A COMPARISON OF THAI FEMALE CONSUMER BEHAVIOR TOWARDS FAST FASHION IN THREE AGE GROUPS OF 15-25, 26-35, 36-45
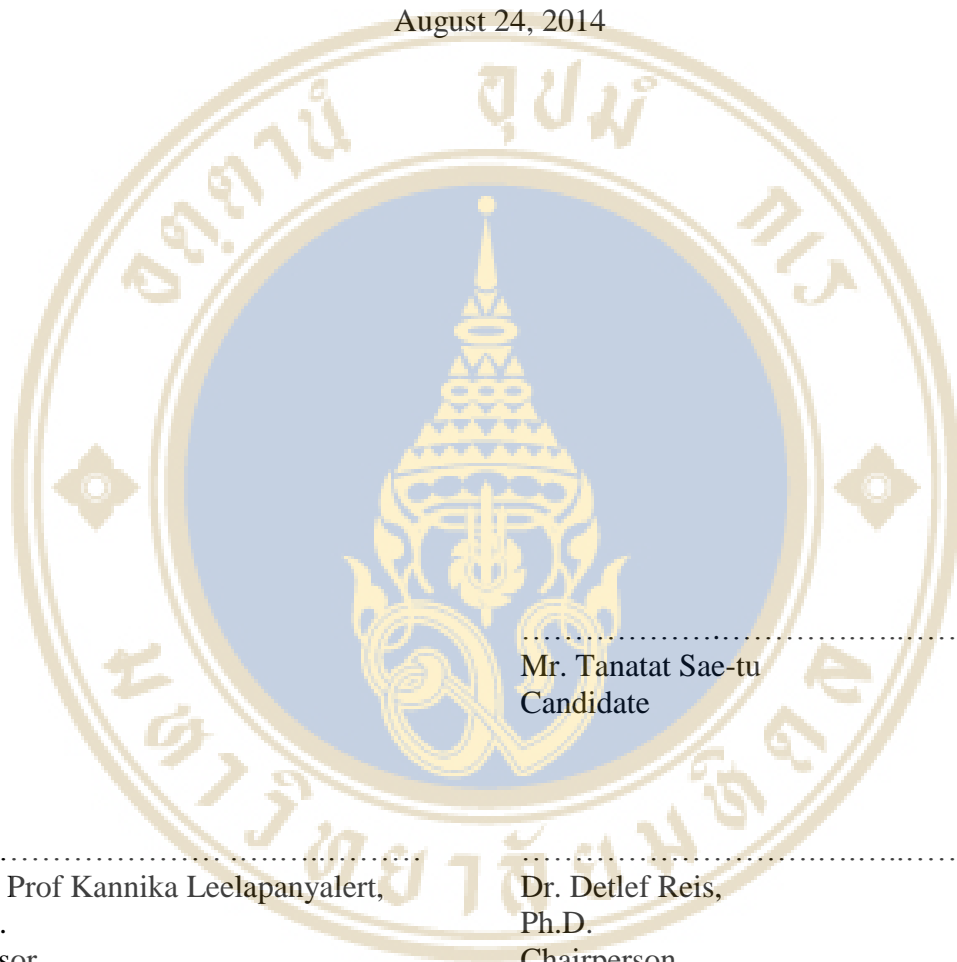
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A COMPARISON OF THAI FEMALE CONSUMER BEHAVIOR TOWARDSFAST FASHION IN 3 AGE GROUPS OF 15-25, 26-35, 36-45

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ABSTRACT

Due to a very competitive market of Fast fashion industry and the emerging of many diversity stores in Thailand, Fast fashion industry could be another drivers leading evolutionary change in consumer lifestyle and preference. An exploration of the study use qualitative method to acquire comprehensive and detailed data from in-depth interview. Therefore, this study demonstrates a perspective of Thai female purchasing behavior towards fast fashion with 3 age groups from 15-25, 26-35 and 36-45. The research explain the difference of consumer's culture, psychological core, the process of making decision and consumer behaviour outcome of each generation. The main aim of this research is to explore the Thai women purchasing behaviour in difference age group regarding to Fast Fashion. From the initial aim, speculative hypotheses and appealing aspects through analytical approach, 15 respondents demonstrate a different value, criteria, limitation and motivation according to the analyse data from in-depth interview. Recently Fast fashion industry emerged in Asian Country including Thailand. Besides, the information would be beneficial to retailer, marketer or entrepreneur who conduct apparel business in order to strengthen the business and take advantage of this opportunity.

KEY WORDS: Fast Fashion / Female Purchasing Behavior / Consumer behavior
                        Motivation / Attitude to fast fashion

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CHAPTER I
INTRODUCTION

1.1 Problem Statement

Through the dynamic and prosperous economy, fashion demonstrates as considerably growing business industry supporting many group of nationality across the world. Fashion portrays an expression of human culture and entire society. It reflects people perception among social class so people are tend to signify fashion with clothing and accessories. Every activity that human have been involved would relate to Fashion (Solomon & Rabolt, 2009). Nowadays people have considerably adjusted their behavior and pay a lot of particular attention on their appearance. Consequently, market size of fashion significantly expand to cover consumer's need (Liz Barnes, Gaynor Lea-Greenwood, 2010).

From the emerging of fast fashion industry into market , They modified a former model from six month cycle to six week cycle derived the inspiration of high brand merge with ready to wear platform and offer the varied of clothing assortment. The cycle and rapid of fast fashion industry is directly influence to the change of entire society and traditional culture in consumer lifestyle and perspective of buying. For those who are adaptable with the latest fashion trends and dynamic manner (Cachon and Swinney, 2011). Business model of fast fashion industry accelerate industrial innovation in retailing business especially the selection of target market, variety of production, store environment to attract a traffic and generate motivation of customer. Not to mention demonstrating winning strategy in promotion as well as brand communication to arouse their frequency of shopping and stick into customer mindshare.

Fast fashion trend especially in Asian apparel industry rapidly grow prosperous according to lifestyle variation of consumer and young generation purchasing power that intently concentrate on appearance. Therefore many market leaders in fast fashion retailers heavily emphasis on investing in Asian region. As

retailers see the promising and potential future emerging market. (Kasikornresearch.com, 2013). Nowadays people are more interested in their personality than the past because of the advancement of technology and social status. Therefore Consumption trend of apparel rapidly changes especially a frequency of collection launching which hardly depend on season as the past. By following current fashion trend, people demand more on clothing to enhance their appearance and personality. To illustrate, consumers increase the frequency of purchasing on cloth with reasonable price. Besides, new generation tends to be fashion conscious and try to differentiate themselves among others by expressing their personality, preference and thought from the way they look. These elements push fast fashion forward and relatively create a popularity to majorities

Thailand is one of potential market for fashion and clothing industry with 100,000 million baht of market value (Thanonline.com, 2013). For the past few years, there was a considerable growth of fashion industry that came from high purchasing power, modern lifestyle as well as global brand appreciation with affordable price. Besides, retailing expansion such as department store and community mall move to surrounding suburban area to support the consumer purchasing behavior in this era. Besides, Thailand is well recognized and central in shopping, travelling lead to the top rank in Asian (Jorgensen, 2009). Therefore many international brands especially in Fast fashion are interested to open branch in Bangkok both from European brand and Asian brand. As a result of the increment store of leading fast fashion brand from 8 branches in 2011 lead to 22 branches in 2013. Each brand tends to minimally establish new store 10 branches per year along with the considerably growing import volume in ready-made dress in 30% during 2009 -2011(Thanonline.com, 2013). According to a research an international real estate advisor from CBRE, said that "*many fast fashion brand decided to launch a flagship store and chain store in Thailand especially Bangkok because of the growing retail market and the increment of purchasing power*". Some brands entered in retail market in verity of from namely owned stores, franchises and distribution deals (CBRE, 2013). Besides, big fashion brand Zara decided to launch a 2,350sqm store at Central Embassy, which become the top 50th biggest global store both in product assort and design. H&M also operated their flagship store at Central World (the nation, 2014)

Author found that the existing studies predominantly concentrate on Western purchasing behavior namely Consumption practices of fast fashion products in Italy, Fast fashion in the retail store environment in UK, Age differences in women's shopping for clothes behavior in Sweden. Besides, the provided research rarely offered of the specific issue concerning fast fashion from Eastern consumers' perspective especially Thai consumer behavior namely The Buyer Behavior of Chinese Consumers of Different Ages , A Study of Thai Consumers behavior towards fashion Clothing. The research had not been studied in depth nor in the field as well as provide insufficient empirical evidence for the influence of buying behavior on changes through fast fashion

1.2 Research Objectives

Seeing that are some Western research namely Consumption practices of fast fashion products in Italy , Fast fashion in the retail store environment in UK, Age differences in women's shopping for clothes behavior in Sweden have been conducted and published to understand fast fashion from a consumer perspective controversy , there are few research in Asia. The purpose of this study is to enhance Thai Clothing Retailer to confront with many international brands that launch plenty of disruptive strategy. Besides, an investigation of the Thai female consumer behavior could strengthen their competitive advantage and be well prepared to satisfy customer in every target segment by exploring the differences age group of fashion consumers in regards to their consumer decision process stages for instance purchase/consumption, post-consumption evaluation, and divestment(Zaley et la ,2011) Subsequently the results will be applied to the fashion retailer in order to understand in-depth of female customers. (Julia Holmberg Rebecca Öhnfeldt , 2010) the study may be utilized by fashion industry to better comprehend their consumers and the components before making decision. By focusing on target markets as fast fashion consumers, organization can suitably modify the information through product lines to satisfy these needs.

Therefore intend to answer the following research question:

- What are the defining characteristics of Thai female shopper in different 3 age groups through fast fashion?
- What factors drive purchasing behavior of fast fashion apparel in different 3 age groups from 15-25, 26-35, and 36-45?

1.3 Contribution of Study

The major contribution of this research is the exploration of female personal characteristics toward fast fashion shopping behavior and influential factors with different generation. In-depth Understanding of potential customer will enhance an effective strategy to fulfill customer satisfaction, lead to progressive improvement. Additionally, research study enable to provide a feasible proposition through competitive business sector.
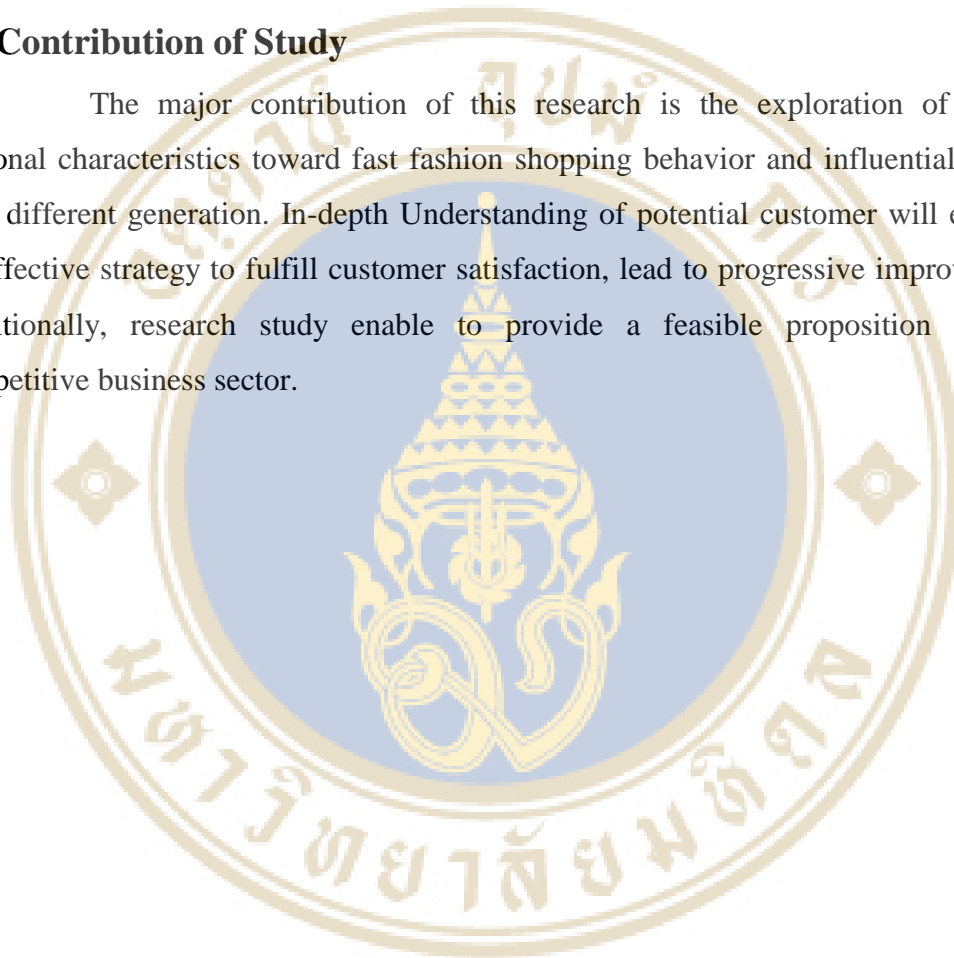
CHAPTER II
LITERATURE REVIEW

This research aim to clarify Thai female purchasing behavior through fast fashion industry. The study proposes female personal values influence through personal characteristics by providing a theoretical background of the research, this part is involved in concise of reference frameworks.

2.1 Definition Terms

Fast Fashion is a representative of apparel collection that launch in a recent trend with rapid move within 4-5 weeks than the normal cycle of season. The emerging of fast fashion occur when the booming of the economy. While people have more purchasing power therefore they tend to concentrate more on their look. Later, fashion business occur from globalization, technological innovation and internet. Due to a less life cycle, fast fashion change faster and customers consume quicker than the conventional fashion market (Tina, 2011).

2.2 Theoretical Background

"*Consumer behavior is the study of individuals, group, organizations and process they use to select, secure, use and dispose of products, service experiences, or ideas to satisfy needs and the impact s that these process have on the customer and society*" (Hawknis et al., 2011).

Hoyer and MacInnis stated that *"consumer behavior reflects the totality of consumers' decisions with respect to acquisition, consumption and disposition of good, service, activities, experiences, people and ideas by (human) decision making units (over time)"* (Hoyer and MacInnis, 2010). Human has been involved in consumer

behavior process unintentionally. Consumer behavior has more detail than how people buy those tangible products. Besides, it also include consumer's use of services, activities, experience, and motivation so the way people buy the product is crucial for all marketers. Consumer behavior demonstrates the totality of decisions.

The process of consumer behavior can be divided in to 4 dimensions namely the *psychological core* which reflects to internal consumer process, *the consumer's culture* represents external process, *the process of making decision* and *consumer behavior outcomes* that conclude internal influence, external drive, decision and making process into a behavior result.
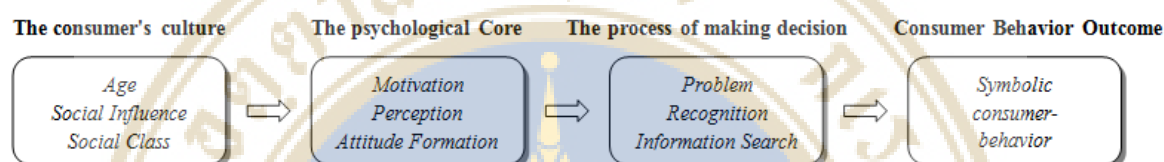
Figure 2.1 Adapted Framework of 4 elements of consumer behavior Source: Hoyer and MacInnis, 2010

2.2.1 The consumer's culture

According to Hoyer and MacInnis, Age, social influence and social class play a significant role to signify the way they live, digest information and make decision on their consumption (Hoyer and MacInnis, 2010).

2.2.1.1 Age

People who have the same age group tend to behave accordingly in consequence of the similar need, life experiences, preference and symbol that may signify the same pattern of consumption (Hoyer and MacInnis, 2010). When people get older they have a different set of preference which vary to the same age group. Simply speaking age is able to demonstrate the same potential influence among people in the same group. Solomon stated that as people get older, the preference and need vary according to the same group of people in their age (Solomon et al, 2004).They share these element together in their society and create their own identity through culture. We have divided age group into 3 categories namely 1. Millenniums which combine with teen and generation Y   2.Generation X 3.boomers

➢ **Millennium**

Consumers who born during 1979-1994 are call generation Y. Especially teenagers and Generation Y demonstrate a considerable purchasing power with derive good source of information from friend (Hoyer and MacInnis, 2010). The reason that teenager prefer shopping is socializing among their group by creating teen culture. Gunter and Furnham implied that the majority expense of younger generation is apparel, technology gadget and traveling because they try to be remembered and appreciated among their group (Gunter and Furnham, 1998). Clothing can be a visual symbolic to express their value hence fashion is significant for teenagers to represent their value and identity (Hoyer and MacInnis, 2010). Teenagers need their belonging therefore they put an effort to create their uniqueness by dressing with fashion item to make them well recognized among their group. Tootelian and Gaedeke suggested that being with friend and socialization is the desired perspective from teenagers. They dress and behave to express their identities, try to detach from family to find independence. Therefore they need supportive guidance and network to create their own culture (Tootelian and Gaedeke, 1992). Social acceptance give a considerable decision for youngster as they receive information and perceive from friend in the same age group.

➢ **Generation X**

People who born during 1965-1976 are called "Generation X". In this generation, people are initially familiar with computer, internet and mobile phone. As consumer behavior in this generation they tend to search the information from the internet and seek a value of money item, before make a decision. Besides, these group shows high loyalty on brand and less interested to try a new brand, if they are satisfy with their current. Never the less loyal customer comes from healthy relationship that engage them with the brand. (Engel et. al., 1995)

➢ **Baby-boomer**

People who has born after the post-world war II in 1946 and 1964. People in this group experience diverse culture and changes of economic. When these group was a young generation , they experience in politics, consumer attitude and life style therefore when the time goes by they still influence and show a significant impact in

the culture (Hoyer and MacInnis, 2010).According to Solomon , this group of people who are 40 to 60 have an impact on model of consumption (Solomon et al ,2010). After successfully working in professional career and accumulating the money for a quite long time, this generation show the high spending in market growth. They possess a variety of emotional and physical needs from their perspective. Therefore they plan to live their life happily by fulfill their requirement to enhance their appearance, from previous decade. Harris stated that baby boomer prefer to look young and prefer other to perceive them as an adaptable person even though they are old for instance, cutting-edge technology , trend and fashion (Harris , 2000).

2.2.1.2 Gender

Sexual orientation has a different in attitude, aspect, motivation and characteristic though consumer behavior. Men and women show a different aspect of purchasing behavior to each other. Women tend to concentrate on detail, and communication message on the product before making decision. (Hoyer and McInnis, 2010).In women opinion shopping has meaning than buying product. It can be identified as therapeutic, socialization with friend and challenges to seek the suitable product. Patricia claimed that socializing can be relevant with shopping. Women can share their comment, opinion and expression through while hanging around with friend (Huddleston, 2011).

2.2.1.3 Social Influence

Nowadays due to the advancement of technology and wireless communication, people perceive and distract by a great deal of information in many formats. Besides consumers tend to trust two way communication rather than one way communication even though it is unable to cover every group. When product are complicated, people tend to seek information then pursue a following influence information.

➢ **Collectivism**

Collectivism is a collective group of people who live independently with their member e.g. family, tribe, nation etc. They almost set their aim and define the social norm to behave accordingly among member in a group. By sharing experience, thought, expression people are likely to mutually express similar attitude, behavior therefore an identity is based on society (Hofstede, 2001) According to Tauber's study, some shoppers have a routine life in shopping with family and friends. They create a form of recreation by entertaining themselves

and family through shopping. Shoppers may set a group meet to meet friends (Tauber, 1972). Store is a center where shopper who has the same interest can meet each other, share their experience and identity. In addition, most of people need an acceptance and affection from other people in their society therefore they try to engage and interact in activity that most member in group are interested (McGuire, 1974)

> **Individualism**

Individualism portrays a dependent social and separate culture of people among the group. They identify their priority to their personal aim carelessly to their group. From the individual characteristic, these group of people tend to express their attitude rather than listen and behave accordingly from the social norm hence the identity rely on their individual (Hofstede, 2001).

2.2.1.4 Social class

In every society has their social class hierarchy that represent a higher class when compare to others. Everyone in the society can be divided in to status level namely upper class, middle class, and lower class from the social class pyramid. Class seclusion appears from the variation of members who share and value of their common pattern through consumer behavior. People are effected with their common social class because they have been experience and communicate among people in their group. There 2 main factors from social class that reflects consumer behavior which are occupation and education. (Hoyer and MacInnis, 2010).Solocum implied about the concept of social class that it is identified as a basic consumer behavior. It was considered that education and income are important factor that impact buying behavior of people in society (Slocum and Mathews, 1970).

2.2.2 The Psychological core

This stage includes motivation, perception and attitude formation.

2.2.2.1 Customer Value

According to the study of Shchudro investigate customer value when they buy product, there are 11 values were adopted from theory which are quality, comfort, fit, fashion, natural fabrics, smiling and friendly staff, famous brands, visually good looks, clothing style, personal assistance and a possibility to wear for a number of seasons (Shchudro , 2011). The essential value for women goes to fit, comfort looks, quality and durability. Respectively. Conversely, brand seems to be less interested factor for women when making decision. Therefore women choose their

cloth depend on their fit and look rather concentrate on brand name (Shchudro, 2011). For instance the most crucial value for 14-29 women are fit and look

At this stage in the society, people need to create a picture that want other to perceive what we want to be in their eyesight. Cloth is another component that enhance an attractive image to support our identity (Shchudro, 2011). What's more, women in 30-44 concentrate more on fit and style. Fit in term of this age group is the cloth proper with the figure completely. For the style, women in this certain age group may create their own unique style and hopefully communicate with other by the way they dress. If they have a professional career that need to boost credibility, style is another element that fulfill their value.

2.2.2.2 Motivation

Motivation is defined as "*an inner state of arousal with the aroused energy directed to achieving goal* "(Hoyer and MacInnis, 2010). It implies to the reason that cause to make people behave. Not only driving consistent behavior with the direct goal, motivation can also create a willingness and engagement in term of time and energy. The study found that there are three motivations: recreation motivation, sexual-attraction motivation and out-of-need motivation have been lessoned in life. The study implied that the older a woman gets the less interested in these motivations, start to ignore and feel boring as the time goes by (Shchudro, 2011). Besides, in the age of 21-29, conformity motivation and fashion consciousness considerably increase at the highest level and start to lesson as time goes by. However, conformity motivation doesn't play a major role for women when comparing with other element.

➢ Hedonic motivation

"A fundamental aspect of consumer behavior is the hedonic consumption. It is the act of product consumption in relation to multisensory or fantasy, and one's emotions" (Hirschman and HolBrook, 1982). Hedonic consumption emphasis more on emotional fulfillment rather than physical need or actual physical necessity. Hence the activation occur when emotion is aroused and drive motivation to consume a product which make hedonic to be more subjective. Everyone has their individual level of satisfaction as long as motivation reach to that certain point. It can influence people to make consumption (Schwatz and Clore, 1983). The study showed that mood of consumer lead the evaluation of store environment, image, quantity and expense

(Sherman and Smith, 1986). Another study from Donovan and Rossiter stated that quality of cloth, variety of collection, expenditure and can be created from an emotional adjustment (Donovan and Rossiter, 1982).

> ➤ Utilitarian motivation

Utilitarian motivation comes from the motive that is the result of functional and practical benefits. People concentrate on their physical element namely, durability and function (Belk et al., 2003).Utilitarian needs show that it has dramatic impact on people by communicating their personality, identity, preference and expression regarding to shopping behavior. Besides, it leads to repeated consumption behavior (Babin and Attaway, 2000). At the present consumer change their selection criteria from quality to emotional benefit such as trend instead of durability. Gabrielli claimed that youngsters prefer moderate to inferior quality with affordable price because they frequently shop a lot. Comparing to mature generation desires for superior quality with less concern on price. According to consumer spending, younger generations tend to be persuaded than adult because they have less barrier of spending. Young generation can heavily spend their budget on fashion whereas mature group rationally think and spend wisely on their preference. (Gabrielli et la, 2012)

2.2.2.3 Perception

The perception of fashion can be varied on generation. Younger generation may select affordable price, inferior quality with fashionable trend. Comparing to elder group that concern on their appearance will purchase less inferior quality and likely to invest in superior quality of cloth. Mature groups perceive fast fashion as a waste because of the rapid trend collection and low quality of the product that make consumer buy more and throw the previous one away when the new collection has launched (Bhardwaj & Fairhurst, 2010).

According to fashion consumption, younger generations have been communicated with mass media, internet and society so they started consuming fashion in an early stage. Most of fashion conscious consumer are not afraid of differentiation. They can mix and match with many layers from high-end brand to value of money with modern style like fast fashion. (Tungate, 2008).

2.2.2.4 Attitude Formation

Attitude is an inclusive assessment indicating the preference on object, people, action or behavior. An attitude show an assessment upon the linkage and involvement. Therefore people portray attitude toward product, people, social and brand (Hoyer and MacInnis, 2010).

Attitude consists of 2 elementary components. The first one is cognitive component which implies to belief. The second component is affective component which represent feeling. Two different components support in various action in different attitude. Besides, behavioral intension of people will rely on their attitude adjustment (Blackwell et al, 1969). Besides, attitude is beneficial for marketers to use in marketing tool to enhance campaign with a positive effect from consumer. Attitude will identify the final consumption behavior.

According to Tina study, consumers possess attitude, belief to well recognized fast fashion brand. Consumers already established their attitude both pre purchase stage and post purchase stage. Even though they have bought a cloth for 6 months, they still have feedback on their previous item in closet. Those attitude toward the product reflect to the future purchase. All of feedbacks have gather and transform to attitude (Tina Y, 2010).

2.2.3 The Process of Making Decisions

Consumer decision demonstrates evaluation procedure in product, brand and service and wisely make a decision on the chosen one with satisfied people's need. Some people's decision specifically select emotional benefit while others will choose functional benefits (Hawkin D, 2001).

2.2.3.1 Problem Recognition

Problem recognition and information search occur from psychological core component. Searching for the information provides customer detailed and extensive data before choosing. Every time before making a purchase the process of making decision will be trigger to consumer's mind (Hoyer and MacInnis, 2010). As Solomon claimed that searching process appear when consumer need a supportive information to make a decision with credibility and trust (Solomon et.al, 2010).

Problem recognition occurs when customer attempt to reach decision procedure. It simply happen when consumer consider that they need a product and initiative all process from searching the product that can satisfy their requirement and handle their current trouble. Besides Situation, customer and marketing strategy could directly impact problem recognition. People solve the obstacle differently in terms of consumer influence. Some people will look for a product to solve their problem when they need a replacement from their old one (Hoyer and MacInnis, 2010). These group are called actuate desire. For another group decide to go shopping and purchase a product by their emotional intention even though they unnecessarily need the product, they impressed with the new product and are driven by impulse buying. According to marketing influence, provided information from brand could motivate customer and develop a problem recognition and make the consumers to reconsider their desire. Pricing information and promotional activity can play a considerable role for customer. (Blackwell et al, 1969).

According to Bellenger claimed that people who has their desire state by pursue their emotional benefit concentrate on store display, decoration and quality of product (Bellenger et al., 1977). Besides, Compulsive shopper concentrate on brand, service and product offering comparing to regular shopper who seek affordable price with moderate quality (Lumpkin, 1985).

2.2.3.2 Information search

It can be divided in to 2 parts which are internal and external method (Solomon et al ,2010).Internal method shows the the recovery of memory while external method show the data search from external information, surrounding and environment e.g. family , friends, coworker (Blackwell et al, 1969). In general, people initially use internal search as a source of information seeing that individual possess firsthand experience and previous knowledge toward a brand or product. It can be modified and recollect before making a decision (Hoyer and MacInnis, 2010).According to Blackwell, external method can be divided into 2 types which are personal and impersonal sources. Personal data signifies to friend, family, coworker, relatives etc. Impersonal source represents indirect approach of communication with information or people namely, magazine, book, television and internet etc. (Blackwell et al, 1969).

According to the study from Lachance stated that In teenager age, the strongest influencer, have a potential power to help making decision and be a good source of information are friend (Lachance et. al.,2003). In addition, external information that teenagers mostly rely on is friend and family recommendation (More and Moschis, 1978). For older generation, they use a media for example tv, magazine, catalog and window display more than friend or family. (Kaiser and Chandler, 1985)

2.2.4 Consumer Behavior Outcome

The outcome of consumer behavior have a significant meaning that symbolizes both conscious and unconscious element of consumers' belonging. Consumer's self-concept is effected by the symbolic act of the product. Consumers consider brand and product as an exceptional purpose. Some product or brand might be bought with less price sensitivity. Nevertheless, the products are inadequate of functional benefits, emotional attachment can be replaced (Hoyer and MacInnis, 2010).

2.2.4.1 Brand Loyalty

Consumer communicate with other and indicate their identity through their admiring brand. As a consequence customers acquire particular brand again. A healthy attitude through product or brand can occur when consumer's identity and brand identity are integrated (Kwang-Hoet al., 2011). Commitment of customer toward product or brand results in proactiveness of consumer behavior namely word-of mouth (Bettencourt, 1997). Especially if customers are engaged with product, brand, even service, they are willing to show an energetic action. Brand Image play an important role to impact loyalty from customers while they show portray their self-image though brand image. According to Aaker stated that people tend to admire particular brand personality that suitable with individual preference and identity (Aaker, 1991). Style could be another factor that create loyalty therefore consumer perception was influence by the detail and visual image (Swinker & Hines, 2007).

2.2.4.2 Recognition

Great personality and appearance can grow a superior status, as well as owning a luxury brand signify the symbolic image of the cohort. (Wiedmann, Hennigs, Siebels 2007). Besides, the study from Nia found that possession of luxury brand or distinctive cloth with good personality provide personal satisfaction and self-

appreciation to individual. Besides, it enhances more on social recognition and draw admiration from people in society (Nia, A. and Zaichkowsky, J.L., 2000). Consequently, possessing a prestigious, superior status could support a social status and easily receive social acceptance. Hence, consumer attempt to satisfy others by having a excessive purchasing intention because they believe that they will easily get recognized and accepted from their attractive appearance.

2.2.4.3 Uniqueness

Uniqueness theory represents to human's spiritual and behavioral response to information about their uniformity among people in society (Snyder & Fromkin, 1980). According to uniqueness theory, people are inquest of avoiding the negative affect involved with similarity and dissimilarity continue keeping neutral of self-distinctiveness. It means that when people see the similarity surrounding them, they automatically differentiate their uniqueness through other perception. Besides, people will seek the uniqueness which is not irritate to society and already gained approval from other (Snyder & Fromkin, 1980).

2.2.4.4 Conformity

Mcleod stated that conformity is *"a type of social impact related with a change in behavior in order to fit in or to be correct within a group in society. This change is in response to real physical presence of others or imagined group pressure, involving the pressure of social norms and expectations to be accepted. Moreover, conformity is also interpreted as a majority influence in society" (Mcleod, 2007)* According to Wong and Ahuvia study, Especially in Asian country people emphasis on visual appearance by seek prestigious and luxurious image. They consider about their appearance and try to communicate with others. Accordingly it depicts an affluent lifestyle and superior status (Wong and Ahuvia, 1998).

Table 2.1 Literature Review Summary

Topic	Theory and Concept	Logic	Example of Studies
Consumer 's Culture	Age	People who have the same age group tend to behave accordingly in consequence of the similar need, life experiences, preference and symbol that may signify the same pattern of consumption	(Hoyer and MacInnis, 2010) , (Solomon et al ,2004) , (Gunter and Furnham ,1998), (Tootelian and Gaedeke,1992) , (Engel et. al., 1995), (Harris , 2000)
	Gender	Sexual orientation has a different in attitude, aspect, motivation and characteristic though consumer behavior	(Hoyer and MacInnis, 2010) , (Huddleston, 2011).
	Social Influence	When product are complicated , people tend to seek information then pursue a following influence information	(Hoyer and MacInnis, 2010).
	Collectivism	A collective group of people who live independently with their member e.g. family, tribe, nation etc. They almost set their aim and define the social norm to behave accordingly among member in a group	(Hofstede, 2001) (Tauber, 1972). (McGuire ,1974)
	Individualism	It portrays a dependent social and separate culture of people among the group. They identify their priority to their personal aim carelessly to their group	(Hofstede, 2001)

Table 2.1 Literature Review Summary (cont.)

Topic	Theory and Concept	Logic	Example of Studies
Psychological Core	**Customer Value**	Class seclusion appears from the variation of members who share and value of their common pattern through consumer behavior.	(Slocum and Mathews, 1970),(Hoyer and MacInnis, 2010).
	Motivation	People need to create a picture that want other to perceive what we want to be in their eyesight.	(Shchudro , 2011)
	Hedonic motivation	Not only driving consistent behavior with the direct goal, motivation can also create a willingness and engagement in term of time and energy.	(Hoyer and MacInnis, 2010)
	Hedonic motivation	Hedonic consumption emphasis more on emotional fulfillment rather than physical need or actual physical necessity.	(Hirschman and HolBrook, 1982) , (Schwatz and Clore, 1983).
	Utilitarian motivation	Utilitarian needs show that it has dramatic impact on people by communicating their personality, identity, preference and expression regarding to shopping behavior.	(Belk et al., 2003). (Babin and Attaway, 2000), (Gabrielli et la, 2012)
	Perception	The perception of fashion can be varied on generation.	(Bhardwaj & Fairhurst, 2010).

Table 2.1 Literature Review Summary (cont.)

Topic	Theory and Concept	Logic	Example of Studies
Psychological Core	**Attitude Formation**	Attitude Formation An attitude show an assessment upon the linkage and involvement. Therefore people portray attitude toward product, people, social and brand	(Hoyer and MacInnis, 2010) , (Blackwell et al, 1969). (Tina Y, 2010).
Process of Making Decision	**Problem Recognition**	Problem recognition occurs when customer attempt to reach decision procedure	(Solomon et.al, 2010). (Hoyer and MacInnis, 2010) (Blackwell et al, 1969). (Bellenger et al., 1977). (Lumpkin,1985)
	Information search	People initially use internal search as a source of information seeing that individual possess firsthand experience and previous knowledge toward a brand or product.	(Blackwell et al, 1969). (Hoyer and MacInnis, 2010) (Lachance et. al., 2003). (More and Moschis, 1978). (Kaiser and Chandler, 1985)
Consumer Behavior Outcomes	**Brand Loyalty**	Commitment of customer toward product or brand results in proactiveness of consumer behavior namely word-of mouth	(Kwang-Hoet al., 2011) (Aaker, 1991) , (Swinker & Hines, 2007).
	Recognition	Great personality and appearance can grow a superior status , as well as owning a luxury brand signify the symbolic image of the cohort	(Wiedmann, Hennigs, Siebels 2007). (Nia, A. and Zaichkowsky, J.L., 2000).

Table 2.1 Literature Review Summary (cont.)

Topic	Theory and Concept	Logic	Example of Studies
Consumer Behavior Outcomes	**Uniqueness**	It represents to human's spiritual and behavioral response to information about their uniformity among people in society	(Snyder & Fromkin, 1980).
	Conformity	A social effect that result in behavioral changing to fit with each member of the group in society.	(Mcleod, 2007) ,Wong and Ahuvia, 1998).

CHAPTER III
METHODOLOGY

3.1 Research Setting

"From exploratory stage, conducting a research of using interview for an analysis is more result oriented. In addition, the conceptual understanding adopted form the study advised that the qualitative research is more effective in investigating the experiential and socio-cultural dimensions of consumption of the post-modern consumer "(Sherry, 1991; Arnould and Wallendorf, 1994). Besides, Qualitative method are designed and implemented to understand the ambivalent attitude and exhibit behavior. The approach is applied as a research in a variety of areas namely health sciences, political, education and marketing. In general, qualitative method enable to identify motivation as well as behavioral aspect and involvement from people's behavior, conversation and thought (Mariampolski, 2001).

3.2 Data Collection

To understand female purchasing behavior and influential buying factor, author gathered primary data from semi-structured interview with standardized level. Author discovered that interview method seems to be the effective tool for analyzing consumer behavior (Gothenburg, 2010). Interview helps the researcher to investigate the understanding opinion and reaction of a respondent regarding to a particular issue which is slightly deeper than a survey. Besides, this method can be modified as a comprehensive way of formative assessment. Because of the flexible process of qualitative interview, when interviewer establishes initial set of questions base on the framework. Interviewees' answers will shape the leading and relevant initial questions. Role of interviewer is to listen, analyze, and discuss almost extensively (sociology, 2012).

By investigating the research question, conducting in-depth interview with a group of respondents have significant advantage comparing to survey. The major benefit of in-depth interview is providing more critical and detailed information regarding a person's thoughts and behaviors as well as enable to explore new issue in depth. It becomes effective because of offering a more complete picture of what experience and opinion towards a particular issue (Boy et la, 2006). Comparing with other approach, qualitative method demonstrates more insight and explanation. Beside, in-depth interview demonstrate a more comfortable atmosphere to collect detailed and relevant information (Adam et la, 2006).The process for conducting in-depth interviews demonstrates as planning, developing instruments, collecting data, analyzing data, and finally disseminating findings.

Open-ended questions are used because they enable respondent to think analytically and critically. They can encourage discussion and debate from interviewee, representing. Furthermore, they provides the opportunity for respondents to express themselves more openly as well as encouraging respondents to provide information including their ideas, concerns , feelings and sharing their own experience. Besides, these questions are able to lead interviewees flow with their thoughts and feelings (open research, 2008). A listed of opened- end questions is developed not only developing creativity, self-expression, and richness of detail but also creating two-way communication in a professional relationship from respondent and interviewer.

According to the framework, Hoyer and MacInnis have divided the process in to 4 components namely, 1) The Consumer's Culture 2)The psychological core 3) The process of making decision 4) Consumer behavior outcomes. These questions are provided below

3.2.1 The Consumer's Culture

Consumer's culture consists of age, gender, friend, family, social class and cultural environment. All of the elements can deeply influence people's decision in their perception. Value and lifestyle will be reflected by customer decision (Hoyer and MacInnis, 2010). The question set tries to investigate how a combination of external influences can effect customers' personality, value, lifestyle through fast fashion.

1. Think of a time when you go shopping, who do you mainly shop with?

2. Many women regard their friend as a good source of advice on fashion selection. What kind of information or advice from your friends would you listen to?

3. Before shopping fast fashion, what aspect has the most impact on you?

3.2.2 The psychological core

The more consumers are engaged to provided information and environment , the better they make a decision therefore psychological core elements consist of attitude , motivation ,ability ,opportunity ,perception and memory. In this part, the question set attempts to explore customer's engaging behavior through fast fashion (Hoyer and MacInnis, 2000) and understanding of their effort in making decision.

4. In your opinion, which words can identify the definition of fast fashion and elaborate?

5. How would you characterize your style? / How could you define your dressing style?

6. How significant are fast fashion clothes for your self-image?

7. Tell me how you usually take inspiration for new purchases?

8. Before you go shopping, what are you looking for at fast fashion stores?

3.2.3 The process of making decision

This process involves the understanding of how consumer make consumption. Psychological core components can cause a problem recognition which leads to information search. In this section, the question try to investigate their decision process and see what the consumer have learnt after choosing the fast fashion product (Hoyer and MacInnis, 2010).

9. What is your opinion towards quality of cloth before making decision?

10. Before shopping, where do you get information about trend and fashion?

11. Think of a time when you see Sales signage in fats fashion store, how do you feel?

12. Comparing with other fashion brands, what makes you choose fast fashion brands? Describe a situation in which you consider price of clothing before making a decision

3.2.4 Consumer Behavior Outcomes

The final decision process can reflect customers' outcome from internal and external factors. In this process, the questions will investigate on significant impact and decision process because consumer decided to buy any product not only functional value but also demonstrate the symbol of which group they are living, what attitude they're expressing. (Hoyer and MacInnis, 2010).

13. Which fast fashion store would you be most likely to recommend to friend and why?
14. In your past shopping experience, what do you like most with fast fashion give 2 example?
15. Describe a time when you go shopping fast fashion, which 2 brands are your favorite?
16. What is your satisfaction level with the following brand rate from (1-5) as well as sharing your own experience?
17. Can you tell the difference between (following brand 1) and (following brand 2) brand image? Describe with few key words what you associate with: (following brand 1) or (following brand 2)

Sometimes there might be an urgent issue while conducting an interview. Therefore preparing a good recording device is needed. Some of interviewees may feel sensitive with a discussion so before recording, respondents will be asked for permission. Besides, by summering key points as a reminder to capture the essence of what respondents have expressed as well as writing down what reaction participation and behavior of respondents that interviewer has already observed. While taking note, interviewer appears actively listening, making eye contact, and contributing to the discussion.

An interview were conducted to gain insight into female customer perception and purchasing behavior through fast fashion. Interview process was held

in a metropolitan Bangkok area. Bangkok city was chosen for two reasons: (a) Bangkok has been demonstrating a high rate of economic growth and " *In 2010, the city had an economic output of 3.142 trillion baht (approx. US$98.34bn), contributing 29.1 percent of the gross domestic product (GDP). This amounted to a per-capita GDP value of ฿456,911 ($14,301), almost three times the national average of ฿ 160,556 ($5,025). The Bangkok Metropolitan Region had a combined output of ฿ 4.773tn ($149.39bn), or 44.2 percent of GDP"* (Chulavachana, T. ,2014).Therefore it enables researcher to observe substantial difference in term of values, attitudes and lifestyles in a variety of generation (b) the city has cosmopolitan characteristics with relatively more affluent and educated consumers, making the location more accessible for data collection as consumers are relatively more able and willing to participate in market research.

Furthermore, respondents are divided into 3 groups to match the demographic profile of purchasing fast fashion. All participant are women between 18-25, 26-35, 36- 45 possessing a modern lifestyle and fashion oriented rely on psychographic factor as well as portray relevant behavioral factors in terms of nonchalant attitude through fast fashion. 15 Urban shoppers in Bangkok were selected as the respondent of interview process. The quantity of interviewees depends on the saturation of provided data. The conceptual idea of Saturation offers some clarifications for pursuing a qualitative method. If there is no variation or emerging information during the observation, researcher can use from the beginning of 12 respondents in order to reach the saturation level. Base on the study of Greg Arwen and Laura (2006) found that after in-depth interviewing sixty women in African Countries, they finally found the saturation from the first twelve respondents (Bunce et la., 2006)

CHAPTER IV
FINDINGS

The interview result consist of 15 respondents that were collected during 4- 13 July, 2014 in a metropolitan Bangkok area. All respondents are chosen from the Urban shoppers in Bangkok in different age group. All the interview session was scheduled an appointment in advance. Younger women tend to participate and willing to answer honestly regarding their purchasing behavior towards fast fashion.

According to the framework, there are 4 domains of consumer behavior. During the data collection, we found that there are many dimension of purchasing behavior toward the Fast fashion industry that capture an attention even though the interviewees are on the same age group.

4.1 The Result of Consumer's Culture

➢ **Age**

According to Hoyer, People who have the same age group tend to behave accordingly in consequence of the similar need, life experiences, preference and symbol that may signify the same pattern of consumption (Hoyer and MacInnis, 2010). Author found that respondents in the same age group from 3 generation act similarly with the people in the same age group.

> ", I can update the sales and promotion with friend we have the same style and always go shopping together. She knew my style and preference therefore I can manage with my limited budget." (*Age 15-25*)

> "If I got special occasion, or special event I will bring friend to help me out. We have the same taste and preference. They can recommend me with the style and color. For new collection, I will go for internet e.g. IG and Facebook or TV" (*Age 26-35*)

"We have some similar style but not all. Color, fabric and pattern that match with my body will be her preference as well. Sometimes If I have to attend a special event, it's better to open up a comment from friend. Because she's honest and knew me a lot." (Age 36-45)

➢ **Social Influence**

In young age group rely on their friend, boyfriend and family. Shopping alone hardly happen in their general shopping behavior. They might need someone to be a commentator or providing a consultative advice to boost the confidence. According to Tauber's study, some shoppers have a routine life in shopping with family and friends. They create a form of hobby by entertaining themselves and family through shopping. Shoppers may set a group meet to meet friends and listen to their peer and family recommendation or selection (Tauber, 1972).

Hofstede stated that from the individualism characteristic, these group of people tend to express their attitude rather than listen and behave accordingly from the social norm hence the identity rely on their individual (Hofstede, 2001).Conversely, in mature group some respondents who have more outstanding style and confidence individually rely on themselves rather than consult or listen to the advice from their group. They felt that friend's recommendation or guidance may deviate a decision.

"Mostly I will go with my friend to ask some recommendation and advice. Honestly, I am not confident at all to choose the cloth all alone." (Age 15-25)

"I often go shopping with my friends and my sister because she helps me with a consultative advice. We as sister share fashion information because we have similar style and figure." (Age 26-35)

"I usually shop by myself because it's easy to make a decision and free to choose and try. Besides, I don't have to worry that someone will wait for me. I sometimes go with friend or boyfriend. For friend that I mainly go shopping with they have to be honest to recommend of what is best for me." (Age 36-45)

➢ **Social Class**

In every group regard their friend as a sources of fashion information for new collection and style. Involvement levels are related to a considerable significance or healthy relationship of people in their personal life. According to the interview result, it portrays that respondents from 15-25 and 26-35 share in information among their friend and family. As a result of McGuire study, most of people need an acceptance and affection from other people in their society therefore they try to engage and interact in activity that most member in group are interested (McGuire, 1974)

Conversely, for 36-45 age group makes a decision individually. They seek information and finalize by themselves. Base on Hofstede theory. Individualism portrays a dependent social and separate culture of people among the group. They identify their priority to their personal aim carelessly to their group. (Hofstede, 2001)

"New collection and Sales. I want to update a new collection. For sales, I can update the sales and promotion with friend. I always talk and share update information." *(Age 15-25)*

"If I got special occasion, or special event I will bring friend to help me out. They can recommend me with the style and color. We always share information in our line group." *(Age 26-35)*

"Normally I prefer to go there alone. Because I shop very fast and I don't want to spend my time with friend. It take too much time for me. Maybe my friend has different style "(Age 36-45)

4.2 The result of psychological core

> **Customer Value**

According to Shchudro study claimed that the essential value for women goes to fit, comfort looks, quality and durability. Respectively. (Shchudro , 2011).After interviewing we found that respondents in 3 age group focus on quality and design first with less concern on price. But in each age group show different perspective toward essential value as detail below.

> **Quality**

Acording to the study of Shchudro stated that for the style, women in this certain age group may create their own unique style and hopefully communicate with other by the way they dress. If they have a professional career that need to boost credibility, style is another element that fulfill their value. (Shchudro, 2011).

The result every age group shows the opinion towards quality of cloth before making a decision in different perspective base on their satisfaction and need. For 15-25 age group still pay marginal attention in quality of the cloth. However they have more frequency of buying and renewing their wardrobe. Some respondents traded off fast fashion cloth or item when they got bored or would like to have new item in their closet. Some rare item could sell in a double or triple price, because of the scarcity, limitation and high demand.

"I don't mind about the quality that much. Fashion run fast so I have to change it more often. It's true that women renew their wardrobe like me. I usually trade off my old cloth from IG or I will donate it. Actually I wore 2-3 times and sold in online. Some old limited collection cloth could cost double price from when I firstly bought." **(Age 15-25)**

For 26-35 age group is likely to pay attention in quality of the cloth in term of pattern and design. They mentioned about the ability of quality could boost their individuality and character. A good cutting could enhance their body as well as correct their figure. Some nice cutting dress could be implied as a high-brand and be able to communicate the social class, education and preference. They can judge others from dressing style and how much do you take care your self-esteem.

"I care a lot about the quality and detail of cloth like stitch or fabric. I don't want to buy a thing that look neat and standard. Beside, pattern and cutting is another factor. Because it can enhance your personality via pattern and cutting." (Age 26-35)

For women around 36-45 show their attention on quality in term of fabric, cutting. The textile will comfort and don't irritate them while wearing. It should be easy to wear without itching to their skin. Women in this age prefer a nice cutting comes with a nice fabric. This generation concern about the durability of the product. They can own the more premium one in case they see that this cloth can be adapted with their basic piece. Besides, they do concern about texture of the fabric. It should consist of more cotton than polyester. Not only beautiful nice cutting dress that fast fashion offers but also nice texture with less chemical fabric that woman around 36-45 are looking for.

"I am the person who love quality. It can explain your personality. I always live my best, choose the best in life. For example fabric. I really don't like polyester. It can be harmful on my skin because of the chemical process. Therefore I'll go for linen, or cotton that have more percentage of cotton. I avoid wearing or expose with chemical because I have to be with the cloth all the time so it may be harmful to my skin." (Age 36-45)

These 3 generation believe that higher quality comes with higher price. They willing to pay more if the quality can reach their satisfaction level.

➢ **Price**

Price is another factor that consumer mainly concern. For 15-25 and 26-35 are more price conscious. Both age group measure the important of sales and price. For sales signage becomes an attractive distraction for women in every age group. Even though, they don't have any interest or intention for shopping. Sales and promotion

The study from Shchudro shows that brand seems to be less interested factor for women when making decision. Therefore women choose their cloth depend

on their fit and look rather concentrate on brand name (Shchudro, 2011). The interview result depict that when comparing with other brand, respondents choose Fast fashion because of the scarcity, variety of product, affordable price. From 15-25, 26-35 and 36-45 realized that because of the newly updated collection of fast fashion, the products comes quickly and rapidly change during few weeks. Respondents feel that they might not have a chance to buy a product next time so it motivates the scarcity of buyer and arouse the purchasing behavior. Besides especially for 15-25 age group show that when comparing with other brand, fast fashion appear to be more affordable price. Therefore female customers might not consider much and hardly regret about the price and motivate impulse buying through the store environment.

➢ **Motivation**

From 15-25 age group, respondent show considerable on hedonic motivation. They buy a cloth to fulfill their emotional benefit rather than functional benefit. The study of Sherman showed that mood and emotion of consumer lead the evaluation of store environment, image, quantity and expense (Sherman and Smith, 1986).Another study from Donovan and Rossiter stated that quality of cloth, variety of collection, expenditure and can be created from an emotional adjustment (Donovan and Rossiter, 1982).

While 26-35 and 36-45 age group show both component of hedonic and utilitarian motivation. According to Gabrielli study, claimed that youngsters prefer moderate to inferior quality with affordable price because they frequently shop a lot. Comparing to mature generation desires for superior quality with less concern on price. According to consumer spending, younger generations tend to be persuaded than adult because they have less barrier of spending. Young generation can heavily spend their budget on fashion whereas mature group rationally think and spend wisely on their preference. (Gabrielli et la, 2012)

> *"It can make me look more professional. Some t-shirt have a good cutting and style. So it can make you look more expensive from the pattern and cutting. It is a way to evaluate their taste from the cutting of the dress they wear." (Age 15-25)*

*"For me I wear professional style but it should be comfortable for me. The fabric and pattern have to fit and enhance my body. What's more it should be my every day jacket if I decide to buy it. (**Age 26-35**)*

*"It can be anything that make me look good in every occasion. Because I am working in advertising company and run my jewelry design business. So I have to look good every time I step out from my house. Besides, before buying cloth I have to think thoroughly with mix and match thing. It should be used more than once and it has to suit my style." (**Age 36-45**)*

> **Perception**

From Bhardwaj study stated that the perception of fashion can be varied on generation. Younger generation may select affordable price, inferior quality with fashionable trend. Comparing to elder group that concern on their appearance will purchase less inferior quality and likely to invest in superior quality of cloth. Mature groups perceive fast fashion as a waste because of the rapid trend collection and low quality of the product that make consumer buy more and throw the previous one away when the new collection has launched (Bhardwaj & Fairhurst, 2010).

From the interview. Self- image plays an important role for every age group but visually represents different aspect. The cloth can communicate through their personal preference, passionate interest and engaging personality. For 15-26 might concentrate on attracting attention or establishing a relationship for 26-35 age group is highlight on having a new opportunity to meet people in both business and personal affair , a chance to get a new job. For 36-45 focus on their professional look. They trust that fast fashion could build up confidence and establish trustworthy.

*"I think if I wear a good cutting, the cloth will provide me a good opportunity for instance meeting new people or having a new job. I am still teenager so it's better to be more attractive with other people." (**Age 15-25**)*

*"It can express how you look like and represent your identity, make you look more attractive. Moreover it create more opportunity to meet new people, establish networking and getting a good job."(**Age 26-35**)*

*"It will make me look simply but smart. Even though the same suit but the pattern and cutting look upscale so less is more. For business, it really helps because people will perceive and judge you maybe in 3 seconds the way you dress and how do you respect yourself from dressing." (**Age 36-45**)*

➢ **Attitude Formation**

Attitude is the result of people assessment towards the object, topic or society which lead them to demonstrate the reaction, feeling and evaluation (Hellmut, Deanna, 1988). According to Tina study, consumers possess attitude, belief to well recognized fast fashion brand. Consumers already established their attitude both pre purchase stage and post purchase stage. Even though they have bought a cloth for 6 months, they still have feedback on their previous item in closet. Those attitude toward the product reflect to the future purchase. All of feedbacks have gather and transform to attitude (Tina Y, 2010).Author found that respondents can create an attitude from a various motives according to the purpose of the individual. From the interview, the value of fashion towards customer in every age group is they perceive Fast fashion as a High brand subtitle. Every age group mentioned about the adoption of style and design of fast fashion from Luxury brand. They thought that high brand can make wearers become more sophisticated in style as well as upscale in other opinion.

*"Zara, they have many collection in each two week. If you don't get it by now, the product will be gone soon. Besides, it look like fashion runway from high brand in a reasonable price." (**Age 15-25**)*

*"The collections are changing real fast. Not rely on the season. It look alike from luxury brand. Besides, I was recommended by my friend to buy Zara and I impressed." (**Age 26-35**)*

"It a copycat of a high brand and follower. High fashion they always be a trend setter. They put a lot of high investment toward the brand and fast fashion the just follow the color, design but cheaper. If I want a runway look with affordable price, I don't think of any brand except Zara "(Age 36-45)

4.3 The result of Process of Making Decision

➢ **Problem Recognition**

Hoyer claimed that problem recognition occurs when customer attempt to reach decision procedure. It simply happen when consumer consider that they need a product and initiative all process from searching the product that can satisfy their requirement and handle their current trouble. Situational factor, customer and marketing strategy could directly impact problem recognition. People solve the obstacle differently in terms of consumer influence. Some people will look for a product to solve their problem when they need a replacement from their old one (Hoyer and MacInnis, 2010). Respondents in 3 age group proved that their problem recognition occur from both situation and marketing strategy. For situational factor occurs when they have special occasion and need to solve the problem.

"I need to find some dress or when I have to go on event or it's a time for me to go shopping and add up some cloth in my wardrobe. What motivate me to go to the shop is a new collection that suits my style and sales signage" (Age 15-25)

"Depends on the situation like if I have a special occasion, weeding. I decide to go there to get some dress. And the budget that I currently have at that moment. Actually I have a budget for shopping every month unless for sales. I can extend my budget and save later." (Age 26-35)

"When I feel bored or tired with my work I'll go shopping therapy. After that I feel relieve. Maybe just window shopping 4 times a month. But for a real shopping it may be once a month. If I really want to buy I will spend

*much time to explore and decide. If I have special occasion or meeting, I will buy new dress." **(Age 36-45)***

Besides, shopping therapy always happens when the age group of 15-25 or 26-35 felt stress, got tired since they consider less of the price when shopping fast fashion. For older generation, they think twice before doing a shopping therapy. According to Hoyer, some people will look for a product to solve their problem when they need a replacement from their old one. For another group decide to go shopping and purchase a product by their emotional intention even though they unnecessarily need the product, they impressed with the new product and are driven by impulse buying. (Hoyer and MacInnis, 2010).

*"I do shopping therapy almost every week when I got some stress around 2,000 baht or when I have free time I always go to the shop".**(Age 15-25)***

*"Well it attracts me to go there but not every time. Sometimes, I just to do shopping therapy. Previously, I bought a lot when I see sales signage though I hardly wear them. Currently, I realized that it's useless and waste my money. But sometimes it motivates me to buy because it's the last chance to get good one. If you don't get it, it will be gone." **(Age 26-35)***

*"I did shopping therapy as well. I am kind of picky person I won't waste my money on the cloth I have never worn, so I do window shopping instead" .**(Age 36-45)***

➢ **Information Search**

According to the study from Lachance stated that In teenager age, the strongest influencer, have a potential power to help making decision and be a good source of information are friend (Lachance et. al.,2003). In addition, external information that teenagers mostly rely on is friend and family recommendation (More and Moschis, 1978). For older generation, they use a media for example tv , magazine ,catalog and window display more than friend or family. (Kaiser and Chandler, 1985). More and Moschis stated that younger consumers are likely to trust their personal acquaintances rather

than external source. Besides, young generation tend not to prepare or research the information before making decision. (More And Moschis ,1978)

From interview result found that the process of making decision from the age group 15-26 , they tend to trust their friend and family recommendation rather than the advertisement or any media .Besides, when they have intention to buy clothing, teenagers rarely search an information. Social media seem like to be the most promising and effective tool for both generation from 15-25 and 26-35.
They often check out the new collection in official website and follow the blogger who shows the outstanding style matching with their preference. If they need any advice or product review, they decide to have more information in the community website. Pantip.com shows drastically impact on 15-25 and 26-35.

For community website, each comment from the end user in community website could improve their purchasing intention of the product more than celebrity endorsement. Celebrities may have marginal impact in case the items or clothes are relevant to their style even though respondents are a big fan of the star. Except the collaboration collection with the well-known celebrities like Collaboration of Topshop and Kate moss or H&M with Anna Delllo Russo. These would considerably increase the purchasing power of the woman in age of 26-35 and 36-45 because they have these celebrities as a role model and enable to afford the item.

In both 15-25 and 26-35 age group, they barely read fashion magazine anymore because it's more expensive and waste of time and money. Respondents tend to access an easy communication tool like internet instead. Because it's easy and fulfill their requirement in term of variety of content and preference. When compare to the older group 36-45, these respondents still use the traditionally media e.g TV and magazine as an approach to take an inspiration. However, internet like IG and Facebook seems to impact them as well.

If they really appreciate some brand, respondents will directly follow the brand from Facebook and IG. For official website, these group will explore and update the product before coming to the store, checking the size or even a price comparing with shipping from overseas. Fashion community like style.com becomes a good source from them to investigate the information or update the new release collection.

"I usually update from internet only. Like application on mobile phone (IG), I will go for official site to update the collection and search for blogger to see the recommendation, comment and review from trusted sources like pantip. So blogger quite have an impact on me. Besides, I hardly read magazine right now because my work involves with internet and I don't have much time to read all article, it's a waste of money to spend 100 baht and see some trends. That's why I go for internet channel." (Age 15-25)

"Fashion magazine and IG. But you know what women in my generation hardly read magazine to search for fashion item. Mostly on IG because it's easy." (Age 26-35)

"Fashion blogger, my friend who is stylist, magazine and tv. When you grow up you will know what is suitable for you. Celebrity endorsement has no impact on me. All celebrity they have good figure and look good in every item but not as me. I dress to fulfill and correct my figure to enhance my identity." (Age 36-45)

4.4 The result of consumer behavior outcomes

➢ **Symbolic Consumer Behavior**

Before consumer make a decision on purchase, they have to consider whether the brand image and brand personality can suit their ideal image. Brand image towards customer's perception and the brand image that brand try to portray should be relevant. Therefore customer will evaluate brand value through product and service. It can divided into 4 dimensions which are brand loyalty, recognition, uniqueness and conformity.

➢ **Brand Loyalty**

Respondents in 15-25 age group show less brand loyalty and tend to go for brand switching. They prefer the variety of product more than value of the brand. For

26-35 age group portray both brand loyalty and brand switching in their purchasing behavior. It depends on their satisfaction and opportunity.

Conversely, Generation X shows high loyalty on brand and less interested to try a new brand, if they are satisfy with their current. Never the less loyal customer comes from healthy relationship that engage them with the brand. (Engel et. al., 1995)Respondents in 36-45 age group demonstrates on brand loyalty more than younger generation. According to Bettencourt study, Brand Image play an important role to impact loyalty from customers while they show portray their self-image though brand image (Bettencourt, 1997).

"Actually I don't stick to ant particular brand. I will go for the pastel color, nice pattern and plain design. It makes me look good. For pattern make me more attractive. When I buy fast fashion, it's more valuable for me to spend on cloth. I can use the same clothing style in many brand depend on my preference of the collection." ***(Age 15-26)***

"For Zara, it looks modern, upscale and professional. It suits to my style. I don't care much about sales so I usually explore a new collection every week. I can say that I'm a fan. Besides, for H&M, it's more simple and best for everyday life. I sometimes switch to this brand because of the collection and collaboration. "(Age 26-35)

"Well for Zara, it has good quality pattern and cutting. Also they provide more collection with a variety of product from casual to professional and premium. I usually go there if I need a nice cutting dress. But for Jaspal seems like working style and more feminine. Sometimes I have to go to the party or wedding. I would recommend to them" (Age 36-45)

➢ **Social Recognition**

Relying on Synder study claimed that when people see the similarity surrounding them, they automatically differentiate their uniqueness through other perception. Besides, people will seek the uniqueness which is not irritate to society and already gained approval from other (Snyder & Fromkin, 1980). Besdies, another

study of Tootelian shows that Teenagers dress and behave to express their identities, try to detach from family to find independence. Therefore they need supportive guidance and network to create their own culture (Tootelian and Gaedeke, 1992).

From an interview younger respondents from 15-25 prefer to differentiate themselves by communicating with the way they dress or the color they choose. For 15-25, this group tend to have their own identity. Even though they bought a cloth from the same store but intentionally to look different from others by adding up some items or accessories. Respondents always referred "uniqueness" "identity" and "individualism". They try to mix and match with their existing item in wardrobe.

For 26-35, prefers to express identity and uniqueness and also need recognition. As a stage of working, socializing, they need both of components (uniqueness + recognition) to support their identity.

On the other hand, two group of respondents which are 26-35, 36-45 prefer on social recognition rather than being uniqueness. They concern the way they look and the appearance would get along with professional career. Credibility and confidence could be generated from the way individual dress to show preference and taste.

Besides, 36-46 age group demonstrates a more traditional and conventional approach when talking about dressing style due to their professional career. These group focuses on more professional to enhance their personality and figure.

A study of Wiedmann found that great personality and appearance can grow a superior status , as well as owning a luxury brand signify the symbolic image of the cohort. (Wiedmann, Hennigs, Siebels 2007).Consequently, possessing a prestigious, superior status could support a social status and easily receive social acceptance from their attractive appearance (Nia, A. and Zaichkowsky, J.L., 2000). Accordingly conformity depicts an affluent lifestyle and superior status which can enhance to the professional life and career (Wong and Ahuvia, 1998).

> *"I like mix and match with my own style. I don't like to wear the same as others. It will be pattern, cutting, texture or color. For example, I can dress my new item with my previous piece. I can wear black shirt on top*

*pair with neon skirt and totally make a new look. As you know I work in State Enterprise Company so I have to be very formal at work but when I'm free I will express my own style." (**Age 15-25**)*

*"I think if I wear a good cutting, my personality will look attractive. The cloth will provide me a good opportunity for instance meeting new people or having a new job. I am still teenager so it's better to be more attractive with other people." (**Age 26-35**)*

*"It will make me look simply but smart. Even though the same suit but the pattern and cutting look upscale and classic so less is more. For business, it really helps because people will perceive and judge you maybe in 3 seconds the way you dress and how do you respect yourself from dressing." (**Age 36-45**)*
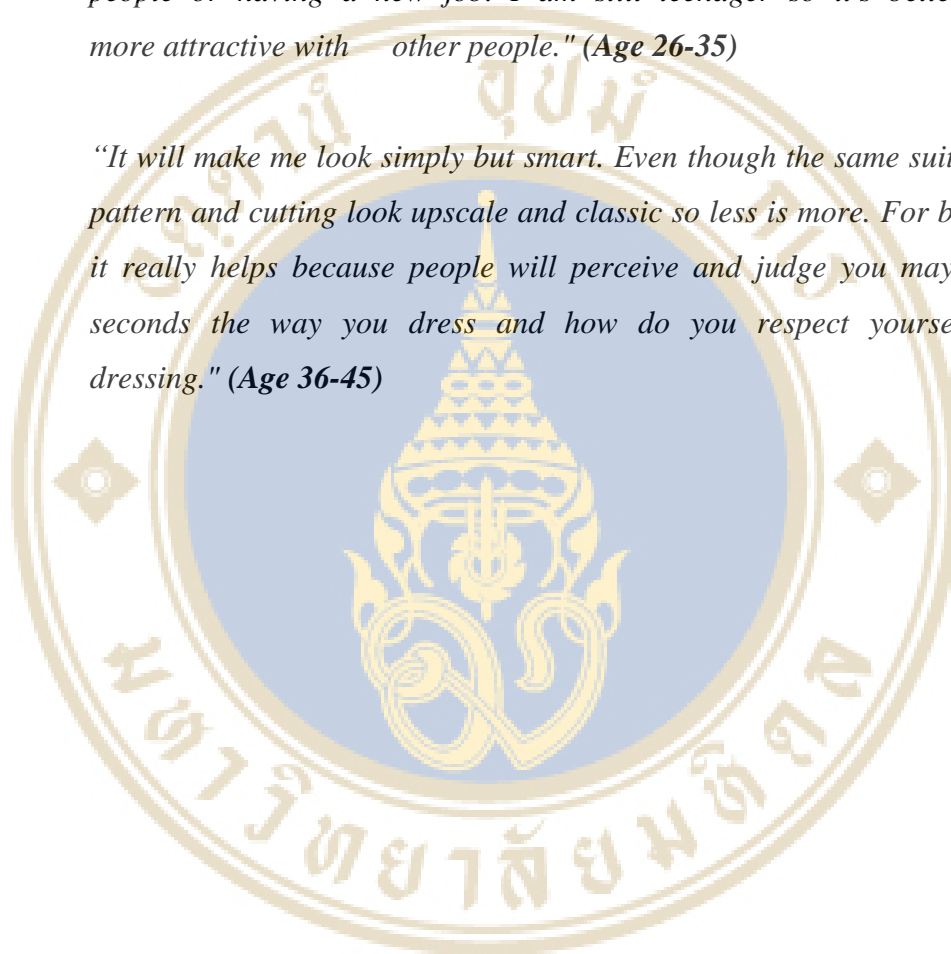
Table 4.1 Summary Finding of Thai female Consumer behaviour to fast fashion

Topic	Concept	15-25	26-35	36-45
Consumer 's Culture	Age	Same age portrays the same behavior among their member. They share experience, opinion and preference in all 3 age group.		
	Social Influence	Collectivism (friend & family influence)	Collectivism (friend & family &co-worker influence)	Individualism (individual)
Psychological Core	Customer Value	Price	Price + Quality (pattern ,design)	Quality (comfort, textile)
	Motivation	Hedonic motivation (pleasure, social status)	Hedonic motivation (pleasure, social status) Utilitarian motivation need (quality ,pattern ,design)	Hedonic motivation (pleasure, social status) Utilitarian motivation need (quality,comfort, textile)
	Perception	attracting attention or establishing a relationship	new opportunity to meet people in both business and personal affair	professional look
	Attitude Formation	Luxurious status with sophisticated look	Luxurious status with sophisticated look	Luxurious status with sophisticated look

Table 4.1 Summary Finding of Thai female Consumer behaviour to fast fashion (cont.)

Topic	Concept	15-25	26-35	36-45
Process of Making Decision	Problem Recognition	Price conscious Shopping therapy	Design & Pattern Shopping therapy	Comfort & textile Shopping therapy
	Information search	Hardly prepare information	Explore product via internet & social media. Hardly read magazine	Update product via traditional media such as TV , magazine and internet
Consumer Behavior Outcomes	Brand Loyalty	Brand Switching	Brand Loyalty + Brand switching	Brand Loyalty
	Recognition, uniqueness , conformity	Need uniqueness	Need recognition , conformity	Need Recognition

CHAPTER V
MANAGERIAL IMPLICATIONS

From the investigation through in-depth interview, author found that creating an online and offline community or a group to update information of the brand sharing and socializing among their group would be another alternative. Because people in the same age tend to behave similarly and listen to their social club more because they share some recommendation, experience. Besides, customer perceive and trust a source of information from their acquaintance especially 15-25 and 26-35. Fashion retailers can do both online and offline activity to create an involvement level of relationship of brand itself and people in the group. As a result of the study everyone needs acceptance from people in their society so engagement and interaction in activity occur from the interest of majority. Having a styling workshop or inviting a fashion guru could facilitate member experience and build a strong relationship toward to brand. Besides, retailers can utilize a technology advancement as another tool to gather customer and let them share their preference and provide information or an update in their group.

Many teenager respondents demonstrate self-initiated consumption and acquisition. Differentiation enable consumer to become unique and special (Lynn & Harris, 1997). Many young consumer from 15-25 age group mention about Thai designer. They love Thai designer more than Fast fashion because it looks more unique and sophisticated. Even though it costs 5 times than fast fashion. Besides, the sizes are tailored-made to fit with Thai body than Fast fashion. Each Thai designer has scarcity of cloth so consumers don't have to worry that 100 people will dress the same. Tian advised that customers are likely to avoid the product that make them look and feel the same to others. When the product that make them look unique change into the mass. The level of involvement towards brand and consumer become decrease and turns out to discontinue (Tian et al., 2001). Collaboration with Thai designer with a

limited edition strategy would fulfil an unmet need of customer especially 15-25 and 26-35. As they try to differentiate themselves from what they wear and fast fashion brand create an attractive association with their fan base by increasing a market penetration and gain a new customer. Not only increasing market share but also creating brand awareness. Fast fashion brand can create higher demand with more attention from this campaign. Collaboration with Thai designer towards customer opinion, it has more uniqueness and more premium in term of design, pattern and scarcity of product the sell. For fast fashion, a lot of people will dress the same cloth to you.

Accordingly, a store should expand a more premium fast fashion section that concentrate more on cutting and textile. Women in 26-35 and 35-45 have more purchasing power and looking for a professional look. Especially 36-45 age group prefers a nice cutting dress with fine fabric such as linen or cotton. A comfort textile will not irritate their skin when they wear it.

Besides, 26-35 and 36-45 express a loyalty on their purchasing especially 36-45. They have a long term on brand loyalty if they impress with their existing brand as long as brand can create a healthy relationship. Fashion retailer need to understand their needs toward their purchasing behavior. Using customer relation management program to customize a strong relationship. As the program is designed to analyse individual customer profile and systematically inform consumer's specific needs. Accordingly it's easy for retailer to satisfy and provide the product and service to reach their satisfactory level. Apart from fulfilling client's requirement, CRM can facilitate a potential customers to establish coherent strategy gaining more customer base. It can enhance the information with marketing strategy and promotional campaign to multiply their buying retention.

CHAPTER VI
CONCLUSION

After investigating the difference of Thai female purchasing behaviour towards fast fashion. The result would be beneficial for Fast Fashion retailer in Thailand to choose the coherent strategic consideration and direction in a very competitive retailing market.

> 1. What are the defining characteristics of Thai female shopper in different 3 age groups through fast fashion?

From interview process with 3 age groups of women, author divided distinctive characteristic trait on each factor into 4 elements which are Consumer's culture, Psychological core, Process of making decision, Consumer Behavior Outcomes.

➤ **Consumer's Culture**

Three age groups namely 15-25, 26-35, 36-45 exhibit similar action as their group. People in the same group or society share their relevant experience, actively contribute an idea and express their personal opinion through people in the same age. They conform to societal norm.

For social influence, 15-25 shows collectivism that rely on their collective group especially family and friend. By showing mutual connection, sharing experience and though result in their attitude. 15-25 thought that Socialization can gather recommendation, opinion among peers. Therefore they tend to trust their friend and family before making a decision.

For 26-35 depicts a similar collectivism pattern as 15-25 with specifically influence by friend, family and co-worker. As this age group is in the working environment, co-worker will me another group who has an impact on them apart from friend and family.

36-45 age group shows their individualism because they are self-oriented. When making a decision this group decide on their individual needs rather than relying on friend recommendation or comment. They need their privacy and create their individual identity by emphasis on their initiation.

➢ **Psychological core**

For 15-25 age group mostly is price sensitivity. As price is another factor that youngster mainly concern. They measure the important of sales and price rather than quality. Besides, they are looking for a nice cutting with moderate price. But willing to buy incase a product fit with their emotional benefit. Therefore 15-25 age group concern on hedonic needs rather than utilitarian needs. They will purchase a product that value to their perception carelessly concern on functional benefit and prefer social networking. For perception, this group focus on attracting attention or establishing a relationship.

For 26-35 age group prioritizes quality of the cloth in term of pattern and design. They believe that quality could boost their individuality and character. A good cutting cloth could enhance their appearance. Nice cutting clothes could communicate as a social status, education and preference. They can judge others from dressing style and how much do you take care your self-esteem.   In term of perception 26-35 age group is highlight on having a new opportunity to meet people in both business and personal affair, a chance to get a new job.

For women around 36-45 show their attention on quality concentrating on fabric, comfort. The textile will comfort and should be easy to wear without itching to their skin. This generation concern about the durability of the product because working condition could make them look professional appearance. Besides, they do concern about texture of the fabric. Hence 36-45 concern on both hedonic and utilitarian need by combining their emotional value with functional benefit. Perception in 36-45 perspective is focusing on their professional look. They trust that fast fashion could build up confidence and establish trustworthy.

➢ **Process of making decision**

Respondents in 3 age group proved that their problem recognition occur from both situation and marketing strategy. For situational factor occurs when they have special occasion and need to solve the problem. Besides, shopping therapy always happens when the age group of 15-25 or 26-35 felt stress, got tired since they consider less of the price when shopping fast fashion. For older generation, they think twice before doing a shopping therapy.

Respondents in 3 age group proved that their problem recognition occur from both situation and marketing strategy. For situational factor occurs when they have special occasion and need to solve the problem. Besides, shopping therapy always happens when the age group of 15-25 or 26-35 felt stress, got tired since they consider less of the price when shopping fast fashion. For older generation, they think twice before doing a shopping therapy.

In age group 15-25, they trust their friend and family recommendation rather than the advertisement or any media .Besides, when they have intention to buy clothing, teenagers rarely search an information.

Social media seem like to be the most promising and effective tool for both generation from 15-25 and 26-35. If they need any advice or product review, they decide to have more information in the community website.

Older group 36-45, these respondents still prefer the traditional media e.g. TV and magazine as an approach to take an inspiration. However, they also use internet as another communication tool.

➢ **Consumer Behavior Outcomes**

Respondents in 15-25 age group show less brand loyalty and tend to go for brand switching. They prefer the variety of product more than value of the brand. From an interview younger respondents from 15-25 prefer to differentiate themselves by communicating with their uniqueness.

For 26-35 age group portray both brand loyalty and brand switching in their purchasing behavior. It depends on their satisfaction and opportunity. For 26-35, exhibits identity and uniqueness, need recognition and conformity because this age group surrounds by working environment.

Women in 36-45 age group demonstrates on brand loyalty more than younger generation. These group focuses on more professional to enhance their personality and figure .They concern the way they look and the appearance would get along with professional career.

> ## 2. What factors drive purchasing behavior of fast fashion apparel in different 3 age groups from 15-25, 26-35, and 36-45?

Due to the difference generation in each age group has different factor toward their purchasing behaviour and making decision.

The driving purchase of 15-25 age group are uniqueness and individual expression. The reason that teenager prefer shopping is socializing among their group by creating teen culture. Clothing and appearance for 15-25 age group can be a symbolic representation to indicate their value and identity. Especially teenagers who need be proved and accepted from member in their group. Therefore when they buy cloth, they try to communicate their uniqueness toward the way they dress with accessories or style that make a well recognition among their society.

Respondents from 26-35 age group portrays recognition and conformity as a leading purchasing behavior. Women at this age are in working environment, they need credibility and confidence to support their professional career so visual appearance can provide a brand image toward social status, and identity.

Besides, respondents from 36-45 age group show recognition factor as a drive in purchasing behavior. Acceptance and credibility among people in company, family or society seem to be a promising requirement for 36-45 age group. Having a polish look with good personality provide more personal satisfaction and appreciation to these group. They believe that having a sophisticated style from fast fashion could facilitate their recognition and help supporting achievement.

CHAPTER VII
LIMITATIONS

According to the study process, author found that there have few study conducted a research especially in Asia. Most of the research was found in western study. Therefore the result and implication of the previous research may not adaptable in Thailand.

Conducting an in-depth interview, the author have to manage the bias that occurring from the asking the question (Ghauri,Gronhaug ,2002). Besides, interviewer and respondent may have a diverse understanding of the definition and some technical term from the interview question and answer. Therefore the respondent may comprehend the query and rely on their understanding. Moreover, the interview was conducted in English, but the interviewees are Thai. They have limitation of communication and language barrier. Some of respondents felt nervous while recording. Body language can be identified as a nonverbal communication during the interview (Mariampolski, 2001) some interviewees swirled their hair or touching their chin. They awkwardly answered in some personal question.

As asking an opened ended question, which let the interviewees individually shape their answer, they had to elaborate the answer. When there are too many questions are asked, the respondents may felt bored and carelessly complete the session that radically affect the finding quality. In consequence of the result, author tries to elaborate and conclude the questions and deduct all repeated question. When author recheck the answer, some respondents tried to avoid answering the truth. They attempt to elaborate as the social convention and perspective.

7.1 Future research

Finally, the suggestion for future research of this topic would be conducting a questionnaire. Quantitative method are appropriate for various kind of

studies. The combination of qualitative and quantitative method are complementary and hardly to be used in isolation from each other (Jones, 1988). Even though in-depth interview can reflect the complexity of the investigated topic, author found that questionnaire would substantially enhance the outsider view from the data and see the generalization of population.

In addition, quantitative approach is a reflection of different perspectives on knowledge and research objectives.

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APPENDICES
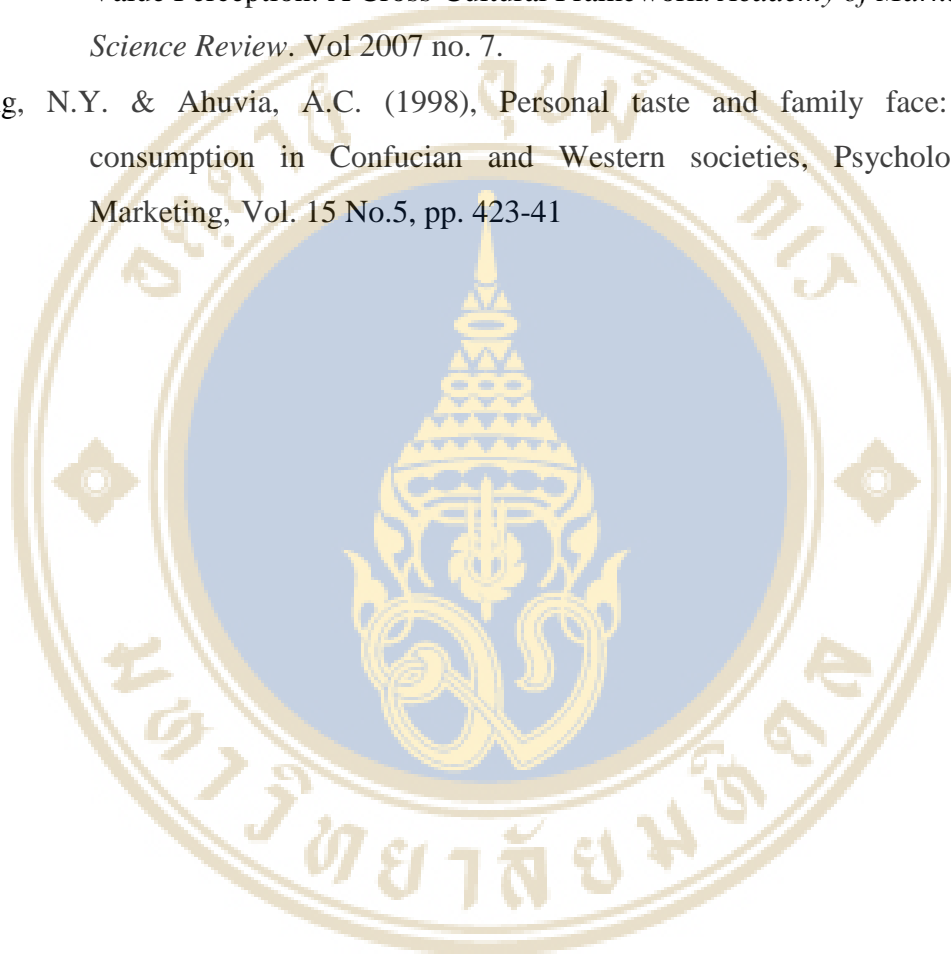
Appendix A : Consent Form

Consent for Participation in Interview Research

I volunteer to participate in a research project conducted by Tanatat Sae-tu from

College of Management, Mahidol University. I understand that the project is designed to gather information for academic work namely Thematic Paper. I will be one of approximately 15 people being interviewed for this research.

1. My participation in this project is voluntary. I understand that I will not be paid for my participation. I may withdraw and discontinue participation at any time without penalty.

2. If I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.

3. Participation involves being interviewed by Tanatat Sae-tu. The interview will last approximately 10-15 minutes. Notes will be written during the interview. An audiotape of the interview and subsequent dialogue will be made. If I don't want to be taped, I will not be able to participate in the study. Also subsequent uses of records and data will be subject to standard data use policies, which protects the anonymity of individuals and institutions.

4. Faculty and administrators from my campus will not be present at the interview, this precaution will prevent my individual comments from having any negative repercussions.

5. I understand that this research study has been reviewed and approved by Dr. Kannika Leelapanyalert, a professor at College of Management, Mahidol University. For research problems or questions regarding subjects, the College of Management, Mahidol University may be contacted through Dr. Kannika Leelapanyalert.

6. I have read and understood the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.

_____   _____

Signature of the Interviewee   Signature of the Interviewer

_____   _____

Date   Date

MAHIDOL UNIVERSITY
Wisdom of the Land

Consent for Participation in Interview Research

I volunteer to participate in a research project conducted by Tanatat Sac-tu from College of Management, Mahidol University. I understand that the project is designed to gather information for academic work namely Thematic Paper. I will be one of approximately 15 people being interviewed for this research.

1. My participation in this project is voluntary. I understand that I will not be paid for my participation. I may withdraw and discontinue participation at any time without penalty.

2. If I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.

3. Participation involves being interviewed by Tanatat Sac-tu. The interview will last approximately 10-15 minutes. Notes will be written during the interview. An audiotape of the interview and subsequent dialogue will be made. If I don't want to be taped, I will not be able to participate in the study. Also subsequent uses of records and data will be subject to standard data use policies, which protects the anonymity of individuals and institutions.

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6. I have read and understood the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.

_____
Signature of the Interviewee

_____
Signature of the Interviewer

26/ 06/ 2014
Date

26/ 06 / 2014
Date

Consent for Participation in Interview Research

I volunteer to participate in a research project conducted by Tanatat Sac-tu from College of Management, Mahidol University. I understand that the project is designed to gather information for academic work namely Thematic Paper. I will be one of approximately 15 people being interviewed for this research.

1. My participation in this project is voluntary. I understand that I will not be paid for my participation. I may withdraw and discontinue participation at any time without penalty.

2. If I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.

3. Participation involves being interviewed by Tanatat Sac-tu. The interview will last approximately 10-15 minutes. Notes will be written during the interview. An audiotape of the interview and subsequent dialogue will be made. If I don't want to be taped, I will not be able to participate in the study. Also subsequent uses of records and data will be subject to standard data use policies, which protects the anonymity of individuals and institutions.

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6. I have read and understand the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.

_____
Signature of the Interviewee

_____
Signature of the Interviewer

26/6/2014
Date

26/06/2014
Date

MAHIDOL UNIVERSITY
Wisdom of the Land

Consent for Participation in Interview Research

I volunteer to participate in a research project conducted by Tanatat Sae-tu from College of Management, Mahidol University. I understand that the project is designed to gather information for academic work namely Thematic Paper. I will be one of approximately 15 people being interviewed for this research.

1. My participation in this project is voluntary. I understand that I will not be paid for my participation. I may withdraw and discontinue participation at any time without penalty.

2. If I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.

3. Participation involves being interviewed by Tanatat Sae-tu. The interview will last approximately 10-15 minutes. Notes will be written during the interview. An audiotape of the interview and subsequent dialogue will be made. If I don't want to be taped, I will not be able to participate in the study. Also subsequent uses of records and data will be subject to standard data use policies, which protects the anonymity of individuals and institutions.

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6. I have read and understood the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.

_____
Signature of the Interviewee

05 / 07 / 2014
Date
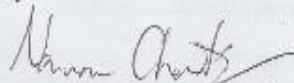
_____
Signature of the Interviewer

05 / 07 / 2014
Date

Consent for Participation in Interview Research

I volunteer to participate in a research project conducted by Tanatat Sae-tu from College of Management, Mahidol University. I understand that the project is designed to gather information for academic work namely Thematic Paper. I will be one of approximately 15 people being interviewed for this research.
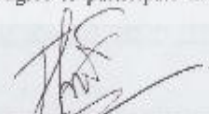
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6. I have read and understood the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.

_____
Signature of the Interviewee

27 / 6 / 14
_____
Date

_____
Signature of the Interviewer

28 / 0 6 / 2014
_____
Date

MAHIDOL UNIVERSITY
Wisdom of the Land

Consent for Participation in Interview Research

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28 / 06 / 2014
Date

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Signature of the Interviewer

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Signature of the Interviewee

29/ 06/ 14.
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Date

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Signature of the Interviewer

29 / 06 / 2014
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Date

MAHIDOL UNIVERSITY
Wisdom of the Land

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Signature of the Interviewer

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Date

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Signature of the Interviewee

Jul 5, 2014
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Date

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Signature of the Interviewer

5/07/2014
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Date

MAHIDOL UNIVERSITY
Wisdom of the Land

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Signature of the Interviewee
7/07/2014
Date

Signature of the Interviewer
7/07/2014
Date

MAHIDOL UNIVERSITY
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_____
Signature of the Interviewee

_29 / 06 / 14_
Date

_____
Signature of the Interviewer

_24 / 06 / 2014_
Date

MAHIDOL UNIVERSITY
Wisdom of the Land

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Signature of the Interviewer

3 / 07 / 2014
Date

3 / 07 / 2014
Date

<u>Appendix B : Interview Question</u>

1 The Consumer's Culture
- Think of a time when you go shopping, who do you mainly shop with?
- Many women regard their friend as a good source of advice on fashion selection. What kind of information or advice from your friends would you listen to?
- Before shopping fast fashion, what aspect has the most impact on you?

2 The psychological core

- In your opinion, which words can identify the definition of fast fashion and elaborate?
- How would you characterize your style? / How could you define your dressing style?
- How significant are fast fashion clothes for your self-image?
- Tell me how you usually take inspiration for new purchases?
- Before you go shopping, what are you looking for at fast fashion stores?

3 The process of making decision

- What is your opinion towards quality of cloth before making decision?
- Before shopping, where do you get information about trend and fashion?
- Think of a time when you see Sales signage in fats fashion store, how do you feel?
- Comparing with other fashion brands, what makes you choose fast fashion brands?
- Describe a situation in which you consider price of clothing before making a decision

4 Consumer behavior outcomes

- Which fast fashion store would you be most likely to recommend to friend and why?

- In your past shopping experience, what do you like most with fast fashion give 2 example?
- Describe a time when you go shopping fast fashion, which 2 brands are your favorite?
- What is your satisfaction level with the following brand rate from (1-5) as well as sharing your own experience?
- Can you tell the difference between (following brand 1) and (following brand 2) brand image? Describe with few key words what you associate with: (following brand 1) or (following brand 2)
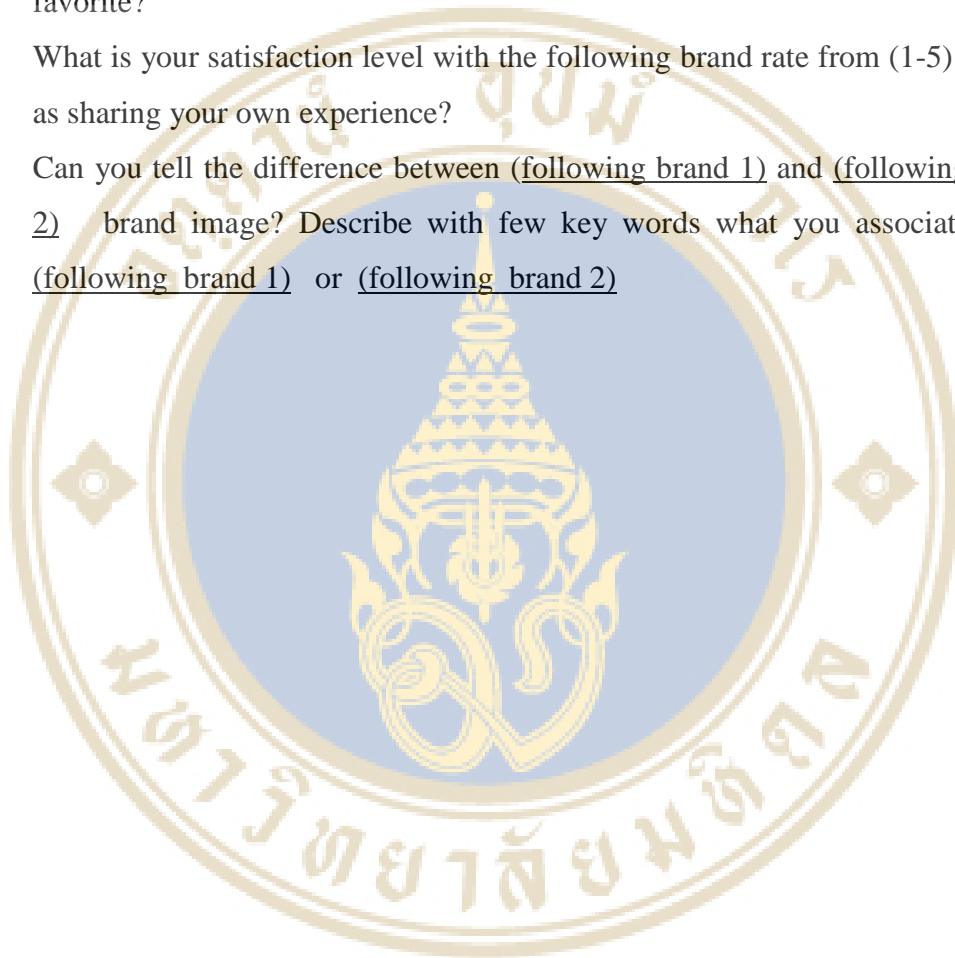
Appendix C : Transcript of 3 age group interviewees

Interviewee's Age group 15-25

Interviewee 1

Q: Could you please introduce yourself

A: My name is Thanchanok Pongchan. I am an IT technician.

Q: Think of a time when you go shopping, who do you mainly shop with?

A: For me I love to go with my family and friend. They always give suggestion to me with style or color is good for me. Sometimes, I go alone to explore and give me a freedom.

Q: What kind of fashion information or advice from your friends would you listen to?

A: New collection and Sales. I want to update a new collection. For sales, I can update the sales and promotion with friend. I always talk and share update information. Therefore I can manage with my limited budget.

Q: Before shopping fast fashion, what aspect has the most impact on you?

A: I do shopping therapy almost every week when I got some stress around 2,000 baht or when I have free time I always go to the shop.

Q: In your opinion, which words can identify the definition of fast fashion and elaborate?

A: Come fast and go fast. IT means that there are a lot of collection in a week with different prospect and the variety of product.

Q: How would you characterize your style? / How could you define your dressing style?

A: Actually I don't stick to ant particular brand. I will go for the pastel color, nice pattern and plain design. It makes me look good. For pattern make me more attractive. When I buy fast fashion, it's more valuable for me to spend on cloth. I can use the same clothing style in many brand depend on my preference of the collection.

Q: How significant are fast fashion clothes for your self-image?

A: I think If I wear a good cutting, my personality will look attractive. The cloth will provide me a good opportunity   for instance meeting new people or having a new job. I am still teenager so it's better to be more attractive with other people.

Q: Tell me how you usually take inspiration for new purchases?

A: I usually update from internet only. Like application on mobile phone (IG), I will go for official site to update the collection and search for blogger to see the recommendation, comment and review from trusted sources like pantip. So blogger quite have an impact on me. Besides, I hardly read magazine right now because my work involves with internet and I don't have much time to read all article, it's a waste of money to spend 100 baht and see some trends. That's why I go for internet chanel.

Q: Before you go shopping, what are you looking for at fast fashion stores?

A: New collection and current sales and promotion.

Q: What is your opinion towards quality of cloth before making decision?

A: I don't mind about the quality that much. Fashion run fast so I have to change it more often. It's true that women renew their wardrobe like me. I usually trade off my old cloth from IG or I will donate it. Actually I wore 2-3 times and sold in online. Some old limited collection cloth could cost double price from when I firstly bought.

Q: Before shopping, where do you get information about trend and fashion?

A: Internet like IG, community website (pantip) that I already mention. I hardly read real magazine.

Q: Think of a time when you see Sales signage in fats fashion store, how do you feel?

A: I'm so excited and happy to shop. Because I got paid with some amount of salaries so I can buy them.

Q: Comparing with other fashion brands, what makes you choose fast fashion brands?

A: Trend and variety of product that I mentioned. Especially color, someone will look livelier if they choose the right color the same as pattern. I usually prepared my dressing at night.

Q: Describe a situation in which you consider price of clothing before making a decision

A: I look at the price first as I mentioned I have limited budget so I have to manage how much should I buy. I averagely spend around 10,000 per month.

Because I am not a keen on buying electronic devices or paying any bills at home.

Q: Which fast fashion store would you be most likely to recommend to friend and why?

A: Lookbook and Zara. For Lookbook provides pastel color, you can mix and match with another piece easily. For Zara you can be for professional and more fashionable.

Q: In your past shopping experience, what do you like most with fast fashion give 2 example?

A: affordable price and variety of product.

Q: Describe a time when you go shopping fast fashion, which 2 brands are your favorite?

A: Uniqlo and Zara

Q: What is your satisfaction level with the following brand rate from (1-5) as well as sharing your own experience?

A: Uniqlo 5, Zara 4. For Uniqlo, it has more variety of product .For Zara, it looks more elegant and sophisticated

Q: Can you tell the difference between (following brand 1) and (following brand 2) brand image? Describe with few key words what you associate with: (following brand 1)   or (following brand 2)

A: For Uniqlo is suitable for everyone. For Zara, is sophisticated and good looking.

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Interviewee 2

Q: Could you please introduce yourself

A: My name is Warittha Thamthada. I am a marketing Communication in Fashion Company.

Q: Think of a time when you go shopping, who do you mainly shop with?

A: Mostly in the past, I went there with with my friend or boyfriend. But now I am studying Master's degree so I don't have much time to go to the department store that's why I go for online on my own. Sometimes, I would listen to my friend in terms of color or style. The good thing of shopping online is saving time with the same quality as fast fashion in the store.

Q: What kind of fashion information or advice from your friends would you listen to?

A: If the cloth fits me or not. It's all about style.

Q: Before shopping fast fashion, what aspect has the most impact on you?

A: If I like the design then I'l make a decision on color. I like a cloth that have good cutting.

Q: In your opinion, which words can identify the definition of fast fashion and elaborate?

A: Fashion style that come fast and go quickly. For example Zara, they have many collection in each two week. If you don't get it by now, the product will be gone soon. Besides, it look like fashion runway from high brand in a reasonable price.

Q: How would you characterize your style? / How could you define your dressing style?

A: I'm a minimal but have a bit of detail in it and I love good cutting. I don't like to wear a lot of design on cloth. Actually when my friend saw some piece they would say that It should be mine" As working in fashion company, I got many cloth but I'll dress up to express my own identity and uniqueness. I don't follow every trend which still popular. Like I don't wear polka dot even though it's really hot in this season, because it isn't suit my preference and style. I have attitude and uniqueness.

Q: How significant are fast fashion clothes for your self-image?

A: It can make me look more stylish and expensive in affordable price.

Q: Tell me how you usually take inspiration for new purchases?

A: Fashion magazine and IG. But you know what women in my generation hardly read magazine to search for fashion item. Mostly on IG because it's easy.

Q: Before you go shopping, what are you looking for at fast fashion stores?

A: New collection and current sales and promotion.

Q: What is your opinion towards quality of cloth before making decision?

A: Good cutting and good fabric. I don't like the wrinkle on the stich. If you put a lot of attention in pattern and cutting, total look will be more expensive and classy. The color as well. I'll go for black, navy, grey, white. These combination is me.

Q: Before shopping, where do you get information about trend and fashion?

A: Internet like IG and magazine. Now it's digital media, people don't buy magazine.

Q: Think of a time when you see Sales signage in fats fashion store, how do you feel?

A: It's too much. As I'm working in this field I knew the strategies. But as a woman I love to go and take a look. In the past, I got impulse and bought something unnecessary. But now I realize how to buy effectively. I usually get new cloth every month. Sometimes I sold my old cloth in IG. For my rare item, I could sell in a very good price higher than I bought. The item that I sold, it was bored about it.

Q: Comparing with other fashion brands, what makes you choose fast fashion brands?

A: Affordable and there's more variety of product. Like if you come to the shop this week, Next week there's going to be a new collection on the shelves. Like I said it comes fast.

Q: Describe a situation in which you consider price of clothing before making a decision

A: Yes, all the time. Before I buy cloth I always take this point seriously. But if I really like it, the price is not a big issue. However, I have a maximum price to pay and accept. Like if for one shirt, it shouldn't be more than 3,000 baht. Honestly, I don't prepare a budget for shopping. Let say I still have money, I will save a little bit and buy what I valuable for me. I just ask myself, do I need this? And the answer is "YES". Averagely, I spent 5,000 minimum.

Q: Which fast fashion store would you be most likely to recommend to friend and why?

A: I recommend Zara because of variety of product, line extension and nice quality.

Q: In your past shopping experience, what do you like most with fast fashion give 2 example?

A: Variety of product and affordable price. Besides, they copy the high brand that's the key of interest.

Q: Describe a time when you go shopping fast fashion, which 2 brands are your favorite?

A: Zara and Topshop

Q: What is your satisfaction level with the following brand rate from (1-5) as well as sharing your own experience?

A: 5 for both. Because I love both. I bought at Zara more than topshop because it's cheaper.

Q: Can you tell the difference between (following brand 1) and (following brand 2) brand image? Describe with few key words what you associate with: (following brand 1)   or (following brand 2)

A: Zara is more mature and professional for everyone. For Topshop, it looks livelier with more style.

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Interviewee 3

Q: Could you please introduce yourself

A: My name is Ruangarun Benjamapornkul . I am a business owner.

Q: Think of a time when you go shopping, who do you mainly shop with?

A: Mostly of the time I usually go shopping with my friend. Particularly girls enjoy shopping and looking around.

Q: What kind of fashion information or advice from your friends would you listen to?

A: As I mentioned I will listen to them about the style and color that is best for me.

Q: Before shopping fast fashion, what aspect has the most impact on you?

A: When it comes to limited item like the collaboration with celebrity. Therefore it makes me feel that I have to have it. And affordable price.

Q: In your opinion, which words can identify the definition of fast fashion and elaborate?
A: trendy and fashion able for women.

Q: How would you characterize your style? / How could you define your dressing style?

A: For me I think formal style with a detail. I always should simple color like black or white. But it will represent a detail. Clearly speaking, a metal zip, a

bloom skirt like exotic material. I have my own style. During week day I will dress more formal because I have to meet a lot of people. For weekend I will go for short and tee to make it look more me.

Q: How significant are fast fashion clothes for your self-image?

A: It can express how you look like and represent your identity, make you look more attractive. Moreover it create more opportunity to meet new people, establish networking and getting a good job.

Q: Tell me how you usually take inspiration for new purchases?

A: Internet blogger to get some inspiration and will go for an official website on and off. I rarely read though the magazine much.

Q: Before you go shopping, what are you looking for at fast fashion stores?

A: New collection and current sales and promotion.

Q: What is your opinion towards quality of cloth before making decision?

A: I will focus on fabric and design. I love the texture of fabric and pattern. Fabric and pattern can be a key indicator to show that your cloth is expensive and exquisite or not. And it make the people look more tasteful.

Q: Before shopping, where do you get information about trend and fashion?

A: Internet like IG and magazine like Hamburger, Cleo, Seventeen

Q: Think of a time when you see Sales signage in fats fashion store, how do you feel?

A: I need to look around and sometimes bought a new collection instead. I averagely spend 7,000 baht per month without planning the shopping budget. If I feel I need it so why do I have to wait.

Q: Comparing with other fashion brands, what makes you choose fast fashion brands?

A: Celebrity endorsement. Something that celebrity wears. So I want to be stylish like them.

Q: Describe a situation in which you consider price of clothing before making a decision

A: Yes sometimes when the price seems too high compare to the quality of the cloth, the fabric they're using and the cutting they're providing. I have a price

range to buy. Like 4,000 for one piece of cloth. Conversely for brand name bag will be more.

Q: Which fast fashion store would you be most likely to recommend to friend and why?

A: I recommend Topshop because casual and ready to wear.

Q: In your past shopping experience, what do you like most with fast fashion give 2 example?

A: Sometime it's all about the uniqueness and Variety of product.

Q: Describe a time when you go shopping fast fashion, which 2 brands are your favorite?

A: Ilada (Thai Designer) and Topshop

Q: What is your satisfaction level with the following brand rate from (1-5) as well as sharing your own experience?

A: Irada, I give 5 with a unique design and high quality of fabric. For Topshop, I give 3 because some item has higher price comparing with quality. Sometimes we try to choose Thai designer instead of Fast fashion because it has more uniqueness and more premium in term of design and pattern. For fast fashion, a lot of people will dress the same cloth to you. Due to the Price and scarcity of product the sell, so we tend to dress unrepeatedly with other. You know what woman doesn't to see other wear the same piece as they possess.

Q: Can you tell the difference between (following brand 1) and (following brand 2) brand image? Describe with few key words what you associate with: (following brand 1)   or (following brand 2)

A: Ilada is more unique. For Topshop, it's easy to use.

_____

Interviewee 4

Q: Could you please introduce yourself

A: My name is Vanichaya Samakorn . I am a chief assistant of customer service department in   Banking company. .

Q: Think of a time when you go shopping, who do you mainly shop with?

A: I prefer to go alone because my friend are quite busy and it's easy for me to make decision myself. Sometimes I go there with friend.

Q: What kind of fashion information or advice from your friends would you listen to?

A: I will listen to the friend who has the same style as me. Because I would prefer to listen to someone who has the same attitude and preference.

Q: Before shopping fast fashion, what aspect has the most impact on you?

A: Depends on the situation like if I have a special occasion, weeding. I decide to go there to get some dress. And the budget that I currently have at that moment. Actually I have a budget for shopping every month. If I spend much that period, I won't shop much. I'm not rely on plastic card (credit card) because I'll tempt me to buy without thinking carefully. I averagely spend 7,000 baht a month. I shop from brand name, flea market or fast fashion.

Q: In your opinion, which words can identify the definition of fast fashion and elaborate?
A: Fashion style that come fast and go quickly. The collections are changing real fast. Not rely on the season. It look alike from luxury brand.

Q: How would you characterize your style? / How could you define your dressing style?

A: I'm a smart casual. As I'm working in customer service department, I have to be formal. For weekend, I'll choose jeans and t shirt.

Q: How significant are fast fashion clothes for your self-image?

A: It can make me look more professional. Some t-shirt have a good cutting and style. So it can make you look more expensive from the pattern and cutting. It a way to evaluate their taste from the cutting of the dress they wear.

Q: Tell me how you usually take inspiration for new purchases?

A: Because I went shopping alone so display really inspires me. If it fit my style so I'll go and explore but if it's not so I'll walk by. And Internet as well like IG.

Q: Before you go shopping, what are you looking for at fast fashion stores?

A: Actually I'm not a fashionista who dress and buy often. I just want to buy the thing that's really made to be me. If I's the right one, I won't hesitate to get it.

Q: What is your opinion towards quality of cloth before making decision?

A: I'm neutral with that but I prefer the cloth that make to comfortable to wear. The fabric has to be soft and don't' irritate my skin. You know what sometimes, the label are another thing that's am looking for when I buy a cloth. It don't have to scratch my neck while I'm wearing. Pattern as well. Color does nothing for me.

Q: Before shopping, where do you get information about trend and fashion?

A: Internet like IG and Facebook word of mouth. Friend and friend of friend. Fashion go really fast. Some will in trend today but tomorrow it will be gone. That's why I have to keep update every Chanel. I'll search official website for check the price when go abroad.

Q: Think of a time when you see Sales signage in fats fashion store, how do you feel?

A: It's nothing to me. As I mentioned, I have a budget for shopping. But red sign can attract me. But if the pattern is not good and there's no size, I won't buy it. It's a waste of money.

Q: Comparing with other fashion brands, what makes you choose fast fashion brands?

A: Affordable, good quality and convenient to buy. I'll shop a location along MRT and BTS.

Q: Describe a situation in which you consider price of clothing before making a decision

A: Not really. If it's beautiful and suit my style. I'll but it any way. For me I'll look for style, design, pattern first and second will be size. The last thing I'll consider is price.

Q: Which fast fashion store would you be most likely to recommend to friend and why?

A: I recommend Uniqlo because of convenience, variety of product, line extension and nice quality.

Q: In your past shopping experience, what do you like most with fast fashion give 2 example?

A: When there are a new collection, the previous collection in the store will be on sales. But sometimes, I miss my listed item. Secondly, it's easy to buy because every department store has fast fashion brand.

Q: Describe a time when you go shopping fast fashion, which 2 brands are your favorite?

A: Jaspal and Uniqlo

Q: What is your satisfaction level with the following brand rate from (1-5) as well as sharing your own experience?

A: 3 and 4. Because I always shop at Jaspal if I need a new shirt to work. It fits with thai girls' figure than other fast fashion brand. For Uniqlo , it's easy to dress every day.

Q: Can you tell the difference between (following brand 1) and (following brand 2) brand image? Describe with few key words what you associate with: (following brand 1)   or (following brand 2)

A: Jaspal is better to wear in a formal or professional occasion. Whereas uniqlo is best for your weekend and everyday life.

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Interviewee 5

Q: Could you please introduce yourself

A: My name is Busakorn Wongwarangkhana. I am a Public Relation officer in Airline Company.

Q: Think of a time when you go shopping, who do you mainly shop with?

A: Mostly I will go with my friend to ask some recommendation and advice. Honestly, I am not confident at all to choose the cloth all alone. When I went there with my boyfriend, he wasn't allowed me to shop and explore the shop. Because he got bored and tired of waiting. And hardly go for store alone.

Q: What kind of fashion information or advice from your friends would you listen to?

A: New collection of my favorite brand and recommendation of style.

Q: Before shopping fast fashion, what aspect has the most impact on you?

A: If it isn't a sales signage it may be display in front of the shop. Besides, when I have stress, I will go for shopping. And I felt relieved. May be the maximum 20,000 per time.

Q: In your opinion, which words can identify the definition of fast fashion and elaborate?
A: Comes fast go fast. When new collection comes, previous collection was gone. So I have more choice to choose.

Q: How would you characterize your style? / How could you define your dressing style?

A: I like mix and match with my own style. I don't like to wear the same as others. It will be pattern, cutting, texture or color. For example, I can dress my new item with my previous piece. I can wear black shirt on top pair with neon skirt and totally make a new look. If I recently bought some clothes, you will easily notice that I will wear it more often. As you know I work in State enterprise company so I have to be very formal at work but when I'm free I will express my own style .

Q: How significant are fast fashion clothes for your self-image?

A: It can make me look extraordinary and outstanding from other.

Q: Tell me how you usually take inspiration for new purchases?

A: Magazine, Facebook, IG or even community website like pantip.com. They have specific forum for woman. Mostly friend and store display really motivate me to buy.

Q: Before you go shopping, what are you looking for at fast fashion stores?

A: color and the quality of the product.

Q: What is your opinion towards quality of cloth before making decision?

A: It should be reasonable with the price I pay. It'd okay if it may be expensive. I do focus on pattern and cutting. I don't like to be similar as anyone. I like to be unique.

Q: Before shopping, where do you get information about trend and fashion?

A: Facebook and friends most of the time. Besides, community website like pantip really help me a lot. Now I don't have time to read the magazine so I use another channel that's more convenient but effective.

Q: Think of a time when you see Sales signage in fats fashion store, how do you feel?

A: I was like I lost my mind. I have to check in the store. Sometimes, I bought some piece that smaller than my size and hope that I day I will be thinner to wear. Or buy a bigger size and minimize the size later.

Q: Comparing with other fashion brands, what makes you choose fast fashion brands?

A: Frankly speaking, I love Thai designer more than Fast fashion because it looks more unique and sophisticated. Even though Ii costs 5 times than fast fashion, when I wear some well-known Thai brand, everyone can notice what brand I am representing. And it fit Thai body than Fast fashion. Have limitation of cloth so you don't have to worry that 100 people will d dress like you. But if I want to have a plain cloth and do mix and match I'll go for fast fashion.

Q: Describe a situation in which you consider price of clothing before making a decision

A: Not that much. I lost my mind when I go shopping so I don't have a time to consider a price. If it's okay to me. If I desire to have it so no problem with price.

Q: Which fast fashion store would you be most likely to recommend to friend and why?

A: I recommend Zara because of the quality. It's good for all working people. The cloth looks expensive in affordable price.

Q: In your past shopping experience, what do you like most with fast fashion give 2 example?

A: As mention earlier, the price and quality of the cloth are relevant.

Q: Describe a time when you go shopping fast fashion, which 2 brands are your favorite?

A: Zara and Topshop

Q: What is your satisfaction level with the following brand rate from (1-5) as well as sharing your own experience?

A: Zara I give 3 and Topshop I give 4

Q: Can you tell the difference between (following brand 1) and (following brand 2) brand image? Describe with few key words what you associate with: (following brand 1)   or (following brand 2)

A: Zara is more mature and professional for everyone. For Topshop, it looks like my age.

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Interviewee's Age group 26-35

Interviewee 1

Q: Could you please introduce yourself

A: My name is Nattaporn Asvatamrat. I am an operation manager in jewelry business.

Q: Think of a time when you go shopping, who do you mainly shop with?

A: I usually go shopping with my friend or my family. I hardly go there by myself Because I need them to help me making a decision.

Q: What kind of fashion information or advice from your friends would you listen to?

A: Style Size Color whether they suit me or not. I can say that friends are influential on me.

Q: Before shopping fast fashion, what aspect has the most impact on you?

A: I need to find some dress or when I have to go on event or it's a time for me to go shopping and add up some cloth in my wardrobe. What motivate me to go to the shop is a new collection that suits my style.

Q: In your opinion, which words can identify the definition of fast fashion and elaborate?

A: Affordable because the price is appropriate. Sometimes price of fast fashion is higher than Platinum but the quality and pattern is far better. For variety, in particular brand they have many target groups so they provide many style. So If I want to go to a party, I can go to the shop and get it done.

Q: How would you characterize your style? / How could you define your dressing style?

A: Most of the time I dress casual. In some particular event I'll dress more luxurious.

Q: How significant are fast fashion clothes for your self-image?

A: It quite important. I can show your identity and uniqueness. Some fast fashion brand they have more premium section For example mood and tone of Zara it

looks expensive but affordable. Honestly, I go for a normal one but will buy for premium when I have special event.

Q: Tell me how you usually take inspiration for new purchases?

A: Nowadays, I mainly get it from the mobile application of the brand or social media like Facebook an IG. Sometimes I was influenced from celebrity with item they have or a style that they wear.

Q: Before you go shopping, what are you looking for a fast fashion stores?

A: I am looking for identity of the shop like H&M, it looks fun and energetic. The atmosphere and store environment and impact me too. Not to mention variety of product and promotion. Most of the time promotion really draw my attention. So when I see the sale signage I directly go exploring the shop.

Q: What is your opinion towards quality of cloth before making decision?

A: I think higher the price, better the quality.

Q: Before shopping, where do you get information about trend and fashion?

A: Internet, TV and magazine.

Q: Think of a time when you see Sales signage in fats fashion store, how do you feel?

A: Go and get. Even though I can't wear it, if it's cheap I go and buy it.

Q: Comparing with other fashion brands, what makes you choose fast fashion brands?

A: I think popularity, variety of product. Each brand has many segment.

Q: Describe a situation in which you consider price of clothing before making a decision

A: When there is the same style as outside the department store.

Q: Could you tell me about mix and match please?

A: Well, it depends on the day. I can buy new pencil skirt and match with my old white shirt. Sometimes this skirt and go with t-shirt as well. So before I buy cloth, make sure it can be adaptable with my style.

Q: Which fast fashion store would you be most likely to recommend to friend and why?

A: Zara because It has many style and fit with every ages because it has men cloth, children and woman in every generation.

Q: In your past shopping experience, what do you like most with fast fashion give 2 example?

A: Quality and design. Fashion can show our personality and uniqueness.

Q: Describe a time when you go shopping fast fashion, which 2 brands are your favorite?

A: Zara and MNG

Q: What is your satisfaction level with the following brand rate from (1-5) as well as sharing your own experience?

A: Zara 4, MNG 4.

Q: Can you tell the difference between (following brand 1) and (following brand 2) brand image? Describe with few key words what you associate with: (following brand 1)   or (following brand 2)

A: MNG is casual and classic, For Zara I think the design, good quality.

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Interviewee 2

Q: Could you please introduce yourself

A: My name is Chotorose Rattanamayoon. I work as Human Resources Business Officer.

Q: Think of a time when you go shopping, who do you mainly shop with?

A: I often go shopping with my friends and my sister because she help me with a consultative advice. We as sister share fashion information because we have similar style and figure.

Q: Have you ever gone there alone?

A: I hardly go alone. I go alone may be once year in case I need something really urgent. Most of the time I usually go with my sister.

Q: What kind of fashion information or advice from your friends would you listen to?

A: When they talk about the trend or something that is really interesting in a magazine, from instragram of website and spread out to the group of mine.

Q: Before shopping fast fashion, what aspect has the most impact on you?

A: Just the time when I got bored with the existing item in my wardrobe, I just want to have a look, keep updating and try to find new item.

Q: In your opinion, which words can identify the definition of fast fashion and elaborate?

A: It comes quick, go quick also variety of choice that they provide to customer.

Q: How would you characterize your style? / How could you define your dressing style?

A: I like smart casual. As I am working in international company so I can dress more casual like jeans pair with trendy shirt.

Q: How significant are fast fashion clothes for your self-image?

A: It helps in terms of looking good, trendy. I can dress more professional or younger depend on which fast fashion I select.

Q: Tell me how you usually take inspiration for new purchases?

A: I got from social media and my sister. As a woman, we always talk and share a lot about fashion.

Q: Before you go shopping, what are you looking for at fast fashion stores?
A: First I think trend and variety of choice each store provide to customer.

Q: Can fast fashion fulfill your requirement?

A: Yes, if I want to go to party, each store has specific character Therefore I have to explore many favorite store to get what I want.

Q: What is your opinion towards quality of cloth before making decision?

A: I care a lot about the quality and detail of cloth like stitch or fabric. I don't want to buy a thing that look neat and standard. Beside, pattern and cutting is another factor. Because it can enhance your personality via pattern and cutting.

Q: Before shopping, where do you get information about trend and fashion?

A: I search from social media, instragram. Most of the time I got from magazine.

Q: Think of a time when you see Sales signage in fats fashion store, how do you feel?

A: When I see the sales I want to take a look but if I'm not in a mood of shopping or still ok with what I have. I will ignore the sales signage.

Q: Comparing with other fashion brands, what makes you choose fast fashion brands?

A: It looks unique. With a limitation of product so it boosts the scarcity and create a lot of collection to choose.

Q: Describe a situation in which you consider price of clothing before making a decision

A: Price doesn't matter to me. Actually, I know the price range of the product and I'm familiar with the price so it won't impact on me.

Q: Which fast fashion store would you be most likely to recommend to friend and why?

A: MNG and Zara because It has more product and I want them to look in their own style.

Q: In your past shopping experience, what do you like most with fast fashion give 2 example?

A: Variety of design that they provide. In one collection they provide a lot to choose not to mention the fabric, pattern. Honest, I enjoy a lot.

Q: Describe a time when you go shopping fast fashion, which 2 brands are your favorite?

A: MNG and Zara because both brand has similar style.

Q: What is your satisfaction level with the following brand rate from (1-5) as well as sharing your own experience?

A: Zara 4, MNG 4   because of the quality of product and design.

Q: Can you tell the difference between (following brand 1) and (following brand 2) brand image? Describe with few key words what you associate with: (following brand 1)   or (following brand 2)

A: For Zara provides smarter casual and more professional item. They really suit my personality and lifestyle. For MNG, think about the latest collection   that I already visited. It provided casual, trendy and colorful with good fabric.

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Interviewee 3

Q: Could you please introduce yourself

A: My name is Kanitta Chartpong. I am an account manager in advertising agency.

Q: Think of a time when you go shopping, who do you mainly shop with?

A: I mainly go with my close friend because they got some consultative advice and they know what style or color should I buy. I sometimes go there alone because I work near Siam Square, it's easy for me to explore the shop at noon or in the evening after work.

Q: What kind of fashion information or advice from your friends would you listen to?

A: If I got special occasion, or special event I will bring friend to help me out. We have the same taste and preference. They can recommend me with the style and color. We always share information in our line group. For new collection, I will go for internet eg. IG and facebook or TV

Q: Before shopping fast fashion, what aspect has the most impact on you?

A: Price will be my first factor that's I am looking for.

Q: In your opinion, which words can identify the definition of fast fashion and elaborate?

A: Trendy, quality and reasonable price. T comes fast and go fast like disco pant or neon color. The price and quality of text tile is reasonable. For Thai brand like Kwankhao is too expensive but the same quality as fast fashion.

Q: How would you characterize your style? / How could you define your dressing style?

A: I normally wear very feminine style like skirt or lace. As woking in ad agency, they don't strict about dressing so I can go for jeans or dress. But If I have special occasion or have an appointment with management team. I will dress formally and professionally.

Q: How significant are fast fashion clothes for your self-image?

A: As I told you from previous question. It can lift up my self-confidence and look more professional but stylish in other opinion. I can say that I quite care about how other look   what I am wearing.

Q: Tell me how you usually take inspiration for new purchases?

A: Mostly it comes from magazine website or ig. I can see the style in Vogue but I don't have to buy that expensive item. I can search for cheaper piece in Fast fashion. Sometimes I got inspired from blogger who has the same feminine style as me. I don't follow every fashionista blogger because it can't fit my style even though they have a good taste in fashion.

Q: Before you go shopping, what are you looking for at fast fashion stores?

A: Price, quality and style. Price comes first. If it's okay I'll go for quality and style will come last.

Q: What is your opinion towards quality of cloth before making decision?

A: I have to come when I see the red color and decide to buy something. I have to buy something. For example on Friday Zara sales, so at noon I went to Zara and decide to get something but sadly I didn't get one. Sometimes, when I got them and ask myself do I need these. In ad industry, we use advertising and many strategies to attract customer to buy and I finally was motivated and bought it unintentionally. Honestly shopping therapy quite works for me.

Q: Before shopping, where do you get information about trend and fashion?

A: From the internet like instragram. Actually, it really has impact on me. I spend most of the time looking what other dressing. Or official website.

Q: Think of a time when you see Sales signage in fats fashion store, how do you feel?

A: Well it attracts me to go there but not every time. Sometimes, I just to do shopping therapy. Previously, I bought a lot when I see sales signage though I hardly wear them. Currently, I realized that it's useless and waste my money. But sometimes it motivates me to buy because it's the last chance to get good one. If you don't get it, it will be gone.

Q: Comparing with other fashion brands, what makes you choose fast fashion brands?

A: Price, quality when comparing to high brand these 2 factors are almost the same. That why I go for fast fashion.

Q: Describe a situation in which you consider price of clothing before making a decision

A: I have to check every time when I buy fast fashion. If I can afford and it can satisfy me so it will be mine. Like for one shirt it shouldn't be more than 2,000. If the price is in the range. Why don't I have it? I normally 8,000 month.

Q: Which fast fashion store would you be most likely to recommend to friend and why?

A: Zara because It has many style and high quality with reasonable price.

Q: In your past shopping experience, what do you like most with fast fashion give 2 example?

A: Price and Quality. Sometimes store environment or window display and distract me to come in the store. It give some inspiration to wear, doing some mix and match.

Q: Describe a time when you go shopping fast fashion, which 2 brands are your favorite?

A: Zara and H&M

Q: What is your satisfaction level with the following brand rate from (1-5) as well as sharing your own experience?

A: Zara 4, H&M 3. For Zara it provides high quality .For H&M it looks down to earth and livelier.

Q: Can you tell the difference between (following brand 1) and (following brand 2) brand image? Describe with few key words what you associate with: (following brand 1) or (following brand 2)

A: For Zara provides smarter casual and more professional item. For H&M, it's trendier.

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Interviewee 4

Q: Could you please introduce yourself

A: My name is Pimrapas Vithayapanyanon. I am a sales Manager in Retail Company.

Q: Think of a time when you go shopping, who do you mainly shop with?

A: For me I usually do shopping with co-worker and friend after work.

Q: What kind of fashion information or advice from your friends would you listen to?

A: new trend, new fashion, or new development of collection like they launch a limited edition in next season.

Q: Before shopping fast fashion, what aspect has the most impact on you?

A: I think about the quality and price. It should be reasonable price. I am okay if it's expensive but the price should equal to quality. For quality really enhance my personality and character. How much you are you taking care of yourself.

Q: In your opinion, which words can identify the definition of fast fashion and elaborate?

A: Variety of product and design. There are many collection and color I can choose.

Q: How would you characterize your style? / How could you define your dressing style?

A: For me I wear professional style but it should be comfortable for me. The fabric and pattern have to fit and enhance my body.

Q: How significant are fast fashion clothes for your self-image?

A: Well, it can help you to be modern, professional or even sexy. It depends on the cloth and cutting you select.

Q: Tell me how you usually take inspiration for new purchases?

A: I'm not looking for an information first. Well when I get bored or tired, I usually do shopping therapy. Or When I have achieve something in my goal, I'll take it as reward. But sometimes, when I see some celebrities wear some item so it will motivate me to buy. But friend doesn't affect me much.

Q: Before you go shopping, what are you looking for a fast fashion stores?

A: Cutting, variety of product, pattern and fabric and color.

Q: What is your opinion towards quality of cloth before making decision?

A: It can identify how important you put on yourself, how you respect your self-esteem. It also can depict what personality are you? Besides, it can show your social status as well. If you wear a dress with wrinkle or stitch, it will make you look cheap and ordinary.

Q: Before shopping, where do you get information about trend and fashion?

A: Fashion blogger and my friend who is stylist. When you grow up you will know what is suitable for you. Celebrity endorsement has no impact on me. All celebrity they have good figure and look good in every item but not as me. I dress to fulfill and correct my figure to enhance my identity. I try to dress simple but look good.

Q: Think of a time when you see Sales signage in fats fashion store, how do you feel?

A: I ignored it. I used to be the person who spend a great deal of money on cloth that I had never worn. I think it a waste of money so I try not to buy a lot on sales even 70% discount.

Q: Comparing with other fashion brands, what makes you choose fast fashion brands?

A: Reasonable price with a good style. I got of collection to try and find what the best is for me. But If I really tired or stress, I'll pay a lot. That's why I try not to shop.

Q: Describe a situation in which you consider price of clothing before making a decision

A: Yes, I have to check my purse first because I don't like to pay with credit card. But If I ask myself 3 times "Do I need this?" and of course It would be mine. So I don't' care much about price.

Q: Which fast fashion store would you be most likely to recommend to friend and why?

A: Zara because it's modern and easy to wear in more variety of style and product.

Q: In your past shopping experience, what do you like most with fast fashion give 2 example?

A: I love the store environment. It has a space to explore and try at the shop. Besides, due to a variety of product, I can only go fast fashion store and spend less times shopping in each shop that I want.

Q: Describe a time when you go shopping fast fashion, which 2 brands are your favorite?

A: Zara and Uniqlo

Q: What is your satisfaction level with the following brand rate from (1-5) as well as sharing your own experience?

A: Zara 4 and Uniqlo 4 as well. Because both are my favorite and I can do mix and match thing.

Q: Can you tell the difference between (following brand 1) and (following brand 2) brand image? Describe with few key words what you associate with: (following brand 1)   or (following brand 2)

A: For Zara, it looks modern, upscale and professional. It suit to my style. I don't care much about sales so I usually explore a new collection every week. I can say that I'm a fan. Besides, for H&M, it's   more   simple and best for everyday life. I sometimes switch to this brand because of the collection and collaboration.

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Interviewee 5

Q: Could you please introduce yourself

A: My name is Navawan Chaisuriyathavikun. I am a business owner in Jewelry industry.

Q: Think of a time when you go shopping, who do you mainly shop with?

A: For me I usually go alone because it's easy to make decision. I feel like less pressure to buy. Some of my friend always warn me before I make a purchase. Honestly I buy every color that the brand offer in case I like it. If I like the printing, the style, I will buy it all. But sometimes I go with my friends.

Q: What kind of fashion information or advice from your friends would you listen to?

A: I will listen to the launching of new collection, event or party of the brand.

Q: Before shopping fast fashion, what aspect has the most impact on you?

A: New arrival, new collection and have to be my favorite brand as well.

Q: In your opinion, which words can identify the definition of fast fashion and elaborate?
A: Fast fashion is more than seasonal collection.

Q: How would you characterize your style? / How could you define your dressing style?

A: Like I said I like whimsical, fairy tale theme, bohemian and floral printed. I do mix and match, but depend on the style that I am going to wear it that day. But when I go on a formal event, I will dress more nicely.

Q: How significant are fast fashion clothes for your self-image?

A: It can represent my style. I believe that you are what you wear. As I mentioned I love floral printed and pastel color. Besides, it can demonstrates my emotion from the color or pattern I choose.

Q: Tell me how you usually take inspiration for new purchases?

A: From foreigner blogger (Cherri Blossom). Even though she lives in America, and the cloth hardly to find in Thailand, I can get many inspiration and dressing style from her. Because she loves the folral printing and and pastel color. I don't read magazine much. IF I really want to know of particular brand, I'll go follow them on Facebook or IG. For girls, we have to talk and discuss which one we should take.

Q: Before you go shopping, what are you looking for a fast fashion stores?

A: Apart from paying attention to the product I like, I have to focus on sales assistant and store decoration as well. If I meet a sales person with good service mind and do take care me, I intend to pay more. I don't if I pay higher than normal. For store environment, the light and music really impulse me to buy.

Q: What is your opinion towards quality of cloth before making decision?

A: I also pay attention to. The brand that I bought already provide a really good quality and cutting as well as nice fabric. Before I make a purchase any brand I have to make surethat they provide a good quality for me. If I have to pay a higher price therefore I expect more on quality, pattern, and fabric as well.

Q: Before shopping, where do you get information about trend and fashion?

A: Fashion blogger, internet as I mentioned.

Q: Think of a time when you see Sales signage in fats fashion store, how do you feel?

A: Sales signage attracts me to go in the store but it doesn't mean that I have to buy a sales product. Because when it has a sales, new collections are arrived. Therefore it's a good chance to get a new items. Honestly, I don't like sales and promotion because there are many people in the store grab and try cloth. It was a mess for me. I prefer to go on a day that make me feel more relax to shop.

Q: Comparing with other fashion brands, what makes you choose fast fashion brands?

A: Brand that people know and the style that i am looking for.

Q: Describe a situation in which you consider price of clothing before making a decision

A: It depend on which brand. If there is a limited edition or celebrity collaboration in the collection, it will be more expensive. I can resell it in a higher price.

Q: Which fast fashion store would you be most likely to recommend to friend and why?

A: Zara because the variety of product.

Q: In your past shopping experience, what do you like most with fast fashion give 2 example?

A: Pattern and Store environment. It may seems like high fashion but affordable.

Q: Describe a time when you go shopping fast fashion, which 2 brands are your favorite?

A: Zara and Uniqlo

Q: What is your satisfaction level with the following brand rate from (1-5) as well as sharing your own experience?

A: 4 for both of them.

Q: Can you tell the difference between (following brand 1) and (following brand 2) brand image? Describe with few key words what you associate with: (following brand 1) or (following brand 2)

A: For Zara it look more upscale and uniqlo it looks simple but classic

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<u>Interviewee's Age group 36- 45</u>

Interviewee 1

Q: Could you please introduce yourself

A: My name is Saowakon Techawandee. I am a business owner.

Q: Think of a time when you go shopping, who do you mainly shop with?

A: I usually shop by myself because it's easy to make a decision and free to choose and try. Besides, I don't have to worry that someone will wait for me. I sometimes go with friend or boyfriend. For friend that I mainly go shopping with they have to be honest to recommend of what is best for me.

Q: What kind of fashion information or advice from your friends would you listen to?

A: Size color. I love pastel color because I look to wear something classic. Friend who would share information or recommend me would be the person who know my style and has the similar dressing style as me.

Q: Before shopping fast fashion, what aspect has the most impact on you?

A: It can be a new collection and textile, fabric as well as the store environment that would have more space to walk around and display to give an inspiration. Store environment really impact on me. For example the light, the song, the shelves.
But sales assistant didn't impact much.

Q: In your opinion, which words can identify the definition of fast fashion and elaborate?

A: It can express identity. May be uniqueness.

Q: How would you characterize your style? / How could you define your dressing style?

A: I like something smart casual. I usually dress differently from weekday to weekend. When I 'm working I love to wear something more professional like a good cutting dress or blazer. Conversely, I will go for jean and t-shirt when I'm on holiday. So I'll go for classic in weekday and casual in weekend. Speaking of classic, there's not much colorful but will focus on design less is more.

Q: How significant are fast fashion clothes for your self-image?

A: As I told you from previous question. If weekend I'll go for casual but If I have special occasion or event, I'll a nice cocktail dress or long dress. Something that look gorgeous and luxurious. I have different dress in my   wardrobe. Sometimes, I need to renew my wardrobe so I give them to my cousinbut normally I'll keep it to mix and match.

Q: Tell me how you usually take inspiration for new purchases?

A: On the website of each brand, I mean official website. As well as instragram or facebook. IG really inspire me. I follow celebrity that I admire. If they use some promising item. I will go through website find out more information. If i think it suits me so I'll go to see the real one in the shop. I can say that celebrity endorsement has a few impact on me.

Q: Before you go shopping, what are you looking for a fast fashion stores?

A: Brand, design. For brand like Zara because I already bought cloth at Zara. And there are a lot of design as well as maintain a good quality. Their product really suits my figure and personality I got an inspiration in the store. So at least I had to get some cloth, if I were there.

Q: What is your opinion towards quality of cloth before making decision?

A: I am the person who love quality. It can explain your personality. I always live my best, choose the best in life. For example fabric. I really don't like polyester. It can be harmful on my skin because of the chemical process. Therefore I'll go for linen, or cotton that have more percentage of cotton. I avoid wearing or expose with chemical because I have to be with the cloth all the time so it may be harmful to my skin.

Q: Before shopping, where do you get information about trend and fashion?

A: From the internet like instragram. Actually, it really has impact on me. I spend most of the time looking what other dressing. Or official website.

Q: Think of a time when you see Sales signage in fats fashion store, how do you feel?

A: Well it attracts me to go there but not every time. Sometimes, I just to do shopping therapy. Previously, I bought a lot when I see sales signage though I hardly wear them. Currently, I realized that it's useless and waste my money. But sometimes it motivates me to buy because it's the last chance to get good one. If you don't get it, it will be gone.

Q: Comparing with other fashion brands, what makes you choose fast fashion brands?

A: Variety of collection toward season. When I was in London, I have to dress differently depends on the weather so I'll go for fast fashion because it's cheaper than other brand and looks similar to high brand. And they change the collection every season that motivate me to go to the shop. At least I have to buy maybe one or two.

Q: Describe a situation in which you consider price of clothing before making a decision

A: Well I don't concern much about price because If it's suitable for me I'll definitely buy it. But I do more concern more on design and pattern. If it's fashionable, it can be use many times and can mix and match with other piece in my kloset,

Q: Could you tell me about mix and match please?
A: Well, it depends on the day. I can buy new pencil skirt and match with my old white shirt. Sometime this skirt and go with t-shirt as well. So before I buy cloth, make sure it can be adaptable with my style.

Q: Which fast fashion store would you be most likely to recommend to friend and why?

A: Zara because It has many style and fit with every ages because it has men cloth, children and woman in every generation.

Q: In your past shopping experience, what do you like most with fast fashion give 2 example?

A: Quality and design. Fashion can show our personality and uniqueness. Why do we have to dress the same, live the same and think the same as others?

Q: Describe a time when you go shopping fast fashion, which 2 brands are your favorite?

A: Zara and Masimo Dutti

Q: What is your satisfaction level with the following brand rate from (1-5) as well as sharing your own experience?

A: Zara 4, Massimo Dutti 3. From Zara it fits with my preference .For Massimo, the stlye will be more mature and contemporary.

Q: Can you tell the difference between (following brand 1) and (following brand 2) brand image? Describe with few key words what you associate with: (following brand 1)   or (following brand 2)

A: For Zara provides smarter casual and more professional item. For Massimo Dutti , it's more mature and contemporary.

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Interviewee 2

Q: Could you please introduce yourself

A: My name is Waraporn Techakalayatum. I am a business owner and freelancer in advertising agency.

Q: Think of a time when you go shopping, who do you mainly shop with?

A: Normally I prefer to go there alone. Because I shop very fast and I don't want to spend my time with friend. It take too much time for me. Maybe my friend has different style and my availability doesn't go along with them. As a freelancer, in the afternoon I can have a break.

Q: What kind of fashion information or advice from your friends would you listen to?

A: We have some similar style but not all. Color, fabric and pattern that match with my body will be her preference as well. Sometimes If I have to attend a special event, it's better to open up a comment from friend. Because she's honest and knew me a lot.

Q: Before shopping fast fashion, what aspect has the most impact on you?

A: Some of the brand that I love for fast fashion like Massimo Dutti , Calvin Klien , Muji and Uniqlo have a good cutting with good quality and reasonable price. And also the pattern is simple you can match with every piece in your wardrobe. Besides, it looks good in every occasion.

Q: In your opinion, which words can identify the definition of fast fashion and elaborate?

A: It a copycat of a high brand and follower. High fashion they always be a trend setter. They put alot of high investment toward the brand and fast fashion the just follow the color, design but cheaper.

Q: How would you characterize your style? / How could you define your dressing style?

A: IT can be anything that make me look good in every occasion. Because I am working in advertising company and run my jewelry design business. So I have to look good every time I step out from my house. Even in a coffee break, customer can look at you from head to toe. Besides, I sell jewelry, I have to dress up in the way that express my style and enhance the accessories. If I don't dress up so I can't sell my product so sometimes if you don't dress nicely, they won't respect your style. I am a mix and match person.

Q: How significant are fast fashion clothes for your self-image?

A: Well, the good thing for fast fashion for me is a variety of product and price. You can match an expensive item with a reasonable price and make your total look be elegant. Like this blazer from Zara, when I pair with high waist trouser. It looks like Chanel.

Q: Tell me how you usually take inspiration for new purchases?

A: The key decision for me will rely on jewelry I wear that day. Sometimes it depend on the mood or Season. For Example, in the rainy season, I will go for a long trouser with a jacket.

Q: Before you go shopping, what are you looking for a fast fashion stores?

A: Normally Reasonable price garment with a good cutting. And basic item.

Q: What is your opinion towards quality of cloth before making decision?

A: I really concentrate on it. When I was at university and hadn't had much money when compare to the present, therefore I would go for Zara or teenager brand but those brand the quality is not good. Zara may have more variety of item and line extension. When I am older I will go for more quality like Massimo Dutti so I can do mix and match to express my style. Even though it's more expensive than Zara but it's more classic and adaptable.

Q: Before shopping, where do you get information about trend and fashion?

A: Fashion blogger, my friend who is stylist, magazine and tv. When you grow up you will know what is suitable for you. Celebrity endorsement has no impact on me. All celebrity they have good figure and look good in every item but not as me. I dress to fulfill and correct my figure to enhance my identity. I try to dress simple but look good.

Q: Think of a time when you see Sales signage in fats fashion store, how do you feel?

A: I'm not interested in it. Some product is out date and defected. But sometimes the left over may have good quality. I prefer to spend a full price if I like it. Because it may not have my size in Sales Season.

Q: Comparing with other fashion brands, what makes you choose fast fashion brands?

A: Maybe the high-end brand is hard to afford for everyone, that why some style from fast fashion copy the brand with the same design and quality. IT's good to but it.

Q: Describe a situation in which you consider price of clothing before making a decision

A: Like H&M when they have collaboration with well-known designer or famous celebrity, the price is over the quality. It's really expensive. I don't buy it.

Q: How did you deal with existing old cloth?
A: I sell second hand. Some I have never worn it and the price tag is still on it. So I have to think twice before I shop. So I will buy the cloth that have a good fabrice so the durability with last longer.

Q: Which fast fashion store would you be most likely to recommend to friend and why?

A: Massimo Dutti because the cutting is good, But for everyday use I recommend to buy Muji and uniqlo because of the cheaper price and classic style.

Q: In your past shopping experience, what do you like most with fast fashion give 2 example?

A: Pattern and Store environment. It may seems like high fashion but affordable.

Q: Describe a time when you go shopping fast fashion, which 2 brands are your favorite?

A: CK and Masimo Dutti

Q: What is your satisfaction level with the following brand rate from (1-5) as well as sharing your own experience?

A: CK 4, Massimo Dutti 4. For CK I love the cutting and design .For Massimo, it can be mix and match.

Q: Can you tell the difference between (following brand 1) and (following brand 2) brand image? Describe with few key words what you associate with: (following brand 1)   or (following brand 2)

A: For CK is suitable for special occasion or event. For Massimo Dutti, it's best for every use.

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Interview 3

Q: Could you please introduce yourself

A: My name is Kamontip Prachyasot. I am a CRM assistant manager in Luxury Fashion Company.

Q: Think of a time when you go shopping, who do you mainly shop with?

A: Most of the time, I mainly go with my elder sister because she gives some consultative advice recommendation. She really knows my style. I don't do the sexy thing and go for printing. So they advise, give the right piece for me and pay for me sometimes. For friend I occasionally go with them when we meet up. During the marketing visit, I can go alone and shopping.

Q: What kind of fashion information or advice from your friends would you listen to?

A: New fashion or new collection. What is coming and what is out dating.

Q: Before shopping fast fashion, what aspect has the most impact on you?

A: Price will be my first priority. It should be affordable and if I see the sales signage I will go for it. This is what I am looking for. Besides, it really look like High fashion. We can pay for something cheaper but look expensive.

Q: In your opinion, which words can identify the definition of fast fashion and elaborate?

A: acceptable price, acceptable quality and variety of product.

Q: How would you characterize your style? / How could you define your dressing style?

A: Randomly, I don't' have specific style. I love the structure of the cloth. It can tell that how careful you take on your look. I'm not that fashion able. I try to buy the basic piece and mix and match with my classic one in my closet. For weekday I dress more professional and on weekend I'll be more casual. But when I want to renew my closet, I always give it to my maid make a donation.

Q: How significant are fast fashion clothes for your self-image?

A: As I told you from previous question. It very look alike to high brand item. If the fabric has good quality, the cloth will look more shiny and easier to sew. No wrinkle or stitch. It really enhance on self-image. For Thai designer is   like

a trend. Each brand has specific and outstanding character like Victeerut   , Kwankao or Sresis.

Q: Tell me how you usually take inspiration for new purchases?

A: I surf on the internet. Like style .com keep updating the fashion runway immediately. If I see some hot item, I will directly go to the official website later on. I usually go exploring in the website first because if you check on the shelf, there are many collection and item. Sometimes I can't look around. So If I see from the internet first. I can try the real one in the store. Besides, as working in fashion industry, I usually travel around like Hong Kong and look how people dress in a street style.

Q: Before you go shopping, what are you looking for a fast fashion stores?

A: Price and sales. As I'm working in this field, they have to sales at the highest price and sales signage make me feel that it's worth to buy. Previously, I did shopping therapy around 5,000 maximum.

Q: What is your opinion towards quality of cloth before making decision?

A: I have to come with quality first. Cutting is very important. As already discussed.

Q: Before shopping, where do you get information about trend and fashion?

A: From the internet like Instagram. Women hardly read the magazine because we have a free channel in our mobile. Friend doesn't have an impact on me. On the contrary, I have to be the person who tell them about fashion.

Q: Think of a time when you see Sales signage in fats fashion store, how do you feel?

A: Very excited. I am kind of picky person I won't waste my money on the cloth I have never worn. Maybe not only the store environment, sales assistance really have impact on me not to mention on body language, or posture even if they hardly talk with you. Let say I need this blue dress but sales person is not interested and show the service mind to me. I won't buy it then. Because I truly believe that there will be another blue dress in other branch.

Q: Comparing with other fashion brands, what makes you choose fast fashion brands?

A: Variety of product and style. For Chanel they are very feminine or D&G they have specific style. In contrast Zara, they can cover it all. Speaking of mix and match, when I have new skirt, I pair up with my jacket or plain shirt.

Q: Describe a situation in which you consider price of clothing before making a decision

A: Not at all. If the price is relevant with my criteria, I'm willing to pay.

Q: Which fast fashion store would you be most likely to recommend to friend and why?

A: Uniqlo because they have a good price not expensive as Zara in Thailand and easy to dress in this kind of weather.

Q: In your past shopping experience, what do you like most with fast fashion give 2 example?

A: Price and Variety. Contrary, I already said what I like previously but I want to elaborate something I don't appreciate there. For example, When Zara does the stock piling in the store, and I see hundreds of rack passing my face. It won't look expensive anymore. It looks cheap right away.

Q: Describe a time when you go shopping fast fashion, which 2 brands are your favorite?

A: Zara and Uniqlo.

Q: What is your satisfaction level with the following brand rate from (1-5) as well as sharing your own experience?

A: Zara 3, Uniqlo 3. For Zara it's too expensive .For Uniqlo is cheaper but the management interms of stock has to be improved.

Q: Can you tell the difference between (following brand 1) and (following brand 2) brand image? Describe with few key words what you associate with: (following brand 1) or (following brand 2)

A: For Zara provides smarter casual and more professional item. For Uniqlo is good for everyday life.

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Interviewee 4

Q: Could you please introduce yourself

A: My name is Nattinee Chivansanit. I am an Assistant to the Ambassador in the Embassy.

Q: Think of a time when you go shopping, who do you mainly shop with?

A: Mostly, I will go with my boyfriend because I meet him the most. Sometimes, I will go with my sister. Maybe I don't want to wait for my sister or boyfriend or I don't want to listen to my boyfriend's advice.

Q: What kind of fashion information or advice from your friends would you listen to?

A: For my boyfriend, he knows which one is suitable for me. It won't be too sexy. For sister, she will recommend me about the quality, fabric and pattern.

Q: Before shopping fast fashion, what aspect has the most impact on you?

A: I expect to see the new trend. The most important is it should suit my style. For example, I won't follow the trend. I will choose something that appropriate for me.

Q: In your opinion, which words can identify the definition of fast fashion and elaborate?

A: In will come fast and change very fast. You can see these outfit in the store. After two week they were gone. The new trend will come.

Q: How would you characterize your style? / How could you define your dressing style?

A: My dressing style is not too feminine. No pastel color, lace, dolly style. It depends on who I have to visit or occasion. Of course it should be professional.

Q: How significant are fast fashion clothes for your self-image?

A: I think fast fashion can make me look fashionable. And make other look at me Oh this girl looks fashionable"

Q: Tell me how you usually take inspiration for new purchases?

A: Some part from social media, from facebook, some model. But I know that it won't suit me. So I have to try first.

Q: Before you go shopping, what are you looking for a fast fashion stores?

A: The item that I can do mix and match. The piece that I can wear it differently when compare with another piece. Besides, quality and design as well.

Q: What is your opinion towards quality of cloth before making decision?

A: I do focus on it for sure. Pattern and cutting make someone look more attractive than the other one. Besides, quality of the cloth including fabric, cutting can enhance your figure and personality.

Q: Before shopping, where do you get information about trend and fashion?

A: Well social media, facebook and IG

Q: Think of a time when you see Sales signage in fats fashion store, how do you feel?

A: Excited and I can't stop myself in the store.

Q: Comparing with other fashion brands, what makes you choose fast fashion brands?

A: I think fast fashion is affordable price and more variety of product.

Q: Describe a situation in which you consider price of clothing before making a decision

A: Hardly not. Price doesn't seem a main factor for me. I will buy what I feel like it really suits me. If it's maybe more expensive than other brand, its fine.

Q: Which fast fashion store would you be most likely to recommend to friend and why?

A: Zara because the cutting is nice and there have more variety of product. It look more upscale in a reasonable price.

Q: In your past shopping experience, what do you like most with fast fashion give 2 example?

A: Design and variety of product.

Q: Describe a time when you go shopping fast fashion, which 2 brands are your favorite?

A: H & M and Zara

Q: What is your satisfaction level with the following brand rate from (1-5) as well as sharing your own experience?

A: H&M 5, Zara 4. For H&M I like their collection. For Zara, it's more expensive but of course higher quality.

Q: Can you tell the difference between (following brand 1) and (following brand 2) brand image? Describe with few key words what you associate with: (following brand 1) or (following brand 2)

A: For H&M is trendy and affoedable. For Zara is best for mix and match,
more   upscale and professional

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Interviewee 5

Q: Could you please introduce yourself

A: My name is Sarinthorn Inpoomma. I am a Key Account Manager in a Retail
        company.

Q: Think of a time when you go shopping, who do you mainly shop with?

A: Normally I go to the shop with my sister, friend and my boyfriend. I hardly go
        to the store alone in case I really need it. Because I am not confident to make a
        decision on my own I have to listen someone recommendation. Last two week,
        I really want to buy a sweater so I check on the internet. I have to get in in the
        lunch time unless it will be gone soon. My sister or boyfriend really impact my
        decision.

Q: What kind of fashion information or advice from your friends would you listen
        to?

A: My friend always update me with a new brand or new collection. I have one
        friend who love IG and suggest to me to follow the brand or celebrity.

Q: Before shopping fast fashion, what aspect has the most impact on you?

A: When I dress to work the same style every so I want to change it someday, or I
        want renew my wardrobe. Besides when I get tired of work. Shopping therapy
        always help me.

Q: In your opinion, which words can identify the definition of fast fashion and
        elaborate?

A: Fast fashion for me is uniqueness. It also fast and look smart. I think Fast
        fashion has a new collection twice a month. Some items when I bought, I felt
        like the rare item.

Q: How would you characterize your style? / How could you define your dressing
        style?

A: I dress professional but comfortable and convenient for me. For week day, I
        have to dress smart as a manager because I have to meet customer on site or
        having a conference. For weekend, I'll go for jeans, sneakers, neon t-shirt.

Q: How significant are fast fashion clothes for your self-image?

A: It will make me look simply but smart. Even though the same suit but the pattern and cutting look upscale so less is more. For business, it really helps because people will perceive and judge you maybe in 3 seconds the way you dress and how do you respect yourself from dressing.

Q: Tell me how you usually take inspiration for new purchases?

A: When I feel bored or tired with my work I'll go shopping therapy. After that I feel relieve. Maybe just window shopping 4 times a month. But for a real shopping it may be once a month. If I really want to buy I will spend much time to explore and decide. If I have special occasion or meeting, I will buy new dress. I averagely spend 5,000 baht per time.

Q: Before you go shopping, what are you looking for a fast fashion stores?

A: I would like to see new style and new trend. Store environment really impact me too. I don't like very crowded with a little space to walk. For me sales and promotion doesn't attract me much. Because I would like to relax and take time.

Q: What is your opinion towards quality of cloth before making decision?

A: I really concentrate on it. This the most factor I really concern including color, cutting, pattern. According to my work I have to dress professionally. If I have to spend a money on cloth why don't I choose the item that has a durability and can be used from times to times? I am a short person and I have a large shoulder so if I got a good textile with design and pattern, I will look more upscale and correct my body. It can solve my problem. I have to wake up in the morning so good textile will give less time to iron and will get along with easily with accessories. It will make you look good from morning to evening. And if you want to go to the party just change or add up some accessories. That's it. To sum up having a good dress, it take less time and look expensive.

Q: Before shopping, where do you get information about trend and fashion?

A: I love exploring fast fashion official website and follow blogger (Ploy Ware). I will update which color or which item is intend. So these will be my reference to motivate me to buy. As I mentioned, it's not all about reason or logic, shopping rely on emotion.

Q: Think of a time when you see Sales signage in fats fashion store, how do you feel?

A: I would love to spend time in the store. But When I have to go there with my boyfriend, I have to look for a comfortable seat for him to wait me. Sometimes,

I don't feel good to keep him waiting. I give a hard pressure as well. Besides, he won't allow me to shop that much during sales season because of the crowed. It takes a long time.

Q: Comparing with other fashion brands, what makes you choose fast fashion brands?

A: Acceptable price with good quality also.

Q: Describe a situation in which you consider price of clothing before making a decision

A: I will consider the price if I buy something really expensive. I have to think that how many times I can wear it and make it looks new with my existing cloth or accessory. If it's all clear I will buy it, though it's expensive.

Q: Which fast fashion store would you be most likely to recommend to friend and why?

A: Zara and Jaspal are the fast fashion store I would recommend to them. They provide new collection with affordable price and good quality.

Q: In your past shopping experience, what do you like most with fast fashion give 2 example?

A: As stated earlier, the scarcity like I got the rare item that nobody can't get it or a few people only have it. Secondly, the clothes that I bought provide good durability though the time pass buy.

Q: Describe a time when you go shopping fast fashion, which 2 brands are your favorite?

A: Zara and Jaspal

Q: What is your satisfaction level with the following brand rate from (1-5) as well as sharing your own experience?

A: For Zara I give 5 and for jaspal I will give 4.

Q: Can you tell the difference between (following brand 1) and (following brand 2) brand image? Describe with few key words what you associate with: (following brand 1)   or (following brand 2)

A: Well for Zara, it has good quality pattern and cutting. Also they provide more collection with a variety of product from casual to professional and premium. I usually go there if I need a nice cutting dress. But for Jaspal seems   like

working style and more feminine. Sometimes I have to go to the party or wedding. I would recommend to them

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