

報告題名：

快速平價時尚影響台灣大學生消費行為的因素

Factors in fast fashion industry influence the consuming behavior of college students
in Taiwan.

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中文摘要

近年來，快速平價時尚品牌在台灣迅速竄起，且廣受好評。舉例來說，於 2015 年 2 月，在台北微風松高店開設了台灣的首間 H&M，開幕第一天就吸引上千民眾大排長龍。為了探討消費者們對於快速平價時價的想法以及購物行為，我們參考 American Marketing Association 於 1985 年發表對於市場行銷的定義內容，當作我們研究影響消費者購買商品的因素。再者，現在的我們身為大學生，對於外表的打扮非常注重。因此，我們想從這份研究當中了解以上因素是如何影響大學生對於快速平價時尚品牌的消費行為。

關鍵字：大學生、快速平價時尚、消費行為

Abstract

Recently, more and more fast fashion brands have emerged in Taiwan, which earns great popularity from the Taiwanese consumers. For example, in February 2015, the opening of H&M in the department store, Taipei Breeze SONG GAO, had attracted thousands of people. Thus, in order to understand the consumer behavior and thoughts toward fast fashion, we refer to the content of the marketing sales definition given by the American Marketing Association in 1985 as the factors in our research that influence the consumer behavior. Moreover, we, as college students, pay much attention on our outer appearances. Therefore, we would like to have further understanding on how the factors of fast fashion affect the consumer behavior of college students.

Keyword : college student, consuming behavior, Fast Fashion

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Introduction

1. Background information

In recent years, fast fashion emerges rapidly in Taiwan, and this kind of trend affects the consuming behavior of many Taiwanese youngsters. Since clothes are necessities in our daily lives, and we cannot deny the huge influence brought by the Fast Fashion trend. For example, while students are discussing where to buy clothes, the first choice that comes to their minds will be these Fast Fashion brands such as Uniqlo, ZARA, and H&M. Thus, we, as college students, would like to get further understanding toward how fast fashion industry influences the consuming behavior of college students. In order to analyze the factors that affect college students' consuming behavior, we would like to target in these five aspects, which are price, style, service, store factors, and marketing strategy.

First, according to the definition from INVESTOPEDIA, the largest financial education website in the world, the term “fast fashion” refers to a phenomenon in the fashion industry whereby production processes are expedited in order to get new trends to the market as quickly and cheaply as possible. As a result of this trend, the tradition of introducing new fashion lines on a seasonal basis is being challenged. Today, it is not uncommon for fast-fashion retailers to introduce new products multiple times in a single week ([1] “DEFINITION of 'Fast Fashion'”).

In 1985, the American Marketing Association had reported about the marketing definition as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives ([2] Robert F. Lusch, 2007). Therefore,

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we generalize those items mentioned above as the five major factors in our research paper.

Body (should contain Method and Results)

1. Background information
2. questionnaire

Method

First, in our background information, we investigated the five factors, price, style, staff factors, store factors, and marketing strategies, listed in the definition from the American Marketing Association (AMA). We designed a questionnaire to investigate how these five factors work on college students in Taiwan. There are 12 questions in our questionnaire, and received 182 responses in total. Our questionnaire design is described as follow:

The first question is about gender. The purpose is to discuss about the different consuming behavior between male and female, and the proportion of male and female is 25.3%, 74.7%. The second and the third questions are age and region. The purpose is to know our participants' background information. Question number 4,5,7 are used to discuss our first factor—Price. Number 6,8,9 are to analyze the second factor—Style. Number 10 is asking about how costumers feel about the shop assistants. Number 11 is examining about the factor of stores. The last question is investigating how the marketing strategies influence college students' consuming behavior.

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Results

After collecting responses to the questionnaires, we made some delicate and detailed analyses. The results are elaborated respectively.

Price

Price is one of the main factors that influence the whole fashion industry, especially in the fast fashion industry ([3]“Chapter 5: FATORS THAT INFLUENCE THE CLOTHES’ BUYING DECISION.” FASHION MARKETING & THEORY. N.p.: n.p., n.d. 58. Print.) To some classic luxury brands like Channel, Prada and Gucci, expensive price seems reasonable since the procedure of producing clothes is relatively complicated compared to the clothes manufactured by fast fashion industry. Normally, there are 4 seasons in the luxury brand industry, so the process of producing clothes will last 3 to 4 months. Thus, the cost will be reflected on the price of those luxury products, and only consumers at the top of the pyramid can afford the expansive price. In contrast, in the fast fashion industry, it takes only 14 to 20 days to produce the clothes, which includes the time of designing and manufacturing. Moreover, in the article, Zara’s Operations Strategy, written by Wilbert Makori, it is reported that the average frequency of introducing new batches of products is usually in a short cycle time, so consumers can choose from a variety of new products while purchasing in the fast fashion stores.

Let’s take the price of a pair of jeans for example. You can get a pair of jeans within 800 NTD at H&M, 1500 NTD at Uniqlo, and 1600 NTD at ZARA. However, it costs more than 3600 NTD to buy a pair of jeans at Levi’s ([4][Http//global.levi.com/](http://global.levi.com/). N.p., n.d. Web.). In average, to students who only have 6000 NTD of monthly expenses will not be able to afford such expensive price. Thus,

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if students want to buy different styles of jeans in monthly bases, they will have to look for jeans in these fast fashion stores.

After knowing that price plays an important role in the fast fashion industry, let's see how this factors and the consuming behavior of the college students connect with each other.

Taking a look at Figure 1.1 & 1.2, we found that most of the college students have 0 to 7999 NTD to use per month, and are likely to spend 500 NTD per month on these fast fashion products. Also, we categorize the samples into 3 groups, which are northern, western middle and southern Taiwan, based on their living places. (Samples from the eastern-middle Taiwan are too small.) Most of the students from northern and western-middle Taiwan have approximately 7500 NTD of money to use per month; students from southern Taiwan have approximately 5000 NTD to use per month. Besides, students living in the northern and western-middle Taiwan spend around 1500 NTD per month on products in fast fashion stores, while students living in the southern Taiwan spend around 300 NTD.

The data revealed that although students from the northern part have more money to use in average, the money they spend on buying these fast fashion products are 5 times more than students living in the southern part. We believe it is because most of the fast fashion stores are located in Taipei, so students near Taipei have more accessibility, and that's the reason why the samples of students living in the eastern Taiwan are so small. Also, if the average monthly expense for a student is about 6000 NTD, then spending 500 NTD per month on buying fast fashion products seems reasonable.

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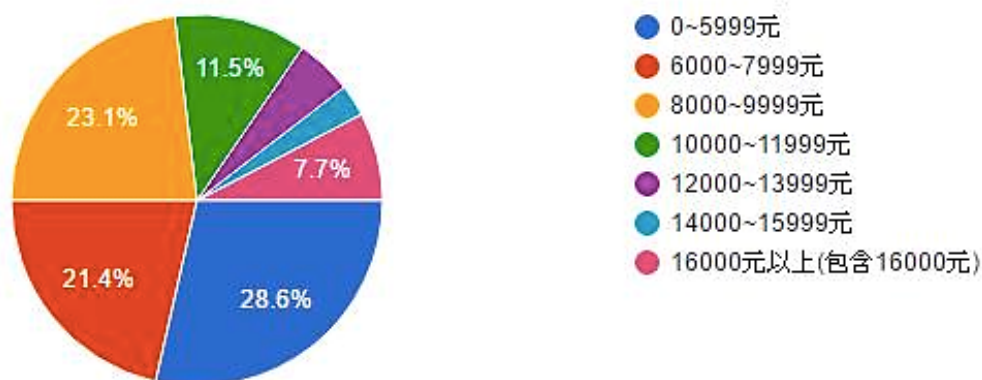


Figure1.1: Money to use per month from part-time job and allowance

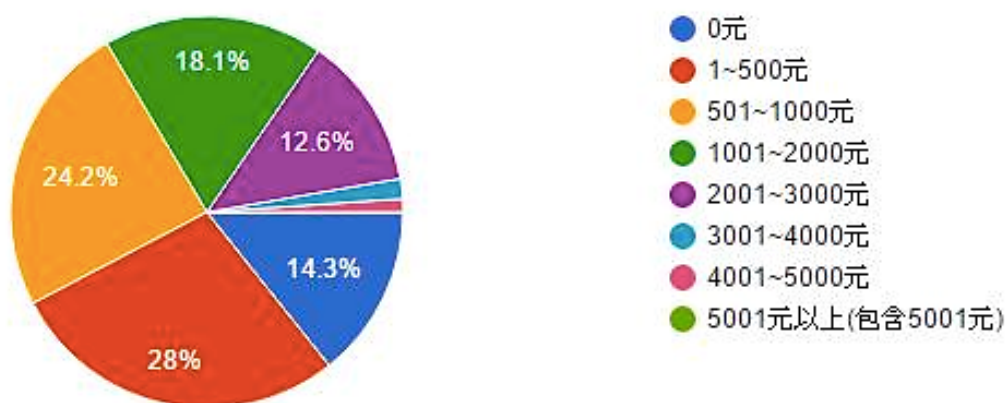


Figure 1.2: Money spent on products in fast fashion stores.

In conclusion, fast fashion stores provide students, who want to look like stylists but have no large budget, with affordable clothing. Often, clothes in these fast fashion stores will have a certain level of quality, which matches the price, so consumers will feel these clothes worthwhile buying. Thus, with limited budget, students will look for more clothes in fast fashion store, which makes them have more tendencies to buy things in these fast fashion brands.

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Style

In the fast fashion industry, style plays an important role. It not only influence customers but also the trend in whole industry. That's why the runway show in every season is so important and are being expected by everyone.

There's no doubt that people cares about their appearances, especially youngsters in our age really cares a lot about their appearance and creating their own style. However, as we college students don't have so much allowance to put into our buying budget. In order to make a balance between making our own style and the buying budget, those fast fashion stores become our best options. These fast fashion brands, for example, Uniqlo, H&M and ZARA sell clothes which have certain level of quality that matches the price and at the same time being very stylish.

When it comes to style, it really plays an important role in fast fashion. It is also one of the main factors that affect the consumer buying behavior. Although the common point in those fast fashion brands is their clothes are stylish, they still have some differences. That is, clothes form different brands have their own styles.

According to the statistics from our questionnaire, we found that most of the college students prefer casual style the most, and then is the Korean fashion style, western street style and outdoor style. We also found that students who prefer these styles their answer in other questions are strongly relative. For example, the style they choose really matches the fast fashion brand's style and the material that they use to produce their clothes.

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As we can see in the chart, most of the people prefer casual style (Figure2.1). And the most common materials to make clothes in casual style are cotton and denim (Figure2.2). What's more, brands like Uniqlo, H&M, NET and GAP their main styles are casual(Figure2.3). Also, we found out that male college students usually went to Uniqlo because the main styles of Uniqlo are casual and outdoor. Furthermore, we found that the percentage of college students who like the outdoor style and the percentage of college students who prefer the material of wicking are almost the same (Figure2.1 & 2.3).

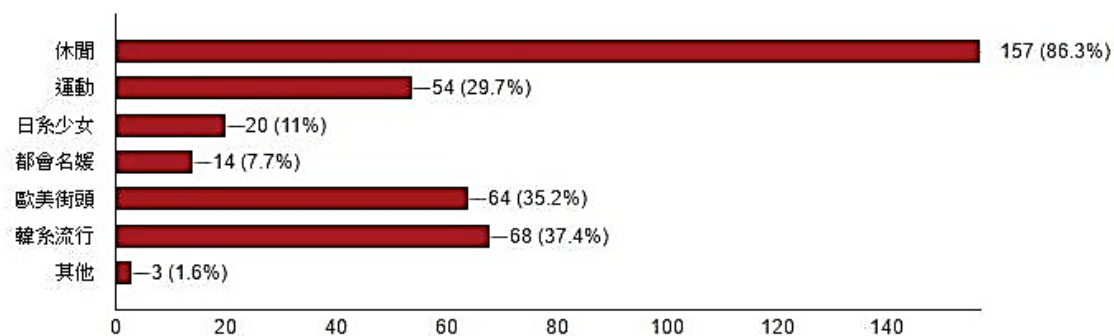


Figure 2.1: The style college students prefer.

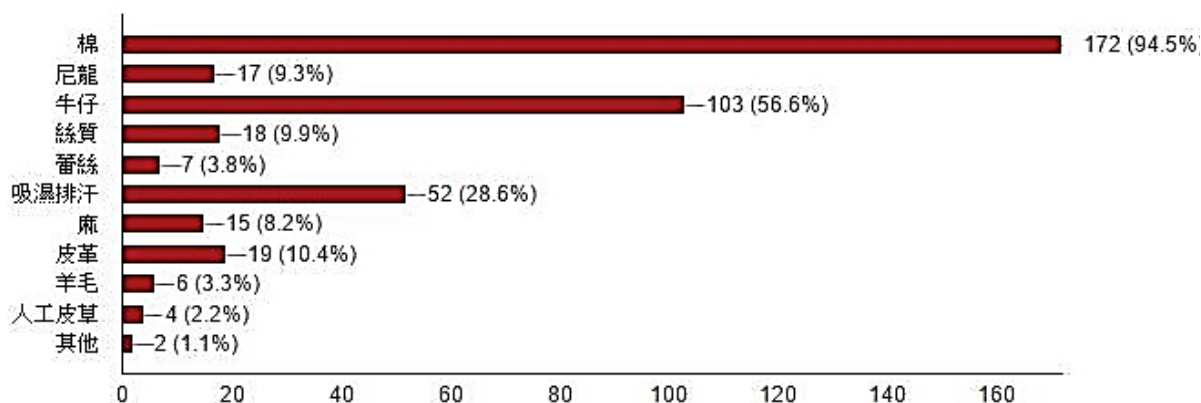


Figure 2.2: Material of the clothes that college students prefer

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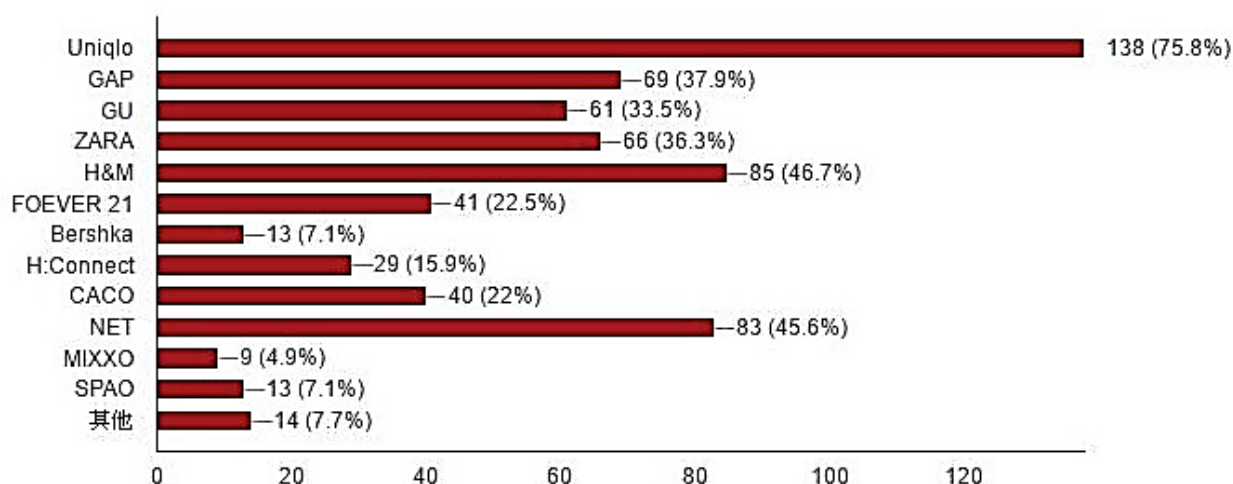


Figure 2.3: Fast fashion stores that college students have been to in this month.

In conclusion, style has a big influence in customers buying behavior (choosing the brand and material) both consciously and unconsciously.

Service

No matter what kind of shops or restaurants are, staffs play one of the most important roles contacting with customers. When people enter a restaurant, they need clerks or waiters to take their orders. When customers go to a clothes shop, they may need clerks to introduce some products or styles for them. Most services are demanded from clerks. Therefore, we can say that clerks are key characters in any shops.

Sometimes, we hear the news report like what I saw in 中視全球資訊網 (2012) that some restaurants or shops hire handsome and beautiful staffs in order to attractive more customers. Does this strategy also take effect in fast fashion shops for college students? The answer is YES. It does go into effect, but there are still many

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college students think it doesn't matter whether the clerks look pretty or not based on Figure 3.

In addition to clerks' appearances, clerks' genders do not influence too much for college students as well. Based on Figure 3 of the questionnaire we conducted, we found out that half of the college students believe clerks' gender affect their purchasing intention. However, half of them don't think so.

Aside from the appearance and the gender of clerks in fast fashion shops, there are two more factors in our chart. One is clerks' attitude; another is clerks' professional level. According to Figure 3, we found out that these two factors highlight what influences college students' consuming behaviors the most. Take Topshop as an example, it provides customers private stylists. Customers can ask stylists to shop for clothes with them. At the same time, stylists can offer some suggestions to the customers. This kind of considerate service appeals to a number of customers and enhance their benefit as well ([4]林宜葶, “品牌行銷:看英國快速時尚龍頭 Topshop 如何用行銷擺脫財務危機”品牌志, 03 June 2015. Web).

On the basis of Figure 3 in the questionnaire, we came to a conclusion. We discovered that good attitude and highly professional degree of clerks are more influential than their appearances and genders.

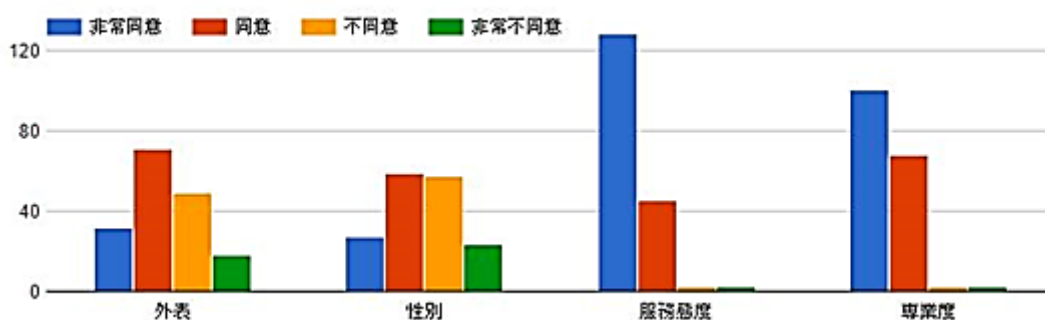


Figure 3: Staff factors that affect consumers' purchasing intention

Store Factors

In order to know how store factors including windows display, display of merchandises, interior design of stores, brightness of stores, completed style, and number of stores will influence college students' willing to buy clothing, we have design a questionnaire, and finished analyzing it. We hope we can use the analysis and other information from books or on the internet to get the result we need.

First of all, Human vision is much more sensitive than other four senses. In people's daily lives, about 70% knowledge and message are conveyed by Human being's sight ([6]陳俊宏、楊東民，2014). Therefore, windows display can be used to show the information of goods and those stores. Display windows will stimulate consumers' vision and then provoke their desire, stop them to watch the merchandise sold in stores, and guide them to go into the stores. According to statistics, 24% consumers are attracted by display windows and enter the stores to shop ([7]野村順一，1985). What's more. Based on the questionnaire we designed, the analysis shows that 34% college students totally agree and up to 53% college students agree that display windows is one of the store factors which will influence their willing to buy clothes (Figure 4). Therefore, display windows' design is very important. The design

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of them can not only represent the value of those merchandises, but also influence consumers' desire to shop.

Also, presentation of those merchandises is another key point which can promote consumers' shopping desire. According to an article written by Vivi Chen (2013), Ideal presentation of merchandises can increase the value of the goods and show the features of the brands, so that consumers are able to recognize the taste of stores, the main merchandises, and discount in three seconds. Therefore, consumers can master the key point of goods, and then shop happily and easily. Vivi Chen also mentions that stores can use AIDMA Model, which consists of Attention, Interest, Desire, Memory, and Action, reported by Ronald Hall to attract consumers' attention. In addition, based on our questionnaire analysis, we find that display of merchandises which influences college students' willing to buy clothing ranks number two (Figure 4).

Aside from the display windows and display of merchandises, we also find out the interior design of stores and the brightness of stores are the reasons which will influence consumers' purchasing behaviors as well. According to another article on the internet shows that nowadays, clothing stores' interior design of stores, color, and brightness are stores' main points. Under ordinary circumstances, the main theme of the store color should be warm colors and emphasize the display section to create eye-catching visual sense. In addition to the store design, stores owners basically have to consider the following factors: lighting arrangements and brightness. Bright lights have two effects. One is welcoming customers; the other one is to increase the number of consumers. Insects have phototaxis, and human do, too. When you walk on the street without thinking at night, you are easy to be attracted by the stores which are

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bright. Also, warm lights make people feel calm, so that consumers can shop in casual mood([8]小山雅明, 2012). What's more. Based on our questionnaire analysis, interior design of stores is the third rank in store factors. There are 40% college students totally agree and 48% college students agree that they will be influenced by the interior design of stores when they want to shop in clothing stores. Furthermore, the brightness of stores is not far behind the interior design of stores. 37% college students totally think and 51% college students think that brightness of stores is one of the store factors which will influence their buying (Figure 4).

Finally, according to our questionnaire analysis, up to 50% college students totally agree that completed style of clothing influences their willing to buy clothing a lot. However, we also find that college students care about number of stores less. There are only 21% college students totally agree and 41% college students agree that number of stores influences their willing to buy clothing (Figure 4).

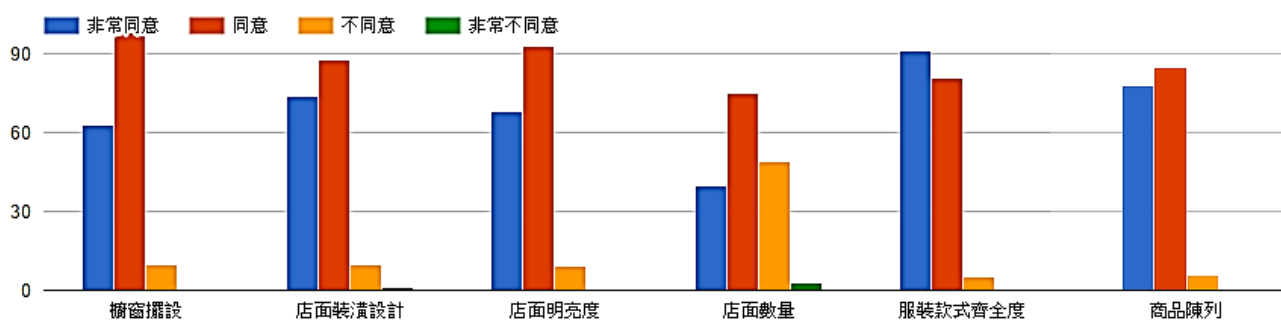


Figure 4: Store factors that affect consumers' purchasing intention

Marketing Strategy

The marketing strategies in fast fashion also play a significant role in affecting consumers' purchase intention, consist of the discount strategy, online shopping, advertising strategy and the impulse buying strategy. The strategy that was

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used by most of the brands in fast fashion market is the discount strategy. Also, according to our research (Figure 5), the discount strategy has great impact on college students' purchase intention. There are several types of discounts; the most common ones are promotional discount and seasonal discount. Promotional discounts are short-term discounted price to drive sales, while seasonal discounts are appropriate to reward customers who purchase during off-peak times ([9]"Pricing Strategy"). With the strategy, businesses are able to cut costs, stay competitive, attract new customers, or reach sales targets during a slow sales period.

On top of the discount strategy, online shopping also occupies a large proportion in influencing students' purchase intention (Figure 5). The internet is being developed rapidly since last two decades; statistics indicated that 77 out of every 100 people are now connected to the internet in the developed country ([10]ITU World Telecommunications, 2013). The development of the internet has increased the number of online shopping activities (Hill and Beatty, 2011), therefore, many companies started to change their marketing strategies to online shopping. According to research by Macquarie Bank, the reasons that drive consumers in online shopping is primarily by the following three things, price, convenience of the shopping experience and the range of products available online([11]Lifting the Barbell, 2012).

In addition, the results of our questionnaire show that some students are affected by advertisements, but some not (Figure 5). For companies in the industry, an advertising strategy is a campaign developed to communicate ideas about products and services to potential consumers in the hopes of convincing them to buy those products and services ([12]"ADVERTISING STRATEGY.", 2016). Also, advertising can create a shift in thinking by consumers, which may take different forms. For

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example, after viewing an ad, a consumer may decide that his or her usual product either seems better or worse than the one being advertised, without knowing exactly why.

Finally, the impulse buying strategy has the least impact on students' purchase intention (Figure 5); some students even disagree to this factor. In a research conducted by Cobb and Hoyer (1986), impulse buying was defined as an unplanned purchase. Still, most brands carry out the impulse buying strategy, take Forever 21 for example, they display products from umbrellas to socks, notepad or accessories, including hair clip, jewelry, key chains and sunglasses directly next to the counter. The brand offers a complete merchandising mix that involves any type of style, for any type of shopper, and maintains a large diverse customer base. All they have to do is waiting for that customer to grab one more item while waiting before proceeding finally to swipe their credit card.

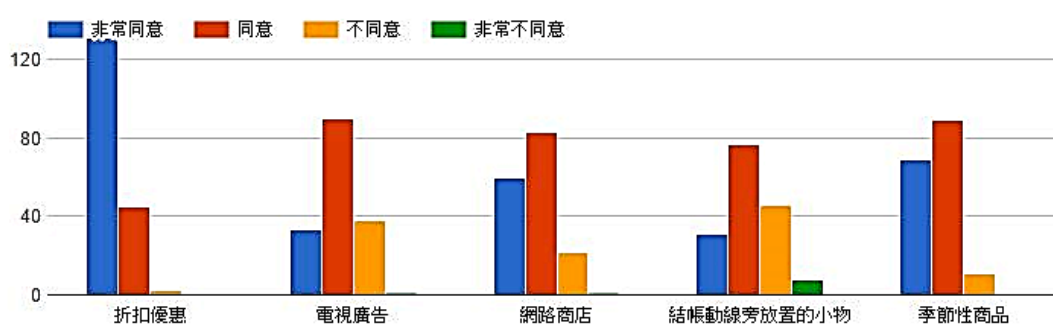


Figure 5: Marketing strategies that affect consumers' purchasing intention

To sum up, through the results of our questionnaire (Figure 5), we can know that discount strategy and online shopping strategy are the two main factors that influence students' purchasing intention. As stated by Alice Payne ([13]"The

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life-cycle”, 2016), marketing strategy is the key driver of fast fashion. If the industry follows the traditional marketing, the term fast fashion would not develop to such extent.

Conclusion

Through the analysis from our questionnaire and the help of the statistics, we found that based on the monthly expenses of college students, buying products in fast fashion stores seems reasonable. Also, style plays an important part on the customer’s consuming behavior (preferences on brand and material) both consciously and unconsciously. Besides, according to the responses from the questionnaires, we found that good and professional attitude of the staffs is much more important than the staff’s appearance and gender. What’s more. We can tell from the responses that among store factors, completed style will attract more students, but number of store won’t. Finally, discount is the factor that influences students the most, but when it comes to impulsive buying behavior, a polarization will occur.

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