

# Consumer behaviour towards the fashion industry. The fast fashion era

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Exposé

**Silvia Correias Osorno**

09/11/2014

Kassel, Germany

## Abstract

**Title:** Consumer behaviour towards the fashion industry: what provoke planned or impulsive purchases? The fast fashion era

**Background:** Fashion industry can be defined as a complicated complex and continuously changing industry to the demands of the consumers, that are influenced by universal trends and clothing from all over the world. Due to the globalization of the markets, the range of products available for the population is bigger as well as the variety of purchasing decisions. The variables that influence consumers on this process are several and also the consequent purchasing decisions that could be divided into impulsive or planned.

**Purpose:** The aim of this research is to quantify the impact of some variables considered as determinants in the fast fashion industry: fashion blogs and online shopping (stimuli) and ethical fashion, hedonic consumption and involvement (organism); to analyse the effect of these variables in fashion consumers and its effect on the purchase of fashion products; to find out the kind of purchase response (reason planned theory or impulsive behaviour) and finally to define the main drivers of an impulsive purchase.

**Method:** The collection of data will be done through a quantitative research. A questionnaire will be spread through social media, family and friends, to confirm or reject the hypotheses of the study.

**Keywords:** fashion industry, fashion blogs, online shopping, involvement, hedonic consumption, ethical consumption, planned behaviour, impulse behaviour

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## Introduction

The fashion industry could be defined as billion dollar industry that employs millions of people worldwide. Since the moment it became global, somehow consumers have been affected by this fast and evolving industry (Holmber & Öhnfeldt, 2010).

Nowadays, fashion clothing could be defined as fundamental for both reasons, firstly due to its economic value and secondly due to the social function meaning that apparel provides to consumers' existence (O'Cass, 2004). However, with the growing level on both expectations and variety of clothing products from current fashion consumers, companies are facing the problem to predict what consumers are asking for, when and for what price. Consequently is a worldwide enigma how retailers and marketers manage to find innovative ways to get increases in both sales and profit (Dhurup, 2014). Nevertheless, the meaning that fashion clothing has for consumers varies, and one individual's attachment may be quite different from their relatives and friends in sense of nature or intensity (O'Cass, 2004). Therefore, the resulting purchase behaviour as a response to the different stimuli varies.

Foretell fashion demands, not only depends on the science also on the touch. The agitated nature of this industry makes it essential to have an uninterrupted flow of information from the environment as the current methods of forecasting cannot keep the companies updated with the dynamic changes of the markets around them (Rickman & Cosenza, 2007).

The actual fashion market is notably competitive and there is a constant need to 'refresh' products and retailers to provide consumers what they want (Bhardwaj & Fairhurst, 2010). It is a fact that consumers have become a more demanding target with impulsive and no arbitrary desires, and that fast fashion is what they are demanding ("Inditex: The future of fast fashion," 2005), this is the era of "fast fashion".

## **Problem statement and research question**

### **1. Problem statement**

The current researches on this topic just analyse a single variable as an influencer or stimuli from what I have been reading so far, not having any further paper with an analysis or comparison of possible influencers in the buying process towards the fashion industry. Having found a gap that needs to be filled, my purpose with this study is to give a clear idea of the determinants that somehow incite humans on the fashion buying process.

The variables to study chosen are not the “typical” variables such as price and quality of a product, and the attitude of consumers towards them. As a fashion follower I have chosen variables that I consider as influencers nowadays or that are currently trend topics in the fashion magazines or blogs.

### **2. Research question**

*What are the variables that provoke an impulsive or planned behaviour towards a fashion purchase in the fast fashion era?*

### **3. Hypotheses**

The following hypotheses will be confirmed or rejected as an answer to the research question.

In the latest years, companies have started to be aware of the benefits of fashion blogs as a marketing tool. These fashion blogs are an inexpensive way of advertisement as well as platforms for catching the attention of the potential consumers. They could be defined as facilitators of modifying consumer behavior due to their ability to enable a tie between reader and blog (Halvorsen, Hoffmann, Coste-Manière, & Stankeviciute, 2013). Due to the boom of fashion blogs during the last few years, the aim of this hypothesis is to find out if they are consumer’s influencers as they are considered to be.

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- H1: fashion blogs influence a planned behavior towards a purchase.
- H2: fashion blogs influence an impulsive behavior towards a purchase.

Due to the arrival of the Digital Era, also online shops should be considered as possible influencers. According to Nirmala and Dewi (2011), there is a category of consumers who get pleasure from shopping in online platforms and spending time searching on the internet. Therefore, companies which possess online platforms can facilitate this experience as well as boost the preference of potential consumers to shop in online platforms. The aim is trying to clarify their role as influencers in consumers as well as they experience they provide, knowing that there is a group of consumers who prefer shopping online, also if they facilitate a purchase but in a physical shop. As well not having found any research concerning the role of fashion blogs in the level of involvement of a consumer with a product, this hypothesis will be tested.

- H3: online shopping platforms influence a planned behavior towards a purchase.
- H4: online shopping platforms influence an impulsive behavior towards a purchase.
- H5: consumers get a high pleasure from checking online retailer's platforms which derives in a higher involvement with a product.
- H6: consumers get a high pleasure from checking fashion blogs which derives in a higher involvement with a product.

Taking as a point of reference the research made by Limbu, Wolf and Lunsford (2012), its findings show that ethics of a website importantly affect consumer's attitude, having a positive impact on purchase decisions. The results reveal that even there is a distance between consumer and retailer, having an ethical behaviour has an impact in the final purchase intention. However, it is necessary a positive attitude from the consumers towards the specific retailer website. As ethics is an update

topic, I find it useful to clarify the position of consumers towards this topic and its influence in a final purchase. What is more, as there is no documentation regarding the role of fashion blogs that show ethical products with a final purchase, this new topic will be studied.

- H7: perceived ethics of a retailer's website have positive impact on purchase intentions.
- H8: perceived ethics of a retailer mentioned in fashion blogs have positive impact on purchase intentions.

Not having found any paper concerning the hedonic consumption tendency and its relation with checking fashion blogs or online shops, I found interesting for my model to clarify if there is or not a relation, and in case of yes, which kind of relation.

- H9: consumers who check online retailer platforms have a more hedonic consumption tendency.
- H10: consumers who check online fashion blogs have a more hedonic consumption tendency.

According to Jones, Reynolds, Weun, and Beatty (2003), an impulsive buying is importantly affected by the degree of involvement towards a product that a consumer possesses. Several researches support this idea of involvement as an influencer of an impulsive purchase (Jones et al., 2003; Dhurup, 2014; Park, Kim, & Forney, 2006). However there is no study clarifying if besides an impulsive behavior, the involvement can also facilitate a planned action. The contribution these hypotheses give is to define how consumers define involvement and what it is its role in a final purchase.

- H11: fashion involvement positively influences impulse buying behavior towards a purchase.
- H12: fashion involvement positively influences planned buying behavior towards a purchase.

According to the findings of Joergens (2006), there is a little evidence that ethical concerns have an effect on consumer's purchase intention. The majority of the consumers seem more concerned on fashion needs than ethical issues, although there seems to be awareness on the topic. Due to the previous findings it could be established that an impulsive purchase might not be a probable response so the hypothesis will be defined as follows. In order to clarify the role of ethics items in the final decision purchase, these two hypotheses will be studied.

- H13: an ethical purchase is facilitated due to a planned behaviour.
- H14: an ethical purchase is facilitated due to an impulsive behaviour.

Finally, several researches have shown no relation between the hedonic motive and an impulsive purchase as an answer to it, so in order to clarify if this statement is still true or if there is relation with a planned action (Dhurup, 2014; Park, Kim, & Forney, 2006), not having found previous studies on it the following hypotheses will be studied.

- H15: the hedonic motive for shopping positively influences a planned behavior towards a purchase.
- H16: the hedonic motive for shopping positively influences an impulsive buying behavior towards a purchase.

## Literature review

### Conceptual framework

The conceptual framework to be followed during the study integrates several consumer theories. As a basis, the Stimulus-Organism-Response framework (SOR) will be defined, and as a response towards a stimuli, two other behavioural theories, Theory of Planned Behaviour and Impulsive Behaviour one.

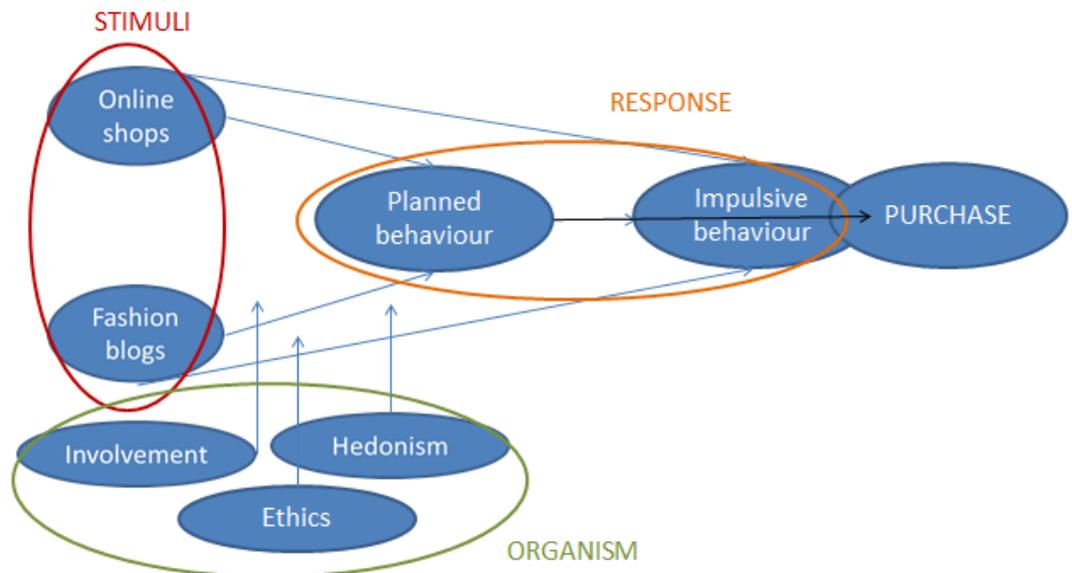
#### Stimulus-Organism-Response model

Regardless consumer behaviour (CB) models, they all have represented some form of Input-Output model, which is defined as one of the earliest model of consumer behaviour. Among these first models, there was also the assumption that consumers operate in a rational way. Basically, consumers were defined as reactors towards external stimulus (Jacoby, 2002, p. 51). In this way, individuals acquire calmly and carefully as much information as possible of what they already know about a product, considering the plus and cons and giving as a result a satisfactory decision (Salomon, Bamossy, Askegaard, & Hogg, 2010, p. 315).

A new generation of consumers emerged in the mid-1960s, with the introduction of internal factors as the basis of the theories. The simple model before defined gave way to a more complex model Stimulus-Organism-Response (SOR) which gave a considerably attention to the internal factor (O) as a stimuli of either an input or an output (Jacoby, 2002, p. 51).

In this case the SOR factors are those displayed in the following figure:

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A stimulus is defined as the environment in which the individual is encountered at a specific moment. In this section, are included products, brands, logos, word of mouth, social media and ads among others. An organism is defined as the kingdom where individuals subconsciously take into account the stimulus, activate it, or both at the same moment (Jacoby, 2002, p. 54). Finally, the response is defined as the moment in which an individual is consciously aware of the stimulus and give a response ( p. 55).

*Stimuli:*

### Blogs

Due to the appearance of the web 2.0, blogs have become an important tool as a marketing channel. Today, main segment of blogging are the fashion blogs, which are used as a new way of sharing and intercommunicate information (Halvorsen et al., 2013).

Numbers show the existence of a considerable amount of fashion blogs all around the world. These blogs could fit into the gossiping segment of blogging, and knowing what consumers want would define blogs as a drive to forecast future street trends (Rickman & Cosenza, 2007).

### Online shopping

Due to the internet penetration, online shopping has been seen as an alternative way of purchase. Each day the number of online buying consumers increases, either to buy a product or just to get information, as well as the online shopping platforms. These platforms usually work as a source of information for consumers about the retailers (Panda & Swar, 2014, p. 52). And an online retailers with high visibility tend to be considered as trustworthy and reliable by the consumers (Luo, Ba, & Zhang, 2012, p. 1133).

### *Organism*

#### Fashion involvement

Fashion involvement makes a reference to the interest of a consumer towards a fashion product. The individual is grabbed by the awareness, reactions or interests (Park et al., 2006).

#### Ethical consumption

The recent success and the consequently growth of the ethical fashion market bring us the question if ethical consumerism is back. Also if consciousness is now a motivation to buy ethical clothes (Joergens, 2006). In the specific case of online shopping, ethical consumption will not refer just to the fabrics and the production of the item itself, also to the process of the purchase. According to Roman and Cuestas (2008) the perceived ethics from an online retailer also includes “security and confidentiality of information, fair treatment, and honest disclosures”.

#### Hedonic consumption

According to Hirschman & Holbrook (1982) hedonic consumption” designates those facets of consumer behaviour that relate to the multi- sensory, fantasy and emotive aspects of one's experience with products “. Hedonic goals can be described as seek for pleasure needs. Considering fast fashion, these goals could be accomplished through the store environment or shopping experience (Watson & Yan, 2013, p. 150).

*Response*

The **Theory of Planned Behaviour** (TPB) was introduced by Ajzen as a theory to predict human behaviour in specific contexts (Ajzen, 1991, p. 181). The theory is an extended form of the Theory of Reasoned Action (TRA) in which is based, with the aim of providing a better explaining of individual's behaviour (Ami-narh & Williams, 2012, p. 1385), due to the inexistence of volitional control in the previous theories (Ajzen, 1991, p. 181).

The theory of reasoned action is focused on two main factors as determinants of a behavioural intention: an attitudinal factor, defined as personal; and a normative factor, defined as social (Vallerand, Pelletier, Deshaies, Cuerrier, & Mongeau, 1991, p. 98). It is theorized that an individual's behaviour is a result of his or her intentions, that attitudes and subjective norms are of behavioural intention and that behavioural and normative beliefs are of his or her attitude and subjective norms (Ami-narh & Williams, 2012, p. 1384).

Since its introduction, the theory of planned behaviour has become a frequent and influence model for prediction of human behaviour (Ajzen, 2011, p. 1113), as it is well approved by empirical evidence (Ajzen, 1991, p. 179). Behaviours can be predicted with a considerable grade of accuracy from attitudes toward the behaviour, subjective norms, and perceived behavioural control.

The factors previously introduced represent current people's control over behaviour. Considering that if a person has the required opportunities and resources, and the willing to perform a behaviour, this person should succeed in his or her intention in the performance of it ( p. 182).

Behavioural beliefs and attitudes toward behaviours

In accordance to the model, attitudes are developed from the beliefs that people possess about an attitude. It could be established that people form beliefs according to the association to specific attributes that can be valued as positive or negative. In this way, people tend to create favourable behaviours if they are considered to have desirable consequences, and vice versa, people tend to create unfavourable attitudes if they are considered to have undesirable consequences ( p. 191).

### Control Beliefs and Perceived Behavioural Control

According to the theory, among the beliefs there is another determinant of an intention; it is the presence or absence of resources and opportunities. They could be based on previous experience, but normally they will be influenced by an external source of information, either friends or relatives, and finally by other variables that could increase or decrease the perceived difficulty of the behaviour performance. It could be established that the more opportunities or resources the individual possess, the lower level of obstacles for the performance, and the greater level of control over the behaviour should be perceived by the individual ( p. 196).

### Normative Beliefs and Subjective Norms

The third element of this theory is the normative beliefs that refer with the possibility that an important referent, either individual or group, could approve or not the performance of a behaviour ( p. 195).

It should be pointed out that regarding personal and moral norms, it should be considered not just the perceived social pressure towards a behavior, also the individual feeling of responsibility or moral obligation of performing or not a specific behavior. These moral obligations are expected to be influencers of intentions as well as attitudes and perceptions of behavioral control and subjective norms ( p. 199).

### *Derived theories*

Since the origin of the theory of planned behaviour, several new theories have been developed with it as a background.

The first of them is the **Innovation Diffusion Theory** (IDT) by Rogers, which derives from sociology and whose aim is to explain the variables of the innovation decision process: (Ami-narh & Williams, 2012, p. 1385). An innovation is defined as “an idea, practice, or object that is perceived as new by an individual or another unit

of adoption” (Rogers, 2010, p. 11). These variables are: innovation, communication channels, time and social system, because “an innovation is communicated through certain channels over time among the members of a social system” ( p. 5).

The theory argues that individuals can be classified considering their grade of adoption of innovations and as well that this adoption is also influenced by: relative advantage, compatibility, complexity, trialability, and observability (Ami-narh & Williams, 2012, p. 1385). Relative advantage is defined as the percentage to which an innovation is considered better than the idea it is replacing. Compatibility refers to the rate to which innovation is considered as consistent with the potential end-user’s needs and expected values regarded as being consistent with the potential. Complexity in the end-users’ is defined as the perceived level of difficulty in the use and understanding of the new innovation. Trialability refers to the rate to which these innovations can be tested on a limited basis. Finally observability refers to the degree to which the innovation results can be perceptible by the rest of individuals. These features are used to explain the decision making process as well as the end-user adoption (Lee, Yi-Chuan, & Hsu, 2011).

The theory is the **Technology Acceptance Model (TAM)** is developed with the aim of explaining user behaviour considering end-user computer and user populations. As this theory is developed from TRA, it focuses its attention on the explanation of intention to employ a specific service or technology. TAM points out that an individual’s attitude regarding the use of technology is influenced by two variables: perception of usefulness, defined as the rate to which the individual believe that the use of an specific system will improve his or her job performance, as well as ease of use of the technology, defined as the rate to which the individual thinks that the use of the system is both physically and mentally free of effort (Ami-narh & Williams, 2012, p. 1386).

The key purpose of the theory was to provide a hint to discover the impact of external variables on internal beliefs, intentions and attitudes (Marchewka & Kostiwa, 2007, p. 94). Many researchers have agreed in the validity of this method in

the prediction of individual acceptance of a variety of systems, having already examined empirically the power of the theory (Lee, Yi-Chuan, & Hsu, 2011, p. 126).

The **Unified Theory of Acceptance and Use of Technology** (UTAUT) was developed as an integrated view presentation of user acceptance and use of new technology and reviews and integrates several theories such as TRA, TPB or TAM (Ami-narh & Williams, 2012, p. 1386). As result, the unified model has been formulated with four core determinants of acceptance and usage behaviour (performance expectancy, effort expectancy, social influence, and facilitating conditions), and four key moderators in relationships, gender, age, voluntariness and experience (Venkatesh, Morris, Davis, & Davis, 2003, p. 447).

Performance expectancy could be defined as the rate to which and individual consider that the use of the system will improve his or her job performance (Venkatesh, Morris, Davis, & Davis, 2003, p. 447), similar to the variable perception of usefulness described in the previous model. Effort expectancy could be defined as the rate of ease related with the usage of the system ( p. 450). Social influence could be defined as the rate to which an individual consider important what others believe of the individual using or not the new system ( p. 451). Facilitating conditions could be defined as the rate to which an individual considers that there is a technical and organizational infrastructure to support the usage of the system ( p. 453).

In any case, all the theories are referring to a final behaviour that in this thesis will refer to a purchase.

### Consumer Impulse Behaviour

The research on impulsive behaviour started in 1950 with DuPont and his book *Consumer Buying Habits Studies*, giving an impetus to the research of the topic in the period. DuPont defines an impulsive purchase as an “unplanned” purchase. The proliferation and extension on the research of impulsive buying since then have provided a broad information of how marketing stimulus can affect impulse buying (DuPont, 1950 as cited by Rook, 1987, p. 190). Spontaneous urges of buying and

consuming compete with the traditional way of purchasing, delaying the immediate gratification that a purchase can provide ( p. 189).

Buying impulses are normally urgent, spontaneous and a fast experience for the consumer. This impulse seems to disrupt consumer's behaviour routine. As well it seems to be more emotional than rational as it tends to be defined as a "bad" behaviour ( p. 191).

There have been numerous intentions to clarify the construct of impulsivity. For example, Eysenck and his colleagues have defined impulsivity within three factors, neuroticism, extraversion and psychoticism ( Eysenck & Eysenck, 1975 cited by Whiteside & Lynam, 2001, p. 670). Years after, Rocklin and Revelle redefined the model of three factors. They established four dimensions: narrow impulsiveness, risk-taking, non-planning and liveliness (Rocklin & Revelle, 1981). In 1991, Cloninger included impulsivity, introduced by Zuckerman as an aspect of novelty seeking. This new aspect takes in consideration: the initiation approach as a response to novelty, the extravagance in the approach to cues and the tendency to lose individual's temper (Cloninger, Przybeck & Svrakic , 1991 cited by Whiteside & Lynam, 2001).

In the case of the fashion industry, this impulse refers to the individual's knowledge or perception of an innovative design or style (Park, Kim, & Forney, 2006, p. 435). This impulse may occur when a person is not familiar with a store and its disposal and he or she is under pressure or when the individual is reminded to purchase something as a consequence to see the product on the shelf (Salomon, Bamossy, Askegaard, & Hogg, 2010, p. 83)

## Review

### 1. Fashion industry background and fast fashion

Topic	Title	Reference	Content
<b>The history of the fashion industry</b>	Historia informal de la moda (e-original)	(Rivière, 2013)	Overview of the fashion industry across the years
The history of the fashion industry	The A to Z of the Fashion Industry	(Purvin & Arbuckle, 2009)	Overview of the fashion industry across the years. As well details definition of the origin of fashion as an industry
<b>Fashion industry and types of consumers towards fashion purchase</b>	A Theory on fashion consumption	(Ma, Shi, Chen, & Luo, 2012)	This article provides an extensive definition of fashion. Also the authors categorized consumers into three different types: high influence purchasing, medium influence purchasing and low influence purchasing.
<b>Fast fashion</b>	Fast fashion: response to changes in the fashion industry	(Bhardwaj & Fairhurst, 2010)	An overview of the fashion industry is given as well as the importance of fast fashion nowadays(Future research: whether consumers perceive fast fashion brands as counterfeit due to lower price and quality offered by the retailers)
<b>Fast fashion</b>	Fast fashioning the supply chain: shaping the research agenda	(Barnes & Lea-Greenwood, 2006)	This paper points out the appearance of a huge number of “seasons” inside a year of clothing production as an answer to the changing and demanding needs from the consumers. According to their research all respondents had a high regard for the consumers’ insatiable demand for newness ( just UK study)

<b>Fast fashion</b>	An exploratory study of the decision processes of fast versus slow fashion consumers	(Watson & Yan, 2013)	The authors propose a model with seven stages and a division of consumers in fashion innovators, fashion opinion leaders, innovative communicators, and fashion followers. The results show that fast fashion consumers do not feel guilty of having impulsive purchasing behavior due to the low price of the item bought.
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## 2. Stimulus-Organism-Response model

Topic	Title	Reference	Content
<b>SOR model</b>	Stimulus-Organism-Response reconsidered: An evolutionary step in modeling (Consumer) Behavior	(Jacoby, 2002)	Article used as a basis to understand the model

## 3. Theory of planed behavior

Topic	Title	Reference	Content
<b>Theory of planned behaviour</b>	The Theory of Planned Behavior	(Ajzen, 1991)	Basic article for the understanding of the model
<b>Theory of planned behaviour</b>	The theory of planned behavior: Reactions and reflections	(Ajzen, 2011)	Reflections among the theory
<b>Theory of planned behaviour</b>	Planned Behavior: The Relationship Between Human Thought and Action	(Armitage & Christian, 2004)	Overview of the theory of planned behaviour to a better understanding of attitude-plan-relations, considering as starting point the theory of reasoned action.
<b>Theory of planned behaviour</b>	Entrepreneurial intent: A twelve-country evaluation of Ajzen's model of planned behavior	(Engle et al., 2010)	Broad explanation of the planned theory as a bridge between cognitive theory and actions.

<b>Theory of planned behaviour</b>	<b>of</b>	Apparel shopping behavior-Part 1: towards the development of a conceptual theoretical model	(Preez, 2003)	A theoretical model as a combination of five previous theories is defined. The variables of analysis are integrated in one of these categories: market dominated variables, market and consumer interaction and consumer dominated variables. (The theories and variables should be updated)
<b>Theory of planned behaviour</b>	<b>of</b>	The theory of planned behavior and Internet purchasing	(George, 2004)	Theory regarding the planned behaviour theory could be found in this article. Also an example of how this theory was used in a research.

#### 4. Theory of impulsive buying behaviour

Topic	Title	Reference	Content
<b>Impulsive buying behavior/ involvement and hedonic purchase as a influencer variable</b>	A structural model of fashion-oriented impulse buying behavior	(Park et al., 2006)	According to the authors of the paper and their findings, having an involvement towards the product as well or a hedonic consumption provoke an impulsive buying behaviour.(The data were collected from just students of one university in the USA; only three variables studied: fashion involvement, hedonic consumption tendency, and positive emotion, related to fashion-oriented impulse buying. Authors propose the analysis of a bigger range of variables)

<b>Impulsive buying behaviour/ involvement and hedonic purchase as a influencer variable</b>	Impulsive Fashion Apparel Consumption: The Role of Hedonism, Fashion Involvement and Emotional Gratification in Fashion Apparel Impulsive Buying Behaviour in a Developing Country	(Dhurup, 2014)	Research base on the impulsive behaviour of consumers towards three variables: hedonic, fashion involvement and emotional gratification. Final positive correlation as a result of the study (Study conducted in just one area, and more variables should be studied)
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### 5. Variables

Topic	Title	Reference	Content
<b>Fashion blogs</b>	Can fashion blogs function as a marketing tool to influence consumer behavior? Evidence from Norway	(Halvorsen et al., 2013)	This article give a review of the development of Web 2.0 and consequently of the fashion blogs. The authors also point out the influence of this variable as a marketing tool, hypothesis that is confirm at the end of the experiment. (The experiment was made just in Norway, as well they propose exploring the impact of fashion blogging on branding)
<b>Fashion blogs</b>	The changing digital dynamics of multichannel marketing The feasibility of the weblog: text mining approach for fast fashion trending Tracy	(Rickman & Cosenza, 2007)	This paper gives an overview of the increase both in number an importance of fashion blogs, variable that the authors propose as a forecast of consumer needs.

<b>Online shopping</b>	Online shopping environments in fashion shopping: An S-O-R based review	(Kawaf & Tagg, 2012)	The papers classify online shops as an stimuli for consumers(further research is needed for the conceptualisation of the online environmental stimuli components)
<b>Online shopping</b>	The effectiveness of online shopping characteristics and well-designed	(Luo et al., 2012)	Online shopping and its impact on consumers
<b>Online shopping And ethical consumption</b>	Online Shopping : An Exploratory Study to Identify the Determinants of Shopper Buying Behaviour	(Panda & Swar, 2014)	The research results showed that perceived ethics of an Internet retailer's website importantly affect consumers' trust having a positive impact or a negative one on the purchase intention.
<b>Involvement</b>	Fashion clothing consumption: antecedents and consequences of fashion clothing involvement	(O'Cass, 2004)	This paper presents an overview of consumer involvement during the purchase process. (Just Australia)
<b>Involvement</b>	An assessment of consumers product, purchase decision, advertising and consumption involvement in fashion clothing	(O'Cass, 2000)	Broad definition of involvement, variable that could be related not only with the product, with the consumption of it, and the purchase.
<b>Involvement</b>	Consumer Self-monitoring, Materialism and Involvement in Fashion Clothing	(O' Cass, 2001)	The study evaluated the different variables that could have an impact on the degree of involvement towards a product.
<b>Hedonic consumption</b>	Hedonic Consumption : Emerging Concepts , Methods and Propositions	(Hirschman & Holbrook, 1982)	Broad definition of a hedonic product

<b>Ethical shopping</b>	Ethical fashion: myth or future trend?	(Joergens, 2006)	According to the article it seems to be little knowledge on ethical clothing. What is more consumers prefer stylish apparel than ethical one, so it seems not to be impulse purchase towards this product.(Just a specific aged group and just in some specific areas)
<b>Ethical shopping</b>	The impact of ethical fashion on consumer purchase behavior	(Shen, Wang, Lo, & Shum, 2012)	The research highlighted the willing of aware and knowledge consumers of spending more money for an ethical piece of clothing(Small size of sample and just collected in Japan)

## Methodology

**Setting:** The questionnaire will be spread in December 2014.

**Participants:** The respondents will be between a range of 16 and 65 years old, but the research will be mainly focus on people from 16 to 45-50 years old as they are considered to be the potential target that use internet for either checking blogs or the retailers websites. They will be reached through online platforms and personal contacts. Due to the globalization, I will not like just to be centred in a country; the aim of this research is to give a global view of purchasing decisions due to the influence variables. The expected size of the sample is 377 answers.

**Measurement instruments:** The data will be collected online through the program Sphinx. Due to a major number of respondents from Spain and the language limitations, the questionnaire will be spread in both English and Spanish. As a scale reference, the Handbook of Marketing will be used.

**Data analysis:** Quantitative techniques will be employed. The Partial least squares regression (pls) could be considered as a technique.

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## Working plan

PERIOD	TASK
<b>13.10.2014/13.11.2014</b>	Adjustment of the exposé and literature research
<b>13.11.2014/10.01.2014</b>	Literature research and development of the survey and test phase of it
<b>10.01.2014/30.01.2015</b>	Literature research and first analysis of data Intermediate report
<b>30.01.2015/30.03.2015</b>	Final collection and analysis of data
<b>30.03.2015-deadline</b>	Finalization of master thesis, with readjustments of information and conclusion Final report

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