

## Exploring impacts of fast fashion factors on consumer intentions to shop at fast fashion stores

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**Background and Rationale:** Fast fashion retail model is being adopted by various fashion retailers through execution of short buying cycle and limited supply of fashion apparel and accessories (Byun & Sternquist, 2011). It has become increasingly important for fashion retailers to capitalize on rapid inventory turnover to attract the fashion consumers. Previous studies have tested the impact of three fast fashion factors low price, perceived perishability and scarcity on the in store hoarding (Byun & Sternquist, 2008). However, there are limited studies that explore impacts of fast fashion factors on the buying attitudes and intentions of fast fashion consumers. To this end *purpose of this study* is to explore impacts of fast fashion factors on consumer's intentions to shop at fast fashion stores using S-O-R model. An S-O-R model was developed to test the consumers purchase intention at fast fashion retailers. The results show that the fast fashion factors (novelty uniqueness, perceived scarcity, perceived perishability and low price) play an important role in influencing their purchase intention.

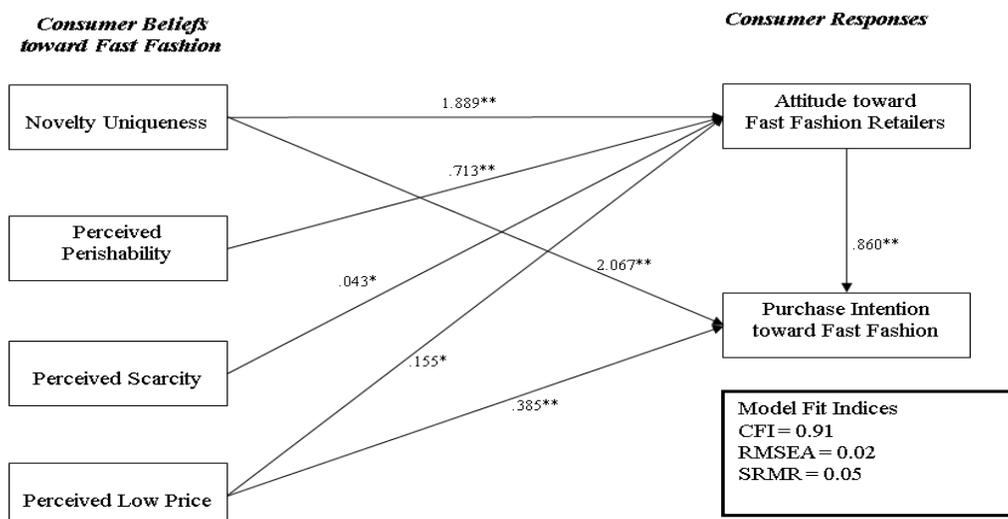


Figure1. The proposed research framework (S-O-R) and results of testing hypothesis  
The values on the six paths denote the completely standardized solution (CSS) for testing hypothesis (\*\* $p < .01$ ).

**S-O-R model :** Many of the above variables can be included in a Stimulus-Organism-Response (S-O-R) model of consumer behavior. Here, an S-O-R model is proposed for a consumer's intentions to purchase at a fast fashion store. The model is outlined in Figure 1. In this model the stimuli are fast fashion factors which can be controlled by marketing managers. The organism and response parts of the S-O-R model are more directly controlled by consumers.

**Method:** Measurements for the six constructs were developed based on prior studies. A total of 250 data were collected from U.S. fast fashion consumers who shopped at fast fashion retailers including H&M, Zara, UNIQLO, Topshop, Forever 21 and Charlotte Russe. Data was collected by a marketing firm based in U.S. via online survey.

**Results:** Based on the online survey, respondents' data were preliminarily analyzed using SPSS 18. Cronbach's Alpha ( $\alpha$ ) was used to assess the internal consistency of all constructs. Descriptive statistics and correlation matrix were used to explain the model constructs. The result of the reliability analysis showed that the Cronbach's  $\alpha$  of all constructs were above 0.70, which indicates the items were quite consistent and valid. The CFA results for the measurement model confirmed a reasonable fit for data. To test hypotheses, this study employed path analysis techniques using the Amos version 20.0. The results of the structural model test (Figure 1) supported Hypotheses H1a through H1d examined the effects of four perceived beliefs (fast fashion factors) on consumer attitude. Also, the results showed that consumer's purchase intention were positively influenced by attitude toward fast fashion, novelty uniqueness, and perceived low price. (H2a, H2b, and H3).

Table 1: Results for Path Analysis for the Hypothesized Model

H#	Paths		Results	Estimate	Standard Error	Est. / S.E.	P-Value
	From	To					
H1a	Novelty Uniqueness	Attitude	Supported	1.889	.229	8.233	.001
H1b	Perceived Perishability	Attitude	Supported	.713	.103	2.636	.001
H1c	Perceived Scarcity	Attitude	Supported	.043	.021	2.033	.042
H1d	Perceived Low Price	Attitude	supported	.155	.053	2.917	.004
H2a	Novelty Uniqueness	Purchase Intention	Supported	2.067	.407	5.078	.001
H2b	Perceived Low Price	Purchase Intention	Supported	.385	.081	4.775	.001
H3	Attitude	Purchase Intention	Supported	.860	.158	-5.445	.001

Note.  $p < .05$

**Discussion and Implication:** The findings collectively revealed that fast fashion factors novelty uniqueness, perceived perishability, perceived scarcity and low price act as stimuli which influence in formation of consumer's positive attitude towards fast fashion (organism) which in-turn influenced their purchase intention at fast fashion retailers (response). The fast fashion stores provide consumers with novelty and unique products that excite the consumers and influence their attitude towards fast fashion store. Similarly, since new products are introduced on frequent bases the products on the rack are fresh in terms of trends which impact the consumers purchase intentions. Academically, this study confirmed the S-O-R model of purchase intention at fast fashion retailers. Detailed practical implication was suggested based on the findings.

**Reference:**

Byun, S.-E., & Sternquist, B. (2001). Fast Fashion and In-Store Hoarding : The Drivers, Moderator, and Consequences. *Clothing and Textile Research Journal*, 29(3), 187-201.

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