



Mobile Application in Fashion-Owned Brands that Impact Buying Behaviour during COVID-19 Pandemic, THAILAND

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ABSTRACT

Technological advancement has shifted the importance of mobile phone or smartphone technologies and have a larger impact on individuals, businesses, and society, owing to their intelligence. Additionally, they have penetrated swiftly to raise knowledge of the new dynamic market environment, which has left many commercial organizations or corporations perpetually on the lookout for new and innovative strategies to expand and retain marketshare. This paper presents a mobile application for fashion brands to design and introduce their own applications in order to remain competitive on the worldwide market. Additionally, this research explores the impact on various consumer behaviors and the repercussions of utilizing a mobile shopping application in a fashion brand to look for fashion products and share information; therefore, digital transaction experience explains purchasing decisions. Data are gathered via questionnaire's survey as part of a quantitative research. The findings indicated that mobile applications in fashion brands are the most powerful predictors of consumer's deliberate behavior, while also providing security and confidentiality for information sharing. The data research revealed that consumers felt more secure when shopping online using fashion brands' mobile applications. While this study examined only four mobile applications from fashion businesses including H&M, Uniqlo, Zara, Topshop, and MUJI, future studies could examine further on the differences in trust and motivation between the four mobile applications. The critical components in establishing consumer trust is that mobile applications can create an increase in brand loyalty. Additionally, there is consideration of comprehensive service recovery characteristics such as response time, functionalities, and facilitates to aid in the process of acquiring fashion items through a specific brand mobile application platform.

Keywords: Mobile Shopping, Mobile Application, Consumer Behaviour, Online Purchasing, Digital Transaction, Word of Mouth.



1. INTRODUCTION

Ever since, fashion has been an area of interest in consumer research to understand consumer's perceptions and interpretations towards the brand. Fashion is a driving force that shapes the way we live and it influence consumer's lifestyle in several aspects and purchasing choices including apparel, hairstyles, art, food, cosmetics, cars, music, toys, furniture, and much more that affects our daily lives; in addition, we take fashion that is part of our instinct for granted (Solomon et al.,2002). Fashion is a major component of popular culture that is always changing. With a solid base in social science, economics and marketing research about consumer behavior towards fashion, they provide a comprehensive analysis of today's fashion in which it is up-to-date and thought-provoking information is presented in an engaging context that helps consumers no matter students, business people and scholars understand how fashion shapes the mindset of consumers (Dholakia,1999).

Lately, basic functions and necessities such as clothes and apparels are served as fashion items, which can tell how significant an individual is, it also expresses the status that an individual has and what their personal image represents (O'Casey,2002). Thus, clothing can help represent our personal identity. Consumer behavior towards fashion clothing affects all aspects of the fashion industry, design, production, and merchandising and promotion at all levels, as much as it affects retailing (Rath et al.,2008). Moreover, there are researches which examines the factors that result from consumer behavior towards fashion for making a purchase decision. The results indicate that fashion involvement is significantly affected by a consumer's degree of materialism, gender, age and their identities such as mood, color, boldness, taste, sensuality, beauty, attraction to particular clothes, detachment, personal style, elegance and celebrity influence (Judith et al.,2005). Physical factors are directly affected to fashion consumption such as health, comfort, fabric, body shape, balance/fit, body exposure, climate, functionality, seasonality and the culture. Furthermore, it was found that fashion consumer behavior involves in fashion knowledge that they concern about brand image, store loyalty, perceived value, purchase frequency, money spent, and price consciousness. Furthermore, the results indicate that lifestyles influenced consumer confidence in making purchase decisions about fashion such as exclusivity, ease of care, profession, durability, moral, conventions, welfare, quality, versatility, brand, price and age appearance (Rocha et al.,2005).

Lastly, Store Environment is another factor that highly affects consumer behavior. An effective mall shopping environment may impact the shopping experience and influence consumers to exhibit more approach behavior, to stay longer in shops and spend money shopping in malls (Stoel et al.,2004). The importance of consumer behavior towards fashion clothing has inspired many marketing scholars and practitioners to begin researching the concept of 'fashion clothing'. Under this concept, both inner and outer factors are regarded as valuable assets which can help companies generate lucrative revenues. Questionnaires in this research have shown that consumers have attached a possession in fashion which relates to the theoretical and practical level in understanding consumer behavior in terms of fashion. This is important because fashion clothing has both important economic and social significance in our society. As per one of the fashionist in the industry, she stated that "We are what we wear". We



can interpret that, we are who our clothes allow us to be (Kenny et al.,2002). In this research paper, the concept of consumer behavior decision making on clothing would be utilized as a theoretical framework, which will be illustrated in the following chapters.

2. LITERATURE REVIEWS

Owned Fashion Mobile Application Platform during Covid-19 Pandemic

The rapid adoption of e-commerce by consumers has been fueled by the increasing number of goods available for online purchase and by the increasing availability of information on the characteristics and performance of these goods. Prior to the spread of Covid-19, it is difficult to estimate the exact number of shopping completed by consumers via owned mobile application. During the early stage of the pandemic, shopping via owned mobile applications have increased by 10% on average (Briedis et al.,2020). However, this abundance of information and choices has highly cluttered online shopping environments. Consumers face an overwhelming number of alternatives to choose from, along with profusion of information on each options; therefore, this can reduce consumer's motivation and ability to filter information which leads to harder evaluation on products to purchase due to overloading information at hand (Iyengar et al., 2016).

Top 4 Rank of Fast Fashion Brand in Thailand by Owned-Brand Mobile Application

Recently, the trends of the Thai market are becoming popular for mass brand and creating new kinds of materials in which some of the clothing are solar-powered wear which have anti-dust and mite variations. This new and interesting combinations of natural ingredients are being used sustainability and fashion started to change (Bruce M.& Daly L.,2006). Based on the fashion brands in this research including H&M, Topshop, Uniqlo and Zara, the physiological factors relate to physical protection, commodity and environment among people such as body shape, balance, comfort, functionality and the culture. Body shapes as an important factor for customer deciding to buy a product. The physical change and deterioration of the body shape has to be addressed to ensure that the garments have appropriate fit for them, and features are balanced to their body which is basically show to customer choose in the garment shop for SS, S, M, L, XL or XXL (Zhang et al.,2002). For example, children, as they are in the process of growing up, they need garments suitable to their age and physical development (Chyon-Hwa Yeh et al.,1996). Product comfort is another important attribute, as consumers wish comfortable products to satisfy certain specific needs. The usefulness is also a factor that consumers have in mind when purchasing garments, if they purchase a garment that combines with those clothing that are already available in their wardrobes, consumers also make choices by considering aspects such as durability and ease of care. The product novelty is a factor that fashion followers have into consideration, in each season they renew their wardrobes, and they look for changes and some adaptations in the way they wear to fit with the trend. Culture is the most basic cause of a person's wants and behavior. Human behavior is largely learned. Growing up in a society, a child learns basic values, perceptions, wants, and behaviors from the



family and other important institutions (Carpenter et al.,2005). A person normally learns or is exposed to the following values, achievement and success (Alvarez et al.,2005). Also, the activity and involvement, efficiency and practicality, progress, material comfort, individualism, freedom, humanitarianism, youthfulness, fitness and health. Every group or society has a culture, and cultural influences on buying behavior may vary greatly from country to country (Asifo,2010).

Marketing and Strategies with Owned-Fashion Mobile Application Platform

Fashion setters are encouraged to generate new ideas and innovation including product quality from the brand name (Moore & Andradi.,1996). In this digital era, the internet has become very powerful (Andrews et al.,2004). Brand loyalty coefficient in a multinomial logit model is focusing on fashion shoppers via owned mobile applications selected from a smaller consideration set of brands; thereby, remaining loyal to a smaller number of brands is key (Degeratu et al.,2000). Purchasing a well-known brand rather than a lesser-known brand online showed that consumers has less perceived risk. In contrast, traditional marketing such as handing out brochures and publishing products through newspapers can gain massive numbers of consumer reach. The purpose of viral marketing is however, two-fold. The first one is consumption, and the second is forwarding behavior. In addition, viral marketing is another factor that has significant impact on consumer decisions in impulsive purchases (Husnain et al., 2016). On the other hand, the business is able to track prospective customers and interests through social media advertising (Khokhar et al., 2019). This can be one of the reasons why these electronic marketplaces have grown rapidly (Lamb & Kallal.,1992). When the internet enhances abilities for people to access data, many small businesses are getting bolder to expand their size to gain some market share from big companies by becoming one of the e-marketplace platforms which plan to link and integrate with other corporate plans in order to support the marketing activities (Corstjens & Lal.,2000).

3. CONCEPTUAL FRAMEWORK

The following is the conceptual framework developed for this study. The proposed framework are the four types of experiences or the 4Es that people possess including (1) Entertainment Experiences, (2) Educational Experiences, (3) Escapist Experiences, and (4) Esthetic Experiences. It was conceptualized as reflecting different combinations of absorption – immersion and passive – active participation experiences. Referring to the framework, it is integrated with information system (IS), information technology (IT) and e-commerce strategy of fast fashion brand in Thailand which demonstrates the aspects and prominent point on owned fashion brand in mobile application.

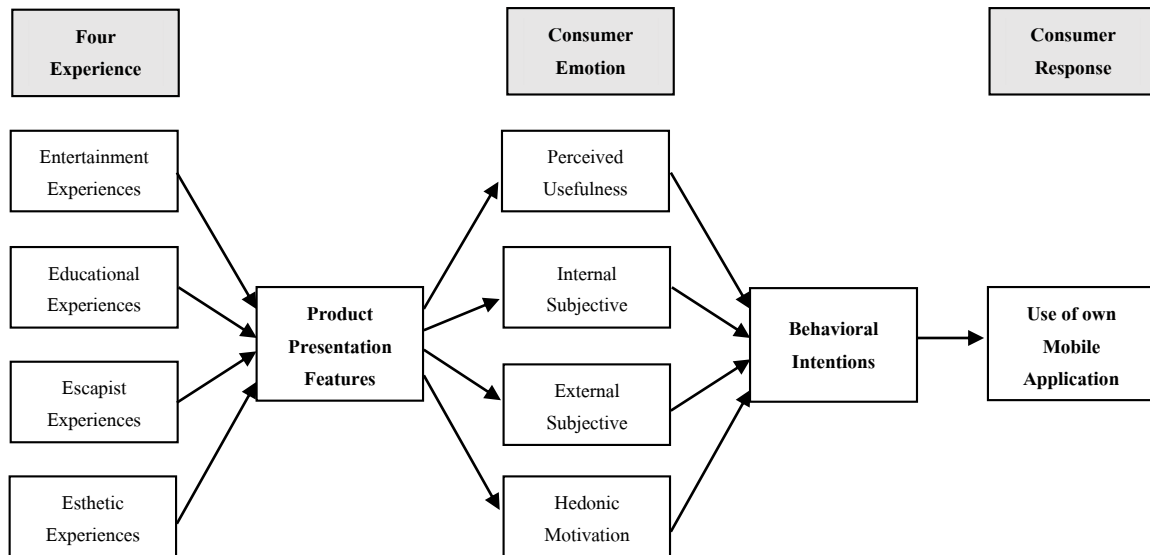


Figure 1 The Conceptual Framework shown summarizes and described the 4Es and emotional dimensions identified by researchers. Product presentation features include product images and social features defined emotional pleasure as the perceived usefulness, internal-external subjective norms and hedonic motivation intention to use of the owned mobile application.

4. METHODOLOGY

This study is a part exploratory research using quantitative methods to identify and understand customer behavior intention response towards mobile application in own fashion brand. As mentioned earlier, the primary methods of research used this study is Questionnaire surveys. The amount of time needed to analyze the data with the assistance of SPSS is significantly less than the amount of time required for the analysis of the data with the assistance of any other statistical tool, which is further helpful for the researchers to conduct in-depth critical analysis by successfully including large numbers of numeric data and information. As a result, the researchers will have the opportunity, through the analysis of survey data using SPSS software, to analyze and assess the data and information that was acquired in an effective manner, so improving the quality of the researcher for the purpose of investigating ultimate product.

The participants of this research are based upon participants who use owned fashion brands to purchase clothes via mobile application due to the pandemic COVID-19. The author could not meet the buyer in person therefore, all the survey was designed by Google form. The questionnaire surveys consisted of thirty – five questions and all questions were directly related to the topic research questions and hypothesis. In fact, the collected data was transformed into coding with the help of Microsoft Excel. There were no communication barrier and the questionnaire form are in English. The questionnaire helped to give real subtleties in terms frequency of shopping, choice of shopping, reason to shop and shopping experience. The questionnaires have covered the limitations and discretionary sources. The consumer was selected to do the questionnaires surveys data. It is collected from participants who have



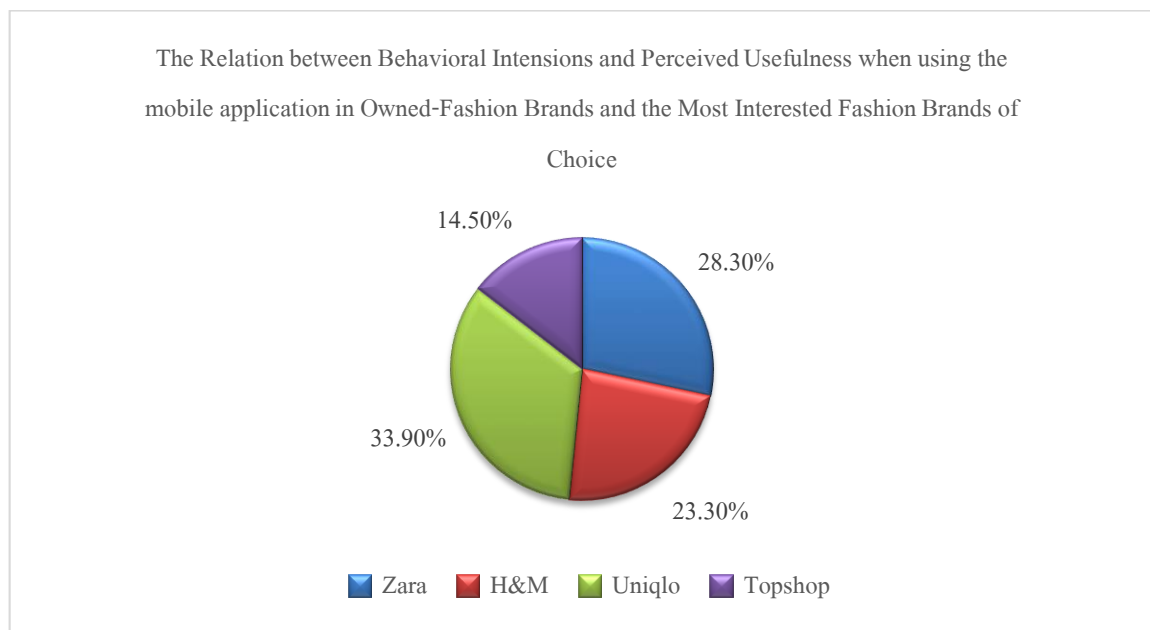
used the owned fashion brands by mobile application including H&M, Topshop, Uniqlo, and Zara. The survey was sent to 407 people and all of feedback are used for further analysis.

5. RESULTS AND FINDINGS

With reference to a preliminary analysis of the research data, it was founded that in the demographic characteristics, the participants were mainly between 23 and 38 years old (Generation Y), with the percentage of 53.3%. There were more people working in private company with a proportion of 83.8%, and the most of survey respondents are those that WORK FROM HOME since the pandemic COVID-19, with a proportion of 76.7%. The most of survey respondents have the purchasing power of income range at 20,000 – 30,000 Baht per month, with a proportion of 51.6%. The descriptive statistical analysis is mainly done through frequency, effective percentage, and cumulative ratio to indicate the basic indicators statistical indicators to make basic descriptive statistical analysis of the respondent's gender, age, behavioral intentions, internal and external subjective norm and motivation.

The result of the relation between behavioral intentions and the perceived usefulness when using the mobile applications in owned fashion brands are as follows.

Table 1 The Relation between Behavioral Intentions and Perceived Usefulness when using the mobile application in Owned-Fashion Brands and the Most Interested Fashion Brands of Choice



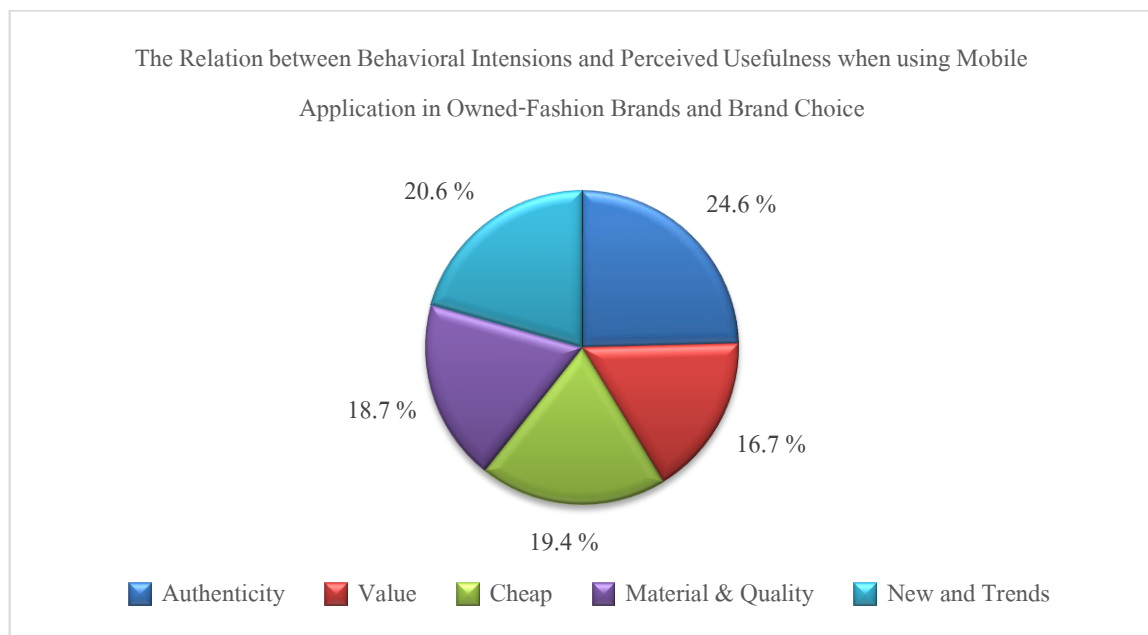
Behavioral Intentions and Perceived Usefulness when using the Mobile Application in Owned-Fashion Brands	The Most Interested Fashion Brand				Total	Chi-Square	Asymp. Sig. (p)
	Zara	H&M	Uniqlo	Topshop			
	115	95	138	59	407	71.426	0.596
	28.3%	23.3%	33.9%	14.5%	100%		



Refer to Table 1.) Behavioral Intentions and Perceived Usefulness when using the mobile application in owned fashion brands **is not relational** with the most interested fashion brand and choose this fashion brand (Chi-Square = 71.426, $p = 0.596$)

Therefore, the most interested fashion brand and choose this fashion brand **is not affected** with Behavioral Intentions and Perceived Usefulness when using the mobile application in owned fashion brands.

Table 2 The Relation between Behavioral Intentions and Perceived Usefulness when using Mobile Application in Owned-Fashion Brands and Brand Choice



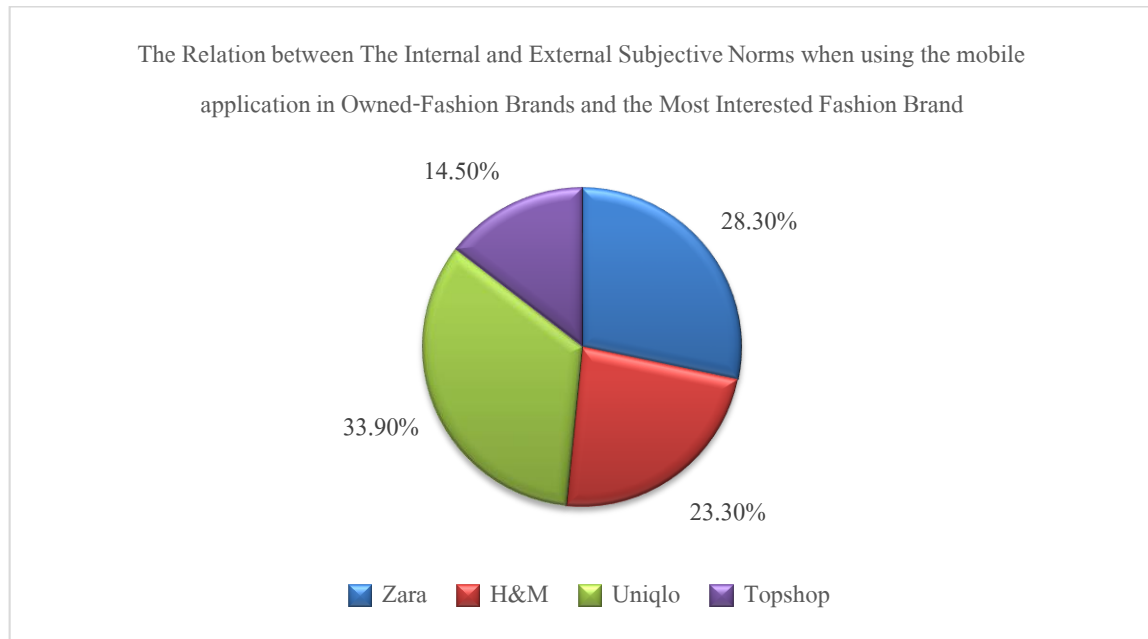
Behavioral Intentions and Perceived Usefulness when using the mobile application in owned fashion brands	Fashion Brand Choice					Total	Chi-Square	Asymp. Sig.
	Authenticity	Value	Cheap	Material & Quality	New and Trends			
	100	68	79	76	84	407	107.759	0.280
	24.6	16.7	19.4	18.7	20.6	100%		

Refer to Table 2.) Behavioral Intentions and Perceived Usefulness when using the mobile application in owned-fashion brands **is not relational** with choose this fashion brand. (Chi-Square = 107.759, $p = 0.280$)

Therefore, choose this fashion brand **is not affected** with Behavioral Intentions and Perceived Usefulness when using the mobile application in owned fashion brands. The result of relational between The Internal and External Subjective Norms when using the mobile application in owned fashion brands and the most interested fashion brand and choose this fashion brand shown as table 3 and 4 here.



Table 3 The Relation between The Internal and External Subjective Norms when using the mobile application in Owned-Fashion Brands and the Most Interested Fashion Brand



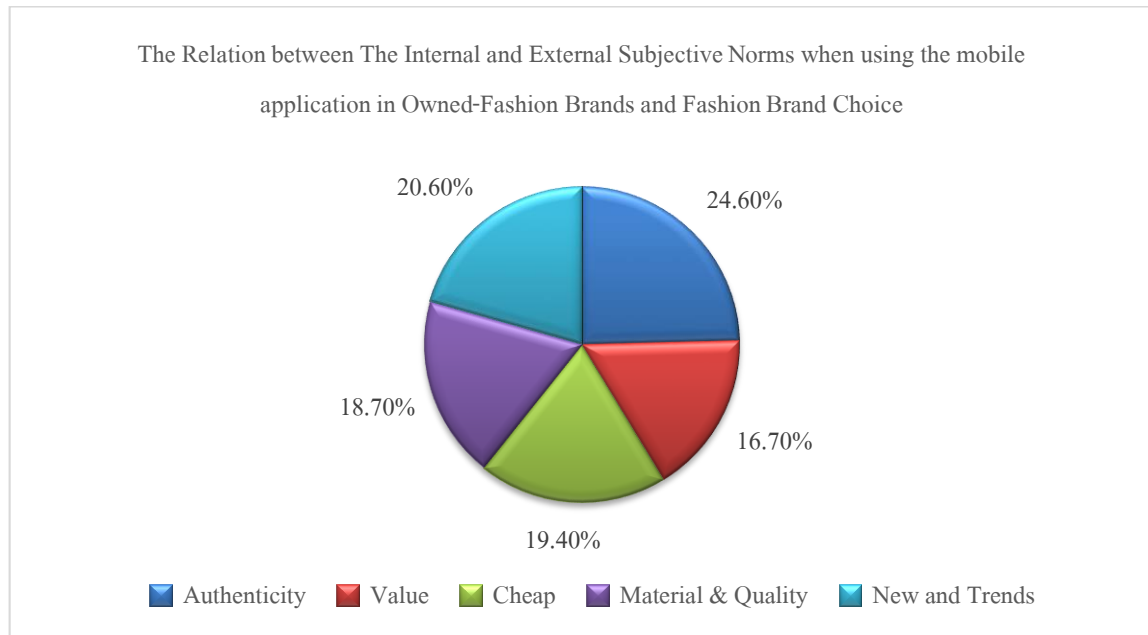
The Internal and External Subjective Norms when using the mobile application in owned fashion brands	The most interested fashion brand				Total	Chi-Square	Asymp. Sig. (p)
	Zara	H&M	Uniqlo	Topshop			
		115	95	138	59	407	67.967
	28.3%	23.3%	33.9%	14.5%	100%		

Refer to Table 3.) The Internal and External Subjective Norms when using the mobile application in owned fashion brands **is not relational** with the most interested fashion brand (Chi-Square = 67.967, $p = 0.705$).

Therefore, the most interested fashion brand **is not affected** with The Internal and External Subjective Norms when using the mobile application in owned fashion brands.



Table 4 The Relation between The Internal and External Subjective Norms when using the mobile application in Owned-Fashion Brands and Fashion Brand Choice



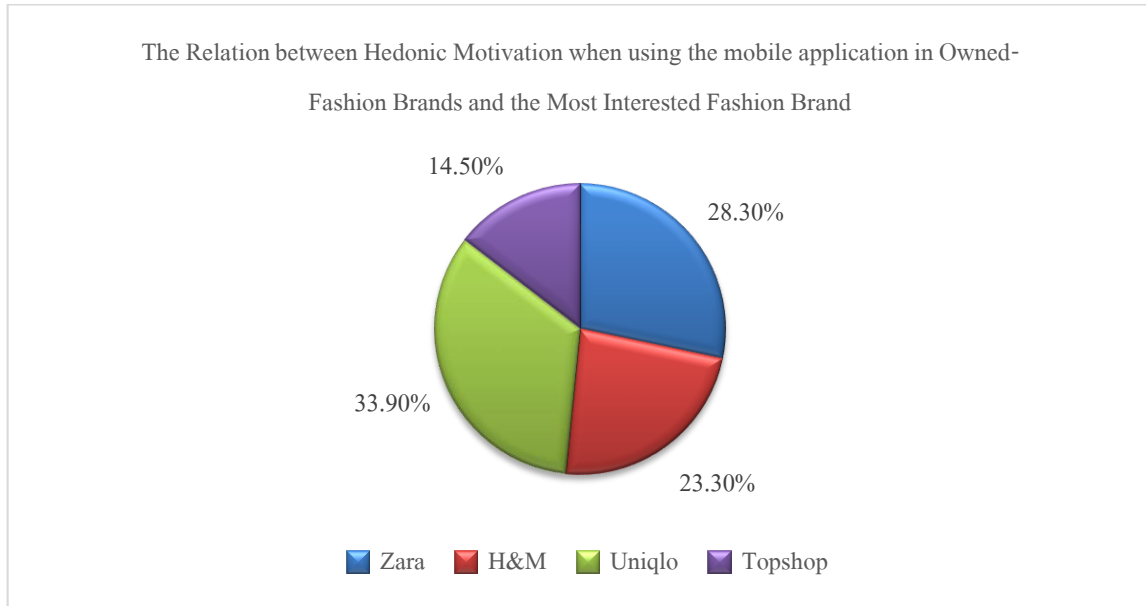
The Internal and External Subjective Norms when using the mobile application in owned fashion brands	Fashion Brand Choice					Total	Chi-Square	Asymp. Sig.
	Authenticity	Value	Cheap	Material & Quality	New and Trends			
	100	68	79	76	84			
	24.6	16.7	19.4	18.7	20.6	100%		

Refer to Table 4.) The Internal and External Subjective Norms when using the mobile application in owned fashion brands **is not relational** with choose this fashion brand (Chi-Square = 99.920, p = 0.483).

Therefore, choose this fashion brand **is not affected** with The Internal and External Subjective Norms when using the mobile application in owned fashion brands. The result of relational between Hedonic Motivation when using the mobile application in owned fashion brands and the most interested fashion brand and choose this fashion brand shown as table 5 and 6 here.



Table 5 The Relation between Hedonic Motivation when using the mobile application in Owned-Fashion Brands and the Most Interested Fashion Brand



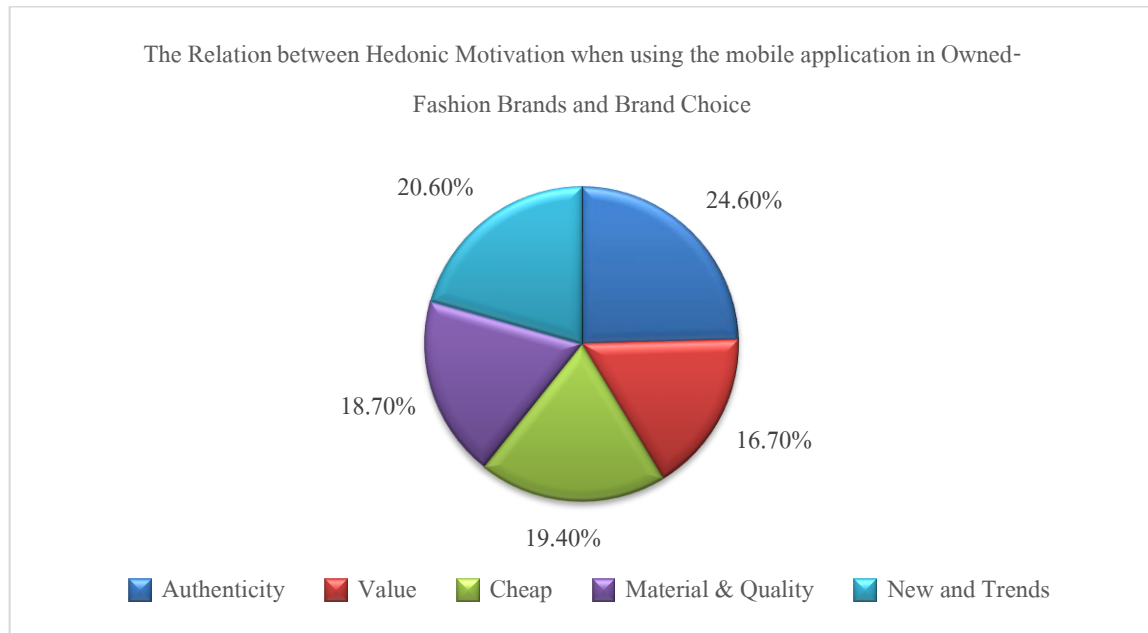
Hedonic Motivation when using the mobile application in owned fashion brands	The most interested fashion brand				Total	Chi-Square	Asymp. Sig. (p)
	Zara	H&M	Uniqlo	Topshop			
	115	95	138	59	407		
	28.3%	23.3%	33.9%	14.5%	100%		

Refer to Table 5.) Hedonic Motivation when using the mobile application in owned fashion brands **is not relational** with the most interested fashion brand (Chi-Square = 93.333, $p = 0.165$)

Therefore, the most interested fashion brand **is not affected** with Hedonic Motivation when using the mobile application in owned fashion brands.



Table 6 The Relation between Hedonic Motivation when using the mobile application in Owned-Fashion Brands and Brand Choice



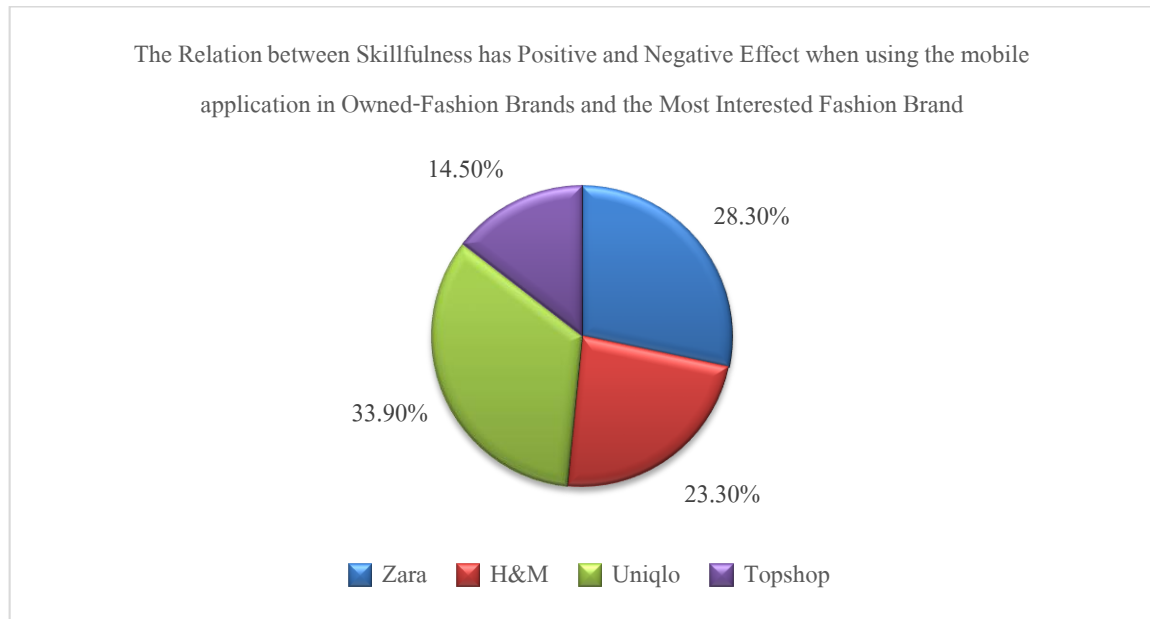
Hedonic Motivation when using the mobile application in owned fashion brands	Choose this fashion brand					Total	Chi-Square	Asymp. Sig.
	Authenticity	Value	Cheap	Material & Quality	New and Trends			
	100	68	79	76	84			
	24.6	16.7	19.4	18.7	20.6	100%		

Refer to Table 6.) Hedonic Motivation when using the mobile application in owned fashion brands **is not relational** with choose this fashion brand (Chi-Square = 123.562, p = 0.145).

Therefore, choose this fashion brand **is not affected** with Hedonic Motivation when using the mobile application in owned fashion brands. The result of relational between Skillfulness has Positive and Negative Effect when using the mobile application in owned fashion brands and the most interested fashion brand and choose this fashion brand shown as table 7 and 8 here.



Table 7 The Relation between Skillfulness has Positive and Negative Effect when using the mobile application in Owned-Fashion Brands and the Most Interested Fashion Brand



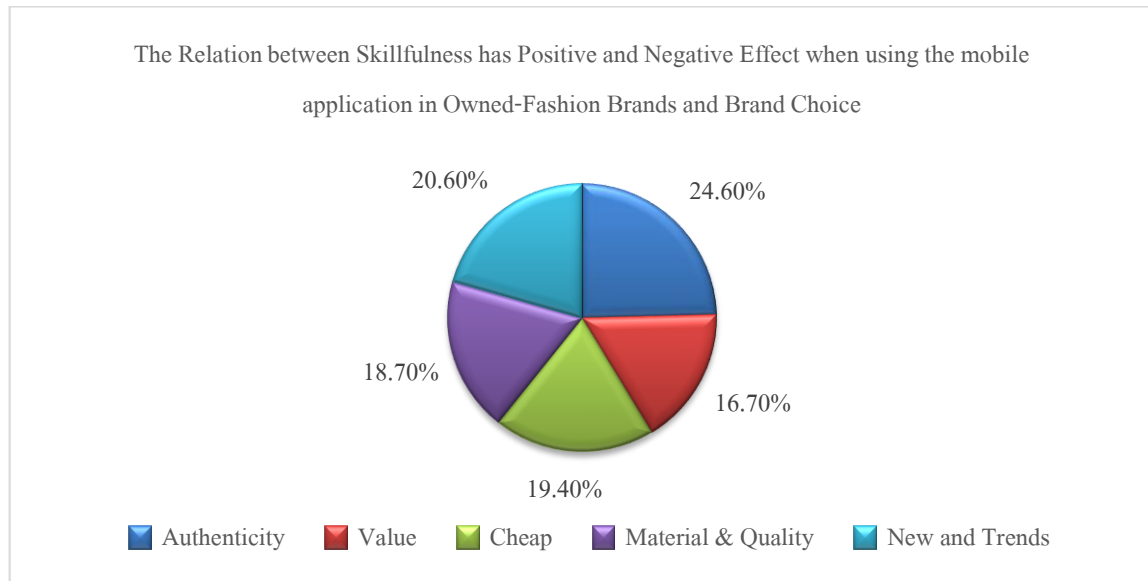
Skillfulness has Positive and Negative Effect when using the mobile application in owned fashion brands	The most interested fashion brand				Total	Chi-Square	Asymp. Sig. (p)
	Zara	H&M	Uniqlo	Topshop			
	115	95	138	59	407	80.819	0.666
	28.3%	23.3%	33.9%	14.5%	100%		

Refer to Table 7.) Skillfulness has Positive and Negative Effect when using the mobile application in owned fashion brands **is not relational** with the most interested fashion brand (Chi-Square = 80.819, $p = 0.666$).

Therefore, the most interested fashion brand **is not affected** with Skillfulness has Positive and Negative Effect when using the mobile application in owned fashion brands.



Table 8 The Relation between Skillfulness has Positive and Negative Effect when using the mobile application in Owned-Fashion Brands and Brand Choice



Skillfulness has Positive and Negative Effect when using the mobile application in owned fashion brands	Choose this fashion brand					Total	Chi-Square	Asymp. Sig.
	Authenticity	Value	Cheap	Material & Quality	New and Trends			
	100	68	79	76	84			
	24.6	16.7	19.4	18.7	20.6	100%		

Refer to Table 8.) Skillfulness has Positive and Negative Effect when using the mobile application in owned fashion brands **is not relational** with choose this fashion brand (Chi-Square = 109.265, p = 0.658).

Therefore, choose this fashion brand **is not affected** with Skillfulness has Positive and Negative Effect when using the mobile application in owned fashion brands.

6. DISCUSSION AND CONCLUSION

Mainly focusing on the consumer's intentional buying on owned fashion brand mobile application during the pandemic COVID-19. The majority of owned fashion mobile applications are provided even more basic enjoyable online experience and easy to implement solution to facilitate an online offer (Jaiswal & Singh, 2020). According to the beginning of the worldwide pandemic, buying behavior via owned-fashion mobile application have increased by 10% on average (Briedis et al., 2020), which can contribute by four experience realms (4Es Conceptualized) to identification the design of motivation by the people have encouraged to using mobile application in order to use online shopping and methodology approach. Moreover, this research needs further study the influence of consumer



perspective due to the technology changed image after COVID-19 pandemic affected. Actually, the rapid growth of electronic commerce provides a challenge for marketers because of “as consumers adopt new technologies, their behaviors change” (Zinkhan & Watson., 1998). Also, I need to study more about “Why people have attention to using owned fashion brand mobile application.” Based on the key characteristic of experiential marketing from consumer perspective. It could be that consumers' purchasing decisions depend solely on the consumers' mindset and the likeness of the brand when purchasing the product rather than the application no matter how much convenience it provides, therefore, an application is just a medium for consumers to make purchase, likewise, not a platform that provokes purchasing decisions.

Refer to framework is integrated with information system (IS)/Information technology (IT) and e-business strategy included the fast fashion brand in Thailand (Top 4 rank own brand mobile application: H&M, Topshop, Uniqlo and Zara). It shown about aspect, prominent point on owned fashion brand in mobile application. After more than a year after lockdown and pandemic Covid-19 getting better. So, the customers plan to buy new clothes specifically for post-pandemic events. Shoppers are shopping for various reasons, such as keeping up with fashion trends, updating their wardrobes, gaining confidence and style or mostly shopping for more comfortable clothes to fit the remote work lifestyle. It's likely that clothing and fashion will play an important role in the future soon. Mobile application in owned fashion became the outlet for self-expression, creativity and step change in online application to be save time. Also, it's a place for finding fashion ideas, the customers had time to decide whether they will continue wearing certain apparel and showed the self-identification with a fashion style is a highly value factor that motivates the customer to make purchases. This study still beneficial for the future trends and plan to invest in sustainability in really close relationships with the consumers through modern technology, through owned application form and all innovations in the fashion clothes industry.

7. RECOMMENDATIONS FOR FURTHER RESEARCH

If the geographic coverage can be extended in further research, then the culture difference and ethnic influences on fast fashion consumer behavior can be considered in Fast fashion nowadays has been indicated by environmentalists an industry that drive third world workers into negative conditions and bring bad effect on planet environment. For the consumers, how it will change their behaviors if they regard fast fashion consumption an unsustainable consumption can be a new topic for the fast fashion consumer behavior research. Based on the survey results and theoretical comparative literature review need to be aware of the implications of Physical, Identity and Lifestyle in fashion consumer choice. The customer will tend to follow the fashion trend from celebrities and magazines which is affect to the buying behavior towards fashion clothing.

This provides opportunities and challenges for fashion business to focus on the TV. and while celebrities express to the public. Commonly called "testimonials," or "celebrity endorsements," this technique of persuasion says that consumers relate to the person(s) appearing in the ad if the celebrity/athlete/star uses the product then it must be



good. So, I will purchase to use it too. Moreover, the internet shopping is gaining it was popularity among consumers nowadays. So, it will be a good chance for clothing company and organization to try and open shopping online by own application for clothing. and this topic should be a good choice for further research.

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