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Buying Behaviors of Generation X Women on Fast Fashion Products: A Mixed Methods Study

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BUYING BEHAVIORS OF GENERATION X WOMEN
ON FAST FASHION PRODUCTS:
A MIXED METHODS STUDY

by

Yiyue Fan

A THESIS

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ON FAST FASHION PRODUCTS:

A MIXED METHODS STUDY

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University of Nebraska, 2018

Advisor: Andrew Zimbhoff

Fast fashion has changed the world's fashion industry and consumer behavior extensively. Not only has the fast fashion provided "hot" products that capture the latest fashion trends from the catwalk, but has also allowed consumers purchase products with affordable prices (Su et al., 2016). Generation X is an important age group to study since it "bridged pre-digital and digital cultures, liberal and neo-conservative political swings, material abundance and economic hardship, social engagement" and has an important role in bridging baby boomers and the Millennials (Katz, 2017). A lot of literature is available about Millennials consumer buying behavior but a very little empirical research is available in regards to Generation X consumers.

The purpose of this thesis is to investigate and analyze the buying behaviors of the Generation X women on fast fashion products by using mixed methods study. For the quantitative phase of the study, the stimulus-organism-response (S-O-R) model was used as a theoretical framework to guide the quantitative phase of the study. Quality, price, availability of the products, and social influence were identified as stimuli. Emotion and cognition were identified as the organism. Total of 247 valid survey responses were analyzed through SPSS. Quality, availability of the products, and social influence were found have the significant impact on consumers' emotion and cognition toward fast

fashion buying behaviors. Price was found to have no impact on consumers' cognition towards fast fashion buying behavior. For qualitative phases, four interviews were conducted through the phone with individuals who work in the fast fashion industry currently to provide different perspectives drawn from industry aspect.

This study analyzed an important part of fast fashion industry consumers which is the Generation X women. The findings of this study extended existing knowledge about consumers' buying behaviors of fast fashion products, especially women at age 35 to 55, by understanding the needs and wants. Importantly, this research will educate retailers in deciding on whether an industry is fulfilling its responsibility to their consumers and community.

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Dedicated to my loving family

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CHAPTER 1: INTRODUCTION

General Fast Fashion Environment

Fast fashion refers to “the strategy that reflects the response to emerging trends by enhancing design and product assortments quickly and effectively to increase product value and demand for short-cycle fashion products” (Choi, Liu, Liu, Mak, & To, 2010), and fast fashion products are collections based on the most recent fashion trends. Fast fashion has changed the world’s fashion industry and consumer behavior extensively. The global fashion market is shifting from planned production to quick response production, domestic business to international business, and following trends to creating trends. Not only has the fast fashion provided “hot” products that capture the latest fashion trends from the catwalk, but has also allowed consumers purchase products with affordable prices (Su et al., 2016). The examples of fast fashion brands are Zara, Topshop, Hennes & Mauritz (H&M), Forever 21, Top Shop and Mango. Besides, Zara, H&M, and Uniqlo are the three big players in the global fast fashion market (Wood, 2017; Lee & Edwards, 2014). Fast fashion has become the effective tactic to follow the fast speed market.

The fundamental principle of fast fashion is to reduce the transaction time between designing and consumption, in order to fulfill consumer demands at its peak (Barnes & Lea-Greenwood, 2010; Bhardwaj & Fairhurst, 2010). Therefore, short fashion buying cycle, low pricing, and scarcity are the three main concepts of fast fashion (Barnes & Lea-Greenwood, 2010; Bruce & Daly, 2006). First, traditional buying cycle occurs around one year before a season with additional six months to get products launched (Bruce & Daly, 2006). However, fast fashion is about the ability to follow the

latest trends and react to the current market within a short period. For example, the buying cycle for fast fashion retailers such as H&M, Mango and Top Shop is a minimum of three to five weeks (Bhardwaj & Fairhurst, 2010). In order to be profitable in the fast-changing industry, fashion retailers have the objective of getting apparel into the market within the shortest time to compete with their competitors (Bruce & Daly, 2006; Bhardwaj & Fairhurst, 2010). Especially, as the biggest international fast fashion brand, the fashion buying cycle of Zara is shorter than two weeks including developing a new product and getting it to stores.

The second main concept of fast fashion is low pricing. Fast fashion companies are taking advantage of lower pricing strategies by de-localizing everything from production to distribution (Bhardwaj & Fairhurst, 2010). The third main concept of fast fashion is scarcity which is “a dominant aspect of economic behavior,” and there are two different types including limited-time scarcity and limited-quantity scarcity (Chatvijit, 2012). Limited-time scarcity refers to the product which is only available during a certain period. However, under limited-quantity scarcity, the product will be available for certain quantity. Since fast fashion has shorter renewal cycle, most fast fashion retailers only provide the limited scale of product chains. This might increase the attractiveness of the products, and then encourage consumers to make repeat visits due to their higher desire of following the latest trends.

Meet the Midult

Generation X is usually defined as the American adults who born between the years of 1961 and 1981 or late baby boomers and early Millennial generation (Miller & Laspra, 2017; Katz, 2017). Generation X is an important age group to study since it

“bridged pre-digital and digital cultures, liberal and neo-conservative political swings, material abundance and economic hardship, social engagement” and has an important role in bridging baby boomers and the Millennials (Katz, 2017). After millennials and baby boomers, Generation X is the third largest generation in America and has more spending power than any other generation (Lissita & Kol, 2016; Peralta, 2015). This is the first generation of people who grew and developed in the digital era. Digital, in this case, refers that most of the operation or transactions which they perform involve the use of the computer. The Midult refers to 35- to 55-year-old female demographic that is successful, digitally-literate women who are highly involved in internet and have spending power (Davis, 2017). Previous research studies primarily focus on younger consumers’ and consider them as major buying agents for textiles. Older people are typically ignored as they were stereotyped as “poor, overly frugal, or already set in their loyalty to brands” (Yoon & Cole, 2008). However, not the trend is going to be changed as Generation X are very much associated with active involvement in tasks and the balance of issues.

The thesis reports research on Generation X women’s attitudes toward fast fashion products and their buying behaviors. Specifically, the Generation X women buy fast fashion products based on their quality, price, the place where they are situated and how the product has been promoted. Their first impression is created on the product quality hence companies should impact on creativity and innovativeness (Kim & Karpova, 2010).

The behavior of purchasing fast fashion products from the production industry is mainly dependent on technological advancements and creativity applied in their

production. In this case, Generation X is the primary digital era women who work hard in their premises and expect to purchase fast fashion products of high quality and at a considerate price (Bazaei, Maroufi, Fowler, & Moheimani, 2016). In this case, marketing mixing is applicable in the workings of the generation. The women purchase the fast fashion products relating how the fast fashion products have been made available to them and to which place. Place in generation X refers mainly to the internet and other social networks where such kind of women meet and intermingle (Anyadike-Danes & McVicar, 2010).

Younger generations are easily targeted on the social media platforms and the internet. The youths prefer fast fashion products of high quality and with relatively low prices. They are characterized by creativity and innovativeness and hence expect fast fashion products which are availed to the market to be of fashion and presentable. Such women are also selective when it comes to purchasing of a product and take a lot of time in deciding on whether to buy the product or not. They involve the mental capacity as well as their emotions and ability before they decide on purchasing a product (Abbasi, Ting, & Jamek., 2015).

Purpose of the Study

While there is a significant amount of literature investigating Millennials consumer buying behavior, there is very little empirical research is available in regards to Generation X consumers. The purpose of this thesis was to investigate and analyze the buying behaviors of the Generation X women on fast fashion products. The present study was conducted in two stages: a quantitative investigation from consumers' aspect and a qualitative exploration of industry aspect.

Significance of the study

This study analyzed an important part of fast fashion industry consumers which is the Generation X women. The findings of this study will extend existing knowledge about consumers' buying behaviors of fast fashion products, especially women in age 35 to 55, by understanding the needs and wants of the Generation X women.

Moreover, this study will provide insight to the retail industry and business practitioners in training and will inform them in the area of human resources management, objectives, and strategies. It will also serve as a future reference for researchers on the subject of the fast fashion industry and corporate companies. Importantly, this research will educate retailers in deciding on whether an industry is fulfilling its responsibility to their consumers and community.

Definition of Terms

The terms that are used in the present study are defined as follows:

Fast Fashion: the strategy that reflects the response to emerging trends by enhancing design and product assortments quickly and effectively to increase product value and demand for short-cycle fashion products (Choi, Liu, Liu, Mak, & To, 2010).

Generation X: the American adults who born between the years of 1962 and 1980 (US Census Bureau, 2000).

Midult: 35- to 55-year-old female demographic that is successful, digitally-literate women who are highly involved in internet and have spending power (Davis, 2017).

Utilitarian attitudes: viewed as involving heuristics, goal fulfillment, and less risk propensity (Chang, Burns, & Francis, 2005)

CHAPTER 2: REVIEW OF LITERATURE

Theoretical Framework

Stimulus-Organism-Response (S-O-R) Model. The stimulus-organism-response model was initially based upon the classical stimulus-response theory. Mehrabian and Russell (1974) improved the S-O-R model by integrating the concept of the organism between stimulus and response. Then later Belk (1975) revised the model to apply to the apparel retail environment and consumers' behavioral responses. This model posits that environmental and informational cues act as external stimuli that affect an individual's internal cognitions and emotions. These internal factors will then affect an individual's behavioral intentions (Mehrabian & Russell, 1974). The model is a factual one, and the arising questions are what is contained in response and stimulus, and what takes place between response and stimulus. For the original S-O-R model developed by Mehrabian and Russell (1974), environmental stimuli are sensory variables such as color, music, texture, and scent. The organism is emotional responses conceptualized in three dimensions: pleasure, arousal, and dominance (Mehrabian & Russell, 1974). Behavioral responses refer to approach/avoidance behaviors. The original S-O-R model developed by Mehrabian and Russell's (1974) is available in Figure 2.1.

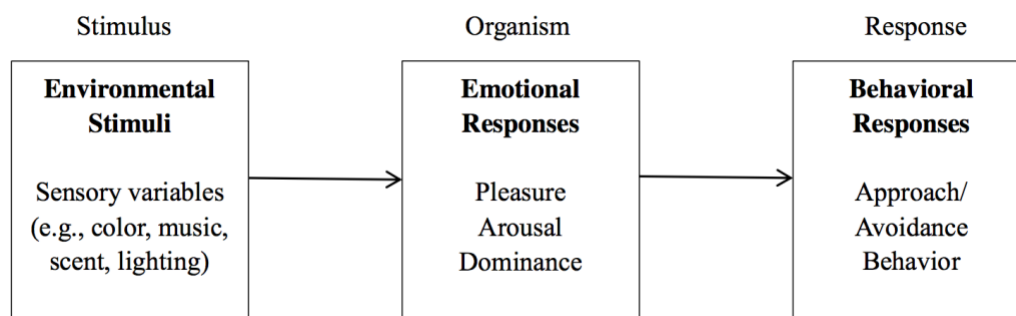


Figure 2.1. The S-O-R Model (Mehrabian & Russell, 1974)

In the S-O-R model of consumer behavior, a stimulus is defined as the environment in which the individual is encountered at a specific moment. This includes brands, logos, ads, prices, stores and store environments, media, and other impinging factors (Jacoby, 2002; Osorno, 2014). According to the S-O-R paradigm, the organism is mostly the individual's emotive and cognitive intermediary states and processes such as prior experiences, knowledge, beliefs, attitudes, values, individual's personality, and expectations (Jacoby, 2002). The response includes nonverbal responses, verbal responses, and behavioral responses. The S-O-R model affects the negotiation and decision-making process in the business industry and has been widely used in marketing and consumer behavior studies (Demangeot et al., 2016). Table 2.1 shows academic studies that apply S-O-R model that have recently been published.

Table 2.1 Summary of Academic Studies Applying S-O-R Model

Citation	Industry	Stimulus	Organism	Response
Zhang & Benyoucef (2016)	Literature review	Content characteristics Informational contents Entertaining content Network characteristics Network centrality Tie strength Interaction characteristics Interactivity Socializing Other characteristics Product selection Website quality	Personal traits Extraversion Neuroticism Value perceptions Hedonic value Social value Affections Arousal Brand love Self-oriented perceptions Self-congruence Self-construal social/relational-oriented perceptions Normative	Need recognition Attention attraction Search Information seeking Browsing Evaluate Attitude Purchase Purchase behavior Information disclosure Social commerce intention Post-purchase Website usage Participation Information

Citation	Industry	Stimulus	Organism	Response
			Informational influence Other factors Perceived privacy risk Culture	sharing Brand loyalty
Goi, Kalidas, & Zeeshan (2013)	Coffee house	Exterior General Interior Store Layout Interior Displays Human Variable Value	Experience Mood Emotion	Cognitive Affective Behavior
Osorno (2014)	Fast fashion	Online Shops Fashion Blogs	Involvement Hedonism Ethics	Planned Behaviors Impulsive Behavior
Gatautis, Vitkauskaite, Gadeikiene, & Piligrimiene (2016)	Gamification	Virtual environment	Consumer Emotions	Aspiration/Avoidance
Kim & Lennon (2012)	Website	Website design Fulfillment/Reliability Customer service Security/Privacy	Emotion Perceived risk	Purchase intention
Chang & Jai (2015)	Fast fashion	Attribute approach Benefit approach	Perceived CSR efforts Perceived price value Perceived brand equity	Purchase intention Sustainability purchase intention
Islam & Rahman (2017)	Online brand	Information quality System quality Virtual interactivity Rewards	Customer engagement	Brand loyalty
Kawaf (2012)	Online fashion shopping	Ambient factors Design factors Product presentation factors Layout and functionality Links and menus on the website	Emotion Cognition	Behavioral intention

A Conceptual Model for the Present Study. This study utilizes the fast fashion features (quality, price, availability, social influence), consumers' emotive and cognitive intermediary states, and responses behaviors by applying the S-O-R model. A conceptual model for the present study is shown in Figure 2.2. The proposed model examines whether the consumers' emotive and cognitive states resulting from the perceptions of four fast fashion features influence consumers' buying behaviors.

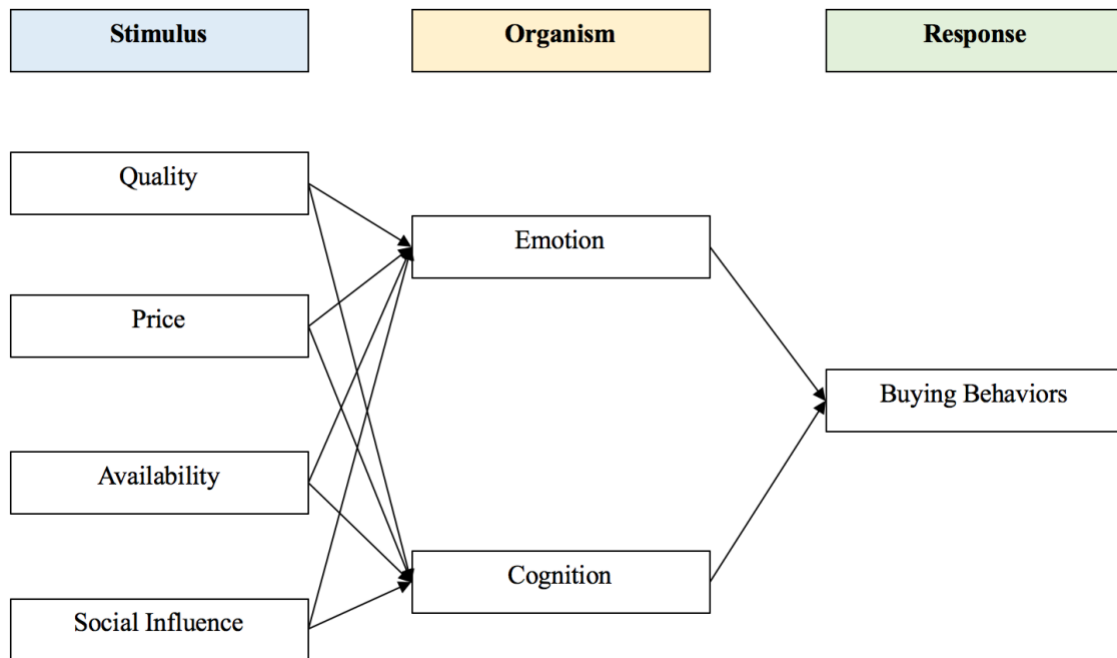


Figure 2.2. A Conceptual S-O-R Model for the Present Study

Consumer Buying Behaviors

Quality. Quality is the major factor which are of consumers' main concern (Khan & Khan, 2013). An increase in competition in the provision of a product in the market leads to shortening of the life cycle of the commodity. A new product should thus be launched to the market to curb the competition. Strategies for the product include

concentration on a minute product line which leads to the development of highly specialized services and fast fashion products, or providing a service-product package which contains unique-quality service (Bhardwaj & Fairhurst, 2010). Companies also emphasize on innovation strategies, bringing up a diversified range plan in the creation of fast fashion products which are different from the available ones (Bhardwaj & Fairhurst, 2010; Bruce & Daly, 2006)

The quality of a product or service produced by an organization affects the behavior of the consumer. There are five dimensions, which should be enhanced for a successful selling of a product: reliability, service quality, responsive assurance, identification, and tangibility. Most of the consumers of any product are conscious of product quality rather than its price (Cachon & Swinney, 2011; Chatvijit, 2012). For example, most of the consumers from Asia would want to purchase American or European fast fashion products of good quality. They usually don't consider the price of the product or service. Evaluation of consumers based on the product quality is an essential feature in the process of purchasing the product. Consumers are considerate of the quality differences between different available fast fashion products in the market (Choi et al, 2010).

Consumers sometimes purchase a product considering the branding. Some brands are known because of the provision of goods and services of good quality. Consumers thereby purchase fast fashion products from famous and better quality brands than those which are less known. They consider fast fashion products from lesser known brands to be of low quality. This is one of the reason the industry prices the fast fashion products slowly. Business goals of any organization can be easy to attain service. Quality can be

recognized as a directive feature. Assurance and understanding are significant in the delivery of quality services. An effective relationship between businesses is more important than the quality of the commodity. Quality is a primary concern in every step of business. Even the intentions of purchase of a product by any consumer are based on the quality of the commodity (Karbasivar & Yarahmadi, 2011). The literature thereby suggests the availability of an important role of the product quality on consumer buying behavior but varies concerning culture (Fernandes & Proenca, 2013). The two hypotheses are proposed below:

H1a: Quality of fast fashion products is positively related to Generation X women's emotive states

H1b: Quality of fast fashion products is positively related to Generation X women's cognitive states

Price. Most companies have put strategies on their transactions based on quality and price. The right strategy or price is important in the maximization of total revenue. One of the main concepts of fast fashion is low pricing. Cost is an important variable in consumer's buying decision process and can influence consumers buying behaviors easily. Fast fashion companies are taking advantage of lower pricing strategies by de-localizing everything from production to distribution (Bhardwaj & Fairhurst, 2010). Most companies have put strategies on their transactions based on quality and price. Many international fast fashion brands, such as Zara, H&M, TopShop and Mango, are in moderate price point category, and are relatively cheap in western market. Consumers who shop at fast fashion stores are always consider the price versus the quality (Krahn & Galambos, 2014).

Price of the product is one of the important values that impacts consumers' shopping intentions at fast fashion stores. The product price affect consumers' purchasing power. Customers can expect certain quality of the product based on the price offering (Barnes & Lea-Greenwood, 2010; Chang & Jai, 2015). As the term of fast fashion, in order to immediate action and "see now buy now" purchases from consumers, fast fashion retailers strategically fulfill their consumers with trendy products at lower price level. Consumers seek awareness of the price first before considering other factors (Breen & Karlson, 2013). The study shows that because of short renewal cycle and lower prices, consumers are more willing to purchase and interned to buy more than ever before (Barnes & Lea-Greenwood, 2010). Therefore, the following two hypotheses are proposed:

H2a: Price of fast fashion products is positively related to Generation X women's emotive states

H2b: Price of fast fashion products is positively related to Generation X women's cognitive states

Availability. Scarcity is one of the main concept of fast fashion. The third main concept of fast fashion is scarcity which is "a dominant aspect of economic behavior," and there are two different types including limited-time scarcity and limited-quantity scarcity (Chatvijit, 2012). Limited-time scarcity refers to the product which is only available during a certain period, however, under limited-quantity scarcity, the product will be available for certain quantity. Since fast fashion has shorter renewal cycle, most fast fashion retailers only provide the limited scale of product chains. This might increase the attractiveness of the products, and then encourage consumers to make repeat

visit due to their higher desire of following the latest trends. Therefore, the study proposes the following two hypotheses:

H3a: Availability of fast fashion products is positively related to Generation X women's emotive states

H3b: Availability of fast fashion products is positively related to Generation X women's cognitive states

Social Influence. Social influences in this study refers to peer influence and advertising influences. Strategies of promotion play a critical role in the provision of mutually advantageous exchanges between consumers and producers of ideas, goods, and services. For effectiveness, the strategy should be guided by the needs of the consumer and integration of an organization in the satisfaction of the needs. The strategies include direct consumer interaction and advertisement. Direct mail is an efficient method of advertisement and cost-effective to small businesses. The promotion gives detailed information about the product use hence increasing the consumer purchase power since they are made aware of the benefits and the use of the product (Krahn & Galambos, 2014).

As consumers, one defining characteristics of Generation X is that they can be easily influenced by other since they care about others' opinions. They can also be doubting of themselves and often need to make sure of their choices. They also tend to ignore the advertisement that are targeted at them. Moreover, Generation X consumers often shop at "value-oriented" retailers since they have more spending powers (Lissitsa & Kol, 2016). Therefore, the study proposes the following two hypotheses:

H4a: Social influence towards fast fashion products is positively related to Generation X women's emotive states

H4b: Social influence towards fast fashion products is positively related to Generation X women's cognitive states

Emotion and Cognition. The emotional component refers to feelings and pleasure associated with the object whereas the cognitive component associates with beliefs, judgments, and thoughts related to the object (Fernandes & Proenca, 2013). Chang, Burns, and Francis (2005) investigated the role of hedonic shopping value among Korean consumers. The results indicated that consumers' emotional states were influenced by the physical environment of stores, including elements such as store layout, interior designs and decoration, lighting, and maintenance. Consumers who have pleasurable feelings will spend extra time in store and make unplanned spending. Moreover, consumers' satisfaction and involvement are also likely to influence emotional responses (Chang, Burns, & Francis, 2005; Kawaf, 2012).

In this study, the cognitive component refers to consumers' utilitarian attitudes, which is viewed as "involving heuristics, goal fulfillment, and less risk propensity. Consumers who value utilitarian shopping are achieving "optimal values" and emphasizes shopping efficiency and rationality (Chang, Burns, & Francis, 2005). In many cases, cognition is perceived as the dominant factor that moderate emotions (Kawaf, 2012). In addition, Mehrabian and Russell (1974) linked emotional responses and cognitional responses with behavioral responses in the S-O-R model. Studies showed that consumers would like to spend more time and money in a retail setting

where they can get high pleasure and good level of arousal (Das & Varshneya, 2017).

Therefore, this study proposes the following two hypotheses:

H5: Emotive states will have a positive impact on Generation X women's buying behaviors towards fast fashion products

H6: Cognitive states will have a positive impact on Generation X women's buying behaviors towards fast fashion products

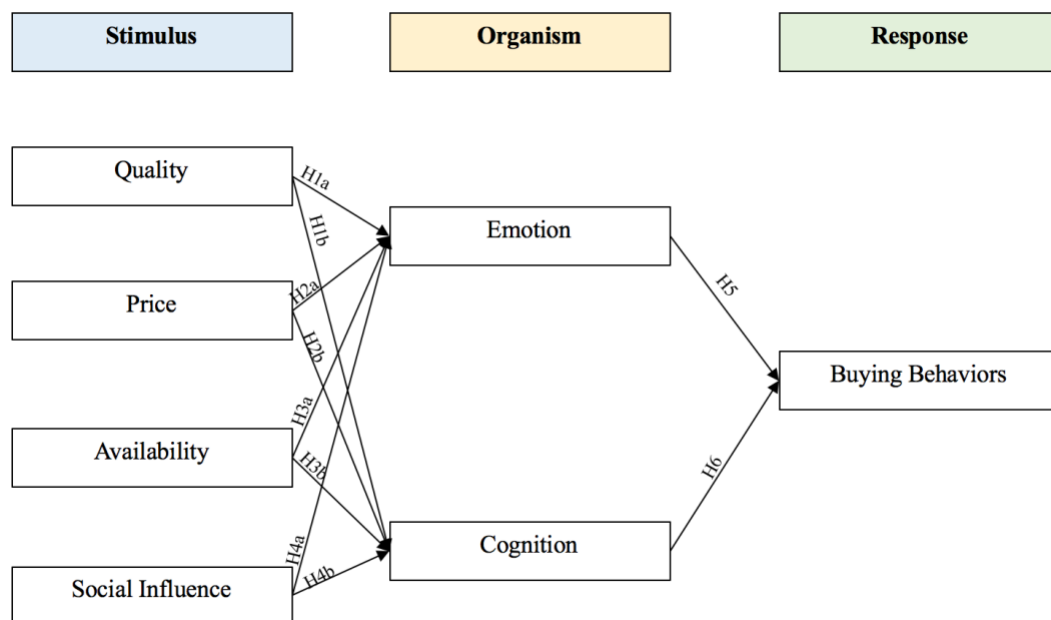


Figure 2.3. Model of Relationships Between Hypotheses

CHAPTER 3: METHODOLOGY

Definition of Mixed Methods Research

Several definitions have been used to explain mixed methods research. For this study, mixed methods are defined as a methodology for conducting research that “involves the collection and analysis of both qualitative (open-ended) and quantitative (closed-ended) data” (Creswell, 2014, p. 309). This study used convergent parallel mixed methods by collecting both quantitative and qualitative data and analyzes them separately. Then compared the results to see if the fast fashion companies target Generation X women correctly.

Mixed Methods Design

In this chapter, the methods of sample and data collection, and instrument development will be explained. Quantitative research was used to provide a complete understanding of buying behaviors of Generation X women towards fast fashion. The primary data came from the online surveys to assess Generation X (age between 35 to 55) women purchase behaviors toward fast fashion, their perceived knowledge of fast fashion, and the relationship with their clothing and their buying behaviors of fast fashion products. Qualitative research was used to provide different perspectives drawn from industry aspect.

Phase I: Quantitative Methods

Hypotheses. Hypotheses for this study were developed based on Mehrabian and Russell’s (1974) S-O-R model in environmental psychology, as well as previous literatures. Hypotheses for this study are available in Table 3.1.

Table 3.1 *Hypotheses and Sub Hypotheses*

Main Hypothesis	Sub Hypotheses
Quality will have an impact on Generation X women	H1a: Quality of fast fashion products will have a positive impact on Generation X women's emotive states H1b: Quality of fast fashion products will have a positive impact on Generation X women's cognitive states
Price will have an impact on Generation X women	H2a: Price of fast fashion products will have a positive impact on Generation X women's emotive states H2b: Price of fast fashion products will have a positive impact on Generation X women's cognitive states
Availability will have an impact on Generation X women	H3a: Availability of fast fashion products will have a positive impact on Generation X women's emotive states H3b: Availability of fast fashion products will have a positive impact on Generation X women's cognitive states
Social influence will have an impact on Generation X women	H4a: Social influence towards fast fashion products will have a positive impact on with Generation X women's emotive states H4b: Social influence towards fast fashion products will have a positive impact on with Generation X women's cognitive states
Emotive states will have an impact on Generation X women's buying behaviors towards fast fashion products	H5: Emotive states will have a positive impact on Generation X women's buying behaviors towards fast fashion products
Cognitive states will have an impact on Generation X women's buying behaviors towards fast fashion products	H6: Cognitive states will have a positive impact on Generation X women's buying behaviors towards fast fashion products

Sample and Data Collection. The survey was created through Qualtrics (unleducation.qualtrics.com), and the survey links were sent out through Facebook, Twitter, and Forums. Since most people are using smart phone or tablet now, the researcher ensured the survey is created mobile friendly. Moreover, in order to reach enough number of potential participants, the survey will also be post on the Midult Forums (<http://themidult.com/talking/work/>) and Generation X Forum named personality café (<http://personalitycafe.com/generation-x-forum/>).

Instrument Development. The five demographic variables that used in this study are age, gender, annual household income, location and personal fashion style. Since this study was specifically targeting on Generation X (age between a range of 35 to 55 years old) women, respondents that not in this age range will quit the survey. To answer the question for location, open text fields were given to input the zip code. For personal fashion style, eight different styles were offered, and respondents were asked to select all the styles that may apply to describe the clothing they wear.

The term “Fast Fashion” was defined at the beginning of the survey, and some examples of fast fashion brands were also given to make sure respondents have fully understanding of fast fashion. All measures were originally adapted from previous research studies (Khan & Khan, 2013; Sparado, 2012; Rahmiati, 2016; Kawaf, 2012; Chang, Burns, & Francis, 2005) and selected after being categorized based on similar factors. The constructs and their origins can be found in Appendix H. The first section on the survey examined consumer’s insight towards products, stores, and brands by using a 5-point Likert scales ranging from 1 (strongly disagree) to 5 (strongly agree).

The second section of the survey was focusing on respondents’ shopping

preference. Using a 5-point Likert scales ranging from 1 (not at all important) to 5 (very important), this study measured the importance of ten properties that Generation X women consider when buying clothing for themselves. The ten properties are: quality, price, trendiness, comfort, specific brand, variety of products, fit, durability, having the exact item I want, return and exchange policy.

In the third section of the survey, respondents were asked about their shopping frequency on visiting fast fashion store (both phasic and online) and purchase an item/items from there. Then respondents were asked about how much typically they spend per trip on average, and the maximum amount they are willing to pay a single item. For how respondents get fashion information, they were asked on whether they research current fashion trends or not. Respondents who answered “YES” were asked to select all the ways they get information about fashion and trends, and respondents who answered “NO” were sent directly to next section, which asked about the shopping preference.

The fourth section was focusing on respondents’ buying behaviors, specifically on fast fashion products. Respondents were asked to select all that apply on using purpose of fast fashion products. Reasons for shopping fast fashion products were also asked as well as the reason for shop at fast fashion store.

In the last section of the survey, by examining the perceived knowledge of fast fashion and brands, respondents were asked to describe on what associate with several fast fashion brands with few keywords. Then a 7-point semantic scale ranging from 1 (lowest) to 7 (highest) was used to measure respondents’ familiarity with the list of the fast fashion brands (Zara, H&M, Forever 21, and Top Shop). The online survey questions are available in Appendix A.

Phase II: Qualitative Methods

Mixed Methods Integration. Convergent parallel mixed methods design was used in the research. Quantitative research and qualitative research were conducted at the same time, and the researcher collected both data and analyzed them separately. Then the researcher compared the results to see if the Generation X women buying behaviors on fast fashion products confirm or disconfirm on the fast fashion industry people perspectives.

Data Collection and Analysis. The researcher conducted four interviews with individuals who work in fast fashion industry currently. Since the concept of Generation X women buying behaviors of fast fashion products was measured quantitatively, the same concept was asked during the qualitative data collection process. The interview questions focused on the view from industry aspects of the Generation X women, the challenges the company are currently facing, and the reactions toward those challenges. Interview questions are available in Appendix B.

Qualitative interviews were collected through phone and conducted by the researcher in a quiet room for participants' convenience. Interviews consisted of open-ended questions and the researcher asked follow-up questions for more information when necessary. All interviews were not exceeded 15 minutes and not digitally recorded. However, during the interview, the researcher was taking notes. The consent form with contact information of the researcher was discussed with the participant and sent out via email to get the signature. All participants were recommended to keep a copy of their consent form for their record.

CHAPTER 4: RESULTS

Phase I: Quantitative Results

General Analysis Information. For the quantitative phase of this study, the IBM Statistical Software Package for the Social Science (SPSS) was used to analyze all hypotheses. Cronbach's Alpha (α) was used to determine the reliability of the variables. Descriptive statistics were used to determine demographic characteristics of respondents. Multiple regression was used to test all the hypotheses.

Demographic Characteristics of Respondents. For the online survey, 556 surveys were collected from Facebook, Twitter, Reddit, and Amazon Mechanical Turk. However, this survey focused upon the typical age range of women, ages 35 to 55, thus 309 outliers were eliminated from the analyzed data set, leading to total of 247 valid respondents. Participants age from 35 to 39 marked the majority of participants at 49.4% (n=122). 22.3 percent (n=55) were between 40 and 44 years of age. Nineteen percent (n=47) were between 45 and 49 years of age while 9.3% (n=23) of participants ranged in ages from 50 to 55 years.

Of the total number of respondents who reported their annual household income (n=243), there are 6.6% (n=16) earned \$9,999 or less; 9.9% earned \$10,000 to \$19,999; 10.3% earned \$20,000 to \$29,999; 9.5% earned \$30,000 to \$39,999; 11.9% earned \$40,000 to \$49,999; 10.7% earned \$50,000 to \$59,999; 7% earned \$60,000 to \$69,999; 8.6% earned \$70,000 to \$79,999; 4.5% earned \$80,000 to \$89,999; and 21% earned \$90,000 or more.

In this research, zip code is breaking down and grouping by the first number from zero to nine. There are total of five digits of the American zip code. The first three digits

indicate the Sectional Center Facility of the United States Postal Service, which defined by one or more three0digit ZIP Code prefixes (ink.niche.com). Zip codes start with a zero (0) in the northeast of America and gradually get higher as the area move west. Zip codes in the far west start with a nine (9). The list of states in each Zip code zone is available in Appendix J. Demographic characteristics of respondents regarding all variables in this study are shown in Table 4.1.

Table 4.1 Demographic Characteristic of Respondents

Characteristics	Frequencies	Percentage (%)
Gender (n=247)		
Female	247	100
Age (n=247)		
35 to 39	122	49.4
40 to 44	55	22.3
45 to 49	47	19.0
50 to 55	23	9.3
Annual Household Income (n=243)		
\$9,999 or less	16	6.6
\$10,000 to \$19,999	24	9.9
\$20,000 to \$29,999	25	10.3
\$30,000 to \$39,999	23	9.5
\$40,000 to \$49,999	29	11.9
\$50,000 to \$59,999	26	10.7
\$60,000 to \$69,999	17	7.0
\$70,000 to \$79,999	21	8.6
\$80,000 to \$89,999	11	4.5
\$90,000 or more	51	21.0
Zip Code Begin with___ (n=226)		
0	11	4.5
1	20	8.1
2	40	16.2
3	30	12.2
4	26	10.5
5	9	3.6
6	8	3.2
7	30	12.1
8	16	6.5
9	36	14.6

Note: Different n values are due to missing values

Buying Behaviors of Respondents. Of the total respondents who reported their buying behaviors (n=247), 39.7% of participants research before shopping compares with 60.3% do not do research. However, the respondents who research before shopping (51.9%) are exceeded those who do not live in Mountain and Pacific areas (zip code starts with 8 and 9). When asking where they get information about trends and fashion, the majority of participants get information from the internet (70.9%). TV is the second-most-popular way that participants get information (42.5%). 37.7% of participants also selected magazine and newspaper as their way to get information; 33.6% of participants selected word-of-mouth.

Regarding the frequency of visit fast fashion store within a year, 12.6% of the total participants reported they visit less than 5 times per year on average. 35.6% of participants visit fast fashion stores 6 to 11 times within a year; 19% of participants visit 12 to 17 times; 13.8% of participants visit 18 to 23 times; 6.1% of participants visit 24 to 29 times; 4% of participants visit 30 to 35 times; 8.9% of participants visit more than 36 times within a year. Moreover, there is not much difference between the participants' frequency of visit fast fashion store and fast fashion online store.

In regard to the frequency of purchase fast fashion products from a fast fashion store within a month, 26.7% of respondents have not purchased any products; 42.1% of respondents purchase one time on average within a month; 14.6% of respondents purchase two times on average; 8.1% of respondents purchase three times on average; 3.2% of respondents purchase four times on average; and 5.3% of respondents purchase more than five times on average within a month.

For consumers' spending behavior, most of the participants spend less than 50 dollars in fast fashion store for one trip on average (45.3%), followed by 30 percent of the participants spend between 51 dollars and 100 dollars. 14.6 percent of the participants spend 101 dollars to 150 dollars in fast fashion store for one trip averagely; 8.1 percent spend between 151 dollars and 200 dollars; only 2 percent of participants spend more than 201 dollars in fast fashion store for one trip averagely. This result matches the result of the maximum amount consumers willing to pay for a single item in fast fashion stores. Of the total respondents who reported their willingness to pay a single item in fast fashion stores (n=247), over a half (58.7%) of participants willing to pay the maximum of 50 dollars, followed by 22.7 percent of the participants willing to pay between 51 to 100 dollars.

When asking the using purpose of the products bought in fast fashion stores, weekends/casual wear is the most common purpose with a rate of 77.5 percent, followed by the second common purpose which is "basic daily need" with a rate of 58.9 percent. 42.6 percent of participants use fast fashion products for work/professional settings; 41.9 percent of participants also use fast fashion products for social events; and 24 percent of participants use for athletic/gym.

When asking the reason why consumers purchase fast fashion products, "affordable" is the number one reason with a rate of 69 percent. 56.6 percent of the participants also claims that they purchase fast fashion products because they are "good looking". 46.5 percent of the participants shop fast fashion products because they are "comfortable"; 42.6 percent of the participants shop fast fashion products because they are "easy-to-wear". "Trendy" is the least likely reason for participants to shop fast

fashion products with a rate of 36.4 percent. In addition, a few participants stated that the “uniqueness” of the fast fashion products is also a reason why they shop.

Regarding the total respondents who reported their familiarity with four fast fashion brands (Zara, H&M, Forever 21, and Topshop), Topshop is the least familiar fast fashion brand which 60.3 percent of the respondents never heard about it. Following by Zara, there is 53.4 percent of respondents never heard about Zara, 14.6 percent have been to the store, 21.5 percent have purchased sometime, and 10.5 percent have purchased often. For H&M, there is 17.8 percent of respondents never heard about it, 26.3 percent have been to the store, 33.6 percent have purchased sometime, and 22.3 percent have purchased often. For Forever 21, 11.3 percent of respondents never heard about it, 30 percent have been to the store, 40.1 percent have purchased sometime, and 18.6 percent have purchased often. For Topshop, there are 60.3 percent of respondents never heard about it, 15 percent have been to store, 19.4 percent have purchased sometime, and only 5.3 percent have often purchased from the store.

There is not much difference between results for different geographic areas for the familiarity of Zara. For those who reported “never heard of Zara”, the majority are from the east and west north central and west south central of America. Although Topshop is the least familiar fast fashion brand for the respondents, respondents from the east (zip code starts with 0, 1, 2) are more familiar with Topshop than others. In general, respondents from New England, Mid-Atlantic, and South Atlantic areas ((zip code starts with 0, 1, 2) often purchase from H&M; respondents from the rest areas are more likely to visit or purchase from Forever 21.

Reliability. Cronbach's Alpha (α) was used to determine the reliability of the variables (see Table 4.2). For the four factors, factor 1 "Quality" was .75, factor 2 "Price" was .668, factor 3 "Availability" was .513, and factor 4 "Social Influence" was .895. The result of the reliability analysis showed that Cronbach's alpha of quality and social influence were above .70, which indicates the items were reliable. For the reliability of Generation X women's attitudes and buying behaviors, Cronbach's alpha for "Emotion" was .896 indicating good reliability. However, "Cognition" was not found to be reliable with Cronbach's alpha equals to .51.

Table 4.2 Reliability of Variables

Variables	Cronbach's α
Quality	.750
<ul style="list-style-type: none"> • The importance of quality when shopping • The importance of comfort when shopping • The importance of fit when shopping • The importance of durability when shopping 	
Price	.668
<ul style="list-style-type: none"> • Price is an important consideration when I buy clothes • I tend to buy clothing products that are less expensive • The importance of price when shopping 	
Availability	.513
<ul style="list-style-type: none"> • The importance of trendiness when shopping • The Variety of products when shopping • Having the exact item I want 	
Social Influence	.895
<ul style="list-style-type: none"> • I like to wear brands that are well known by people around me • Advertising influences my decision to purchase a clothing brand • Advertising is important for me to keep track of the latest fashion trends 	
Emotion	.896
<ul style="list-style-type: none"> • I like to wear brands that make me feel exclusive. • I shop at clothing stores that have a nice decoration • I shop at clothing stores which offer dedicated customer service 	
Cognition	.510
<ul style="list-style-type: none"> • Price is a reflection of the quality of the product • I prefer clothing styles that remain in fashion for longer periods • I prefer stable styles that are fashionable for 2-3 months at least • The clothes I buy reflect who I am as a person • The importance of Specific Brands when shopping 	
Buying Behaviors	.724
<ul style="list-style-type: none"> • I like to wear brands that have high quality, irrespective of price. • I like shopping at clothing stores with product variety • If a price is too high, I do not buy the product, even if I really like it • I look for clothes that are not expensive, but high on quality • I go to store like Zara, H&M, Mango, etc. when I am on a tight budget • My experience with a clothing brand determines my intention to buy the brand again 	

Descriptive Statistics. The conceptual model consists of four independent variables (quality, price, availability, and social influence), two mediating variables (emotion and cognition), and one dependent variable (buying behaviors). Responses for each item were summed through SPSS. The sum of the scores was then computed as an independent construct. The correlation matrix of model constructs for the variables is presented in Table 4.3.

Table 4.3 Correlation Matrix of Model Constructs

Model Constructs	Mean	SD	N	Correlation							
				Quality	Price	Availability	SI	Emotion	Cognition	BB	
Quality	18.13	2.179	247	1							
Price	12.80	1.817	247	.277**	1						
Availability	10.69	2.388	247	.276**	-.029**	1					
Social Influence	8.41	3.315	247	.057	-.160*	.605**	1				
Emotion	9.14	2.667	247	.167**	-.200**	.630**	.702**	1			
Cognition	17.36	3.254	247	.252**	-.080	.486**	.477**	.499**	1		
Buying Behaviors	22.76	3.081	247	.395**	.247**	.354**	.329**	.416**	.344**	1	

Note. **. Correlation is significant at the 0.01 level (2-tailed).

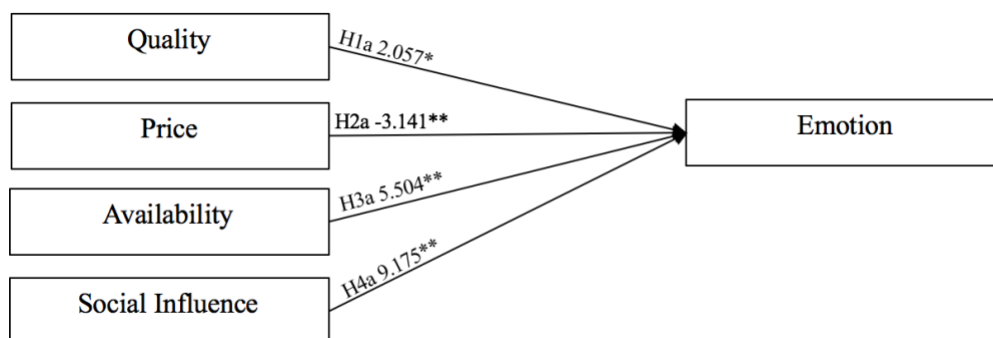
*. Correlation is significant at the 0.05 level (2-tailed).

Hypotheses Testing. All hypotheses were analyzed by SPSS software, and multiple regression was used for all hypotheses testing. Hypothesis 1 tested the impact of quality on Generation X women's emotive states and cognitive states. Hypothesis 2 tested the impact of price on Generation X women's emotive states and cognitive states. Hypothesis 3 tested the impact of product availability on Generation X women's emotive states and cognitive states. Hypothesis 4 tested the impact of social influence on Generation X women's emotive states and cognitive states. Hypothesis 5 tested the

impact of Generation X women's emotion on their fast fashion buying behaviors.

Hypothesis 6 tested the impact of Generation X women's cognition on their fast fashion buying behaviors. Multiple regression results are shown in Table 4.7. Except for hypothesis 2b, all hypotheses were statistically supported.

Hypotheses 1a, 2a, 3a, and 4a tested the relationships between Generation X women's emotive states with quality, price, availability of products, and social influence. A model for Hypotheses xa is available in figure 4.1.



Note. Significance: * $p < .05$, ** $p < .001$

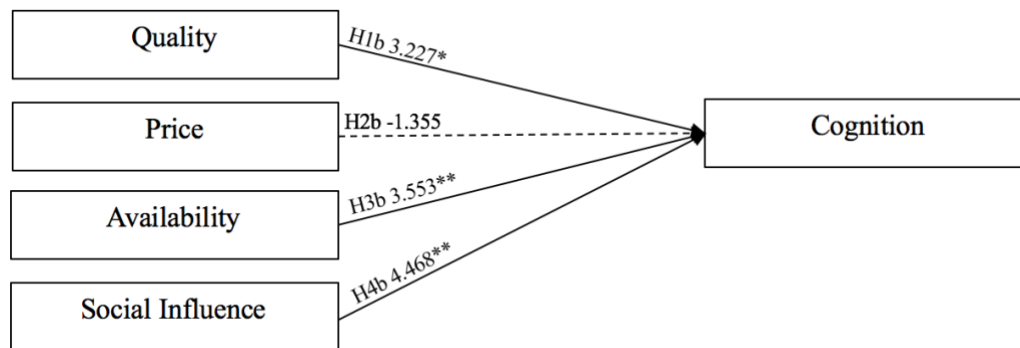
Figure 4.1 Hypothesis xa Model

The results showed that quality, price, availability, and social influences predicted 57.9% of the variance ($R^2 = .572$, $F(4, 242) = 83.086$, $p < .05$). As the study hypothesized, the result showed that quality has positive impact on consumers' emotive states (H1a: $t = 2.057$, $p < .05$). A significant impact was also found for price (H2a: $t = -3.141$, $p < .05$), availability (H3a: $t = 5.504$, $p < .05$) and social influence (H4a: $t = 9.175$, $p < .05$). Table 4.4 shows the hypothesis xa statistics.

Table 4.4 Hypothesis xa Statistics

Variables	SS	df	MS	F	Sig.
Regression	1012.241	4	253.060	83.086	.000
Residual	737.076	242	3.046		
Total	1749.320	246			

Hypothesis 1b, 2b, 3b, and 4b tested the relationship between Generation X women's cognitive states with quality, price, availability of products, and social influence. A model for Hypotheses xb are shown in figure 4.2.



Note. Significance: * $p < .05$, ** $p < .001$

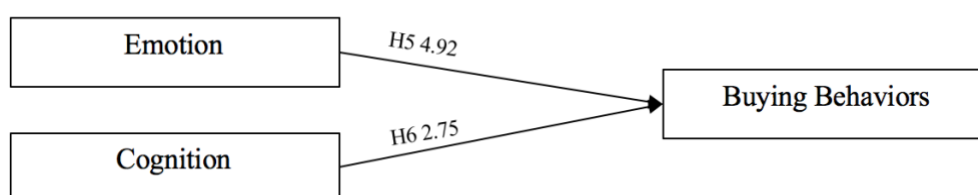
Figure 4.2 Hypothesis xb Model

The results showed that quality, price, availability, and social influences predicted 31.9% of the variance ($R^2 = .308$, $F(4, 242) = 28.353$, $p < .05$). Quality, Availability, and social influence was found to have significant impact on consumers' cognition. Therefore, H1b, H3b, and H4b were supported. However, price was not supported (H2b: $t = -.076$, $p > .05$). Statistical results for Hypothesis xb are shown in Table 4.5.

Table 4.5 Hypothesis *xb* Statistics

Variables	SS	df	MS	F	Sig.
Regression	831.144	4	207.786	28.353	.000
Residual	1773.504	242	7.329		
Total	2604.648	246			

Hypotheses 5 and 6 measured the impact of emotion and cognition on Generation X women's buying behaviors.



Note. Significance: * $p < .05$, ** $p < .001$

Figure 4.3 Hypothesis 5 and 6 Model

The results showed that emotion and cognition predicted 19.8% of the variance ($R^2 = .191$, $F(2, 244) = 30.134$, $p < .05$). Consumers' emotion was found to have a significant impact on their buying behaviors (H5: $t = 4.92$, $p < .05$). Moreover, cognition was also found to have the significant impact on buying behaviors (H6: $t = 2.75$, $p < .05$). Therefore, H5 and H6 were supported. Multiple regression results are shown in Table 4.6.

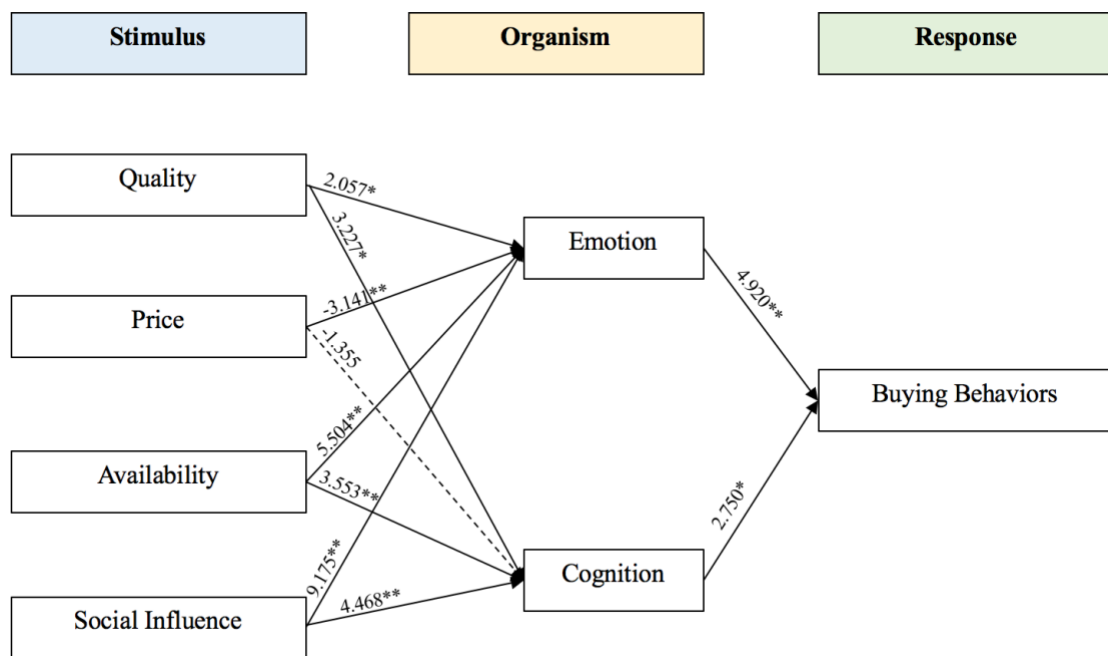
Table 4.6 Hypothesis 5 and 6 Statistics

Variables	SS	df	MS	F	Sig.
Regression	462.482	2	231.241	30.134	.000
Residual	1872.425	244	7.674		
Total	2334.907	246			

Table 4.7 Multiple Regression Results

Hypothesis #	Variables		Results	B	Std. Error	Beta	t	P-Value
	From	To						
H1a	Quality	Emotion	Supported	.115	.056	.094	2.057*	.041
H2a	Price	Emotion	Supported	-.204	.065	-.139	-	.002
							3.141**	
H3a	Availability	Emotion	Supported	.338	.061	.303	5.504**	.000
H4a	Social Influence	Emotion	Supported	.395	.043	.491	9.175**	.000
H1b	Quality	Cognition	Supported	.280	.087	.187	3.227*	.001
H2b	Price	Cognition	Not supported	-.136	.101	-.076	-1.355	.177
H3b	Availability	Cognition	Supported	.339	.095	.248	3.553**	.000
H4b	Social Influence	Cognition	Supported	.298	.067	.304	4.468**	.000
H5	Emotion	Buying Behaviors	Supported	.376	.076	.325	4.920**	.000
H6	Cognition	Buying Behaviors	Supported	.172	.063	.182	2.750*	.006

Note. Significance: * $p < .05$, ** $p < .001$



Note. Dashed lines indicate unsupported hypotheses. Significance: * $p < .05$, ** $p < .001$

Figure 4.4 Statistical Findings for Theoretical Model

Phase II: Qualitative Results

Convergent parallel mixed methods design was used in the research. Therefore, quantitative research and qualitative research were conducted at the same time. Since the concept of Generation X women buying behaviors of fast fashion products was measured quantitatively, the same concept was asked during the qualitative data collection process. The interview questions focused on the view from the industry aspect of the Generation X women, the challenges the company are facing and the reactions toward those challenges. The interview questions are available in Appendix B.

Four store managers from three fast fashion brands were recruited and interviewed for this study. Three participants were female, and one was male. All of them have been working in the fast fashion industry for over eight years. Three participants were interviewed by phone and one was face-to-face. The general information of each participant is present in Table 4.8. The researcher only took notes during the interview, so all interviews were not digitally recorded. Direct interview quotes are used to highlight and personalize the data. The quotes have been edited for grammatical clarity, and all names have been changed to protect participant identity.

Table 4.8 Qualitative Phase Participants Information

Participant	Brand	Location	Length of Employment in Fast Fashion	Job Title
1	Forever 21	Lincoln, NE	8 years	Store Manager
2	Forever 21	Denver, CO	10 years	Store Manager
3	H&M	Denver, CO	9 years	Store Manager
4	TOPSHOP	Los Angeles, CA	10 years	Deputy General Manager

The notes were taken during the interviews; once notes were sorted, the coding process began. MaxQDA was used to manage codes throughout open coding, axial coding, and selective coding. The first stage was open coding. Open coding involves deriving information directly from the data and describing the identified phenomena or categories. During open coding, 14 codes were created resulting in 51 coded items within the 4 notes. Some examples of open-coded items include: store layout, friends and family shopping, new experiences, price matters, and increase promotion.

Axial coding was then undertaken, which involved identifying relationships between the categories so that related categories could be merged into themes. It further reduced the number of codes utilized based on a more in-depth understanding and reflection of the data collected. Such codes provided more direction toward the major process and concepts presented in this study. The number of codes was thoughtfully considered and consolidated into eight codes. Some examples of focused coded items include: availability of the products, price, and emotional relation.

Selective coding is the final phase in Grounded Theory, which provided a more in-depth analysis of the coded data. It is the process of finding the pattern from categories and identified a core category that incorporates other categories. Based on selective coding, three themes were created to reflect Generation X women buying behaviors towards fast fashion products by store managers' understanding and observation. The three themes include price and quality balance, the importance of emotional connections between the company and consumers, consideration of the availability of the product.

Emotional connections between the company and consumers are important.

Every participant mentioned building emotional connections when talking about their strategies to target Generation X women. One participant discussed how the company reacted to facing the “loss of tourist footfall” challenges.

“First is doing market research to identify who our customer is so we can build our product package directly to satisfy their taste and build stronger client relations with the company.”

Two participants stated that when targeting on Generation X women, they set up the store for different concepts. For instance, H&M always have a concept with the professional look because most of women age in 35 to 55 are like to shop for professional or casual style for fast fashion products. Store floor set is another way to make an emotional connection between the company and consumers. The following quote shows how the floor set connected consumers.

“For the floor set, always make sure that having the multiple concepts and areas so that when consumers walk into the store, they are seeing two different sides and decide they are more like younger side or older side. This helps our store attract consumers from different age range.”

One participant mentioned that in reaction to target on Generation X women, the company invested in the development of sales advisors and management staff. Service focused on the ability to read body language with a specific focus on product knowledge.

“The company is trying to build stronger client relations through personal shopping events to connect with consumers emotionally.”

Emotion also has found to be an important influential motivator for Generation X women when visiting a fast fashion store and shopping.

“I have one customer, who told me that knowing herself still fit into the regular Forever 21 dress makes her feel very satisfied, and she was around 45 when we had the conversation. Therefore, the emotional feelings that related to older women would make them shop at fast fashion stores.”

Perception of value is depended on consumers. All of the participants stated that price and quality both are valued by Generation X women when shopping for fast fashion stores. However, the balance between price and quality depends on the brand. Most of the participants cited that their Generation X women value more on the price of the product.

“The sales section in the store is probably one of the most popular places in the mall, and the store do a lot of promotion on it too, so that is one of the reasons to drive customers in the store.”

Another participant discussed what consumers have expected when visiting the store.

“When consumers come into the store, they are expecting to find the products in lower price compare with the cloth in similar styles from other brands.”

He also spoke about how price also serves as an effective strategy for promotion.

“In order to target on Generation X women, we created high-end fashion lines and mixed with price conscience basic lines to capture purchase power of target market.”

Every participant in this research study mentioned quality as Generation X women consumers' value also. However, since the product that have higher quality will

have a higher piece also, most participants stated that Generation X women consumers' value quality less.

“Quality is the factor Generation X women value the least when shopping for fast fashion products since they might not keep the clothing more than one seasons.”

Availability of product is always considered. All of the participants in this study claimed that the availability of the product is what Generation X women value the most, which including the variety of style, different sizing, wide age range and so on. Each participant stated that they had seen many women around age 35 to 55 shopping in the store. There are above 30 percent Generation X women in Forever 21's total consumers, 60 percent in H&M's total consumers, and 70 percent in Topshop's total consumers. The store always needs to make sure customers find what they want.

When asking about what makes Generation X women shop at the fast fashion store, the freshness of the product was pointed out by most participants.

“There is always something new since it is fast fashion, and if there is anything trending, our store will definitely get into stores...Seeing the newness of the store is one of the reasons to drive people to keep visiting the store.”

Sizing is another central concept when considering the availability of products. When asking about the challenge that the company encountered while targeting on Generation X women, one participant mentioned plus size.

“As women getting older, there are changes in their body shape. Therefore, products with regular size or design will not satisfy our Generation X customers. However, not all of our store carry plus size. Therefore, I think the challenge we are encountering is to let the store carry plus size clothing.”

Social influence plays a big role. Social influence includes social media, media, family members and peer. On the one hand, as many participants pointed out, social influence plays a significant role in Generation X women's buying behavior. All participants observed that Generation X women usually visit the store with their grandchildren or come with a group of people in similar age shopping for themselves. For those come with their children, they are both shopping for themselves. On the other hand, promoting through social media is necessary for the brand.

One participant mentioned a lot of Generation X women research through social media like Pinterest.

“Forever 21 is being very big lately about their posting. Social media, in general, play a big role in everything. Many moms collect their ideas on Pinterest. When you are not used to the fast fashion place, you do not really know what you will see, so come in with the ideas of something you want to look for from social media could help. Therefore, a lot of people research before they visit the store.”

Another participant talked about the strategy of targeting Generation X women regarding social influence.

“...creation of high-end fashion lines mixed with the price conscience basic line to capture purchase power of target market.”

Phase III. Interpretation and Joint Analysis

This study found many interesting results and findings by comparing and merging different perspectives drawn from quantitative and qualitative data. A joint display of data in Table 4.9 merges both quantitative and qualitative phases and highlights the results and findings. Overall, there are both convergence and divergence between two

phases. The survey results indicated quality has a positive impact on Generation X women's emotional states and cognitive states. However, the interview results which from the industry perspective revealed that Generation X women have little quality resistance. Price was found to have an impact on Generation X women from both quantitative and qualitative phase. Quantitative survey and qualitative interview have strong convergent results regarding the availability of the products. It has a positive impact on Generation X women's emotion and cognition. In the meantime, interview participants believed that Generation X women value availability of the products the most, and that fast fashion companies need to make sure the consumers get what they want at all the times. Social influence has a positive impact on Generation X women in quantitative phase, and qualitative phase indicated that family members and friends were important when shopping in fast fashion stores. Generation X women's emotional states were found to have an impact on their buying behaviors towards fast fashion products. From the qualitative interviews, fast fashion companies were also using strategies that focus on emotional states to attract Generation X women. In general, the quantitative and qualitative phases combined information on Generation X women's buying behavior towards fast fashion from both consumers' and industries' views and worked together to provide a different but complementary data.

Table 4.9 Joint Display for Quantitative and Qualitative Phases

Key Concepts	Quantitative Online Survey	Qualitative Interview
Quality	Quality has a positive impact on Generation X women's emotional states and cognitive states	Generation X women value quality less when shopping for fast fashion products.
Price	Price has a positive impact on Generation X women's emotional states but do not have impact on cognitive states <ul style="list-style-type: none"> 69% participants purchase fast fashion products because it is "affordable" 	Generation X women value more on price. <ul style="list-style-type: none"> Sale section is the most popular place
Availability	Availability has a positive impact on Generation X women's emotional states and cognitive states	Generation X women value availability of the products the most, including: <ul style="list-style-type: none"> Style Sizing Age range
Social Influence	Social Influence has a positive impact on Generation X women's emotional states and cognitive states	Usually shopping with family or friends Researched before shopping
Emotion	Emotional states have an impact on Generation X women's buying behaviors towards fast fashion products	Fast fashion company targets on Generation X women by using strategies focused on emotional states

CHAPTER 5: DISCUSSION AND CONCLUSIONS

The purpose of the present study was to investigate Generation X women's buying behavior towards fast fashion products. The study first examined what simulative factors effect Generation X women consumers' emotive states and cognitive states (Hypotheses 1a through 4b). Based on the Stimulus-Organism-Respond model, four simulative factors were identified as: quality, price, availability of the products and social influence. Then the study examined the effects of Generation X women's emotions and cognitions on their buying behaviors towards fast fashion products (Hypotheses 5 and 6). While the quantitative phase provided information about Generation X women consumers' buying behaviors and opinions on different fast fashion brands, the qualitative phase provided the perspectives from fast fashion industry aspects about Generation X women's buying behaviors. Both quantitative and qualitative analysis were conducted in order to actualize the objectives of this research.

Discussion

Previous research studies have indicated that the quality of the products has significant impacts on consumers' buying behaviors (Lissita & Kol, 2016; Peralta, 2015; Breen & Karlson, 2013). Consistent with previous findings, the results of the present study showed that quality has a positive impact on Generation X women's emotive states and cognitive states. The results also indicated that price has a negative impact on Generation X women's emotion, and have no impact on their cognition. The result corresponded with Peine, Heitmann and Harrmann's research (2009), which found that a perceived price increase led to a decrease in positive price effect. The high price would lower consumers' positive emotion and then led to lower purchase intent (Peine,

Heitmann & Harrmann, 2009). The results from the qualitative phase also indicated that most Generation X women value price over quality, which corresponds to Lissita and Kol (2016) research which found that Generation X consumers would like to be offered products with higher perceived value.

Availability of the products played a stronger role in consumers' emotive states (Barnes & Lea-Greenwood, 2010; Bruce & Daly, 2006). Some Generation X women would go to the fast fashion stores to find clothes for some special occasions. Through qualitative analysis, this study determined that Generation X women value the availability of the products the most when shopping for fast fashion products. The freshness of the products and variety of sizing are what attract consumers visiting fast fashion stores.

Social influence was the critical determinant of consumers' both emotion and cognition, which includes social media, media, family members, and peers. The present study found that there are many Generation X women go to fast fashion stores with their family members or peers. Previous studies have found that peer as co-shoppers have a positive influence of consumers' impulse buying because people enjoy interacting with others and sharing information while shopping (Das & Varshneya, 2017; Mora & Gonzalez, 2016).

The results from both quantitate and qualitative phases of the present study indicated that consumers' emotive states had a positive impact on buying behaviors. Compared to the respondents' cognitive states, emotive states played a stronger role in influencing their purchase intention. This might because older consumers have limited cognitive resources than younger (Yoon & Cole, 2008). The results are also consistent

with an earlier study by Park, Kim, & Forney (2006) who found that the positive emotion had positive effects on consumers' fashion-oriented impulse buying behavior. Therefore, respondents who had higher levels of emotion may get more purchase intention, as they reached their shopping goals.

Managerial Implications

A deep understanding of consumer buying behaviors is essential to remain competitive in today's fast fashion retail environment. Several implications for market research can be derived from the present study. This study analyzed an important part of fast fashion industry consumers which is the Generation X women. The findings of this study extended existing knowledge about consumers' buying behaviors of fast fashion products, especially women at age 35 to 55.

Generation X women's emotive states have been found highly related to their buying behaviors towards fast fashion products. It is useful for fast fashion store managers and other fashion industries brands while designing their strategies to improve emotional connections with the potential Generation X women consumers. Such retailers should consider carry plus size products to satisfy consumers emotional needs.

The present study is helpful for business practitioners in training. For example, it could inform them in the area of human resources management, objectives, and strategies. It could also serve as a future reference for researchers on the subject of the fast fashion industry and corporate companies. Importantly, this research can be used to educate retailers in deciding on whether an industry is fulfilling its responsibility to their consumers and community.

Limitations

The present study provided several interesting insights. However, there are also a few limitations. For the quantitative phase, the first limitation was the sample used in this study. The study was conducted on the general consumers in the United States; future research can be done in other countries. Moreover, the study only looked at the geographic segmentation, other segmentations of Generation X women such as ethnicity and income levels may also need to be considered.

Of the total sample of 247 respondents, the majority was aged between 35 to 39 (49.4%). Therefore, the sample was not as diverse as desired. Second, the participants were asked to self-reported their shopping experience which may not be accurate. For instance, the participants answered questions about the average frequency of shopping at fast fashion stores, average money spend per trip, and number of purchases per month. Since the information was reported based on their memories, there may be some inaccurate responses. Also, some participants who are not familiar with fast fashion brands or products might answer differently than if they were familiar with these terms. For instance, the survey question that asks participants to describe with few keywords that associate with Zara, H&M, Forever 21, and Top Shop.

For the qualitative phase, the study only had four participants for the interview. Since all participants must be the store manager of a fast fashion brand, recruitment of participants was difficult. Some of the potential participants refused to participate in the interview because of the company policy.

Suggestions for Future Research

This research study looked exclusively at consumers in the United States. As the next step, it would be interesting to investigate whether the findings from this study can be generalized to other ethnic groups of Generation X women. In regards to the geographic segmentation, it brings up the interesting point of other segmentations of Generation X women. Further researchers may look at ethnicity or income levels of Generation X women as well.

While the present study focused on four fast fashion brands (ZARA, Forever 21, H&M, and Topshop), future researchers may focus on other fast fashion brands (e.g., Uniqlo). Based on the qualitative phase, from fast fashion store managers' perspective, Generation X women value the availability of the products the most including style, sizing and age range. The future investigation from quantitative findings is needed to determine if Generation X consumers truly value these three elements.

Many surprising findings were discovered within the qualitative section of this study that warrants future investigation. Emotional states have found to be an important influential motivator for Generation X women when visiting the fast fashion store and shopping. One interesting finding was some Generation X consumers could find satisfaction when they found they could fit in regular sized dresses. Thus, it would be interesting to conduct research on other emotional states.

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Appendices

Appendix A: Quantitative Recruitment Flyer

Hello !

My name is Yiyue Fan, and I am a graduate student in the Department of Textiles, Merchandising and Fashion Design at University of Nebraska-Lincoln. I am working on my thesis and You are being invited to participate in an online research survey about shopping behavior on fast fashion products. The title of this study is: "Investigation of Fast Fashion Buying Behaviors for Generation X women." This study is being done by Yiyue Fan from the University of Nebraska-Lincoln. The purpose of the research study is understanding the buying behaviors of Generation X women, the attitude toward fast fashion, and how to target consumers correctly. Your participation in this study is instrumental to helping us develop a better understanding of the Generation X women buying behaviors. The completion of the online survey will take approximately 10-15 minutes.

In addition, please understand the following:

- You must be 35-55 years of age to participate
- Participation within this study is completely voluntary and you can withdraw at any time. You are free to skip any question that you choose.
- All your responses will remain confidential and will be kept in a password protected file for one year after the study is complete.
- The responses will be anonymous
- The data collected from the survey will be only used for research purpose and will not be disclosed for any other reasons.
- There are no known risks for participants in completing this survey.
- By continuing with the survey, you consent to be a participant within this study.

By continuing with the survey, you consent to be a participant within this study. If you are willing to participate in this survey, please click on the following link: <web address>.

If the link does not work, proceed by copying and pasting the link within the browser address bar. <web address>.

Because this is a web-based survey, you can participate in the survey when and where convenient for you. I appreciate your time and consideration. If you have problems or questions, please email me at yiyue_fan@163.com

If you would like to have contact with someone other than the researchers, please contact the Research Compliance Services Office at 402-472-6965 or irb@unl.edu.

Best regards,

Yiyue Fan, Graduate Student
Dept. of Textile, Merchandising, and Fashion Design

University of Nebraska-Lincoln
Tel: 818-300-1662
Email: yiyue_fan@163.com

Andrew Zimbroff, Ph.D.
Assistant Professor and Extension Specialist
Textiles, Merchandising & Fashion Design
University of Nebraska—Lincoln
Tel: 909-560-5505
Email: zimbroff@unl.edu

Appendix B: Quantitative Recruitment Message - Facebook

Dear Family and Friends,

I have been working on my Master's Degree Thesis in Textiles, Merchandising, and Fashion Design at University of Nebraska-Lincoln. I need your help with my research on Generation X women fast fashion buying behaviors. The recruitment flyer is attached as photo.

By continuing with the survey, you consent to be a participant within this study. If you are willing to participate in this survey, please click on the following link: <web address>.

If the link does not work, proceed by copying and pasting the link within the browser address bar. <web address>.

Could you please share this invitation to the people you know in this age range to take part in my study?

Thank you for your support and help.

Yiyue Fan

Appendix C: Quantitative Recruitment Message – Twitter

Your opinion matters! Please click on the link below to take our survey. <web address>
#GenerationX #Women #FastFashion

Photo Attachment:

Hello !

My name is Yiyue Fan, and I am a graduate student in the Department of Textiles, Merchandising and Fashion Design at University of Nebraska-Lincoln. I am working on my thesis and You are being invited to participate in an online research survey about shopping behavior on fast fashion products. The title of this study is: "Investigation of Fast Fashion Buying Behaviors for Generation X women." This study is being done by Yiyue Fan from the University of Nebraska-Lincoln. The purpose of the research study is understanding the buying behaviors of Generation X women, the attitude toward fast fashion, and how to target consumers correctly. Your participation in this study is instrumental to helping us develop a better understanding of the Generation X women buying behaviors. The completion of the online survey will take approximately 10-15 minutes.

In addition, please understand the following:

- You must be 35-55 years of age to participate
- Participation within this study is completely voluntary and you can withdraw at any time. You are free to skip any question that you choose.
- All your responses will remain confidential and will be kept in a password protected file for one year after the study is complete.
- The responses will be anonymous
- The data collected from the survey will be only used for research purpose and will not be disclosed for any other reasons.
- There are no known risks for participants in completing this survey.
- By continuing with the survey, you consent to be a participant within this study.

By continuing with the survey, you consent to be a participant within this study.

Because this is a web-based survey, you can participate in the survey when and where convenient for you. I appreciate your time and consideration. If you have problems or questions, please email me at yiyue_fan@163.com

If you would like to have contact with someone other than the researchers, please contact the Research Compliance Services Office at 402-472-6965 or irb@unl.edu.

Best regards,

Yiyue Fan, Graduate Student
Dept. of Textile, Merchandising, and Fashion Design
University of Nebraska-Lincoln
Tel: 818-300-1662
Email: yiyue_fan@163.com

Andrew ~~Zimbroff~~ Ph.D.
Assistant Professor and Extension Specialist
Textiles, Merchandising & Fashion Design
University of Nebraska—Lincoln
Tel: 909-560-5505
Email: zimbroff@unl.edu

Appendix D: Quantitative Informed Consent

Online Survey Consent Form

IRB# 20171117593 EX

Hello,

You are being invited to participate in an online research survey about shopping behavior on fast fashion products. The title of this study is: “Investigation of Fast Fashion Buying Behaviors for Generation X women.” This study is being done by Yiyue Fan from the University of Nebraska-Lincoln. The purpose of the research study is understanding the buying behaviors of Generation X women, the attitude toward fast fashion, and how to target consumers correctly. Your participation in this study is instrumental to helping us develop a better understanding of the Generation X women buying behaviors. The completion of the online survey will take approximately 10-15 minutes.

Please make sure that by continuing with the online survey, you should understand the following:

- You must be 35-55 years of age or older to participate.
- Participation within this study is completely voluntary and you can withdraw at any time. You are free to skip any question that you choose.
- All your responses will remain confidential and will be kept in a password protected file for one year after the study is complete.
- The responses will be anonymous.
- The data collected from the survey will be only used for research purpose and will not be disclosed for any other reasons.
- There are no known risks for participants in completing this survey.
- The link to Qualtrics privacy policies as following
<https://www.qualtrics.com/privacy-statement/>

By continuing with the survey, you consent to be a participant within this study.

If you have questions about this project or if you have a research-related problem, please email me at yiyue_fan@163.com or Andrew Zimbhoff at zimbhoff@unl.edu. If you have any questions concerning your rights as a research subject, you may contact the Research Compliance Services Office at (402) 472-6965 or irb@unl.edu.

By clicking “I agree” below you are indicating that you have read and understood this consent form and agree to participate in this research study. Your input is greatly appreciated!

Please be sure to print a copy of this consent page for your records.

Appendix E: Qualitative Recruitment Email

Dear XX,

My name is Yiyue Fan, and I am a Masters student in the Textiles department at the University of Nebraska-Lincoln. I am currently collecting research data for my master's thesis, which investigates marketing practices aimed at Generation X women for Fast Fashion retailers. The title of this study is: "Investigation of Fast Fashion Buying Behaviors for Generation X women." The purpose of the research study is understanding the buying behaviors of Generation X women, the attitude toward fast fashion, and how to target consumers correctly.

I am hoping to interview experts within the fast fashion industry, to learn some insights on past attempts and challenges for marketing to this demographic. Based on your LinkedIn profile, it seems like you might have some expertise in this area. Would you be willing to speak to me over the phone for 10-15 minutes, and answer a few brief questions? Alternatively, if it would be more convenient to answer questions over email, that would be helpful for my graduate research as well.

In addition, I attached the informed consent form below.

Thank you in advance for your help. I look forward to hearing from you soon.

Best regards,

Yiyue Fan, Graduate Student
Dept. of Textile, Merchandising, and Fashion Design
University of Nebraska-Lincoln
Tel: 818-300-1662
Email: yiyue_fan@163.com

Andrew Zimbhoff, Ph.D.
Assistant Professor and Extension Specialist
Textiles, Merchandising & Fashion Design
University of Nebraska—Lincoln
Tel: 909-560-5505
Email: zimbhoff@unl.edu

Appendix F: Qualitative Informed Consent



Qualitative Informed Consent

IRB# 20171117593 EX

"Investigation of Fast Fashion Buying Behaviors for Generation X women."

The purpose of the research study is understanding the buying behaviors of Generation X women, their attitude toward fast fashion products, what influence their shopping decisions, as well as how fast fashion company target Generation X women correctly.

Participation within this study is voluntary. You can refuse to participate or withdraw at any time without harming your relationship with the researchers or the University of Nebraska-Lincoln, or in any other way receive a penalty or loss of benefits to which you are otherwise entitled. The interview will take approximately 10 minutes to 15 minutes to complete.

There are no perceived risks or personal benefits for participants. The results of this research, however, will benefit marketers, retailers, and consumer behavior researchers as the acceleration of technology is affecting the decision process individuals undertake before the purchase of a new product.

Your identity and responses will remain confidential. A randomly selected pseudonym will be used instead of your name for the findings of the study. The interview will not be recorded; however, the notes of the interview will be kept in a password protected file on a password protected laptop for one year after the study is complete. The findings of this interview may be published in an academic journal or presented at academic research conferences. The data collected from the interview will be only used for research objectives and will not be used for any other purposes. Data will remain confidential, with the use of pseudonyms, throughout this process.

The University of Nebraska-Lincoln wants to know about your research experience. These 14 questions, multiple-choice survey is anonymous. This survey should be completed after your participation in this research. Please complete this optional online survey at: <http://bit.ly/UNLresearchfeedback>.

Please feel free to ask any questions before you consent to participate in this study. If you have any other questions, comments, or concerns after the interview, please contact me at yyue_fan@163.com. If you would like to speak with someone other than the researchers, please call the Research Compliance Services Office at 402- 472-6965 or irb@unl.edu.

By signing this form, you are voluntarily consenting to participate in this study. Your signature indicates that you are aware and understand the information presented on this form. This signed form will also remain confidential. Please be sure to make a copy of this form for your records.

 Signature of Participant

 Date

Best regards,

Yiyue Fan, Graduate Student
 Dept. of Textile, Merchandising, and Fashion Design
 University of Nebraska-Lincoln
 Tel: 818-300-1662
 Email: yyue_fan@163.com

Andrew Zimbhoff, Ph.D.
 Assistant Professor and Extension Specialist
 Textiles, Merchandising & Fashion Design
 University of Nebraska—Lincoln
 Tel: 909-560-5505
 Email: zimbhoff@unl.edu

Appendix G: IRB Approval Letter



November 21, 2017 - official approval letter

Yiyue Fan
Department of Textiles, Merchandising & Fashion Design
[511 Lakeside Dr Apt 210 Lincoln, NE 68528-1791](mailto:Yiyue.Fan@unl.edu)

Andrew Zimbhoff
Department of Textiles, Merchandising & Fashion Design
HECO 204, UNL, 685830802

IRB Number: 20171117593 EX
Project ID: 17593
Project Title: Investigation of Fast Fashion Buying Behaviors for Generation X women

Dear Yiyue:

This letter is to officially notify you of the certification of exemption of your project. Your proposal is in compliance with this institution's Federal Wide Assurance 00002258 and the DHHS Regulations for the Protection of Human Subjects (45 CFR 46) and has been classified as exempt.

You are authorized to implement this study as of the Date of Final Exemption:
11/21/2017.

- o Review conducted using Exempt category 2 at 45 CFR 46.101
- o Funding: N/A

1. Your stamped and approved informed consent form has been uploaded to NUgrant. Please use this document to distribute to participants. If you need to make changes to the document, please submit the revised document to the IRB for review and approval prior to using it.

We wish to remind you that the principal investigator is responsible for reporting to this Board any of the following events within 48 hours of the event:

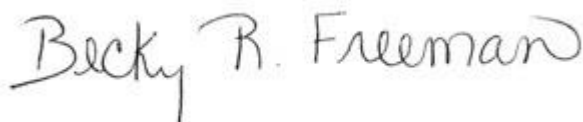
- * Any serious event (including on-site and off-site adverse events, injuries, side effects, deaths, or other problems) which in the opinion of the local investigator was unanticipated, involved risk to subjects or others, and was possibly related to the research procedures;
- * Any serious accidental or unintentional change to the IRB-approved protocol that involves risk or has the potential to recur;

- * Any publication in the literature, safety monitoring report, interim result or other finding that indicates an unexpected change to the risk/benefit ratio of the research;
- * Any breach in confidentiality or compromise in data privacy related to the subject or others; or
- * Any complaint of a subject that indicates an unanticipated risk or that cannot be resolved by the research staff.

This project should be conducted in full accordance with all applicable sections of the IRB Guidelines and you should notify the IRB immediately of any proposed changes that may affect the exempt status of your research project. You should report any unanticipated problems involving risks to the participants or others to the Board.

If you have any questions, please contact the IRB office at 402-472-6965.

Sincerely,



Becky R. Freeman, CIP
for the IRB



Appendix H: Quantitative Survey Questions

This survey is designed to gain insights into the consumer buying behavior on fast fashion products of **female** respondents who between **35 to 55** years old.

Survey Questions

In this survey, the term “Fast Fashion” is defined as “low cost clothing collections that mimic current fashion trends”. Examples of fast fashion brands include, but are not limited to: ZARA, H&M, Forever 21, MANGO, TOPSHOP.

1. Consumer Insight Test

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
I like to wear brands that are well known by people around me					
I like to wear brands that have high quality, irrespective of price.					
I like to wear brands that make me feel exclusive.					
I wear brands that are affordable, irrespective of quality					
Quality of a brand is more important than its price					
I shop at clothing stores that have a nice decoration					
I like shopping at clothing stores with product variety					
I shop at clothing stores which offer dedicated customer service					
Advertising influences my decision to purchase a clothing brand					
Advertising is important for me to keep track of the latest fashion trends					
Price is an important consideration when I buy clothes					
If a price is too high, I do not buy the product, even if I really like it					
Price is a reflection of the quality of the product					

I tend to buy clothing products that are less expensive	
I look for clothes that are not expensive, but high on quality	
I go to store like Zara, H&M, Mango, etc. when I am on a tight budget	
My experience with a clothing brand determines my intention to buy the brand again	
I prefer clothing styles that remain in fashion for longer periods are fashionable for 2-3 months at least	
I prefer stable styles that are fashionable for 2-3 months at least	
The clothes I buy are a reflection of who I am as a person	

2. Shopping Preference

- Indicate the importance of the following properties for when shopping for clothing for yourself

	Not at all important	Slightly unimportant	Neither important nor unimportant	Slightly important	Very Important
Quality					
Price					
Trendiness					
Comfort					
Specific Brand					
Variety of Products					
Fit					
Durability					
Having the exact item I want					
Return/exchange policy					

3. Purchase behaviors

- Have you shopped at Zara, H&M, Mango, or similar store in the past 3 months?
 - Yes
 - No
- On average, how often do you visit fast fashion store within a year?
 - Less than 5 times
 - 6 – 11 times
 - 12 - 17 times
 - 18 – 23 times
 - 24 – 29 times
 - 30 – 35 times
 - More than 36 times
- On average, how often do you visit fast fashion online-store within a year?
 - Less than 5 times
 - 6 – 11 times
 - 12 - 17 times
 - 18 – 23 times
 - 24 – 29 times
 - 30 – 35 times
 - More than 36 times
- On average, how often of you purchase an item/items from a fast fashion store within a month?
 - 0 time
 - 1 time
 - 2 times
 - 3 times
 - 4 times
 - 5+ times
- How much do you spend in fast fashion store for one trip averagely?
 - \$50 or less
 - \$51 – \$100
 - \$101 – \$150
 - \$151 – \$200
 - \$201 or more
- What is the maximum amount you are willing to pay for a single item of clothing in fast fashion stores?
 - \$50 or less
 - \$51 – \$100
 - \$101 – \$150
 - \$151 – \$200

- o \$201 or more
 - ii. How consumers search for fashion information
 - Before shopping, do you research current fashion trends?
 - o Yes
 - o No
 - Where do you get information about trends and fashion? (select all that apply)
 - o Magazine and newspaper
 - o TV
 - o Internet
 - o Shop window
 - o Celebrities
 - o Word of mouth
 - o Others_____
- 4. For fast fashion products only
 - i. Using purpose of the products bought in fast fashion stores
 - For the clothing that you purchase from fast fashion stores, what purpose are these items used for? (select all that apply)
 - o Weekends/casual wear
 - o Work/professional settings
 - o Basic daily needs
 - o Athletic/gym use
 - o Social events
 - o Others_____
 - ii. Reasons of shopping fast fashion products
 - You shop fast fashion products because they are_____?
 - o Comfortable
 - o Good looking
 - o Easy-to-wear
 - o Affordable
 - o Trendy
 - o Other_____
 - What makes you shop at fast fashion store? (select all that apply)
 - o Advertising and media
 - o Window display
 - o Referral from family and friends
 - o Magazines – to look for specific items
 - o Brand loyalty
- 5. Perceived knowledge of fast fashion and brands
 - i. Please describe with few key words what you associate with:
 - ZARA_____
 - H&M_____
 - FOREVER 21_____

- TOPSHOP _____
- ii. Familiarity with the list of the fast fashion brands
 - Never heard about it
 - Have been to store
 - Have purchased some time
 - Have purchased often

6. Demographic Information

This section of the survey seeks to gain insight on your demographic profile in order to classify and profile respondents in groups and segments

- i. Age
 - What is your age?
 - o 35-39
 - o 40-44
 - o 45-49
 - o 50-55
- ii. gender
 - Female
 - Male
 - Prefer not to answer
- iii. What is your zip code? _____
- iv. Income
 - What is your total annual household income?
 - o Less than \$10,000
 - o \$10,000 to \$19,999
 - o \$20,000 to \$29,999
 - o \$30,000 to \$39,999
 - o \$40,000 to \$49,999
 - o \$50,000 to \$59,999
 - o \$60,000 to \$69,999
 - o \$70,000 to \$79,999
 - o \$80,000 to \$89,999
 - o \$90,000 or more
- v. Personal fashion style
 - Select the adjectives that you believe describe the clothing you wear (select all that apply)
 - o Casual
 - o Official
 - o Sporty
 - o Elegant
 - o Sexy
 - o Stylish
 - o Trendy
 - o Street/punk

Appendix I: Qualitative Interview Questions

1. What is your occupation?
2. How long have you been working in the fast fashion industry?
3. What were some of the major challenges you or your company faced on in fast fashion industry?
4. What have your company done in reaction to the challenges?
5. Are you aware of the purchase power of women in age 35 to 55?
6. For your consumers, how much percent of them are in age 35 to 55?
7. What have your company done in reaction to target on Generation X women?
8. What do you think Generation X women value more when shopping?
9. Did your company encounter any challenges when target on Generation X women or are you still encountering some?
10. Is there anything else you would like to add about the topics we have discussed today?
11. Is there anything you would like to ask me?

Appendix J: Zip Code Zone

Zone	States in ZIP Code Zone
0	Connecticut, Massachusetts, Maine, New Hampshire, New Jersey, Puerto Rico, Rhode Island, Vermont, Virgin Islands
1	Delaware, New York, Pennsylvania
2	District of Columbia, Maryland, North Carolina, South Carolina, Virginia, West Virginia
3	Alabama, Florida, Georgia, Mississippi, Tennessee
4	Indiana, Kentucky, Michigan, Ohio
5	Iowa, Minnesota, Montana, North Dakota, South Dakota, Wisconsin
6	Illinois, Kansas, Missouri, Nebraska
7	Arkansas, Louisiana, Oklahoma, Texas
8	Arizona, Colorado, Idaho, New Mexico, Nevada, Utah, Wyoming
9	Alaska, American Samoa, California, Guam, Hawaii, Marshall Islands, Federated States of Micronesia, Northern Mariana Islands, Oregon, Palau, Washington

Appendix K. Measurement of Constructs

Variables

Quality (Khan & Khan, 2013; Sparado, 2012; Rahmiati, 2016)

- The importance of quality when shopping
- The importance of comfort when shopping
- The importance of fit when shopping
- The importance of durability when shopping

Price (Khan & Khan, 2013; Rahmiati, 2016)

- Price is an important consideration when I buy clothes
- I tend to buy clothing products that are less expensive
- The importance of price when shopping

Availability (Sparado, 2012)

- The importance of trendiness when shopping
- The Variety of products when shopping
- Having the exact item I want

Social Influence (Khan & Khan, 2013)

- I like to wear brands that are well known by people around me
- Advertising influences my decision to purchase a clothing brand
- Advertising is important for me to keep track of the latest fashion trends

Emotion (Khan & Khan, 2013; Kawaf, 2012)

- I like to wear brands that make me feel exclusive.
- I shop at clothing stores that have a nice decoration
- I shop at clothing stores which offer dedicated customer service

Cognition (Khan & Khan, 2013; Kawaf, 2012)

- Price is a reflection of the quality of the product
- I prefer clothing styles that remain in fashion for longer periods
- I prefer stable styles that are fashionable for 2-3 months at least
- The clothes I buy reflect who I am as a person
- The importance of Specific Brands when shopping

Buying Behaviors (Khan & Khan, 2013; Chang, Burns, & Francis, 2005)

- I like to wear brands that have high quality, irrespective of price.
 - I like shopping at clothing stores with product variety
 - If a price is too high, I do not buy the product, even if I really like it
 - I look for clothes that are not expensive, but high on quality
 - I go to store like Zara, H&M, Mango, etc. when I am on a tight budget
 - My experience with a clothing brand determines my intention to buy the brand again
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