POST PURCHASE BEHAVIOR OF COMPULSIVE AND IMPULSIVE FAST FASHION SHOPPERS: HOARDING OF FAST FASHION PRODUCTS

by

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A thesis submitted to the Graduate Council of
Texas State University in partial fulfillment
of the requirements for the degree of
Master of Science
with a Major in Merchandising and Consumer Studies
May 2016

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DEDICATION

Para Abuela:

la que siempre quiere ir de compras.

ACKNOWLEDGEMENTS

"Grad school is fun," they said. As much fun as this was, there were plenty of tears shed. Five years ago I never thought I would be here, even continuing and pursuing a Ph.D. in the fall, but my curiosity never fails to amaze me and take me places I would never dream of.

I could never be more grateful to have three strong women guide me through my opus: Dr. Hustvedt, for an infinite wealth of knowledge, and pushing me forward; Dr. Bhardwaj, for your confidence and words of support and encouragement; and to Dr. Kang, for your strong editing skills and love of modeling that strengthened my writing and research model. As faculty members, you have given excellent examples of how I hope to be someday soon.

I would like to acknowledge Leslie Cuevas and Anissa Leverett. Our study parties and late nights are over, but our friendship will continue forever. I will always hold a special place for you two in my life, and the nights of laughing until we cry and crying until we laugh. We supported each other through our ups and downs, giving each other emotional support. I will never forget writing 'til our hands were going to fall off (76 slides!), and finding the humor in Consumer Theory.

Without the love and support from my parents, parents, who supported me when I quit my job and told them I was going to grad school, gave me books, knowledge, and were a sounding board when I needed to vent, I would not be successful today. The memories: the Pyrex dish explosion at Thanksgiving in my tiny apartment, dog sitting

Maddie when I went to Argentina, and helping me move to San Marcos, Knoxville, (and to the next place), talking me off the ledge when I doubted myself, pushing me to achieve greatness, and being confident that I could. Thanks for never doubting me, giving me emotional (and financial) support all of my life.

Last but not least, to Sabrina, who would always accept my calls and texts about the latest additions to Netflix, random midnight questions and trivia and never failed to make me laugh even though we were miles apart. I am grateful for all your help recovering my thesis in the 11th hour when I thought it was lost forever. Thank you for the trip to Argentina; a nice break from the middle of my thesis. I'm proud to be your "mijo"; and will always cherish you for your love, support, and eagerness to help whenever I couldn't call Mom or Dad.

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ABSTRACT

The study sought to understand how impulsive and compulsive fast fashion consumers evaluate garment quality and its effect on their hoarding behaviors Although anecdotal evidence suggests that fast fashion is made of low quality materials, little research has been done to understand how perceptions of fast fashion quality affects consumer purchasing frequency.

The low cost and frequent seasons of fast fashion presents an opportunity for some consumers to purchase increased quantities of apparel. Consumers who purchase impulsively typically purchase with reckless abandon, forgoing any self-control that they may have (Rook, 1987). In addition, compulsive buying entails consumers buying frequently, often without controlling their urges (Muller, et al., 2015). Furthermore, studies have identified that compulsive and impulsive shopping is tied to hoarding behavior including difficulty discarding and value oriented hoarding (Frost et al., 1998). However, the connection between fast fashion purchasing frequency and compulsive, impulsive and hoarding behaviors has not been, a gap in the research which this study sought to fill.

To understand impulsive and compulsive consumers' fast fashion purchasing frequency and the effects that the apparel quality had on hoarding behaviors, an online survey was conducted with a random nationwide sample of 500 women ages 18-59. This homogenous sample was evenly distributed by age and the resulting racial ethnicities

closely represented US population. Multiple regression analysis, mediation, and moderation effects were tested.

The results suggest fast fashion purchasing frequency is increased by both compulsive and impulsive shopping tendencies and fast fashion quality. Consumers who display these shopping tendencies also turn to value oriented hoarding, and compulsive shoppers often display difficulty discarding. In addition, fast fashion purchase frequency mediated the relationship between hoarding behaviors and fast fashion quality.

The findings align with existing literature that identifies compulsive behaviors as an attribute in hoarding behavior. Specifically, consumers who display compulsive traits often hoard, experiencing anxiety and stress when having to discard items. This study contributes to understanding consumer behavior as it relates to fast fashion by exploring how consumers hoard. Fast fashion retailers can increase marketing strategies to reach these consumers. By understanding impulsive and compulsive shopping tendencies, fast fashion retailers can merchandise in a way that stimulates consumers' urges. In addition, quality can be evaluated as a method to further increase consumer purchasing.

CHAPTER I

INTRODUCTION

In an age of globalization, styles and trends are able to transcend national boundaries as our media, economies, and culture become increasingly similar. The fashion industry is a $1.2 trillion-dollar industry that accounts for the employment of almost 2 million people in the United States alone (Joint Economic Committee United States Congress, 2015). This industry is truly global, and the increasing cost of labor and design in the global north by moving manufacturing and production of fashion goods to the global south, where labor is cheap and easily accessed (Joung & Park-Poaps, 2013). This strategy keeps retail prices low for the customer and makes the fashion industry one that impacts economies worldwide.

The fashion industry is diverse and experiences shifts that both influence and is influenced by fashion consumers. A recent development in fashion that is accounting for an increasing proportion of the industry is fast fashion, a product-driven and quick response system for producing apparel and accessories. Fast fashion methods of clothing design and production move apparel from the design table to the sales floor in as little as two weeks and has been especially appealing to the consumers between the ages of 17 and 25 (Morgan & Birtwistle, 2009). The World Business Council for Sustainable Development (WBCSD) (2008) reported that 25% of US adults are aware of environmental issues. While consumers may be focused on sustainability efforts and the environmental impact of consumption, they continue to shop at fast fashion retailers frequently. Furthermore, their awareness of environmental issues does not translate to sustainable disposal of fast fashion products (Joy, Sherry, Venkatesh, Wang, & Chan,

2012). A study done in Hong Kong and Canada showed that these consumers did not feel any remorse in purchasing fast fashion products, even with the negative impacts that the fast fashion industry has on the environment and economic well-being of developing and underdeveloped countries (Joy et al., 2012). In brief, consumers may be willing to be sustainable, but may not engage in sustainable practices based on barriers like availability, affordability, convenience, and a force of habit (WBCSD, 2008). These consumers often purchase fast fashion clothing as it is widely available, inexpensive, and convenient with a fast fashion store in every mall across America.

A McKinsey survey of consumers in several developed countries including the United States and the United Kingdom showed that 53% of consumers were concerned about sustainable environmental and social issues, but were not willing to act upon their concerns (WBCSD, 2008). Furthermore, 13% of consumers in the same survey indicated that they were willing to pay more for sustainably manufactured products, but currently do not (WBCSD, 2008). Examining the profitable standing of fast fashion retailers, it is clear that a large population of consumers do not seek out alternatives to fast fashion retailers, as they often purchase fast fashion apparel regularly.

The fast fashion consumer is often style hungry and purchases an excess of low quality clothing. This increase in shopping habits creates a need to eventually dispose of unwanted fast fashion garments (Watson & Yan, 2013). Consumers' ignorance of textile disposal and recycling leads them to throw away unwanted fast fashion garments, instead of recycling them or evaluating alternative methods of divesting unwanted garments (Watson & Yan, 2013).

This study argues that post purchase behavior of unwanted fast fashion garments may be impacted by 1) impulsive and compulsive traits to purchase more, and 2) consumers' perceptions of fast fashion quality and care. More specifically, this project seeks to explore consumers' impulsive shopping behaviors, perceptions of quality of fast fashion products, and how consumers post purchase decisions to hoard fast fashion products even though the garment has reached the end of its usable life. The study seeks to identify reasons that cause consumers to hoard and understand this behavior as an antithesis of disposal of unwanted fast fashion products.

CHAPTER II

LITERATURE REVIEW

In the last 30 years, the fashion industry has seen a shift as consumers shopping habits has changed as a result of urban sprawl. As consumers moved away from city centers, multi-store shopping malls were built to allow consumers to purchase at several different stores without having to make separate trips. Today, the fashion industry is made up of several different segments that target different demographics based on their disposable income. The fast fashion category of the fashion industry, one of several categories, is driven by planned obsolescence, a theory that encourages consumers to purchase often and purchase replacements for products that are still usable (Guiltinian, 2009). While the fashion industry has always experienced proliferation based on planned obsolescence, the increasing speed of the fast fashion industry has created trends that are in one day and out the next, expecting consumers to keep up and remain fashionable. Ritzer (2008) likens the fast fashion industry to a McDonald's fast food restaurant, calling the process *McDonaldization*, in which societies are expecting more, and less patient to wait for change. In addition, products sold by fast fashion retailers are often inexpensive and low quality, similar to the low quality food purchased that can be purchased at McDonald's (Ritzer, 2008). Fast fashion retailers have been criticized in the past decade for creating an industry that is unsustainable, draining major resources from the environment, and forcing less protected laborers in developing to produce the low quality clothing that is sold in developed countries for low prices (Chang and Jai, 2015). Selling the products at low costs requires an impossibly thin bottom line that still provides profits to the retailers, but, does not consider the wellbeing of the factory

workers, and has been seen as the culprit behind many disasters and factory injuries that could have been avoided (Chang and Jai, 2015).

The end of mass production, creating styles that did not change much from season to season was hastened as designs could be sent to factories easily (using technology) (Bhardwaj and Fairhurst, 2010). Consumers also started to seek out more fashion-forward clothing, requiring retailers to stay on top of trends and be able to predict changes in fashion styles (Bhardwaj and Fairhurst, 2010). As consumers had increasing access to runway shows all across the world, they wanted the trends sooner, driving retailers and designers to design more than the two seasons that the traditional model supported (Barnes and Lea-Greenwood, 2006; Bhardwaj and Fairhurst, 2010).

The Development of Fast Fashion Supply Chain

The fast fashion industry is a result of creating an efficient supply chain that develops fashionable and trendy merchandise with shorter lead times than slow fashion (Watson and Yan, 2013). The fast fashion concept was developed by Inditex (Industria de Diseño Textil), which was founded in A Coruña, Spain in 1963 (MarketLine, 2014). Inditex operates through three main divisions encompassing Zara, Bershka, and others (MarketLine, 2014) and sells their fast fashion products worldwide. As they continued to expand internationally, Inditex opened two distribution centers in Spain to meet product demand (MarketLine, 2014). Today, Inditex operates manufacturing and distribution centers in numerous countries, including Europe, Africa, China, and Russia (MarketLine, 2014). As a result, Zara, Inditex's biggest business, is a Spanish retailer that delivers new product and styles to their stores twice a week. Zara can develop, make and have a garment in their stores worldwide in two weeks (Cline, 2012). By creating limited runs of

garments and having a fast stock turnover, fast fashion customers shop more often, and most of their purchases are regular price items (Cline, 2012). Consequently, Zara has managed to be a leader in the fast fashion system, and a majority of fast fashion customers shop up to seventeen times on average (Cline, 2012).

Today, multiple companies have capitalized on the fast fashion system created and perfected by Inditex, including H&M, a Swedish company, TopShop, a London company, and Forever 21, a US company (Cline, 2012). While these aforementioned retailers may seem to target younger consumers, US companies JC Penney and Chico's have also developed faster lead times to deliver product in the stores faster to increase customers shopping habits as they see they cannot compete with the instant gratification that consumers want (Cline, 2012). In summary, consumers of all ages and generations can purchase fast fashion products as the industry has developed multigenerational offerings.

In order for the fast fashion system to be effective, it offers short production and lead times, or quick response techniques and highly fashionable products that appear in the marketplace at the right moment of the product life cycle (Cachon and Swinney, 2011). Retailers who have adopted a fast fashion system successfully meet the shorter lead times and can respond to trends quickly (Watson and Yan, 2013). By utilizing electronic communication to manufacturers and suppliers, frequent deliveries of short runs, and minimal markdowns, fast fashion retailers are able to increase sales and keep customers returning on a weekly basis (Joy et al., 2012; Watson and Yan, 2013). In addition, fast fashion retailers' markdowns are a low 15% compared to 50% industry average as they have established a higher turnover rate than average in the retail industry

(Watson and Yan, 2013). Fast fashion retailers have also increased the number of seasonal collections, to twenty seasons per year instead of an average of two (Watson and Yan, 2013). For example, Zara creates an average of 40,000 new designs and 300,000 SKUs yearly (Ferdows, Lewis, and Machuca, 2005). Simply put, fast fashion relies on synthetic fabrics and cheap labor to speed up the process (Joy et al., 2012).

Fast fashion consumers are now conditioned to visit these retailers more often to ensure that they are on top of the latest styles (Joy, et al., 2012). The fast fashion industry thrives on impulsive behavior, requiring planned obsolescence to be profitable (Joy et al., 2012). Because of rapid inventory turnover, fast fashion retailers are able to earn higher profit margins than slower fashion competitors, at an industry high 16% compared to 7% (Joy et al., 2012).

Consumers who shop fast fashion retailers exclusively may not understand that the products they are purchasing are made of lesser quality until they are forced to dispose of it. On the other hand, consumers that are aware of the difference of fast fashion product and slow fashion products (which are often better quality made garments) feel a difference, claiming that the slow fashion garments are more "genuine" and that these garments are their favorite, even without knowing why (Watson and Yan, 2013). In addition, consumers who purchase from better quality, slower fashion retailers find shopping to be an art, highlighting the aesthetic values and the design elements that the designers have so painstakingly thought and calculated (Watson and Yan, 2013).

Fast Fashion Quality Perceptions

Retailers strive to be competitive in this growing industry. Since the 1990s, product quality has been a factor retailers use to have a competitive advantage over other

retail stores (Abraham-Murali & Littrell, 1995). While quality is often measured by retailers using quality control inspections, it is ultimately the consumers' understanding and perception of quality that affects how the retailer is perceived. Today, with the rise of the fast fashion industry dominating the market, this is no longer as great of a concern; instead, consumers seek the stores that have the trends and styles the fastest.

Consumer quality perceptions of apparel products are the most valuable measurement of the apparel's worth (along with brand) in the industry (Gitmu, Workman, & Robinson, 2013). Even though fast fashion is made with lower quality, consumers don't feel as guilty purchasing fast fashion items, even when they are only planning to wear it a handful of times (Watson and Yan, 2013). Fast fashion consumers are willing to sacrifice quality for quantity, as they are willing to purchase lower quality products in order to have more versatility and options in their wardrobe.

Consumers need to judge the quality of the apparel items they purchase in order to evaluate the overall quality of the garment (Szybillo and Jacoby, 1974). Product evaluations can be impacted based on the brand, price, and store from which the garment comes from, however, very little is known about how the price and extrinsic cues effect evaluations of the product quality (Dodds, Monroe, & Grewal, 1991). An analysis of the research indicates that there is little understanding about which aspect of quality perceptions has the biggest weight in consumer decision making and consumers evaluation of quality (Hines and O'Neal, 1995).

It is important to understand how consumers evaluate garment quality as it affects their purchasing decisions and commitment to repurchasing a brand based on previous experiences (Gitimu et al., 2013). Consumers perceptions of quality drives the process of

production as consumers ultimately make the decision of whether an apparel garment is made using high quality materials and construction or lower quality (and are willing to sacrifice quality) (Apeagyei, McLoughlin, and Omidvar, 2013). Garvin (1984) indicates that quality is evaluated in the following order: product, manufacturing, consumer perceptions, and cost to make the garment. Studies would suggest that evaluation of apparel quality is a multidimensional approach, and requires examining both the product, manufacturing techniques, and using post care evaluations to understand the overall quality of the garment (Gitmu et al., 2013; Swinker and Hines, 2006).

In a time where the economy has shown slower opportunities for growth, consumers have shifted their perceptions and ultimately their attitudes towards lower quality products (Apeagyei et al., 2013). Consequently, when the cost of a garment is driven down, consumers may feel like they can purchase lower priced items, even though they sacrifice in quality, as the lower quality garments are easier to replace when necessary. Consumers' positive experiences with the garment establish value in the garment, affecting brand loyalty, trust, and satisfaction with the brand (Gitimu et al., 2013). Consumers who are fashion leaders are often the first to try out new fashion products; therefore, have a bigger impact on negative reviews about the product, affecting Word-Of-Mouth (WOM) communications of the product and brand (Gitimu et al., 2013).

Intrinsic and Extrinsic Cues of Apparel Products

Studies have found that consumers' perceptions of quality when examining apparel products is driven by intrinsic cues (construction, fabric, trim and notions), product appearance (color, hand) and product performance (ease of care) (Abraham-Murali, 1995; Forsythe, Presley, & Caton, 1996; Hines and O'Neal, 1995; Hugo and van

Ardt, 2012; Swinker and Hines, 2006). Consumers also use extrinsic cues that the garment has as an approach to measure apparel quality. These extrinsic cues include the price, brand name, and country-of-origin (Heisey, 1990; Hines & O'Neal, 1995; Szybillo & Jacoby, 1974).

Intrinsic Cues

The apparel industry examines product quality by examining the intrinsic or inherent cues of the garment, and is often identified as the physical cues like construction, fabric and trims and notions (Brown and Rice, 2001). Aesthetic cues such as color or style are also intrinsic cues. Consumers use the intrinsic cues to signify the garments characteristics, even more than the brand name price, with a low quality fabric, have little knowledge of construction and how it affects fit, therefore purchasing products that have inferior physical quality (Abraham-Murali, 1995; Swinker and Hines, 2006). Fast fashion consumers often purchase based on a specific trend or need; therefore, they would not be as interested in the construction of the garment, allowing fast fashion retailers to forgo making better quality apparel products. Studies examining consumer perception of the intrinsic attributes are mixed, with some findings reporting that consumers value intrinsic aesthetic attributes higher, and others finding that non-aesthetic intrinsic attributes are valued more highly. It could be inferred that fast fashion consumers focus more on the aesthetic elements (Swinker and Hines, 2006).

Construction. Garment construction is the variety of methods used to shape the garment, including seams, darts, sleeve position, collars, and cuffs (Hugo and van Aardt, 2012). Fast fashion garments typically have less construction details, as this increases the

time spent on each garment and increases the costs of having to add more details to garments (Glock and Kunz, 2005).

Fabric. The fabric used in the garment is often the most important of the intrinsic cues, as it determines what kind of construction techniques can be used in creating the garment. Fabric is the main cost of garments, therefore determining the overall cost of the product (Hugo and van Aardt, 2012). As fast fashion products are generally inexpensive, the fabric quality is usually sacrificed first. However, several studies indicate that the fabric is the most important element that consumers use to evaluate apparel quality (Hines and O'Neal, 1995; Fiore and Damhorst, 1992).

Trim and Notions. The trim and notions include buttons, zippers, thread color, labels, and other extraneous trim added to the garment. Fast fashion products often have little decorative trim and focus on providing only items that are necessary: buttons and zippers. Abraham-Murali and Litrell (1995) found that less than 4% of female consumers pay attention to construction details, trim, and notions of the garments.

Product Aesthetics

The product aesthetics or appearance are comprised of the garment's color, design elements, hand of the fabric, and cut and shape of the garment (Hugo and van Aardt, 2012).

Color. Studies find that the color, a major aesthetic cue, play a major role in the consumer's selection of a garment (De Klerk and Lube, 2008; Frings, 2008; Hugo and van Aardt, 2012). The colors also identify seasonality, as certain colors are more suitable for different seasons, or formality, with certain colors reserved for festive occasions and ceremonial dress (Hugo and van Aardt, 2012).

Hand. A majority of consumers often use the fabric as the biggest indicator of intrinsic cues, often described as both a physical feature and an aesthetic feature (Hugo and van Aardt, 2012). The consumer most often chose the fabric to be the biggest indicator of quality; even if they have a low knowledge of what constitutes good quality fabric (Hines and O'Neal, 1995; Fiore and Damhurst, 1992). Elements such as luster, drape, texture, and hand can completely alter the consumer's perception of a garment (Brannon, 2005; Kadolph and Langford, 2002).

Product Performance

While it is easy for customers to identify intrinsic and extrinsic product characteristics when the garment is still in the retail store, product performance evaluation can only occur after the consumer has had experience with the product (Rayman, Burns, & Nelson, 2011). Some product characteristics can only be detected after laundering like shrinkage and color fastness, therefore can not be identified before the product has been worn and washed to identify any future problems (Solinger, 1988). In addition, durability of the fibers, tear strength, and seam strength are only apparent after the garment undergoes stress from being worn (Solinger, 1988). Until a consumer experiences ease of care in maintaining a garment and the garment has been worn several times, product performance can not be fully evaluated (Rayman et al., 2011).

Ease of Care

Consumers often use the difficulty or ease of care for a product as a motivator for ultimately purchasing a garment. If it is to difficult to return the product to its original appearance, the customer may choose not to make another purchase (Hugo and van Aardt, 2012). Consumers evaluate the product post care, based on puckering of stitches,

shrinkage, fabric condition, and colorfastness of the garment (Abraham-Murali and Littrell, 1995). The post care quality can alter the consumer's satisfaction even though they may have been very satisfied with the garment before care (Abraham-Murali and Littrell, 1995).

Extrinsic Cues

Consumers can also use extrinsic cues to identify the product quality and influence their decision to purchase the garment. Brands and designer labels, country of origin, and store image encompass extrinsic cues (Hines and O'Neal, 1995). In addition, extrinsic cues can include advertising, presentation, and the vendor (Heisey, 1990). Consumers who are fashion opinion leaders, for instance, were found to use brand name and orientation in the marketplace as an indicator of better quality products (O'Cass and Choy, 2008). Consumers who identify the brand to be of higher quality are willing to pay more for the product if they see high brand attributes, and impeccable presentation standards (O'Cass and Choy, 2008). Specifically, consumers who purchase from luxury designers and high-end department stores identify the price and atmospheric cues as an indicator of high quality merchandise.

While extrinsic cues can create a symbol of an expected level of quality, the research is ambiguous as to how much the extrinsic cues impact consumer decisions of quality and whether these supersede intrinsic cues (Hines and O'Neal, 1995). In addition, personal values may impact consumer perceptions to purchase apparel (Gutman, 1982; Heisey, 1990; Rokeach, 1973). This study posits that compulsive and impulsive behaviors may impact purchasing frequency, and increase quality perceptions of products that may not actually be of high quality.

Hines and O'Neal (1995) related the means-end chain theory (explained later) to consequences or expectations that consumers have with the quality of clothing. Consumers expect aesthetic, economic/performance, physiological, and social/psychological rewards when purchasing apparel that is of high quality. These expectations include style details and design features that set them apart (aesthetic), longer lasting over lower quality (economic/performance), good fit and comfort (physiological), and garments that lift their self-esteem and give them an air of success and acknowledgement from others (social/psychological) (Swinker and Hines, 2006). In brief, consumers who find that the garment is made of high-quality utilize both intrinsic cues and extrinsic cues (or a combination of the two) to decide the overall quality of the apparel garment.

Compulsive and Impulsive Shopping Behaviors

Consumers who purchase impulsively typically purchase with reckless abandon, forgoing any self-control that they may have. Rook (1987) defined impulse buying best: "[when] a consumer experiences a sudden, often powerful and persistent urge to buy something immediately" (p.191). On the other hand, compulsive buying entails consumers who buy frequently, often without controlling their urges (Muller, Mitchell, and de Zwaan, 2015). Compulsive consumers purchase to relieve their urge to shop, often feeling remorse and guilt after their compulsive tendencies lead them to purchase when they may not be financially able to or purchasing things that they do not actually need (Muller et al., 2015). Impulse buying is often influenced by a mix of financial, personality, time, location, and cultural dimensions that then construct four different kinds of impulse buying (Stern, 1962). Subsequently, these classic buying situations

include pure impulse, reminder impulse, suggestion impulse, and planned impulse buying based on the stimuli the customer may experience when purchasing an item impulsively (Stern, 1962).

Impulse Buying Dimensions

Pure impulse buying is considered the simplest of impulse buying as it refers to the impulse purchase (Stern, 1962). This is often described as making a purchase as an escape to buy something, without any prior thought or evaluating if the garment is fashionable (Han, Morgan, Kotsiopulos, and Kang-Park, 1991). Stern (1962) suggests that pure impulse buying actually accounts for a small number of impulse purchases, as consumers usually have budgetary restrictions and aim to be more efficient and utilitarian in their shopping behavior.

Reminder impulse buying occurs when a consumer sees an item in the store during a shopping trip that prompts them to remember to replenish stock at home, triggering an impulse to buy a particular item (Stern, 1962). The impulse to purchase can also be triggered by advertisements (either visual or auditory) that can then create a need for the consumer to purchase the item (Stern, 1962). The consumer may also be reminded during the shopping trip based on a previous experience with the product or brand that can then be transferred to make an impulsive buying decision (Han et al., 1991).

Suggestion impulse buying occurs when a consumer sees a product for the first time and purchases it, creating a justification that they need the product (Stern, 1962). Suggestion impulse was explicated further that the consumer who makes a suggestion based impulse purchase decision shouldn't be based on any prior knowledge of the product; with the purchase decision is ultimately based on the product characteristics and

function based on consumer expectations of the product. (Stern, 1962). This construct has also been suitably renamed fashion-oriented impulse buying; this dimension's stimulus comes from the consumer's interest in purchasing apparel that may be a new style, design, or fabric (Han et al., 1991). In brief, as the product in question is an apparel product, this is an applicable shift in the nomenclature.

While planned impulse buying may seem counterintuitive, it encompasses the act when a consumer may go to a retailer with the plan to purchase but is not decided on what the purchase will be (Stern, 1962). The impulse can be decided by external factors like time and money available to purchase, shopping enjoyment, and impulse buying tendencies that the consumer might already have (Beatty and Ferrell, 1998). Consumers who have a need to purchase something but do not plan what they will purchase fall under this category as they are persuaded by seeing items in the store that they might not have been expecting based on price promotions, or availability of the original object they intended to purchase (Han et al, 1991).

Overall, studies find that there are positive outcomes for retailers from understanding the impulsive shopping tendencies, as the retailer might better target their market. By understanding the different types of impulsivity a shopper might have, a retailer can better market their products to entice consumers based on cultural and generational impulse tendencies (Han et al., 1991). Although fast fashion retailers are targeted towards younger consumers, there has been a shift as the fast fashion retailer needs to ensure that they can equally reach all consumers regardless of their age. By understanding situational cues, environmental atmospherics and how to apply this to the

consumers, impulse shopping behavior can increase, allowing the store to have greater profits and gain a competitive advantage over other retailers (Beatty and Ferrell, 1998).

Compulsive Shopping Behavior

Compulsive shoppers purchase items to satisfy an urge of being in the shopping experience (Muller et al., 2015). Compulsive buying has been identified as "chronic, repetitive purchasing that becomes a primary response to negative events or feelings" (O'Guinn and Faber, 1989, p.155). As compulsive shoppers enjoy the act of shopping, they often purchase items that they do not ever intend to use as their enjoyment comes from the actual act (Muller et al., 2015). In addition, other studies have theorized that compulsive shopping is an impulse control disorder (Frost, Kim, Morris, Bloss, Murray-Close, and Steketee, 1998). Consumers who have compulsive shopping tendencies purchase based on psychological factors that leads them to shop (Muller et al., 2015). Compulsive shoppers suffer from urges to buy that can create psychological distress based on the environmental cues that they are getting from their environment (Frost et al., 1998).

Psychologically, studies have found that compulsive shoppers tend to buy as an escape from anxiety, depression, tension, or boredom (Muller et al., 2015). Consumers develop anxiety when they want to purchase something, and the act of purchasing suppresses the anxiety they feel (Frost et al., 1998). Environmental factors also have a role in developing a consumers' compulsivity in purchasing, including marketing stimuli, namely commercials, print ads, and email notices about sales, shopping malls, and credit offers (Muller et al., 2015).

Compulsive shopping has been investigated by social scientists, marketers, and psychologists as an attempt to identify the social stigma and to categorize the disorder that could be related to compulsive shopping (Muller et al., 2015). However, psychological research indicates that compulsive shopping does not fall on the same spectrum as other obsessive-compulsive disorders, and that the term is deceptive, arguing that compulsive shopping shows more to be a lack of self-control when presented in shopping atmospheres (Muller et al., 2015). Rook (1987) argued that compulsive shoppers lose control of their impulse to buy, as the urge is "sometimes prove[s] irresistible," leading the consumer to feel "helpless against the dictates of their impulses" (p. 195). The lack of control over their impulse behavior transforms into a compulsive trait (Baumeister, 2002).

Studies have expanded impulse purchasing behaviors to include a lack of self-control when making an impulse purchase (Baumeister, 2002; Nepomuceno and Laroche, 2015), a combination of hoarding and addiction to acquisition (Bose, Burns, and Folse, 2013), and a display of materialism (O'Cass, 2002). On the extreme, it can be classified as a serious addiction requiring clinical treatment (Muller, Mitchell, and de Zwaan, 2013). Rook's (1987) focus on the spontaneity of the urge to purchase has been used as a seminal foundation and has been used in a majority of the literature and was utilized in this study.

Self-Control Failure

Consumers who are compulsive in nature are unable to control their urge to purchase, losing self-control despite any previous plans to avoid purchasing or long term plans to purchase something else (Baumeister, 2002). In order for consumers to properly

control their compulsive urge, an awareness of three principles that can help overcome the urge to buy is necessary (Baumeister, 2002). These three items are standards, monitoring process, and operational capacity (Baumeister, 2002).

Standards encompass goals, ideals, and norms that the consumer has in place (Baumeister, 2002). Consumers who have a certain level of standards in place will overcome any influences from marketing stimuli, sales associates, or peers, and can easily turn down any actions and thoughts that do not adhere to their standards in place (Baumeister, 2002). On the other hand, consumers who simply go to the mall to "shop" may be more influenced by marketing stimuli, sales associates, and peers as they didn't have any standards in place to restrain their compulsive urge (Baumeister, 2002).

Baumeister identifies the second principle necessary to control compulsive urges to be the development of a monitoring process that pushes consumers to keep track of purchases made and their financial position (2002). Consumers who have strict control over their money using a budgeting system are less likely to make a purchase that would derail them from their budgetary goals (Baumeister, 2002). On the other hand, consumers who do not have a strict budget and simply spend without accounting for their available income and future financial need (Baumeister, 2002). In brief, when consumers do not carefully keep track of their purchases and available money they lose self-control as they don't see the ramification of spending more money when deciding if they want to give in to the purchase (Baumeister, 2002).

Finally, the capacity to change is the most important principle of self-control (Baumeister, 2002). The first step in changing their personality stems from developing strength to overcome the impulse (Baumeister, 2002). Second, consumers need to have

knowledge in how they can control their urges and maintain composure when faced with an urge to purchase (Baumeister, 2002). Finally, Baumeister finds that the last step is that controlling their self-control is a skill that needs to be developed (2002).

While consumers can develop these three principles of self-control and eventually become less compulsive, consumers still give in if they have not completely mastered controlling their emotions and surrender to a compulsive urge to purchase (Baumeister, 2002). When consumers exhibit control over their compulsion, this becomes a drain on their ego, depleting their willpower to overcome their compulsive behavior (Baumeister, 2002). Consumers who experience this ego depletion end up purchasing compulsively as they do not have the ability to prevail their urge. Consumers who are under stress may also act out against their self-control. In these situations, the consumer experiences a self-control failure.

After the urge (and self-control failure) are acted upon, the consumers may feel remorseful for acting out and purchasing an object when they realize that they shouldn't have in retrospect (Baumeister, 2002). Further, studies have identified that compulsive buying is tied to compulsive hoarding, as these consumers tend to develop similar anxieties that they cannot be without a product (Frost et al., 1998).

In brief, researchers agree that compulsive buying often starts with anxiety and is settled with relief that they purchased; however, consumers feel remorse, guilt, and disappointment that they gave into their urges. Compulsive shoppers often become depressed that they cannot control their self-destructive behavior, creating an endless cycle. In extreme cases, compulsive shoppers continue to shop until they are heavily in debt, purchasing items with reckless abandon. Some of these consumers then turn to

hoarding, due to the fact that they are afraid of getting rid of the objects they may use in the future (Manolis and Roberts, 2012). Ultimately, compulsive shopping behaviors develop into a life altering activity as compulsive shoppers have little regard to their financial standing, relationship with others, and eventually, feelings of shame, hopelessness, and guilt (Manolis and Roberts, 2012).

Materialism

One theory suggests that the fast fashion industry has become popular due to the rise of a materialistic society in which consumers feel that they must own an abundance of clothing, ultimately purchasing more than they really need (Joung, 2013). Studies have found that materialistic consumers tend to purchase compulsively, often on impulse (Joung, 2013). These consumers also tend to hoard garments instead of discarding them when they are finished with them or the products have reached their end of life cycle (Joung, 2013; Ridgway et al., 2008; Yurchisin and Johnson, 2004). Even though consumers are encouraged to donate and sell unwanted fashion products, materialistic consumers often tend to be non-generous, and would rather dispose of unwanted garments instead of donating them (Belk, 1985). In addition, consumers who are materialistic in nature also tend to show negative behaviors towards charitable and sustainable organizations; supported by studies that found a negative correlation with materialistic consumers and consumer ethics and decision making (Kozar and Marcketti, 2011; Muncy and Eastman, 1998).

Joung (2013) found that consumers use clothing to express their status and wealth. While materialistic consumers utilize clothing to signify their materialistic status, they tend to hoard unworn apparel based on the value of the products, and keep items that

may have been expensive or of good quality. Consequently, they still dispose of more unwanted apparel, as they purchase compulsively (Joung, 2013). The study also concluded that the non-materialist consumers higher scores on environmental attitudes (Joung, 2013).

While the study identified that materialistic consumers have lower interest in environmental behavior, the study was limited to college students who were used for the sample, therefore, cannot be generalizable to the mass population (Joung, 2013). While the study found that college students tend to purchase less expensive garments, this can be limited on their lower disposable income, arguing that consumers who have a larger disposable income may purchase more expensive garments than college students (Joung, 2013). Consumers who have more disposable income may also have a different view on hoarding based on the value of the garments they may discard (Joung, 2013).

Hoarding

Even though hoarding of products has been explored since 1977 by several researchers, there is little understanding of hoarding outside of the psychological field. Psychology identifies hoarding as a manifestation of Obsessive Compulsive Disorder (OCD), but for consumers who hoard apparel, very little insight has been given based on their motives to hoard of unwanted or unused products (Guillard and Pinson, 2012). While the consumption process of garments includes post-consumption evaluation and divestment of unwanted fashion goods, very little research looks at these steps and how they impact consumer behavior (Blackwell, Miniard, and Engel, 2001; Bye and McKinney, 2007).

Hoarding traits have been found to develop as early during childhood, and continues to develop as consumers get older (Frost, Hartl, Christian, and Williams, 1995). Studies have indicated that children start to curate collections of like items around two years old, and continue to increase until age 6 (Pertusa, Frost, Fullana, Samuels, Steketee, Olin, Saena, Leckman, and Mataix-Cols, 2010). Researchers also concluded that hoarders tend to purchase a surplus of products that they use regularly to avoid the stress of being out of a product (Frost et al., 1995). Consumers hoard as a method to control situations when they have little to no control over other stressful situations (Frost et al., 1995). Specifically, people who show OCD hoard as a method to control their perfectionistic and undecided behaviors (Frost and Gross, 1993). Consumers with OCD hoard to overcome the discomfort with discarding products that may come in handy in the future.

When consumers no longer have a need for a garment, they can either elect to get rid of it (by various disposal methods) or keep it, also known as hoarding. Frost and Gross (1993) define hoarding as the "acquisition of, and failure to discard, possessions which appear to be useless or of limited value" (p. 367). In addition, Guillard and Pinson (2012) defined further defined hoarding as "the tendency to accumulate objects and the difficulty of detaching oneself from them even when they are worthless" (p. 58). At the extreme, hoarding can be classified as an obsessive-compulsive psychological disorder, named Diogenes syndrome, in which the consumer keeps everything (Grisham and Barlow, 2005; Pertusa et al., 2010).

While a majority of consumers dispose of unwanted apparel using various methods (donating, giving away, selling, etc.), they may also hold on to garments. Most consumers only wear 20-30 percent of the garments in their closet (Joung, 2013), while

the rest are held on to for a variety of reasons. Studies have shown that consumers hoard based on the price they paid for it (as an investment), something that they hope to fit into again (weight management), or a reminder of a special occasion or event (sentiment) (Birtwistle and Moore, 2007; Bye and McKinney, 2007; Furby, 1978; Guillard and Pinson, 2012; Morgan and Birtwistle, 2009). Seminal research finds that consumers hoard as a method to compensate for insecurity that they feel in their lives, hoarding products as a method of safety (Furby 1978; Hartl and Frost, 1999; Sartory, Master, & Rachman, 1989; Warren and Ostrom, 1988). Consumers who tend to have hoarding tendencies find their products as an extension of themselves, making it difficult to discard items as they feel they are discarding a portion of their personality and self-worth.

Compulsive Hoarding

Compulsive hoarding accounts for approximately five percent of the population and is often considered to be an impairment that leads to illness due to unsanitary environments, and have a negative effect on social relationships and employment (Medley, Capron, Korte, and Schmidt, 2013). Hoarding of products as a compulsive behavior has been identified in several psychological disorders, with 20-30 percent of people who show OCD symptoms to also be compulsive when hoarding (Frost, Steketee, and Grisham, 2004). When looking at compulsive hoarding in patients, approximately 20-30 percent of them who have compulsive hoarding traits display OCD behvaviors (Frost, Krause, & Steketee, 1996; Timpano, Buckner, Richey, Murphy, & Schmidt, 2009). Although compulsive hoarding has been identified in disorders like schizophrenia, anorexia, mental disorders, and depression, there has not been much research to understand consumers' motives to hoard compulsively (Frost et al, 2004). Further, studies

have indicated that compulsive hoarding may also be a distinct syndrome that needs to be evaluated further (Medley et al., 2013). Frost and Hartl (1996) have identified key symptoms that are present in compulsive hoarding as (a) the process of purchasing and failure to discard possessions that are no longer valuable; (b) the clutter in the living environment that eliminates functionality of the space as it was intended; and (c) the distress or difficulty discarding unwanted items. While these three indications have been identified in clinical studies as compulsive hoarding traits, consumers who display any of the symptoms may also be compulsive hoarders to some extent. Consumers who show compulsive hoarding traits are often ambivalent to discard based on the value that the item potentially has for the consumer (Frost et al., 1995).

Difficulty Discarding

Difficulty discarding is a result of behavioral avoidance of discarding unwanted possessions (Medley et al., 2013). Consumers, who hoard and feel anxious about discarding items, display an irrational anxiety, or anxiety sensitivity (Medley et al., 2013). Studies have found that there is a positive relationship between anxiety sensitivity and hoarding. Consumers who have anxiety sensitivity fear losing control of their environment (Medley et al., 2013). In another study, hoarding behaviors and anxiety sensitivity had the same relationship with OCD and hoarding (Coles, Frost, Heimberg, and Steketee, 2003). In addition, researchers found that anxiety sensitivity varies in identifying hoarding behaviors (Coles et al., 2003). Further studies have identified anxiety sensitivity in post-traumatic stress disorder (PTSD) patients, further confirming that trauma can lead to compulsive hoarding (Cromer, Schmidt, & Murphy 2007; Marshall, Miles, & Stewardt, 2010). In the most extreme cases, anxiety sensitivity can be

manifested as physical symptoms such as increased heartbeat, hyperventilation, and sweating and has been identified during hoarding processes of acquiring, discarding, and clutter (Timpano et al., 2009).

Value Oriented Hoarding

A study found that consumers often keep clothing they do not wear anymore for various reasons; including weight management, investment value, sentimental value, and aesthetic object (Bye and McKinney, 2007). Most consumers keep clothing based on the cost that the garment was, finding that they were too expensive or not worn often enough to compensate the high cost, therefore making it difficult to divest the garment (Bye and McKinney, 2007). The consumers who feel they "paid good money for a garment" may be loath to divest a garment if they do not feel that the garments still have value, whether it fits them or is in style or not (Bye and McKinney, 2007).

In addition, the study also found that consumers are reluctant to divest a garment that has a sentimental value; keeping something that was purchased for a special occasion (e.g., a wedding) or that gave them a memory of a favorite moment in their life (e.g., graduation, job interview) (Bye and McKinney, 2007). These garments with sentimental value can help aid the persons' autobiographical memory of their euphoric episodes in their life, feeling that they must keep these special possessions and pass them on to future generations (Guillard and Pinson, 2012). Studies have indicated that consumers feel that keeping familiar possessions provide them a safe atmosphere and help preserve their self-identity (Belk, 1990; Caspi and Roberts, 1999; Cherrier and Murray, 2007; Cherrier and Ponnor, 2010; Kleine, Kleine III and Allen, 1995; Price, Arnould and Curasi, 2000; Rindfleisch, Burroughs, and Wong, 2009).

Consumer's values may also be used to explain why consumers hoard (Guillard and Pinson, 2012). Consumers who are materialistic in nature give greater importance to "things" in general. Studies have found that materialistic consumers also have a tendency to hoard, even when items may be broken or beyond repair (Belk, 1985; Kleine and Baker, 2005; Richins, 1994). With the rise in disposable income, consumers have become more materialistic, creating a need to understand their hoarding behaviors.

Further, studies have also suggested that consumers keep garments due to a lack of certainty for future needs (Guillard and Pinson, 2012). This often includes keeping something in case the replacement breaks or is renders useless, or for traumatic reasons like economic crises, poverty, or war (Guillard and Pinson, 2012). Additionally, studies have also established that compulsive buyers are typically impulsive in nature and routine purchasers who are often very interested in fashion trends and purchase often, like fast fashion (Frost et al., 1998; Johnson and Attmann, 2009).

Theoretical Framework

The means-end theory allows researchers to understand the consumers' values of the product (attributes), their actions with the product (the consequences) and how it impacts the values of the product (Hines and O'Neal, 1995). This theoretical framework is often used in identifying consumer perceptions of quality of apparel products. The theory has several assumptions; (a) product values have a major role in consumer decision making patterns, (b) consumer actions have consequences, and (c) consumers tie certain consequences to certain actions (Gutman, 1982). This theory is applicable to consumers' disposal of fast fashion products based on the values the consumer assigns to the product based on characteristics and quality. The choices that the consumer makes in

disposing of their products has an impact on the landfills textile waste (Morgan and Birtwistle, 2009; Poulter, 2008).

Research Model

This research sought to identify how shopping behaviors (impulsive shopping and compulsive shopping) and attitudes towards fast fashion quality (fast fashion quality and fast fashion care) impact their decisions to hoard, either based on values they perceive the product has, or based on the difficulty and distress hoarding creates. By exploring these dependent variables, the study sought to understand how marketers can understand fast fashion shoppers and their hoarding tendencies. As fast fashion consumers shop more, they have the potential to hoard more, which can have negative consequences for sustainable disposal when they choose to purge their closet. The study identifies value oriented hoarding and difficulty discarding as two hoarding behaviors that are distinct and separate; therefore, there are two models presented with both hoarding behaviors (See Figure 2.1 and Figure 2.2). The figures are identical, with the only difference being the output variable (hoarding behavior). Studies would suggest that these two variables are independent behaviors that consumers could have, therefore, for simplicity in understanding the model, have been depicted as separate variables.

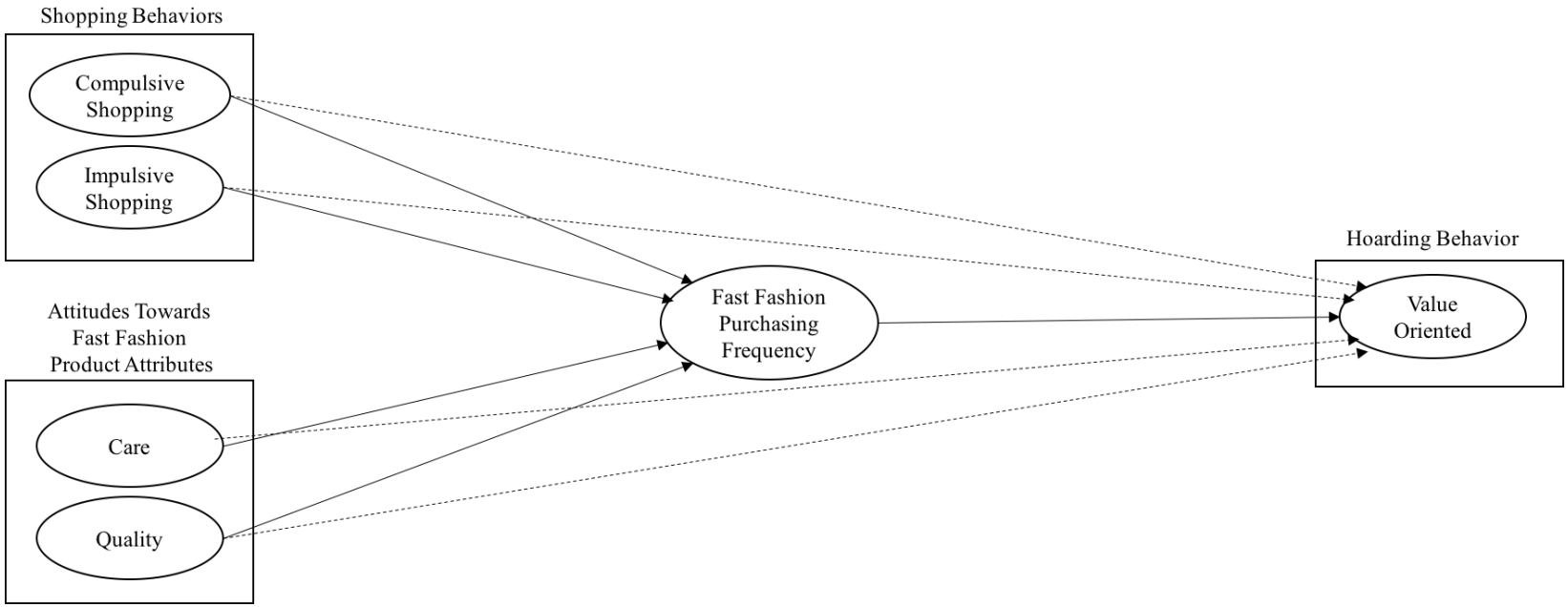

Figure 2.1 Research Model A.

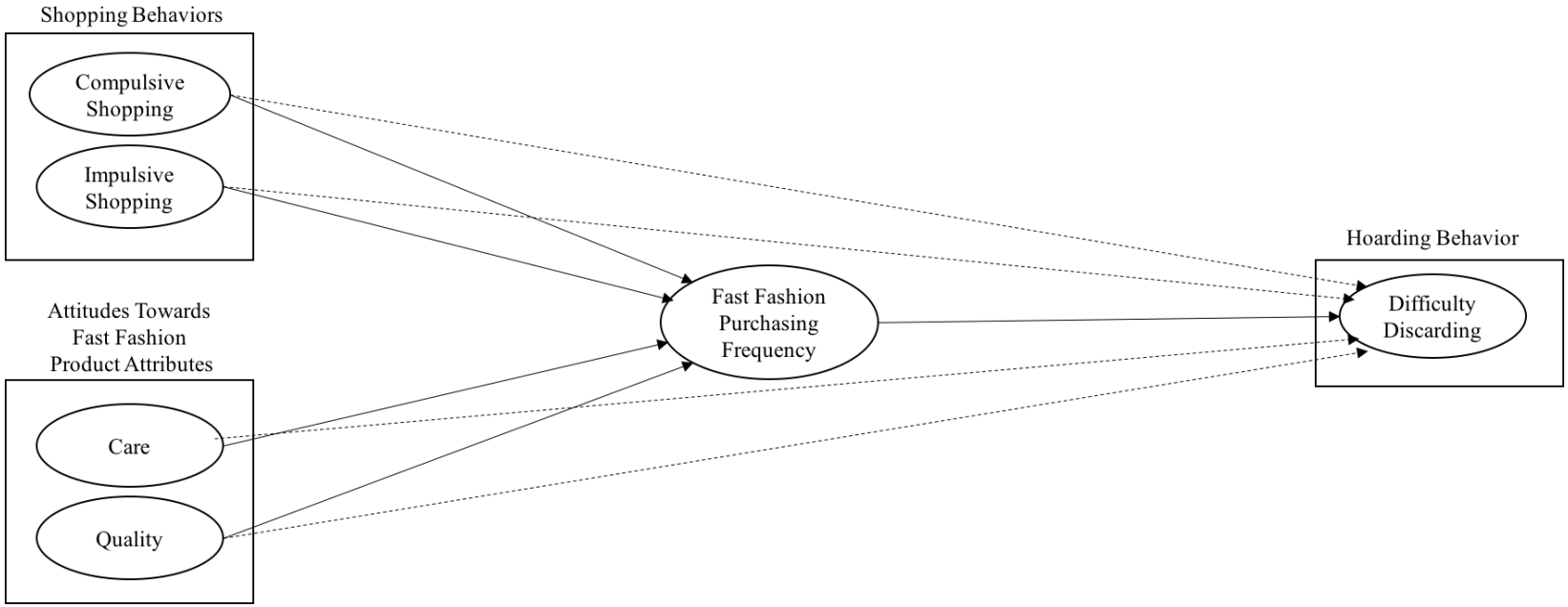

Figure 2.2. Research Model B.

Hypotheses

Hypothesis 1a. Consumers compulsive shopping personalities have a positive relationship with fast fashion purchasing behavior.

Hypothesis 1b. Consumers who display more compulsive shopping personalities also display increased value oriented hoarding behaviors.

Hypothesis 1c. Consumers who display more compulsive shopping personalities also display increased difficulty discarding.

Hypothesis 2a. Consumers impulsive shopping personalities have a positive relationship with fast fashion purchasing behavior.

Hypothesis 2b. Consumers who display more impulsive shopping personalities also display increased value oriented hoarding behaviors.

Hypothesis 2c. Consumers who display more impulsive shopping personalities also display increased difficulty discarding.

Hypothesis 3a. Consumers who find fast fashion products to be easy to care for purchase from fast fashion retailers more frequently.

Hypothesis 3b. Consumers who find fast fashion products to be easy to care for display more value-oriented hoarding behaviors.

Hypothesis 3c. Consumers who find fast fast fashion products to be easy to care for display have more difficulty discarding apparel.

Hypothesis 4a. Consumers who find fast fashion products to be of high quality purchase from fast fashion retailers more frequently.

Hypothesis 4b. Consumers who find fast fashion products to be of high quality display more value-oriented hoarding behaviors.

Hypothesis 4c. Consumers who find fast fashion products to be of high quality display more difficulty discarding behaviors.

Hypothesis 5. Consumers who display both impulsive and compulsive shopping personalities purchase from fast fashion retailers more frequently.

Hypothesis 6. Consumers who find fast fashion products to be easy to care for and to be of high quality purchase from fast fashion retailers more frequently.

Hypothesis 7a. Fast fashion frequency moderates the relationship between impulsive shopping personalities and value oriented hoarding.

Hypothesis 7b. Fast fashion frequency mediates the relationship between impulsive shopping personalities and value oriented hoarding.

Hypothesis 8a. Fast fashion frequency moderates the relationship between compulsive shopping personalities and value oriented hoarding.

Hypothesis 8b. Fast fashion frequency mediates the relationship between compulsive shopping personalities and value oriented hoarding.

Hypothesis 9a. Fast fashion frequency moderates the relationship between fast fashion quality and value oriented hoarding.

Hypothesis 9b. Fast fashion frequency mediates the relationship between fast fashion quality and value oriented hoarding.

Hypothesis 10a. Fast fashion frequency moderates the relationship between fast fashion care and value oriented hoarding.

Hypothesis 10b. Fast fashion frequency mediates the relationship between fast fashion care and value oriented hoarding.

Hypothesis 11a. Fast fashion frequency moderates the relationship between impulsive shopping personalities and difficulty discarding.

Hypothesis 11b. Fast fashion frequency mediates the relationship between impulsive shopping personalities and difficulty discarding.

Hypothesis 12a. Fast fashion frequency moderates the relationship between compulsive shopping personalities and difficulty discarding.

Hypothesis 12b. Fast fashion frequency mediates the relationship between compulsive shopping personalities and difficulty discarding.

Hypothesis 13a. Fast fashion frequency moderates the relationship between fast fashion quality and difficulty discarding.

Hypothesis 13b. Fast fashion frequency mediates the relationship between fast fashion quality and difficulty discarding.

Hypothesis 14a. Fast fashion frequency moderates the relationship between fast fashion care and difficulty discarding.

Hypothesis 14b. Fast fashion frequency mediates the relationship between fast fashion care and difficulty discarding.

CHAPTER III

METHOD

Participants

In order to better understand consumers' compulsive shopping behavior and knowledge of the environmental impact of clothing and textiles, this study utilized a purchased sample of US consumers. The sample was selected to understand a broader population that spanned over several generations as purchasing fast fashion goods is not limited to a particular demographic. As this study examined hoarding behaviors and unsustainable disposal of unwanted fashion goods, the sample selected provided the researcher an overview of the general population that could be explored in future studies.

IRB Exemption

The researcher acquired IRB Exemption (EXP2015U71994Z) for this project (see Appendix A for certificate). This study was exempt from a full IRB review under category 2, which exempts any research using survey procedures that do not obtain any subject information or place them at risks for committing any crimes. Also, the study did not cause any damages to the respondents' financial standing, employability, or reputation. Further, the topics and research questions planned did not cause any stress to the human subjects in the study. Therefore, full IRB review was not necessary and not pursued for this study.

Procedure

The study utilized a pretest of Texas State University students before the research sample was purchased. After a student sample was used to pretest the survey, a population sample was surveyed using an online survey powered by SurveyGizmo.

The population sample selected met the need to understand fast fashion consumers and how their purchasing behavior is impacted by their perception of quality and how it ultimately affects their disposal habits. The student pretest sample was used to ensure that the scales used for the study correctly measured the variables in the model; as they have not been used together in other studies. The student sample also served as a pretest to ensure that the second sample would be given questions that accurately measured each variable.

In accordance with the Institutional Review Board policies on human subjects at Texas State University, the data obtained from the participants in the study was kept anonymous and did not identify any individuals who chose to participate in the study. The online pretest was administered through their school of Family and Consumer Sciences professors on their class website, so the researcher did not have any access or way to communicate with the subjects directly. Also, IRB requires that all participants are over the age of 18, which was included in the consent form in the survey, and participants who are underage were not able to complete the survey.

The sample that was subsequently used for the data analysis in the thesis was purchased using a Thesis Research Fellowship grant of $2000 from Texas State University Graduate College which assisted the researcher in collecting data from a sample of consumers ages 18-59 purchased in the spring 2016 semester. After the student pretest was collected and analyzed, the survey was edited to ensure that the questions accurately measured the items in the research model. The sample, purchased through the online survey website SurveyGizmo, was administered in February 2016. Respondents qualified for the survey if they were female and an age quota was used to ensure even

distributions. The survey was live for 2 weeks, at which point the usable data sample of 500 respondents was collected.

Measures

Unless specified for certain questions, responses were measured on a seven point Likert scale, ranging from 1, (strongly disagree), 2, (disagree) 3, (slightly disagree), 4 (neither agree or disagree), to 5 (slightly agree), 6 (agree), 7 (strongly agree) in order to keep the questionnaire in the same format and facilitate the respondents' understanding of the questions and eliminating possible confusion that might bias the results. These measures were selected for their succinct methods of understanding the variables, and ensuring high response rates as the questionnaire could be completed within 20 minutes.

Compulsive and Impulsive Shopping Measures

Compulsive shopping was measured using the Compulsive/Impulsive Buying Scale developed by Ridgway, Kukar-Kinney, and Monroe (2008) (See Table 3.1). This six-item scale utilizes questions like "Much of my life centers around buying things," and "I buy things I did not plan to buy," (Ridgway, Kukar-Kinney, and Monroe, 2008) and is well regarded when measuring impulsive buying behavior. While this scale has three items that measure impulsive behaviors, the study employed another classic scale to further examine impulsive buying.

Table 3.1: Items Used to Measure Compulsivity. (Ridgway et al., 2008).

Item
I often buy things spontaneously.
My closet has unopened shopping bags in it or clothes that still have tags attached.
Others might consider me a shopaholic.
Much of my life centers around buying things.
I buy things I don't need.
I buy things I did not plan to buy.
I consider myself an impulse shopper.

Rook and Fisher's (1995) scale was used to measure buying impulsiveness (See Table 3.2). This classic scale of nine-items asks questions like "I often buy things spontaneously," and "I often buy things without thinking," (Rook and Fisher, 1995). This scale has proven to be highly regarded and is a classic scale for measuring impulsive shopping behavior.

Table 3.2: Items Used to Measure Impulsivity (Rook and Fisher, 1995).

Item
Just do it describes the way I buy things.
I often buy things without thinking.
I see it, I buy it describes me.
Buy now, think about it later describes me.
Sometimes I feel like buying things on the spur-of-the-moment.
I buy things according to how I feel at the moment.
I carefully plan most of my purchases.*
Sometimes I am a bit reckless about what I buy.

*Item is reverse coded.

Measures of Fast Fashion Quality and Care

Both Fast Fashion Quality and Care were measured using a portion of scale developed by Abraham-Murali and Littrell (1995) (See Table 3.3). These scales were developed to look at consumers' perceptions of apparel quality at both pre-purchase and

post purchase, using items to measure how consumers believe the garment should perform based on the expectations the consumer has (i.e., fabric and garment construction; care, value and style; appearance on the body; individuality and expression) and how the garment has actually performed, based on post purchase signs that the garment has displayed (expressive characteristics; fabric; care; individuality) (Abraham-Murali and Littrell, 1995). Seven items were selected to measure fabric (i.e., "The seams are well stitched" and "The overall quality of the fabric is good") based on their high factor loadings in the original study.

Items were also selected to evaluate consumers' perceptions of garments' post care performance (See Table 3.4). These six items included statements like "The garment is easy to care for" and "The fabric has remained in good condition after several cleanings." (Abraham-Murali and Littrell, 1995). Once again, these items were selected based on high factor loadings in the original study.

Table 3.3: Items Used to Measure Fast Fashion Quality Items. (Abraham-Murali and Littrell, 1995).

Item
The seams are well stitched.
The overall quality of the fabric is good.
The fabric is sturdy and durable.
The garment is well finished on the wrong side.
The color of trims, buttons, and zippers coordinates with the fabric.
The garment has even hems and facings.
The garment is cut on the right grain.

Table 3.4: Items Used to Measure of Fast Fashion Care Items. (Abraham-Murali and Littrell, 1995).

Item
Seams do not pucker when washing.
The garment is easy to care for.
The fabric has not shrunk beyond what I expected.
The fabric is color fast and does not bleed onto other garments when washing.
The garment is machine washable.
The fabric has remained in good condition after several cleanings.

Measures of Hoarding of Apparel Products

This study utilized two different scales to measure consumers hoarding behavior. As previously mentioned in Chapter II, consumers can hoard garments even if they no longer have a need for it and could dispose of it. Although a majority of consumers dispose of unwanted apparel using various methods (donating, giving away, selling, etc.), they may also hold on to garments. Studies have shown that consumers hoard based on the price they paid for it (as an investment), something that they hope to fit into again (weight management), or a reminder of a special occasion or event (sentiment) (Birtwistle and Moore, 2007; Bye and McKinney, 2007; Morgan and Birtwistle, 2009). Therefore, consumers may hoard for attachment to higher value items, or value, or because it is difficult to discard fashion goods. This study argues that while both value oriented hoarding and difficulty discarding are separate behaviors that hoarders can display, they are separate and distinct actions. However, a consumer can display both hoarding behaviors at the same time.

Value-Oriented Hoarding

Value-Oriented Hoarding was measured with a scale developed by Joung (2013) (See Table 3.5). This seven-item scale has respondents give reasons they may hoard

products based on the perceived value that it has, utilizing questions like “I don’t want to get rid of apparel products that were expensive” (Joung, 2013).

Table 3.5: Items Used to Measure Value Oriented Hoarding.
(Joung, 2013).

Item
I don't want to get rid of clothes that were expensive.
I don't want to get rid of clothes that are made of high quality materials (e g , silk, cashmere, wool, genuine leather, etc.).
I don't want to get rid of clothes because I like the brand.
I keep clothes that are considered to be attractive or beautiful even though I don't use them.
I keep clothes that are still in good condition (lack of wear or damage) even though I don't use them.
I don't want to get rid of clothes that help me remember important life events.
I have some clothes that may come back into style.

Difficulty Discarding

Difficulty discarding was measured with a portion of a three factor scale utilized to measure compulsive hoarding (the full scale is sorted into difficulty discarding, excessive clutter, and excessive acquisition) (Frost et al., 2004) (See Table 3.6).

Table 3.6: Items Used to Measure Difficulty Discarding.
(Frost, Steketee, & Grisham, 2004).

Item
To what extent do you have difficulty throwing clothes away?
How distressing do you find the task of throwing clothes away?
How often do you avoid trying to discard clothing because it is too stressful or time-consuming?
How strong is your urge to save something you know you may never use?
How much control do you have over your urges to save possessions?
How often are you unable to discard clothing you would like to get rid of?

This single factor was selected for this study instead of utilizing the entire scale as excessive acquisition can be substituted for compulsive behaviors (a measure that is more

appropriate for compulsive apparel purchasing) and excessive clutter is not as relevant to consumer's fast fashion shopping behavior. It should be noted as well that this scale is not answered on a 7 point Likert-type scale, but instead each question has its own multiple-choice measure. The scales used were then translated to interval data, allowing it to be easily analyzed with the other variables used in the study. This required that these questions not to be in with other questions randomly and they were asked asked in their own section in the survey to lower the chance of respondents' confusion when approached with a different measurement instrument.

Fast Fashion Purchase Behavior

Two items were used to measure consumers purchase behavior from fast fashion retailers. In order to better understand how many consumers actually purchase fast fashion from the national, generalizable sample, the survey did not limit the study to a population who had already purchased fast fashion in order to see a real portion that has purchased from a fast fashion retailer.

The fast fashion retailers that were used as examples were chosen as a result of a pretest using undergraduate students and industry information about popular fast fashion retailers in the United States. In the research sample's survey, examples were given to assist the respondents in understanding what fast fashion retailers are without giving them information about the quality issues that fast fashion retailers often have associated with them.

Table 3.7: Items Used to Measure Fast Fashion Purchase Behavior and Frequency.

Item
Have you purchased from a fast fashion retailer (e.g., Forever 21, H&M, Zara, Cotton On, Top Shop, Uniqlo)?
How often have you purchased from a fast fashion retailer (e.g., Forever 21, H&M, Zara, Cotton On, Top Shop, Uniqlo)?

CHAPTER IV

RESULTS

Summary of Results

The survey was administered through the website SurveyGizmo and took one week to complete the survey. Of the 707 respondents who started the survey, there were 62 partial responses (which were subsequently discarded as "incompletes") and 142 respondents who were disqualified, based on quotas set to ensure a healthy mix of ages. Respondents who were male were also disqualified to ensure that the survey was sent to only females.

After the data was collected, it was screened to ensure that there were no errors in the data including missing data, or outliers. Using SPSS Version 22, frequency distribution was examined to ensure that the responses to the items were normal. Multiple regression was done to measure the variables and identify the relationships between the variables outlined for the study. Finally, tests of mediation and moderation were conducted to explore the impacts of the fast fashion purchasing frequency on the relationship of the independent variables (shopping personalities and fast fashion attributes) on the hoarding behaviors.

Demographic Information

The sample was a homogenous sample of women shoppers, as women have been found to display more compulsive and impulsive personality traits, especially when purchasing apparel. In addition, women would have more of a reason to hoard apparel. The population sample had respondents varying in age from 18-59 to better understand cross-generational post purchase behavior of fast fashion goods. Respondents were fairly

evenly distributed by age, and the data had a majority of the respondents aged 18-29 (38%) (See Table 4.1). Respondents from age 50-59 however were the lowest response group (1.8%).

Table 4.1: Respondents by Age.

Age Range	n	%
18-24	97	19.4%
25-29	93	18.6%
30-34	72	14.4%
35-39	79	15.8%
40-44	73	14.6%
45-49	77	15.4%
50-59	9	1.8%
Total	**500**	**100.0%**

Respondent's ethnicity was not as evenly distributed, with a majority (67.6%) of respondents identifying themselves as Euro-American or Caucasian (See Table 4.2). Of minority ethnic groups, Hispanic/Latinos were the next best represented, with 10.8% of the respondents. African-American respondents were slightly lower, with 10.4% of the respondents. Finally, Asian respondents or those who did not respond both totaled 5.6% of the respondents. This ethnic distribution aligns with that of the general population of the United States.

Table 4.2: Respondents by Ethnic Group.

	n	%
Euro-American/Caucasian	338	67.6%
Hispanic/Latino(a)	54	10.8%
African-American	52	10.4%
Asian	28	5.6%
Other (Not Given)	28	5.6%
Total	**500**	**100.0%**

Of the 500 responses, 477 provided their geographical area (See Table 4.3). Using the Census Regions and Divisions of the United States published by the US Department of Commerce, Economics, and Statistics Administration, the researcher divided the respondents by region. This regional division list is used to understand the regions for census data.

Table 4.3: Respondents by Regional Location.

	n	**%**
South	170	35.6%
Midwest	110	23.1%
Northeast	97	20.3%
West	100	21.0%
Total	**477**	**100.0%**

The states that represent the South are Alabama, Arkansas, Delaware, District of Columbia (DC), Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, Oklahoma, North Carolina, South Carolina, Tennessee, Texas, Virginia, and West Virginia. 35.6% of the respondents were from the South of the United States. 23.1% of the respondents were from the Midwest region of the United States. The states in the Midwest region are Indiana, Illinois, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin. 20.3% of the respondents were from the Northeast region, which consists of the states Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont. 16.4% of the respondents were from the Pacific region of the United States, and includes Alaska, California, Hawaii, Oregon, and Washington. Finally, 4.6%

of the respondents were from the Western region of the United States. These states include Arizona, Colorado, Idaho, New Mexico, Nevada, Montana, and Wyoming.

Compulsive and Impulsive Shopping

Compulsive Shopping

The item "I often buy things spontaneously" had a mean of 4.52 and a standard deviation of 1.541, suggesting that the respondents somewhat agreed with the statement (See Table 4.4). Respondents answers to the item "My closet has unopened shopping bags in it" had a mean of 2.97 and a standard deviation of 1.987, indicating that the respondents somewhat disagreed with the statement. The item "Others might consider me a shopaholic" resulted in a mean of 3.18 and a standard deviation of 1.951. This suggests that the respondents somewhat disagreed with the statement. The statement "Much of my life centers around buying things" had a mean of 3.16 and a standard deviation of 1.805, suggesting that the somewhat disagreed with the statement. The item "I buy things I don't need" suggested that respondents neither agreed nor disagreed with the statement, with a mean of 3.80 and a standard deviation of 1.802. The item "I buy things I did not plan to buy" had a mean of 4.34 and a standard deviation of 1.749, suggesting that the respondents neither agreed nor disagreed with the statement. Finally, the item "I consider myself an impulse shopper" had a mean of 3.61 and a standard deviation of 1.886, suggesting that the respondents neither agreed nor disagreed with the statement.

Table 4.4: Frequencies of Compulsivity Items.

Item	n	*M*	*SD*
I often buy things spontaneously.	498	4.52	1.541
My closet has unopened shopping bags in it or clothes that still have tags attached.	500	2.97	1.987
Others might consider me a shopaholic.	497	3.18	1.951
Much of my life centers around buying things.	500	3.16	1.805
I buy things I don't need.	499	3.80	1.802
I buy things I did not plan to buy.	499	4.34	1.749
I consider myself an impulse shopper.	500	3.61	1.886

The seven items used to measure compulsivity loaded on one factor with a Chronbach's alpha of .89 (See Table 4.5). The factor accounted for a variance of 60.90%. The variable (Compulsivity) was created by summing the values for each item and dividing it by seven to provide a scale that had ranges from one to seven. The mean for the variable Compulsivity was 3.65 (S=1.419). This would suggest that respondents were somewhat compulsive.

Table 4.5: Factor Loadings of Compulsivity Items.

Item	Factor Loading
I often buy things spontaneously.	0.62
My closet has unopened shopping bags in it or clothes that still have tags attached.	0.71
Others might consider me a shopaholic.	0.83
Much of my life centers around buying things.	0.82
I buy things I don't need.	0.80
I buy things I did not plan to buy.	0.73
I consider myself an impulse shopper.	0.88
Eigenvalue	4.26
% of variance	60.90%
Chronbach's alpha	0.89

Impulsive Shopping

The item "'Just do it' describes the way I do things" had a mean of 3.80 and a standard deviation of 1.707, suggesting that the respondents neither agreed nor disagreed with the statement (See Table 4.6). Respondents' answers to the item "I often buy things without thinking" had a mean of 3.72 and a standard deviation of 1.783, indicating that the respondents neither agreed nor disagreed with the statement. The item "'I see it, I buy it describes me'" resulted in a mean of 3.67 and a standard deviation of 1.815. This suggests that the respondents neither agreed nor disagreed with the statement. The statement "'Buy now, think about it later' describes me" had a mean of 3.59 and a standard deviation of 1.830, suggesting that the respondents neither agreed nor disagreed with the statement. The item "Sometimes I feel like buying things on the spur-of-the-moment" suggested that respondents somewhat agreed with the statement, with a mean of 4.99 and a standard deviation of 1.540. The item "I buy things according to how I feel at the moment" had a mean of 4.54 and a standard deviation of 1.614, suggesting that the respondents neither agreed nor disagreed with the statement. The item "I carefully plan most of my purchases" was reverse coded, with a mean of 3.05 and a standard deviation of 1.461, suggesting that the respondents somewhat disagreed with the statement. Finally, the item "Sometimes I am a bit reckless about what I buy" had a mean of 4.05 and a standard deviation of 1.779, suggesting that the respondents neither agreed nor disagreed with the statement.

Table 4.6: Frequencies of Impulsivity Items.

Item	n	*M*	*SD*
Just do it describes the way I buy things.	498	3.80	1.707
I often buy things without thinking.	500	3.72	1.783
I see it, I buy it describes me.	496	3.67	1.815
Buy now, think about it later describes me.	496	3.59	1.830
Sometimes I feel like buying things on the spur-of-the-moment.	500	4.99	1.540
I buy things according to how I feel at the moment.	500	4.54	1.614
I carefully plan most of my purchases.*	496	3.05	1.461
Sometimes I am a bit reckless about what I buy.	498	4.05	1.779

*Item was reverse coded.

The eight items used to measure impulsivity loaded on one factor (See Table 4.7). One item, "I carefully plan most of my purchases" was deleted due to low factor loadings of .31. The remaining seven items were used to create a variable with a Chronbach's alpha of .91. The factor accounted for a variance of 58.50%. The variable (Impulsivity) was created by summing the values for each item and dividing it by seven to provide a scale that had ranges from one to seven. The mean for the variable Impulsivity was 4.05 (S=1.397). This would suggest that respondents were fairly neutrally impulsive.

Table 4.7: Factor Loadings of Impulsivity Items.

Item	Factor Loading
Just do it describes the way I buy things.	0.83
I often buy things without thinking.	0.85
I see it, I buy it describes me.	0.85
Buy now, think about it later describes me.	0.83
Sometimes I feel like buying things on the spur-of-the-moment.	0.72
I buy things according to how I feel at the moment.	0.78
I carefully plan most of my purchases.*	0.31
Sometimes I am a bit reckless about what I buy.	0.80

*Item was deleted due to low factor loadings.

Eigenvalue	4.68
% of variance	58.50%
Chronbach's alpha	0.91

Fast Fashion Product Attributes

Fast Fashion Quality Perceptions

The item "The seams are well stitched" had a mean of 5.07 and a standard deviation of 1.350, suggesting that the respondents somewhat agreed with the statement (See Table 4.8). The item, "The overall quality of the fabric is good" had a mean of 5.15 and a standard deviation of 1.414, suggesting that the respondents somewhat agreed with the statement. The item, "The fabric is sturdy and durable" had a mean of 4.89 and a standard deviation of 1.534, suggesting that the respondents also somewhat agreed with the statement. Respondents answers to the item "The garment is well finished on the wrong side" had a mean of 4.38 and a standard deviation of 1.596, suggesting that the respondents neither agreed nor disagreed with the statement. The statement "The color of trims, buttons, and zippers coordinates with the fabric" had a mean of 5.42 and a standard deviation of 1.282. This would suggest that the respondents somewhat agreed with the

statement. The item "The garment has even hems and facings" had a mean of 5.10 and a standard deviation of 1.417, suggesting that the respondents somewhat agreed with the statement. Finally, respondents somewhat agreed with the last item, "The garment is cut on the right grain," with a mean of 5.01 and a standard deviation of 1.350.

Table 4.8: Frequencies of Fast Fashion Quality Items.

Item	**n**	***M***	***SD***
The seams are well stitched.	494	5.07	1.440
The overall quality of the fabric is good.	498	5.15	1.414
The fabric is sturdy and durable.	496	4.89	1.534
The garment is well finished on the wrong side.	498	4.38	1.596
The color of trims, buttons, and zippers coordinates with the fabric.	497	5.42	1.282
The garment has even hems and facings.	498	5.10	1.417
The garment is cut on the right grain.	495	5.01	1.350

The seven items used to measure quality of fast fashion garments loaded on one factor (See Table 4.9). With low factor ratings of .56, one item, "The garment is well finished on the wrong side" was deleted to improve reliability. The remaining six items were used to create a variable with a Chronbach's alpha of .90. The factor accounted for a variance of 60.49%. The variable (Fast Fashion Quality) was created by summing the values for each item and dividing it by six to provide a scale that had ranges from one to seven. The mean for the variable Fast Fashion Quality was 5.11 (S=1.14). This would suggest that respondents found that fast fashion was of fairly decent quality.

Table 4.9: Factor Loadings of Fast Fashion Quality Items.

Item	Factor Loading
The seams are well stitched.	0.84
The overall quality of the fabric is good.	0.86
The fabric is sturdy and durable.	0.84
The garment is well finished on the wrong side.*	0.56
The color of trims, buttons, and zippers coordinates with the fabric.	0.74
The garment has even hems and facings.	0.79
The garment is cut on the right grain.	0.79
*Item was deleted due to low factor loadings.	
Eigenvalue	4.23
% of variance	60.49%
Chronbach's alpha	0.90

Fast Fashion Care Perceptions

The item "Seams do not pucker when washed" had a mean of 4.98 and a standard deviation of 1.435, suggesting that the respondents somewhat agreed with the statement (See Table 4.10). The item, "The garment is easy to care for" had a mean of 5.32 and a standard deviation of 1.313, suggesting that the respondents somewhat agreed with the statement. The item, "The fabric has not shrunk beyond what I expected" had a mean of 5.03 and a standard deviation of 1.469, suggesting that the respondents somewhat agreed with the statement. Respondents answers to the item "The fabric is color fast and does not bleed onto other garments when washing" had a mean of 5.15 and a standard deviation of 1.413, suggesting that the respondents also somewhat agreed with this statement. The statement "The garment is machine washable" had a mean of 5.56 and a standard deviation of 1.297. This would suggest that the respondents somewhat agreed with the statement. Finally, respondents somewhat agreed with the last item, "The fabric has

remained in good condition after several cleanings," with a mean of 5.03 and a standard deviation of 1.455.

Table 4.10: Frequencies of Fast Fashion Care Items.

Item	**n**	***M***	***SD***
Seams do not pucker when washing.	497	4.98	1.435
The garment is easy to care for.	496	5.32	1.313
The fabric has not shrunk beyond what I expected.	495	5.03	1.469
The fabric is color fast and does not bleed onto other garments when washing.	497	5.15	1.413
The garment is machine washable.	498	5.56	1.297
The fabric has remained in good condition after several cleanings.	498	5.03	1.455

The six items used to measure fast fashion garments care loaded on one factor with a Chronbach's alpha of .90 (See Table 4.11). The factor accounted for a variance of 66.67%. The variable Fast Fashion Care was created by summing the values for each item and dividing it by six to provide a scale that had ranges from one to seven. The mean for the variable Fast Fashion Care was 5.18 (S=1.136). This would suggest that respondents found that fast fashion apparel is fairly easy to care for and has met their expectations for resiliency to care.

Table 4.11: Factor Loadings of Fast Fashion Care Items.

Item	Factor Loading
Seams do not pucker when washing.	0.81
The garment is easy to care for.	0.85
The fabric has not shrunk beyond what I expected.	0.80
The fabric is color fast and does not bleed onto other garments when washing.	0.80
The garment is machine washable.	0.78
The fabric has remained in good condition after several cleanings.	0.85
Eigenvalue	4.00
% of variance	66.67%
Chronbach's alpha	0.90

Hoarding

Value-Oriented Hoarding

The item "I don't want to get rid of apparel products that were expensive" had a mean of 5.17 and a standard deviation of 1.631, suggesting that the respondents somewhat agreed with the statement (See Table 4.12). Respondents answers to the item "I don't want to get rid of apparel products that are made of high quality materials (e.g. silk, cashmere, wool, genuine leather, etc.)" had a mean of 5.06 and a standard deviation of 1.611, indicating that the respondents somewhat agreed with the statement. The item "I don't want to get rid of apparel products because I like the brand" resulted in a mean of 4.43 and a standard deviation of 1.748. This suggests that the respondents neither agreed nor disagreed with the statement. The statement "I keep apparel products that are considered to be attractive or beautiful even though I don't use them" had a mean of 4.84 and a standard deviation of 1.658, suggesting that the respondents somewhat agreed with the statement. The item "I keep apparel products that are still in good condition (lack of wear or damage) even though I don't use them" suggested that respondents somewhat

agreed with the statement, with a mean of 5.00 and a standard deviation of 1.564. The item "I don't want to get rid of apparel products that help me remember important life events" had a mean of 4.73 and a standard deviation of 1.789, suggesting that the respondents neither agreed nor disagreed with the statement. Finally, the item "I have some apparel products that may come back in style" had a mean of 4.74 and a standard deviation of 1.665, suggesting that the respondents neither agreed nor disagreed with the statement.

Table 4.12: Frequencies of Value Oriented Hoarding Items.

Item	**n**	***M***	***SD***
I don't want to get rid of clothes that were expensive.	498	5.17	1.631
I don't want to get rid of clothes that are made of high quality materials (e g , silk, cashmere, wool, genuine leather, I.).	498	5.06	1.611
I don't want to get rid of clothes because I like the brand.	499	4.43	1.748
I keep clothes that are considered to be attractive or beautiful even though I don't use them.	496	4.84	1.658
I keep clothes that are still in good condition (lack of wear or damage) even though I don't use them.	498	5.00	1.564
I don't want to get rid of clothes that help me remember important life events.	495	4.73	1.789
I have some clothes that may come back into style.	499	4.74	1.665

The seven items used to measure value oriented hoarding loaded on one factor with a Chronbach's alpha of .89 (See Table 4.13). The factor accounted for a variance of 60.71%. The variable (Value-Oriented Hoarding) was created by summing the values for each item and dividing it by seven to provide a scale that had ranges from one to seven. The mean for this newly created variable Value-Oriented Hoarding was 4.85 (S=1.30). This would suggest that respondents somewhat agreed to displaying value oriented hoarding behaviors.

Table 4.13: Factor Loadings of Value Oriented Hoarding Items.

Item	Factor Loading
I don't want to get rid of clothes that were expensive.	0.82
I don't want to get rid of clothes that are made of high quality materials (e g , silk, cashmere, wool, genuine leather, etc.).	0.77
I don't want to get rid of clothes because I like the brand.	0.75
I keep clothes that are considered to be attractive or beautiful even though I don't use them.	0.82
I keep clothes that are still in good condition (lack of wear or damage) even though I don't use them.	0.82
I don't want to get rid of clothes that help me remember important life events.	0.73
I have some clothes that may come back into style.	0.74
Eigenvalue	4.25
% of variance	60.71%
Chronbach's alpha	0.89

Difficulty Discarding

The items that were used to measure consumer's difficulty to discard were all in a question format instead of the traditional semantic statement. According to the original researchers who developed the Saving Inventory-Revised scale, respondents who have a higher score per construct of compulsive hoarding show to have compulsive traits (Frost et al., 2004). As this study used the difficulty discarding construct, the items indicate stress and lack of control over discarding of unwanted products. Therefore, respondents who had higher scores show to have more difficulty when discarding apparel. The question "To what extent do you have difficulty throwing clothes away?" had a mean of 2.83 and a standard deviation of 1.220 (See Table 4.14). The question "How distressing do you find the task of throwing clothes away?" had a mean of 2.53 and a standard deviation of 1.178. "How often do you avoid trying to discard clothing because it is too stressful or time-consuming?" had a mean of 2.80 and a standard deviation of 1.125.

When asked "How strong is your urge to save something you know you may never use?" the respondents collectively had a mean of 2.69 and a standard deviation of of 1.195. The question, "How much control do you have over your urges to save possessions?" had a mean of 2.39 and a standard deviation of 1.027. Finally, the question "How often are you unable to discard clothing you would like to get rid of?" had a mean of 2.64 and a standard deviation of 1.091.

Table 4.14: Frequencies of Difficulty Discarding Items.

Item	**n**	***M***	***SD***
To what extent do you have difficulty throwing clothes away?	499	2.83	1.220
How distressing do you find the task of throwing clothes away?	495	2.53	1.178
How often do you avoid trying to discard clothing because it is too stressful or time-consuming?	497	2.80	1.125
How strong is your urge to save something you know you may never use?	495	2.69	1.195
How much control do you have over your urges to save possessions?	496	2.39	1.027
How often are you unable to discard clothing you would like to get rid of?	497	2.64	1.091

The six items used to measure difficulty discarding loaded on one factor with a Chronbach's alpha of .91 (See Table 4.15). The factor accounted for a variance of 68.02%. The variable (Difficulty Discarding) was created by summing the values for each item and dividing it by six to provide a scale that had ranges from one to seven. The mean for the newly created variable Difficulty Discarding was 2.65 (S = .937). This would suggest that respondents did not find discarding to be difficult.

Table 4.15: Factor Loadings of Difficulty Discarding Items.

Item	Factor Loading
To what extent do you have difficulty throwing clothes away?	0.84
How distressing do you find the task of throwing clothes away?	0.87
How often do you avoid trying to discard clothing because it is too stressful or time-consuming?	0.86
How strong is your urge to save something you know you may never use?	0.85
How much control do you have over your urges to save possessions?	0.70
How often are you unable to discard clothing you would like to get rid of?	0.82
Eigenvalue	4.08
% of variance	68.02%
Chronbach's alpha	0.91

Multiple Regression Analysis

To understand the research models, linear regression analysis was used to estimate if the shopping personality (Compulsivity and Impulsivity) and attitudes towards fast fashion product attributes (Care and Quality) impacted the frequency for consumers to shop and affected their hoarding behaviors. The study employed several regression tests, which are summarized in Table 4.16.

Table 4.16: Summary of Regressions Performed.

IV	DV	Table Reporting M, SD, & Correlation	Table Reporting Regression Analysis
I,C	FP	4.19	4.20
I,C	VH	4.21	4.22
I,C,FP	VH	4.23	4.24
FP	VH	4.25	4.26
FC, FQ	FP	4.27	4.28
FC, FQ	VH	4.29	4.30
FC, FQ, FP	VH	4.31	4.32
I,C, FC, FQ	FP	4.33	4.34
I,C, FC, FQ	VH	4.35	4.36
I,C, FC, FQ, FP	VH	4.37	4.38
I,C	DD	4.39	4.40
I,C,FP	DD	4.41	4.42
FP	DD	4.43	4.44
FC, FQ	DD	4.45	4.46
FC, FQ, FP	DD	4.47	4.48
I,C, FC, FQ	DD	4.49	4.50
I,C, FC, FQ, FP	DD	4.51	4.42

Key:

I (Impulse) C (Compulse)
FP (Fast Fashion Purchase Frequency)
FC (Fashion Care) FQ (Fashion Quality)
VH (Value-Oriented Hoarding)
DD (Difficulty Discarding)

Regression Analyses for Value Oriented Hoarding

The first model's dependent variable of value oriented hoarding was analyzed using the independent variables of shopping personalities and attitudes towards fast fashion apparel quality to understand how consumers who displayed compulsive and impulsive traits and had high attitudes towards fast fashion quality hoarded based on the value orientation that the product has.

Shopping Personalities and Value Oriented Hoarding

The first regression predicted fast fashion purchase frequency using shopping personalities (impulsivity and compulsivity). Although there were 500 respondents in the sample, only 372 respondents had purchased from a fast fashion retailer, so these respondents were used for this regression. The means, standard deviations, and correlations for this regression are displayed in Table 4.17.

Table 4.17: Means, Standard Deviations, and Correlations for Fast Fashion Shopping Frequency and Shopping Personalities.

Variable	M	SD	1	2
Fast Fashion Frequency	3.24	1	.42*	.40*
Predictor Variables				
Impulsivity	4.16	1.38	--	.83*
Compulsivity	3.81	1.41		--

Note: N= 372; * $p < .001$.

Shopping personalities were found to significantly predict frequency in fast fashion purchasing behavior $F(2, 369) = 41.97$, $p < .05$ (See Table 4.18). While both variables were found to be significant, impulsive shopping had a bigger effect on the model ($\beta = 0.03$). The R^2 was 0.18, which would indicate that the model accounts for 18% of the variance in frequency to purchase fast fashion.

Table 4.18: Regression Analysis Summary for Shopping Personalities Predicting Fast Fashion Shopping Frequency.

Variable	*B*	*SEB*	β	*t*	*p*
Impulsivity	0.20	0.06	0.27	3.22	0.00
Compulsivity	0.13	0.06	0.18	2.08	0.04

Note: $R^2 = 0.18$; $F(2, 369) = 41.97$ $p < .000$.

The second regression predicted value oriented hoarding using shopping personalities as independent variables. The means, standard deviations, and correlations for this regression are displayed in Table 4.19.

Table 4.19: Means, Standard Deviations, and Correlations for Value Oriented Hoarding and Shopping Personalities.

Variable	M	SD	1	2
Value Oriented Hoarding	4.85	1.30	.39*	.43*
Predictor Variables				
Impulsivity	4.05	1.40	--	.83*
Compulsivity	3.65	1.42		--

Note: N= 500; * $p < .001$.

Shopping personalities were found to significantly predict value oriented hoarding $F(2, 497) = 57.21$, $p < .000$ (See Table 4.20). However, impulsivity was not a significant predictor in this model. The R^2 was 0.19, which indicates that the model accounts for 19% of the variance in predicting value oriented hoarding.

Table 4.20: Regression Analysis Summary for Shopping Personalities Predicting Value Oriented Hoarding.

Variable	*B*	*SEB*	β	*t*	*p*
Impulsivity	0.12	0.07	0.13	1.73	0.08
Compulsivity	0.30	0.07	0.32	4.46	0.00

Note: $R^2 = 0.19$; $F(2, 497) = 57.21$, $p, <.000$.

The next regression added fast fashion purchasing frequency to the model to see how the variable changed the regression. The means, standard deviations, and correlations are shown in Table 4.21.

Table 4.21: Means, Standard Deviations, and Correlations for Fast Fashion Shopping Frequency, Shopping Personalities, and Value Oriented Hoarding.

Variable	M	SD	1	2	3
Value Oriented Hoarding	5.04	1.23	.38*	.42*	.24*
Predictor Variables					
Impulsivity	4.16	1.38	--	.83*	.42*
Compulsivity	3.81	1.41		--	.40*
Fast Fashion Frequency	3.24	1.00			--

Note: N= 372; * $p < .001$.

With the addition of fast fashion frequency, the model was found to be significant, however, the only variable that was significant was Compulsivity ($\beta = 0.33$, $p < .000$) (See Table 4.22). In addition, the moderating variable lowered the R^2 to 0.18. Impulsivity also dropped significantly ($\beta = 0.06$, $p = .457$).

Table 4.22: Regression Analysis Summary for Shopping Personalities and Fast Fashion Frequency Predicting Value Oriented Hoarding.

Variable	*B*	*SEB*	β	*t*	*p*
Impulsivity	0.06	0.08	0.06	0.74	0.457
Compulsivity	0.29	0.08	0.33	3.90	0.000
Fast Fashion Frequency	0.10	0.06	0.08	1.54	0.124

Note: $R^2 = 0.18$; $F(3, 368) = 24.48$ p ,<.000.

The next regression was performed to understand the relationship between fast fashion frequency and value oriented hoarding. The means, standard deviations, and correlations are displayed in Table 4.23.

Table 4.23: Means, Standard Deviations, and Correlations for Fast Fashion Shopping Frequency and Value Oriented Hoarding.

Variable	M	SD	1
Value Oriented Hoarding	5.04	1.23	.24*
Predictor Variables			
Fast Fashion Frequency	3.24	1	--

Note: N= 372; * $p < .001$.

The regression found that fast fashion frequency is a significant predictor of value oriented hoarding $F(1, 370) = 22.93$, $p < .000$ (See Table 4.24). The R^2 was 0.06, which would indicate that the model did not account for much variance in predicting value oriented hoarding.

Table 4.24: Regression Analysis Summary for Fast Fashion Frequency Predicting Value Oriented Hoarding.

Variable	*B*	*SEB*	β	*t*	*p*
Fast Fashion Frequency	0.30	0.06	0.24	4.79	0.000

Note: $R^2 = 0.06$; $F(1, 370) = 22.93$ p ,<.000.

Attitudes Towards Fast Fashion Product Attributes and Value Oriented Hoarding

The next regression examined attitudes of fast fashion product attributes and how these impacted fast fashion purchase frequency. The means, standard deviations, and correlations are presented in Table 4.25.

Table 4.25: Means, Standard Deviations, and Correlations for Attitudes Towards Fast Fashion Product Attributes and Fast Fashion Frequency.

Variable	M	SD	1	2
Fast Fashion Frequency	3.24	1.00	.14**	.22*
Predictor Variables				
Fast Fashion Care	5.35	1.07	--	.83*
Fast Fashion Quality	5.28	1.08		--

Note: N= 372; * $p < .001$, ** $p < .05$.

The regression found the model to be significant $F(1,370) = 22.93$, $p < .000$. The model was significant, however, fast fashion care negatively predicts fast fashion purchasing frequency ($\beta = -0.15$, $p < .099$) (See Table 4.26). This would indicate that care does not change fast fashion purchasing frequency. On the other hand, fast fashion quality is a significant predictor of fast fashion purchase frequency ($\beta = 0.34$, $p < .000$).) This would indicate that consumers who find fast fashion quality to be high would purchase fast fashion more often.

Table 4.26: Regression Analysis Summary for Fast Fashion Product Attributes Predicting Fast Fashion Frequency.

Variable	*B*	*SEB*	β	*t*	*p*
Fast Fashion Care	-0.14	0.09	-0.15	-1.65	0.099
Fast Fashion Quality	0.32	0.08	0.34	3.76	0.000

Note: R^2 = .05; *F* (2, 369) = 10.60 *p* ,<.000.

The next regression used the attitudes towards fast fashion quality and were tested to predict value oriented hoarding. The means, standard deviations, and correlations are presented in Table 4.27.

Table 4.27: Means, Standard Deviations, and Correlations for Value Oriented Hoarding and Attitudes Towards Fast Fashion Product Attributes.

Variable	M	SD	1	2
Value Oriented Hoarding	4.85	1.30	.32*	.38*
Predictor Variables				
Fast Fashion Care	5.18	1.14	--	.87*
Fast Fashion Quality	5.11	1.14		--

Note: N= 499; * *p* < .001.

The model was found to be statistically significant *(*2, 496) = 40.73, *p* < .000 (See Table 4.28). The R^2 was 0.14, which is low. Fast fashion care was not found to be a significant predictor of value oriented hoarding (β = -0.01, p < .873). This would indicate that consumers do not see care as a reason to hoard.

Table 4.28: Regression Analysis Summary for Fast Fashion Quality Predicting Value Oriented Hoarding.

Variable	*B*	*SEB*	β	*t*	*p*
Fast Fashion Care	-0.02	0.10	-0.01	-0.16	0.873
Fast Fashion Quality	0.44	0.09	0.39	4.67	0.000

Note: $R^2 = 0.14$; $F(2, 496) = 40.73$ p ,<.000.

The next regression used the attitudes towards fast fashion product attributes and fast fashion purchase frequency to predict value oriented hoarding. The means, standard deviations, and correlations are presented in Table 4.29.

Table 4.29: Means, Standard Deviations, and Correlations for Fast Fashion Shopping Frequency, Attitudes Towards Fast Fashion Product Attributes, and Value Oriented Hoarding.

Variable	M	SD	1	2	3
Value Oriented Hoarding	5.04	1.23	.25*	.31*	.24*
Predictor Variables					
Fast Fashion Care	5.35	1.07	--	.83*	.14**
Fast Fashion Quality	5.28	1.08		--	.22*
Fast Fashion Frequency	3.24	1.00			--

Note: N= 372; * $p < .001$, ** $p < .05$.

The model was found to be statistically significant $F(3, 368) = 18.09$, $p < .000$ (See Table 4.30). The R^2 was 0.13, which would indicate the model only predicted 13% of variance. Fast fashion care was not found to be a significant predictor of value oriented hoarding ($\beta = 0.00$, $p < .999$). This would indicate that consumers do not see care as a reason to hoard.

Table 4.30: Regression Analysis Summary for Attitudes Towards Fast Fashion Product Attributes and Fast Fashion Frequency Predicting Value Oriented Hoarding.

Variable	*B*	*SEB*	β	*t*	*p*
Fast Fashion Care	0.00	0.10	0.00	0.00	0.999
Fast Fashion Quality	0.31	0.10	0.27	3.03	0.003
Fast Fashion Frequency	0.23	0.06	0.18	3.65	0.000

Note: $R^2 = 0.13$; $F(3, 368) = 18.09$ p ,<.000.

The next regression used the shopping personalities (impulsivity and compulsivity) and the attitudes towards fast fashion product attributes (fast fashion care and fast fashion quality) to predict fast fashion purchase frequency. The means, standard deviations, and correlations are presented in Table 4.31.

Table 4.31: Means, Standard Deviations, and Correlations for Fast Fashion Shopping Frequency and Predictor Variables.

Variable	M	SD	1	2	3	4
Fast Fashion Frequency	3.24	1	.42*	.40*	.14**	.22*
Predictor Variables						
Impulsivity	4.16	1.38		.83*	.21*	.27*
Compulsivity	3.81	1.41			.21*	.26*
Fast Fashion Care	5.35	1.07				.83*
Fast Fashion Quality	5.28	1.08				

Note: N= 372; * $p < .001$, ** $p < .05$.

The model was found to be significant F (4, 367) = 23.04, p < .000 (See Table 4.32). The R^2 was .20, which indicates that the model predicts 20% of the variance in fast fashion purchase frequency using the variables. Fast fashion care was the only variable that did not significantly predict fast fashion purchase frequency (β = -0.13, p <.125). Impulsive shopping personalities was the most significant (β = 0.25, p < .004) predictor

in the model. This would indicate that impulsive traits have the most effect on fast fashion purchase frequency.

Table 4.32: Regression Analysis Summary for Attitudes Towards Fast Fashion Product Attributes and Shopping Personalities Predicting Fast Fashion Shopping Frequency.

Variable	*B*	*SEB*	β	*t*	*p*
Impulsivity	0.18	0.06	0.25	2.93	0.004
Compulsivity	0.12	0.06	0.17	1.99	0.047
Fast Fashion Care	-0.12	0.08	-0.13	-1.54	0.125
Fast Fashion Quality	0.20	0.08	0.21	2.50	0.013

Note: $R^2 = .20$; $F\ (4, 367) = 23.04\ p\ , < .000$.

The following regression used the shopping personalities (impulsivity and compulsivity) and the attitudes towards fast fashion product attributes (fast fashion care and fast fashion quality) to predict value oriented hoarding. The means, standard deviations, and correlations are presented in Table 4.33.

Table 4.33: Means, Standard Deviations, and Correlations for Value Oriented Hoarding and Predictor Variables.

Variable	M	SD	1	2	3	4
Value Oriented Hoarding	4.85	1.30	.39*	.43*	.32*	.38*
Predictor Variables						
Impulsivity	4.05	1.40		.83*	.26*	.30*
Compulsivity	3.65	1.42			.24*	.28*
Fast Fashion Care	5.18	1.14				.87*
Fast Fashion Quality	5.11	1.14				

Note: N= 499; * $p < .001$.

The model was found to be significant $F(4, 494) = 42.18$, $p < .000$, $R^2 = 0.25$ (See Table 4.34). Fast fashion care ($\beta = -0.01$, $p < .949$) and impulsivity ($\beta = 0.07$, $p < .339$) however were not significant predictors for value oriented hoarding.

Table 4.34: Regression Analysis Summary for Attitudes Towards Fast Fashion Product Attributes and Shopping Personalities Predicting Value Oriented Hoarding.

Variable	*B*	*SEB*	β	*t*	*p*
Impulsivity	0.06	0.07	0.07	0.96	0.339
Compulsivity	0.27	0.06	0.30	4.23	0.000
Fast Fashion Care	-0.01	0.09	-0.01	-0.07	0.949
Fast Fashion Quality	0.32	0.09	0.28	3.53	0.000

Note: $R^2 = 0.26$; $F(4, 494) = 42.18$ p ,<.000.

The following regression used the shopping personalities (impulsivity and compulsivity), the attitudes towards fast fashion product attributes (fast fashion care and fast fashion quality), and fast fashion purchase frequency to predict value oriented hoarding. The means, standard deviations, and correlations are presented in Table 4.35.

Table 4.35: Means, Standard Deviations, and Correlations for Value Oriented Hoarding and Predictor Variables.

Variable	M	SD	1	2	3	4	5
Value Oriented Hoarding	5.04	1.23	.38*	.42*	.25*	.31*	.24*
Predictor Variables							
Impulsivity	4.16	1.38		.83*	.21*	.27*	.42*
Compulsivity	3.81	1.41			.21*	.26*	.40*
Fast Fashion Care	5.35	1.07				.83*	.14*
Fast Fashion Quality	5.28	1.08					.22*
Fast Fashion Frequency	3.24	1.00					

Note: N= 372; * $p < .001$, ** $p < .05$.

The model was found to be significant $F(5, 366) = 20.92$, $p < .000$, $R^2 = .22$ (See Table 4.36). Fast fashion care ($\beta = -0.01$, $p < .927$), impulsivity ($\beta = 0.03$, $p < .699$), and fast fashion purchase frequency ($\beta = 0.06$, $p < .284$) however were not significant predictors for value oriented hoarding. Furthermore, compulsivity ($\beta = 0.32$, $p < .000$) and fast fashion quality ($\beta = 0.02$, $p < .013$) are the best predictors for value oriented hoarding.

Table 4.36: Regression Analysis Summary for Attitudes Towards Fast Fashion Product Attributes, Shopping Personalities, and Fast Fashion Frequency Predicting Value Oriented Hoarding.

Variable	***B***	***SEB***	**β**	***t***	***p***
Impulsivity	0.03	0.08	0.03	0.39	0.699
Compulsivity	0.28	0.07	0.32	3.76	0.000
Fast Fashion Care	-0.01	0.10	-0.01	-0.09	0.927
Fast Fashion Quality	0.25	0.10	0.21	2.51	0.013
Fast Fashion Frequency	0.07	0.06	0.06	1.07	0.284

Note: $R^2 = .22$; $F(5, 366) = 20.92$ p ,$<.000$.

Regression Analyses for Difficulty Discarding

Shopping Personalities and Difficulty Discarding

A regression was done to predict difficulty discarding using shopping personalities as independent variables. The means, standard deviations, and correlations for this regression are displayed in Table 4.37.

Table 4.37: Means, Standard Deviations, and Correlations for Difficulty Discarding and Shopping Personalities.

Variable	M	SD	1	2
Difficulty Discarding	2.65	0.94	.36*	.43*
Predictor Variables				
Impulsivity	4.05	1.40		.83*
Compulsivity	3.65	1.42		

Note: N= 500; * $p < .001$.

Shopping personalities were found to significantly predict difficulty discarding $F(2, 497) = 57.07$, $p < .000$ (See Table 4.38). However, impulsivity was not a significant predictor in this model ($\beta = -0.01$, $p > .05$). The R^2 was 0.19, which indicates that the model accounts for 19% of the variance in predicting value oriented hoarding.

Table 4.38: Regression Analysis Summary for Shopping Personalities Predicting Difficulty Discarding.

Variable	*B*	*SEB*	β	*t*	*p*
Impulse	-0.01	0.05	-0.01	-0.17	0.867
Compulse	0.29	0.05	0.44	6.11	0.000

Note: $R^2 = 0.19$; $F(2, 497) = 57.07$ p ,<.000.

The next regression added fast fashion purchasing frequency to the model. The means, standard deviations, and correlations are shown in Table 4.39.

Table 4.39: Means, Standard Deviations, and Correlations for Fast Fashion Shopping Frequency, Shopping Personalities, and Difficulty Discarding.

Variable	M	SD	1	2	3
Difficulty Discarding	2.71	0.94	.34*	.42*	.18*
Predictor Variables					
Impulsivity	4.16	1.38	--	.83*	.42*
Compulsivity	3.81	1.41		--	.40*
Fast Fashion Frequency	3.24	1.00			--

Note: N= 372; * $p < .001$.

With the addition of fast fashion frequency, the model was found to be significant $F(3, 368) = 25.85$, $p < .000$, however, the only variable that was significant was Compulsivity ($\beta = 0.43$, $p < .000$) (See Table 4.40). In addition, the moderating variable lowered the R^2 to 0.17.

Table 4.40: Regression Analysis Summary for Shopping Personalities and Fast Fashion Frequency Predicting Difficulty Discarding.

Variable	*B*	*SEB*	β	*t*	*p*
Impulsivity	-0.01	0.06	-0.02	-0.23	0.820
Compulsivity	0.29	0.06	0.43	4.99	0.000
Fast Fashion Frequency	0.01	0.05	0.01	0.22	0.829

Note: $R^2 = 0.17$; $F(3, 368) = 25.85$ p ,<.000.

The next regression was performed to understand the relationship between fast fashion frequency and difficulty discarding. The means, standard deviations, and correlations are displayed in Table 4.41.

Table 4.41: Means, Standard Deviations, and Correlations for Fast Fashion Shopping Frequency and Difficulty Discarding.

Variable	M	SD	1
Difficulty Discarding	2.71	0.94	.18*
Predictor Variables			
Fast Fashion Frequency	3.24	1	

Note: N= 372; * $p < .001$.

The regression found that fast fashion frequency is a significant predictor of difficulty discarding $F(1, 370) = 11.82$, $p < .05$ (See Table 4.42). The R^2 was 0.31, which would indicate that the model accounts for 31% variance in predicting difficulty discarding.

Table 4.42: Regression Analysis Summary for Fast Fashion Frequency Predicting Difficulty Discarding.

Variable	*B*	*SEB*	β	*t*	*p*
Difficulty Discarding	0.17	0.05	0.18	3.44	0.001

Note: $R^2 = 0.31$; $F(1, 370) = 11.82$, p ,$<.05$.

Attitudes Towards Fast Fashion Product Attributes and Difficulty Discarding

The next regression used the attitudes towards fast fashion product attributes and were tested to predict difficulty discarding. The means, standard deviations, and correlations are presented in Table 4.43.

Table 4.43: Means, Standard Deviations, and Correlations for Attitudes Towards Fast Fashion Product Attributes and Difficulty Discarding.

Variable	M	SD	1	2
Difficulty Discarding	2.65	0.94	.08*	0.13*
Predictor Variables				
Fast Fashion Care	5.18	1.14		0.87
Fast Fashion Quality	5.11	1.14		

Note: N= 499; * $p < .05$.

The model was found to be statistically significant $F(2, 496) = 5.55$, $p < .05$ (See Table 4.44). The R^2 was 0.02, which is low. Fast fashion care was not found to be a significant predictor of value oriented hoarding ($\beta = -0.13$, $p < .05$). This would indicate that consumers do not see care as predictor of difficulty to discard unwanted apparel.

Table 4.44: Regression Analysis Summary for Attitudes Towards Fast Fashion Product Attributes Predicting Difficulty Discarding.

Variable	*B*	*SEB*	β	*t*	*p*
Fast Fashion Care	-0.11	0.07	-0.13	-1.45	0.149
Fast Fashion Quality	0.20	0.07	0.24	2.76	0.006

Note: $R^2 = 0.02$; $F(2, 496) = 5.55$, p ,$<.05$.

The next regression used the attitudes towards fast fashion product attributes and fast fashion purchase frequency to predict difficulty discarding. The means, standard deviations, and correlations are presented in Table 4.45.

Table 4.45: Means, Standard Deviations, and Correlations for Fast Fashion Shopping Frequency, Attitudes Towards Fast Fashion Product Attributes, and Difficulty Discarding.

Variable	M	SD	1	2	3
Difficulty Discarding	2.71	0.94	0.04	.10**	.18*
Predictor Variables					
Fast Fashion Care	5.35	1.07	--	.83*	.14**
Fast Fashion Quality	5.28	1.08		--	.22*
Fast Fashion Frequency	3.24	1.00			--

Note: N= 372; * $p < .001$, ** $p < .05$.

The model was found to be statistically significant $F(3, 368) = 5.07$, $p < .05$ (See Table 4.46). The R^2 was 0.04, which would indicate the model only predicted 4% of variance. Fast fashion care was not found to be a significant predictor of value oriented hoarding ($\beta = -0.13$, $p < .05$). This would indicate that consumers do not see care as a reason to have difficulty discarding.

Table 4.46: Regression Analysis Summary for Attitudes Towards Fast Fashion Product Attributes and Fast Fashion Frequency Predicting Difficulty Discarding.

Variable	*B*	*SEB*	β	*t*	*p*
Fast Fashion Care	-0.11	0.08	-0.13	-1.36	0.176
Fast Fashion Quality	0.15	0.08	0.17	1.81	0.071
Fast Fashion Frequency	0.15	0.05	0.16	2.97	0.003

Note: $R^2 = 0.04$; $F(3, 368) = 5.07$ p ,$<.05$.

The following regression used the shopping personalities (impulsivity and compulsivity) and the attitudes towards fast fashion product attributes (fast fashion care

and fast fashion quality) to predict difficulty discarding. The means, standard deviations, and correlations are presented in Table 4.47.

Table 4.47: Means, Standard Deviations, and Correlations for Difficulty Discarding and Predictor Variables.

Variable	M	SD	1	2	3	4
Difficulty Discarding	2.65	0.94	.35*	.43*	.08**	.13**
Predictor Variables						
Impulsivity	4.05	1.4		.83*	.26*	.30*
Compulsivity	3.65	1.42			.24*	.28*
Fast Fashion Care	5.18	1.14				.87*
Fast Fashion Quality	5.11	1.14				

Note: N= 499; * $p < .001$, ** $p < .05$.

The model was found to be significant F 4, 494) = 29.01, $p < .000$, $R^2 = 0.19$ (See Table 4.48). Fast fashion care (β = -0.12, p = .151) and impulse (β = -0.01, $p = .854$) however were not significant predictors for difficulty discarding.

Table 4.48: Regression Analysis Summary for Attitudes Towards Fast Fashion Product Attributes and Shopping Personalities Predicting Difficulty Discarding.

Variable	*B*	*SEB*	β	*t*	*p*
Impulsivity	-0.01	0.05	-0.01	-0.18	0.854
Compulsivity	0.29	0.05	0.44	6.04	0.000
Fast Fashion Care	-0.10	0.07	-0.12	-1.44	0.151
Fast Fashion Quality	0.09	0.07	0.12	1.40	0.161

Note: $R^2 = .19$; F (4, 494) = 29.01, $p < .000$.

The following regression used the shopping personalities (impulsivity and compulsivity), the attitudes towards fast fashion product attributes (fast fashion care and

fast fashion quality), and fast fashion purchase frequency to predict difficulty discarding. The means, standard deviations, and correlations are presented in Table 4.49.

Table 4.49: Means, Standard Deviations, and Correlations for Difficulty Discarding and Predictor Variables.

Variable	M	SD	1	2	3	4	5
Difficulty Discarding	2.71	0.94	.34*	.42*	0.04	.10**	.18*
Predictor Variables							
Impulsivity	4.16	1.38		.83*	.21*	.27*	.42*
Compulsivity	3.81	1.41			.21*	.26*	.40*
Fast Fashion Care	5.35	1.07				.83*	.14**
Fast Fashion Quality	5.28	1.08					.22*
Fast Fashion Frequency	3.24	1.00					

Note: N= 372; * $p < .001$, ** $p < .05$.

The model was found to be significant $F(5, 366) = 16.05$, $p < .000$, $R^2 = 0.80$ (See Table 4.50). Compulse ($\beta = 0.43$, $p = .000$) was the only significant predictor of for consumers who have difficulty discarding.

Table 4.50: Regression Analysis Summary for Attitudes Towards Fast Fashion Product Attributes, Shopping Personalities, and Fast Fashion Frequency Predicting Difficulty Discarding.

Variable	*B*	*SEB*	β	*t*	*p*
Impulsivity	-0.02	0.06	-0.02	-0.26	0.799
Compulsivity	0.29	0.06	0.43	5.05	0.000
Fast Fashion Care	-0.12	0.08	-0.14	-1.59	0.112
Fast Fashion Quality	0.09	0.08	0.11	1.20	0.233
Fast Fashion Frequency	0.01	0.05	0.01	0.11	0.912

Note: $R^2 = 0.80$; $F(5, 366) = 16.05$, $p < .000$.

Analysis of Mediation and Moderation of Fast Fashion Purchasing Frequency

Tests of mediation and moderation were executed using Baron and Kenny's (1986) Mediation/Moderation analysis tests to understand how shopping personalities and attitudes towards fast fashion product attributes relationship with the hoarding behaviors changed based on the moderating and mediating effect of fast fashion purchasing frequency.

The moderation of fast fashion purchasing frequency was used to identify changes in the direction or strength of the relationship between shopping personalities (impulsivity and compulsivity) and attitudes towards fast fashion product attributes (quality and care). Moderation was performed using several multiple regressions. It has been widely accepted that hierarchical multiple regression is an appropriate method for understanding the moderating effect of one variable on the relationship of two other variables (Baron and Kenny, 1986; Cramer, 2003). Moderation is tested using hierarchical multiple regression with the interaction, which is the product of the independent variable and the moderating variable (Cramer, 2003). Baron and Kenny (1986) suggest that moderation can be tested using three different paths: (a) the impact of the independent variable to the dependent variable, (b) the impact of the moderator on the dependent variable, and (c) the impact of the interaction on the dependent variable. In order to properly measure the variance in the model explained by this interaction, the independent variable and the moderating variable are removed in a step of the linear regression to identify if there is a significant increase in the variance for the dependent variable (Cramer, 2003).

The mediation of fast fashion purchasing frequency was used to identify changes in the direction or strength of the relationship between shopping personalities (impulsivity and compulsivity) and attitudes towards fast fashion product attributes (quality and care). Mediation identifies three paths between three variables: (a) the impact of the independent variable to the mediator, (b) the impact of the mediator to the dependent variable, and (c) the impact of the independent variable to the dependent variable (Baron and Kenny, 1986).

Baron and Kenny (1986) suggest testing mediation with linear regressions in order to properly measure the amount of the indirect effect of the independent variable on the dependent variable with the mediator present in the relationship. The first regression should measure the significance of the relationship between the independent variable and the dependent variable. The second regression should then measure the significance of the independent variable and the mediator. Finally, the last regression should measure the significance between both the independent and mediating variable with the dependent variable. In order for mediation to be present in the model, the regressions must show significance ($p < .05$) except for the relationship between the independent variable and the dependent variable in the presence of the mediator.

A "Sobel" test is then necessary to measure the significance of the indirect effect of the independent variable (Baron and Kenny, 1986). This test, also called the product of coefficients or normal theory approach, allows for a more conservative estimate of the significance of the mediator in the model that regressions do not cover (Hayes, 2013). By using this test, it allows easier interpretation of partial mediation and shows mediation when regression analysis may not show any mediation (Hayes, 2013). While

regressions identify mediation in the model, it can be measured with error, therefore, using a conservative test allows the relationship to be checked to ensure that the mediation is not present based on the measurement error (Baron and Kenny, 1986; Judd and Kenny, 1981).

Impulsive Shopping and Value Oriented Hoarding with Fast Fashion Purchasing Frequency as a Mediator

In Step 1 of the mediation model, the regression of impulse tendencies on value oriented hoarding, ignoring fast fashion purchasing frequency, was significant, R^2 = 0.16, $t(498) = 9.54$, $p < .001$(See Table 4.51). Step 2 of the mediation model showed that the regression of impulse tendencies on fast fashion purchasing frequency (acting as a mediator) was also significant b = 0.30, $t(370)$, = 8.88, $p < .001$. Next, the third step of the mediation model showed that fast fashion purchasing frequency, controlling for impulsive shopping personalities were still a significant predictor of value oriented hoarding b= 0.30, $t(369)$, = 6.28, $p < .001$. Subsequently, the analysis suggested that controlling for fast fashion purchasing frequency, impulse tendencies was not a significant predictor of value oriented hoarding b=0.13, $t(369)$, = 1.94, $p = .0537$. Mediation analysis would suggest that the model was fully mediated. In addition, Sobel test was performed and found that the model was fully mediated ($z = 1.88$, $p < .05$).

Table 4.51: Results from Hierarchical Multiple Regressions Showing the Mediation Effect of Fast Fashion Purchasing Frequency on the Relationship Between Impulse Shopping and Value Oriented Hoarding.

Steps	Measurement	B	SE	*p*	*f*	R^2	ΔR^2
					91.10*	0.16	
1	Constant	3.37	0.16	0.000			
	Hoarding on Impulse	0.37	0.04	0.000			
					78.89*	0.18	-0.02
	Constant	1.97	0.15	0.000			
2	Frequency on Impulse	0.30	0.15	0.000			
					32.37*	0.15	0.03
	Constant	3.39	0.23	0.000			
	Frequency and Impulse	0.13	0.07	0.054			
3	Impulse and Frequency	0.30	0.05	0.000			

Sobel Test: $z = 1.88$, $p < .05$
Note: N= 372, *$p < .001$.

Compulsive Shopping and Value Oriented Hoarding with Fast Fashion Purchasing Frequency as a Mediator

In Step 1 of the mediation model, the regression of compulse tendencies on value oriented hoarding, ignoring fast fashion purchasing frequency, was significant b= 0.39, $t(498), = 10.53$, $p < .001$ (See Table 4.52). Step 2 of the mediation model showed that the regression of compulse tendencies on fast fashion purchasing frequency (acting as a mediator) was also significant b= 0.29, $t(370) = 8.47$, $p < .001$. Next, the third step of the mediation model showed that fast fashion purchasing frequency, controlling for compulsive shopping personalities was not a significant predictor of value oriented hoarding b= 0.11, $t(369) = 1.69$, $p= 0.923$. Subsequently, the analysis suggested that controlling for fast fashion purchasing frequency, compulsive tendencies was still a significant predictor of value oriented hoarding b= 0.34, $t(369) = 7.46$, $p < .001$. The

mediation analysis would suggest that the model was not mediated. In addition, Sobel test was performed and confirmed that the model was not mediated (z=1.64, p= 0.10).

Table 4.52: Results from Hierarchical Multiple Regressions Showing the Mediation Effect of Fast Fashion Purchasing Frequency on the Relationship Between Compulse Shopping and Value Oriented Hoarding.

Steps	Measurement	B	SE	*p*	*f*	R^2	ΔR^2
1					110.97*	0.18	
	Constant	3.43	0.15	0.000			
	Hoarding on Compulse	0.39	0.04	0.000			
2					71.77*	0.16	0.02
	Constant	2.15	0.14	0.000			
	Frequency on Compulse	0.29	0.03	0.000			
3					40.99*	0.18	-0.02
	Constant	3.41	0.22	0.000			
	Frequency and Compulse	0.11	0.06	0.092			
	Compulse and Frequency	0.34	0.05	0.000			

Sobel Test: z = 1.64, p = 0.10
Note: N= 372, *p < .001.

Impulsive Shopping and Value Oriented Hoarding with Fast Fashion Purchasing Frequency as a Moderator

In order to understand the moderating effect of fast fashion purchasing frequency between impulsive shopping and value oriented hoarding, a hierarchical multiple regression analysis was conducted (See Table 4.53). Step 1 regressed impulsive shopping on value oriented hoarding, R^2 = 0.16, $F(1, 498) = 91.10$, $p < .001$. Step 2 included two variables: impulsive shopping and fast fashion purchasing frequency. These variables accounted for 15% of variance in value oriented hoarding, R^2 = 0.15, $F(2, 369) = 32.37$, $p < .001$. The variables were centered and an interaction term was later created between impulsive shopping and fast fashion purchasing frequency (Aiken & West, 1991).

Subsequently, the interaction term between impulsive shopping and fast fashion purchasing frequency was added to the regression model. The interaction term did not account for a significant proportion of the variance in value oriented hoarding. $\Delta R^2 = 0.00$, $\Delta F(1, 368) = 0.70$, $p = .404$; b = 0.04, $t(368) = 21.80$, $p = .40$. Therefore, fast fashion purchasing frequency did completely moderate the relationship between impulsive shopping and value oriented hoarding.

Table 4.53: Results from Hierarchical Multiple Regressions Showing the Moderation Effect of Fast Fashion Purchasing Frequency on the Relationship Between Impulse Shopping and Value Oriented Hoarding.

Steps	**Measurement**	**B**	**SE**	***p***	***f***	R^2	ΔR^2
					91.10*	0.16	
1	Constant	3.37	0.16	0.000			
	Impulse	0.37	0.04	0.000			
					32.37*	0.15	0.01
2	Constant	3.39	0.23	0.000			
	Impulse	0.30	0.05	0.000			
	Frequency	0.13	0.07	0.054			
					21.80*	0.15	0.00
	Constant	3.86	0.61	0.000			
3	Impulse	0.18	0.15	0.226			
	Frequency	-0.02	0.19	0.909			
	Interaction	0.04	0.04	0.404			

Note: N= 372, * $p < .001$.

Compulsive Shopping and Value Oriented Hoarding with Fast Fashion Purchasing Frequency as a Moderator

In order to understand the moderating effect of fast fashion purchasing frequency between compulsive shopping and value oriented hoarding, a hierarchical multiple regression analysis was conducted. Step 1 regressed compulsive shopping on value oriented hoarding, ($R^2 = 0.18$, $F(1, 498) = 110.97$, $p < .001$ (See Table 4.54). Step 2

included two variables: compulsive shopping and fast fashion purchasing frequency. These variables accounted for 18% of variance in value oriented hoarding, $R^2 = 0.18$, $F(2, 369) = 40.99$, $p < .001$. The variables were centered and an interaction term was later created between compulsive shopping and fast fashion purchasing frequency (Aiken & West, 1991).

Subsequently, the interaction term between compulsive shopping and fast fashion purchasing frequency was added to the regression model, however, it did not account for a significant proportion of the variance in value oriented hoarding. $\Delta R^2 = 0.00$, $\Delta F(3, 368) = 0.06$, $p = .807$, b = 0.01, $t(.24) = 0.84$, $p = .404$. The model has experienced partial moderation.

Table 4.54: Results from Hierarchical Multiple Regressions Showing the Moderation Effect of Fast Fashion Purchasing Frequency on the Relationship Between Compulse Shopping and Value Oriented Hoarding.

Steps	**Measurement**	**B**	**SE**	***p***	***f***	R^2	ΔR^2
1					110.97*	0.18	
	Constant	3.43	0.15	0.000			
	Compulse	0.39	0.04	0.000			
2					40.99*	0.18	0.00
	Constant	3.41	0.22	0.000			
	Compulse	0.34	0.05	0.000			
	Frequency	0.11	0.06	0.054			
3					27.28*	0.18	0.00
	Constant	3.54	0.59	0.000			
	Compulse	0.07	0.15	0.049			
	Frequency	0.30	0.18	0.707			
	Interaction	0.01	0.04	0.807			

Note: N= 372, * $p < .001$

Attitudes Towards Fast Fashion Quality and Value Oriented Hoarding with Fast Fashion Purchasing Frequency as a Mediator

In Step 1 of the mediation model, the regression of fast fashion quality on value oriented hoarding, ignoring fast fashion purchasing frequency, was significant b= 0.43, $t(498)$, = 9.03, $p < .001$ (See Table 4.55). Step 2 of the mediation model showed that the regression of fast fashion quality on fast fashion purchasing frequency (acting as a mediator) was also significant b= 0.20, $t(370) = 4.29$, $p < .001$. Next, the third step of the mediation model showed that fast fashion purchasing frequency, controlling for fast fashion quality was still a significant predictor of value oriented hoarding b= 0.23, $t(369) = 3.67$, $p < .001$. Subsequently, the analysis suggested that controlling for fast fashion purchasing frequency, fast fashion quality was still a significant predictor of value oriented hoarding b= 0.31, $t(369)$, = 5.45, $p < .001$. The mediation analysis would suggest that the model was not mediated. Additionally, Sobel test was performed and found that the model was not mediated (z= 2.74, p= 0.06).

Table 4.55: Results from Hierarchical Multiple Regressions Showing the Mediation Effect of Fast Fashion Purchasing Frequency on the Relationship Between Fast Fashion Quality and Value Oriented Hoarding.

Steps	Measurement	B	SE	*p*	*f*	R^2	ΔR^2
1					81.46*	0.14	
	Constant	2.68	0.25	0.000			
	Hoarding on Quality	0.43	0.05	0.000			
2					18.39*	0.05	0.09
	Constant	2.18	0.25	0.000			
	Frequency on Quality	0.20	0.05	0.000			
3					27.21*	0.13	-0.08
	Constant	2.67	0.33	0.000			
	Frequency and Quality	0.23	0.06	0.000			
	Quality and Frequency	0.31	0.06	0.000			

Sobel Test: $z = 2.74$, $p = 0.06$
Note: N= 372, *$p < .001$.

Attitudes Towards Fast Fashion Care and Value Oriented Hoarding with Fast Fashion Purchasing Frequency as a Mediator

In Step 1 of the mediation model, the regression of fast fashion care on value oriented hoarding, ignoring fast fashion purchasing frequency, was significant b= 0.37, $t(497), = 7.57$, $p < 0.001$ (See Table 4.56). Step 2 of the mediation model showed that the regression of fast fashion care on fast fashion purchasing frequency (acting as a mediator) was also significant b= 0.13, $t(370) = 2.62$, $p < 0.05$. Next, the third step of the mediation model showed that fast fashion purchasing frequency, controlling for fast fashion care was still a significant predictor of value oriented hoarding b= 0.26, $t(369) = 4.26$, $p < 0.001$, Subsequently, the analysis suggested that controlling for fast fashion purchasing frequency, fast fashion care was still a significant predictor of value oriented hoarding b= 0.26, $t(369) = 4.47$, $p < 0.001$. While the mediation analysis would suggest that there was

no mediation, a Sobel test was performed and found that the model was partially mediated (z= 2.19, p = 0.029).

Table 4.56: Results from Hierarchical Multiple Regressions Showing the Mediation Effect of Fast Fashion Purchasing Frequency on the Relationship Between Fast Fashion Care and Value Oriented Hoarding.

Steps	Measurement	B	SE	*p*	*f*	R^2	ΔR^2
1					57.27*	0.10	
	Constant	2.95	0.26	0.000			
	Hoarding on Care	0.37	0.05	0.000			
2					6.85**	0.02	0.08
	Constant	2.57	0.35	0.000			
	Frequency on Care	0.13	0.06	0.000			
3					22.05*	0.11	-0.09
	Constant	2.82	0.35	0.000			
	Frequency and Care	0.26	0.06	0.000			
	Care and Frequency	0.26	0.06	0.000			

Sobel Test: z = 2.19, p = 0.029
Note: N= 372, *p < .001, ** p < .05

Attitudes Towards Fast Fashion Quality and Value Oriented Hoarding with Fast Fashion Purchasing Frequency as a Moderator

In order to understand the moderating effect of fast fashion purchasing frequency between attitudes towards fast fashion quality and value oriented hoarding, a hierarchical multiple regression analysis was conducted. Step 1 regressed fast fashion quality on value oriented hoarding, R^2 = 0.14, F(1, 498) = 81.46, p < .001 (See Table 4.57. Step 2 included two variables: fast fashion quality and fast fashion purchasing frequency. These variables accounted for 13% of variance in value oriented hoarding, R^2 = 0.13, F(2, 269) = 27.21, p < .001. The variables were centered and an interaction term was later created

between fast fashion quality and fast fashion purchasing frequency (Aiken & West, 1991).

Subsequently, the interaction term between fast fashion quality and fast fashion purchasing frequency was added to the regression model (ΔR^2 = -0.01, $\Delta F(3, 368) = 3.28$, $p = .071$, b = 0.10, $t(368) = 1.81$, $p < .001$). Fast fashion purchase frequency moderated the relationship between fast fashion quality and value oriented hoarding.

Table 4.57: Results from Hierarchical Multiple Regressions Showing the Moderation Effect of Fast Fashion Purchasing Frequency on the Relationship Between Fast Fashion Quality and Value Oriented Hoarding.

Steps	**Measurement**	**B**	**SE**	***p***	***f***	R^2	ΔR^2
1					81.46*	0.14	
	Constant	2.68	0.25	0.000			
	Quality	0.43	0.05	0.000			
2					27.21*	0.13	0.01
	Constant	2.67	0.33	0.000			
	Quality	0.31	0.06	0.000			
	Frequency	0.23	0.06	0.000			
3					19.34*	0.14	-0.01
	Constant	4.30	0.96	0.000			
	Quality	0.00	0.29	0.990			
	Frequency	-0.29	0.18	0.321			
	Interaction	0.10	0.05	0.071			

Note: N= 372, * $p < .001$

Attitudes Towards Fast Fashion Care and Value Oriented Hoarding with Fast Fashion Purchasing Frequency as a Moderator

In order to understand the moderating effect of fast fashion purchasing frequency between attitudes towards fast fashion care and value oriented hoarding, a hierarchical multiple regression analysis was conducted. Step 1 used fast fashion care on value

oriented hoarding, $R^2 = 0.10$, $F(1, 497) = 57.27$, $p < .001$ (See Table 4.58). Step 2 included two variables: fast fashion care and fast fashion purchasing frequency. These variables accounted for 18 % of variance in value oriented hoarding, $R^2 = 0.18$, $F(2, 369) = 22.05$, $p < .001$. The variables were centered and an interaction term was later created between fast fashion care and fast fashion purchasing frequency (Aiken & West, 1991).

Subsequently, the interaction term between fast fashion care and fast fashion purchasing frequency was added to the regression model, accounting for a significant proportion of the variance in value oriented hoarding. $\Delta R^2 = .06$, $\Delta F(1, 368) = 4.68$, $p = 0.071$, b = 0.11, t(368) = 1.81, $p = .071$. In brief, fast fashion purchase frequency moderated the relationship between fast fashion care and value oriented hoarding.

Table 4.58: Results from Hierarchical Multiple Regressions Showing the Moderation Effect of Fast Fashion Purchasing Frequency on the Relationship Between Fast Fashion Care and Value Oriented Hoarding.

Steps	**Measurement**	**B**	**SE**	***p***	***f***	R^2	ΔR^2
1					57.27*	0.10	
	Constant	2.95	0.26	0.000			
	Care	0.37	0.05	0.000			
2					22.05*	0.18	-0.08
	Constant	2.82	0.35	0.000			
	Care	0.26	0.06	0.000			
	Frequency	0.26	0.06	0.000			
3					16.41*	0.12	0.06
	Constant	4.85	1.00	0.000			
	Care	-0.12	0.18	0.510			
	Frequency	-0.36	0.29	0.221			
	Interaction	0.11	0.05	0.031			

Note: N= 372, * $p < .001$

Impulsive Shopping and Difficulty Discarding with Fast Fashion Purchasing Frequency as a Mediator

In Step 1 of the mediation model, the regression of impulse tendencies on difficulty discarding, ignoring fast fashion purchasing frequency, was significant R^2 = 0.13, $t(498)$, = 8.46, $p < .001$ (See Table 4.59). Step 2 of the mediation model showed that the regression of impulse tendencies on fast fashion purchasing frequency (acting as a mediator) was also significant b = 0.30, $t(370)$, = 8.88, $p < .001$. Next, the third step of the mediation model showed that fast fashion purchasing frequency, controlling for impulsive shopping personalities were still a significant predictor of difficulty discarding, b= 0.03, $t(369) = 0.73$, $p = .463$. Subsequently, the analysis suggested that controlling for fast fashion purchasing frequency, impulse tendencies was still a significant predictor of difficulty discarding, b= 0.22, $t(369) = 6.04$, $p = < .001$. Mediation analysis would find that the model did not have fast fashion purchasing frequency as a mediator between impulse shopping and difficulty discarding. However, Sobel test was performed and found that the model was partially mediated ($z = 0.07$, $p < .001$).

Table 4.59: Results from Hierarchical Multiple Regressions Showing the Mediation Effect of Fast Fashion Purchasing Frequency on the Relationship Between Impulse Shopping and Difficulty Discarding.

Step	Measurement	*B*	*SEB*	*P*	*F*	R^2	ΔR^2
					71.64*	0.13	
1	Constant	1.68	0.12	0.000			
	Hoarding on Impulse	0.24	0.03	0.000			
					78.89*	0.18	-0.05
2	Constant	1.97	0.15	0.000			
	Frequency on Impulse	0.30	0.15	0.000			
					24.72*	0.12	0.06
	Constant	1.66	0.18	0.000			
3	Frequency and Impulse	0.04	0.05	0.463			
	Impulse and Frequency	0.22	0.04	0.000			

Sobel Test: $z = 0.73$, $p = .467$
Note: N= 372, *$p < .001$.

Compulsive Shopping and Difficulty Discarding with Fast Fashion Purchasing Frequency as a Mediator

In Step 1 of the mediation model, the regression of compulse tendencies on difficulty discarding, ignoring fast fashion purchasing frequency, was significant b= 0.29, $t(498) = 10.69$, $p < .001$ (See Table 4.60). Step 2 of the mediation model showed that the regression of compulse tendencies on fast fashion purchasing frequency (acting as a mediator) was also significant b= 0.29, $t(370) = 8.47$, $p < .001$. Next, the third step of the mediation model showed that fast fashion purchasing frequency, controlling for compulsive shopping personalities were still a significant predictor of difficulty discarding, b= 0.01, $t(369) = 0.18$, $p = 0.856$. Subsequently, the analysis suggested that controlling for fast fashion purchasing frequency, compulsive tendencies were still a

significant predictor of difficulty discarding, b= 0.28, $t(369) = 7.99$, $p < .001$. The mediation analysis would argue that there is no mediation in the model. Additionally, Sobel test was performed and found that the model was not mediated ($z = 0.18$, $p = .857$).

Table 4.60: Results from Hierarchical Multiple Regressions Showing the Mediation Effect of Fast Fashion Purchasing Frequency on the Relationship Between Compulse Shopping and Difficulty Discarding.

Step	Measurement	*B*	*SEB*	*P*	*F*	R^2	ΔR^2
1					114.34*	0.19	
	Constant	1.61	0.11	0.000			
	Hoarding on Compulse	0.29	0.03	0.000			
2					71.77*	0.16	0.03
	Constant	2.15	0.14	0.000			
	Frequency on Compulse	0.29	0.03	0.000			
3					38.85*	0.17	-0.01
	Constant	1.63	0.17	0.000			
	Frequency and Compulse	0.01	0.05	0.856			
	Compulse and Frequency	0.28	0.03	0.000			

Sobel Test: $z = 0.180$, $p = 0.857$
Note: N= 372, *$p < .001$.

Impulsive Shopping and Difficulty Discarding with Fast Fashion Purchasing Frequency as a Moderator

In order to understand the moderating effect of fast fashion purchasing frequency between impulsive shopping and difficulty discarding, a hierarchical multiple regression analysis was conducted. Step 1 had a regression using impulsive shopping predicting difficulty discarding $R^2 = 0.13$, $F(1, 498) = 71.64$, $p < .000$ (See Table 4.61). Step 2 included two variables: impulsive shopping and fast fashion purchasing frequency. These

variables accounted for 12 % of variance in difficulty discarding, $R^2 = 0.12$, $F(2, 369) = 24.72$, $p < .001$. The variables were centered and an interaction term was later created between impulsive shopping and fast fashion purchasing frequency (Aiken & West, 1991).

Subsequently, the interaction term between impulsive shopping and fast fashion purchasing frequency was added to the regression model, accounting for a significant proportion of the variance in difficulty discarding. $\Delta R^2 = .00$, $\Delta F(1, 368) = 0.35$, $p = 55$, b = 0.02, $t(368) = 0.59$, $p = .55$. The model would suggest that partial mediation has occurred.

Table 4.61: Results from Hierarchical Multiple Regressions Showing the Moderation Effect of Fast Fashion Purchasing Frequency on the Relationship Between Impulse and Difficulty Discarding.

Steps	**Measurement**	**B**	**SE**	***p***	***f***	R^2	ΔR^2
					71.64*	0.13	
1	Constant	1.68	0.12	0.000			
	Impulse	0.24	0.03	0.000			
					24.72*	0.12	0.01
2	Constant	1.66	0.18	0.000			
	Impulse	0.22	0.04	0.000			
	Frequency	0.04	0.05	0.463			
					16.57*	0.12	0.00
	Constant	1.92	0.48	0.000			
3	Impulse	0.16	0.12	0.172			
	Frequency	-0.04	0.15	0.764			
	Interaction	0.02	0.03	0.555			

Note: N= 372, * $p < .001$.

Compulsive Shopping and Difficulty Discarding with Fast Fashion Purchasing Frequency as a Moderator

In order to understand the moderating effect of fast fashion purchasing frequency between compulsive shopping and difficulty discarding, a hierarchical multiple regression analysis was conducted. Step one used compulsive shopping to predict difficulty discarding, $R^2 = 0.17$, $F(1, 370) = 77.86$, $p < .001$ (See Table 4.62). Step 2 included two variables: compulsive shopping and fast fashion purchasing frequency. These variables accounted for 17% of variance in difficulty discarding, $R^2 = 0.17$, $F(2, 369) = 38.85$, $p < .001$. The variables were centered and an interaction term was later created between compulsive shopping and fast fashion purchasing frequency (Aiken & West, 1991).

Subsequently, the interaction term between compulsive shopping and fast fashion purchasing frequency was added to the regression model, accounting for a significant proportion of the variance in difficulty discarding. $\Delta R^2 = 0.00$, $\Delta F(1, 368) = 0.19$, $p = 0.661$, b = -0.01, t(368) = -0.44, $p = 0.661$. The model would suggest that fast fashion purchasing frequency partially moderates the relationship between compulsive shopping and difficulty discarding.

Table 4.62: Results from Hierarchical Multiple Regressions Showing the Moderation Effect of Fast Fashion Purchasing Frequency on the Relationship Between Compulse and Difficulty Discarding.

Steps	Measurement	B	SE	*p*	*f*	R^2	ΔR^2
					77.86*	0.17	
1	Constant	1.65	0.13	0.000			
	Compulse	0.28	0.03	0.000			
					38.85*	0.17	0.00
2	Constant	1.63	0.17	0.000			
	Compulse	0.28	0.04	0.000			
	Frequency	0.01	0.05	0.054			
					25.90*	0.17	0.00
	Constant	1.44	0.45	0.000			
3	Compulse	0.06	0.14	0.049			
	Frequency	0.33	0.12	0.707			
	Interaction	-0.01	0.03	0.807			

Note: N= 372, * $p < .001$

Attitudes Towards Fast Fashion Quality and Difficulty Discarding with Fast Fashion Purchasing Frequency as a Mediator

In Step 1 of the mediation model, the regression of fast fashion quality on value oriented hoarding, ignoring fast fashion purchasing frequency, was significant b= 0.29, $t(498), = 2.98, p < .05$ (See Table 4.63). Step 2 of the mediation model showed that the regression of fast fashion quality on fast fashion purchasing frequency (acting as a mediator) was also significant b= 0.20, $t(370) = 4.29, p < .001$. Next, the third step of the mediation model showed that fast fashion purchasing frequency, controlling for fast fashion quality was still a significant predictor of value oriented hoarding b = 0.15, $t(369) = 3.09, p < .05$. Subsequently, the analysis suggested that controlling for fast fashion

purchasing frequency, fast fashion quality was not a significant predictor of value oriented hoarding b= 0.06, $t(369) = 1.23$, $p= 0.220$. The mediation analysis would suggest that fast fashion purchasing frequency did not mediate the relationship between fast fashion quality and difficulty discarding. However, Sobel test was performed and found that the model was partially mediated ($z= 2.46$, $p= .0.014$).

Table 4.63: Results from Hierarchical Multiple Regressions Showing the Mediation Effect of Fast Fashion Purchasing Frequency on the Relationship Between Fast Fashion Quality and Difficulty Discarding.

Steps	Measurement	B	SE	*p*	*f*	R^2	ΔR^2
1					8.89**	0.02	
	Constant	2.09	0.19	0.000			
	Hoarding on Quality	0.11	0.04	0.003			
2					18.39*	0.05	-0.03
	Constant	2.18	0.25	0.000			
	Frequency on Quality	0.20	0.05	0.000			
3					6.67	0.03	0.01
	Constant	1.92	0.26	0.000			
	Frequency and Quality	0.15	0.05	0.000			
	Quality and Frequency	0.06	0.05	0.220			

Sobel Test: $z = 2.46$, $p = 0.014$
Note: N= 372, *$p < .001$, **$p < .05$.

Attitudes Towards Fast Fashion Care and Difficulty Discarding with Fast Fashion Purchasing Frequency as a Mediator

In Step 1 of the mediation model, the regression of fast fashion care on value oriented hoarding, ignoring fast fashion purchasing frequency, was not significant b= 0.07, $t(497), = 1.86$, $p= 0.064$ (See Table 4.64). Step 2 of the mediation model showed

that the regression of fast fashion care on fast fashion purchasing frequency (acting as a mediator) was also significant b = 0.07, $t(370) = 1.86$, $p < 0.05$. Next, the third step of the mediation model showed that fast fashion purchasing frequency, controlling for fast fashion care was still a significant predictor of value oriented hoarding b= 0.16, $t(369) = 3.37$, $p < .05$. Subsequently, the analysis suggested that controlling for fast fashion purchasing frequency, fast fashion care was not a significant predictor of value oriented hoarding b= 0.01, $t(369) = 0.27$, $p = 0.79$. Analysis of the mediation effect on the relationship between fast fashion care and difficulty discarding would suggest that fast fashion purchasing frequency was not a mediator. Moreover, Sobel test was performed and found that the model was partially mediated ($z = 2.19$, $p = 0.029$).

Table 4.64: Results from Hierarchical Multiple Regressions Showing the Mediation Effect of Fast Fashion Purchasing Frequency on the Relationship Between Fast Fashion Care and Difficulty Discarding.

Steps	**Measurement**	**B**	**SE**	***p***	***f***	R^2	ΔR^2
1					57.27*	0.10	
	Constant	2.29	0.20	0.000			
	Hoarding on Care	0.07	0.04	0.064			
2					6.85**	0.02	0.08
	Constant	2.57	0.35	0.000			
	Frequency on Care	0.13	0.06	0.000			
3					22.05*	0.11	-0.09
	Constant	2.11	0.28	0.000			
	Frequency and Quality	0.16	0.05	0.000			
	Quality and Frequency	0.01	0.05	0.000			

Sobel Test: $z = 2.19$, $p = 0.029$
Note: N= 372, *$p < .001$, ** $p < .05$

Attitudes Towards Fast Fashion Quality and Difficulty Discarding with Fast Fashion Purchasing Frequency as a Moderator

In order to understand the moderating effect of fast fashion purchasing frequency between attitudes towards fast fashion quality and difficulty discarding, a hierarchical multiple regression analysis was conducted. Step 1 involved fast fashion quality predicting difficulty discarding, $R^2 = 0.10$, $F(1, 370) = 3.71$, $p = 0.06$ (See Table 4.65). Step 2 included two variables: fast fashion quality and fast fashion purchasing frequency. These variables accounted for 17% of variance in difficulty discarding, $R^2 = 0.17$, $F(2, 369) = 6.67$, $p = .001$. The variables were centered and an interaction term was later created between fast fashion quality and fast fashion purchasing frequency (Aiken & West, 1991).

Subsequently, the interaction term between fast fashion care and fast fashion purchasing frequency was added to the regression model, accounting for a significant proportion of the variance in difficulty discarding, $\Delta R^2 = 0.00$, $\Delta F(1, 368) = 0.16$, $p = .69$, b = -0.01, t(468) = 0.40, $p = 0.69$. In this analysis, fast fashion purchasing frequency did not moderate the relationship between fast fashion quality and difficulty discarding.

Table 4.65: Results from Hierarchical Multiple Regressions Showing the Moderation Effect of Fast Fashion Purchasing Frequency on the Relationship Between Fast Fashion Quality and Difficulty Discarding.

Steps	Measurement	B	SE	*p*	*f*	R^2	ΔR^2
					3.71	0.01	
1	Constant	2.25	0.24	0.000			
	Quality	0.09	0.05	0.055			
					6.67	0.04	-0.03
2	Constant	1.92	0.26	0.000			
	Quality	0.06	0.05	0.220			
	Frequency	0.15	0.05	0.002			
					4.49	0.04	0.00
	Constant	2.21	0.78	0.005			
3	Quality	0.00	0.23	0.796			
	Frequency	0.06	0.14	0.995			
	Interaction	0.02	0.04	0.688			

Note: N= 372, * $p < .001$.

Attitudes Towards Fast Fashion Care and Difficulty Discarding with Fast Fashion Purchasing Frequency as a Moderator

In order to understand the moderating effect of fast fashion purchasing frequency between attitudes towards fast fashion care and difficulty discarding, a hierarchical multiple regression analysis was conducted. Step 1 used fast fashion care to predict difficulty discarding, $R^2 = 0.00$, $F(1, 370) = 0.51$, $p = 0.474$ (See Table 4.66). Step 2 included two variables: fast fashion care and fast fashion purchasing frequency. These variables accounted for very little variance in difficulty discarding, $R^2 = 0.03$, $F(2, 369) = 5.93$, $p < .05$. The variables were centered and an interaction term was later created between fast fashion care and fast fashion purchasing frequency (Aiken & West, 1991).

Subsequently, the interaction term between fast fashion care and fast fashion purchasing frequency was added to the regression model, accounting for a significant proportion of the variance in difficulty discarding, $\Delta R^2 = .00$, $\Delta F(3, 368) = 4.02$, $p = .01$, b = 0.02, $t(368) = 0.48$, $p = .634$. The model would suggest that fast fashion purchasing frequency does not moderate the relationship between fast fashion care and difficulty discarding.

Table 4.66: Results from Hierarchical Multiple Regressions Showing the Moderation Effect of Fast Fashion Purchasing Frequency on the Relationship Between Fast Fashion Care and Difficulty Discarding.

Steps	**Measurement**	**B**	**SE**	***p***	***f***	R^2	ΔR^2
					0.51	0.00	
1	Constant	2.53	0.25	0.000			
	Care	0.03	0.05	0.474			
					5.93**	0.03	-0.03
2	Constant	2.11	0.28	0.000			
	Care	0.01	0.05	0.791			
	Frequency	0.16	0.05	0.001			
					4.02**	0.03	0.00
	Constant	2.47	0.80	0.002			
3	Care	0.05	0.23	0.815			
	Frequency	-0.05	0.15	0.711			
	Interaction	0.02	0.04	0.634			

Note: N= 372, * $p < .001$, ** $p < .05$.

CHAPTER V

DISCUSSION AND CONCLUSION

Research Findings

The study had several findings about consumers' fast fashion purchasing behavior and hoarding behaviors based on attitudes towards fast fashion quality and shopping personalities. While many of the regression results were significant, a brief overview will be presented in this chapter, to prove a better for future researchers and industry partners. Future studies can use this study as a base to understand consumer hoarding behaviors, understand the impact that shopping personalities have on fast fashion purchase frequency, and how impulsive and compulsive consumers post purchase hoarding behaviors are established.

Compulsive and Impulsive Shoppers and Fast Fashion Frequency

The study found that compulsive and impulsive shopping behaviors have a positive relationship with fast fashion purchase frequency. Although both compulsive and impulsive shoppers were shown to purchase more often, impulsive shopping personalities greatly changes the frequency that shoppers go. Fast fashion retailers already understand this, as they merchandise to consumers using bright colors, last minute add on products at the cash registers, and offering low prices that can drive consumers to be more impulsive when they shop. Compulsive shoppers may also shop at fast fashion retailers, however, compulsive consumers are not limited to purchasing fast fashion, and can be compulsive shoppers at other retailers. As studies have found that compulsive shopping is an impulse control disorder, consumers with compulsive shopping tendencies purchase based on

environmental cues or as an escape from personal situations (Frost et al., 1998; Muller et al., 2015).

The current study would suggest that this may still be applicable to fast fashion consumers, however, did not provide full exploration of compulsive shopping traits and would need to be further explored to understand why compulsive consumers choose to shop fast fashion retailers. This could be driven by low price, or readily available products.

Compulsive and Impulsive Shoppers and Hoarding Behaviors

Compulsive and impulsive shopping behavior showed an impact on both value-oriented hoarding and difficulty discarding. Consumers who displayed compulsive shopping behavior are more inclined to hoard based on values of the products. Consumers who are compulsive tend to hoard as they find relief in keeping products that they may no longer wear. In addition, compulsive shoppers also were found to have great difficulty when discarding unwanted items. As expected, the research was able to correctly identify two traits that are present in OCD. These findings have been reported often in studies and cases that identify OCD patients.

On the other hand, impulsive shopping behaviors were not a predictor of either hoarding behavior. While it showed to have some positive affect on value oriented hoarding ($\beta = .013$, $p = .08$), impulse shopping behaviors had a negative effect on difficulty discarding ($\beta = -.01$, $p = .867$). As the study would suggest, consumers who display impulsive shopping behaviors do not hoard unwanted products. This could be explained by the fact that consumers who are impulsive in nature are more interested in the act of purchasing and do not have a plan about the post purchase divestment of

unwanted apparel. Future studies could explore how impulsive shoppers may choose to discard apparel, as the study finds that they do not hoard.

Attitudes Towards Fast Fashion Product Attributes and Fast Fashion Frequency

The study then approached how attitudes towards fast fashion quality can change the frequency of fast fashion purchasing from consumers. This is crucial for the fashion industry to understand as they could make modifications to the quality of fast fashion apparel and change the care processes that already take place to increase consumer purchasing habits. While the study found that consumers already purchase from fast fashion retailers, the number of consumers who shopped regularly was surprising.

The study found that consumers may shop at fast fashion retailers once a season, which is low compared to the fast fashion industry expectation that consumers should come once or twice a month. This can be driven based on the attitudes towards fast fashion quality. The study indicated that quality is a significant predictor of fast fashion purchase frequency ($\beta = 0.34$, $p = .000$). As consumers find that the quality is higher, they will be more inclined to purchase more from fast fashion retailers.

The study suggested that on average, the sample felt fast fashion quality to be decent. Consumers indicated in the survey that fast fashion quality is decent, with most of the individual items over 4 (Neutral). The average for the entire "Fast Fashion Quality" variable was 5.11, indicating that fast fashion consumers somewhat agreed that fast fashion is high quality. This finding was interesting, as previous research showed that fast fashion apparel is lower quality than that of other retailers. However, as consumers may not be aware of higher quality standards that other brands and clothes manufacturers have in place, this may be a biased representation. Ultimately, consumers make the decision

based on their perceptions of the quality of fast fashion apparel products. A future study could identify knowledge that consumers have of quality evaluations like seam quality, fabric durability and apparel quality items to understand if consumers are aware of what can make a garment good or bad quality. A future study could identify if consumers are less aware of signs of higher quality made clothing, meaning they would not have the ability to judge or compare fast fashion apparel to other products.

In addition, consumers found that fast fashion apparel is relatively easy to care for. However, the study found that this does not impact consumers' decision to purchase more frequently from fast fashion retailers ($\beta = -0.15$, $p = .099$). This could be driven by several different rationales that were not explored in the study. For one, price could be a factor that consumers consider when purchasing from fast fashion retailers. As they feel that the garments they purchase are already affordable enough and do not require as much investment, they may not be concerned about going to purchase a replacement if the garment does not endure the care process. Furthermore, consumers do not purchase based on the expectation to wear a fast fashion garment several seasons, as the fast fashion products are typically trendy and the trend will move on before consumers find that they have to worry about the garment losing its quality.

Attitudes Towards Fast Fashion Product Attributes and Hoarding Behaviors

Consumers attitudes towards fast fashion product attributes were explored in relation to hoarding behaviors that consumers may display when deciding to keep or discard at the end of the product life cycle or the end of the trend that the garment is in style. As identified earlier, consumer's perceptions of care was not an indicator of value oriented hoarding ($\beta = -0.01$, $p = .873$) or difficulty discarding ($\beta = -0.13$, $p = .149$). This

indicates that consumers do not hoard based on the amount of care that the garment requires at all. Once again, this could be driven by several variables like price and seasonality of the products and the short cycles the consumer expects to wear fast fashion items.

In contrast, consumer perceptions of fast fashion quality positively viewed quality as a reason to hoard based on the value orientation ($\beta = 0.39$, $p = .000$) and creates difficulty when discarding ($\beta = 0.24$, $p = .006$). Consumers who find that the garment was made of high quality may be more interested in keeping it, even if it was a fast fashion item. For instance, fast fashion retailers that have introduced products that are not expected to be worn every day (jackets, professional wear, etc.) may find that investing in better quality materials may increase consumer hoarding of these products. Consumers who purchase fast fashion items for a specific event may also be more inclined to hoard it if they feel that it was sentimental. H&M has introduced a line of wedding dresses, capitalizing on a product category that is often kept even though consumers know they will never wear it again. This allows fast fashion retailers to target consumers who already purchase fast fashion apparel to feel that the quality is high enough and encourages them to hoard apparel, even though they may never wear it again.

Mediation and Moderation of Fast Fashion Frequency and Shopping Personalities

The study found that moderation occurred between compulsive shopping and value oriented hoarding. On the other hand, fast fashion frequency did not mediate the relationship between compulsive shopping and value oriented hoarding or difficulty discarding. This finding is consistent with the information that shows that compulsive shoppers turn to purchase more, with purchase frequency being influenced by

environmental cues and internal stressors that lead them to purchase as an escape. In addition, the moderation effect of fast fashion purchasing frequency can lead consumers to hoard purchased items that may be of higher value, keeping products that were purchased with no intention of being worn.

The results of the study also suggest that fast fashion purchasing frequency moderated the relationship between compulsive shopping and difficulty discarding. Consumers who display compulsive traits, have been found to be hesitant to discard items, as anxiety is already present in compulsive consumers. This contributes to psychological research as another manifestation of social anxiety disorders and OCD symptoms as well as for consumer research, to better understand how consumers' behavior can lead them to purchase compulsively and hoard.

Fast fashion purchasing frequency was not found to mediate or moderate the relationship with hoarding behaviors and impulsive behaviors. Consumers who are impulsive in nature are not as driven to hoard, which was also found in the linear regressions performed. As impulsive shoppers act on impulse in the act of buying, they also may feel the same impulsivity when it comes to discarding unwanted apparel, not having any anxiety to discard apparel. Consumers who act on impulse are already more willing to take risk or act without fully meditating the consequences or impact of a decision.

Retailers have developed ways to capitalize on this impulsive nature of these shoppers, with last minute "grab" items at the register. In fast fashion retailers, these items often include socks, lipsticks, and more recently, earphones and cell phone cases as an offering of items that do not require the consumer to try it on and purchase without

having to worry about sizing. In addition, these impulse buys are often inexpensive to satisfy the urge to purchase something without having to develop much thought or a rationale to purchase it.

Mediation and Moderation of Fast Fashion Frequency and Fast Fashion Product Attributes

Fast fashion purchasing frequency was found to partially mediate the relationship between fast fashion care and value oriented hoarding. In addition, the relationship between fast fashion care and difficulty discarding also experienced partial mediation. As fast fashion care was not found to have a direct relationship with either hoarding behavior, the introduction of fast fashion purchasing frequency allows for partial mediation. This would suggest that the main relationship is between fast fashion purchasing frequency and the hoarding behavior, and the perceptions of care of the fast fashion product slightly affects the relationship. When fast fashion consumers are purchasing apparel products, they may not seek specific items that will be easy to care for. Instead fast fashion consumers may look for clothing that is trendy and this is supported by the mediation tests.

Fast fashion purchasing frequency partially moderated the relationship between fast fashion quality and value oriented hoarding. On the other hand, fast fashion purchasing frequency did not moderate the relationship between the quality and difficulty discarding. In addition, the relationship between fast fashion quality and difficulty discarding was mediated by fast fashion frequency.

This is explained by the interaction which changed the direction of both quality and frequency when included with the moderating variable. Consumers who purchase

more high quality items are driven to keep them, as these items are usually worn very little and they feel like the products have a longer life. Although fast fashion apparel is usually lower quality, consumers in the research sample found that fast fashion is decent to moderately good quality. This is contradictory to the industry's understanding that fast fashion is usually lower quality apparel. Conversely, the quality perceptions are based on the consumers understanding of quality, therefore identifying a disconnect between quality perceptions of the industry and consumers' reality.

Fast fashion frequency moderated the relationship between fast fashion care and value oriented hoarding but not with difficulty discarding. This can be explained by the idea that consumers who purchase from fast fashion retailers do not purchase objects for great worth, purchasing items that they know are easily replaceable if needed based on the effect of caring for the garment and returning it to a wearable state. Consumers who purchase fast fashion may not expect it to be impervious to care, therefore, are more inclined to not pay attention to all the care precautions and labeling that recommends how to properly care of the garment.

Retailers can utilize this information and make appropriate changes to the level of quality of the apparel that they make and how consumers react to that. For instance, consumers who purchase fast fashion do not care as much about minor design details. Fast fashion consumers also may not care for garments that may be difficult to maintain or return to a wearable state. While fast fashion retailers may already be aware of this based on the sales of items that are easy to care for and made with low quality inputs, it is important to understand how consumers base their purchasing decision on these factors.

Support of Research Hypotheses

Table 5.1: Support of Research Hypothesis.

Hypothesis	Supported
Hypothesis 1a. Consumers compulsive shopping personalities have a positive relationship with fast fashion purchasing behavior.	Yes
Hypothesis 1b. Consumers who display more compulsive shopping personalities also display increased value oriented hoarding behaviors.	Yes
Hypothesis 1c. Consumers who display more compulsive shopping personalities also display increased difficulty discarding.	Yes
Hypothesis 2a. Consumers impulsive shopping personalities have a positive relationship with fast fashion purchasing behavior.	Yes
Hypothesis 2b. Consumers who display more impulsive shopping personalities also display increased value oriented hoarding behaviors.	Yes
Hypothesis 2c. Consumers who display more impulsive shopping personalities also display increased difficulty discarding.	Yes
Hypothesis 3a. Consumers who find fast fashion products to be easy to care for purchase from fast fashion retailers more frequenlty.	No
Hypothesis 3b. Consumers who find fast fashion products to be easy to care for display more value-oriented hoarding behaviors.	No
Hypothesis 3c. Consumers who find fast fast fashion products to be easy to care for display have more difficulty discarding apparel.	No
Hypothesis 4a. Consumers who find fast fashion products to be of high quality purchase from fast fashion retailers more frequently.	Yes
Hypothesis 4b. Consumers who find fast fashion products to be of high quality display more value-oriented hoarding behaviors.	Yes
Hypothesis 4c. Consumers who find fast fashion products to be of high quality display more difficulty discarding behaviors.	Yes
Hypothesis 5. Consumers who display both impulsive and compulsive shopping personalities purchase from fast fashion retailers more frequently.	Yes
Hypothesis 6. Consumers who find fast fashion products to be easy to care for and to be of high quality purchase from fast fashion retailers more often.	Yes

Table 5.1: Support of Research Hypotheses, continued.

Hypothesis	Supported
Hypothesis 7a. Fast fashion frequency moderates the relationship between impulsive shopping personalities and value oriented hoarding.	No
Hypothesis 7b. Fast fashion frequency mediates the relationship between impulsive shopping personalities and value oriented hoarding.	No
Hypothesis 8a. Fast fashion frequency moderates the relationship between compulsive shopping personalities and value oriented hoarding.	Yes
Hypothesis 8b. Fast fashion frequency mediates the relationship between compulsive shopping personalities and value oriented hoarding.	No
Hypothesis 9a. Fast fashion frequency moderates the relationship between fast fashion quality and value oriented hoarding.	Yes
Hypothesis 9b. Fast fashion frequency mediates the relationship between fast fashion quality and value oriented hoarding.	No
Hypothesis 10a. Fast fashion frequency moderates the relationship between fast fashion care and value oriented hoarding.	Yes
Hypothesis 10b. Fast fashion frequency mediates the relationship between fast fashion care and value oriented hoarding.	Yes
Hypothesis 11a. Fast fashion frequency moderates the relationship between impulsive shopping personalities and difficulty discarding.	No
Hypothesis 11b. Fast fashion frequency mediates the relationship between impulsive shopping personalities and difficulty discarding.	No
Hypothesis 12a. Fast fashion frequency moderates the relationship between compulsive shopping personalities and difficulty discarding.	Yes
Hypothesis 12b. Fast fashion frequency mediates the relationship between compulsive shopping personalities and difficulty discarding.	No
Hypothesis 13a. Fast fashion frequency moderates the relationship between fast fashion quality and difficulty discarding.	No
Hypothesis 13b. Fast fashion frequency mediates the relationship between fast fashion quality and difficulty discarding.	Yes
Hypothesis 14a. Fast fashion frequency moderates the relationship between fast fashion care and difficulty discarding.	No
Hypothesis 14b. Fast fashion frequency mediates the relationship between fast fashion care and difficulty discarding.	Yes

Future Studies and Limitations

While the study found several important factors and many hypotheses were supported by the data, there are limitations that the study had that could be addressed in future studies. For one, a survey method exploring a topic that has not been explored could not fully understand consumers' awareness and motivations to hoard fast fashion apparel. Focus groups, and developing a measure that is specifically intended to measure consumers hoarding of fast fashion apparel would be imperative to ensure that research would understand hoarding and fast fashion consumers.

Subsequently, the study did not include other post purchase behavior that the consumer may have. Disposing of unwanted fast fashion apparel would be another option that was not explored in the present study. As consumers feel that fast fashion is low quality, they may be more inclined to dispose of unwanted fast fashion products, using sustainable or un-sustainable methods. Second, the fast fashion industry is crating an overabundance in landfills as consumers purchase low quality, fast fashion apparel more. This creates a negative impact on the environment, and can further increase the amounts of textile products in landfills. A study would be necessary to understand how consumers dispose of fast fashion products as an alternative to hoarding and comparing the two behaviors in tandem could strengthen the research model.

It would be important to explore other variables that can impact consumer's frequency to purchase fast fashion apparel. While shopping personalities and attitudes towards fast fashion product attributes are the most expected, other variables could

predict an increase in fast fashion purchase frequency and would need to be explored to see how they impact consumers purchasing behavior.

The study was also done using a national sample collected using an online survey. Using this method of data collection has its merits; however, consumers may be inclined to not be as honest, especially in frequency of purchasing and evaluating products as they don't want to offend the fast fashion retailers or expose their shopping habits. Although it would be more costly and time consuming, creating a mall-intercept survey or targeting consumers who are in the act of purchasing fast fashion apparel may overcome this limitation and would create better quality data. Conversely, an alternative method would be to understand consumer behavior in fast fashion retailers using technology to track consumers spending habits, tracking their purchases and following up with them to see how consumers feel about the quality of fast fashion apparel.

Studies that measure hoarding behaviors find it difficult to properly measure if the respondent is a compulsive hoarder. Hoarding is a trait that consumers may be shameful of having, or not realize that they have hoarding tendencies. The best way to measure this (and often used in psychological research of hoarders) is to go to their residence and do a check, removing any biases of the consumer not willing to divulge personal information. This would ensure that the respondents' shame is avoided and would allow researchers to get a proper understanding of the consumers hoarding tendencies.

APPENDIX SECTION

APPENDIX A
IRB Exemption Certificate

TEXAS STATE UNIVERSITY
SAN MARCOS
The rising STAR of Texas

Institutional Review Board

Request For Exemption

Certificate of Approval

Applicant: Sergio Bedford

Request Number : EXP2015U71994Z

Date of Approval: 10/07/15

Assistant Vice President for Research and Federal Relations

Chair, Institutional Review Board

APPENDIX B
Coding Book

Code	Item
Impulse1	Just do it describes the way I buy things.
Impulse2	I often buy things without thinking.
Impulse3	I see it, I buy it describes me.
Impulse4	Buy now, think about it later describes me.
Impulse5	Sometimes I feel like buying things on the spur-of-the-moment.
Impulse6	I buy things according to how I feel at the moment.
Impulse7	I carefully plan most of my purchases.
Impulse8	Sometimes I am a bit reckless about what I buy.
Compulse1	I often buy things spontaneously.
Compulse2	My closet has unopened shopping bags in it or clothes that still have tags attached.
Compulse3	Others might consider me a shopaholic.
Compulse4	Much of my life centers around buying things.
Compulse5	I buy things I don't need.
Compulse6	I buy things I did not plan to buy.
Compulse7	I consider myself an impulse shopper.
FFQuality1	The seams are well stitched.
FFQuality2	The overall quality of the fabric is good.
FFQuality3	The fabric is sturdy and durable.
FFQuality4	The garment is well finished on the wrong side.
FFQuality5	The color of trims, buttons, and zippers coordinates with the fabric.
FFQuality6	The garment has even hems and facings.
FFQuality7	The garment is cut on the right grain.
FFCare1	Seams do not pucker when washing.
FFCare2	The garment is easy to care for.
FFCare3	The fabric has not shrunk beyond what I expected.
FFCare4	The fabric is color fast and does not bleed onto other garments when washing.
FFCare5	The garment is machine washable.
FFCare6	The fabric has remained in good condition after several cleanings.
ValHoard1	I don't want to get rid of clothes that were expensive.
ValHoard2	I don't want to get rid of clothes that are made of high quality materials (e g , silk, cashmere, wool, genuine leather, etc.).
ValHoard3	I don't want to get rid of clothes because I like the brand.

ValHoard4	I keep clothes that are considered to be attractive or beautiful even though I don't use them.
ValHoard5	I keep clothes that are still in good condition (lack of wear or damage) even though I don't use them.
ValHoard6	I don't want to get rid of clothes that help me remember important life events.
ValHoard7	I have some clothes that may come back into style.
DiffDisc1	To what extent do you have difficulty throwing clothes away?
DiffDisc2	How distressing do you find the task of throwing clothes away?
DiffDisc3	How often do you avoid trying to discard clothing because it is too stressful or time-consuming?
DiffDisc4	How strong is your urge to save something you know you may never use?
DiffDisc5	How much control do you have over your urges to save possessions?
DiffDisc6	How often are you unable to discard clothing you would like to get rid of?

APPENDIX C

Survey

We are conducting a short survey to help us understand your opinions on sustainable products and shopping behavior. This survey is confidential and any contact information we have for you will only be used to inform your professor of your completion of the survey and award your extra credit. In accordance with Institutional Review Board human subject policies at Texas State University, all data obtained from participants will be kept confidential and will be used for research purposes only, without identifying individual respondents. **You must be 18 years or older to participate and your participation in this research study is completely voluntary.** By completing the survey, you are providing your consent to participate in this study. If you have questions about participants' rights or other related concerns, you may contact the chair of Texas State University's Institutional Review Board, Dr. Jon Lasser, (512) 245-2314. If you have any other questions regarding this study, you may contact our research advisor, Dr. Gwendolyn Hustvedt (gh21@txstate.edu) at 512-245-4689.

What is your age? ***This question is required.**

Please tell us how you shop.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
I often buy things without thinking.	○	○	○	○	○	○	○
Sometimes I am a bit reckless about what I buy.	○	○	○	○	○	○	○
"I see it, I buy it" describes me.	○	○	○	○	○	○	○
I often do things spontaneously.	○	○	○	○	○	○	○
I buy things according to how I feel at the moment.	○	○	○	○	○	○	○
Sometimes I feel like buying things on the spur-of-the-moment.	○	○	○	○	○	○	○
I carefully plan most of my purchases.	○	○	○	○	○	○	○
"Just do it" describes the way I buy things.	○	○	○	○	○	○	○
"Buy now, think about it later" describes me.	○	○	○	○	○	○	○

Please tell us more about how you shop.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
I buy things I don't need.	○	○	○	○	○	○	○
My closet has unopened shopping bags in it or clothes that still have tags attached.	○	○	○	○	○	○	○
I consider myself an impulse shopper.	○	○	○	○	○	○	○
I buy things I did not plan to buy.	○	○	○	○	○	○	○
Much of my life centers around buying things.	○	○	○	○	○	○	○
Others might consider me a shopaholic.	○	○	○	○	○	○	○

Have you ever purchased from a fast fashion retailer (e.g., Forever 21, H&M, Zara, Cotton On, Top Shop, Uniqlo)?

- ○ Yes
- ○ No

How often have you purchased from a fast fashion retailer (e.g., Forever 21, H&M, Zara, Cotton On, Top Shop, Uniqlo)?

- ○ Once a week
- ○ Once or twice a month
- ○ Once a season
- ○ Once a year
- ○ Less often/Never

Please think about a garment you have bought at a fast fashion retailer when answering these questions.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The garment has even hems and facings.	○	○	○	○	○	○	○
The color of trims, buttons, and zippers coordinates with the fabric.	○	○	○	○	○	○	○
The fabric has remained in good condition after several cleanings.	○	○	○	○	○	○	○
The garment is easy to care for.	○	○	○	○	○	○	○
The garment is cut on the right grain.	○	○	○	○	○	○	○
The fabric is sturdy and durable.	○	○	○	○	○	○	○
The seams are well stitched.	○	○	○	○	○	○	○
The fabric has not shrunk beyond what I expected.	○	○	○	○	○	○	○
The garment is machine washable.	○	○	○	○	○	○	○
The overall quality of the fabric is good.	○	○	○	○	○	○	○
The garment is well finished on the wrong side.	○	○	○	○	○	○	○
Seams do not pucker when washing.	○	○	○	○	○	○	○
The fabric is color fast and does not bleed onto other garments when washing.	○	○	○	○	○	○	○

We would like to know your general attitudes towards keeping clothes that you are no longer wearing.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I have some clothes that may come back into style.	○	○	○	○	○	○	○
I keep clothes that are still in good condition (lack of wear or damage) even though I don't use them.	○	○	○	○	○	○	○
I keep clothes that are considered to be attractive or beautiful even though I don't use them.	○	○	○	○	○	○	○
I don't want to get rid of clothes that help me remember important life events.	○	○	○	○	○	○	○
I don't want to get rid of clothes that are made of high quality materials (e.g., silk, cashmere, wool, genuine leather, etc.).	○	○	○	○	○	○	○
I don't want to get rid of clothes that were expensive.	○	○	○	○	○	○	○
I don't want to get rid of clothes because I like the brand.	○	○	○	○	○	○	○

Please tell us about your clothing disposal habits.

To what extent do you have difficulty throwing clothes away?

- Not at all
- To a mild extent
- To a moderate extent
- To a considerable extent
- Very much so

How distressing do you find the task of throwing clothes away?

- No distress
- Mild distress
- Moderate distress
- Severe distress
- Extreme distress

How often do you avoid trying to discard clothing because it is too stressful or time-consuming?

- Never avoid, easily able to discard clothing.
- Rarely avoid, can discard with a little difficulty.
- Sometimes avoid
- Frequently avoid
- Almost always avoid, rarely able to discard clothing.

How strong is your urge to save something you know you may never use?

- Urge is not at all strong
- Mild urge
- Moderate urge
- Strong urge
- Very strong urge

How much control do you have over your urges to save possessions?

- Complete control.
- Much control, usually able to control urges to save.
- Same control, can control urges to save only with difficulty.
- Little control, can only stop urges with great difficulty.
- No control, unable to stop urges to save possessions.

How often are you unable to discard clothing you would like to get rid of?

- Never have a problem discarding clothing.
- Rarely
- Occasionally
- Frequently
- Almost always unable to discard clothing.

Lastly, the questions ask about yourself.
What is your gender?

- Male
- Female
- Transgender
- Prefer not to answer

What is your age?

What is your ethnicity?

- Euro-American/Caucasian
- African-American
- Hispanic/Latino(a)
- Asian
- Other

What is your employment (working) status?

- Full-time working
- Part-time working
- Unemployed

APPENDIX D

SPSS SYNTAX

```
FACTOR
  /VARIABLES Impulse1 Impulse2 Impulse3 Impulse4 Impulse5 Impulse6 Impulse7R I
mpulse8
  /MISSING LISTWISE
  /ANALYSIS Impulse1 Impulse2 Impulse3 Impulse4 Impulse5 Impulse6 Impulse7R Im
pulse8
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /CRITERIA ITERATE(25)
  /ROTATION VARIMAX
  /METHOD=CORRELATION.

RELIABILITY
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mpulse8
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /SUMMARY=TOTAL.
FACTOR
  /VARIABLES Impulse1 Impulse2 Impulse3 Impulse4 Impulse5 Impulse6 Impulse7R I
mpulse8
  /MISSING LISTWISE
  /ANALYSIS Impulse1 Impulse2 Impulse3 Impulse4 Impulse5 Impulse6 Impulse7R Im
pulse8
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /CRITERIA ITERATE(25)
  /ROTATION VARIMAX
  /METHOD=CORRELATION.
COMPUTE Impulse=MEAN (Impulse1,Impulse2,Impulse3,Impulse4,Impulse5,Impulse6
,Impulse8).
EXECUTE.

FACTOR
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Compulse7
  /MISSING LISTWISE
  /ANALYSIS Compulse1 Compulse2 Compulse3 Compulse4 Compulse5 Compulse6 Co
mpulse7

  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /CRITERIA ITERATE(25)
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  /METHOD=CORRELATION.

RELIABILITY
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Compulse7
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  /MODEL=ALPHA
  /SUMMARY=TOTAL.
COMPUTE Compulse=MEAN (Compulse1, Compulse2, Compulse3, Compulse4, Comp
ulse5, Compulse6, Compulse7).
EXECUTE.

FACTOR
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FFQuality7
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  /ANALYSIS FFQuality1 FFQuality2 FFQuality3 FFQuality4 FFQuality5 FFQuality6 F
FQuality7

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  /CRITERIA ITERATE(25)
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  /METHOD=CORRELATION.

RELIABILITY
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 FFQuality7
  /SCALE('ALL VARIABLES') ALL
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  /SUMMARY=TOTAL.
COMPUTE FFQuality=MEAN (FFQuality1, FFQuality2, FFQuality3, FFQuality5, FFQ
uality6, FFQuality7).
EXECUTE.

FACTOR
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  /MISSING LISTWISE
  /ANALYSIS FFCare1 FFCare2 FFCare3 FFCare4 FFCare5 FFCare6
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  /EXTRACTION PC
  /CRITERIA ITERATE(25)
  /ROTATION VARIMAX
  /METHOD=CORRELATION.
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RELIABILITY
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  /SCALE('ALL VARIABLES') ALL
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  /SUMMARY=TOTAL.
COMPUTE FFCare=MEAN (FFCare1, FFCare2, FFCare3, FFCare4, FFCare5, FFCare6)
.
EXECUTE.

FACTOR
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lHoard7
  /MISSING LISTWISE
  /ANALYSIS ValHoard1 ValHoard2 ValHoard3 ValHoard4 ValHoard5 ValHoard6 Val
Hoard7
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  /EXTRACTION PC
  /CRITERIA ITERATE(25)
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  /METHOD=CORRELATION.
RELIABILITY
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alHoard7
  /SCALE('ALL VARIABLES') ALL
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  /SUMMARY=TOTAL.
COMPUTE ValHoard=MEAN (ValHoard1, ValHoard2, ValHoard3, ValHoard4, ValHoa
rd5, ValHoard6, ValHoard7).
EXECUTE.

FACTOR
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  /ANALYSIS DiffDisc1 DiffDisc2 DiffDisc3 DiffDisc4 DiffDisc5 DiffDisc6
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EXECUTE.

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SDFF7R AttSDFF8R AttSDFF9R AttSDFF10 AttSDFF11
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