# The Role of Consumers' Values, Behaviour and Consumer Innovativeness in Online Fashion Consumption

Consumers' research in Swedish market

**Master Thesis**

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**Authors**

Tetiana Kravets

Zheng Zhou


**Supervisor**

Kayhan Tajeddini

# Abstract

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|---|---|
| *Title* | The Role of Consumers' Values, Behaviour and Consumer Innovativeness in Online Fashion Consumption |
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| *Authors* | Tetiana Kravets, Zheng Zhou |
| *Advisor* | Kayhan Tajeddini |
| *Key words* | e-commerce, fashion, hedonic values, utilitarian values, subjective norm, attitudes towards behaviour, e-purchase intention, consumer innovativeness |
| *Thesis purpose* | To explore factors influencing consumer online fashion intention through integrating the studies of consumers values, consumer behaviour and consumer innovativeness, while filling the gap in existing literature concerning online fashion behaviour. We will also distinguish the impact of consumers' values and behaviour characteristics on consumer innovativeness in online environment filling the gap in consumers' innovativeness research. |
| *Methodology* | In order to answer the research questions, with regards to positivism epistemological consideration, quantitative research strategy and deductive approach were chosen, which included development of conceptual framework and hypothesis testing with the use of self-completion questionnaire for data collection. |
| *Theoretical Perspective* | Based on the literature review on consumer behaviour and fashion consumption, Consumer values theory and the Theory of planned behaviour formed a base for the conceptual framework development and hypothesis formulation. The |

research investigates the impact of hedonism, utilitarianism, subjective norm, and attitude on consumer innovativeness in online environment and e-purchase intention towards fashion goods.

*Empirical Data*        Research data was collected with the help of self-completion questionnaire, which included 198 responses from Swedish residences in Malmo and Lund. With the help of SPSS different statistical tools were applied in the process of empirical data analysis. Pearson correlation was examined to analyse the strength of associations between variables; multiply regression analysis was performed to test the hypothesis and understand relations between dependent and independent variables. Standardized coefficients were examined to distinguish aspects of consumers' motivation and behaviour with the highest impact on dependent variables (consumer innovativeness and e-purchase intention towards fashion goods).

*Findings*        The research confirmed that attitude towards behaviour and consumer innovativeness are the most significant aspects in predicting consumer intention towards fashion purchases online, whereas consumer hedonic values and subjective norm are the most essential predictors of consumer innovativeness in online environment. Also the positive relation between hedonic values, subjective norm and e-purchase intentions towards fashion goods was statistically supported as well as the positive relation between attitudes and consumer innovativeness in online environment.

*Theoretical Contribution*        Our main contribution to the academic field includes the following aspects: (1): integration of consumer values and behavioral theories in conjunction with the consumer innovativeness concepts to determine factors of purchase intention in online fashion environment; (2) distinguishing

determinants of consumer innovativeness in online fashion environment.

***Practical Implications***     Our key managerial implications are the following: (1) explanation of the factors that makes the biggest impact on consumer purchase intention of fashion goods online, which can find implications in marketing strategies development, new fashion product launches, web-site development, online shopping experience creation; (2) explanation of the factors that make an impact on consumer innovativeness in online environment can find reflection in fashion retailers communication strategies development, social media usage, stimulation of consumers engagement and online fashion involvement.

# Acknowledgement

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**List of Abbreviations**

HD – Hedonic Values

UT – Utilitarian Values

AT – Attitudes towards Behaviour

SN – Subjective Norm

CI – Consumer innovativeness

PI – E-Purchase Intention

SD – Standard Deviations

TPB – Theory of Planned Behaviour

SPSS – Statistical Package for Social Sciences

**Terminology**

| | |
|---|---|
| Hedonic Values | relate to the multi-sensory, fantasy and emotive aspects of one's experience with products, fun, playfulness (Hirschman and Holbrook, 1982). |
| Utilitarian Values | rational and task-oriented, which reflect that product is purchased due to necessity rather than enjoyment (Scarpi, 2011). |
| Attitudes towards Behaviour | "an individual's positive or negative feelings (evaluative affect) about performing the target behaviour" (Fishbein and Ajzen, 1975). |
| Subjective Norm | "the person's perception that most people who are important to him think that he should not perform the behaviour in question" (Fishbein and Ajzen, 1975) |
| Purchase Intention | "Intentions are assumed to capture the motivational factors that influence a behaviour; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behaviour" (Ajzen, 1991). |
| Consumer Innovativeness | "a force that leads to innovative behaviour" (Roehrich, 2004). |

# CHAPTER 1. INTRODUCTION

*In this chapter the research background and research problems will be thoroughly explained in order to formulate research purpose and research question for this thesis. Chapter 1.1 will define the current online fashion retail development and reasons for fashion retailers to deeper understand consumers' motivation and behaviour in online environment. Chapter 1.2 will present previous research results with regards to online retailing and fashion industry in order to distinguish the research gap in online fashion retailing studies. As soon as the research problem has been distinguished, chapter 1.3 was dedicated to the formulation of the research questions in order to close the research gap in online fashion retailing literature. Finally, chapter 1.4 states the research outlines for this thesis.*

## 1.1. Research Background

*Digital impact is not as simple as building a better website or sending more messages into the Twitter sphere. Companies that make digital investments wisely, based on their unique brand archetypes and categories, will see measurably better results and create more value. Knowing exactly what to measure and how to respond to rapidly changing shopping behaviours will help marketing teams deliver on the digital promise for years to come.*

McKinsey (Dauriz, 2013)

Today's fashion retail environment is more competitive than ever. The Internet has transformed shopping behaviour and will continue to contribute to online retail growth in coming years (Doherty and Ellis-Chadwick, 2010). As a consequence e-commerce has grown significantly over the past few years, with increasing knowledge about fashion, including fashion trends, celebrities' fashion style and fashion brands, consumers can obtain variety of information through the internet and are able to make online purchases (Blázquez, 2014; Park and Kim, 2008)

Online fashion retailing worldwide currently faces a dramatic changes in its dynamic (Keller et al, 2014) and is expected to gain more than double-digit growth from 2013 ($128 billion) to 2018 ($305 billion) (Bergstrom, 2014). As stated by Etail Report (2012) only 22% of men and 13% of women never search for fashion online before a store visit. Additionally, with regards to consumers' online fashion behaviour, 27% browse retailers' sites looking for novelty, 23% search for trendy ideas and inspiration, and 19% search for clothes reviews

(Etail Report, 2012). In Sweden clothing and footwear is the second most popular e-commerce category (Ecommerce News, 2015b), which amounted to 12% of the total e-commerce retail market in 2014 (E-barometern, 2014) and has potential for further growth.

Although increasing numbers of online fashion shoppers, fashion industry still slower than other industries adapts to e-commerce, which can be explained by the difficulties to transfer the in-store experience into online environment (Blazquez, 2014; Sender, 2011). Fashion as a high-involvement product category refers to consumers' emotions, self-image, and perceptions, thus requires different strategic tools in selling than any other product category (Rohm and Swaminathan, 2004).

Given the significant growth in online fashion retailing and difficulty to involve consumers in online shopping, the online fashion retailers need to understand particular reasons that stimulate consumers to make online purchases of fashion items.

## 1.2. Problem Formulation

Numbers of researchers already emphasized the importance for online retailers to understand consumers' motivation for online shopping (Abdul-Muhmin, 2010; Badrinarayanan, Becerra and Madhavaram, 2014; Lim, Al-Aali and Heinrichs, 2014; Eun-Mi Kang and Eun-Joo Park, 2013). According to Kawaf and Tagg (2014), it's essential to understand what stimulates consumers to shop for fashion online: seeking goods, inspiration, trends, news, and celebrities, looking for reviews or suggestions. Moreover, "rapidly changing shopping behaviour" (Dauriz, 2013) in online environment creates necessity for fashion retailers to reconsider their marketing, communication, and social media strategies as a response to fluctuation of consumers' perceptions, motivations and behaviour.

Existing researchers have shown how hedonic and utilitarian values make an impact on consumers online purchase intention (Gupta and Kim 2009; Scarpi, 2006; Chiu et al., 2012; Lim, 2014; Lee, Kim, and Fairhurst 2009). Other researchers used the Theory of Planned Behaviour to explain the relationship between attitude, subjective norms and purchase intention in online environment (Limayem, Khalifa and Frini, 2000, Keen et al., 2004 and Lee et al., 2007). However, despite the increasing amount of emerging literature on consumer online shopping, most of it concentrates either on shopping motivations or specific aspects of consumer behaviour, lacking the holistic approach to regarding factors that influence consumers' e-purchase intention. Moreover, it is surprising that none of the previous studies

have focused on both shopping motivation and consumer behaviour in online fashion industry.

Consumer innovativeness is an important element, which influences online shopping success (Alcaniz et, al. 2008). However, the concept of consumer innovativeness in online environment is not well investigated despite its importance for consumers' decision-making, brand loyalty, and formulation of consumer preferences (Hirschman, 1980). Our review of the literature on consumer innovativeness indicates a limited focus on researching innovativeness towards fashion with no attempt to investigate the specificity of consumer innovativeness in online environment. Moreover, with regards to fashion research the concept of consumer innovativeness is regarded mostly as a part of fashion leadership (Beaudoin and Robitaille, 2003). In online environment formulation of consumer innovativeness is influenced by the role of virtual communities, brand communities, socio-digital networks, interactions with the important referents, paying attention on customer reviews and product ratings (Trevinal and Stenger, 2014), which form the necessity to regard the consumer innovativeness in conjunction with the elements of the Theory of planned behaviour, such as subjective norm and attitude.

Therefore, current research makes a synthesis of previous literature on consumer motivation, behaviour in online environment and consumer innovativeness with a special emphasize on online fashion shopping. More specifically, this study scrutinizes whether such key antecedents as hedonism, utilitarianism, attitude, subjective norm, and consumer innovativeness are significant variables of consumer's online fashion behaviour and distinguish consumers' e-purchase intention towards fashion products.

## 1.3. Research Purpose and Research Questions

This research aims to understand the impact of consumers' motivations and behaviour characteristics on online fashion shopping. Hence, the research will result in distinguishing key factors that influence consumer innovativeness in online fashion environment as well as factors that determine e-purchase intention towards fashion items. The consumers Values theory and the Theory of planned behaviour will form a base for understanding the impact of hedonism, utilitarianism, subjective norm, attitude on consumer innovativeness and e-purchase intention, which form a prediction of real consumer behaviour.

Consequently, this thesis will provide answers to the following questions:

*RQ1. What is the impact of consumers' values and behaviour characteristics on e-purchase intention towards fashion goods?*

*RQ2. What is the impact of consumers' values and behaviour characteristics on consumer innovativeness in online fashion environment?*

*RQ3. How does consumer innovativeness define consumers' intention to purchase fashion goods online?*

## 1.4. Research Outline

The thesis consists of five parts that are organized in the following way:

Chapter 1 introduces the problematic areas of the previous research, previous research shortcomings, aim and research questions for the research conduction. Chapter 2 provides the literature review for the thesis and focuses on the theory to understand the specificity of consumer behaviour in online fashion environment. The chapter also develops a conceptual model and hypotheses to test in the research. Chapter 3 provides a discussion of the methods applied in this study with regards to the specificity of consumers' online behaviour. Chapter 4 analyzes the research results in connection with the research questions provided. Chapter 5 discusses theoretical and practical implications of the results, summarizes the main findings and reflects upon limitations of the current study.

**CHAPTER 2. LITERATURE REVIEW**

*With regards to previously distinguished research aim and research questions, the primary goal of this chapter is to develop a conceptual framework for the analysis of the role of consumers' motivations, behaviour, and consumer innovativeness in conjunction in the online fashion consumption. This chapter regards the goal of this study in connection to relevant theories and theoretical discussions. Firstly, in chapter 2.1 we specify the role of Consumers values theory for understanding consumers' behaviour in the online environment as well as consider the impact of hedonic and utilitarian values on fashion consumption. Secondly, chapter 2.2 underlines the importance of subjective norm and attitude as elements of the Theory of planned behaviour for formulation purchase intention towards online fashion goods, which determinates real consumer behaviour. Thirdly, in chapter 2.3 we regard the concept of consumer innovativeness in connection with the theory of diffusion of innovations in order to hypothesize the relation between consumer innovativeness and e-purchase intention towards fashion shopping. Finally, chapter 2.4 examining the relations between values, behaviour characteristics and consumer innovativeness, facilitates the conceptual framework and hypothesis development for the research conduction. In order to provide the explanation of online fashion retailing development in Sweden, chapter 2.5 shows the key trends and current dynamics of online fashion market in the country.*

## 2.1. Consumer Values Theory

Hedonistic and utilitarian values are regarded as the main components in predicting consumers shopping intentions (Blazquez, 2014), which is confirmed by the previous usage of Consumer values theory for understanding consumers' shopping behaviour (Cheng, Lin and Wang, 2010; To, Liao and Lin, 2007; Childers et al, 2001; Fiore, Jima and Kim, 2005; Bridges and Florsheim, 2008). Values can be defined as an "interactive relativistic preference experience", which characterizes consumer experience of interaction with objects or events (Holbrook and Corfman, 1985; Backstrom and Johansson, 2006).

### 2.1.1. Hedonic and Utilitarian Values

The term hedonic consumption was introduced by Hirschman and Holbrook (1982) and defined as "*those facets of consumer behaviour that relate to the multi-sensory, fantasy and emotive aspects of one's experience with products*". Hedonism relates to fun, playfulness, is

connected with experiential side of shopping, and includes "pleasure, curiosity, fantasy, escapism" (Scarpi, 2012). With regards to hedonic values, Fiore and Kim (2007) mentioned that information search during the shopping experience is mostly connected with "cognitive or sensory stimulation or satisfying curiosity". Describing the process of buying Langrehr (1991) mentioned that "the purchase of goods can be incidental to the experience of shopping. People buy so they can shop, not shop so they can buy". Consequently, shopping experience is more essential than product acquisition (Park et al, 2006). Moreover, hedonism provides a possibility to experience pleasure in life (Chapman et al., 1976).

Other terms, which can be used to explain this phenomenon, are "leisure shopping", "pleasurable shopping", "recreational shopping" and "shopping enjoyment" (Backstrom, 2011). Considering the ways, in which leisure shopping can be practiced, Backstrom (2011) presented three themes to describe how and why consumers become engaged in shopping as a leisure-time enjoyment – shopping as hunting, shopping as scouting, shopping as socializing.

"Shopping as hunting" is closely related to "mission shopping" (Guiry, 1999) and refers to satisfaction, enjoyment obtained through finding and purchasing desirable objects (Backstrom, 2011). It can be connected with the high level of product involvement as a "source of leisure for consumers" or with products meaning for self-identity and self-formulation (Backstrom, 2011). Consumers engaged in such kind of shopping are highly object-focused and aimed at searching for objects "that match their notions of the right style or brand" (Backstrom, 2011). Backstrom (2011) also defined that "shopping as hunting" can be connected with aspects of social distinction or status, searching for "unique items", "problematic items", looking for bargains etc. "Shopping as scouting" refers to consumes, who enjoy a process of shopping, being in the marketplace, interacting with people, while purchasing items (Backstrom, 2011). This type of shopping can be realized in the form of stimulation from the product of consumers' particular interest (day-dreaming, stimulation of senses), renaissance (exploring the market, collecting information, novelty-seeking), escape ("getting away" from everyday life) (Backstrom, 2011). "Shopping as socializing" can be realized in the form of interactions with friends and family, consultancy, shared actions (Backstrom, 2011).

Additionally, Arnold and Reynolds (2003) also distinguished several types of hedonic shopping motivations, which closely coincide with previous classification: adventure shopping (seeking for difference, stimulation), gratification (shopping for stress relaxation),

role (providing gift or pleasure to others), value (enjoyment of finding bargains and discounts), social (maintaining or enhancing relations), and idea shopping motivations (getting to know new trends and products).

On the contrast to hedonism, utilitarian values are rational and task-oriented, which reflects that product is purchased due to the necessity rather than enjoyment (Scarpi, 2011). This means that purchase is made in a deliberate and efficient manner (Babin et all, 1994). Such perspective also regards consumer as a "logical problem solver" (Sarkar, 2011). Consequently, utilitarian consumers describe their shopping trips as "an errand", "work" where "consumers are happy just to get through it all" (Babin et all, 1994). Utilitarian shopping motives include convenience-seeking, variety seeking, searching for quality of merchandise, and reasonable price rate (Sarkar, 2011). Hirschman and Holbrook (1982) called it traditional information processing buying model, which regards purchasing as a problem-solving process with an intention to acquire tangible benefits of the products.

Hirschman and Holbrook (1982) compared utilitarian and hedonic consumers as "problem solvers" and those seeking for "fun, fantasy, arousal, sensory stimulation, and enjoyment." Such comparison can be also represented through considering *shopping as work* (Fischer and Arnold, 1990; Sherry, McGrath and Levy, 1993) versus *shopping as fun* with regards to its festive more enjoyable perspective (Babin et al, 1994; Scarpi, 2014):

*...perceived utilitarian shopping value might depend on whether the particular consumption need stimulating the shopping trip was accomplished. Hedonic value is more subjective and personal than its counterpart and results more from fun and playfulness than from task completion, it reflects shopping potential entertainment and emotional worth (Babin et al, 1994).*

Furthermore, Arnold and Reynolds (2003) comparing two types of shopping motivations mentioned that hedonic consumption is "similar to the task orientation of utilitarian shopping motives, only the task is concerned with hedonic fulfillment, such as experiencing fun, amusement, fantasy and sensory stimulation". Babin, Darden and Griffin (1994) told that hedonistic motives have more spontaneous nature, while utilitarian usually have more conscious intent. On contrast to utilitarian values, hedonic motives mostly result in a need to purchase rather than a need for a product (Rook, 1987).

## 2.1.2. Hedonism, Utilitarianism and Online Shopping Behaviour

The contradictory findings are indicated considering the impact of hedonic, utilitarian values on online shopping behaviour (Table 2.1.2.). For example, Childers et al (2001) concluded about the equal importance of hedonic and utilitarian values in forming consumers attitudes towards online shopping, whereas several researches (Overby and Lee, 2006; To, Liao and Linn, 2007; Bridges and Florsheim, 2008; Sarkar, 2011; Blázquez, 2014) indicated stronger impact of consumer utilitarian values on online purchase intention and Scarpi (2012) concluded about strong relations between consumers hedonic values and retailers profit.

Emphasizing the impact of the Internet on different types of consumers, several researchers tried to explain possible reasons of contradictory research results (Scarpi, 2012; Sarkar, 2011). For hedonic consumers, who enjoy spending time shopping, Internet can provide additional values as it allows personalization and customization, ability to enjoy videos, music, and wide selection of products (Scarpi, 2012). With regards to the utilitarian perspective, for consumers, who appreciate convenience and want to perform shopping act as fast as possible, online shopping also can suit the best (Scarpi, 2012). However, research by Sarkar (2011) emphasizes the limited scope of hedonistic arousal during online shopping which is expressed by inability to taste, smell and touch the product, which provides for high hedonic shopper fewer benefits from online shopping. On the other hand, with regards to convenience, ease of shopping, and product selection as key utilitarian benefits, highly utilitarian shopper is believed to perceive higher benefits from online shopping due to larger variance available (Sarkar, 2011).

**Table 2.1.2. Previous research findings regarding the impact of hedonism and utilitarianism on online shopping behaviour**

| Author | Main concepts used in the research | Research strategy and design | Key research findings |
|---|---|---|---|
| **Childers et al (2001), Journal of Retailing** | Perceived usefulness, ease of use, enjoyment. Usefulness reflect instrumental aspects of shopping, enjoyment is connected with hedonistic. Usefulness refers to outcomes of shopping experience, ease of use – process, which leads to outcome. | Quantitative research, offline questionnaire (274 responses), 7-point Likert scale | Consumers may expect to find more enjoyment in interactive environment than in physical store. Consumers' attitudes, expectations, preference for interactive shopping may be different for the same product in physical and interactive environment. Usefulness and enjoyment both create positive attitudes toward Internet shopping, which mean that utilitarian and hedonic motivations have equally important role in predicting consumers' attitudes towards online shopping. |
| **Fiore , Jima and Kim (2005), Psychology and Marketing** | Consciousness–Emotion–Value (C–E–V) model of the consumption experience, connection between emotion, hedonic value, consumer characteristics and response towards online store | Quantitative research, 104 responses | Hedonic values to not lead directly to online purchases, interactivity features are needed for the retail site to approach consumers' responses to online store, which will lead to purchases |
| **Overby and Lee (2006), Journal of Business Research** | Relationship between value dimensions, preference towards the Internet retailer, and intentions | Quantitative research, online survey (817 responses), 7-point Likert scale | Utilitarian values is stronger predictor of the purchase intention than hedonic |
| **To, Liao and Linn (2007), Technovation** | The impact of utilitarian/hedonic values on both search intention and purchase intention | Quantitative research, offline questionnaire (206 responses), 7-point Likert scale | Utilitarian values are regarded as a determinant of consumers intention to search and purchase product, while hedonic values have direct impact on intention to search and indirect impact on desire to buy. |
| **Bridges and Florsheim (2008),** | Used the concept of online flow, which includes such elements as skill (web | Quantitative research, survey with 337 | There is a direct impact of utilitarian values on purchases, while hedonic elements can encourage Internet usage, but not the purchase |

| | | | |
|---|---|---|---|
| **Journal of Business Research** | knowledge), interactivity, challenge, arousal, importance, telepresence, and time distortion. | respondents | act. Therefore, hedonic motives are unrelated to online purchase and mostly encourage pathological Internet use. |
| **Sarkar (2011), International Management Review** | Individual's perceived benefits and risks in online shopping | Quantitative research, survey with 525 respondents | Consumers with high hedonic shopping values tries to avoid shopping online, whereas consumers with high utilitarian values perceive greater benefits from fashion online |
| **Scarpi (2012), Journal of Interactive Marketing** | Analyze impact of hedonism, utilitarianism on price consciousness, frequency of purchase, purchased amount, intention to repatronize the Web site, expertise with the Internet. | Quantitative research (300 respondents), five-point multi-item Scale | Utilitarianism is strongly present in the internet, but hedonism creates higher profit for retailers making consumers purchase more items and come back to the web site. |
| **Scarpi, Pizzi and Visentin (2014), Journal of Retailing and Consumer Services** | Impact of shopping for fun and for need on WOM, intentional loyalty, price consciousness in online and offline environments. | Quantitative research, both online and offline questionnaire (733 respondents) | Retailer should strategically choose whether to enhance hedonistic or utilitarian motivations; hedonism and utilitarianism couldn't be used interchangeable. |
| **Blázquez (2014), International Journal of Electronic Commerce** | Role of information technologies in multichannel fashion-shopping experiences | Quantitative research (439 consumers, UK), online questionnaire, five point Likert scale | Hedonic values have significantly higher importance than utilitarian while shopping online. |

### 2.1.3. Hedonism, Utilitarianism and Fashion Retailing

Scarpi (2006) regarding offline fashion retailing concluded that both utilitarian and hedonic values have an impact on consumers who purchase goods in fashion specialty shops, however the hedonic orientation is dominant with 60% of consumers having predominantly hedonic orientation and 40% having predominantly utilitarian orientation.

According to Blazquez (2014), clothes are regarded as high-hedonic category due to its "symbolic, experimental, and pleasing properties". Fashion products also represent symbolic consumption and can be bought due to their essential meaning for consumers without regards to consumers' level of income (Goldsmith et al., 1999). Fashion products are also considered to be high-involvement product category, which refers to personal ego (Keng et al., 2003), consumers' emotions, self-image, perceptions (Perry, 2013), "a novel way for fashion adopters to express their "self" to others" (Midgley and Wills, 1979; Michon, 2007). The previously explained classifications of hedonic consumers also reflect the concept of self-image formulation ("shopping as hunting"), which shows that both fashion consumption and hedonic consumption could have the same meaning to consumers.

Goldsmith et al. (1996) also mentioned that fashion behaviour is based on emotional and psychological characteristics. Moreover, research by Miller (2013) on hedonic shoppers response to fast fashion emphasizes that hedonic customer responses continue after the shopping has been made and fast-fashion shopper tend to enjoy the results of their shopping.

### 2.2. Theory of Planned Behaviour

The theory of planned behaviour (TPB) was established by Fishbein and Ajzen in 1991, which is an extension of the theory of reasoned action (Ajzen and Fishbein, 1980), has become one of the most frequently citied and influential models for the prediction of human social behaviour (Ajzen, 1991). The theory of planned behaviour states that intention to perform behaviours of different kinds can be predicted with high accuracy by attitude toward the behaviour, subjective norms, and perceived behaviour control, which have been well supported by empirical evidence to show their relation to appropriate sets of salient behavioural, normative and control beliefs about the behaviour (Ajzen, 1991).

➢ Attitude toward behaviour: "*An individual's positive or negative feelings (evaluative*

*affect) about performing the target behaviour*"(Ajzen and Fishbein, 1975). Attitude toward the behaviour is determined by access beliefs about the consequences of the behaviour, which means that each behavioural belief links the behaviour to a certain outcome. For example, *"a person may believe that 'going on a low sodium diet (the behaviour) 'reduces blood pressure, 'leads to a change in life style,' 'severely restricts the range of approved foods,' and so forth (outcomes)"* (Ajzen, 2005). Thus, the person's evaluation of the outcomes associated with the behaviour and the strength of these associations will determine the attitude toward the behaviour (Ajzen, 2005).

➢ Subjective Norm: "*The person's perception that most people who are important to him think that he should not perform the behaviour in question*" (Ajzen and Fishbein, 1975). In general, people intend to perform the behaviour when they evaluate it positivity and when they believe other important people think they should perform it. Subjective norms are also assumed to be a function of beliefs, which are normative beliefs: *"beliefs of a different kind, namely the person's beliefs that specific individuals or groups think he should or not perform the behaviour"* (Ajzen, 2005*)*. Generally speaking, a person thinks that he should perform the behaviour because of the most referents people will motivate him to comply think and give social pressure to do so (Ajzen, 1985).

➢ Perceived Behavioural Control: "*The perceived ease or difficulty of performing the behaviour* (Ajzen, 1991). Perceived behavioural control plays an important role in the theory of planned behaviour especially has impact on intentions and actions. The present view of perceived behavioural control is connected with the concept of perceived self-efficacy: "*self-efficacy beliefs can influence choice of activities, preparation for an activity, effort expended during performance, as well as thought patterns and emotional reactions*" (Bandura, 1977). Overall, perceived behavioural control or self-efficacy control is regarded within a more general framework of the relation among beliefs, attitudes, intention, and behaviour (Ajzen, 1999).

➢ Intention: " *Intentions are assumed to capture the motivational factors that influence a behaviour; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behaviour* (Ajzen,

1991). In general, if a consumer has a stronger intention to engage in the behaviour, the more likely should be its performance. Thus, if a consumer has behavioural control, intentions would be expected to influence performance to the extension of behaviour control, and performance should increase with behavioural control to the extent that the person is motivated to try (Ajzen, 1991).
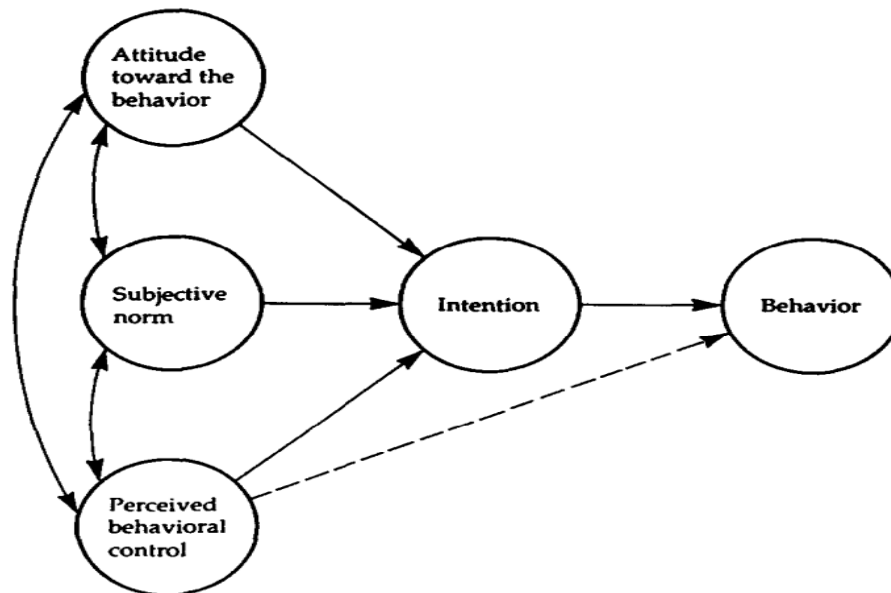


**Figure 2.2.1. Model of the Theory of planned behaviour (Ajzen, 1991)**

## 2.3. Consumer Innovativeness

Many researchers have identified consumer innovativeness as a personality trait (Midgley and Dowling, 1978; Blackwell et al., 2001; Rogers, 1983). Park, Burns and Rabolt (2007) regard consumer innovativeness as one of the most essential indicators of consumer behaviour. The classification of consumer's receptiveness to new products, services and practices is called consumer innovativeness, which is considerable to the ultimate success of online fashion marketers. This study will focus on consumer innovativeness, which is specified as fashion innovativeness to discover its impact on online consumers' purchase intention towards fashion goods.

Consumers' innovativeness can be regarded through four dimensions (Roehrich, 2004): need for stimulation, novelty seeking, independence toward others' communicated experience, and need for uniqueness. Consumer innovativeness as a need for stimulation is expressed by idea that new products can help to maintain individual stimulation on the optimal level (Roehrich,

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2004); innovativeness as novelty seeking can refer to acquisition of new information about a new product, adoption of new products, using existing products in a new way, acquiring knowledge about all possible ways of utilizing existed product (Roehrich, 2004). Innovativeness as independence toward others communicated experience refers to ability to make innovative decisions independently, whereas innovativeness as a need for uniqueness can be expressed through acquiring rare items, confidence in own ideas, breaking the rules (Roehrich, 2004). Need for stimulation can be also classified as hedonic innovativeness, while the need for uniqueness is considered as social innovativeness (Roehrich, 2004).

Moreover, Citrin et al (2000) regard the two main types of innovativeness: open-processing or general innovativeness and domain-specific innovativeness. Open-processing, or general innovativeness refers to a cognitive style, which could influence individual's intellectual, perceptual, and attitudinal characteristics (Citrin et al., 2000). Domain-specific innovativeness reflects the tendency to learn about and adopt innovations within a specific domain of interest than general area interest (Citrin et al., 2000). Freiden and Eastman (1995) found out that domain-specific innovativeness is higher correlated with purchasing new products than global innovativeness. With regards to online environment, Citrin et al (2000) have found that domain-specific innovativeness has a stronger effect on consumer adoption of the Internet for shopping than open-processing or general innovativeness. Moreover, domain-specific innovativeness increases new product actual adoption (Paswan, 2006).

Consumer innovativeness is significant in the process of adoption and diffusion of new and innovative goods and services (Kaushik and Rahman, 2014). Diffusion of innovations can be explained as the process of communication of innovation (Rogers, 1995) and, hence, there is a significant role of social factors and social influences in the spread of innovations in society.

Rogers (1995) defined the process of adoption of innovations in the following way:

*"...the process through an individual (or other decision-making unit) passes from first knowledge of innovation to forming an attitude towards an innovation, to a decision to adapt or reject, to implementation and use of the new idea, and to confirmation of this decision".*

With regards to consumers adoption of innovations there can be identified several groups of consumers (Rogers, 1995): innovators (2,5%), early adopters (13,5%), early majority (34%), late majority (34%), and laggards (16%). Innovators play a significant role in the spread of

innovations in the social system "by importing the innovation from outside of the system's boundaries" (Rogers, 1995). Rogers (1995) also emphasizes the role of opinion leadership in the process of innovations diffusion and defines opinion leadership as "the degree to which an individual is able to influence informally other individuals' attitudes or overt behaviour in a desired way with relative frequency".

**Fashion innovativeness**

Fashion innovativeness can be defined as a "tendency to buy a new fashion earlier than any other consumer" (Splores, 1979). The research by Plau and Lo (2004) describes fashion innovators as "more excitable, indulgent, contemporary, liberal and colorful" with a unique self-image.

Consumers with a high level of fashion innovativeness play a pioneering role in the new fashion acceptance (Sproles, 1979). There is a significant impact of fashion innovators on the behaviour of later buyers through spread of word-of-mouth and wearing new fashion items (Martinez and Polo, 1996; Hirunyawipada and Bowman, 2001). Early adopters stimulate the initial sales of the new products and services and provide essential word-of-mouth communication to later adopters (Citrin et al., 2000). Beaudoin and Robitaille (2003) argues that early adopters have a significant role in the spread of fashion innovations as these types of consumers play the role of models for later fashion consumers. Moreover, consumers with a high level of fashion opinion leadership make an impact on mass consumers through social groups (Sproles, 1979).


## 2.4. Conceptual Framework development and Hypothesis Formulation

The previous research on the relationship between consumer motivations (hedonism and utilitarianism) and shopping intention has mostly concentrated on industries such as the restaurant industry (Cheng, Lin and Wang, 2010), grocery (Shannon and Mandhachitara, 2005), also there was research on private label brands (Mishra, 2014) and the role of consumer motivations in online shopping environment (To, Liao and Lin, 2007). The Theory of planned behaviour (TPB) suggests that attitude and subjective norms will influence shopping intention (Ajzen, 1991). With regards to the role of TPB most research has been focused on service industries such as hotel industry (Ekiz and Au, 2011), travel industry (Amaro and Duarte, 2015), food industry (Seo, Kim and Shim, 2014) as well as was applied

to studying CRM technology (Avlonitis and Panagopoulos, 2005), multifunctional devices (Lin, Chan and Xu, 2012) and internet shopping (Hsu et al., 2006; Abdul-Muhmin, 2010). Coincidentally, Mikalef, Giannakos and Pateli (2013) combined utilitarian and hedonic values with the theory of planned behaviour to predict shopping intention through social media.

Given that previous literature review with regards to consumer motivations, behaviour characteristics, fashion and consumer innovativeness, diffusion of innovations and e-commerce considerations allowed us to develop conceptual framework and model for further research conduction.

**Hedonism, Utilitarianism and E-Purchase Intention towards Fashion Goods**

According to Irani and Heidorzaden (2011), consumer hedonic and utilitarian values are regarded as key elements in predicting consumers shopping intentions. Moreover, the research shows that the impact of hedonism and utilitarianism varies based on industry and product category (Cheng, Lin and Wang, 2010; Shannon and Mandhachitara, 2005; Mishra, 2014). With regards to the role of consumers' hedonic and utilitarian motivations in fashion industry, fashion behaviour is regarded as deeply connected with consumers' emotional and psychological characteristics (Goldsmith et al, 1996). Bayley and Nancarrow (1998) stated that there is a positive correlation between hedonism and purchase intention. Researchers also indicated that both hedonic and utilitarian values are strong determinants of consumer shopping intention in online environment (Gupta and Kim 2009; Scarpi, 2006; Chiu et al., 2012; Lim, 2014; Lee, Kim, and Fairhurst 2009). Ling and Jye (2015) supported this argument with empirical study concluding that hedonism has positively impacted fast fashion purchase intention in Taiwan. Meanwhile, Kim, Lee, and Park (2014) showed that consumers experiencing utilitarian benefit from online shopping would enhance their future purchase intention. Empirical evidences have suggested that both hedonism and utilitarianism have impact on purchasing fashion goods (Scarpi, 2006 and Lim, 2014). Scarpi (2006) also suggested that hedonism has a strong impact on numbers of fashion items purchased, whereas utilitarianism has an impact on the value of fashion items purchased. Therefore, taking into consideration previous research on the connection between hedonic, utilitarian values and online consumer behaviour as well as previous research on the connection between hedonic, utilitarian values and fashion retailing, we intent to research the role of consumer values in fashion online environment, formulating the following hypothesis:

*H1. There is a positive impact of consumers' hedonic values on e-purchase intention towards fashion goods.*

*H2. There is a positive impact of consumers' utilitarian values on e-purchase intention towards fashion goods.*

**Hedonism, Utilitarianism and Consumer Innovativeness**

As we stated before innovativeness as a personality trait has been studied in connection to the role of fashion innovators who have specialized knowledge, are experts in fashion products and purchase new fashion clothing (Birtwistle and Shearer, 2001). Hartman et al. (2006) conducted a study confirming that innovativeness as a mid-range concept is linked between hedonism, utilitarianism and online purchase intention. Many researches also supported that there is a positive relationship between consumer values (hedonic and utilitarian) and innovativeness (Hirschman, 1980; Hartman and Samra 2008; Noh, Runyan and Mosier, 2014). According to Hartman and Samra (2008), adolescents' hedonic and utilitarian values have a positive relationship with innovativeness towards online shopping. In particular, when consumers with hedonic values shop online they are more constituted with enjoyable aspects of innovativeness, while when consumers with utilitarian values shop online they are more constituted with functional innovativeness. Empirical data has showed that personal values (hedonic and utilitarian) are linked with innovativeness (Hartman et al., 2006). Likewise, Noh, Runyan and Mosier (2014) suggested that there is a positive relationship between innovativeness, hedonic and utilitarian attitudes towards clothing purchase. According to such empirical evidence, these research results make us explore the relations between hedonism, utilitarianism and consumer innovativeness in online fashion shopping environment, developing the following hypothesis:

*H5. Hedonism has a positive impact on consumer innovativeness in online fashion environment.*

*H6. Utilitarianism has a positive impact on consumer innovativeness in online fashion environment.*

**Attitude, Subjective Norm and E-Purchase Intention**

Attitude is defined as the degree of favourableness or unfavourableness of individual's evaluation of a behaviour that takes into consideration the consequences of performing an

evaluation, which is also a reflection of the individual's appraisal of behaviour (Byabashaija and Katono, 2011). Attitude is influenced by beliefs and evaluation. Beliefs are individual's subjective probability that behaviour will have specified outcomes, which are related to individual's expectation in response to outcomes (Davis, Bagozzi and Warshaw, 1989). For instance, if a consumer has a positive attitude toward a specific behaviour, the more likely they would intend to make purchase, on the contrary, if a consumer has a negative attitude toward a specific behaviour, they would dispose prevention tendencies (Verbecke and Vackier, 2005). Research also proved that the emotional response to hedonic products is a significant antecedent to evaluations of the product and the subsequent attitudes (Parks et al. 2005). This can be also applied to consumption of fashion products, since fashion is often related to hedonic product category, given the positive relationship between attitude and behaviour (Fiske and Taylor, 1991). Following Weekes research (2004) in the UK, the majority of younger generation won't reduce their spending on fashion purchasing if they have to reduce their overall spending. This would imply that the young generation, which is also our target group, has a positive attitude towards fashion purchasing intention.

On the other hand, subjective norm is defined, as "the person's perception that most people who are important to him think that he should not perform the behaviour in question" (Fishbein and Ajzen, 1975). In other words, the behaviour and attitudes of close people will have significant influence on the decision-making aspect of consumer's behaviour (Taylor and Todd, 1995). Subjective norm may also affect perceptions about the ease or difficulty of performing the behaviour. Perceived behavioural control reflects past experience, knowledge about products, and anticipated obstacles (Randall and Gibson, 1991). Nowadays, people share knowledge, information and experience with family or friends. Thus, other people's shopping behaviour may influence the perception about individual's behaviours. Subjective norms also can represent the approval behaviour of people who are close to consumer and have impact on consumer's performance of the behaviour (Shim et al., 2001). With reference to fashion products, research by Summers, Belleau and Xu (2006) supports the positive relation between subjective norms and purchase intentions in the context of purchasing leather apparel that the stronger the consumers' perception of social norms on buying apparel, the more likely they are to purchase the product.

According to existing TPB model, attitude toward the behaviour and subjective norms are crucial elements to explain consumer action, although intention is considered to be the best

behavioural indicator (Crespo and Bosque, 2008). Shim and Drake (1990) state that attitudinal and subjective norms account for almost one-third of variation in intention to purchase online apparel. Limayem, Khalifa, and Frini (2000) observed that in the process of adoption of e-commerce subjective norm as well as an attitude is the direct determinants of online shopping intention. Meanwhile, research also found that consumers' intention to purchase online is conditioned by five variables: subjective norms, attitude, perceived behavioural control, ease of use and prices (Keen at el, 2004). Likewise, numbers of researches have considered that the Theory of Planned Behaviour can be approached to explain online shopping behaviour (Limayem, Khalifa and Frini, 2000, Keen et al., 2004 and Lee et al., 2007).

Mentioned research results make us explore the relations between attitude toward the behaviour, subjective norms and purchase intention for fashion brands in online environment, developing the following hypothesis:

*H3: Consumers' attitudes towards behaviour have a positive impact on e-purchase intention towards fashion goods.*

*H4: Consumers' subjective norms have a positive impact on e-purchase intention towards fashion goods.*

**Attitude and Consumer Innovativeness**

While conducting a literature review on the consumer innovativeness, Kaushik and Rahman (2014) mentioned research of Limayem, Khalifa and Frini (2000), which indicated that "consumers' attitudes and intention toward purchase of products or brands mediate the relationship of consumer innovativeness with Internet shopping behaviour". To expand on this, consumers' attitudes towards product, brand, behaviour and purchase intentions as individual psychological characteristics correlate with different dimensions of consumer innovativeness (Kaushik and Rahman, 2014). Moreover, Rogers (1983) in the theory of diffusion of innovations also indicated the role of consumers' attitudes in acceptance of innovations. Also Citrin et al (2000) stated the connection between consumer domain-specific innovativeness and adoption of online shopping. With regards to online environment, Donthu and Garcia (1999) mentioned that online shoppers are more willing to accept innovative things and take risks to make impulsive purchase than non-internet shoppers. Many e-

commerce researchers believe that innovativeness has a positive relationship with individual's attitude, for example, Fenech and O'Cass (2001) observed that attitude towards online shopping has impact on general innovativeness. A favourable and positive attitude is shown to result in consumer shopping innovativeness. Goldsmith and Lafferty (2001) also found that the innovative attitude toward online buying is positively associated with internet innovativeness. According to such empirical evidence, these research results make us explore the relations between consumers' attitudes and consumer innovativeness for fashion brands in the online environment, developing the following hypothesis:

*H7. Consumers' attitudes have a positive impact on consumer innovativeness towards online fashion purchases.*

**Subjective Norm and Consumer Innovativeness**

With regards to previously described Roger's (1983) theory of diffusion of innovations, social influences are considered as a significant element in the process of innovation diffusion. The relationship between innovativeness and subjective norms has a significant role in decision-making towards adoption of innovations (Rogers, 1983). Many researches have shown that new product or specific behaviour starts to spread a communication process, taking place where the personal relationships have essential effects (Crespo and Bosque, 2008; Gatignon and Robertson, 1985 and Mahajan et al., 1990). Moreover, Muzinich (2003) emphasizes the role of innovators in further adoption and success of new product, whereas Beaudoin and Robitaille (2003) also stressed the role of innovators and easy adopters in the fashion diffusion. The research by Tajeddini and Nikdavoodi (2014) also showed that there is a positive relationship between consumer innovativeness and subjective norms, which is formed due to pressure of peers, society and friends. Therefore, concerning the fashion online environment we can assume that:

*H8. Subjective norm has a positive impact on consumer innovativeness towards online fashion purchases.*

**Consumer Innovativeness and Purchase Intention**

Consumer innovativeness is crucial to the ultimate success of a new product or service for marketers (Park, Burns, and Rabolt, 2007). There are numbers of researches supporting that the positive relationship between innovation adoption and behaviour performance (Alpay et al., 2012; Limayem, Khalifa, and Frini, 2000; Eastlick and Lotz, 1999). Moreover, many

empirical evidences support that consumer innovativeness has a significant impact on online shopping as well as online purchase intention (Citrin et al., 2000; Park, Burns, and Rabolt, 2007; Goldsmith and Lafferty, 2001 and Donthu and Garcia, 1999). In particular, consumer innovativeness has a positive relationship with purchasing fashion goods online among Korean college students (Park, Burns, and Rabolt, 2007). According to such empirical evidence, these research results make us explore the relations between consumer innovativeness and purchase intention for fashion brands in the online environment, developing the following hypothesis:

*H9. Consumer innovativeness has a positive impact on e-purchase intention towards fashion goods.*

Based on the considerations developed in the conceptual framework, we propose a model for testing our hypothesis (Figure 2.5.1).
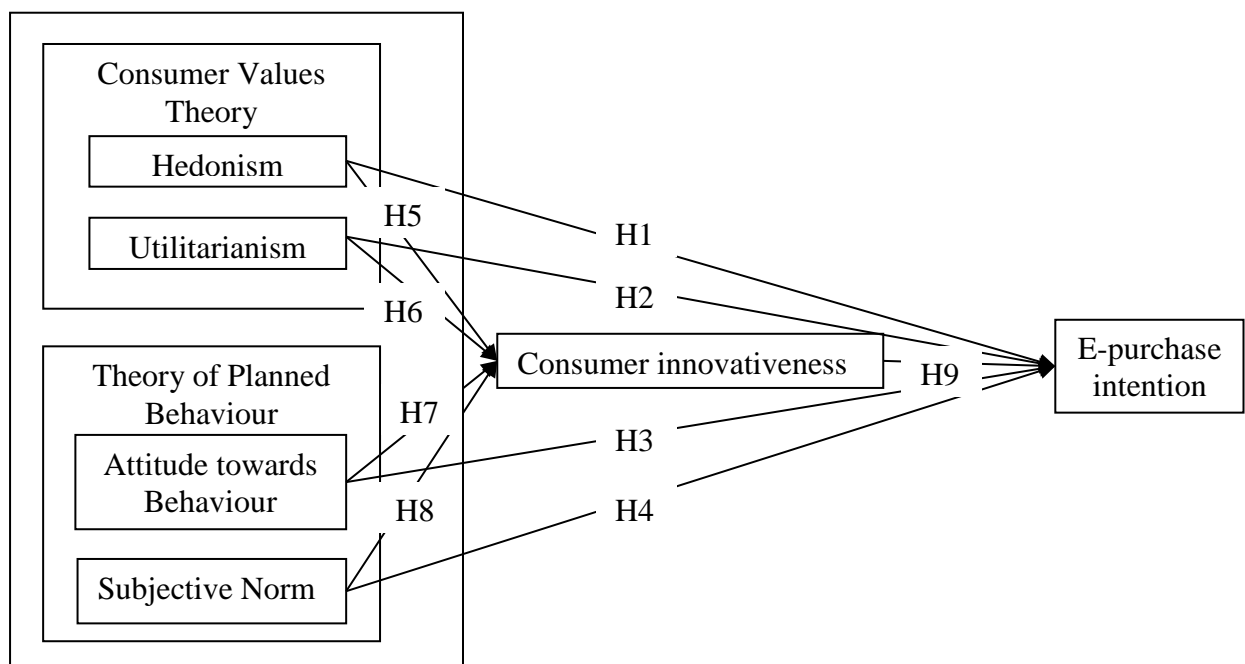


**Figure 2.5.1. Hypothesized Framework and Hypotheses**

## 2.5. Online fashion shopping in Sweden

Worldwide retail sales have reached $1 trillion in 2014 (Čandrlić, 2014) and are expected to grow to $1.86 trillion by 2016 (Davis, 2013), steadily increasing by 19.4% annually (Čandrlić, 2014). 40,4% of global consumers made at least one online purchase in 2013, which is expected to grow to 45.1% till 2017 (Davis, 2013).

In Europe e-commerce is considered to be the fastest growing retail market (Center for Retail Research, 2015). The predicted growth rate of e-commerce in 2015 will reach 18,4%, while offline sales are expected to decline by 1,4% (Ecommerce News, 2015a).

Scandinavian countries have demonstrated a continuous e-commerce growth for the past 10 years (Brewer, 2014). In the Nordic Region eight in ten consumers made online purchases in 2013, which corresponds to just over 15 million consumers (PostNord, 2014a). Additionally, almost one in three Nordic residents shops online each month (PostNord, 2014a).

Sweden is ranked 7 on the list of European countries with the biggest online market in 2014 (Table 2.5.1) and ranked 3 in Europe with regards to online market share - 7,6% in 2014 (Center for Retail Research, 2015). According to Global Retail E-commerce Index (ATKearney, 2013), Sweden takes 16th position worldwide and its e-commerce market is classified as "establishing and growing".

**Table 2.5.1. European countries with the biggest online market**

| Online Retail Sales | Online Sales (£ bn) 2014 | Growth 2014 | Online Sales (£ bn) 2015 | Growth 2014 | Online Sales in euros (bn) 2015 |
|---|---|---|---|---|---|
| UK | £44,97 | 15,8% | £52,25 | 16,2% | €61,84 |
| Germany | £36,23 | 25,0% | £44,61 | 23,1% | €52,79 |
| France | £26,38 | 16,5% | £30,87 | 17,0% | €36,53 |
| Spain | £6,87 | 19,6% | £8,15 | 18,6% | €9,64 |
| Italy | £5,33 | 19,0% | £6,35 | 19,0% | €7,51 |
| Netherlands | £5,09 | 13,5% | £5,94 | 16,8% | €7,03 |
| **Sweden** | **£3,61** | **15,5%** | **£4,17** | **19,0%** | **€4,93** |
| Poland | £3,57 | 22,6% | £4,33 | 21,0% | €5,12 |
| **Europe** | **£132,05** | **18,4%** | **£156,67** | **18,4%** | **€185,39** |

Source: Center for Retail Research (2015)

Swedish e-commerce market is told to be one of the most mature in the world (Bpost International, 2014). In 2014 it reached SEK 42.9 bn, or € 4.53 bn increasing by 16% compared to the previous period (Ecommerce News, 2015b). With 94,8% of Internet penetration (World Bank, 2014) and continuous growth of e-commerce sales (Figure 2.5.1), Swedish e-market demonstrates great future potential.
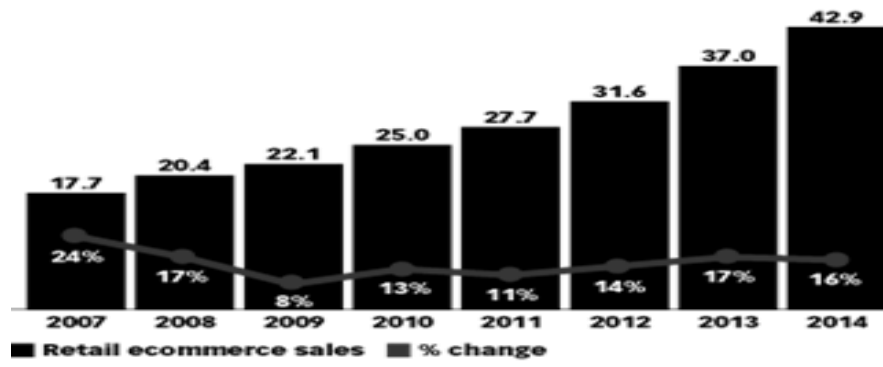


**Figure 2.5.1. Dynamics of e-commerce sales in Sweden (bn SEK), 2007-2014**

*Source:* "E-barometern Helårsrapport 2014", E-barometern (2014)

Considering the frequency of online purchases in Sweden (Figure 2.5.2), 27% of population shopped online every month in 2013, while 55% bought products online at least once a quarter (PostNord, 2014a).



**Figure 2.5.2. Frequency of online purchases in Sweden**

*Source:* "E-commerce in the Nordics 2014", PostNord (2014a)

Regarding the development of the global apparel industry, there is a dramatic change in its dynamic (Keller et al, 2014). The global online market for apparel and footwear is expected to gain more than double-digit growth from $128 billion in 2013 to $305 billion in 2018

(Bergstrom, 2014). The world's most rapidly growing companies are also in apparel business (Keller et al, 2014).

In Europe clothing and footwear is the most popular online shopping category (PostNord, 2014b). This category is also in the top of Nordic online sales (PostNord, 2014a).

In Sweden clothing and footwear are the second most popular e-commerce category (Figure 2.5.3) with €792.6mn sales in 2014 (Ecommerce News, 2015b).
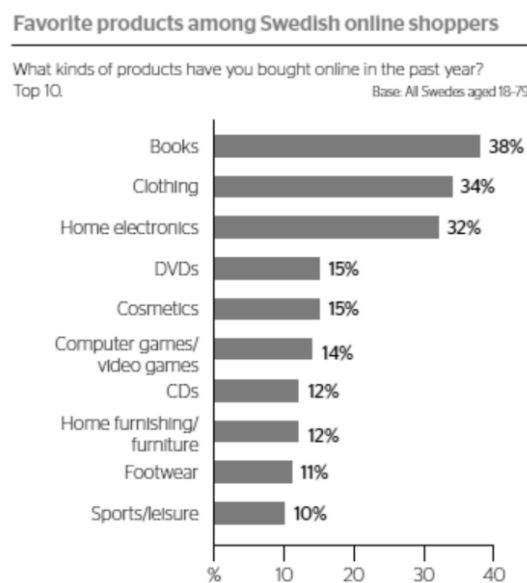


**Figure 2.5.3. Most popular e-commerce categories in Sweden**

*Source:* Ecommerce News (2015b)

E-commerce of clothing and footwear in Sweden has increased by 9% in 2013 (E-barometern, 2013), by 4% in 2014 (E-barometern, 2014), while having 12% of the total e-commerce retail market in 2014 (E-barometern, 2014). Figure 2.5.4. shows the rate of clothing and footwear e-purchase growth during 2011-2014 FY.
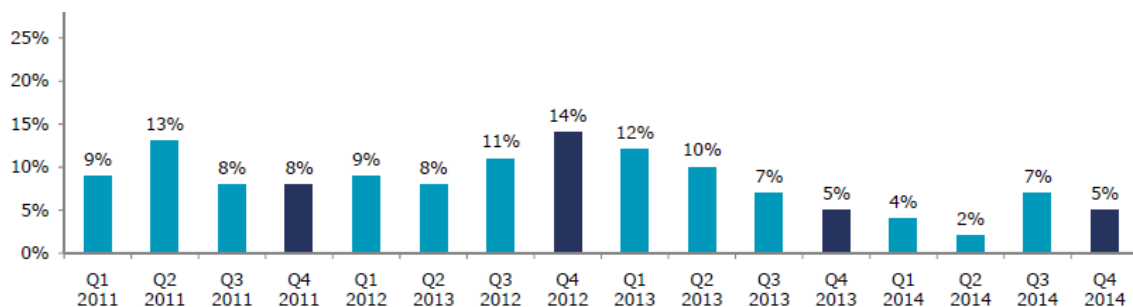


**Figure 2.5.4. E-commerce dynamics of clothing and footwear in Sweden**

*Source:* "PostNord i samarbete med Svensk Digital Handel och HUI Research", E-barometern (2014).

The number of employees in fashion industry in Sweden was almost 50,000 people in 2011, excluding H&M workers, 76% of employees were females, while 26% - males (Portnoff, 2013).

Overall, high level of internet penetration in Sweden, continuous growth of e-commerce market, high frequency of consumers' online purchases, annual growth of e-commerce of clothing and footwear in Sweden, high popularity of e-commerce category for online purchases make the development of Swedish online fashion market worth for deeper consideration.

# CHAPTER 3. METHODOLOGY

*This chapter discusses the methodological paradigm applied in the process of conduction the empirical study. Firstly, the chapter argues upon methodological choices made based on the research problem, aim, research questions, literature review, conceptual framework and hypotheses developed for the research. The chapters 3.1., 3.2., 3.3. explain the choice of research philosophy, research strategy, and research design for the research facilitation, whereas chapter 3.4. summarizes the overall process of the research conduction. Secondly, the process of self-completion questionnaire development is described in chapter 3.5, arguing upon the choice of scales to measure the elements of the conceptual framework for the further hypothesis testing. Additionally, the role and results of the pilot study are emphasized with regards to their significance for the process of questionnaire development. Thirdly, the research validity and reliability are evaluated in chapters 3.7., 3.8. for confirming the quality considerations of conducted research.*

## 3.1. Research Philosophy: Positivism Stance

Philosophical assumptions form a base for developing the research strategy and research design. As stated by Smith, Thorpe and Jackson (2012, p. 17), scientists draw their research methodologies from different epistemological and ontological assumptions. The ontological standpoint regards the "nature of reality and existence", whereas epistemological indicates "best ways of enquiring into the nature of the world" (Smith, Thorpe and Jackson, 2012, p. 22).

With regards to the epistemological considerations, our research takes a positivism stance, which views the social world as external and, therefore, measured through objective methods (Smith, Thorpe and Jackson, 2012, p. 22). According to Bryman and Bell (2011, p. 15), positivism position indicates that only phenomena confirmed by the senses can be regarded as knowledge, and knowledge is generated through testing hypothesis and gathering facts. Considering the main purpose of our research, investigating consumer motivations towards online fashion shopping, positivism stance is regarded as the most appropriate for predicting consumer behaviour (Sherry, 1991). In our research we are aiming at providing a generalized picture of consumer values and behaviour characteristics forming e-purchase intention while taking an objectivism approach to studying the nature of online fashion behaviour.

Ontological consideration reflects a question whether social entities should be regarded as objective entities with an external reality around them or whether they should be viewed as producers of this reality by means of their own perceptions and actions (Bryman and Bell, 2011, p. 22). Considering ontological assumption, positivism fits with objectivism orientation, which regards social phenomena independently from social factors (Bryman and Bell, 2011, p. 22).

## 3.2. Research Strategy: Quantitative Research

The choice of the quantitative research strategy is supported by both positivism epistemological consideration and objectivism ontology consideration. Objectivity and generalization are the main characteristics of a quantitative research method (Bryman and Bell, 2011). Defining the general orientation of the business research conduction the deductive approach was utilized. Deductive strategy reflects the quantitative research approach (Bryman and Bell, 2011 p. 13). Deductive research elements would help us to gain "objective conception of social reality" (Bryman and Bell, 2011, p. 150) in the fashion industry while making quantification of aspects of consumers' online shopping behaviour. We will regard a theory as a "set of concerns" (Bryman and Bell, 2011, p. 151), based on which research data is gathered and quantification is made. Quantitative strategy and deductive approach are the most widely used in researching online consumer behaviour (Table 2.2.2).

Existing literature and theories are used to derive the items and consumer behaviour characteristics, which constitute the formation of e-purchase intention and consumer innovativeness. Positivism, Objectivism considerations and quantitative research strategy would allow us to regard consumer innovativeness and e-purchase intention as objective concepts that can be operationalized and measured in the form of dependent variables via a set of independent variables (consumer values and behaviour characteristics). Consequently, quantitative research will be used to build up a picture of the relationship between users' consumer innovativeness, motivations, behaviour and online purchase intentions.

## 3.3. Research Design

With regards to epistemological and ontological considerations and quantitative strategy of our research survey technique was approached. Survey technique is associated with positivism as they both assess patterns and causal relations that can't be accessible directly

due to the number of multiple factors making simultaneous impact (Smith and Thorpe and Jackson, 2012, p. 39-42). Moreover, survey technique would enable to examine the concepts "e-purchase intention" and "consumer innovativeness" through indicators or items, which explain these concepts. The data on these indicators were gathered through a self-completion questionnaire.

As pointed out by Bryman and Bell (2011, p. 232-234), among key difficulties of using self-completion questionnaire for the research could be such as inability to probe respondents to elaborate the answer, respondents' difficulties answering questions, "respondent fatigue" of a long questionnaires, problem of missing data. Furthermore, the risk of bias is included, which means that the differences between participants and refusals will affect final research results (Bryman and Bell, 2011, p. 234). As a way to respond to potential difficulties of using a self-completion questionnaire, we conducted a pilot study to improve wording, questionnaire content and structure, made questionnaire easy to use and fast to approach (2 minutes to complete). Additionally, most surveys were distributed in person, which helped to solve the problem of missing data.

## 3.4. Quantitative Research Process

With regards to the previously described research philosophy, strategy and research design, the process of conduction our research can be described in the Figure 3.4.1.
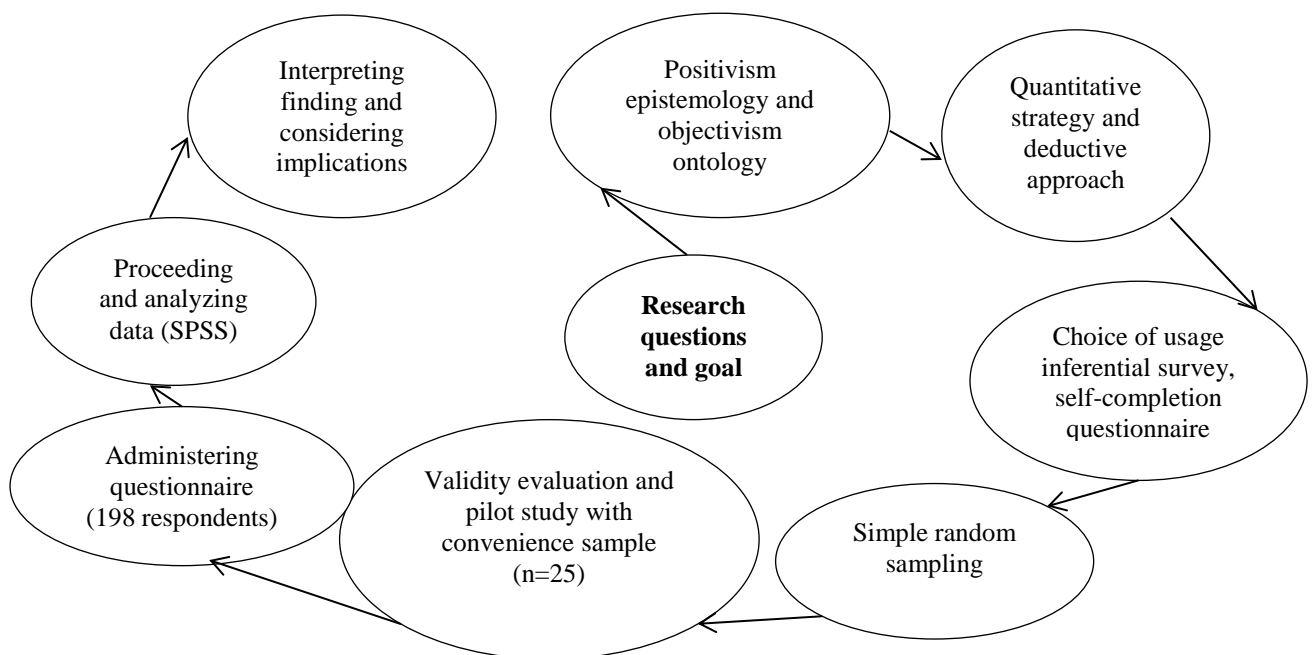


**Figure 3.4.1. The process of research conduction** (adapted from Bryman and Bell (2011)

## 3.5. Questionnaire Content and Structure

In order to define ways of measurement each of dependent (e-purchase intention, consumer innovativeness) and independent variables (hedonic, utilitarian values, attitude, subjective norm) of the conceptual framework the previously well-established and widely used scales were approached with their adaptation to researching online fashion behaviour (Figure 3.4.1.). Such approach can be explained by previously confirmed generalizability, validity, reliability of selected scales and replicability of findings.

The scale for *measurement hedonic values* was adapted from the research of Babin et al (1994) and is connected with previously explained classification of hedonic values – shopping as hunting, shopping as scouting (Backstrom, 2011), adventure shopping, gratification shopping, idea shopping (Arnold and Reynolds, 2003). Moreover, this scale was previously widely used for studying consumer motivations in online environment (Sarkar, 2011; O'Brien, 2010; Overby and Lee, 2006). Considering the scale application to fashion research, Michon et al (2007) used it to explore hedonic fashion experience of female fashion leaders, whereas Irani et al (2011) applied this scale to research apparel shopping satisfaction. Furthermore, in the process of the scale selection we were choosing between Babin et al (1994) scale and Voss et al (2003) scale as both of hem emphasize such main characteristics of hedonic consumption as feeling of enjoyment, excitement, however, when during the pilot study we asked consumers, which scale is more understandable and easy for them to evaluate on seven-point Likert-type scale, the Babin et al (1994) scale was selected. To expand more on this, Babin et al (1994) scale not only measure how do people feel about their recent online shopping experience, but also allows to evaluate, which aspects of hedonism have more essential impact on consumers (novelty-seeking, looking for stimulation, relaxation etc.).

The scale for *measurement utilitarian values* was adapted from the research of Babin et al (1994) and reflects efficiency and achievement as key aspects of utilitarian consumption. This scale was also used by Irani et al (2011) in research about apparel shopping, by Kang and Park-Poaps (2010) in the research of fashion leadership as well as was applied for studying shopping motivations online (Sarkar, 2011; O'Brien, 2010). Similarly to the choice of scale for measuring hedonic motivations, we were considering Babin et al (1994) scale and Voss et al (2003) scale as both emphasize efficiency and orientation on achieving results, but

the Babin et al (1994) scale was preferred by consumers during the pilot study as it refer to past experience, not just include abstract concepts.

The scale for *measurement consumer attitude* was adapted from Taylor and Todd (1995) research. It was previously applied for studying online shopping (Lin, 2007), web-retailing adoption (O'Cass, Fenech, 2003), usage of information technologies (Taylor and Todd, 1995) and information technologies adoption (Venkatesh et al, 2003).

To *measure subjective norm* the scale of Taylor and Todd (1995) was adapted to studying online fashion environment as this scale was applied by authors to regarding the usage of information technologies (Taylor and Todd, 1995) and in further researches about the information technologies adoption (Venkatesh et al, 2003). Moreover, this scale emphasizes the impact on individual of both ("people who are important" (family, friends) and "people who influence my decisions"), which is especially essential for online shopping as people are highly influenced by virtual communities, brand communities, socio-digital networks, social media, other consumers reviews, product ratings etc. (Trevinal and Stenger, 2014).

The scale for *measurement consumer innovativeness* towards online fashion goods was taken from the research of Goldsmith and Hofacker (1991) as it concentrates on domain or product specific consumer innovativeness, which has stronger effect on consumer adoption of the internet for shopping (Citrin et al., 2000) and is higher correlated with purchasing new products (Freiden and Eastman, 1995) than global innovativeness and is better applied for predicting innovative behaviour (Vandecasteele, 2012). Moreover, Goldsmith and Hofacker (1991) stated that this scale is highly reliable, valid, easy to administer and adaptable for different product categories. The scale by Goldsmith and Hofacker (1991) was combined with Roehrich (2003) scale in order to explore both domain or product specific consumer innovativeness and innate consumer innovativeness (hedonic and social innovativeness). The reason to include consumers' innate innovativeness is because it concentrates on consumers' personality and is regarded as characteristic or individual trait that differentiates individual from others (Hilgard, Atkinson, and Atkinson 1975). The Roehrich (2003) scale is connected with previously explained classification of consumer innovativeness as a need for stimulation (hedonic innovativeness), as a need for uniqueness (social innovativeness). As both scales include items connected with social aspects of innovativeness (such statements as "I am usually among the first to try new products", "I know more than others on latest new products"), the items CI4, CI5, CI6 were dropped from the questionnaire (Table 3.5.1).

The scale for *measurement purchase intention* was adapted from research by Petty et al (1983) – 2 items and research by Fishbein and Ajzen (1975) – 2 items. The items from these scales highly coincide with items developed by other researches (Venkatesh, 2000; Venkatesh 2003, Agarwal, 1998). The reason to combine both Petty et al (1983) scale and Fishbein and Ajzen (1975) scale was the desire to regard consumers intention from both short-term and long-term perspective while using such statements "The next time I will need to buy fashion goods online, I will do it online", "I would always shop for fashion online" (PI1, PI3 – Appendix A).

The developed self-completion questionnaire consists of 3 parts: explanation of the aim of the study with the emphasis that it's independent research conducted as a part of university education and that the results are anonymous; the second part contained scales for measurement hedonic, utilitarian values, subjective norm, attitudes towards behaviour, consumer innovativeness and e-purchase intention; respondents' age and gender were also studied in the last part. At the beginning of the questionnaire we asked consumers to remember their latest online shopping experience while buying fashion items, thus, we studied real purchases of real consumers rather than imagine situations. Moreover, as mentioned by Ling, Chai and Piew (2010), there is an impact of past experience on future online behaviour.

At the beginning of the questionnaire (Appendix A) we asked consumers: "Do you purchase fashion items in Sweden online?" as our research is aimed at exploring motivations and behaviour of consumers in Swedish online market. Moreover, as 78% of questionnaires were administered in person, we were able to ask only those consumers, who buy fashion items online in Sweden regularly as regular buyers and impulse buyers have different motivations and psychological characteristics.

In the third part of the questionnaire we explored consumers' age, gender as demographic characteristics, which can also predict some aspects of consumer behaviour (Goldsmith et al, 1999; Beaudoin and Robitaille, 2003). As the target group of our research was people aged 16-36, there was distinguished 6 age groups of consumers: 1 = 16-19, 2 = 20-23, 3 = 24-28, 4 = 29-32, 5 = 33-35, 6 = 36+. Also we asked consumers about the country of current residence: "Do you currently live in Sweden?" with the aim to eliminate just tourists or Danish visitors and concentrate on the motivations and behaviour of Swedish residences on the Swedish market.

| Component of Conceptual Framework | Measurement Scale |
|---|---|
| A. Hedonic values (HD) | Voss, Spangem and Grohmann (2003) – 5 items, Babin, Darden and Griffin (1994) – 11 items |
| B. Utilitarian Values (UT) | Voss, Spangem and Grohmann (2003) – 5 items, Babin, Darden and Griffin (1994) – 4 items |
| C. Attitudes towards behaviour (AT) | Taylor and Todd (1995) – 4 items |
| D. Subjective Norm (SN) | Taylor and Todd (1995) – 4 items |
| E. Consumer innovativeness (CI) | Roehrich (2003) – 3 items for hedonic innovativeness, 3 – for social innovativeness; Goldsmith and Hofacker (1991) – 6 items |
| F. E-Purchase Intention (PI) | Petty, Cacioppo and Schumann (1983) – 2 items, Fishbein and Ajzen (1975) – 2 items |

**Figure 3.5.1. Operationalization of the quantitative research (initial scale development)**

### 3.5.1. Pilot Study

With the aim to test the ease of understanding, wording of the questionnaire, and content validity of the research, select the most appropriate scale for analysis of dependent and independent variables, the survey pre-testing was made with a convenience sample of 25 students at Lund. The pilot study consisted of 2 phases. On the first phase, the survey was pre-tested on convenience sample of 8 students at Lund University, which confirmed the choice of Babin et al (1994) scale for measurement hedonic and utilitarian values, helped to improve wording for more common words, for example, the phrase "act on the spur-of-the-moment" was changed for "act spontaneously". The second stage of the pilot study was aimed at further enhancing the understanding and improving wording of several questions, checking and improving the content validity of the questionnaire before it final usage. The final questionnaire can be seen in the Appendix A.

The way the selected scales were adapted to research online fashion behaviour after conducting the pilot study is presented in the Table 3.5.1.

**Table 3.5.1. Self-Completion Questionnaire Development**

| | Initially developed components of the scale from the research literature | Scales adaptation to the analysis of online shopping experience |
|---|---|---|
| **A. Hedonic Values** | | |
| HD1 | Not fun/fun (Voss et al, 2003) | Dropped based on pilot study results |
| HD2 | Dull/exciting (Voss et al, 2003) | Dropped based on pilot study results |
| HD3 | Not delightful/delightful (Voss et al, 2003) | Dropped based on pilot study results |
| HD4 | Not thrilling/thrilling (Voss et al, 2003) | Dropped based on pilot study results |
| HD5 | Enjoyable/unenjoyable (Voss et al, 2003) | Dropped based on pilot study results |
| | | |
| HD6 | This shopping trip was truly a joy (Babin et al, 1994). | My recent online fashion experience was truly a joy. |
| HD7 | I continued to shop, not because I had to, but because I wanted to (Babin et al, 1994). | I continued to search for fashion online, not because I had to, but because I wanted to. |
| HD8 | This shopping trip truly felt like an escape (Babin et al, 1994). | This online fashion experience truly felt like an escape. |
| HD9 | Compared to other things I could have done, the time spent shopping was truly enjoyable (Babin et al, 1994). | Compared to other things I could have done, the time spent shopping for fashion online was truly enjoyable. |
| HD10 | I enjoyed being immersed in exciting new products (Babin et al, 1994). | I enjoyed being surrounded by exciting new fashion goods. |
| HD11 | I enjoyed this shopping trip for its own sake, not just for the items I may have purchased (Babin et al, 1994). | I enjoyed this online shopping experience for its own sake, not just for the items I may have purchased. |
| HD12 | I had a good time because I was able to act on the "spur-of-the-moment" (Babin et al, 1994). | I had a good time shopping for fashion online because I was able to act spontaneously. |
| HD13 | During the trip, I felt the excitement of the hunt (Babin et al, 1994). | During my online fashion shopping I felt the excitement of the hunt. |
| HD14 | While shopping, I was able to forget my problems (Babin et al, 1994). | While shopping online, I was able to forget my problems. |
| HD15 | While shopping, I felt a sense of adventure (Babin et al, 1994). | While shopping for fashion online, I felt a sense of adventure. |
| HD16 | This shopping trip was not a very nice time out (Babin et al, 1994). | This online shopping experience was not a very nice time spending. |
| **B. Utilitarian Values** | | |
| UT1 | Effective/ineffective (Voss et al, 2003) | Dropped based on pilot study results |
| UT2 | Helpful/unhelpful (Voss et al, 2003) | Dropped based on pilot study results |
| UT3 | Functional/not functional (Voss et al, 2003) | Dropped based on pilot study results |
| UT4 | Necessary/unnecessary (Voss et al, 2003) | Dropped based on pilot study results |
| UT5 | Practical/impractical (Voss et al, 2003) | Dropped based on pilot study results |
| | | |
| UT6 | I accomplished just what I wanted to on this shopping trip (Babin et al, 1994). | I just achieve what I wanted during my recent online fashion experience. |
| UT7 | I couldn't buy what I really needed (Babin et al, 1994). | I couldn't buy online what I really needed. |
| UT8 | While shopping, I found just the item(s) I was looking for (Babin et al, 1994). | While shopping for fashion online, I aimed just at finding the item(s) I was looking for. |
| UT9 | I was disappointed because I had to go to another store(s) to complete my shopping (Babin et al, 1994). | I was disappointed because I couldn't buy online fashion goods I was looking for. |
| **C. Attitudes towards Behaviour** | | |
| AT1 | I ~ the idea of using a VCR-Plus + TM: (dislike/like) (Taylor and Todd, 1995). | I like the idea of shopping for fashion online. |
| AT2 | Buying a VCR-Plus +TM would be a _ idea: (foolish/wise) (Taylor and Todd, 1995). | In general, buying fashion online would be a wise idea. |
| AT3 | I think buying a VCR-Plus +TM is a | I think buying fashion online is a good idea. |

| | | |
|---|---|---|
| | idea: (bad/good) (Taylor and Todd, 1995). | |
| AT4 | Using a VCR-Plus +TM to tape shows is a idea: (bad/good) (Taylor and Todd, 1995). | Searching for fashion brands and products online is a good idea. |
| | **D. Subjective Norm** | |
| SN1 | Most people who are important to me would think that I should buy… (Taylor and Todd, 1995). | Most people who are important to me would think that I should buy fashion products online. |
| SN2 | Most people who are important to me would think that I should use… (Taylor and Todd, 1995). | Most people who are important to me would think that I should use Internet to search for fashion goods and trends. |
| SN3 | The people who influence my decisions would think that I should buy… (Taylor and Todd, 1995). | The people who influence my decisions would think that I should buy fashion products online. |
| SN4 | The people who influence my decisions would think that I should use… (Taylor and Todd, 1995). | The people who influence my decisions would think that I should use Internet to search for fashion goods and trends. |
| | **E. Consumer innovativeness** | |
| CI1 | I am more interested in buying new than known products (Roehrich, 1995). | I am more interested in buying new fashion goods online than already known. |
| CI2 | I like to buy new and different products (Roehrich, 1995). | I like to buy new and different fashion products. |
| CI3 | New products excite me (Roehrich, 1995). | New fashion trends and new online fashion goods excite me. |
| CI4 | I am usually among the first to try new products (Roehrich, 1995). | Correspond with I9 (Goldsmith and Hofacker scale) |
| CI5 | I know more than others on latest new products (Roehrich, 1995). | Correspond with I12 (Goldsmith and Hofacker scale) |
| CI6 | I try new products before my friends and neighbors (Roehrich, 1995). | Correspond with I9 (Goldsmith and Hofacker scale) |
| | | |
| CI7 | Compared to my friends, I own few rock albums (Goldsmith and Hofacker, 1991). | Compared to my friends, I do little shopping for fashion online. |
| CI8 | In general, I am the last in my circle of friends to know the titles of the latest rock albums (Goldsmith and Hofacker, 1991). | Usually, I am the latest among my friends to know the latest fashion trends and new fashion products. |
| CI9 | In general, I am among the first in my circle of friends to buy a new rock album when it appears (Goldsmith and Hofacker, 1991). | In general, I am the first among my friends, who buy new fashion products when they appear online. |
| CI10 | If I heard that a new rock album was available in the store, I would be interested enough to buy it (Goldsmith and Hofacker, 1991). | As soon as new fashion goods become available in online store, I would be interested to buy them. |
| CI11 | I will buy a new rock album, even if I haven't heard it yet (Goldsmith and Hofacker, 1991). | I will buy new fashion products online, even if I haven't seen them yet. |
| CI12 | I know the names of new rock acts before other people do (Goldsmith and Hofacker, 1991). | I follow the latest fashion trends and recent news in fashion industry. |
| | **F. E-Purchase Intention** | |
| PI1 | Subjects were first asked to rate how likely it would be that they would purchase product from the ads in the booklet "the next time you needed a product of this nature" (Petty et al, 1983). | The next time I will need to buy fashion goods I will do it online. |
| PI2 | Subjects were asked to rate their overall impression of the product (Petty et al, 1983). | Overall, my impression from purchasing fashion goods online is positive. |
| | | |
| PI3 | To analyze whether or not subject would perform this kind of behaviour (Fishbein and Ajzen, 1975). | I would always shop for fashion online. |
| PI4 | Identify the probability of the statement to measure strength of the intention (Fishbein and Ajzen, 1975). | My intention to purchase fashion goods online is strong. |

### 3.5.2. Measurement of the Concepts

Respondents were asked to evaluate the extent to which they personally agree/disagree with provided statements using a seven-point Likert-type scale from 1 to 7 (strongly disagree – disagree – disagree somewhat – undecided – agree somewhat – agree – strongly agree). Considering the main advantages of using the Likert-type scale, Malhotra (2010, p. 277) mentioned that it's easy to construct and administer and it is easily understandable by respondents. Additionally, using of interval scales allows researchers to apply a variety of statistical techniques in addition to arithmetic mean, standard deviation, product-moment correlations, and other statistics commonly used in marketing research (Malhotra, 2010). Moreover, a seven-point Likert-type scale was previously widely used by researchers examining consumers' online shopping behaviour (Childers et al, 2001; Overby and Lee, 2006; To, Liao and Linn, 2007).

### 3.6. Sampling and Data Collection

### 3.6.1. Sample Size

According to MacCallum et al (1999), the sample size should amount to 5 subjects or respondents per scale item. Our research includes 36 scale items*5 = 180 responses, which coincide with the sample group of current research. A total of 198 valid questionnaires were obtained for our research (43 from online survey and 155 from offline). Only 3% of consumers during offline survey refused to answer the questionnaire.

### 3.6.2. Sampling Technique and Data Collection Approach

The questionnaire was administered both online and in person. Simple random sampling was used to generate a representative sample for the research. Combination of offline and online surveys allowed us to increase the response rate, reduce demographical limitations and get quick responses.

The survey was distributed in person only to Swedish residences, who have previous experience of regular online fashion shopping. The target group for our research was students and young professional aged 18-35 years. The survey was administered during the last week of April 2015.

The offline questionnaire (one page, both sides) was administered to customers in the main university buildings, students study areas and shopping centers in Lund and Malmo. This

allowed us to get a high response rate while less than 3% of customers refused to respond to a questionnaire.

The online survey was created using Survey Monkey software. The survey was shared in randomly selected Facebook groups, mostly aimed at students in Malmo and Lund. We included a brief explanation of the aim of the study and a link to online questionnaire.

## 3.7. Reliability Measurement of the Quantitative Research

While conducting quantitative research it's crucial to evaluate whether measures are reliable and whether they are valid representation of the concept they are supposed to analyze (Bryman and Bell, 2011, p. 157). Reliability is connected with consistency of a measure of a concept (Bryman and Bell, 2011, p. 157). According to Bryman and Bell (2011, p. 157), there are at least three different meanings of the term "reliability" – stability, internal reliability and inter-observer consistency.

Stability is regarded as a "test-retest method", administering and readministering the measurement of the concept over time in order to be sure that the results do not fluctuate (Bryman and Bell, 2011, p. 158). We were not able to test the stability due to the time limitations of the research, but could estimate that the results would fluctuate because of dynamics of the industry, increasing growth of e-commerce in Sweden and increasing amount of e-commerce sales of apparel and footwear industry in Sweden.

Internal consistency reliability is used in order to evaluate the total scale in which several items were summarized (Malhotra, 2010, p. 287). Each item of this scale measure some aspect of the construct measured by the entire scale, which requires internal consistency of the set of items which form the scale, or items consistency in what they indicate about the characteristic (Malhotra, 2010, p. 287).

The reliabilities of all variables were calculated using Cronbach's alpha test. The figure 0,8 is regarded as a rule of thumb to indicate an acceptable level of internal reliability, however a slightly lower figure can be accepted (Bryman and Bell, 2011, p. 159). Cronbach's alpha 0,7 can also indicate satisfactory internal consistency reliability (Bryman and Bell, 2011). However, Malhotra (2010, p. 287) also mentioned that value more than 0,6 indicates satisfactory internal consistency reliability.

Our initial analysis showed that the Cronbach's alpha coefficient was 0,734 for hedonic values, 0,864 for attitudes towards behaviour, 0,928 for subjective norm, 0,733 for consumer innovativeness, 0,850 for e-purchase intention (Appendix B), which indicates good internal consistency.

The Cronbach's alpha coefficient for utilitarian values was 0,119 and indicated the lack of coherence. Removal of several questions from the scale in measuring utilitarian values can lead to the improvement of Cronbach's alpha coefficient. Hence, after removing questions 1 and 3 from utilitarian scale, the Cronbach's alpha coefficient improved to 0,625 (Table 3.7.1). Therefore, the reliabilities of the different items in the model range from 0,625 to 0,928 and exceed recommended threshold value of 0,60 as stated by Malhotra (2010, p. 287).

**Table 3.7.1. Cronbach's alpha coefficient**

|  | Hedonic values | Utilitarian values | Attitude | Subjective norm | Consumer innovativeness | E-purchase Intention |
|---|---|---|---|---|---|---|
| Cronbach's alpha coefficient | 0,734 | 0,625 | 0,864 | 0,928 | 0,733 | 0,850 |

Inter-observer consistency refers to subjective evaluations, which can appear while recording and categorizing data and when several observers are included in the observation process, which could lead to the lack of consistency in their decisions (Bryman and Bell, 2011, p. 158). However, different observers were included in the process of our research; we were dealing with already categorized items, well-established classifications and closed questions.

## 3.8. Validity Measurement of the Quantitative Research

The validity of the scale is an evaluation of how differences in observed scale scores reflect true differences among objects on the measured characteristic (Malhotra, 2010, p. 287). In other words, validity evaluates "whether or not a measure of the concept really measures the concept" (Bryman and Bell, 2011, p. 159). Content validity, criterion validity and construct validity are evaluated in the process of conduction quantitative research (Malhotra, 2010, p. 287).

Content validity, or face validity, is a subjective and systematic evaluation of how well the content of the scale reflects the construct being measured (Malhotra, 2010, p. 287). In our research the face validity was ensured by the use of previously well-established and widely used scales for the model components analysis. As mentioned by Boudreau and Gefen

(2001), the research results can be improved by using validated and tested questions. Considering the subjective nature of the content validity, it adds common-sense interpretation of the scale, but can't truly represent the validity of the scale (Malhotra, 2010, p. 287).

Criterion validity, which estimates whether a scale performs as expected with regards to other variables selected as meaningful criteria called criterion variables, can be considered in the form of concurrent and predictive validity (Malhotra, 2010, p. 287).

Predictive validity reflects the situation when the data on independent variables are collected in one point of time, while the data on the dependent variable (criterion) are gathered with the reference to the future (Malhotra, 2010, p. 287). In case of our research, data on consumers' hedonic, utilitarian values, attitudes towards behaviour, subjective norm, consumer innovativeness is collected with the reference to consumers' latest online shopping experience in order to assess the future e-purchase intention. The research by Douglas and Wind (1971) confirms that purchase intention can be a relatively efficient predictor of actual behaviour, however having considerable variability for different product categories. In connection to the analysis of the impact of fashion innovativeness on e-purchase intention, the research by Douglas and Wind (1971) also indicates that purchase intention for novel fashion items is more accurate prediction of real behaviour than purchase intention for more common goods. Additionally, Ajzen (1991) also emphasizes the relations between the intention and action. Considering the predictive validity of the Theory of Planned Behaviour, Ajzen (1991) concluded that the combination of intentions and perceived behavioural control constitutes the significant prediction of behaviour.

Construct validity evaluates whether or not the measure of a component is a valid measure of the concept (Bryman and Bell, 2011, p. 160). In our research, construct validity was enhanced by the usage of well-established previously widely used scales for the analysis and pilot study with 25 respondents for making the scales adaptation to measure values, consumer behavior and consumer innovativeness in online fashion environment.

**CHAPTER 4. DATA ANALYSIS AND RESULTS**

*This chapter provides an explanation for data evaluation and hypothesis testing. Frequency distribution was obtained for each data variable in order to analyze how data is spread out; ANOVA test was conducted to consider the group differences (chapter 4.1.). Correlation coefficients analysis was made in order to indicate problems with multicollinearity and understand the relations between variables (chapter 4.2.). Multiply regression analysis was applied to the process of hypothesis testing with the aim to understand the relationship between dependent and independent variables (chapter 4.3.). Coefficient of multiple determinations indicated the strength of the relations between dependent and independent variables; test of statistical significance helped to evaluate the confidence in the obtained results; the standardized coefficients examination helped to distinguish components of the conceptual framework with the highest impact on dependent variables. Finally, the determinants of e-purchase intention towards fashion goods and determinants of consumer innovativeness in online environment were examined and the analysis of hypothesis for their statistical supporting or rejection was described (chapter 4.4.).*

## 4.1. Descriptive Statistics

The data was analyzed with the help of SPSS statistical software package. The main features of the collection of quantitative data, named descriptive statistics, are presented in the Table 4.1.2, Table 4.2.1.

### 4.1.1. Mean and standard deviation

Analysis of variances (ANOVA) was made in order to compare differences of means among the groups of population (Easterby-Smith et al, 2012, p. 337). As showed in the Table 4.2.1., the means of all constructs are close to or above the midpoint (ex. 3,5) with "attitudes towards behaviour" significantly exceeding the midpoint ($M_{attitides\ tovards\ behaviour} = 5,31$) and "utilitarian values" significantly below the midpoint ($M_{utilitarian\ values} = 2,74$). The standard deviation ranges from 0,93 ($M_{consumer\ innovativeness} = 3,70$) to 1,38 ($M_{subjective\ norm} = 3,71$), making the data close to "normally distributed". Standard deviation measures the average spread of data around the mean and shows the most common distance of scores from the mean (Easterby-Smith et al, 2012).

### 4.1.2. Demographic Profiles

Table of frequency counts (Table 4.1.2.) provides a summary of respondents' demographic profile. The demographic data shows that 79,8% of respondents were females and 20,2% were males. Most of the respondents represent the age group of 20-23 years (54,0%), also the group 24-27 years are represented by 26,8% of respondents.

**Table 4.1.2. Sample distribution (n=198)**

| Measure | Item | Frequency | Percent |
|---|---|---|---|
| **Gender** | Female | 158 | 79,8 |
| | Male | 40 | 20,2 |
| | **Total** | **198** | **100** |
| | | | |
| **Age** | 16-19 | 4 | 2 |
| | 20-23 | 107 | 54,0 |
| | 24-27 | 53 | 26,8 |
| | 28-31 | 2 | 1,0 |
| | 32-35 | 3 | 1,5 |
| | 36+ | 3 | 1,5 |
| | Missing data | 26 | 12,1 |
| | **Total** | **198** | **100,0** |

### 4.2. Correlation Matrix

In order to indicate possible problems with multicollinearity, the Pearson correlation coefficients were examined and presented in the form of a correlation matrix (Table 4.2.1), which shows the strength of association between each pair of variables. Multicollinearity, or very high intercorrelations among the predictor variables can cause the unavailability of an unambiguous measure of the relative importance of the predictors of the regression model (Malhotra, 2010, p. 564). Therefore, intercorrelations examination is told to be a useful procedure for evaluation of the regression model (Malhotra, 2010, p. 564).

**Table 4.2.1. Means, standard deviations, correlations (n=198)**

| Model Constructs | MEAN | SD | HD | UT | AT | SN | CI | PI |
|---|---|---|---|---|---|---|---|---|
| **HD** | 3.8302 | 1.07499 | 1 | | | | | |
| **UT** | 2.7437 | 1.31573 | **.53** | 1 | | | | |
| **AT** | 5.3144 | 1.16171 | .372* | -.41 | 1 | | | |
| **SN** | 3.7146 | 1.38291 | .255* | -.20 | .415* | 1 | | |
| **CI** | 3.6990 | .93218 | **.466*** | .14 | .336* | .433* | 1 | |
| **PI** | 3.9811 | 1.27896 | **.478*** | -.15 | **.599*** | **.475*** | **.537*** | 1 |

Note: *Correlation is significant at the .001 level

The correlation coefficient lies between 0 (zero or no relationship between variables) and 1 (indicated perfect relationship) and can have positive or negative meaning, which shows the direction of relationship (Bryman and Bell, 2011, p. 347). Pearson's r correlation of -1 shows that the increase of one variable leads to the decrease of another and there is no influence of any other variables on either of them (Bryman and Bell, 2011, p. 347). The correlation coefficients between 0.3 and 0.5 indicate variables with a low correlation. The given matrix shows that most coefficients have low correlation except the relations between purchase intention (PI) and attitudes towards behaviour (AT), purchase intention (PI) and consumer innovativeness (CI), which are also relatively small and do not cause multicollinearity problems. Hence, the results point out that higher attitude towards behaviour indicates higher purchase intention (r = 0,599, p < 0,01) as well as higher consumer innovativeness indicates higher purchase intention (r = 0,537, p < 0,01), showing the strong positive relation between mentioned variables. The Table 4.2.1 also shows that higher hedonic values lead to higher consumer innovativeness (r = 0,466, p < 0,01) as well as to higher purchase intention (r = 0,478, p < 0,01); higher subjective norm causes higher purchase intention (r = 0,475, p < 0,01). The relationship between hedonic values and utilitarian values is also strong, but not significant (r = 0,53, p > 0,05).

All the relations except the relations between utilitarian values and other variables are significant. The correlation between utilitarian values and purchase intention (r = -0,15, p > 0,05) has a negative meaning, is not significant and indicates no or negligible relationship between variables. There is weak negative relationship between utilitarian values and subjective norm (r = -0,25, p > 0,05), which is also not significant and indicate that the more consumers are concerned about efficiency and achieving their goals during online shopping, the less they will be influenced by their relatives and other social groups. Table 2.4.1. also shows that there is a strong negative relation between utilitarian values and consumer attitudes towards online fashion shopping (r = -0,41, p > 0,05), which is not significant. This means that the more consumers appreciate efficiency and results achievement during shopping, the less positive they are about purchasing fashion goods online.

## 4.3. Hypothesis Testing Approach

Hypothesis testing and the examination of the impact of consumer values and behaviour characteristics on e-purchase intentions and consumer innovativeness were conducted with the help of multiple regression analysis. Regression analysis is a statistical procedure for

analyzing the relationship between a metric dependent variable and one or several independent variables (Malhotra, 2010, p. 536). We regarded the influence of four independent variables ("hedonic values", "utilitarian values", "subjective norm", "attitude" towards online fashion behaviour) on the dependent variable – "consumer innovativeness" as well as the impact of five independent variables ("hedonic values", "utilitarian values", "subjective norm", "attitude", "consumer innovativeness") on the dependent variable – "e-purchase intention" towards fashion goods.

Firstly, analysis of the strength of the association between dependent and independent variables was made based on the analysis of coefficient of multiple determinations - ($R^2$) (Table 4.3.1). $R^2$ summarizes the quality of the regression model as a whole and indicates how much of the spread in single continuous variable scores could be explained by independent variables of the model (Easterby-Smith et al, 2012, p. 297). $R^2$ value varies between 0 and 1, while the higher is $R^2$, the better is the predicted relationship between variables (Song, Fiore and Park, 2007).

The next stage of the regression analysis was the evaluation of the statistical significance of the results based on the probability value (p-value). The test of statistical significance allows researchers to evaluate the confidence in the results, which are based on a randomly selected sample and generalize the results to the whole population (Bryman and Bell, 2011, p. 353). Statistical significance is the level of risk researchers are taking while concluding that there exists a relationship between two variables in the population when there is no such relationship (Bryman and Bell, 2011, p. 353). Coefficients with p-value smaller than .05 are regarded to be significant (Table 4.3.1, Appendix C). This means that there are up to 5 chances in 100 that our conclusion is false considering the relationship between variables when there is no relation to the populations, from which sample was taken (Bryman and Bell, 2011, p. 353).

The result of conduction regression analysis is F-value and significance of F-value (StatisticsSolutions, 2015). Statistically significant F-value (p <.05) indicates significant relationship between the dependent and set of independent variables (StatisticsSolutions, 2015).

Then the standardized coefficients were examined in order to distinguish components with the highest impact on dependent variables – consumer innovativeness and e-purchase

intention. The standardized regression weight ($\beta$) shows the independent contribution of each continuous variable, is a regression weight standardized into the same scale for measurement of all variables (Easterby-Smith et al, 2012, p. 296). Variables with relatively large scandalized coefficients are regarded as more important for the function in comparison to predictors with smaller coefficients (Malhotra, 2010, p. 578). The positive $\beta$-coefficient indicates that for every 1-unit increase of independent variable, the dependent variable will increase by the standardized coefficient value (StatisticsSolutions, 2015). T-value provides a significance test for the regression weight ($\beta$) (Easterby-Smith et al, 2012, p. 297).

**Table 4.3.1. Results of regression analysis (n=198)**

| Model Constructs | Consumer innovativeness | | | E-Purchase Intention | | |
|---|---|---|---|---|---|---|
| | Standardized Coefficients (β) | T-value | Hypothesis | Standardized Coefficients (β) | T-value | Hypothesis |
| Hedonic Values (HD) | .333*** | 5.149 | H5 | .159** | 2.743 | H1 |
| Utilitarian Values (UT) | .007 | .113 | H6 | -.007 | -.134 | H2 |
| Attitudes towards Behaviour (AT) | .074 | 1.080 | H7 | .384*** | 6.703 | H3 |
| Subjective Norm (SN) | .336*** | 5.112 | H8 | .195** | 3.321 | H4 |
| Consumer innovativeness (CI) | | | | .237*** | 3.907 | H9 |
| $R^2$ | .332 | | | .532 | | |
| Adjusted $R^2$ | .318 | | | .520 | | |
| Model fit | F = 23.898*** | | | F = 43.499*** | | |

Note: ** $p < .01$, *** $p < .001$

**Determinants of consumer innovativeness in online fashion environment**

Considering the impact of independent variables on consumer innovativeness, 33,2% ($R^2$ = .332) of the variance in consumer innovativeness can be explained by the variance in 4 independent variables – hedonic values (HD), utilitarian values (UT), attitudes towards behaviour (AT), subjective norm (SN) with a significant F-value of 23,9 (p<0,001), whereas 66,8 % of the variance is accounted for all other causal factors.

As indicated by the Figure 4.3.1., hedonic values (HD) and subjective norm (SN) have the highest impact on consumer innovativeness with standardized coefficients of 0.333 and 0.336 respectively (Figure 4.3.1), while the components "utilitarian values" and "attitudes towards behaviour" are not statistically significant for the analysis with p-value higher than 0,05 that makes us judge that these variables are unimportant for analyzing the impact of independent variables on consumer innovativeness. Standardized coefficient β indicates that for each 1-unit increase of hedonic values and subjective norm, the consumer innovativeness will increase by .333 and 0336 standard deviations respectively.
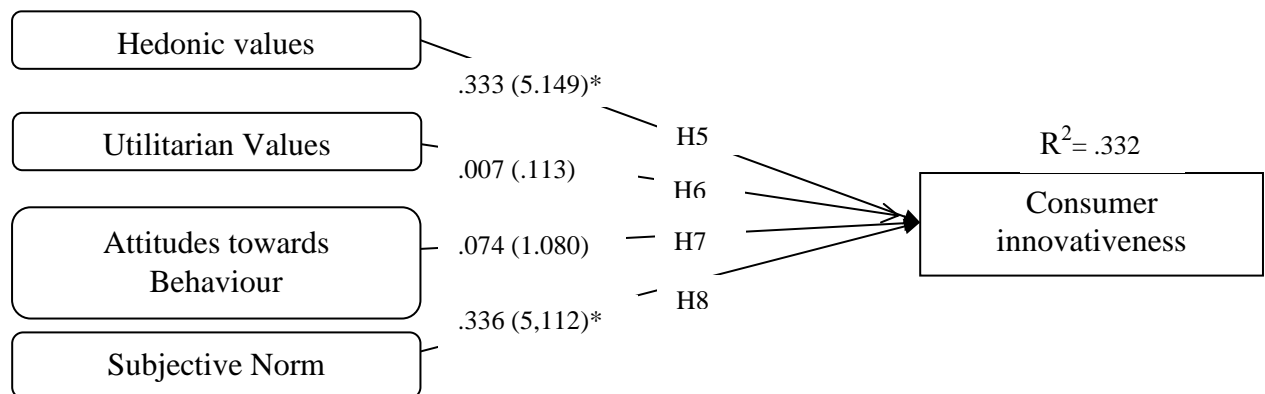


Note: t-values of standardized coefficients are in parentheses, *p<.05 level

**Figure 4.3.1. Influence of consumer values and behaviour characteristics on consumer innovativeness**

**Determinants of e-purchase intention towards fashion goods**

Considering the direct impact of consumer innovativeness (CI) on e-purchase intention (PI), 28,8% ($R^2$ = .288) of the variance in purchase intention can be explained by the variance in consumer innovativeness (CI) with a significant F-value of 74,9 (p<0,001), while 71,2 % of the variance is accounted for all other causal factors.

The standardized coefficient is estimated to amount .537 and is statistically significant (Figure 4.3.2., Appendix C). It indicates that the consumers' e-purchase intention will increase by 0.537 points in case the score of the component "consumer innovativeness" rises by 1.

$R^2 = .228$

| Consumer innovativeness | —— .537 (8.910)* ——→ | E-Purchase Intention |

Note: t-values of standardized coefficients are in parentheses, *p<.05 level

**Figure 4.3.2. Direct influence of consumer innovativeness on e-purchase intention**

The analysis of the impact of consumer values, behaviour characteristics and consumer innovativeness in conjunction on e-purchase intention (Figure 4.3.3) indicates that 53,2% ($R^2$ = .532) of the variance in purchase intention can be explained by variance in 5 independent variables (HD, UT, AT, SN, CI) with significant F value of 42,5 (p<0,001). Attitudes towards behaviour and consumer innovativeness have the highest impact on e-purchase intention with standardized coefficients of 0.384 and .237 respectively and show that 1-point increase of "attitude" or "consumer innovativeness" will lead to .384 or .237 standard deviation increase of e-purchase intention. The component "utilitarian values" is not strategically significant for the analysis with p >.05.

Hedonic Values
.159 (2.743)*
Utilitarian Values
-.007 (-.134)    H1
H2
Attitudes towards Behaviour
.384 (6.703)*    H3
$R^2 = .532$
E-Purchase Intention
.195 (3.321)*    H4
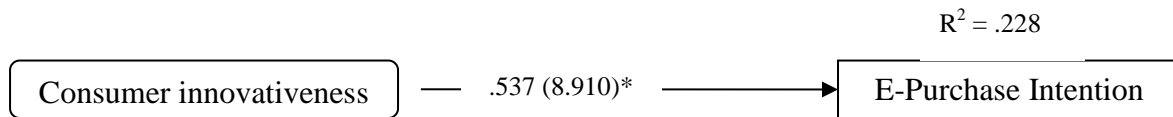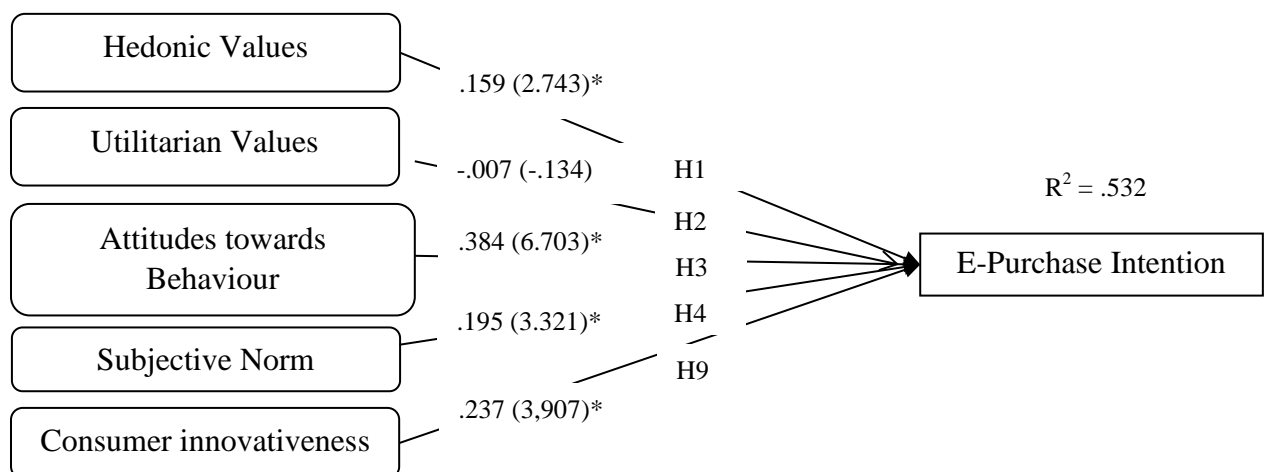Subjective Norm
H9
Consumer innovativeness
.237 (3,907)*

Note: t-values of standardized coefficients are in parentheses, *p<.05 level

**Figure 4.3.3. Influence of consumer values, behaviour characteristics and consumer innovativeness on e-purchase intention towards fashion goods**

## 4.4. Results of hypothesis testing

Results of the hypothesis testing are presented in the Table 4.4.1. All hypotheses except H2, H6, and H7 were statistically supported.

Standardized parameter estimates and t-value for the model (Table 4.3.1) indicate a positive relation between hedonic values ($\beta$ = .159, t = 2.743, p< 0,001), attitudes towards behaviour ($\beta$ = .384, t = 6.703, p< 0,001), subjective norm ($\beta$ = .195, t = 3.321, p< 0,001), consumer innovativeness ($\beta$ = .237, t = 3.907, p< 0,001) and e-purchase intention of fashion goods, which support H1, H3, H4, H9 respectively, however the relation between utilitarian values and e-purchase intention (H2) is not strong and is not strategically significant ($\beta$ = -.007, t = -1.34, p>0,05).

Additionally, the proposed positive relationship between hedonic values ($\beta$ = .333, t = 5.149, p< 0,001), subjective norm ($\beta$ = .336, t = 5.112, p< 0,001) and consumer innovativeness were also supported (H5, H8 respectively), however H6 ($\beta$ = .007, t = .113, p>0,05) and H7 ($\beta$ = .074, t = 1.080, p>0,05), testing the impact of utilitarian values and attitudes towards behaviour on consumer innovativeness, was not supported and approached to be not statistically significant.

The high $R^2$ value evaluating impact of consumer values, behaviour characteristics and consumer innovativeness on e-purchase intention ($R^2$ = .532), impact of consumer values and behaviour characteristics on consumer innovativeness ($R^2$ = .332) shows the strong relation between dependent and independent variables.

## Table 4.4.1. Results of hypothesis testing

| Hypothesis | Supported/Rejected |
|---|---|
| **Determinants of e-purchase intention towards fashion goods** ||
| **H1.** There is a positive impact of consumers' hedonic values on e-purchase intention towards fashion goods (HD – PI). | Statistically supported ($\beta$ = .159, t = 2.743, p< 0,001) |
| **H2.** There is a positive impact of consumers' utilitarian values on e-purchase intention towards fashion goods (UT – PI). | **Rejected ($\beta$ = -.007, t = -1.34, p>0,05)** |
| **H3.** Consumers' attitudes towards online fashion behaviour have a positive impact on e-purchase intention towards fashion goods (AT – PI). | Statistically supported ($\beta$ = .384, t = 6.703, p< 0,001) |
| **H4.** Consumers' subjective norms have a positive impact on e-purchase intention towards fashion goods (SN – PI). | Statistically supported ($\beta$ = .336, t = 5.112, p< 0,001) |
| **H9.** Consumers' innovativeness has a positive impact on e-purchase intention towards fashion goods (CI– | Statistically supported ($\beta$ = .537, t = 8.910, p< 0,001) |

| PI). | |
|---|---|
| **Determinants of consumer innovativeness in online environment** | |
| **H5.** Hedonic values have a positive impact on consumer innovativeness in online environment (HD – CI). | Statistically supported ($\beta$ = .333, t = 5.149, p< 0,001) |
| **H6.** Utilitarian values have a positive impact on consumer innovativeness in online environment (UT – CI). | **Rejected ($\beta$ = .007, t = .113, p>0,05)** |
| **H7.** Consumers' attitudes have a positive impact on consumers' innovativeness towards online fashion purchases (AT – CI). | Rejected ($\beta$ = .074, t = 1.080, p>0,05) |
| **H8.** Subjective norm has a positive impact on consumer innovativeness towards online fashion purchases (SN – CI). | Statistically supported ($\beta$ = .300, t = 4.512, p< 0,001) |

Therefore, the research shows that attitude towards behaviour (AT) and consumer innovativeness (CI) are the most significant factors, which predict consumer intention (PI) towards fashion purchases online, making subjective norm (SN) to the third most essential factor. Additionally, consumer hedonic values (HD) and subjective norm (SN) are the most essential predictors of consumer innovativeness (CI) in online environment.
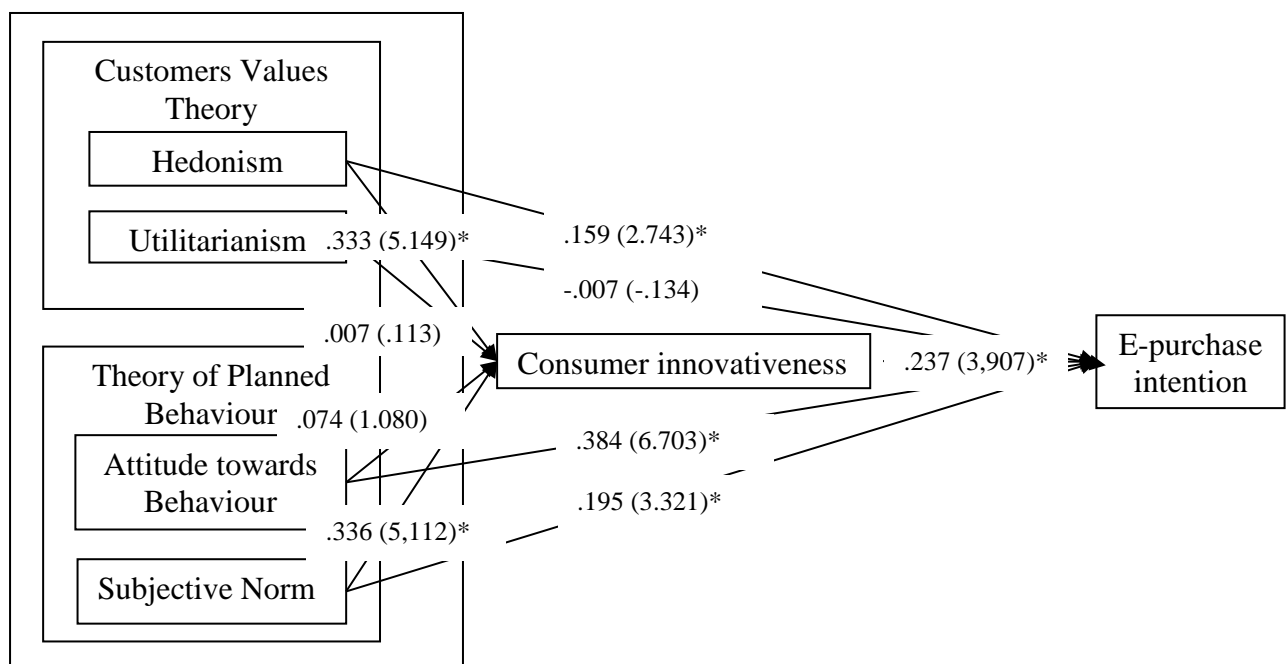


**Figure 4.4.1. Determinants of consumer innovativeness and e-purchase intention towards fashion goods**

Note: t-values of standardized coefficients are in parentheses, *p<.05 level

**CHAPTER 5. DISCUSSION, IMPLICATIONS AND FUTURE RESEARCH**

*Relating to the goal of our research and research questions, chapter 5.1. evaluates the role of the main findings of the research in the field of online fashion shopping and consumer online behaviour. Then, we reflect upon the role of the research in academics and marketing management, thus, considering the applicability of our research results for scholars and practitioners (5.2, 5.3). Additionally, the limitations of the current study are considered and possibilities for future studies are suggested (5.4).*

## 5.1. Discussion of Findings

The goal of our research was to evaluate the impact of consumers' values (hedonic, utilitarian) and behaviour characteristics (attitudes towards online fashion behaviour and subjective norm) on consumer innovativeness and e-purchase intention towards fashion items. By conducting research on consumers' perceptions of online fashion experience in Sweden, this thesis can improve the theoretical understanding of motivational and behavioural factors influencing online fashion consumption as well as the role of consumer innovativeness in the formation of e-purchase intention towards fashion products.

In order to answer the research questions of this thesis, the Theory of planned behaviour and Consumer values theory were involved in the conceptual framework and model development. This study enhances understanding of consumers fashion behaviour in online environment while applying the Ajzen's theory of planned behaviour, consumer values theory and consumers innovativeness concept in conjunction for understanding consumers e-purchase intention towards fashion goods, which, according to Ajzen (1991), form a strong prediction of real behaviour. Moreover, the research was based on the desire to find an integrated approach to analysing factors influencing consumer e-purchase intention towards fashion. Our research confirmed the that 53,2% of variance in fashion e-purchase intention can be explained by the influence of five factors – hedonic values, utilitarian values, attitudes, subjective norm and consumer innovativeness.

Our study confirmed that attitudes towards behaviour and consumer innovativeness are the most significant aspects of predicting consumer intention towards fashion online purchases, while subjective norm is the third most essential factor. The research also concluded that

consumers' hedonic values and subjective norm are the most essential predictors of consumer innovativeness in online environment. Also the positive relation between hedonic values, subjective norm and e-purchase intentions towards fashion goods was statistically supported as well as the positive relation between attitudes and consumer innovativeness in online environment.

Our research results identify a significant positive impact of consumer innovativeness on consumers' intention to purchase fashion items online. This relation means that the more willing consumers are to adapt new fashion products, practices and services, the more willing they will be to shop for fashion products online. In other words, there is an impact of fashion innovators and early adopters on other consumers' acceptance of Internet fashion shopping, interactive technologies provided by fashion retailers. The significant impact of consumer innovativeness on e-purchase intention, confirmed by our research results, can be explained by demographic characteristics of respondents to a self-completion questionnaire, 78,9% of which were females. As previous researches have stated (Beaudoin and Robitaille, 2003), there are more fashion innovators among females than males. Moreover, 76,8 % of respondents are aged 20-27, who are the generation of savvy adopters and as was also emphasized by Beaudoin and Robitaille (2003), young fashion consumers constitute the majority of fashion innovators.

Our research results also indicate the dominant role of subjective norm in e-purchase intention towards fashion goods. Such results mean that people's desire to purchase fashion items online is determined by appreciation of their relatives, social communities, social pressure that stimulate consumers' motivations towards such kind of behaviour. Thus, the significant role of subjective norm in e-purchase intention towards fashion goods confirmed by our research results can be explained by essential role of social dimension in online shopping and the impact of virtual communities, brand communities, socio-digital networks on online consumption, consumers interactions with the important referents, their attention to customers reviews and product ratings (Trevinal and Stenger, 2014). As a part of the online shopping experience, consumers are often engaged with social media to seek for advice, comments, and products' features comparison (Trevinal and Stenger, 2014). With regards to gender differences in retailing, woman (constitute 78,9% of respondents to our questionnaire) is more experiential in their shopping behaviour and search for inspiration in blogs and social networks more often than males (Blazquez, 2014). Additionally, recent McKinsey research (Keller et al, 2014) confirmed that the young consumers (76,8 % of our respondents are aged

20-27) readily use digital platforms for acquiring information about fashion trends and for the experience exchange, whereas social media plays a dominant role in providing consumers with valuable recommendation during their online shopping journeys. Moreover, social dimension of shopping is especially essential for fashion consumption (Kang, 2010). Such social interactions enhance the spread of innovations in the online environment, could create a buzz and be influential factors for online fashion engagement of other consumers.

The results of our study also concluded a significant positive relation between consumer attitude and e-purchase intention towards online fashion consumption. To expand on this, the more positive feeling individual has considering the outcomes of online fashion behaviour, the more likely it is that the behaviour will be performed. Our research confirmed the overall positive attitude of young Swedish consumers towards online fashion shopping, which coincide with the previous research on the relation between attitudes and purchase intention (Citrin et al., 2000; Park, Burns, and Rabolt, 2007; Goldsmith and Lafferty, 2001) as well as reflect the situation in Swedish online retail market, where apparel and footwear products is the second most popular e-commerce category (Ecommerce News, 2015b).

Our research also confirmed the significant impact of hedonic values on consumers' innovativeness. Such research results mean that the more consumers tend to engage in online fashion shopping because of fun, pleasure and excitement gained from online fashion journey and online fashion experience, the faster consumers will adapt to new products, services and practices, implemented in online fashion environment. Fashion products are regarded as high-involvement product category, which refers to personal ego (Keng et al., 2003), consumers' emotions, self-image, and perceptions (Perry, 2013). Hedonic consumption is connected with the high level of product involvement as a "source of leisure for consumers" or with products meaning for self-identity and self-formulation (Backstrom, 2011). Hedonic consumers can also seek for unique products, which reflect their self-image (Backstrom, 2011). Moreover, fashion can be also considered as "a novel way for fashion adopters to express their "self" to others" (Michon, 2003). Hence, both hedonic consumption and consumer innovativeness are the ways of self-expression and self-image building for consumers. Moreover, Roehrich (2004) regards novelty-seeking as a separate dimension of consumer innovativeness, which coincide with Backstrom's (2011) classification type of hedonic values named "shopping as scouting", which reflects consumers enjoyment of the process of shopping caused by the ability to explore the market, collect information, seek for innovations. Novelty-seeking as a part of Roehrich' (2004) classification of consumers innovativeness is also connected with

idea shopping (element of Arnold and Reynolds' (2003) classification of hedonic values) as both reflect consumers' desire to explore unknown and new fashion trends and products. Furthermore, need for uniqueness as a part of Roehrich' (2004) classification of consumers' innovativeness also relates to such type of hedonic consumption as "shopping as hunting" as both express the idea that purchases are made for self-image and self-identity formulation of consumers. Consumers' innovators seeking for uniqueness was also confirmed by Goldsmith et al (1999) research: "Consumer innovators seek unique meaning in the brands they buy". Fashion innovators also put emphasize on the value of excitement, fun and enjoyment in life (Goldsmith and Stith, 1993), which are also distinctive characteristics of hedonic consumption.

The high influence of hedonic values on consumer innovativeness confirmed by our research can be also explained by demographic characteristics and the prevalence of females among respondents. For example, according to Solomon and Schopler (1982) females are more fashion conscious and have a higher level of fashion involvement (O'Cass, 2004). The research by Michon et al (2007) confirmed the direct impact of hedonic values on female fashion leadership, as females experience high personal involvement in fashion shopping process.

The results of our research also emphasized the significant positive relations between consumer innovativeness and subjective norm. The higher is the impact of social dimension on online shoppers, the easily consumers would accept new fashion products, services and practices. As confirmed by previous research, word-of-mouth communication provided by fashion innovators has a strong impact on the spread and further adoption of innovations (Bowman, 2001). Early adopters stimulate the initial sales of the new products and services and provide essential word-of-mouth communication to later adopters (Citrin et al., 2000). With regards to the impact of demographic characteristics on our research results, the research by Beaudoin and Robitaille (2003) also concluded that females play a more significant role in the process of diffusion of fashion innovations. Adding to this high level of social media engagement of young consumers in order to seek for recommendations and new fashion trends can help us to explain high impact of subjective norm on consumer innovativeness, confirmed by our research results.

**5.2. Theoretical Contribution**

Our abundant findings and empirical results are dedicated to providing valuable theoretical contribution for scholars and practical recommendations for marketing managers.

In the first stage, this study investigates the effect of fundamental factors on shopping behaviour. Justified by the notion about the key factors influencing consumers' purchase intention, this study integrates consumer innovativeness with attitude, subjective norm and hedonism into a comprehensive and empirically verified model. Meanwhile, this study found that hedonism and subjective norms are key to enhancing consumer innovativeness. Thereby, this research fills a significant gap in understanding factors of online shoppers' purchase intention in the fashion industry.

The empirical data from respondents in the Swedish market (n=198) generated in the process of research conduction concluded that there is a strong relation between consumer innovativeness and e-purchase intention towards online fashion shopping. The empirical evidence in this research reinforces that consumer innovativeness has a positive effect on both future intentions to purchase online and general attitude towards such behaviour (Crespo and Bosque, 2008; Citrin et al., 2000; Park, Burns, and Rabolt, 2007; Goldsmith and Lafferty, 2001 and Donthu and Garcia, 1999). Moreover, our study regards a domain-specific dimension of consumer innovativeness in online fashion industry (Citrin et al., 2000). Our study is also consistent with Crespo and Bosque's research (2008), which showed that respondents' beliefs about consumer innovativeness were a significant indicator of their overall attitude toward online fashion shopping. In general, it was confirmed that in the research of online fashion industry, consumer innovativeness is the essential elements that influences purchase intention.

With regard to the theoretical model proposed to explaine determinants of online shopping intention, the empirical evidence indicated that the Theory of Planned behaviour is efficient to explain factors of consumer behaviour, which lead to the formulation of the purchase intention towards online shopping. Consumers' positive attitude toward online fashion shopping has a significant influence on purchase intention (e.g., Crespo and Bosque, 2008; Shim and Drake, 1990; Limayem, Khalifa, and Frini, 2000). Likewise, subjective norms also have high impact on e-purchase intention (Shim et al., 2001; Summers, Belleau and Xu 2000). Our research results show that online fashion consumers positively evaluate the

consequences of their attitudes towards e-purchase intention as well as significant role of subjective norm in online fashion consumption. Those findings reinforced the argument of Limayem, Khalifa and Frini (2000) that attitude and subjective norms have a positive impact on consumers' intention to shop online. On the other hands, with respect to the Theory of Planned Behaviour, attitude and subjective norms have a positive relationship with purchase intention (Ajzen, 1991), our study approach this theory in online fashion environment. In contrast, our results are in conflict with Crespo and Bosque (2008) previous study that subjective norms do not have a significant relationship with online shopping intention. One possible explanation is that subjective norms may have a more positive relationship with shopping intention in online fashion industry rather than in other industries. In essence, our findings reminiscent that other people's behaviour will influence fashion behaviour in online environment, as well as positive attitude toward online fashion shopping will accelerate purchase intention (Shim and Drake, 1990; Fiske and Taylor, 1999).

Moreover, our results state that hedonism is also a key factor of online fashion purchase intention; this result is in accordance with previous research that hedonic value has direct effects on e-commerce repeat purchase intention (Chiu et al., 2012; Irani and Heidorzaden 2011; Bayley and Nancarrow 1998). Our findings show that hedonic consumers are more likely to make online fashion purchase, which is also supported by Ling and Jye (2015) that hedonism has positively impacted fast fashion purchase intention. Our research results also coincide with research by Verton (2001), who mentioned that personalized shopping experience (hedonism) has a more essential role in encouraging consumers to buy apparel products online than functional attributes. However, our research results failed to confirm the impact of utilitarian values on online purchase intention, which is in conflict with Taylor and Cosenza (2000) research, which concluded that during shopping for apparel products consumers regard such functional attributes as price, easiness of products returns as essential. It seems that online fashion shoppers are focusing more on entertainment attributes rather than functional attributes.

It is also interesting to consider our results regarding the relationship between hedonism, utilitarianism, attitude toward behaviour, subjective norms and consumer innovativeness. Our results indicate that there is a positive and significant relationship between subjective norms and consumer innovativeness. Previous research has already shown that personal relationship such as pressure of peers, society and friends has effect on consumer innovativeness

(Tajeddini and Nikdavoodi, 2014). It is also emphasized that the relationship between innovativeness and subjective norms has a significant role in decision-making process (Rogers, 1983). The empirical evidence obtained in the developed research confirmed that the more favourable is the subjective norms, the higher is the level of consumers' innovativeness in the cosmetic industry (Tajeddini and Nikdavoodi 2014). Our findings are consistent with research results in the cosmetic industry. Thus, our research helped to confirm that subjective norms have a positive impact on consumer innovativeness in online fashion industry.

Hedonic consumer becomes more engaged in innovative fashion behaviour (Hartman and Samra, 2008; Noh, Runyan and Mosier, 2014). Our findings further strengthen the connection between hedonism and fashion innovativeness, reinforcing the statement of Hartman et al (2006) that use-innovativeness is positively related to hedonism and utilitarianism during the web-consumption. However, our results didn't confirm that utilitarianism has a direct relationship with fashion innovativeness, because online fashion consumers are more considered as hedonistic rather than utilitarian (Kim and Eastin, 2011). It seems that in online fashion industry hedonic consumption has a more positive relationship with consumer innovativeness than utilitarian consumption.

Sum it up, hedonism and subjective norms relationship with consumer innovativeness towards online fashion was justified by empirical evidence. Meanwhile, consumer innovativeness, hedonism, attitude toward the behaviour, and subjective norms' relationship with online fashion purchase intention was also justified by empirical evidence as a part of this thesis.

### 5.3. Practical Implications

Besides the theoretical contributions, this thesis also has important implications for e-commerce managers in the fashion industry.

This thesis results could provide practical implications to marketing managers with regards to the impact of consumer values and consumer online behaviour on fashion consumption and help to develop strategies for online fashion engagement of young consumers in Sweden. The results provided evidence that consumer values and consumer behaviour have a direct relationship with consumer innovativeness and intention to purchase. As it was expected, more online fashion innovativeness the consumer held, the more likely the consumer would be to make online purchases. Considering the fact that consumer innovativeness is essential

for consumers' intention to purchase, for stimulation the fast market adoption of fashion innovations, online fashion retailers should consider factors, which need to be emphasized during the process of the new products launch (factors of product attractiveness for higher consumers engagement (role of hedonic values), stimulating consumers favorable attitudes, spread of information about innovations in the society). For example, marketing strategies should enhance consumer innovativeness towards fashion products. In particular, the new fashion product does not necessarily have to be useful, but rather should enhance consumers' hedonic values that would stimulate the consumer fashion purchase intention. Furthermore, development of social media communication strategies may also enhance the spreading of fashion innovations among the target group. Good example can be found that fashion brand Calvin Klein unveiled the "Show yours. Mycalvins" campaign" through social media and this "newest" innovation increase huge sales (Patty, 2015).

The results of regression analysis show that the more favorable are the attitudes toward online fashion shopping behaviour, the higher is the intention to purchase. The positive impact of attitude on online fashion consumers' intention to purchase further shows the argument by Ajzen (1985) that individuals are more likely to take certain behaviour when they have a positive attitude towards that behaviour. Applying these results to online fashion industry would stimulate online fashion retailers seek to premise positive behaviours from all consumers by building positive online shopping experience. For example, online fashion managers should create positive attitudes offering personalized product or service (e.g. Topman personal shopping service).

Subjective norm has high and positive relation with consumers' intention to purchase, which indicates that relatives or other social factors will influence consumers' decision-making process. The findings also support past research results that individuals consciously tend to be concerned with how other people perceive them and tend to be involved with fashion (Bush, Bloch, and Dawson, 1989). Thus, online fashion retailers should engage with their existing customers and share news among the target group to create the buzz for encouraging more online fashion purchases. Marketing strategies can spread communications through campaigns, which can be reached by the target group and be able to influence attitude towards online fashion shopping.

Consequently, this thesis finding can help marketing manager to understand factors influencing consumer online fashion intention through integrating the studies of consumers

values, consumer behaviour and consumer innovativeness, while filling the gap in existing literature concerning online fashion behaviour. It also distinguishes the impact of consumers' values and behaviour characteristics on fashion innovativeness in online environment filling the gap in consumers' innovativeness research. Managers might also use these research findings to assist in innovative product and service development and launch, developing marketing communications and social media strategies.

## 5.4. Research Limitations and Future Research Suggestions

The findings of this thesis have several limitations. Firstly, the data was collected in the South of Sweden mainly in Lund and Malmo, and thereby it may not represent the entire Swedish market. The majority of respondents are females, 20-27 years old, who represent generation of the "digital natives", people who grow up with constant access to the Internet (Cuthbertson, 2014). Therefore, with regards to fashion behaviour, the behaviour of this demographic group can be contrasted to older shoppers, who could still prefer traditional in-store communication (Cuthbertson, 2014).

Secondly, the generalizability of the findings is limited due to sample size (n=198). Given that past research has suggested that female consumer are more likely to be engaged in fashion shopping (Tigert, Ring and King, 1976), future research could be conducted with more variety of demographic factors such as income, educational level, marital status and geographic location of respondents thorough the entire Sweden.

Most previous researches either focused on consumer values or consumer behaviour in researching factors influencing online consumption or fashions consumption. Even though this thesis regards both the impact of consumer values and consumer behaviour on consumer innovativeness and purchase intention in online fashion industry, the results may be different for different product categories such as cloths, handbags, shoes, accessories etc. Therefore, future research could specifically focus on distinguished fashion category for the analysis of consumer online behaviour.

Thirdly, the finding of this thesis highlights that consumer innovativeness is one of the most important factors that have impact on consumers' purchase intention. To tap into marketing managers' underlying perceptions and understanding between consumer innovativeness and

consumers' purchase intention, an in-depth exploration of innovativeness is needed. In order to understand consumer and marketer perspective, consumer innovativeness, specifically product innovativeness and service innovativeness should be considered in the future study.

Finally, the data analyzed in this research was cross-sectional and collected using random sampling, which means we recorded information without manipulating the environment. In our study, we simply gathered the data in a certain period, which may not provide valuable predictions over a certain time. Likewise, given different situation to respondents may lead to different results. In the future research, longitudinal study can be applied so that researchers can conduct several observations with regard to online purchase intention over a period of time. In addition to replicating findings and model from this research, it would be interesting to apply the same research in other mature industry for comparison such as cosmetic or decoration industry.

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# APPENDICES

## Appendix A. Self-Completion Questionnaire (Paper-Based)

**Dear Consumer:**

We are glad that you decided to contribute to our current research. We are Master's students at Lund University, currently researching consumer attitudes and behaviour intentions towards shopping for fashion online. The survey takes 4 minutes to complete. We guarantee confidentiality of your answers. Your input is very essential for us.

**Please, answer the following questions keeping in mind your latest online fashion experience.**

1. Do you purchase fashion items in Sweden online?
**Yes**                                            **No**

2. Evaluate your level of agreement/disagreement with the following statements with regards to your recent online fashion experience:

| | **A. Hedonic Values** | Strongly disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| **HD1** | My recent online fashion experience was truly a joy. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **HD2** | I continued to search for fashion online, not because I had to, but because I wanted to. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **HD3** | This online fashion experience truly felt like an escape. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **HD4** | Compared to other things I could have done, the time spent shopping for fashion online was truly enjoyable. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **HD5** | I enjoyed being surrounded by exciting new fashion goods. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **HD6** | I enjoyed this online shopping experience for its own sake, not just for the items I may have purchased. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **HD7** | I had a good time shopping for fashion online because I was able to act spontaneously. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **HD8** | During my online fashion shopping I felt the excitement of the hunt. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **HD9** | While shopping for fashion online, I was able to forget my problems. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **HD10** | While shopping for fashion online, I felt a sense of adventure. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **HD11** | This online shopping experience was not a very nice time spending. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| **B. Utilitarian Values** | | |
|---|---|---|
| | Strongly disagree | Strongly Agree |

| UT1 | I just achieve what I wanted during my recent online fashion experience. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|-----|-----|---|---|---|---|---|---|---|
| UT2 | I couldn't buy online what I really needed. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| UT3 | While shopping for fashion online, I aimed just at finding the item(s) I was looking for. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| UT4 | I was disappointed because I couldn't buy online fashion goods I was looking for. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

### C. Attitudes towards Behaviour

| | | Strongly disagree | | | | | | Strongly Agree |
|-----|-----|-----|---|---|---|---|---|-----|
| AT1 | I like the idea of shopping for fashion online. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| AT2 | In general, buying fashion online would be a wise idea. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| AT3 | I think buying fashion online is a good idea. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| AT4 | Searching for fashion brands and products online is a good idea. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

### D. Subjective Norm

| | | Strongly disagree | | | | | | Strongly Agree |
|-----|-----|-----|---|---|---|---|---|-----|
| SN1 | Most people who are important to me would think that I should buy fashion products online. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| SN2 | Most people who are important to me would think that I should use Internet to search for fashion goods and trends. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| SN3 | The people who influence my decisions would think that I should buy fashion products online. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| SN4 | The people who influence my decisions would think that I should use Internet to search for fashion goods and trends. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

### E. Consumer innovativeness

| | | Strongly disagree | | | | | | Strongly Agree |
|-----|-----|-----|---|---|---|---|---|-----|
| CI1 | I am more interested in buying new fashion goods online than already known. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| CI2 | I like to buy new and different fashion products. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| CI3 | New fashion trends and new online fashion goods excite me. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| CI4 | Compared to my friends, I do little shopping for fashion online. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| CI5 | Usually, I am the latest among my friends to know the latest fashion trends and new fashion | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| | products. | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| CI6 | In general, I am the first among my friends, who buy new fashion products when they appear online. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| CI7 | As soon as new fashion goods become available in online store, I would be interested to buy them. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| CI8 | I will buy new fashion products online, even if I haven't seen them yet. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| CI9 | I follow the latest fashion trends and recent news in fashion industry. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |

## F. E-Purchase Intention

| | | Strongly disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| PI1 | The next time I will need to buy fashion goods I will do it online. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| PI2 | Overall, my impression from purchasing fashion goods online is positive. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| PI3 | I would always shop for fashion online. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| PI4 | My intention to purchase fashion goods online is strong. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## G. Demographic profile

Age

Do you currently live in Sweden      yes      no

Gender          m      f

**THANKS A LOT FOR COMPLETING OUR SURVEY** ☺

**Online Shopping Experience**

Dear Consumer

We are glad that you decided to contribute to our current research.
We are Master's students in International Marketing and Brand Management Program at Lund University, currently researching consumer attitudes and behavior intentions towards shopping for fashion online.
The survey takes 4 minutes to complete.
We guarantee confidentiality of your answers.
Your input is very essential for us.

**Please, answer the following questions keeping in mind your latest online fashion experience.**

Next

**Online Shopping Experience**

**1. Do you purchase fashion items in Sweden online?**

Prev    Next

**\* 2. Evaluate your level of agreement/disagreement with the following statements with regards to your recent online fashion experience:**

| | Strongly Disagree | Disagree | Disagree somewhat | Undecided | Agree somewhat | Agree | Strongly Agree |
|---|---|---|---|---|---|---|---|
| My recent online fashion experience was truly a joy. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| I continued to search for fashion online, not because I had to, but because I wanted to. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| This online fashion experience truly felt like an escape. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Compared to other things I could have done, the time spent shopping for fashion online was truly enjoyable. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| I enjoyed being surrounded by exciting new fashion goods. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| I enjoyed this online shopping experience for its own sake, not just for the items I may have purchased. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| I had a good time shopping for fashion online because I was able to act spontaneously. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| During my online fashion shopping I felt the excitement of the hunt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| While shopping for fashion online, I was able to forget my problems. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| While shopping for fashion online, I felt a sense of adventure. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

## Online Shopping Experience

**\* 3. Evaluate your level of agreement/disagreement with the following statements with regards to your recent online fashion experience**

| | Strongly disagree | Disagree | Disagree somewhat | Undecided | Agree somewhat | Agree | Strongly Agree |
|---|---|---|---|---|---|---|---|
| I just achieve what I wanted during my recent online fashion experience. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| I couldn't buy online what I really needed. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| While shopping for fashion online, I aimed just at finding the item(s) I was looking for. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| I was disappointed because I couldn't buy online fashion goods I was looking for. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Prev | Next

## Online Shopping Experience

**\* 4. Evaluate your level of agreement/disagreement with the following statements with regards to your recent online fashion experience:**

| | Strongly disagree | Disagree | Disagree somewhat | Undecided | Agree somewhat | Agree | Strongly Agree |
|---|---|---|---|---|---|---|---|
| I like the idea of shopping for fashion online. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| In general, buying fashion online would be a wise idea. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| I think buying fashion online is a good idea. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Searching for fashion brands and products online is a good idea. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Prev | Next

**\* 5. Evaluate your level of agreement/disagreement with the following statements with regards to your recent online fashion experience**

| | Strongly disagree | Disagree | Disagree somewhat | Undecided | Agree somewhat | Agree | Strongly Agree |
|---|---|---|---|---|---|---|---|
| Most people who are important to me would think that I should buy fashion products online. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Most people who are important to me would think that I should use Internet to search for fashion goods and trends. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| The people who influence my decisions would think that I should buy fashion products online. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| The people who influence my decisions would think that I should use Internet to search for fashion goods and trends. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Prev   Next

**\* 6. Evaluate your level of agreement/disagreement with the following statements with regards to your recent online fashion experience:**

| | Strongly Disagree | Disagree | Disagree somewhat | Undecided | Agree somewhat | Agree | Strongly Agree |
|---|---|---|---|---|---|---|---|
| I am more interested in buying new fashion goods online than already known. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| I like to buy new and different fashion products. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| New fashion trends and new online fashion goods excite me. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Compared to my friends, I do little shopping for fashion online. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Usually, I am the latest among my friends to know the latest fashion trends and new fashion products. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| In general, I am the first among my friends, who buy new fashion products when they appear online. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| As soon as new fashion goods become available in online store, I would be interested to buy them. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| I will buy new fashion products online, even if I haven't seen them yet. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| I follow the latest fashion trends and recent news in fashion industry. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

**\* 7. Evaluate your level of agreement/disagreement with the following statements with regards to your recent online fashion experience**

| | Strongly disagree | Disagree | Disagree somewhat | Undecided | Agree somewhat | Agree | Strongly Agree |
|---|---|---|---|---|---|---|---|
| The next time I will need to buy fashion goods I will do it online. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Overall, my impression from purchasing fashion goods online is positive. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| I would always shop for fashion online. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| My intention to purchase fashion goods online is strong. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Prev   Next

**Online Shopping Experience**

**8. What is your gender?**

○ Female

○ Male

**9. What is your age?**

○ 16 to 19

○ 20 to 23

○ 24 to 28

○ 29 to 32

○ 33 to 35

○ 36+

**10. Do you currently live in Sweden?**

[ ▼ ]

[Prev] [Done]

### 1.1. Hedonic Values

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 195 | 98.5 |
| | Excluded[a] | 3 | 1.5 |
| | Total | 198 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .734 | 11 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| HD1 | 37.15 | 126.677 | .320 | .724 |
| HD2 | 36.62 | 121.474 | .417 | .713 |
| HD3 | 38.56 | 116.392 | .556 | .697 |
| HD4 | 38.01 | 117.160 | .532 | .700 |
| HD5 | 37.45 | 118.382 | .498 | .704 |
| HD6 | 38.48 | 116.694 | .509 | .701 |
| HD7 | 38.44 | 120.000 | .432 | .711 |
| HD8 | 38.54 | 112.703 | .640 | .686 |
| HD9 | 38.89 | 112.905 | .546 | .694 |
| HD10 | 39.03 | 115.386 | .558 | .696 |
| HD11 | 39.05 | 109.642 | .090 | .848 |

### 1.2. Utilitarian Values

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 197 | 99.5 |
| | Excluded[a] | 1 | .5 |
| | Total | 198 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .119 | 4 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| UT1 | 10.14 | 9.160 | -.023 | .197 |
| UT2 | 12.23 | 8.996 | -.023 | .201 |
| UT3 | 10.31 | 6.656 | .141 | -.070[a] |
| UT4 | 12.21 | 7.666 | .129 | -.021[a] |

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Utilitarian Values after deleting questions 1; 3

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .625 | 2 |

## 1.3. Attitudes towards Behaviour

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 198 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 198 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .864 | 4 |

## Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| AT1 | 15.74 | 13.350 | .610 | .868 |
| AT2 | 16.29 | 11.790 | .798 | .790 |
| AT3 | 16.06 | 12.124 | .812 | .785 |
| AT4 | 15.69 | 13.526 | .641 | .854 |

## 1.4. Subjective Norm

### Case Processing Summary

| | | N | % |
|---|---|---|---|
| Cases | Valid | 198 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 198 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|---|---|
| .928 | 4 |

### Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| SN1 | 11.24 | 19.078 | .753 | .931 |
| SN2 | 11.03 | 17.111 | .844 | .903 |
| SN3 | 11.24 | 17.339 | .877 | .892 |
| SN4 | 11.07 | 16.970 | .859 | .897 |

## 1.5. Consumer innovativeness

### Case Processing Summary

| | | N | % |
|---|---|---|---|
| Cases | Valid | 192 | 97.0 |
| | Excluded[a] | 6 | 3.0 |
| | Total | 198 | 100.0 |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .733 | 9 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| CI1 | 29.36 | 58.326 | .474 | .700 |
| CI2 | 28.51 | 56.827 | .525 | .691 |
| CI3 | 28.64 | 54.076 | .619 | .673 |
| CI4 | 29.05 | 76.244 | -.273 | .814 |
| CI5 | 29.91 | 66.557 | .066 | .765 |
| CI6 | 29.93 | 53.722 | .584 | .678 |
| CI7 | 30.07 | 51.844 | .667 | .661 |
| CI8 | 30.32 | 53.789 | .541 | .684 |
| CI9 | 29.65 | 50.679 | .652 | .661 |

1.6. E-purchase Intention

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 198 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 198 | 100.0 |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .850 | 4 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|------|--------|------|------|
| PI1 | 12.02 | 14.954 | .724 | .794 |
| PI2 | 10.89 | 18.028 | .604 | .845 |
| PI3 | 13.00 | 14.964 | .657 | .826 |
| PI4 | 11.86 | 13.885 | .793 | .762 |

**Descriptive Statistics**

|      | Mean   | Std. Deviation | N   |
|------|--------|----------------|-----|
| HD   | 3.8302 | 1.07499        | 198 |
| U24  | 2.7437 | 1.31573        | 197 |
| AT   | 5.3144 | 1.16171        | 198 |
| SN   | 3.7146 | 1.38291        | 198 |
| CI   | 3.6990 | .93218         | 198 |
| EP   | 3.9811 | 1.27896        | 198 |

**Correlations**

|      |                     | HD      | U24   | AT      | SN      | CI      | EP      |
|------|---------------------|---------|-------|---------|---------|---------|---------|
| HD   | Pearson Correlation | 1       | .053  | .372**  | .255**  | .466**  | .478**  |
|      | Sig. (2-tailed)     |         | .461  | .000    | .000    | .000    | .000    |
|      | N                   | 198     | 197   | 198     | 198     | 198     | 198     |
| U24  | Pearson Correlation | .053    | 1     | -.041   | -.020   | .014    | -.015   |
|      | Sig. (2-tailed)     | .461    |       | .564    | .778    | .841    | .837    |
|      | N                   | 197     | 197   | 197     | 197     | 197     | 197     |
| AT   | Pearson Correlation | .372**  | -.041 | 1       | .415**  | .336**  | .599**  |
|      | Sig. (2-tailed)     | .000    | .564  |         | .000    | .000    | .000    |
|      | N                   | 198     | 197   | 198     | 198     | 198     | 198     |
| SN   | Pearson Correlation | .255**  | -.020 | .415**  | 1       | .433**  | .475**  |
|      | Sig. (2-tailed)     | .000    | .778  | .000    |         | .000    | .000    |
|      | N                   | 198     | 197   | 198     | 198     | 198     | 198     |
| CI   | Pearson Correlation | .466**  | .014  | .336**  | .433**  | 1       | .537**  |
|      | Sig. (2-tailed)     | .000    | .841  | .000    | .000    |         | .000    |
|      | N                   | 198     | 197   | 198     | 198     | 198     | 198     |
| EP   | Pearson Correlation | .478**  | -.015 | .599**  | .475**  | .537**  | 1       |
|      | Sig. (2-tailed)     | .000    | .837  | .000    | .000    | .000    |         |
|      | N                   | 198     | 197   | 198     | 198     | 198     | 198     |

**. Correlation is significant at the 0.01 level (2-tailed).

## Appendix D. Regression Analysis

### D1. Dependent Variable – CI, Predictors – HD, UT, AT, SN

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .577[a] | .332 | .318 | .76656 |

a. Predictors: (Constant), SN, U24, HD, AT

**ANOVA[b]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 56.170 | 4 | 14.043 | 23.898 | .000[a] |
| | Residual | 112.822 | 192 | .588 | | |
| | Total | 168.992 | 196 | | | |

a. Predictors: (Constant), SN, U24, HD, AT

b. Dependent Variable: CI

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.425 | .304 | | 4.685 | .000 |
| | U24 | .005 | .042 | .007 | .113 | .910 |
| | HD | .290 | .056 | .333 | 5.149 | .000 |
| | AT | .059 | .054 | .074 | 1.080 | .282 |
| | SN | .228 | .045 | .336 | 5.112 | .000 |

a. Dependent Variable: CI

### D2. Dependent Variable – PI, Predictor – CI

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .537[a] | .288 | .285 | 1.08172 |

a. Predictors: (Constant), CI

**ANOVA[b]**

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 92.900 | 1 | 92.900 | 79.395 | .000[a] |
| | Residual | 229.341 | 196 | 1.170 | | |
| | Total | 322.241 | 197 | | | |

a. Predictors: (Constant), CI

b. Dependent Variable: PI

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.256 | .315 | | 3.983 | .000 |
| | CI | .737 | .083 | .537 | 8.910 | .000 |

a. Dependent Variable: PI

## D3. Dependent Variable – PI, Predictors - CI, UT, AT, HD, SN

### Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .730[a] | .532 | .520 | .87961 |

a. Predictors: (Constant), CI, U24, AT, HD, SN

**ANOVA[b]**

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 168.277 | 5 | 33.655 | 43.499 | .000[a] |
| | Residual | 147.778 | 191 | .774 | | |
| | Total | 316.055 | 196 | | | |

a. Predictors: (Constant), CI, U24, AT, HD, SN

b. Dependent Variable: PI

**Coefficients[a]**

| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|

|   |   | B | Std. Error | Beta |   |   |
|---|---|---|---|---|---|---|
| 1 | (Constant) | -.811 | .368 |   | -2.201 | .029 |
|   | U24 | -.006 | .048 | -.007 | -.134 | .893 |
|   | HD | .189 | .069 | .159 | 2.743 | .007 |
|   | AT | .419 | .063 | .384 | 6.703 | .000 |
|   | SN | .181 | .055 | .195 | 3.321 | .001 |
|   | CI | .324 | .083 | .237 | 3.907 | .000 |

a. Dependent Variable: PI

**Age: 1= 16-19 2= 20-23 3= 24-27 4= 28-31 5= 32-35 6= 36-39**

|        |        | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------|--------|-----------|---------|---------------|--------------------|
| Valid  | .00    | 2         | 1.0     | 1.1           | 1.1                |
|        | 1.00   | 4         | 2.0     | 2.3           | 3.4                |
|        | 2.00   | 107       | 54.0    | 61.5          | 64.9               |
|        | 3.00   | 53        | 26.8    | 30.5          | 95.4               |
|        | 4.00   | 2         | 1.0     | 1.1           | 96.6               |
|        | 5.00   | 3         | 1.5     | 1.7           | 98.3               |
|        | 6.00   | 3         | 1.5     | 1.7           | 100.0              |
|        | Total  | 174       | 87.9    | 100.0         |                    |
| Missing| System | 24        | 12.1    |               |                    |
| Total  |        | 198       | 100.0   |               |                    |

**Gender: 1=male 0:= female**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 0     | 158       | 79.8    | 79.8          | 79.8               |
|       | 1     | 40        | 20.2    | 20.2          | 100.0              |
|       | Total | 198       | 100.0   | 100.0         |                    |