The effect on Brand Equity of changes in Fashion Industry attributes.

A comparison between Slow and Fast Fashion.

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Abstract

The key objective and intent of this thesis is to understand to what extent pro-environmental attitudes, willingness to pay, and the increased need for instant gratification can impact the fashion industry, more specifically fast and slow fashion's brand equity. In order to answer this research question, an online questionnaire was conducted mainly targeted at Portuguese people. The results show that pro-environmental attitudes are clearly present in consumers' minds, however, willingness to pay seems to be the most influential factor for consumers when deciding whether to shop at slow fashion or fast fashion brands. The results show that both industries should take pricing and sustainability practices into great consideration when planning marketing strategies in order to further enhance performance and brand equity.

Keywords: Willingness to Pay, Pro-Environmental Attitudes, Sustainability, Fast Fashion, Slow Fashion, Instant Gratification, Brand Equity.

1. Introduction

1.1 Background

Social media platforms have a large influence on fashion consumer decisions, and therefore brands are obliged to adapt their marketing strategies to this communication tool (Nash, 2019). Given that social media is one of the most used tools of our time and is still expected to grow to 3.29 billion users just this year (Appel et al., 2020), it is highly crucial to take these adaptation steps strongly into action. Specifically, the fashion industry, as any industry, has experienced the effects and consequences of social media. Particularly slow and fast fashion who have seen this enormous wave of opinions headed their way. The unchallenging and straightforward ability to share knowledge on social media has resulted in the blind faith invested in the content consumers view on social media groups (Shareef et al., 2020) and consequently allowing consumers to acquire a grand power to control the decision-making processes of brand masses (Vrontis et al., 2020). In relation to fast fashion, brands "call for rapid response to fashion trends by enhancing designs and product assortments, effectively increasing product demand and value for short-cycle fashion products" (Choi et al. 2010). They have been strongly attacked for the lack of sustainability strategies and unethical processes, creating mass discussions on social media platforms.

In addition, consumers are securing pro-environmental sensibility, which forecasts a need for more sustainable and environmentally friendly products, which fast fashion has been negatively associated with (Willett et al., 2022). Social media and marketing have seen a rise in slow fashion brands and consumer perceptions of the former due to these pro-environmental attitudes (Johansson, 2010). At the same time, studies have claimed that consumers are often willing to spend more on "green" products (Kahn, 2009).

Nevertheless, since these are fairly new topics, there is still a lack of research and literature addressing the main influencers driving both fast fashion and slow fashion.

1.2 Thesis Relevance

This thesis is relevant from both academic and managerial perspectives. Regarding an academic stance, this paper allows for an overview of consumer behavior and attitudes towards the fashion industry. Specifically slow fashion and fast fashion, both of which have not been extensively previously researched. In addition to the focus on willingness to pay, pro-environmental attitudes and the increased need for instant gratification are in direct relation to the fashion industry's brand equity. All of this information is deeply assessed and investigated by claims from a variety of different authors and professionals, as well as a primary data collection of an online questionnaire which can be greatly useful for future studies on this topic. Concerning a managerial stance, this thesis is able to provide brands and firms with tools to adapt and develop their current marketing strategies to best fit their target audience's needs and wants.

1.3 Problem Statement

This thesis aims to understand to what extent the increase in consumers' pro-environmental attitude, willingness to pay, and the increased need for instant gratification has impacted the fashion industry's brand equity, more specifically, fast and slow fashion.

The main research questions are the following:

RQ1: To what extent is the fashion industry affected by the willingness to pay, pro-environmental attitudes, and the increased need for instant gratification?

RQ2: What are the main factors influencing these effects?

2. Literature Review

In a world where the consumer has more power than ever and the ability to completely change a brand's marketing strategies, it is necessary to understand which variables are affecting what and how each brand can tackle upcoming obstacles. The fashion industry is a prime example of how consumers' needs and wants have shaped and, in turn, modified whole sectors in the industry. Fast fashion was initiated by the intense demand for trendy clothes at low prices and fast rates (Biondi, 2021). However, many brands have since gained a competitive advantage in this sector or have come under fire due to the growing environmentally friendly attitude by part of the consumers (Razzaq et al., 2018). Many are boycotting these brands due to their lack of pro-environmental attitude. However, due to the high price sensitivity of a large sum of consumers, these brands are still some of the most influential and successful brands around. In this thesis, the main variables that dictate and influence the swimwear industries' brand equity will be thoroughly discussed with the help of previous literature as well as intensive and meticulous primary research.

2.1 Fashion Industry

The fashion industry is composed of a variety of sectors, including fast fashion, slow fashion, luxury brands, and second-hand brands, among others. The two main sectors that will be analyzed in this thesis include fast fashion and slow fashion, given the growing attention brought to both.

In accordance with Peters et al. (2020), fast fashion can be described as "a business model based on offering consumers frequent novelty in the form of low-priced, trend-led products." They heavily rely on "recurring consumption and impulse buying, instilling a sense of urgency when purchasing." Some examples of brands that fall into this category include Zara, H&M, Shein, and Boohoo.

On the other hand, slow fashion was originated and clarified by Kate Fletcher, who stated that it "is a model encouraging the use of responsible production processes wherein the value is added to the apparel product through quality design and the thoughtful connection between the environment and the individuals who make the apparel product" (Fletcher 2010). Contrastingly to fast fashion, slow fashion aims to make timeless garments, provide locally produced apparel, and use sustainable materials with eco-friendly and organic practices. Although brands can have sustainable lines, this does not make them slow fashion brands. For instance, H&M, which is recognized as a fast fashion brand (Bonilla, Arriaga, and Andreu, 2019), has a "Conscious Choice" line in which each product contains at least 50% of more sustainable materials than what they normally use (H&M, 2022). To be a slow fashion brand, the characteristics must be instilled in all stages and production/manufacturing of the brand. For instance, Conscious the Label – a swimwear brand based in Portugal, is a prime example of slow fashion since it is locally sourced and produced while maintaining a strong eco-friendly vision.

Khan, Rahmani, Hoe, and Chen (2015) demonstrate a relationship and understanding between the fashion industry and its brand equity. They claim that, in this case, perceived quality has a stronger impact on brand loyalty than brand image. Consequently, brand loyalty has a stronger impact on the consumers' purchase intention. Nevertheless, the paper emphasizes the importance that brand image has on achieving overall successful brand equity. Moreover, since the fashion industry has several brands across the globe, it is extremely necessary to focus on brand equity to differentiate from competitors.

In a study carried out to understand the factors affecting brand loyalty towards fast fashion, the authors specifically focused on US college students' perceptions and loyalty towards fast fashion

brands and which factors were affecting the former. They highlighted the important changes in consumers' lifestyles which consequently required the fashion industry to quickly adapt to trends and enlarge the options. The literature claims that due to the phenomenal rise and growth of fast fashion in the global fashion industry, there is a large availability of fast fashion brands, and therefore young consumers have begun to shape their perceptions. Using a CBBE approach, the study found that for college students, fast fashion brands were able to create an "extremely powerful brand based on its business model of fashion at best possible price" (Su and Chang, 2018). As a consequence of this literature, it can be hypothesized that the results in this thesis will demonstrate a negative influence of price sensitivity and pro-environmental attitude in the brand equity of the fashion industry, particularly in slow fashion for price sensitivity and pro-environmental attitude for fast fashion.

In order to further understand slow fashion brands, Ramirez (2014) created guidelines for both businesses and customers. These guidelines were adapted from Johansson (2010) and created a clear interpretation of which brands fall into which category. Ramirez claims that for businesses to be considered slow fashion, they must follow the subsequent guidelines:

Table 1: Guidelines to Slow Fashion for businesses:

1. Think from quantity to quality.
2. Quality in designing and making, which includes time-consuming techniques for manufacturing, as well as durability in material and fashion.
3. Creating long-term and mutually beneficial relationships in the supply chain.
4. Regard social matters such as living and working conditions for workers as well as the quality of the environment for a non-polluted environment.

5. Make clothes that are built to last, meaning durability for the physical garment as well as the fashion style, creating long-lasting fashion.
6. Aim for making clothes that can become favorites in people's wardrobes.
7. Allowing things to take time is beneficial to retailers, designers, and suppliers.
8. Have knowledge and awareness of the industry, involving environmental, social, fair, and ethical aspects. Be aware of the impacts products have on workers, communities, and ecosystems.
9. Search for real needs and diversity in fashion and move away from a homogenized fashion and society.
10. Producing locally could help preserve local traditions, knowledge, and materials, not losing the diversity of different cultures and traditional handcraft and creating diversity in both productions as well as in products.
11. A smaller maker and designer brand can be more flexible and diverse, helping the industry and products to gain diversity.
12. Produce and design with diversity – create personal style and value.
13. Think long-term planning rather than short-term gains.
14. Balance the entire process throughout the whole supply chain.
15. Slow down processes of making the clothes, production in the supply chain, product development, and selling to be able to create quality garments by the use of quality skills.
16. Integrity in the design process takes the pressure off time for designing.
17. Garments are made from renewable, organic, and pesticide-free materials.
18. They are designed to be washed at low temperatures or not at all.

19. Use what already exists and what already is produced to balance the new resource extraction with the waste the fashion industry creates and thereby extending the lives of fabric, material, and garments.
20. Re-design, Reuse and Recycle to reduce processes that have a negative impact on the environment and people. Design quality garments that have the ability to be Re-designed, Reused, or Recycled.

(By Ramirez, 2014, p.29-30)

Furthermore, Ramirez (2014) claims that one of the biggest obstacles facing the fashion industry is the issue of sustainability. Since consumers are becoming more aware of the negative impact their purchasing behavior has on the environment, they will seek brand options that will coincide with their values (Tortora, 2010). Johansson (2010) concluded that slow fashion could be a solution to creating a more sustainable fashion industry if both consumers and businesses follow slow fashion principles, which have been summarized and adapted by Ramirez above. However, the cost of manufacturing and producing sustainable garments using materials such as ECONYL fiber is considerably more expensive than other materials (Khandual and Pradhan, 2018), and thus becomes complicated for all brands to adopt this approach, particularly small upcoming businesses.

2.2 Swimwear Industry in Portugal

The Swimwear Industry in Portugal has a strong international brand presence, such as *Calzedonia, Tezenis, Oysho,* and *H&M*. These brands are considered fast fashion brands due to their large product variety, lower prices as well as materials used. The product pricing can range from 10€ to 74€ depending on the brand and product.

Conversely, there has been a large increase in slow fashion swimwear brands in Portugal. Some of the most mentioned ones include *Conscious the Label, Captain Tom Brand, Latitid,* and *Cantê.* The prices of these stores can range from 70€ to 130€ and only have a limited product range, as well as the use of sustainable materials such as ECONYL and even handmade and locally produced swimwear. ECONYL is essentially made from "synthetic waste like industrial plastic, waste fabric and fishing nets from oceans, then recycled and regenerated into a new nylon yarn that is the same quality as virgin nylon" (Good on You, 2020).

For instance, Conscious the Label is an excellent example of a brand that is fully invested in the pro-environmental attitude factor, as the name suggests. They have a full page on their website that explains all their sustainable practices and processes, from fabric, manufacturing, and shipping, to packaging (Conscious the Label, 2020). Additionally, the *Good on You* app is a "world-leading source of trusted brand ratings, articles, and guides on ethical and sustainable fashion." They have mentioned Conscious on their website and rated them extremely highly, even stating, "Conscious is raising the bar in sustainable swimwear" (Good on You, 2020).

Moorhouse and Newcombe (2018) carried out a brand interview with the founder of Davy J, a British Swimwear brand with swimwear made locally and similarly to Conscious, using ECONYL from 100% waste materials. During this interview, one of the questions concerns the challenge of sourcing sustainable textiles for businesses. The founder of the brand claimed that it was not challenging at all, and businesses only needed the right research and approach with the right partners. In addition, ECONYL is reused by a chemical and mechanical process that allows you to keep using waste that would otherwise be damaging to the environment. Using this waste, the brand can make numerous textile products and keep their strong and pure characteristics (Moorhouse and Newcombe, 2018). Nevertheless, consumers still lack knowledge about

sustainable attributes of clothing (Okur and Saricam, 2019), and therefore, the consumers' decision-making processes are predominantly influenced by prices (Li and Leonas, 2020).

Furthermore, in Portugal specifically, there is a strong limitation of research on the swimwear industry as there have not been many papers on this topic. Therefore, making this the perfect opportunity to further extend the existing knowledge of the swimwear industry in Portugal.

2.3 Brand Equity and Purchase Intention

The consumers' purchase intention is defined by the consumer's attitude toward a specific purchasing behavior and the consumers' degree of willingness to pay, which can be measured in the form of primary data collection such as questionnaires, focus groups, and interviews (Zhang, Zhou, and Liu, 2019). On the other hand, brand equity is considered the "added value" that companies can bring to products due to the promotion and associations related to their brand (Troiville, Hair and Cliquet, 2019). The enhancement of brand equity is a necessity for the overall success of a business. Nevertheless, it can be challenging to measure.

Per Troiville, Hair, and Cliquet (2019), measuring retailer brand equity is immensely challenging but completely imperative for brands to implement. Furthermore, the importance of having strong brand equity is to not only differentiate from others but also offer consumers the best possible experience. Therefore, in order to measure brand equity, it is imperative to use Keller's Brand Equity Model Framework. This well-known framework consists of a pyramid with six different components needed to build a strong brand image. Keller says that to build a solid brand image, all components must be met. These components include salience, performance and imagery, judgments, feelings, and, finally, resonance. At times, brands find it difficult to successfully meet all components and build a solid and strong relationship with the consumer (Farjam and Hongyi,

2015), and therefore the framework is vital for brands to pinpoint which steps to take in order to improve their weakest components. Brand equity is essentially the value of the brand and the reason that consumers still choose to shop for a specific brand. Firstly, brand awareness is to what extent customers know of the existence of the brand and can name product categories. Then, brand associations are what connect the brand within consumers' memory; these could be qualities, interactions, advertisements, and prices, among others. On the other hand, brand loyalty is when a customer chooses a specific brand over all the other options available. Furthermore, brand attachments and brand attitudes refer to the emotional feelings that a consumer has towards the brand as well as the personal opinions it has evolved. All of these aspects are extremely vital for the business in order to assess how successful and present they are in consumers' lives. For instance, Zara has very strong brand loyalty and brand awareness - they are one of the biggest retailers worldwide (Gamboa, and Gonçales, 2014).

On the other hand, there is another well-known framework named Aaker's Customer-Based Brand Equity Framework. This framework suggests a model that assesses brand equity from a customer's perspective. It consists of five assets that are the value creations for the brand. These include brand loyalty, brand awareness, perceived quality, brand associations, and brand assets (Aaker, 1992). Aaker suggests that the value added to a brand's goods and services is driven by the recognition of emotional and impulsive purchasing habits (Guzman and Baalbaki, 2016), which is directly related to this research.

2.4 Willingness to Pay

The knowledge about a consumer's willingness to pay is highly important for businesses since this will have an enormous impact on the brand's overall success. Many companies dismiss this decisive element and consequently fail to trace a correct and proper pricing strategy that is suitable to their target consumer and marketing environment. A variety of studies have shown that a "minor variation" in prices has strong effects on the company's revenue and profits (Breidert, Hahsler, and Reutterer, 2006).

The price sensitivity of a customer can have a strong influence on the consumers' purchase intention and brand equity, which in turn impacts the profitability of a firm (Ramirez and Goldsmith, 2009). This has become an increasingly important variable in the fashion industry as consumers are looking for more affordable clothing with a large availability at a faster rate (Shen, 2014). Ramirez and Goldsmith (2009) state that "if a clothing retailer's target market is price sensitive, the firm should maintain a product offering commensurate with the needs of this consumer." Thus, being directly linked to fast fashion, as was stated before, is appreciated significantly for its low prices.

On the other hand, Homburg, Koschate, and Hoyer (2005) support that "satisfied customers—those receiving higher quality service or who feel better about the product—are, in fact, willing to pay more for it." Further, Laroche (2001) demonstrated that consumers are adopting more sustainable purchase behaviors and are willing to pay more for sustainable products. The paper claims that these consumers are the ones that have knowledge about ecological problems and believe that it has given great importance to a pro-environmental attitude. Hence, it is possible to

hypothesize (H_1) *that Brand Equity of slow fashion brands' product attributes is higher than Fast Fashion product attributes.*

2.5 Pro-Environmental Attitude

A Pro-Environmental Attitude can be described as the "behavior that consciously seeks to minimize the negative impact of one's actions on the natural and built world" (Kollmuss and Agyeman, 2002). This has been an ever-growing concept in marketing and is becoming more and more relevant every day (Modiano, 2019). Recent research shows that environmental knowledge has a significant positive effect on pro-environmental attitudes by the population. Liu, Teng, and Han state that the relationship between environmental behavior intentions and pro-environmental behavior is impacted by demographic variables, such as gender, education level, and region, among others (Liu, Teng, and Han, 2020).

The growing knowledge of environmental behavior impacts has rapidly grown due to the claims that the fashion industry has led significantly towards unsustainability (Razzaq et al., 2018). The results from Razzaq et al.; (2018) research demonstrate that the harmful impacts of this industry have brought strong concerns to consumers' minds, who, according to McDonald and Oats (2006), have begun to behave more and more sustainably. This study also suggests that consumers are now more environmentally conscious with a strong urge to engage in a sustainable fashion. Nevertheless, consumers have also acknowledged that environmentally friendly materials are determining factors in charging higher prices for products (Shen, 2014). Nonetheless, it has still been extremely challenging to convince consumers of this value for the brand. Experts suggest that there is a lack of effectively communicating sustainability values to consumers (Ottman, 2011),

and although consumers are more familiar with the term pro-environmental attitude and are developing favorable views towards slow fashion brands, their consequent behavior is still not consistent with these claims (McNeill and Moore, 2015). The main barriers that are affecting this include not only finances but also style, trend, and availability.

Although there has been a visible increase in pro-environmental attitudes by consumers, which has allowed for more research and production of more sustainable products with alternative materials, research has demonstrated that consumers report a concern about environmental issues but have difficulty converting this concern into actual purchases (Ramirez, 2014). In accordance with Fletcher (2010), the fashion industry has complex barriers that make it complicated for sustainability to be thoroughly implemented. One of the most vital factors is "the growing need of consumers to consume more with lower costs" (Fletcher, 2010). Additionally, given that swimwear products are seasonal, many consumers are less willing to purchase expensive products since they will only be used for a couple of months.

The Theory of Planned Behavior is used to understand certain behaviors that people might have by assessing three factors. These include the person's attitude towards the behavior, the subjective norms such as cultural norms, and the perceived behavioral control, therefore, to what extent the person perceives themselves to have control in regard to the behavior (Ajzen, 1991). This theory is extremely helpful when assessing the relationship between consumers' pro-environmental attitudes and how this can influence their purchasing decisions. Further demonstrates that before making a purchasing decision, consumers undergo a series of steps and calculations on the possible outcome of this purchase. When a pro-environmental attitude by part of the consumer is placed in these questions, the outcome is likely to be positive. Furthermore, considering that slow fashion products tend to be purchased after consideration and pondering, in contrast to fast fashion

products which tend to be impulsively bought for means of instant gratification, this theory is extremely helpful and vital in order to understand the purchasing intentions and brand equity towards slow fashion brands.

Given the previous literature by Ramirez (2014) and McNeill and Moore (2015), consumers have become hesitant to purchase from these brands due to factors like price and availability, which fast fashion brands bring to the market. It can be hypothesized that (H_2) *Willingness to pay mediates the relationship between product attributes and Brand Equity.* On the other hand, in accordance with Razzaq et al. (2018), consumers are becoming more conscious and concerned with sustainability issues in the fashion industry and want to engage with more sustainable brands. Hence, it can be hypothesized that (H_3) *Pro-environmental attitudes moderates the relationship between product attributes and Brand Equity*.

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2.6 Instant Gratification

In accordance with Kacen and Lee (2002), impulse buying is defined as "an unplanned purchase that is characterized by relatively rapid decision making and subjective bias in favor of immediate possession." These impulsive purchasing habits can be directly linked to the consumers' need for instant gratification. For instance, highly impulsive buyers are likely to be clouded by emotional thinking attached to the product and desire immediate gratification (Hoch and Loewenstein, 1991). Youn and Faber (2000) demonstrated that high impulsive buyers were "more reactive to external triggers" in comparison to low impulsive buyers. These triggers involve sensory, environmental, and product stimuli that are controlled by the brand, for instance, swimwear advertisements, seasonal promotional discounts, and a variety of visual elements. For example, if a highly impulsive buyer was visiting Conscious the Label's website and viewed that they were having a

50% off sale, the consumers would be automatically intrigued and extremely likely to make a purchase that they didn't intend to make before they saw this external trigger.

In addition, a previous study conducted in the United States and Great Britain suggests that the consumer's mood and emotional state are the main factors influencing impulsive purchasing behaviors. The figure for impulsive purchasing behaviors is, however, higher in younger individuals in comparison to older people (Logue and Chavarro, 1992). Since younger individuals tend to be more persuaded by lower prices, promotional discounts would be extremely decisive in their impulsive purchasing behaviors.

The key characteristics that have been linked to impulse purchasing are also likely to be influenced by culture. Overall, in Asian countries, where consumers are considered collectivist, they engage in less impulsive buying than, for instance, European individualist consumers. "Although collectivists possess the buying impulsiveness trait in equal measure with individualists, they suppress this trait impulse and act in a manner that is consistent with cultural norms, in this case, reducing their impulsive buying behavior" (Kacen and Lee, 2002). The article by Kacen and Lee goes on to further explain that culture has an enormous and important impact on the way consumers tackle their emotional needs for instant gratification and impulse purchases. For instance, Abrahams (1997) suggests that purchasing new products results in more impulsive purchasing than previously planned purchases. Similarly, Merzer (2014) claims that 75% of purchases are not planned and therefore demonstrates the key role that instant gratification has in consumers' purchasing habits. In slow fashion brands, the price is significantly higher due to the materials and sustainable practices implemented, therefore making it more challenging for consumers to buy impulsively and satisfy their need for instant gratification. Dittmar et al. (1995) suggest that consumers make impulsive purchases of both expensive and inexpensive products. Contrastingly, Muratore (2016) claims that in order to make impulsive purchasing decisions to receive instant

gratification, consumers rely on split-second, emotional decision-making where low prices are often preferred.

In accordance with Kacen and Lee (2002) and Hoch and Loewenstein (1991), the growing need for instant gratification has strongly influenced consumers' purchasing behaviors and impulsive purchases. Kacen and Lee (2002) suggest that this has been triggered by the individualist consumer culture in the United States and Europe. Thus, it can be hypothesized (H_4) *The need for instant gratification moderates the relationship between product attributes and Brand Equity.*

Based on the previous literature reviewed, it is clear that the growing need for instant gratification is detrimental for slow fashion brands and positive for fast fashion brands. Fast fashion brands are known for their accessible prices and wide product range, whereas slow fashion brands are known for being more expensive and having a limited product range. Since instant gratification is based on emotional decisions, consumers may prefer fast fashion brands when making impulsive purchasing decisions (Muratore, 2016).

Based on the literature analyzed above, the following hypotheses are presented:

H_1: Brand Equity of slow fashion brands product attributes is higher than Fast Fashion product attributes.

H_2: Willingness to pay mediates the relationship between product attributes and Brand Equity.

H_3: Pro-environmental attitude moderates the relationship between product attributes and Brand Equity.

H_4: The need for instant gratification moderates the relationship between product attributes and Brand Equity.

2.7 Conceptual Model

The following model has been designed to understand what will be analyzed and assessed during this thesis. The dependent variable, *Brand Equity*, will be measured by brand loyalty, brand associations, brand awareness, and perceived quality. The independent variable, *Product Attributes,* will be measured by examining both slow fashion brands as well as fast fashion brands and the differences between the two. The moderators, which are the variables that impact the relationship between the independent and dependent variables, are both *Pro-Environmental Attitudes* and the *Need for Instant Gratification*. Both factors have a direct effect on slow fashion and fast fashion brand equity. Lastly, the mediator is a variable that is influenced by the independent variable and then has a direct effect on the dependent variable. In this case, the mediator is the consumers' *Willingness to Pay*.

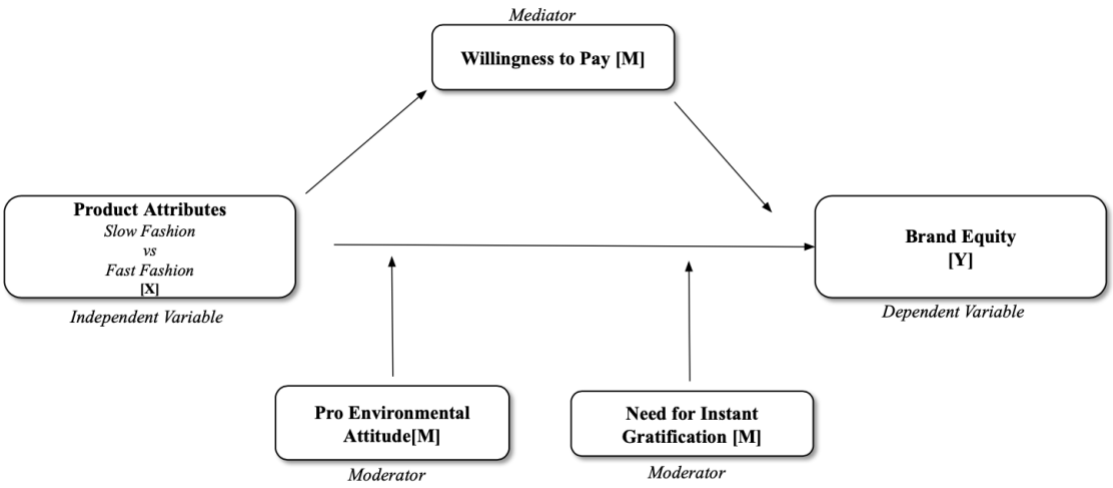

Figure 1: Conceptual Model

3. Methodology

3.1 Research Methodology

This thesis aims to understand how the brand equity of fast fashion and slow fashion swimwear brands are directly correlated and affected by a series of factors. In order to do so, it was imperative to first conduct secondary data collection, which allowed for deliberation of what has been studied, what are the main factors, and what is the currently existing literature about this topic. Secondly, primary data must be collected by using both qualitative and quantitative research methods. Quantitative data collection will include an online questionnaire in order to process and analyze numerical data from consumers' perceptions. Additionally, the qualitative data collection includes focus groups. This method allows for a deeper and more detailed understanding of consumers' perspectives on slow and fast fashion in the swimwear industry.

3.3.1 Quantitative Data Collection

For quantitative, an online questionnaire will be distributed in order to find the key factors affecting slow and fast fashion's swimwear brands' brand equity. There are four main characteristics of quantitative data collection, which include numerical figures, the strong dependence on positivist principles, the measurement of variables and testing hypotheses, as well as finally, verifying or falsifying a hypothesis that is being assessed (Taheri et al., 2015). One of the key advantages of this type of data collection includes the ability to discover important trends and correlations, which qualitative data falls short of (Amos, 2016). In accordance with Blommaert (2013), quantitative data allows for a broad overview of the relationship between variables as well as protecting data from assumptions and generalizations. Furthermore, some of the advantages of using quantitative data include the speediness of data collection, broad comparability of answers, and the 'power of numbers' (Savela, 2018). Thus, it is a straightforward and easy-to-produce collection method that

will be beneficial for both the respondents and the researchers. On the other hand, one strong limitation of this research method includes the lack of detail present, which can create a barrier when attempting to go deeper in understanding trends and patterns. Hence, qualitative data collection must also be added to the research.

3.3.2 Qualitative Data Collection

In regard to qualitative data collection, focus groups will be conducted in order to understand the main factors influencing consumers' purchasing intentions and behaviors and in order to shape the most effective questions for the questionnaire. This will be advantageous since it presents detailed interpretations of participants' feelings, opinions, and experiences, while also being able to identify reasons for their actions and behaviors (Denzin, 1989). One key limitation of focus groups is the possibility of participants influencing each other's opinions, as there can be dominant individuals who can take charge of the conversations (Acocella, 2012). On the other hand, it is imperative to understand different perspectives and experiences.

3.4 Data Collection

3.4.1 Focus Group

One focus group will be conducted with a maximum of 8 participants to further capture their experiences and perceptions of the swimwear industry in relation to pro-environmental attitudes, willingness to pay, and the increased need for instant gratification. The participants will be mainly Portuguese women that are either currently undertaking university degrees or have just started working. This focus group will then help to narrow down and select the appropriate questions for the online questionnaire *(Appendix 1).*

3.4.2. Online Questionnaire

The online questionnaire will be created through the Qualtrics software platform, where a series of questions relating to swimwear brands' brand equity will be thoroughly questioned and analyzed (Appendix 1). The questionnaire will first undergo a preliminary review in order to understand if all questions are worded correctly, if the questionnaire is easy to understand or if any overlooked mistakes have to be corrected. In order to do so, the questionnaire will be delivered to 10 people randomly in order to detect any errors or missing values or the need to add/remove any questions. Further, the questionnaire will be shared on a variety of social media platforms, such as university groups, LinkedIn, Instagram, and Facebook; due to this, the sampling collection is expected to be predominantly female students.

The first section of the survey questioned participants about their knowledge of both slow and fast fashion. Further, the following survey included a section aimed at understanding swimwear consumption and some shopping habits. The third section was designed to gain an understanding of consumers' opinions towards the growing need for instant gratification. In contrast, the fourth section entailed questions regarding the personal opinions of each participant concerning pro-environmental attitudes. Furthermore, the fifth section had two subsections concerning both fast fashion and slow fashion – these included two Instagram publications made by a swimwear brand, where one image was designed as a fast fashion brand with the slogan "in all shapes, sizes, and colors", while the other had the slogan "100% made from recycled materials" for the slow fashion brand (Figure 1). These were then randomly allocated to different participants during the survey while still maintaining the same questions. Finally, the last section includes demographic questions such as age, employment status, etc.

Subsequently, the information and answers gathered from the online questionnaire will be transferred to IBM SPSS Statistics, where the analysis will be conducted. In order to ensure that there were no missing values, all questions had a "required to respond" feature.

3.5 Measurements

Based on the previous literature identified, the following measurement scales were assigned to each section of this thesis.

The first measurement includes *Brand Equity* which will be analyzed in relation to fast fashion and slow fashion brands. This variable will involve 5 items that have been adapted from Chen and Tseng (2010) in order to particularly fit this thesis. The measurement scale will involve a 5-point Likert scale where 1 is "Strongly Disagree," and 5 is "Strongly Agree."

The second measurement involves the *Pro-Environmental Attitude* by part of the consumers and how this will consequently influence the brand equity. This variable will include 5 items adapted from Finisterra do Paço and Raposo (2008), which specifically address the green consumer market segmentation in Portugal and how it has and is evolving. The questions will derive from a 5-point Likert Scale where 1 is "Strongly Disagree," and 5 is "Strongly Agree."

Furthermore, the following measurement includes the *Need for Instant Gratification.* There is a strong limitation in terms of literature in regard to this variable, and therefore most questions will be created particularly for this topic. Nevertheless, some questions will be adapted from Jiyeon (2003). All of the items will use a 7-point Likert Scale where 1 stands for "Never" and 7 stands for "Always."

The fourth and last measurement includes the *Willingness to Pay* in both fast and slow fashion. This variable involves 6 items which have been adapted from Goldsmith, Kim, Flynn, and Kim

(2005), where the questions derive from a 5-point-Likert Scale, where 1 stands for "Strongly Disagree" and 5 stands for "Strongly Agree." Since there is limited literature available for this topic in particular, one question was added, which cannot be found in this literature review, in order to encompass the swimwear industry directly. The former is: "Which price would you consider too expensive for swimwear products?"

The *Product Attributes* (Fast Fashion and Slow Fashion) will be measured through the use of stimuli and, therefore, will not require scales.

Framework	Measure	Items	Scale	Reference	Cronbach α
Mediator	Willingness to Pay	6	7-point Likert Scale	Goldsmith, Kim, Flynn and Kim (2005)	0.82
Moderator	Need for instant gratification	5	7-point Likert Scale	Jiyeon, K (2003)	0.83
Moderator	Pro-Environmental Attitude	5	7-point Likert Scale	Finisterra do Paço, A. and Raposo, M. (2008)	0.9291 (KMO)
DV	Brand Equity	5	7-point Likert Scale	Alhaddad (2014)	0.871

Table 2: Measurement Scales

3.5.1 Focus Group Data Analysis

This focus group was primarily carried out in order to understand which questions were the most suited to ask participants in the survey, as well as allowing for a broader understanding of the current perceptions of both slow and fast fashion and, in turn, mold the questioning.

In order to avoid influenced or copied answers, the participants were asked to primarily write their answers on a piece of paper or on their phones. Since this is one of the biggest disadvantages of focus groups, this solution proved to be extremely effective and enabled a series of opinions to be discussed impartially.

As can be seen in Figure 4, it was clear that the main statements that produced consensus included the pros and cons of both fast and slow fashion. All participants displayed their opinions on the

high importance of prices and willingness to pay. It was clear that no participant had loyalties towards fast fashion but most only purchased there due to the low prices, in addition to the high variety offered by these brands. Furthermore, the high prices of slow fashion brands were also emphasized as the key factor influencing the negative purchasing decision toward those brands. It is clear that all participants had an extremely positive image of slow fashion brands; when asked to describe slow fashion in three words, the majority consisted of "sustainable, high quality, conscious, ethical", as well as "expensive." Contrastingly to fast fashion, the words included "unethical, unsustainable, pollution", as well as "accessible and easy." Thus demonstrating the divergence in opinions towards fast fashion and slow fashion. Furthermore, when asked, "would you be more willing to pay for a new swimwear product from a fast fashion brand or a slow fashion brand?", all participants said yes, except for 1. Later in the discussion, they also stated that this would be dependent on pricing. In addition, when asked about the increase in pro-environmental attitudes towards the swimwear industry, all participants reacted extremely positively and demonstrated their approval and appreciation. Overall, participants seemed to share similar experiences and perceptions, which would be expected due to the sample group selected. Thus one key limitation of this focus group included the age and occupation of the participants; all were around 18-25 and were either students or new workers. In terms of nationality, the majority (6) were Portuguese, while 1 was Italian and 1 was German.

3.5.2 Questionnaire Data Analysis

In order to further and thoroughly analyze the data gathered from the online questionnaire, IBM SPSS Statistics software was used. A preliminary data analysis was performed in order to detect any variables with inaccurate formats, and any possible missing values, among other problems.

In regard to the reliability of the scales, since all of the variables being assessed were adapted from a variety of authors, it was important to test the reliability and validity of these scales. Hence, as can be seen below in *Figure 4*, Cronbach's Alpha Test was carried out in order to test the internal consistency of the set of items and how closely related they were to each other.

Firstly, a data cleaning was carried out in order to ensure no outliers, errors, incomplete responses, or missing values. Once this was complete, the data analysis was performed in the following order:

1. Descriptive Statistics
    a. Outliers Analysis
    b. Sample Characterization
    d. Reliability Check
    e. Manipulation Check
2. Inference Statistics
    a. Multicollinearity (Interdependence)
    b. Hypothesis Test
    c. Full Model Test

4. Results' Analysis

4.1 Demographics

The study sample included 168 respondents, all female. In relation to age, the sample is demonstrated as heterogeneous, ranging from respondents under the age of 18 to respondents over the age of 30. The highest participation groups in this questionnaire were between 18 and 25 years old, as well as those over 30, with 41.1% and 40.5%, respectively. Whereas, under 18 and between 25-30, the figures demonstrate 1.2% and 17.3%, respectively, and therefore are part of the smaller portion of respondents.

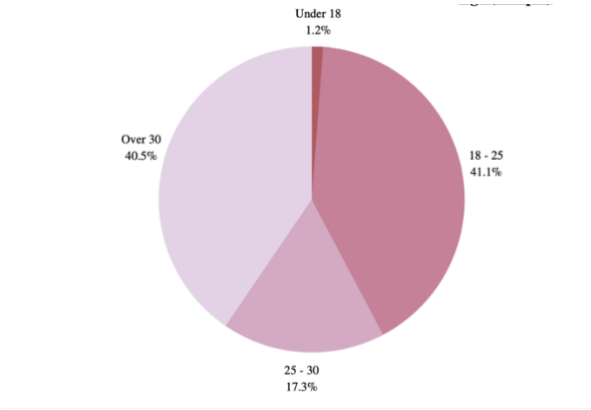

Figure 2: Age (Sample)

In relation to the current professional situation, the majority of respondents are current professionals (60.1%), following students (19.6%), and self-employed professionals (10.7%). In regard to unemployed and retired, these were the lowest figures with only 4 and 2 people respectively. Concerning the highest level of education the respondents have completed, the majority lie between Masters (41.1%) and Bachelor's Degree (38.1%). Followed by High School with 12.5% of respondents.

In terms of nationality, it can be clearly demonstrated by the graph below that the vast majority of respondents are Portuguese, with a staggering 81.5%. The following nationalities include English (4.8%), German (3%), Brazilian (3%), Croatian (2.4%), Spanish (1.8%), Italian (1.2%), Mexican (0.6%), Lithuanian (0.6%), Bulgarian (0.6%) and Belgian (0.6%).

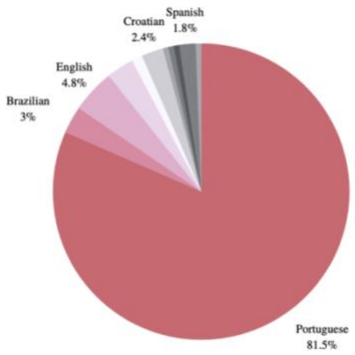

Figure 3: Nationality (Sample)

As can be clearly seen in *Exhibit 6*, when relating to the average yearly household income, most respondents identify between 10,000€ - 24,999€ (17.9%) and 25,000€ - 49,999€ (25%). In addition, there was a large number of respondents that preferred not to answer this question (22%) which is substantial and therefore essential to note.

4.2 Swimwear Consumption Habits

Firstly, the respondents' knowledge of fast and slow fashion was analyzed by the use of a 5-point Likert scale that was created and adapted by Ramirez's description and definition of the terms. In relation to fast fashion, it was discovered that the majority (59.5%) were adamant that they knew what fast fashion was, while only 5.4% of respondents didn't know. Additionally, it is vital to point out that 15.5% of respondents somewhat disagreed with the statement, "I don't know what fast fashion is." Thus, it can be concluded that 75% of respondents know, to some extent, and are

familiar with the term fast fashion. On the other hand, for slow fashion, 53% of respondents strongly disagreed with the statement "I don't know what slow fashion is," while 15.5% somewhat disagreed. Further, only 5.4% of respondents strongly agreed with the previous statement. Judging from these results, it is clear that the majority of respondents are familiar with and have some knowledge of both fast fashion and slow fashion.

The first section of the survey included a series of questions that attempted to outline the various habits that consumers have regarding swimwear consumption. It was discovered that the respondents mainly purchased swimwear once a year (66.7%) as well as every 2-3 years (25.6%). In addition, these purchases are normally made during summer (68.7%) as well as during spring (30.4%). As predicted, it can be highlighted that winter (5.4%) and autumn (0.6%) are seasons with very low purchase intentions by consumers. When questioned where most swimwear purchases are made, the answers were extremely divided. 54.2% named fast fashion brands, while 45.8% named slow fashion brands (Exhibit 4). In *Exhibit 9*, it can be seen that the majority of respondents that purchase slow fashion brands, as well as fast fashion brands, are between 18 – 25 and Over 30s. Nevertheless, after assessing whether there was a relationship between age and where the respondents mainly shop for swimwear, it can be concluded that there was no significant correlation between the two (*Exhibit 9*).

When examining the highest level of education completed against where the respondent usually purchases swimwear products, it can once again show the divide between respondents. 30 respondents that have completed up to a Bachelor's degree and 31 respondents that have completed a Masters, claim to purchase more from slow fashion brands. While 34 that have completed up to a Bachelor's degree and 38 respondents that have completed a Masters, choose fast fashion brands. Furthermore, the 5 respondents that have completed a Ph.D. all usually buy their products from

slow fashion brands. In contrast, 14 respondents that have only completed their High School diploma choose fast fashion brands over slow fashion.

Additionally, in terms of how often the respondents purchase new swimwear products, the majority answered once a year (66.7%), and specifically, between slow and fast fashion, there was some disparity. For slow fashion, 52 participants make purchases once a year and 23 every 2-3 years, while for fast fashion, 10 make purchases every 6 months while 20 every 2-3 years, and 60 participants make purchases once a year. In order to try and understand if the price could be influential in this decision, a cross-tabulation was computed, demonstrating that for participants who chose fast fashion brands, the price they considered too expensive was scattered, with the majority (13 people) selecting "50€ - 59€" followed by (10 people) >70€. Contrastingly to slow fashion, that was mainly (26 people) selected >70€. This information is in accordance with previous literature findings that since slow fashion tends to be more expensive, consumers are less likely and willing to buy as much as fast fashion brands, who tend to have a wider range of offerings at lower prices, consequently causing people to purchase more products.

4.3 Need for Instant Gratification

One of the topics that were analyzed in relation to swimwear consumption included the growing need for instant gratification. The second section of the survey included questions in order to further analyze and understand consumers' perceptions and opinions.

The first question was measured using a 5-point Likert scale, which was adapted by Jiyeon, K (2003), going from 1=Never to 5=Always. In accordance with Jiyeon, K (2003), a respondent that scored 3 or more on this scale is considered to support the variables. The mean score for this question is 2.0 and therefore suggests that, in relation to swimwear, respondents do not tend to buy

impulsively. Further, the respondents claim that the main factor affecting their impulse purchasing is good sales (52.4%), followed by their mood (22.6%), and new lines coming out (11.3%). The store environment and store layout were the least mentioned, with only 1.2% and 1.8%, respectively. In addition, when asked, "how often do you go shopping and end up making impulse purchases?", the majority of respondents said, "sometimes" (64.9%). The impulse purchases that the respondents make are more frequently made when they are alone (61.9%) in comparison to when they are accompanied by friends and family (38.1%).

Similarly, this section ends with a 5-point Likert scale with a mean score of 3.03, which contrastingly to the first question, suggests that there is an indicator of impulse purchasing tendencies by part of the participants. Furthermore, according to *Exhibit 11*, there is a clear correlation between the brands that participants shop for swimwear and to what extent they agree with the statement that after making an impulse purchase, they feel regret. After careful analysis, it can be concluded that the participants that mainly shop at fast fashion brands are also the ones that feel regret when making an impulse purchase.

4.4 Pro-Environmental Attitude

In relation to Pro-Environmental Attitudes, the answers from respondents demonstrate a mean score of 4.08 on the 5-point Likert scale, demonstrating a strong concern towards the social, environmental, and ethical impacts of the fashion industry on the world. However, when asked, "to what extent does a brand's pro-environmental attitude impact whether you are willing to shop there?", the mean score was 2.97, which is significantly lower than the first response. Hence, this highlights the possibility that this concern has not yet turned into action. Contrastingly, when asked, "if a brand is not pro-environmentally friendly, I reduce or stop consuming", the mean score was 3.26. In terms of researching brands' sustainable practices before they make a purchase,

respondents were divided with strongly disagree (20,8%), somewhat disagree (31%), neither agree nor disagree (22%), somewhat agree (35%), and strongly agree (5,4%). Respondents were adamant that they believed brands use sustainability as a marketing strategy, with 53,6% of respondents somewhat agreeing and 33.3% of respondents strongly agreeing. While strongly disagree and somewhat disagree were only 2,4% of respondents altogether.

Furthermore, considering style, comfort and quality are the same, 76.8% of respondents state that they would purchase sustainable clothing even if it was more costly than what they normally pay for. Thus demonstrating an eager and positive outlook toward sustainable clothing. However, still highlights price sensitivity in this particular sample.

4.5 Fast Fashion and Willingness to Pay

In this section of the questionnaire, a manipulation check was carried out. The respondents were shown an Instagram post with traits primarily seen in fast fashion brands. For instance, the catchphrase "in all shapes, sizes, and colors" is shown in the middle of the photograph, as can be seen in *Appendix 1*, which has an intent to highlight the large variety of options offered by fast fashion brands. The respondents were then asked if they thought this publication was made from a fast or slow fashion brand – to which the majority, "76.1%," responded correctly with Fast Fashion. The remaining 23.9% of respondents that answered slow fashion were not removed from the study since this may cause bias and errors (Cambridge University Press, 2019). In order to test if there were significant differences between the respondents who claimed to know what fast fashion is and the participants that answered correctly, an ANOVA test was carried out. The results demonstrated below reflect that the differences were not statistically significant ($p>0.05$), demonstrating that there was no violation in the assumption of homogeneity of variance. Hence

participants were fairly knowledgeable about the definition of fast fashion, and the majority passed the manipulation check *(Exhibit 13)*.

Further, a series of questions were asked to respondents in terms of their attitudes and opinions towards the fashion industry as well as their willingness to pay. Firstly, particularly regarding the Instagram post that they viewed, respondents were not able to answer whether they believed that Weber Swimwear products would be durable or not, with 37% being neutral. In relation to willingness to pay, responses were extremely scattered between 11€ - 19€ (21.7%), 20€ - 29€ (22.8%), 30€ - 39€ (22.8%) and 40€ - 49€ (16.3%). Similarly, 55.4% of respondents claimed that lower prices were the main reason for them to shop at fast fashion brands, followed by more options available (25%).

4.6 Brand Equity in Fast Fashion

In addition, 5-point Likert scale questions related to brand equity were asked in order to further understand perceptions of the fast fashion industry. It is clear that respondents do not perceive the fast fashion industry as having a good reputation since only 2.2% strongly agreed with this statement, while 33.7% strongly disagreed. Similarly, respondents believe that fast fashion brands will soon be boycotted, as they presented a mean score of 3.47. When questioned about loyalty towards fast fashion brands, respondents that answered both strongly disagree and somewhat disagree amount to 50%, while 27.2% claimed to be neutral. Similarly, the majority of the respondents stated that they would consider buying from slow fashion brands in the future – with a 4.21 mean score. If slow fashion brands had the same price as fast fashion brands, respondents would not prefer to choose fast fashion (57.5%), highlighting the key importance and player that willingness to pay is for consumers of fast fashion brands.

Regarding willingness to pay, respondents stated that swimwear products priced above 70€ would be considered too expensive for swimwear products (39.1€), while any price below 10€ would be considered too cheap that they would begin to question the quality. Nevertheless, respondents also selected 11€ - 19€ (22.8%) and 20€ - 29€ (28.3%). When asked if the price of buying a swimwear product is important, the respondents somewhat agreed (55.4%) and strongly agreed (19.6%). It is also clear that respondents would be less willing to purchase a new swimwear product if they believed this would be high in price (44.6% for somewhat agree and 20.7% for strongly agree).

4.7 Slow Fashion and Willingness to Pay

Similarly to the fast fashion publication, the same photo was produced with a different slogan and caption in order to fit slow fashion's guidelines and description. This publication had the slogan "100% made from recycled materials" as well as "fully handmade in Portugal" in the description in order to highlight the strong concern towards sustainability and pro-environmental attitudes by slow fashion brands.

It is clear that the majority of respondents were able to pass the manipulation check since 75% stated that Weber Swimwear fell into Slow Fashion. After undergoing an ANOVA test sample, it was concluded that the differences between variables are not statistically significant ($p>0.05$), and therefore can be stated that in this sample, participants were fairly knowledgeable about what slow fashion is and the majority passed the manipulation check (*Exhibit 14*).

The following questions were asked regarding Weber Swimwear and how it was perceived. 35.5% of respondents stated that they would be willing to pay 40€ to 49€ for a Weber Swimwear product (35.5%), and 57.9% believed the products to likely be durable, while 30.3% remained neutral. In

this sample group, respondents, similarly to the first sample group, demonstrate lower prices (59.2%) as the key influential reason concerning their purchases at fast fashion brands instead of slow fashion. Conversely, 53.9% of respondents would prefer slow fashion if the price were the same as fast fashion, and 35.5% would be willing to pay a higher price for slow fashion in comparison to fast fashion.

In this sample group, the respondents have similar views to the first sample group. Fast fashion is viewed as not having a good reputation (60.6% strongly disagreed and somewhat disagreed), and a majority of the respondents don't consider themselves loyal to fast fashion brands (48,6%), and 30.3% were neutral. Furthermore, if slow fashion brands had the same price as fast fashion brands, the respondents would not prefer to choose fast fashion (53.0% strongly disagreed, and 18.4% somewhat disagreed). In addition, 53.9% would prefer slow fashion if the price were the same as fast fashion, and 35.5% were willing to pay a higher price for slow fashion in comparison to fast fashion. These figures demonstrate the eagerness and positive perceptions toward slow fashion and the subsequent negative opinions towards fast fashion. However, also highlights the strong price sensitivity. In addition, similarly to the first group, 50% of the respondents believe that one of the factors making fast fashion brands more appealing lies behind the fact that there are limited, slow fashion brands. In regard to buying from slow fashion brands in the future, 85.5% of respondents either somewhat agreed or strongly agreed with considering this decision.

Furthermore, 68.4% of consumers mind spending a lot of money to buy new swimwear, and 42.1% are less willing to buy a new swimwear product if they think it will be high in price. In general, 73.6% of respondents consider the price of buying a new swimwear as important to them. In terms of which price is considered too expensive, the majority agree with over 70€ (42.1%), while in relation to which price would be considered too cheap, respondents state less than 10€ (42.1%)

and from 11€ to 19€ (38.2%). These results strongly highlight the strong price sensitivity by part of the consumers and the differences in opinions they have towards slow fashion in contrast to fast fashion.

4.8 Reliability Testing

In order to check for the reliability of the sample, Cronbach's Alpha was further calculated for each variable. Since many questions in each construct mixed positively and negatively worded questions, it was important to reverse code the variables to ensure that the Cronbach Alpha was consistent.

As is the case for willingness to pay, the figure is slightly below 0.70, which is considered below the accepted reliability coefficient and, therefore, must be taken into consideration as a limitation. In contrast, the need for instant gratification and pro-environmental attitude figures are higher than 0.70 and therefore are considered reliable. For a pro-environmental attitude, it was necessary to remove one of the selected questions in order to ensure a reliable dataset.

Figure 4: Cronbach Alpha(α) - Reliability Testing

Constructs	Nº of Items	α
Willingness to Pay	7	0.671
Need for Instant Gratification	5	0.706
Pro-Environmental Attitude	4	0.772
Brand Equity	5	0.760

4.9 Hypothesis Testing

H_1: *Brand Equity of slow fashion brands' product attributes is higher than Fast Fashion product attributes.*

In order to test whether to reject or accept the null hypothesis, a paired t-test sample was carried out to compare two related means and thus detect differences between the two. Brand Equity of slow fashion brands' product attributes has a mean score of 3.99, while Brand Equity of fast fashion brands' product attributes has a mean score of 2.58

Paired Samples Test

		Paired Differences					t	df	Significance	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper			One-Sided p	Two-Sided p
Pair 1	Slow Fashion (Brand Equity) – Fast Fashion (Brand Equity)	1.417	1.610	.124	1.171	1.662	11.406	167	<.001	<.001

Figure 5: Paired Sample t test - Hypothesis Testing

It is important to note that the correlation between the two variables was determined at 0.219, $p<0.05$, and therefore demonstrates a positive correlation between brand equity of slow fashion brands' product attributes and brand equity of fast fashion product attributes.

As can be seen in Figure 4, the results demonstrated are statistically significant given that $t= 11.406$, $p<0.001$. Therefore, it can be concluded that **we reject the null hypothesis** that brand equity of slow fashion brands' product attributes is not higher than fast fashion product attributes; therefore, H_1 is accepted.

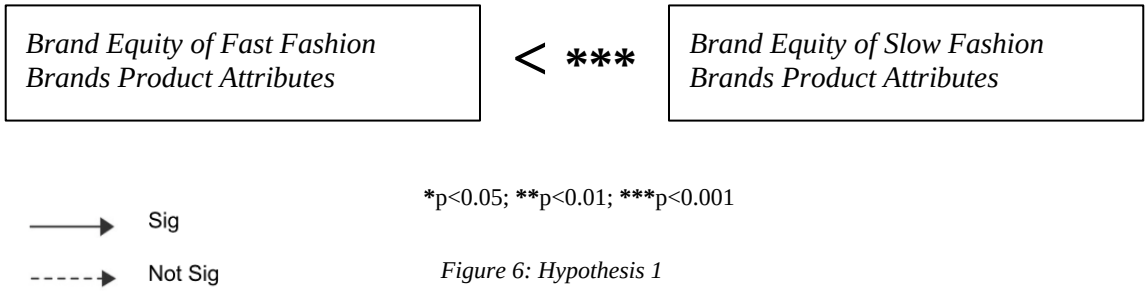

Figure 6: Hypothesis 1

H_2: *Willingness to Pay mediates the relationship between Product Attributes and Brand Equity.*

For H_2, the PROCESS Model by Hayes was conducted in order to evaluate if we reject or accept the null hypothesis that there is no relationship between the variables.

As can be seen in Figure 5, the model is statistically significant (F (7.2352), p<0.001), and 13.99% of *Brand Equity (Y)* variation is explained by it.

The bootstrap results for the model demonstrate that there is a direct effect between *Product Attributes* and *Willingness to Pay*, Thus being because p<0.001 and zero don't lie between BootLLCI (0.2288) and BootULCI (0.6877). In addition, the findings also show that regarding the effect between Product Attributes and Brand Equity, BootLLCI is 0.0053, and BootULCI is 0.9456 demonstrating a direct effect. Nevertheless, the p-value is 0.0529, which is almost accepting of significance. However, it still remains larger than 0.05, and therefore we must conclude that there is no clear effect between Product Attributes and Brand Equity. Hence, we must conclude that Willingness to Pay does not mediate the relationship between Product Attributes and Brand Equity, and therefore, we **accept** the null hypothesis.

The findings found can be seen represented in the figure below:

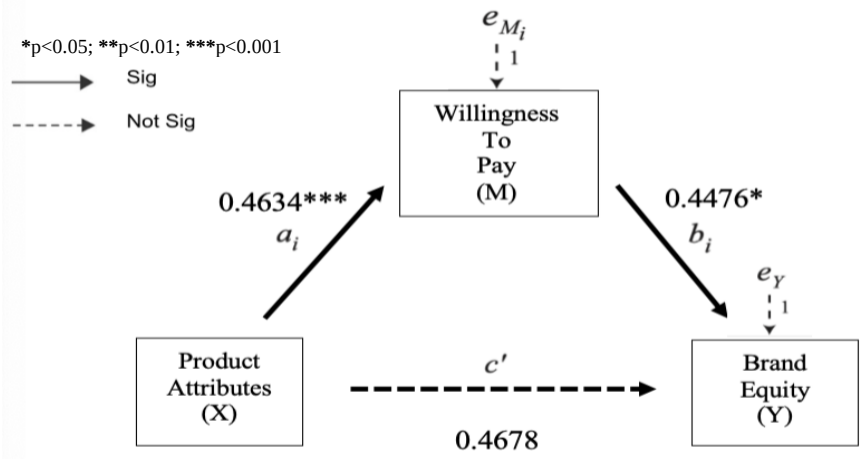

Figure 7: Hypothesis 2 - Hayes Model 4

H3: *Pro-Environmental Attitude moderates the relationship between Product Attributes and Brand Equity.*

The investigation of moderation between the variables was conducted through Hayes' PROCESS Model 1, in order to evaluate if *Pro-Environmental Attitudes* moderate the relationship between *Product Attributes* and *Brand Equity*.

The model can be demonstrated as statistically significant since F (5.3553), p<0.05) and 15.44% of the variance in Brand Equity (Y) is explained by it. The model highlights the direct effect and interaction between Product Attributes and Pro-Environmental Attitudes since zero does not lie between BootLLCI (-1.0798) and BootULCI (-0.214). The interaction is almost statistically significant given that the p-value is 0.0562 but still falls short and therefore cannot be considered significant. Furthermore, it is important to note that there is a negative correlation between these two variables (-0.5511). In addition, the model highlights that the direct effect between Pro-Environmental Attitudes and Brand Equity is not statistically significant (p>0.05) and therefore suggests that the mediation effect is unlikely between these variables. Hence, we must **accept** the null hypothesis that a Pro-Environmental Attitude does not moderate the relationship between Product Attributes and Brand Equity.

The relationships between the variables can be seen in the figure represented below:

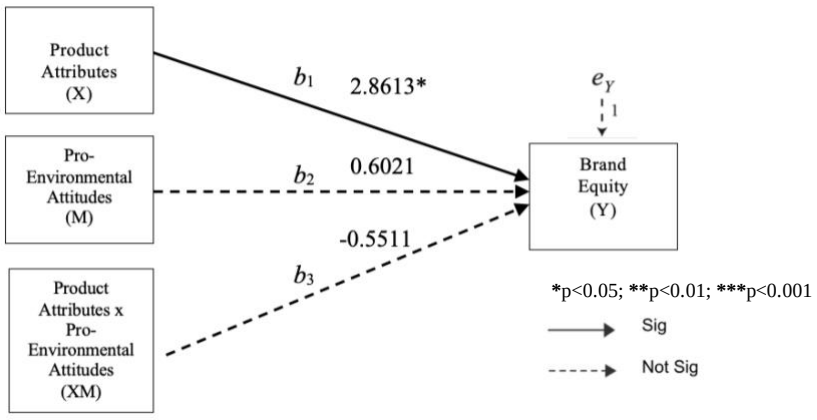

Figure 8: Hypothesis 3 - Hayes' Model 1

H4: *The need for instant gratification moderates the relationship between product attributes and Brand Equity.*

With regard to understanding if the *Need for Instant Gratification* moderates the relationship between *Product Attributes* and *Brand Equity,* Hayes' PROCESS model was carried out.

The model is statistically significant (F (3.1565), $p<0.05$) and only 9.72% of the variance in *Brand Equity* (Y) is explained by it. Furthermore, the results demonstrating the effect between Need for Instant Gratification and Brand Equity are not statistically significant ($p>0.05$), nor is the effect between Product Attributes and Brand Equity ($p>0.05$). In addition, following the bootstrap results for model 1, it can be seen that zero lies between both interactions. For Need for Instant Gratification and Brand Equity, the BootLLCI is -0.8873, and BootULCI is 0.4989. Furthermore, for Product Attributes and Brand Equity, the BootLLCI is -0.7121, and BootULCI is 1.4228.

Hence, we **accept** the null hypothesis that the *Need for Instant Gratification* does not moderate the relationship between *Product Attributes* and *Brand Equity*.

The relationship between the variables is represented below in the following diagram:

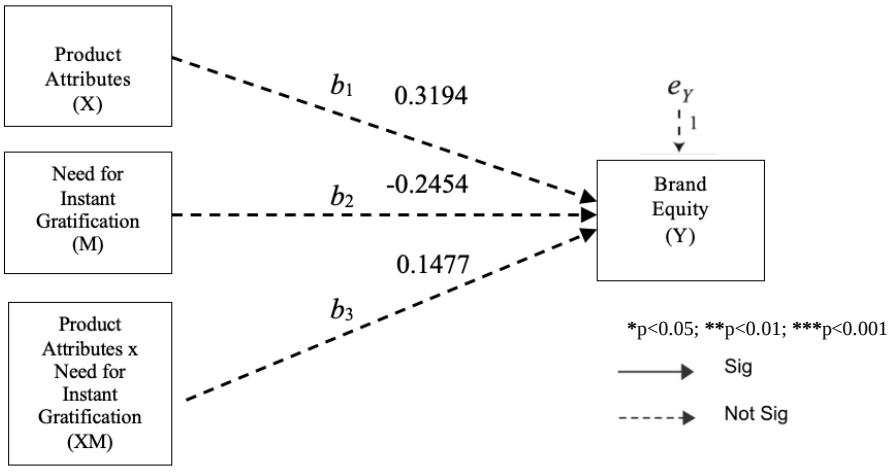

Figure 9: Hypothesis 4 - Hayes Model 1

4.9.1 Full Model Test

In order to test the full conceptual model, it is vital to understand the relationship between the independent variable, the two moderators, the one mediator, and finally, the dependent variable. Hence, PROCESS v.41 by Hayes was run on SPSS, and the findings are interpreted below.

The results from the general model demonstrate statistical significance since ($F (3.8943; p<0.05)$ The variance for Brand Equity is explained by 21.56% (R-sq = 0.2156) by the variables Willingness to Pay, Need for Instant Gratification, and Pro-Environmental Attitudes.

The bootstrap results for the regression model demonstrate the statistical significance and the relationship between *product attributes* and *Pro-Environmental Attitudes* (INT_1) since BootLLCI is -1.2006 and BootULCI is -0.1038. Since zero does not lie between this interval and the p-value is <0.05, we can conclude that there is statistical significance between these variables. On the other hand, for the relationship between *Product Attributes* and *the Need for Instant Gratification* (INT_2), zero lies between the confidence intervals (-0.956 and 0.7118) and therefore is deemed as not statistically significant.

In addition, the results highlight a direct effect between Product Attributes and Brand Equity ($p<0.05$), while BootLLCI is 0.0108 and BootULCI is 4.6063, therefore demonstrating statistical significance. Furthermore, WTP has also been shown to have a statistically significant effect on Brand Equity ($p<0.05$), and in the bootstrap results, zero does not lie between the confidence intervals.

On the other hand, Pro-Environmental Attitudes and the Need for Instant Gratification do not demonstrate statistically significant effects on Brand Equity ($p>0.05$), nor do they demonstrate effects in relation to the BootLLCI and BootULCI given that zero lies between the confidence intervals for both cases. Similarly, the interaction between Product Attributes and the Need for

Instant Gratification does not demonstrate statistical significance (p>0.05), and zero lies between the confidence intervals.

The relationships found are represented in the following diagram:

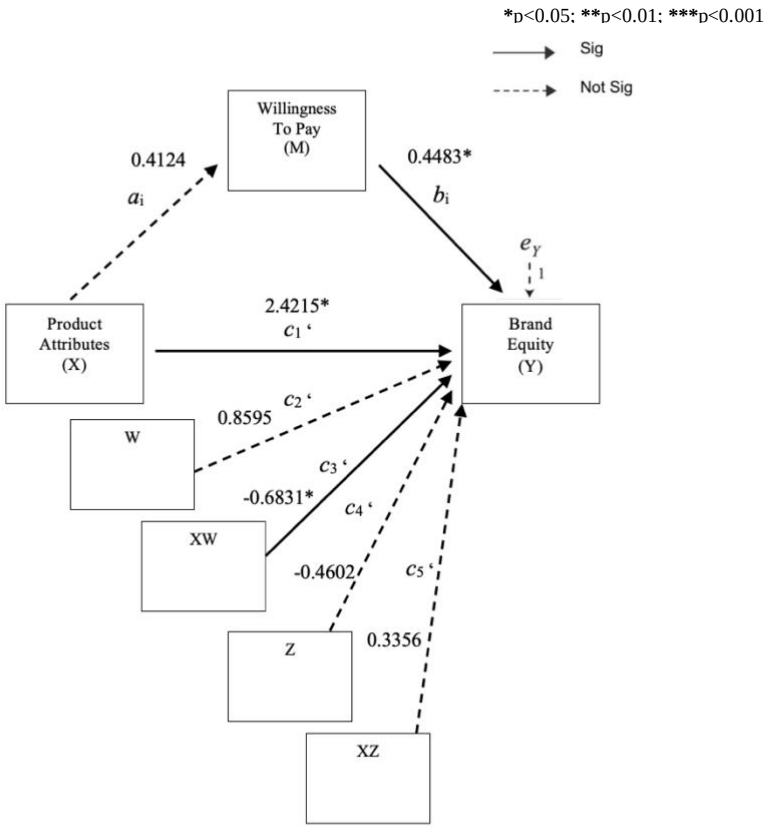

Figure 10: Full Model Test

5. Conclusions, Limitations, and Future Research

5.1 Conclusions

The main objective of this thesis research was to investigate whether the willingness to pay, the need for instant gratification, and the increase of pro-environmental attitudes have impacted both fast fashion and slow fashion's brand equity and how. It can be thoroughly concluded that, to some extent, willingness to pay and an increase in pro-environmental attitudes are influencing brand equity, such as consumers' perceptions and loyalties towards these brands. Nevertheless, the main influencer is found to be the willingness to pay, given that pro-environmental attitudes have still not converted to actions. On the other hand, the need for instant gratification, although seen as present in consumers' habits, does not present itself as a major influencing factor in consumers' minds towards fast fashion and slow fashion.

In order for this thesis to answer these questions, the following hypotheses were proposed:

> *H_1: Brand Equity of slow fashion brands product attributes is higher than Fast Fashion product attributes.*

This hypothesis was used in order to understand to what extent these fashion brands are growing and which are slowly falling behind. From the questionnaire and focus group results, it can be concluded that there is definitely a growing eagerness to purchase slow fashion brands. However, there is still a large sensitivity towards prices.

In regard to brand associations, fast fashion brands don't possess a good reputation, being named as "unethical" and "unsustainable." While slow fashion was deemed as "ethical" and "conscious." In addition, the majority of the respondents from the questionnaire demonstrated themselves as more willing to pay a higher price for slow fashion brands in comparison with fast fashion. As well as, 85.5% of respondents claimed to want to purchase from slow fashion brands in the future. Thus

demonstrating the growing brand equity of slow fashion brands' product attributes in comparison with fast fashion.

Nevertheless, it is still increasingly clear that price sensitivity towards consumers is still far too important to overlook the high prices established by slow fashion brands and ignore the lower prices of fast fashion brands. Hence, brand choice is still largely influenced by willingness to pay, regardless of the strong brand equity of slow fashion brands.

This dissertation was able to highlight the growing valuation towards slow fashion brands' product attributes and the negative connotations towards fast fashion brands' product attributes and their subsequent brand equity.

> *H_2: Willingness to pay mediates the relationship between product attributes and Brand Equity.*

As was mentioned before, it is clearly demonstrated that consumers are still currently purchasing fast fashion over slow fashion largely due to the accessible prices that fast fashion brands hold, in contrast with the high prices of slow fashion. When given the opportunity, consumers always mentioned and highlighted the importance of price and how at times, this was the only driver towards fast fashion – however, a strong enough one that influences where the consumer shops.

This research was able to demonstrate the high price sensitivity of this sample. In accordance with the European Statistics Office (2022), Portugal is among the countries with the lowest minimum wage in Europe. Since the majority of the sample is, in fact, Portuguese, this may, to some degree, explain the high price sensitivity towards the brands.

On the other hand, slow fashion's brand equity was demonstrated as extremely positive throughout both the questionnaire and also the focus group research. Consumers highly value the quality and sustainable practices that these brands are bringing to the market. Nevertheless, there are still some

limitations towards the brand associations, given that many consumers are not able to purchase items from slow fashion brands. Furthermore, this change in perspective has shown that the brand associations with fast fashion brands are somewhat negative, given that the main key driver is the price, but if it weren't for the price, consumers would tend to choose slow fashion. Therefore, as findings suggest, the willingness to pay is a mediator between product attributes and brand equity. Although consumers strongly dislike the unsustainable approaches and practices of fast fashion brands, they still purchase from them due to the accessible prices which they cannot find with slow fashion brands. Hence, demonstrating the importance and influence willingness to pay has in the brand equity of these product attributes.

H_3: Pro-environmental attitude moderates the relationship between product attributes and Brand Equity

From the previous literature review and the data collection, it is clear that there is a strong increase in pro-environmental attitudes by both consumers and, consequently, brands. Sustainability has become one of the fastest growing drivers in the fashion industry and seems to only be growing.

Regarding the focus group answers, participants described slow fashion brands as "ethical", "sustainable", "conscious," and "high quality." The clear increase of pro-environmental attitudes by part of the consumers' has impacted the way that they interact and view slow fashion brands. Contrastingly to fast fashion brands, which seemed to have negative connotations, as well as the majority of participants claiming no loyalties to the brands. Consumers are becoming more conscious of their environment and more conscious of their actions and hence can impact the brand equity of fast and slow fashion. Nevertheless, as this thesis has shown, this is still an upcoming topic and does not yet strongly influence both slow fashion and fast fashion.

H_4: The need for instant gratification moderates the relationship between product attributes and Brand Equity.

The previous literature review has shown that consumers expect, more than ever, to have new, up-to-date clothing each month. This is one of the differentiating factors of fast fashion that does not exist in slow fashion brands. Nevertheless, after analyzing the sample group, it is clear that this is not the most influential factor for consumers in relation to which swimwear brand to choose. Seemingly, the need for instant gratification can be seen mainly for other clothing lines and not so much in relation to swimwear brands - considering the main season of purchase is only summer. After reviewing the hypotheses, this thesis suggests that there is no significant interaction between the need for instant gratification, and product attributes' brand equity. Nevertheless, this is still a factor that should be taken into consideration as it may differ in the future.

5.2 Limitations and Future Research

This thesis was subject to some methodological limitations. Firstly, due to time constraints, the sample is not representative of the population, with only 168 participants for the questionnaire, which can reduce the validity of the sample. For future research, it is vital to ensure a larger sample size in order to increase reliability. In addition, the sample was biased toward Gen Z (18-24 years) and Generation X (Over 30s), while Millennials (25 - 30 years) had a lack of representation.
Furthermore, in terms of nationality, the thesis is more reflective of the Portuguese population rather than acquiring a global perspective which could cause differences in results. Additionally, since the stimulus was manipulated and the Instagram posts weren't real, there may be an impact on the validity of the participants' perceptions which must be taken into consideration when reviewing responses.

Even though slow fashion is growing exponentially, there is still a lack of information and literature research in this area. In terms of data collection of articles and papers, there were limited resources to work from, and therefore, in the future, it would be interesting to analyze this area further in depth. This thesis can be a strong indicator and helpful tool for other academics when researching slow and fast fashion in the swimwear industry.

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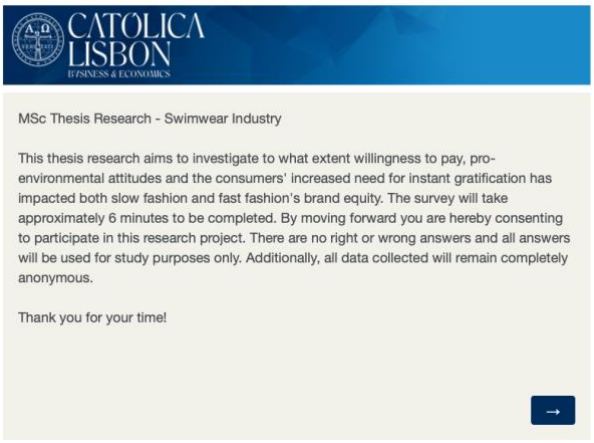
7. Appendix

7.1 Appendix 1 - (Online Questionnaire)



CATÓLICA LISBON
BUSINESS & ECONOMICS

MSc Thesis Research - Swimwear Industry

This thesis research aims to investigate to what extent willingness to pay, pro-environmental attitudes and the consumers' increased need for instant gratification has impacted both slow fashion and fast fashion's brand equity. The survey will take approximately 6 minutes to be completed. By moving forward you are hereby consenting to participate in this research project. There are no right or wrong answers and all answers will be used for study purposes only. Additionally, all data collected will remain completely anonymous.

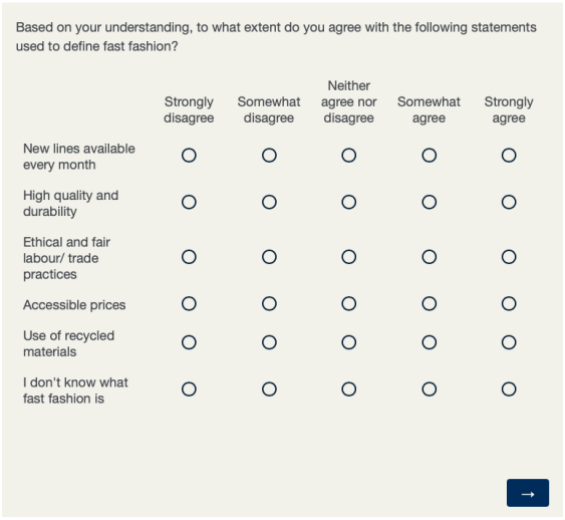
Thank you for your time!

→

Based on your understanding, to what extent do you agree with the following statements used to define slow fashion?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
New lines available every month	○	○	○	○	○
High quality and durability	○	○	○	○	○
Ethical and fair labour/ trade practices	○	○	○	○	○
Accessible prices	○	○	○	○	○
Use of recycled materials	○	○	○	○	○
I don't know what slow fashion is	○	○	○	○	○

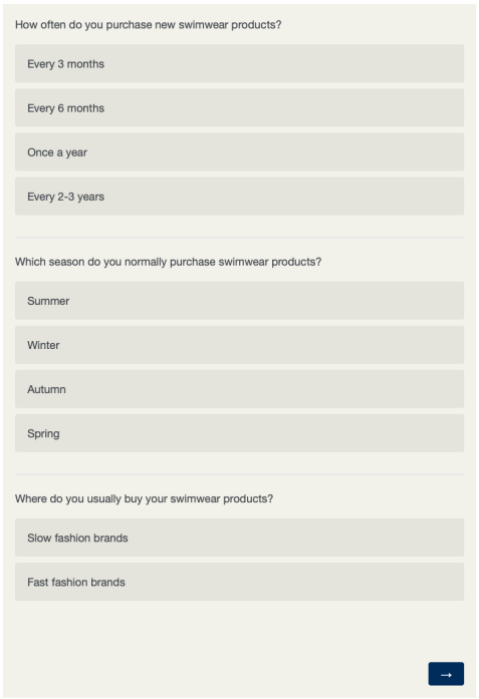
→

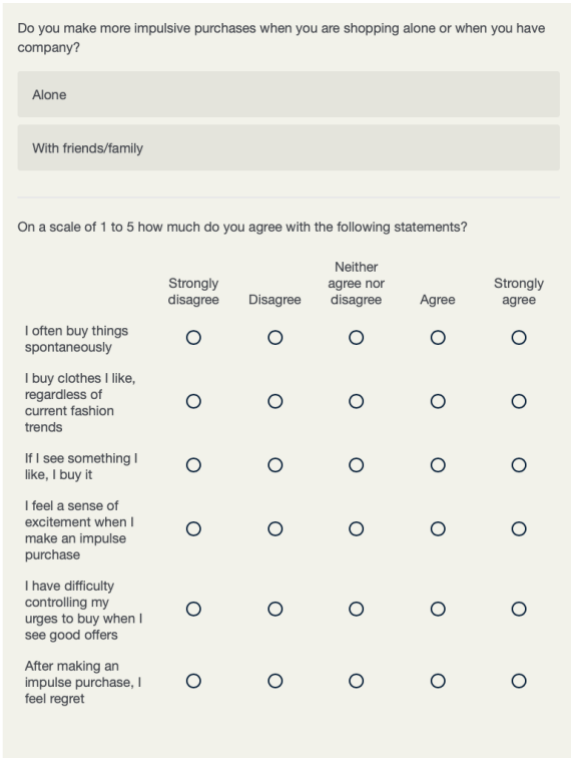


Based on your understanding, to what extent do you agree with the following statements used to define fast fashion?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
New lines available every month	○	○	○	○	○
High quality and durability	○	○	○	○	○
Ethical and fair labour/ trade practices	○	○	○	○	○
Accessible prices	○	○	○	○	○
Use of recycled materials	○	○	○	○	○
I don't know what fast fashion is	○	○	○	○	○

→


How often do you purchase new swimwear products?
Every 3 months
Every 6 months
Once a year
Every 2-3 years
Which season do you normally purchase swimwear products?
Summer
Winter
Autumn
Spring
Where do you usually buy your swimwear products?
Slow fashion brands
Fast fashion brands
→


Do you make more impulsive purchases when you are shopping alone or when you have company?
Alone
With friends/family
On a scale of 1 to 5 how much do you agree with the following statements?
Strongly disagree
Disagree
Neither agree nor disagree
Agree
Strongly agree
I often buy things spontaneously
I buy clothes I like, regardless of current fashion trends
If I see something I like, I buy it
I feel a sense of excitement when I make an impulse purchase
I have difficulty controlling my urges to buy when I see good offers
After making an impulse purchase, I feel regret

How often do you go shopping and end up making impulse purchases?

- Never
- Sometimes
- About half the time
- Most of the time
- Always

What is the main factor that affects your impulse purchasing?

- Good sales
- New lines coming out
- Your mood
- Availability of time
- Store environment
- Store layout

How often do you experience the following statements?

	Never	Sometimes	About half the time	Most of the time	Always
I like to wear expensive clothes	○	○	○	○	○
I like to be the center of attention	○	○	○	○	○
A person needs to 'show off' a little now and then	○	○	○	○	○
I tend to buy clothing products impulsively	○	○	○	○	○
I am always up to date with new fashion trends	○	○	○	○	○
I tend to follow fashion trends	○	○	○	○	○
I go shopping to change my mood	○	○	○	○	○
I have difficulty controlling my urge to buy when I see a good deal	○	○	○	○	○

→

To what extent do you agree with the following statements

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I research brands' sustainable practices before making a purchase.	○	○	○	○	○
I believe that sustainability is related to high prices	○	○	○	○	○
If I know a brand is not pro-environmentally friendly, I reduce or stop consuming.	○	○	○	○	○
Although I want to purchase more eco-friendly products, they are too expensive	○	○	○	○	○
I think brands use sustainability as a marketing strategy	○	○	○	○	○

To what extent does a brand's pro-environmental attitude impact whether you are willing to shop there?

- None at all
- A little
- A moderate amount
- A lot
- A great deal

To what extent does a brand's pro-environmental attitude impact whether you are willing to shop there?

- None at all
- A little
- A moderate amount
- A lot
- A great deal

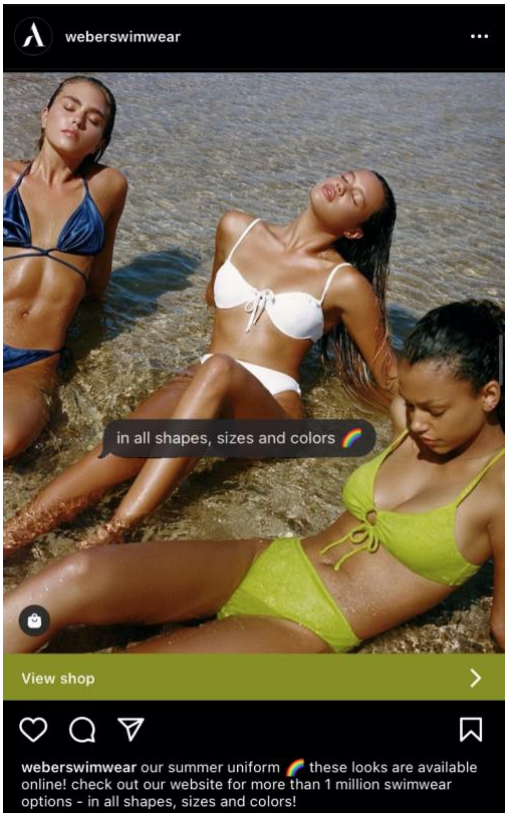
On a scale of 1 to 5, how much do you agree with this statement: "I am concerned with the social, environmental and ethical impacts of the fashion industry on the world."

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

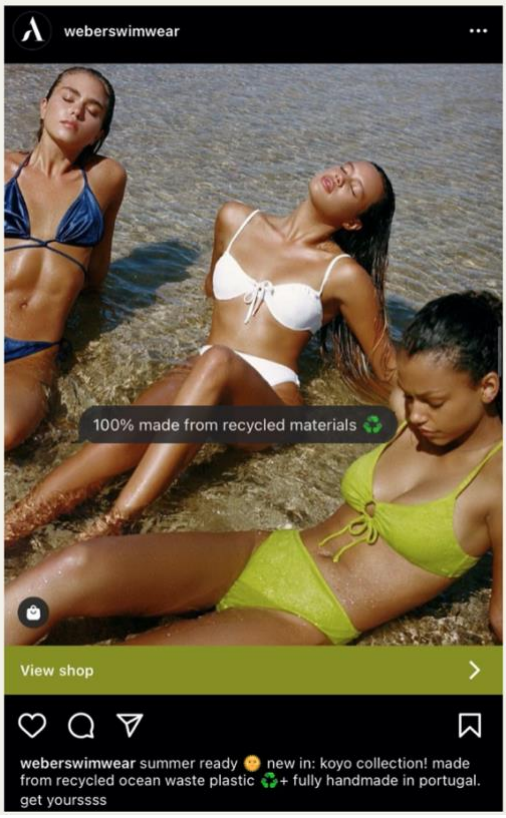
Considering style, comfort and quality are the same, would you purchase sustainable clothing if it was more costly than what you normally pay for?

- Yes
- No

→



This is an Instagram post made by a swimwear brand. Please proceed to the next page to answer a few questions about what you are seeing.



Based on your understanding, where does Weber Swimwear fall in the fashion industry?

- Slow Fashion
- Fast Fashion

→

To what extent do you believe that the Weber Swimwear products will be durable?

- Very unlikely
- Unlikely
- Neutral
- Likely
- Very likely

How much would you be willing to pay for a swimwear product from Weber Swimwear Brand?

- < 10€
- 11€ - 19€
- 20€ - 29€
- 30€ - 39€
- 40€ - 49€
- 50€ - 59€
- 60€ - 69€
- > 70€

→

To what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I would consider buying from a slow fashion brand in the future	○	○	○	○	○
Fast fashion has a good reputation	○	○	○	○	○
I would consider myself to be loyal to fast fashion brands	○	○	○	○	○
Buying from slow fashion brands is a social status symbol	○	○	○	○	○
Even if a slow fashion brand has the same price as a fast fashion brand, I still prefer to choose fast fashion.	○	○	○	○	○

To what extent do you agree with the following statement: "I believe that fast fashion brands will be boycotted in the near future."

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

To what extent do you agree with the following statement: "There are limited slow fashion brands which consequently makes fast fashion brands more appealing."

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

What is the main reason for you to shop at fast fashion brands?

- Lower prices
- Sensitive to the current fashion trends
- More options to choose from
- I prefer these brands to the slow fashion brands
- I don't purchase from fast fashion brands

To what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I don't mind spending a lot of money to buy new swimwear	○	○	○	○	○
I am less willing to buy a new swimwear product if I think that it will be high in price	○	○	○	○	○
In general, the price of buying a new swimwear product is important to me	○	○	○	○	○

How would you describe your current willingness to purchase slow fashion?

- Willing to pay a higher price for slow fashion in comparison to fast fashion
- Would prefer slow fashion if the price is the same as fast fashion
- Will only purchase slow fashion if the price is cheaper than fast fashion
- Will not purchase slow fashion at all

What price would you consider too expensive for swimwear products?

- < 10€
- 11€ - 19€
- 20€ - 29€
- 30€ - 39€
- 40€ - 49€
- 50€ - 59€
- 60€ - 69€
- > 70€

What price would you consider the swimwear product to be so cheap that you would begin to question the quality?

- < 10€
- 11€ - 19€
- 20€ - 29€
- 30€ - 39€
- 40€ - 49€
- 50€ - 59€
- 60€ - 69€
- > 70€

What is the highest level of education you have completed?

- Middle School
- High School
- Bachelor's Degree
- Masters
- PhD
- None of the above

What is your occupation?

- Student
- Self-employed
- Professional (e.g. doctor, lawyer..)
- Unemployed
- Retired
- Other

Age

- Under 18
- 18 - 25
- 25 - 30
- Over 30

What is your nationality?

What is your yearly household income on average?

- Under 10,000€
- 10,000€ - 24,999€
- 25,000€ - 49,999€
- 50,000€ - 74,999€
- 75,000€ - 99,999€
- 100,000€ - 149,999€
- Over 150,000€
- Prefer not to say

7.1 Appendix 2

Exhibit 1: Age (Participants)

Statistics

Age

N	Valid	168
	Missing	0
Mean		2.97
Median		3.00
Mode		2
Std. Deviation		.931
Variance		.867
Range		3
Minimum		1
Maximum		4
Sum		499
Percentiles	25	2.00
	50	3.00
	75	4.00

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18	2	1.2	1.2	1.2
	18 - 25	69	41.1	41.1	42.3
	25 - 30	29	17.3	17.3	59.5
	Over 30	68	40.5	40.5	100.0
	Total	168	100.0	100.0	

Exhibit 2: Nationality (Participants)

What is your nationality?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belgian	1	.6	.6	.6
	Brasileiro	1	.6	.6	1.2
	Brazilian	4	2.4	2.4	3.6
	British	5	3.0	3.0	6.5
	Bulgarian	1	.6	.6	7.1
	Croatia	1	.6	.6	7.7
	Croatian	3	1.8	1.8	9.5
	English	2	1.2	1.2	10.7
	German	5	3.0	3.0	13.7
	italian	1	.6	.6	14.3
	Italian	1	.6	.6	14.9
	Lithuanian	1	.6	.6	15.5
	Mexican	1	.6	.6	16.1
	Portugal	9	5.4	5.4	21.4
	Portugesa	1	.6	.6	22.0
	Português	2	1.2	1.2	23.2
	portuguesa	1	.6	.6	23.8
	Portuguesa	18	10.7	10.7	34.5
	portuguese	1	.6	.6	35.1
	Portuguese	99	58.9	58.9	94.0
	Portuguese/italian	1	.6	.6	94.6
	Potuguese	2	1.2	1.2	95.8
	PRT	1	.6	.6	96.4
	Pt	1	.6	.6	97.0
	PT	1	.6	.6	97.6
	Spain	2	1.2	1.2	98.8
	Spanish	1	.6	.6	99.4
	United Kingdom	1	.6	.6	100.0
	Total	168	100.0	100.0	

Exhibit 3: Occupation

What is your occupation? – Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	33	19.6	19.6	19.6
	Self-employed	18	10.7	10.7	30.4
	Professional (e.g. doctor, lawyer..)	101	60.1	60.1	90.5
	Unemployed	4	2.4	2.4	92.9
	Retired	2	1.2	1.2	94.0
	Other	10	6.0	6.0	100.0
	Total	168	100.0	100.0	

Exhibit 4: Swimwear Consumption Habits

Frequencies

Statistics

Where do you usually buy your swimwear products?

N	Valid	168
	Missing	0

Where do you usually buy your swimwear products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slow fashion brands	77	45.8	45.8	45.8
	Fast fashion brands	91	54.2	54.2	100.0
	Total	168	100.0	100.0	

Exhibit 5: Education Levels

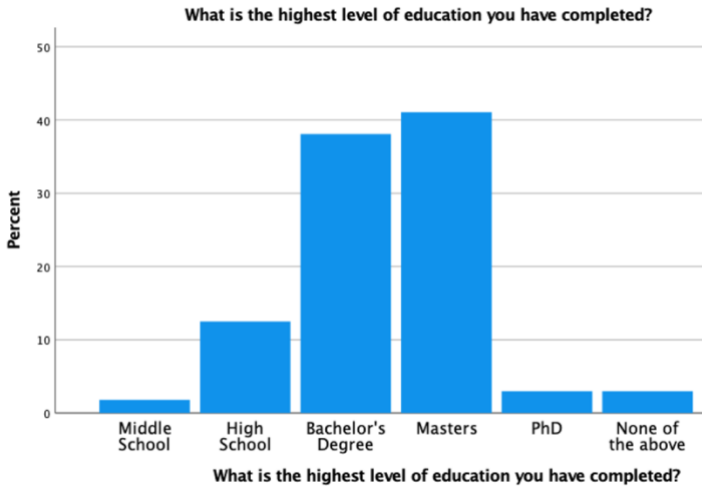
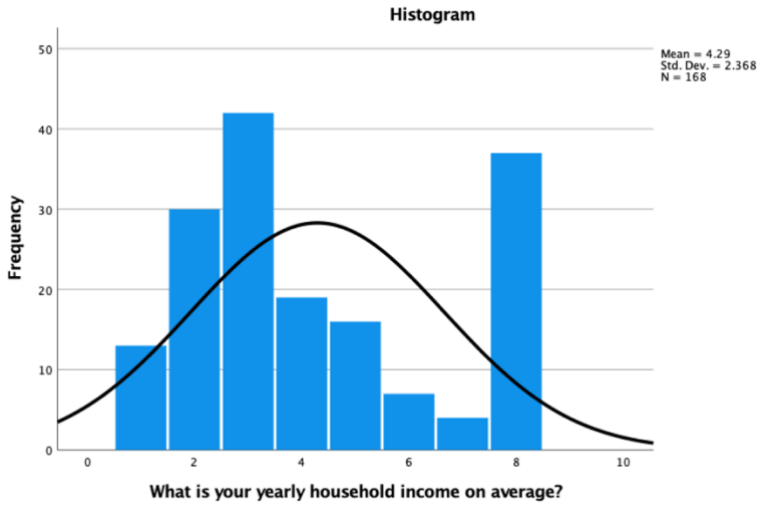


Exhibit 6: Household Income



What is your yearly household income on average?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 10,000€	13	7.7	7.7	7.7
	10,000€ - 24,999€	30	17.9	17.9	25.6
	25,000€ - 49,999€	42	25.0	25.0	50.6
	50,000€ - 74,999€	19	11.3	11.3	61.9
	75,000€ - 99,999€	16	9.5	9.5	71.4
	100,000€ - 149,999€	7	4.2	4.2	75.6
	Over 150,000€	4	2.4	2.4	78.0
	Prefer not to say	37	22.0	22.0	100.0
	Total	168	100.0	100.0	

Exhibit 7: Crosstabulation Swimwear Consumption Habits

How often do you purchase new swimwear products? * Where do you usually buy your swimwear products? Crosstabulation

Count

		Where do you usually buy your swimwear products?		
		Slow fashion brands	Fast fashion brands	Total
How often do you purchase new swimwear products?	Every 3 months	1	1	2
	Every 6 months	1	10	11
	Once a year	52	60	112
	Every 2-3 years	23	20	43
Total		77	91	168

Exhibit 8: Crosstabulation (Education Levels vs Consumption Habits)

What is the highest level of education you have completed? * Where do you usually buy your swimwear products? Crosstabulation

Count

		Where do you usually buy your swimwear products?		
		Slow fashion brands	Fast fashion brands	Total
What is the highest level of education you have completed?	Middle School	1	2	3
	High School	7	14	21
	Bachelor's Degree	30	34	64
	Masters	31	38	69
	PhD	5	0	5
	None of the above	2	3	5

Exhibit 9: Crosstabulation (Age vs Consumption Habits)

Age * Where do you usually buy your swimwear products? Crosstabulation

Count

		Where do you usually buy your swimwear products?		
		Slow fashion brands	Fast fashion brands	Total
Age	Under 18	0	2	2
	18 – 25	32	37	69
	25 – 30	11	18	29
	Over 30	34	34	68
Total		77	91	168

Exhibit 10: Correlations (Age vs Consumption Habits)

Correlations

		Age	Where do you usually buy your swimwear products?
Age	Pearson Correlation	1	-.055
	Sig. (2-tailed)		.477
	N	168	168
Where do you usually buy your swimwear products?	Pearson Correlation	-.055	1
	Sig. (2-tailed)	.477	
	N	168	168

Exhibit 11: Need for Instant Gratification vs Consumption Habits

Descriptive Statistics

	Mean	Std. Deviation	N
Where do you usually buy your swimwear products?	1.54	.500	168
On a scale of 1 to 5 how much do you agree with the following statements? – I often buy things spontaneously	2.79	1.115	168

Correlations

		Where do you usually buy your swimwear products?	On a scale of 1 to 5 how much do you agree with the following statements? – I often buy things spontaneously
Where do you usually buy your swimwear products?	Pearson Correlation	1	.182*
	Sig. (2-tailed)		.018
	N	168	168
On a scale of 1 to 5 how much do you agree with the following statements? – I often buy things spontaneously	Pearson Correlation	.182*	1
	Sig. (2-tailed)	.018	
	N	168	168

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

Correlations

		Where do you usually buy your swimwear products?	On a scale of 1 to 5 how much do you agree with the following statements? – After making an impulse purchase, I feel regret
Where do you usually buy your swimwear products?	Pearson Correlation	1	.135
	Sig. (2-tailed)		.081
	N	168	168
On a scale of 1 to 5 how much do you agree with the following statements? – After making an impulse purchase, I feel regret	Pearson Correlation	.135	1
	Sig. (2-tailed)	.081	
	N	168	168

Exhibit 12: Willingness to Pay vs Consumption Habits

What price would you consider too expensive for swimwear products? * Where do you usually buy your swimwear products? Crosstabulation

Count

		Where do you usually buy your swimwear products?		
		Slow fashion brands	Fast fashion brands	Total
What price would you consider too expensive for swimwear products?	11€ - 19€	0	1	1
	20€ - 29€	0	2	2
	30€ - 39€	3	9	12
	40€ - 49€	4	6	10
	50€ - 59€	9	13	22
	60€ - 69€	5	4	9
	> 70€	26	10	36
Total		47	45	92

Exhibit 13: ANOVA Stimuli

ANOVA

Based on your understanding, where does Weber Swimwear fall in the fashion industry? (Fast)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.625	4	.156	.843	.501
Within Groups	16.114	87	.185		
Total	16.739	91			

Exhibit 14: ANOVA Stimuli

ANOVA

Based on your understanding, where does Weber Swimwear fall in the fashion industry? (Slow)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.280	4	.070	.355	.839
Within Groups	13.970	71	.197		
Total	14.250	75			

Exhibit 15: Knowledge on Fast and Slow Fashion

Frequency Table

Based on your understanding, to what extent do you agree with the following statements used to define fast fashion? - I don't know what fast fashion is

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	100	59.5	59.5	59.5
	Somewhat disagree	26	15.5	15.5	75.0
	Neither agree nor disagree	22	13.1	13.1	88.1
	Somewhat agree	11	6.5	6.5	94.6
	Strongly agree	9	5.4	5.4	100.0
	Total	168	100.0	100.0	

Based on your understanding, to what extent do you agree with the following statements used to define slow fashion? - I don't know what slow fashion is

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	89	53.0	53.0	53.0
	Somewhat disagree	26	15.5	15.5	68.5
	Neither agree nor disagree	20	11.9	11.9	80.4
	Somewhat agree	21	12.5	12.5	92.9
	Strongly agree	12	7.1	7.1	100.0
	Total	168	100.0	100.0	

Exhibit 16: Pro Environmental Attitudes

On a scale of 1 to 5, how much do you agree with this statement: "I am concerned with the social, environmental and ethical impacts of the fashion industry on the world."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.2	1.2	1.2
	Somewhat disagree	9	5.4	5.4	6.5
	Neither agree nor disagree	18	10.7	10.7	17.3
	Somewhat agree	83	49.4	49.4	66.7
	Strongly agree	56	33.3	33.3	100.0
	Total	168	100.0	100.0	

To what extent does a brand's pro-environmental attitude impact whether you are willing to shop there?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None at all	13	7.7	7.7	7.7
	A little	35	20.8	20.8	28.6
	A moderate amount	77	45.8	45.8	74.4
	A lot	30	17.9	17.9	92.3
	A great deal	13	7.7	7.7	100.0
	Total	168	100.0	100.0	

To what extent do you agree with the following statements - I research brands' sustainable practices before making a purchase.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	35	20.8	20.8	20.8
	Somewhat disagree	52	31.0	31.0	51.8
	Neither agree nor disagree	37	22.0	22.0	73.8
	Somewhat agree	35	20.8	20.8	94.6
	Strongly agree	9	5.4	5.4	100.0
	Total	168	100.0	100.0	

To what extent do you agree with the following statements - I believe that sustainability is related to high prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.8	1.8	1.8
	Somewhat disagree	24	14.3	14.3	16.1
	Neither agree nor disagree	24	14.3	14.3	30.4
	Somewhat agree	89	53.0	53.0	83.3
	Strongly agree	28	16.7	16.7	100.0
	Total	168	100.0	100.0	

To what extent do you agree with the following statements - If I know a brand is not pro-environmentally friendly, I reduce or stop consuming.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	11	6.5	6.5	6.5
	Somewhat disagree	34	20.2	20.2	26.8
	Neither agree nor disagree	45	26.8	26.8	53.6
	Somewhat agree	56	33.3	33.3	86.9
	Strongly agree	22	13.1	13.1	100.0
	Total	168	100.0	100.0	

To what extent do you agree with the following statements - Although I want to purchase more eco-friendly products, they are too expensive

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.2	1.2	1.2
	Somewhat disagree	15	8.9	8.9	10.1
	Neither agree nor disagree	29	17.3	17.3	27.4
	Somewhat agree	80	47.6	47.6	75.0
	Strongly agree	42	25.0	25.0	100.0
	Total	168	100.0	100.0	

To what extent do you agree with the following statements - I think brands use sustainability as a marketing strategy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.2	1.2	1.2
	Somewhat disagree	2	1.2	1.2	2.4
	Neither agree nor disagree	18	10.7	10.7	13.1
	Somewhat agree	90	53.6	53.6	66.7
	Strongly agree	56	33.3	33.3	100.0
	Total	168	100.0	100.0	

Exhibit 17: Weber Swimwear

How much would you be willing to pay for a swimwear product from Weber Swimwear Brand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 10€	4	2.4	4.3	4.3
	11€ - 19€	20	11.9	21.7	26.1
	20€ - 29€	21	12.5	22.8	48.9
	30€ - 39€	21	12.5	22.8	71.7
	40€ - 49€	15	8.9	16.3	88.0
	50€ - 59€	6	3.6	6.5	94.6
	> 70€	5	3.0	5.4	100.0
	Total	92	54.8	100.0	
Missing	System	76	45.2		
Total		168	100.0		

To what extent do you believe that the Weber Swimwear products will be durable?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unlikely	8	4.8	8.7	8.7
	Unlikely	24	14.3	26.1	34.8
	Neutral	34	20.2	37.0	71.7
	Likely	21	12.5	22.8	94.6
	Very likely	5	3.0	5.4	100.0
	Total	92	54.8	100.0	
Missing	System	76	45.2		
Total		168	100.0		

Exhibit 18: Shopping Habits

What is the main reason for you to shop at fast fashion brands?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower prices	51	30.4	55.4	55.4
	Sensitive to the current fashion trends	9	5.4	9.8	65.2
	More options to choose from	23	13.7	25.0	90.2
	I prefer these brands to the slow fashion brands	3	1.8	3.3	93.5
	I don't purchase from fast fashion brands	6	3.6	6.5	100.0
	Total	92	54.8	100.0	
Missing	System	76	45.2		
Total		168	100.0		

Exhibit 19: Fast Fashion - Brand Equity

To what extent do you agree with the following statements? – Fast fashion has a good reputation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	23	13.7	30.3	30.3
	Somewhat disagree	23	13.7	30.3	60.5
	Neither agree nor disagree	21	12.5	27.6	88.2
	Somewhat agree	6	3.6	7.9	96.1
	Strongly agree	3	1.8	3.9	100.0
	Total	76	45.2	100.0	
Missing	System	92	54.8		
Total		168	100.0		

To what extent do you agree with the following statements? – I would consider myself to be loyal to fast fashion brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	15	8.9	19.7	19.7
	Somewhat disagree	22	13.1	28.9	48.7
	Neither agree nor disagree	23	13.7	30.3	78.9
	Somewhat agree	14	8.3	18.4	97.4
	Strongly agree	2	1.2	2.6	100.0
	Total	76	45.2	100.0	
Missing	System	92	54.8		
Total		168	100.0		

To what extent do you agree with the following statement: "I believe that fast fashion brands will be boycotted in the near future."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	5	3.0	6.6	6.6
	Somewhat disagree	20	11.9	26.3	32.9
	Neither agree nor disagree	17	10.1	22.4	55.3
	Somewhat agree	27	16.1	35.5	90.8
	Strongly agree	7	4.2	9.2	100.0
	Total	76	45.2	100.0	
Missing	System	92	54.8		
Total		168	100.0		

To what extent do you agree with the following statement: "There are limited slow fashion brands which consequently makes fast fashion brands more appealing."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	5	3.0	6.6	6.6
	Somewhat disagree	15	8.9	19.7	26.3
	Neither agree nor disagree	18	10.7	23.7	50.0
	Somewhat agree	32	19.0	42.1	92.1
	Strongly agree	6	3.6	7.9	100.0
	Total	76	45.2	100.0	
Missing	System	92	54.8		
Total		168	100.0		

Exhibit 20: Willingness to Purchase Slow Fashion

How would you describe your current willingness to purchase slow fashion?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Willing to pay a higher price for slow fashion in comparison to fast fashion	27	16.1	35.5	35.5
	Would prefer slow fashion if the price is the same as fast fashion	41	24.4	53.9	89.5
	Will only purchase slow fashion if the price is cheaper than fast fashion	7	4.2	9.2	98.7
	Will not purchase slow fashion at all	1	.6	1.3	100.0
	Total	76	45.2	100.0	
Missing	System	92	54.8		
Total		168	100.0		

Exhibit 21: Willingness to Pay (Swimwear Consumption)

What price would you consider too expensive for swimwear products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11€ - 19€	1	.6	1.3	1.3
	20€ - 29€	1	.6	1.3	2.6
	30€ - 39€	6	3.6	7.9	10.5
	40€ - 49€	16	9.5	21.1	31.6
	50€ - 59€	8	4.8	10.5	42.1
	60€ - 69€	12	7.1	15.8	57.9
	> 70€	32	19.0	42.1	100.0
	Total	76	45.2	100.0	
Missing	System	92	54.8		
Total		168	100.0		

What price would you consider the swimwear product to be so cheap that you would begin to question the quality?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 10€	32	19.0	42.1	42.1
	11€ - 19€	29	17.3	38.2	80.3
	20€ - 29€	8	4.8	10.5	90.8
	30€ - 39€	2	1.2	2.6	93.4
	40€ - 49€	3	1.8	3.9	97.4
	60€ - 69€	1	.6	1.3	98.7
	> 70€	1	.6	1.3	100.0
	Total	76	45.2	100.0	
Missing	System	92	54.8		
Total		168	100.0		

To what extent do you agree with the following statements? - I am less willing to buy a new swimwear product if I think that it will be high in price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.2	2.6	2.6
	Somewhat disagree	13	7.7	17.1	19.7
	Neither agree nor disagree	16	9.5	21.1	40.8
	Somewhat agree	32	19.0	42.1	82.9
	Strongly agree	13	7.7	17.1	100.0
	Total	76	45.2	100.0	
Missing	System	92	54.8		
Total		168	100.0		

To what extent do you agree with the following statements? - In general, the price of buying a new swimwear product is important to me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.6	1.3	1.3
	Somewhat disagree	7	4.2	9.2	10.5
	Neither agree nor disagree	12	7.1	15.8	26.3
	Somewhat agree	34	20.2	44.7	71.1
	Strongly agree	22	13.1	28.9	100.0
	Total	76	45.2	100.0	
Missing	System	92	54.8		
Total		168	100.0		

To what extent do you agree with the following statements? - I don't mind spending a lot of money to buy new swimwear

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	19	11.3	25.0	25.0
	Somewhat disagree	33	19.6	43.4	68.4
	Neither agree nor disagree	11	6.5	14.5	82.9
	Somewhat agree	13	7.7	17.1	100.0
	Total	76	45.2	100.0	
Missing	System	92	54.8		
Total		168	100.0		

Exhibit 22: Reliability Tests – Brand Equity

Case Processing Summary

		N	%
Cases	Valid	92	54.8
	Excluded[a]	76	45.2
	Total	168	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.760	.752	5

Exhibit 23: Reliability Tests – Need for Instant Gratification

Case Processing Summary

		N	%
Cases	Valid	168	100.0
	Excluded[a]	0	.0
	Total	168	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.706	.714	5

Exhibit 24: Reliability Tests – Willingness to Pay

Reliability

Scale: Willingness to Pay

Case Processing Summary

		N	%
Cases	Valid	92	54.8
	Excluded[a]	76	45.2
	Total	168	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.671	.690	7

Exhibit 25: Reliability Tests – Pro- Environmental Attitude

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	168	100.0
	Excluded[a]	0	.0
	Total	168	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.772	.777	4

Exhibit 26: Hypothesis Testing – Full Model (Model 10)

```
**************************************************************************
Model  : 10
    Y  : BE
    X  : PA
    M  : WTP
    W  : PEA
    Z  : NIG

Sample
Size:  92

**************************************************************************
OUTCOME VARIABLE:
 WTP

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .4432      .1964      .3071     4.2035     5.0000    86.0000      .0018

Model
             coeff         se          t          p       LLCI       ULCI
constant    1.6640     1.0461     1.5907      .1154     -.4156     3.7437
PA           .4124      .6417      .6427      .5222     -.8633     1.6882
PEA         -.2370      .2517     -.9416      .3490     -.7375      .2634
Int_1        .0769      .1559      .4929      .6233     -.2331      .3868
NIG          .1473      .1731      .8513      .3970     -.1968      .4914
Int_2       -.1320      .1166    -1.1324      .2606     -.3637      .0997

Product terms key:
 Int_1    :        PA       x        PEA
 Int_2    :        PA       x        NIG

Covariance matrix of regression parameter estimates:
            constant         PA        PEA      Int_1        NIG      Int_2
constant    1.0944     -.6393     -.2387      .1389     -.0208      .0155
PA          -.6393      .4118      .1389     -.0890      .0155     -.0128
PEA         -.2387      .1389      .0634     -.0373     -.0122      .0072
Int_1        .1389     -.0890     -.0373      .0243      .0072     -.0047
NIG         -.0208      .0155     -.0122      .0072      .0300     -.0190
Int_2        .0155     -.0128      .0072     -.0047     -.0190      .0136
```

```
**************************************************************************
OUTCOME VARIABLE:
 BE

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .4643      .2156     1.0608     3.8943     6.0000    85.0000      .0017

Model
              coeff         se          t          p       LLCI       ULCI
constant    -1.3223     1.9725     -.6704      .5044    -5.2443     2.5997
PA           2.4215     1.1955     2.0254      .0460      .0444     4.7985
WTP           .4483      .2004     2.2368      .0279      .0498      .8467
PEA           .8595      .4702     1.8278      .0711     -.0755     1.7945
Int_1        -.6831      .2902    -2.3542      .0209    -1.2601     -.1062
NIG          -.4602      .3230    -1.4245      .1580    -1.1025      .1821
Int_2         .3356      .2182     1.5380      .1278     -.0983      .7696

Product terms key:
 Int_1    :        PA       x        PEA
 Int_2    :        PA       x        NIG

Covariance matrix of regression parameter estimates:
           constant         PA        WTP        PEA      Int_1        NIG      Int_2
constant     3.8910    -2.1806     -.0668     -.8402      .4849     -.0621      .0446
PA          -2.1806     1.4293     -.0166      .4759     -.3062      .0559     -.0463
WTP          -.0668     -.0166      .0402      .0095     -.0031     -.0059      .0053
PEA          -.8402      .4759      .0095      .2211     -.1297     -.0435      .0262
Int_1         .4849     -.3062     -.0031     -.1297      .0842      .0254     -.0168
NIG          -.0621      .0559     -.0059     -.0435      .0254      .1044     -.0666
Int_2         .0446     -.0463      .0053      .0262     -.0168     -.0666      .0476

Test(s) of highest order unconditional interaction(s):
           R2-chng          F        df1        df2          p
X*W          .0511     5.5421     1.0000    85.0000      .0209
X*Z          .0218     2.3653     1.0000    85.0000      .1278
BOTH(X)      .0594     3.2205     2.0000    85.0000      .0449
----------
    Focal predict: PA       (X)
          Mod var: PEA      (W)
          Mod var: NIG      (Z)


*********** BOOTSTRAP RESULTS FOR REGRESSION MODEL PARAMETERS ************

OUTCOME VARIABLE:
 WTP

              Coeff   BootMean     BootSE   BootLLCI   BootULCI
constant     1.6640     1.5821      .9749     -.5494     3.2456
PA            .4124      .4336      .6387     -.8190     1.7274
PEA          -.2370     -.2213      .2499     -.6654      .3321
Int_1         .0769      .0724      .1583     -.2509      .3782
NIG           .1473      .1510      .1717     -.1885      .4840
Int_2        -.1320     -.1317      .1224     -.3737      .1074

----------

OUTCOME VARIABLE:
 BE

              Coeff   BootMean     BootSE   BootLLCI   BootULCI
constant    -1.3223    -1.2487     1.9956    -5.2921     2.6185
PA           2.4215     2.4151     1.1401      .1817     4.6735
WTP           .4483      .4343      .1942      .0429      .8116
PEA           .8595      .8433      .4670     -.1111     1.7379
Int_1        -.6831     -.6803      .2719    -1.2028     -.1368
NIG          -.4602     -.4600      .3361    -1.0965      .2185
Int_2         .3356      .3382      .2025     -.0693      .7246

********************** ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

W values in conditional tables are the 16th, 50th, and 84th percentiles.

Z values in conditional tables are the 16th, 50th, and 84th percentiles.
```

Exhibit 26: Hypothesis Testing – Hypothesis 2 (Model 4)

```
**************************************************************************
Model  : 4
    Y  : BE
    X  : PA
    M  : WTP

Sample
Size:  92

**************************************************************************
OUTCOME VARIABLE:
 WTP

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .3875      .1502      .3104    15.9025     1.0000    90.0000      .0001

Model
              coeff         se          t          p       LLCI       ULCI
constant      .9622      .1825     5.2717      .0000      .5996     1.3248
PA            .4634      .1162     3.9878      .0001      .2325      .6942

Covariance matrix of regression parameter estimates:
           constant         PA
constant      .0333     -.0201
PA           -.0201      .0135

**************************************************************************
OUTCOME VARIABLE:
 BE

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .3740      .1399     1.1110     7.2352     2.0000    89.0000      .0012

Model
              coeff         se          t          p       LLCI       ULCI
constant     1.0856      .3950     2.7481      .0073      .3007     1.8706
PA            .4678      .2385     1.9616      .0529     -.0061      .9416
WTP           .4476      .1994     2.2444      .0273      .0513      .8439



Indirect effect(s) of X on Y:
        Effect     BootSE   BootLLCI   BootULCI
WTP      .2074      .0952      .0270      .3987

**************************************************************************
Bootstrap estimates were saved to a file

Map of column names to model coefficients:
          Conseqnt Antecdnt
 COL1     WTP      constant
 COL2     WTP      PA
 COL3     BE       constant
 COL4     BE       PA
 COL5     BE       WTP

*********** BOOTSTRAP RESULTS FOR REGRESSION MODEL PARAMETERS ************

OUTCOME VARIABLE:
 WTP

              Coeff   BootMean     BootSE   BootLLCI   BootULCI
constant      .9622      .9611      .1800      .6114     1.3132
PA            .4634      .4639      .1163      .2423      .6957

----------

OUTCOME VARIABLE:
 BE

              Coeff   BootMean     BootSE   BootLLCI   BootULCI
constant     1.0856     1.0907      .3901      .3325     1.8749
PA            .4678      .4739      .2380      .0090      .9426
WTP           .4476      .4417      .1883      .0605      .7915

************************ ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000
```

Exhibit 27: Hypothesis Testing – Hypothesis 3 (Model 1)

```
**************************************************************************
Model  : 1
    Y  : BE
    X  : PA
    W  : PEA

Sample
Size:  92

**************************************************************************
OUTCOME VARIABLE:
 BE

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .3929      .1544     1.1047     5.3553     3.0000    88.0000      .0020

Model
              coeff         se          t          p       LLCI       ULCI
constant     -.8893     1.9677     -.4520      .6524    -4.7998     3.0211
PA           2.8613     1.1964     2.3916      .0189      .4837     5.2390
PEA           .6021      .4576     1.3158      .1917     -.3073     1.5116
Int_1        -.5511      .2848    -1.9348      .0562    -1.1171      .0150

Product terms key:
 Int_1    :        PA       x        PEA

Covariance matrix of regression parameter estimates:
           constant         PA        PEA      Int_1
constant     3.8719    -2.2449     -.8861      .5185
PA          -2.2449     1.4314      .5185     -.3347
PEA          -.8861      .5185      .2094     -.1239
Int_1         .5185     -.3347     -.1239      .0811

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      .0360     3.7435     1.0000    88.0000      .0562
----------
    Focal predict: PA       (X)
          Mod var: PEA      (W)
```

```
**************************************************************************
Bootstrap estimates were saved to a file

Map of column names to model coefficients:
          Conseqnt Antecdnt
 COL1     BE       constant
 COL2     BE       PA
 COL3     BE       PEA
 COL4     BE       Int_1

*********** BOOTSTRAP RESULTS FOR REGRESSION MODEL PARAMETERS ************

OUTCOME VARIABLE:
 BE

              Coeff   BootMean     BootSE   BootLLCI   BootULCI
constant     -.8893     -.8556     1.9750    -4.7174     3.0202
PA           2.8613     2.8502     1.1125      .6605     5.0070
PEA           .6021      .5946      .4625     -.3072     1.5157
Int_1        -.5511     -.5484      .2675    -1.0798     -.0214

************************ ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

W values in conditional tables are the 16th, 50th, and 84th percentiles.

------ END MATRIX -----
```

Exhibit 28: Hypothesis Testing – Hypothesis 4 (Model 1)

```
**************************************************************************
Model  : 1
    Y  : BE
    X  : PA
    W  : NIG

Sample
Size:  92

**************************************************************************
OUTCOME VARIABLE:
 BE

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .3117      .0972     1.1794     3.1565     3.0000    88.0000      .0287

Model
              coeff         se          t          p       LLCI       ULCI
constant     2.1112      .8634     2.4451      .0165      .3953     3.8271
PA            .3194      .5713      .5590      .5775     -.8160     1.4548
NIG          -.2454      .3257     -.7537      .4530     -.8926      .4017
Int_1         .1477      .2205      .6699      .5047     -.2905      .5859

Product terms key:
 Int_1    :        PA       x        NIG

Covariance matrix of regression parameter estimates:
           constant         PA        NIG      Int_1
constant      .7455     -.4661     -.2561      .1625
PA           -.4661      .3264      .1625     -.1156
NIG          -.2561      .1625      .1060     -.0678
Int_1         .1625     -.1156     -.0678      .0486

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      .0046      .4488     1.0000    88.0000      .5047
----------
    Focal predict: PA       (X)
          Mod var: NIG      (W)


***************************************************************************
Bootstrap estimates were saved to a file

Map of column names to model coefficients:
          Conseqnt Antecdnt
 COL1     BE       constant
 COL2     BE       PA
 COL3     BE       NIG
 COL4     BE       Int_1

*********** BOOTSTRAP RESULTS FOR REGRESSION MODEL PARAMETERS ************

OUTCOME VARIABLE:
 BE

              Coeff   BootMean     BootSE   BootLLCI   BootULCI
constant     2.1112     2.0901      .8239      .4069     3.6379
PA            .3194      .3302      .5464     -.7121     1.4228
NIG          -.2454     -.2345      .3426     -.8873      .4989
Int_1         .1477      .1406      .2200     -.3190      .5573

************************ ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

------ END MATRIX -----
```

Exhibit 28: Focus Group (Structure and Results)

1. Welcome
2. Introduce Topic: “My thesis research aims to investigate to what extent willingness to pay, pro-environmental attitudes and the consumers' increased need for instant gratification has impacted both slow fashion and fast fashion's brand equity.”
3. Have participants introduce themselves and have a short icebreaker.
4. Some information:
    a. No right or wrong answers.
    b. All answers will be used for research purposes only.
    c. All questions are open-ended and therefore encourage conversation.
    d. Please don’t speak over each other.

5. Questions A (Fast Fashion)
    a. Can you write down 3 words that define fast fashion?
        1) Easy, mainstream, quick
        2) Unethical, trendy, bad quality
        3) Fast, pollution, cheap
        4) Cheap, easy, quick
        5) Accessible, stylish, broad ranging
        6) Inclusive, accessible, big corporations
        7) Cheap, unsustainable, efficient
        8) Trendy, pollution, popular
    b. What is your overall opinion and perception on fast fashion brands?
        1) Although they are not very sustainable, they are very accessible and there is such a large offering that it is always worth it.
        2) I wouldn’t say I love fast fashion brands, but I definitely purchase most of my clothes from there. I am trying to change this because I don’t want to contribute to their pollution but as a student, the prices are perfect.
        3) I dislike fast fashion brands because of how unsustainable and unethical they are. They are mass contributors to pollution and climate change. I don’t purchase from there at all.
        4) I mainly just purchase from fast fashion brands because they are also on trend and always have such a wide range of offers. It is always easier and stylish to do so.
        5) I would say my opinion is pretty negative, but for years I only purchased from Bershka, Zara and Stradivarius. However, I’m trying to change this now.
        6) I normally like the clothes and think they are inclusive towards everyone.

7) I'm completely against fast fashion and I have completely contrasted beliefs as them.
8) I don't like fast fashion brands because of the mass consumption, pollution and unethical labor laws, however, there is not much more offer in the market in regard to good prices. Therefore, it is super difficult to purchase from other places.

c. What do you think are the main pros and cons of fast fashion brands?
   1) Pros: cheap, fast, variety – Cons: unsustainable, unethical, quality
   2) Pros: accessible, fast, trendy – Cons: pollution, quality, products with short lifecycle.
   3) Pros: affordable, inclusive, variety – Cons: throwaway culture, mass consumption, the planet.
   4) Pros: Instant gratification, stylish clothing, affordable prices. – Cons: disposable mentality, unethical workplace, unsustainable.
   5) Pros: prices, fast, trendy collections. – Cons: cheap materials, poor working conditions, waste.
   6) Pros: Cheap, up-to-date, latest trends in a very quick time span. – Cons: quality of materials, clothes can go out of fashion quickly, every has the same clothes.
   7) Pros: Affordable. – Cons: everything., unsustainability, poor labor conditions, adhering to mass consumption era, steal from small designers and artists.
   8) Pros: Prices. – Cons: pollution and unethical brands.

d. What are the main reasons for purchasing fast fashion?
   1) All answered price.
   2) 6 also named clothing variety.

6. Questions B (Slow Fashion)
   a. Can you write down 3 words that define slow fashion?
      1) Expensive, ethical, good quality
      2) Sustainable, handmade, eco-friendly
      3) Mindful, high quality, local
      4) Expensive, low offering, greenwashing.
      5) Fair socially and ethically, sustainable, expensive.
      6) Expensive, ethical, not inclusive.
      7) Sustainable, conscious, green.
      8) The future, eco-friendly, ethical.
   b. What is your overall opinion and perception on slow fashion brands?
      1) 2 people - I believe that slow fashion brands are definitely the future, however they are way too expensive.
      2) I make all my purchases from these brands. The quality is incredible and last a lifetime, the price is justified by the lack of pollution and mass consumption that exists.

3) You end up spending the same money on 10 swimsuits from fast fashion brands, on just 1 for slow fashion – the difference is this one will last so much longer and possibly won't go out of trend. While the others won't be useable next year. (All agreed)
4) Slow fashion brands have a conscious outlook towards the fashion industry and truly want to make a change. If it is greenwashing or not, I don't know but the reality is that the swimsuits last longer, are better quality and due to the prices, you don't buy in bulk. (All agreed)

c. What do you think are the main pros and cons of slow fashion brands?
    1) Cons: prices and lack of variety.
    2) Pros: sustainability, ecologically, less mass consumption, style, social status.
d. What are the main reasons for purchasing slow fashion?
    1) Main answers: sustainability, style, social status.

7. Questions C
    a. Where do you typically shop for swimwear?
        1) Latitid, Oysho, Zara
        2) Zaful, Shein, H&M
        3) Voke, Oiôba and Cantê
        4) Zara and Shein
        5) Drope, Papua, White Fox
        6) Latitid, Drope, 38 graus
        7) Voke and Drope
        8) Conscious the Label

    b. Would you be more willing to pay for a new swimwear product from a fast fashion brand or a slow fashion brand?
        1) All said yes except for 1.
        2) Participants claim that it depends on the price, but it the price was not too different they would be willing 100%.
    c. How would you define your impulsivity when making purchasing decisions? Is this different when you are shopping for swimwear?
        1) 1 said: definitely different because swimwear has to be perfect for your body type – very difficult to purchase the right fit.
        2) 3 said: no impulsivity because it needs to be the right fit.
        3) 1 said: if I go to a store that I like then I can be very impulsive.
        4) 3 said: when purchasing fast fashion I can be very impulsive, but when I purchase slow fashion then there is no impulsivity there.

d. Would you consider yourself loyal to any swimwear brands?
    1) 4 said no loyalties
    2) Other 4 said, loyal towards slow fashion brands like Drope and Latitid.
e. What are your opinions on the increased pro-environmental attitude towards the fashion/swimwear industry?
    1) I believe that there is a lot of greenwashing, and it is extremely difficult to understand which brands are actually 100% sustainable or not.
    2) I think it is very positive and great to see, at least one part of the fashion industry, being more concerned towards being more sustainable. (all agreed.)
    3) I believe it has turned into a trend, but I do think it is a positive trend.
    4) Finally, the fashion industry is taking some accountability for the mass consumption and pollution that they have created.

8. Wrap up final observations.
9. Thank the group for their time!