the store will come into play, which can improve the likelihood of consumer impulse purchasing (Mohammad & Mostafa, 2011). Based on the result of question No.11- “Your purchase decision is mostly influenced by?”, it shows that 27% of women and 36% of men, who responded that store environment influenced their purchase decision, are influenced by shop window and in store. When comparing these two relationships to the question No.8- “Out of 10, how many times do

you find yourself buying things on impulse?”, it shows that the majority of women who are influenced by the store environment and shop window buy things on impulse 3 to 4 times out of 10, followed by 7, 9, and 10 times equally. While the majority of men buy on impulse 8 times out of 10, followed by 6 times. This shows that store environment and shop window are indeed important factors in influencing both genders’ behavior that could easily lead to impulse buying.

### **Decision Making Process**

The stages of conventional decision process are- stage 1: need recognition, stage 2: information search, stage 3: evaluation of alternatives, stage 4: purchase decision, and lastly stage 5: post purchase behavior. In this section, I will compare the result between women and men in each stage to find out whether there are similarities or difference between both genders and also to see if conventional decision making process works the same way for the fast fashion consumers.

*Stage 1: Need recognition-* based on the finding in question No.7- “Do you have any plan on what you are going to buy before going shopping?”, it can be found that about 30% of men and just about 25% of women know exactly what to buy before going shopping, while other 70% of men and 75% of women only know what they are going to buy more than 50% of the time, less than 50% of the time and don’t know what they are going to buy. And even though for the respondents who have answered that they know what they are going to buy, the majority of them still find themselves buying things on impulse 3 to 5 times out 10 and second most, 8 times out of 10. As a matter of fact, a lot of clothing that is viewed as fashion, particularly fast fashion, does not apply itself to proper judgment as a solution to a problem, since most fashion is not necessary in our lives (Solomon, 2010). For instance, if a person sees a clothing that he or she likes is on sale and has only 1 left, they might buy it right away without many thoughts to not feel regret later on.

*Stage 2: Information search-* result found in question No.11- “Your purchase decision is mostly influenced by?” shows that both men and women are most influenced by the external factor, internet, which is nowadays the most advanced search tool. On contrary, about 25% of women and 35% of men choose in store and shop window, it implies that about 1/4 of women and 1/3 of men don’t search for information but found the product they like in store and buy it immediately.

*Stage 3: Evaluation of Alternatives-* during both pre-purchase and purchase stage, consumers tend

to evaluate the alternatives. According to finding in question No.9- “What are the reasons that make you choose fast fashion brand instead of any other fashion brands?”, 66% of men and 57% of women choose vary options as a very significant attribute that drives them to choose fast fashion over the other brands. Fast fashion is known to release new products twice per week comparing to other conventional brands who only release six collections per year (Mihm, 2010). Thus, fast fashion has a significant advantage as consumers assess vary options as an essential criterion.

*Stage 4: Purchase decision-* although, purchase decision may occur after the pre-purchase stages such as need recognition, information search, and alternative evaluation, it could also happen without it during the purchase of fast fashion, based upon emotional associations or personal encounters or a mix of both (Wright, 2013). Figure 7 have shown that the majority of men and women found themselves buying things on impulse 7 to 8 times out 10 times. Hence, consumer decision process may happen as following: consumer who purchase with a particular expectation, consumer who purchase some products unexpectedly with a particular expectation, and consumer who purchase without any expectation. For consumer who purchase with a particular expectation have already gone through the pre-purchase stages of conventional decision process. Those consumers already knew what they want, have searched for the information on the products, have already evaluated its alternative, and are ready to make the purchase. For consumer who purchase some products unexpectedly with a particular expectation also has gone through the pre-purchase stages, but they unexpectedly found something they like in store or shop window, which could influence their purchase decision and resulting them to purchase without going through the stages. As for consumer who purchase without any expectation, those are consumers who have no expectation of what they are going to buy as shown Figure 6, about 10% of men and women who go shopping without knowing what they are going to buy and end up finding things they would like to purchase either because it suits their taste, on sales, or any other factors. Based on the result found in question No.8- “Out of 10, how many times do you find yourself buying things on impulse”, it is found that up to 50% of women who have no plan of what they were going to buy, buy things on impulse 7 to 8 times and 10% of them buy on impulse 10 out 10 times. Whereas, for men, 40% of them found themselves purchase things on impulse 8 times out of 10.

Since fast fashion update quickly with new products coming to the store replacing the old collections in a short period of time, fast fashion consumers may not be able to see the item twice



when they go to the store the next time. Therefore, they have limited of time to make a clear expectation whether to buy or not. Since they are afraid of not seeing the product in the store during the next visit, to avoid regret, they might choose to purchase it immediately. Other reason could be due to their emotional motive, consumers might be feeling excited or sad, which could arouse their desire to shop. Another main factor is that fast fashion is cheap so, consumers consider it having very little risk to purchase it. All these factors may result in impulse purchase, which mean most fast fashion consumers may not go through the conventional decision process.

*Stage 5- Post Purchase Behavior*, based on the data found in question No. 21- “What kind of information or advice would influence your purchase decision”, most men and women choose brand’s clothing quality. Quality is considering an important factor in this stage. Depending on whether the consumers like the product after using it, they might share their reviews with their peers or on the internet.

## **7. Conclusion and Further Research**

### **7.1. Conclusion**

In conclusion, shopping in term of fast fashion is not considered feminine activity, both men and women of the age between 18 and 26 spend almost the same amount of time, energy, and money regardless of their ethnicity backgrounds and their occupations. Men more than women are seen to enjoy shopping for fast fashion. Men are found to be more relaxed and are not stressed while shopping. Although most women also feel relaxed and excited, a few of them found fast fashion shopping stressful and tired. Even though fast fashion is considered inexpensive products, consumers' involvement is high. So, most consumers can be considered as complex buyer.

Majority of women and men often shop for fast fashion once a month following by once a year despite their occupation differences- full time workers, students, students with part-time job, and unemployed. Men more than women are influenced by the brand's product quality and pieces recommend by others whereas, women tend to be influenced by the quality and information about what is trendy. This can conclude that women more than men gather more information before purchasing a product. Both men and women have a positive attitude towards the clothing they have purchased, which means their attitude could influence their next purchase of the brand. Social groups and opinion of others, on the other hand, does not have much impact in influencing the purchase of fast fashion products.

In the purchase decision making, men more than women recognize their need before going shopping. Majority of both women and men use internet as an external source to search for the information of the products. Consumers of fast fashion choose fast fashion over other brands because of the vary of options it gives. Although, consumers may go through all the stages of pre-purchase, most women and men found themselves frequently purchasing on impulse. So, the purchase decision making of fast fashion can also happen without going through the 5 stages of conventional decision making process. Based on the result above, there is new assessment on factor influencing the consumer behavior, which is store environment and shop window. The result found from the relationship between frequent impulse buyers and the influence of store environment, it can be drawn to a close conclusion that store environment and shop window play a crucial role in influencing the purchase decision of consumers both females and males.

Based on these findings, marketers and businesspeople of fast fashion brands should pay close attention to the shop window and store environment such as lighting, design, background music, and the interaction of store assistance. Marketers should focus less on advertising on magazine and more on the internet, according to the findings, people in this age group are not influenced by the papers, but digital. Fast fashion brands should also give importance to quality prior to price. Although, sales and cheap price products may attract the customers first, but quality is what make them stay.

## **7.2. Further Research**

The present research offered a number of important observations. There are, however, a few drawbacks as well. The first drawback is the sample used in the quantitative analysis. Majority of the respondents reside in Cambodia, Southeast Asia and Czech Republic, Central Europe. As a result, the study may not be as representative for other parts of Asia and Europe as well as other continents. Second, respondents were asked to response based on their own shopping experience, thus the result might not be as precise. Information such as how often do they go shopping or how many percentages of income spent rely on one's memories so, there could be some inaccurate responses. Third, since this research focusing only on consumers of fast fashion from the age of 18 to 26, further research may include other age groups.

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## 9. 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)