

Customer Loyalty, Satisfaction, and Brand Image Study in Fast Fashion Brands

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Abstract

One of the difficulties in fast fashion industry is fast changing, therefore, the priority for each fast fashion brand is to compete each other by using the strategies. One of the most long-term significant advantage among fast fashion companies' strategies is customer's loyalty, which can increase the level of brand's market position. Furthermore, consumer's satisfaction, expectations, and perceived quality are the potential factors which can understand the customer's loyalty. The purpose of this research is to understand how do Taiwan fast fashion consumers generate customer loyalty to a fast fashion brand and how does brand image affect customer satisfaction in fast fashion industry. It was necessary to adopt qualitative research to understand the generation of loyalty, which is complex phenomenon that connected to multiple personal perceptions and concepts. Eight loyal fast fashion customers were interviewed to acquire their in-depth feeling that can generate loyalty. The major findings of this research include points: 1) the satisfaction of Taiwan fast fashion customer is built by brand image, perceived quality, perceived price and word of mouth; 2) the quality of the overall clothes and services have a main positive impact on Taiwan's customer satisfaction; 3) long-term consumer experiences establish a brand image through the recognition of brand products and services; 4) customer loyalty is affected by brand image which has reached the expectations of customers, then repeated purchases. This research is expected to help fast fashion brands to find the effective marketing strategies to make customer satisfied and loyal.

Keywords: Customer Loyalty, Satisfaction, Perceived Quality, Brand Image

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INTRODUCTION

This chapter will present the study's background topic, which is fast fashion, brand loyalty, and customer satisfaction. The background discusses about basic knowledge of fast fashion brand loyalty and its extending problem. Furthermore, a presentation of the motivation, research questions, contribution, limitations, and delimitations will be given in this chapter.

Background

The fast fashion industry is known by clothing designs that move quickly from the catwalk to stores to meet new trends, for instance, H&M, GAP, and ZARA. Due to the fast changing of clothing design, for each fast fashion brand company, the priority is to compete with each other by using the strategies such as price advantage, innovation product, or brand image to enhance the customer sources. Since the fast fashion industry is already an enormous part in the global market, especially in Taiwan, where people prefer to buy fashionable clothes with new trends and price advantages. Fast fashion is faster than normal fashion trends, but under this rapid changing, how can a fast fashion brand or company maintain customer satisfaction to preserve customers loyalty? Another important issue is that in the condition of many competitors among numerous fast fashion brands, it's a challenge to a fast fashion

company to make customers satisfied.

However, one of the most long-term significant elements among those companies' strategies is customer's loyalty, which is the key of a strong base to fast fashion company. As Jiang and Zhang mentioned: "the source of an organization's competitive advantage is customer loyalty, which is also an important intangible asset of any organization."¹ (Jiang and Zhang, 2016). Fashion companies want to build up customer's loyalty not only for expanding a sustainable competitive advantage but also for retaining its own customers, as well as customer retention.

Customer loyalty is a serial reflection on consumers who are more likely to repeatedly purchase from a brand and company they trust. Loyal customer prefers to purchase the products they are familiar with. Besides, loyal customer might have power to influence or to convince their friends to buy the products from the brand they trust most, as well as the new customer. Fast fashion retailers try to connect with their customers and build up customer loyalty to gain the maximum benefits in the future. Thus, a company gets higher profits when customers have met or exceeded the expectations of products or services in that company. Nowadays, consumers have become more selective due to the fierce competition among different brands; therefore, the fashion organization might confront negative impact if the brand loyalty

¹ Jiang, Hongwei & Zhang, Yahua. An investigation of service quality, customer satisfaction and loyalty in China's airline market. (2016) *Journal of Air Transport Management*.

for them is low, for example, customer would go to competitor's side². Hence, plenty of research shows that customer loyalty from a brand can develop a strong connection and relationship with its customers (see author Selvarajah, 2018, author Dick and Basu, 1994, author Jiyeon, Joohyung, and Paige L., 2018).

Customer loyalty is established by customers who are satisfied with the products itself or the services, leading to repeated patronage.³ On the contrary, the consumer will be dissatisfied when the expectations are not reached. However, this study is to intentionally concentrate on the central factors that affect customer loyalty in the fast fashion industry. The customer satisfaction is the one of the important factors influencing customer loyalty⁴. The feeling of satisfaction on products and services is the most influential part to customer loyalty to the fast fashion companies. To build up the feeling of satisfaction for the fast fashion company requires different affections from customers. In this case, the research gap between customer loyalty and customer satisfaction are clarified to be the major research in this study.

Motivation

Every fast fashion company strives to improve customer loyalty in order to retain

² Selvarajah, Dilashenyi Devi. "The Factor Influencing Brand Loyalty in Fashion Industry among Generation Y in Malaysia." (March, 2018).

³ Dick, Alan S., and Kunal Basu. "Customer Loyalty: Toward an Integrated Conceptual Framework." *Journal of the Academy of Marketing Science* 22 (1994): 99-113.

⁴ Adonyeva, K. V. "The Effect of Brand Image on Customer Brand Loyalty." (2012).

and increase repeating patronage. Therefore, the research on the influential factors of customer loyalty become the primary step to define the question of how customer loyalty is generated. From previous research of customer loyalty, three concepts that affect customer loyalty must be included in this study paper for better understanding the behavior of customer loyalty: the customer satisfaction, perceived quality and brand image. To see how customer satisfaction, perceived quality and brand image interact with each other, and how does the interaction generate customer brand loyalty. Satisfaction is the most important factor that directly influences the customer loyalty because satisfaction is one of the indices to measure how much loyalty customers have. Perceived quality and brand image both consumer perceptions can indirectly influence customer satisfaction, therefore, those two factors can better understand customer satisfaction.

Research Questions

1. How do fast fashion consumers generate customer loyalty to a fast fashion brand?
2. How does brand image affect customer satisfaction in fast fashion industry?

Contribution

The contribution of this study is to define a relationship and connection between fast fashion customer and fast fashion company via customer loyalty. This study pays more attention to clarifying the factors that affect customer loyalty such as satisfaction, perceived quality. Thus, this study will not only be able to better understand the conceptual framework of customer loyalty to the future researchers but also to a fast fashion company that tries to increase the level of customer loyalty to give an initial understanding on influenced factors.

Limits

The limitation of this study is the perception of customer individual feelings and needs on the physical commodity. Since the study is mainly focused on the behavior of customer loyalty, which is caused by the personal feeling on the physical commodity. Therefore, the products viewed by customers on the online store are not included in this research because this study is based on the feeling of physical products and retailers' services that customer bought and experienced by him/ herself personally. Further limitation, this research is taking interviews to investigating participants with Chinese language, the translating meaning of participants' perceptions and feelings might have deviations.

Due to the Covid-19, the methodology of this research might use the online

interview, phone-call interview, or questionnaire interview to collect the data from others to reduce the chance of face to face interview if the respondent refused the way of face to face interview.

Delimits

The paper will focus on the fast fashion customer in Taiwan. The populations of this study will select the fast fashion customer from age 20 years old to 40 years old because this range is including students, and people with initial income in Taiwan.

The products of fast fashion brand are generally not with the high prices, which is the price they (the population aged 20-40) can accept. This population has relatively low incentives to spend the money on expensive products or brands compared to the generation Y, for instance, the expensive brands like Gucci, Versace, and Louis Vuitton, etc. Moreover, this range of population using more word-of-mouth to increase the contact of specific fast fashion brand⁵.

⁵ Colucci, Mariachiara, and Daniele Scarpi. "Generation Y: Evidences from the Fast-Fashion Market and Implications for Targeting." *Journal of Business Theory and Practice* 1(1) (2013).

LITERATURE REVIEW

This chapter will include the knowledge about the definition of concepts, theories and models that can help this research to build up. The concepts that will be presented in this chapter are: fast fashion industry, customer brand loyalty, repeat purchasing, customer satisfaction, customer expectations, perceived quality, brand image, and word of mouth.

Fast Fashion Industry (Retailers)

Before step into the concepts that affect customer loyalty and satisfaction in fast fashion industry, it is important to comprehend what fast fashion field is doing. Fast fashion as known as a much quick level of popular trend that in the style of clothing. The goal of the fast fashion industry is to develop an efficient supply chain and dynamic manufacturing system to create the latest and rapidly changing fashion trends for customers⁶. Since the products in fast fashion industry target on fast-changing trends, it's significant for the fast fashion retailers and companies to gain the competitive advantages in the clothing marketplace. In order to gain profits in this fast fashion industry, fashion apparel retailers have to adopt the method "speed up time to

⁶ Bhardwaj, V., M. Eickman, and R.C. Runyan. "A Case Study on the Internationalization Process of a 'Born-Global' Fashion Retailer." (2011).

market"⁷. Previous research shows that customer behave differently in fast fashion retail based on various demographic characteristics⁸ (see Crewe and Davenport, 1992; Sydney, 2008; Sung and Jeon, 2009). The retailers seek to build up connection with customers by establishing customer loyalty⁹.

Fast fashion is an industry that unable to accurately predict or predict future trends¹⁰ or it is hard to imitate and produce fashion as fast as on the runway¹¹. The fast fashion industry has been involved by many researchers in this decades. In the fast fashion industry, the market is going rapid changes, which require the players to be more flexible and approachable¹². Therefore, the retailers became much more crucial to sustainable among other fast fashion retailers. The emergence and development of the fast fashion phenomenon is a response to changes in consumers' purchasing behavior of fashion products, thus, these changes indicate that new demands and requirements have emerged¹³. Currently, the fashion industry is using the consumer methods to change demand and behavior to create popular trends, which

⁷ Bhardwaj, Vertica, and Ann Fairhurst. "Fast Fashion: Response to Changes in the Fashion Industry." *The International Review of Retail, Distribution and Consumer Research* 20, no. 1 (2010): 165-73.

⁸ Giovanis, Apostolos N., and Pinelopi Athanasopoulou. "Drivers of Customer Loyalty in Fast Fashion Retailing: Do They Vary across Customers?". (2016): 863-73.

⁹ Selvarajah, Dilashenyi Devi. "The Factor Influencing Brand Loyalty in Fashion Industry among Generation Y in Malaysia." (March, 2018).

¹⁰ Christopher, M, R. Lowson, and H. Peck. "Creating Agile Supply Chains in the Fashion Industry." *International Journal of Retail & Distribution Management* 32, no. 8 (2004): 367-76.

¹¹ Richardson, J. "Vertical Integration and Rapid Response in Fashion Apparel." *Organization Science* 7, no. 4 (1996): 400-12.

¹² Christopher, M, R. Lowson, and H. Peck. "Creating Agile Supply Chains in the Fashion Industry." *International Journal of Retail & Distribution Management* 32, no. 8 (2004): 367-76.

¹³ Barnes, L., and G. Lea-Greenwood. "Fast Fashioning the Supply Chain: Shaping the Research Agenda." *Journal of Fashion Marketing and Management* 10, no. 3 (2006): 259-71.

allowing consumers to keep up with the latest trends. To decrease the chances that customer would go to competitor's side, fast fashion retailers must establish the efficient and long-term linking or connections with consumers to gain the maximum benefits in the future, that is customer loyalty. That is the reason why customer loyalty is the key of strong and solid base to fast fashion company. Therefore, the attitude and behavior of fast fashion customer is the main target in this research.

Customer Brand Loyalty and Repeat Purchasing

Customer brand loyalty has diverse perspectives and explanation of its conceptualizing and measurement, especially in industry like fast fashion with low prices and attractive products. The main target of business activities is no longer relying on new customers, but also focus on securing loyal ones. Customer brand loyalty has been defined as an important long-term asset for most fast fashion companies by plenty researched and studies. The management study in Malaysia has defined the customer brand loyalty is that brand loyalty is an outcome of the consumer behavior and which influence by a person's preference¹⁴. Since the fast fashion company has shortest cycle of new released clothing in fashion industry, customer brand loyalty becomes an important strategy for fast fashion companies to

¹⁴ Selvarajah, Dilashenyi Devi. "The Factor Influencing Brand Loyalty in Fashion Industry among Generation Y in Malaysia." (March, 2018).

maintain customers' repeated patronage, enhance the chances of repeat purchasing.

The early research of repeat-buying theory in customer loyalty, for example,

Ehrenberg (1988) indicates customer repeat buying as an interpretation that customer

loyalty will exist when the customer makes another market offer, as well as second

buying journey¹⁵. Summarize most of the research on customer brand loyalty point

out that customer brand loyalty is a complex phenomenon that connected to multiple

personal perceptions and concepts. The research of brand loyalty in Malaysia fashion

industry (2018) had defined that customer loyalty refers to the positive feeling of

customer towards the intense dedication to keep repeated purchase the same product

or services from the specific brand. The key word "intense dedication" is an important

indicator to measure the customer loyalty.¹⁶ Brand loyalty can be explained as a

person has a positive attitude and a commitment towards a brand¹⁷. Hence, customer

brand loyalty is a serial reflection on consumers who are more likely to repeatedly

purchase from a brand and company they trust, that is commitment. The repeat

purchasing is indeed a significant measuring factor and connection to customer

loyalty.

To measure the customer loyalty, most of researchers have taken two

¹⁵ EHRENBURG, A.S.C. Repeat-Buying: Facts, Theory and Applications. U.K.: CHARLES GRIFFIN & COMPANY LIMITED, 1988.

¹⁶ Selvarajah, Dilashenyi Devi. "The Factor Influencing Brand Loyalty in Fashion Industry among Generation Y in Malaysia." (March, 2018).

¹⁷ Jacoby, Jacob, and David B. Kyrner. "Brand Loyalty Vs Repeat Purchasing Behavior.". Journal of Marketing Research 10, no. 1 (1973): 1-9.

approaches to conceptualizing the brand loyalty: behavior measurement and attitudinal measurement (see Kumar and Shah, 2006; Jones and Taylor, 2007; Kumar and Reinartz, 2006; Bove et al., 2009). Behavioral measurement is used to measure the purchasing rate of specific brand products, attitude loyalty is used to evaluate the psychological commitment of the brand¹⁸. Most of company only rely on behavioral measurement to see the customer loyalty. However, it is controversial to only use behavioral loyalty to see the customer loyalty because behavioral loyalty only measures the customers' repurchase behavioral or intension of specific brand¹⁹. Attitudinal loyalty can see customers' sense of specific products or service²⁰. From the review, behavioral loyalty is a measurement that asking the question like: 'Do my customer continue to purchase our products?', which is more likely a surface measurement. On the other hand, attitudinal loyalty is a deeply commitment to repurchase a favorite product and service from specific brand constantly in the future. The strength of using both behavioral and attitudinal approach, is that, these two approaches contain the integral understanding on customer loyalty. However, these two approaches are still incompletely to understand deeper information on customer

¹⁸ Caruana, Albert. "Service Loyalty: The Effects of Service Quality and the Mediating Role of Customer Satisfaction." 36(7/8) (2002): 811-28.

¹⁹ Russell-Bennett, Rebekah, Janet R McColl-Kennedy, and Leonard V. Coote. "Involvement, Satisfaction, and Brand Loyalty in a Small Business Services Setting." (2007): 1253-60.

²⁰ Kumar, V., Denish Shah, and Rajkumar Venkatesan. "Managing Retailer Profitability—One Customer at a Time!". 82(4) (2006): 277-94.

perceptions. Other categorizing of customer loyalty pointed out that customer loyalty has two main loyalty dimensions: loyalty as behavior and loyalty as a mental state²¹(See author Day, 1969; Dick and Basu, 1994; Knox, 1998). Loyal customer's behavior is much like practical actions such as repeat purchasing and inner mental state could explain why loyal customer does those practical actions.

Customer Satisfaction, Customer Expectations, and Perceived Price

Customer satisfaction is the most important linkage between consumer and customer loyalty. Even if there is no specific description of the word "satisfaction", participants can easily and clearly understand and represent customer satisfaction²². A satisfied customer will likely make a good reputation for the brand and its products, thus, they will account for a large proportion of the marketing share²³. Most of researchers discuss the relationship and the links between loyalty and satisfaction. Loyalty has a strong connection with satisfaction, but not the same thing. Customer satisfaction is defined as the result of a customer's perception by many loyalty and satisfaction researches. Satisfaction refers to the fulfillment of one's wishes,

²¹ Dick, Alan S., and Kunal Basu. "Customer Loyalty: Toward an Integrated Conceptual Framework." *Journal of the Academy of Marketing Science* 22 (1994): 99-113.

²² Zeithaml, Valarie A., Mary Jo Bitner, and Dwayne D. Gremler. *Services Marketing: Integrating Customer Focus across the Firm*. New York: McGraw-Hill, 2006.

²³ Gobiraj, Velummailum, and Nimalathasan Balasundaram. "Customer Satisfaction and Customer Loyalty: A Case Study of Retail Super Markets in United Kingdom (Uk)." (2011).

prospects, or needs, or the pleasure derived from this²⁴. From the research of willing to pay premium price, mentioned that customers are willing to pay premium price on the products of the brand that has fulfilled or exceeded their expectations²⁵. A company's sales performance mostly depended on the satisfied customers that are willing to repeatedly purchase the products²⁶. If their customers become satisfied by the products and services, brand retailers can get the benefits like customer loyalty and sustained profitability²⁷(see author Greenwell et al., 2002; Liu and Jang, 2009).

To test and measure the customer satisfaction, it is important to see how management field measured the customer satisfaction. The range of questions raised in the strategic prediction includes: who will need to consume these offers, where to buy them, how much can they buy, how to get customers, and which will enable them to get the maximin satisfaction?²⁸ Customer satisfaction is the most significant role in marketing management because it is a good way to predict the behavior of customer patronage²⁹. From the conceptual framework research of customer loyalty, research

²⁴ Baker, H. Kent, and Victor Ricciardi. *Investor Behavior: The Psychology of Financial Planning and Investing*. Canada: John Wiley & Sons, Inc., Hoboken, New Jersey, 2014.

²⁵ Casidy, Riza, and Walter Wymer. "A Risk Worth Taking: Perceived Risk as Moderator of Satisfaction, Loyalty, and Willingness-to-Pay Premium Price." 32 (September 2016): 189-97.

²⁶ Siu, Noel Y.M., and Jeff Tak-Hing Cheung. "A Measure of Retail Service Quality." (2001): 88-96.

²⁷ Greenwell, T. Christopher, Janet S. Fink, and Donna L. Pastore. "Assessing the Influence of the Physical Sports Facility on Customer Satisfaction within the Context of the Service Experience." *Sport Management Review* 5, no. 2 (2002): 129-48.

²⁸ Saleem, Asma, Abdul Ghafar, Muhammad Ibrahim, Muhammad Yousuf, and Naveed Ahmed. "Product Perceived Quality and Purchase Intention with Consumer Satisfaction." Vol. 15, no. 1 (2015).

²⁹ McQuitty, Shaun, Adam Finn, and James B. Wiley. "Systematically Varying Consumer Satisfaction and Its Implications for Product Choice." 10(1) (2000): 231-54.

point out that satisfaction is occurred through a matching of customer's expectations and perceived performance. The research found that it is necessary to measure customer expectations in order to measure customer satisfaction before purchasing and actually using the products, as well as the reactions of these customers after both purchasing and actually using the product. If the actual result is equal to or exceeds the expected result, the customer is satisfied, on the contrary, if the actual result does not reach the expected result, the customer is dissatisfied³⁰. Customer satisfaction is a good or bad sensitivity for something after comparing the product display that consumer sees with expectations³¹.

One of the important factors that directly influence customer satisfaction is the 'price factor'. Price factor persuades the customer decision for buying the products and services. The price fairness affects the customer satisfaction in a positive way³². Muhammad E. M. et al point out that each consumer has their own needs and desires, and these factors are different from other consumers, thus, this factor will affect the degree to which they want to pay for the goods and services. Prices are judged by consumers based on service quality, and service quality will lead to satisfaction or

³⁰ Mandal, P. Chandra, and S. Bhattacharya. "Customer Satisfaction in Indian Retail Banking: A Grounded Theory Approach." *The Qualitative Report* 18, no. 28 (2013): 1-21.

³¹ Saleem, Asma, Abdul Ghafar, Muhammad Ibrahim, Muhammad Yousuf, and Naveed Ahmed. "Product Perceived Quality and Purchase Intention with Consumer Satisfaction." *Vol. 15, no. 1* (2015).

³² Malik, Muhammad Ehsan, Muhammad Mudasar Ghafoor, and Hafiz Kashif Iqbal. "Impact of Brand Image, Service Quality and Price on Customer Satisfaction in Pakistan Telecommunication Sector." *International Journal of Business and Social Science* 3, no. 23 (2012).

dissatisfaction, which depends on the principle of equity³³. Therefore, perceive price is the vital role in satisfaction.

Additionally, customer satisfaction is highly influenced by customer expectations. Oliver (1980) point out that “Expectancy disconfirmation”, which is the gap between perceived quality and expected quality, it is a strong predictor to customer satisfaction³⁴. Therefore, the strength for both customer satisfactions and customer expectations are the best approach to understand the sensitivity of customer on products and services. However, it hard for the research only using satisfactions and expectations to review the customers’ inner factors.

Customer Loyalty and Perceived Quality of Product and Service

Perceived quality is defined as the consumers' judgment or perception about an overall quality, excellence or superiority of a product or service, it is an intended purpose³⁵, therefore product perceived quality directly affects the purchase intention.

The research of perceived quality of service shows that perceived quality is an attitude that related to customer satisfaction. Perceived quality is a result that derived by

³³ Oliver, L. R. "When Consumer Loyalty?". *Journal of Marketing* (1999): 33-44.

³⁴ Oliver, Richard L. "A Congitive Model of the Antecedents and Consequences of Satisfaction Decisions." *Journal of Marketing Research* 17 (1980): 460.

³⁵ Snoj, Boris, Aleksandra Pisnik, and Damijan Mumel. "The Relationships among Perceived Quality, Perceived Risk and Perceived Product Value." *Journal of Product & Brand Management* (May 2004).

comparing expectations with performance perception³⁶. When performance is perceived to be better than expectation, satisfaction is high³⁷. Aaker (1991) defined that high quality provides consumers with sufficient reasons to buy the brand, distinguishes the brand from competitors.³⁸

The meaning of the service quality can be given based on the results of Parasuraman et al, (1988), who states that the quality of perceived service is regarded as the mark and the method of the difference between consumers insights and prospects.³⁹ Customer calculate the advantages of the product based on the level of happiness and satisfaction they get from the product⁴⁰. Therefore, it is very important to use perceived quality to understand how customers satisfied the brand they loyal to.

Through literature, perceived quality is considered as the overall assessments and the source of customer satisfaction⁴¹. In the study of product perceived quality (see author Asma Saleem, *et al.* 2015), the research gap attempts to examine the impact of product perceived advantage, which affects consumers' purchase intentions and satisfaction. The perceived quality of a product becomes "the consumer's estimate

³⁶ Rowley, J. "Quality Measurement in the Public Sector: Some Perspectives from the Service Quality Literature". Vol. 9 No. 2/3 (1998): 321-35.

³⁷ Malik, Saif Ullah. "Customer Satisfaction, Perceived Service Quality and Mediating Role of Perceived Value." 4, No. 1 (2012).

³⁸ Aaker, D.A. *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: The Free Press, 1991.

³⁹ Parasuraman, A Parsu, Valarie A. Zeithaml, and Leonard L Berry. "Servqual: A Multiple- Item Scale for Measuring Consumer Perceptions of Service Quality." *Journal of Retailing* (1988).

⁴⁰ Jiang, Ying, and Cheng Lu Wang. "The Impact of Affect on Service Quality and Satisfaction: The Moderation of Service Contexts." 20(4) (2006): 211-18.

⁴¹ Llusar, Juan, Cesar Camison, and Ana Tena. "Measuring the Relationship between Firm Perceived Quality and Customer Satisfaction and Its Influence on Purchase Intentions." 12(6) (2001).

based on the overall basis of the product or service and the external dimensions”⁴².

The purchase intention increases or decreases after using the product, because perceived quality has a straight relationship with each other. If the quality of the product or service is high, the customer’s willingness to purchase is also high⁴³.

According to two studies: Ming et al., (2011)⁴⁴; Chen and Tseng, (2010)⁴⁵, shows that perceived quality has an effect on brand image. Thus, it’s important to prove the connection between perceived quality and brand image.

Brand image

Brand image is a related factor to customer loyalty. Brand image represents the consumer’s sensitivity of the brand. From the research of Keller K. 1993, the brand image is regarded as the consumer's association with the brand, reflecting the consumer's association with the brand, which is a positive feeling⁴⁶. However, Keller K. (1993) also argued that these relations could start from customer’s directly

⁴² Saleem, Asma, Abdul Ghafar, Muhammad Ibrahim, Muhammad Yousuf, and Naveed Ahmed. "Product Perceived Quality and Purchase Intention with Consumer Satisfaction." Vol. 15, no. 1 (2015).

⁴³ Rust, Roland T., and Richard L. Oliver. "Service Quality: Insights and Managerial Implications from the Frontier." In *Service Quality: New Directions in Theory and Practice*, 1-19. Thousand Oaks, California: SAGE Publications, Inc., 1994.

⁴⁴ Ming, T.T., H.B. Ismail, and D. Rasiah. "Hierarchical Chain of Consumer-Based Brand Equity: Review from the Fast Food Industry." *International Business & Economics Research Journal* 10, no. 9 (2011): 67-80.

⁴⁵ Chen, C., and W. Tseng. *Exploring Customer Based Airline Brand Equity: Evidence from Taiwan*. Taiwan: National Science Council (NSC), 2010.

⁴⁶ Keller, Kevin Lane. "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity." 57, no. 1 (1993).

experience or from information obtained from the market offering⁴⁷. Brand image is a personal perception or mental picture on a brand, the products of the brand or the services, as well as the symbolic meaning that consumers are associated with particular attributes of products and service⁴⁸. In addition, the brand image could affect the customer's perceived quality of market products and can also increase customer satisfaction and loyalty to market products⁴⁹. In the contrary, the negative side of brand image is quite similar to the word of mouth. If the person has the bad experiences to specific brand, the person usually has low incentives to keep purchasing the brand.

The differences between brand image and perceived quality are that brand image represents the rational or emotional perceptions consumers attach to particular brands⁵⁰, perceived quality represents the customer's perception of the overall quality of the products and services with respect to its intended purpose (relative to alternatives). (See author Zeithaml, 1988; Aaker, 1991; Keller and Davey, 2001)

Overall, the brand image is a value to help consumer to differentiation the brands, generating the reasons to buy products from the brand⁵¹. The research of Fornell *et al.*

⁴⁷ Keller, Kevin Lane. "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity." 57, no. 1 (1993).

⁴⁸ Adonyeva, K. V. "The Effect of Brand Image on Customer Brand Loyalty." (2012).

⁴⁹ Adonyeva, K. V. "The Effect of Brand Image on Customer Brand Loyalty." (2012).

⁵⁰ Low, George, and Charles Lamb. "The Measurement and Dimensionality of Brand Associations." *Journal of Product & Brand Management* 9 (2000): 350-70.

⁵¹ Adonyeva, K. V. "The Effect of Brand Image on Customer Brand Loyalty." (2012).

(2006) concludes that brand image affects customers' perceived quality and customer satisfaction, and the result may be significantly increase in customer loyalty⁵².

Therefore, brand image is a momentous factor for better understanding the consequences of customer loyalty and customer satisfaction.

Word of Mouth

Word of mouth has either positive or negative impacts on generating new cycle of customer loyalty. Customer introduces other people to purchase the brands they loyal to and satisfied with, on the contrary, customer dissuade other people to buy the brand they unsatisfied with. Arndt (1967) defined word of mouth as an oral way of person to person communication⁵³. Word of mouth referred to the sharing of personal opinions and feedbacks regarding to the products⁵⁴. Westbrook (1987) indicated that consumers appear more likely to involve in word of mouth when they experience notable emotional experiences⁵⁵. Park et al. (1988) pointed out that customers are more willing to purchase the products based on word of mouth than listening to or watching the advertisements⁵⁶. Magnus Söderlund (2005) pointed out

⁵² Fornell, Claes, Sunil Mithas, Forrest V. Morgeson III, and M.S. Krishnan. "Customer Satisfaction and Stock Prices: High Returns, Low Risk." *Journal of Marketing* 70 (2006): 3-14.

⁵³ Arndt, J. A. *Word of Mouth Advertising*. New York: Advertising Research Foundation, 1967.

⁵⁴ Alhulail, Hilal, Martin Dick, and Ahmad Abareshi. "The Influence of Word of Mouth on Customer Loyalty to Social Commerce Websites: Trust as a Mediator." (2019).

⁵⁵ Westbrook, Robert A. "Product/Consumption-Based Affective Responses and Postpurchase Processes." *Journal of marketing research* Vol 24, no. Issue 3 (1987): 258-70.

⁵⁶ Park, Jeong Eun, Sungho Lee, and Seoil Cha. "The Moderating Role of Relationship Quality in the Effect of Service Satisfaction on Repurchase Intentions." 13 (1998): 119-39.

that “Re-patronage intentions” and “Word of mouth” is more useful as loyalty indicators from plenty of researches⁵⁷. Therefore, word of mouth is the better way for marketing.

Synthesis of Literature Review

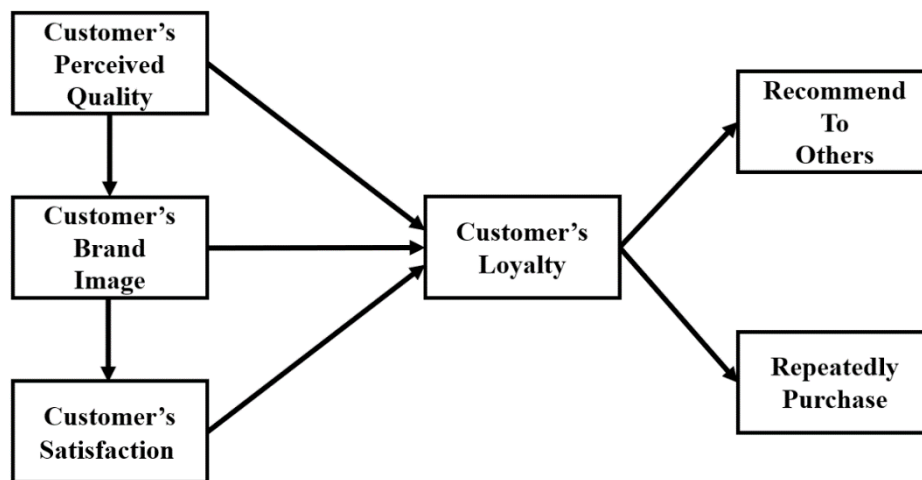


Figure 1. The theoretical framework of customer loyalty

This section is set for data analysis to pre-identify and pre-categorize the concepts, which is the significant step to later data analysis in this research. Also, this section is an assumption of the integrated connection between concepts based on concepts from literature review. The figure 1 is the conceptual framework of this research understanding, also, this conceptual framework is established from different concepts of literature review.

However, the research on the literature statement regarding the connection

⁵⁷ Söderlund, Magnus. "Measuring Customer Loyalty with Multi-Item Scales." *International Journal of Service Industry Management* Vol. 17 No. 1 (2006): 76-98.

between perceived quality, brand image, satisfaction, loyalty, word of mouth, and repeated purchasing has not been clearly dedicated specifically. Thus, this section is built up in advance to show a straightforward relationship. The connection in the figure 1 is clearer to see how those concepts interact each other. Moreover, the most important thing is that this section brings out and integrates the indicators from each concept, which helps this study to further establish the interview questions to measure concepts.

Customer satisfaction is generated from customer perceived quality and brand image. From the section of literature, the perceived quality is an overall quality, excellence or superiority of a product or service, and the brand image a set of perceptions about a brand as reflected by brand associations in consumer's memory. These two factors would establish or create the customer satisfaction by the customer internal perceptions or feeling about the products or services from the specific brand. If the satisfaction of customer is positive, it would lead to the customer loyalty.

The two behavioral factors: the word of mouth and repeatedly purchasing represent the action of customer loyalty. Customer repeat buying as an interpretation that customer loyalty will exist when the customer makes another market offer⁵⁸, which explain the direct connection between the behavior of repeatedly purchasing

⁵⁸ EHRENBURG, A.S.C. Repeat-Buying: Facts, Theory and Applications. U.K.: CHARLES GRIFFIN & COMPANY LIMITED, 1988.

and the representative of customer loyalty. Consumers appear more likely to involve in word of mouth when they experience notable emotional experiences⁵⁹, which clarify customer share their positive experiences about the products and service to other people. Therefore, word of mouth and repeated purchasing both are inevitable to prove and test whether the existence of customer loyalty from the respondents and participants.

The figure 1 represent the basic integration of the literature review in this study. This conceptual framework is helpful and supportive to the data analysis, which is a useful way to better understand the result of the data presented by respondents. Overall, this is a better way to identify and categorize the behavior and relative attitude that the series of actions answered by respondents.

⁵⁹ Westbrook, Robert A. "Product/Consumption-Based Affective Responses and Postpurchase Processes." *Journal of marketing research* Vol 24, no. Issue 3 (1987): 258-70.

METHODOLOGY

Research Design

The choice of the research design depends on the study's research questions and objectives. From the preceding literature review, the components and concepts of customer loyalty is complex and numerous. This section will discuss the appropriate research methodology that has been followed in this study. This study is based on qualitative approach, the phenomenology approach to capture and interpreting participants' consuming experiences in fast fashion brand and examine how they express their perceptions from their experiences. Therefore, the application of qualitative approach performs to be suitable. Moreover, customers are the social factors. It is important to adopt phenomenology and symbolic interactionism to explain the customer loyalty. Brand can be defined as a symbol that can better introduce the products or service to customer. Interactionists explain that objects contain animals, people, physical objects and ideas, they are meaningful to the people in society only when they have iconic meaning⁶⁰. The symbolic meaning of products is very effective when consumers choose products. Consumers buy products to show others the perceived information⁶¹.

⁶⁰ Solomon, M.R. *Tüketici Krallığının Fethi*. Translated by Selin Çetinkaya. 1 ed. İstanbul: Medicat Yayınları, 2004.

⁶¹ O'Cass, Aron, and Craig C. Julian. "Fashion Clothing Consumption: Studying the Effects of Materialistic Values, Self-Image/Product-Image Congruency Relationships, Gender and Age on Fashion Clothing Involvement." (2001).

The other reasons why this study is much appropriate for taking qualitative methods. Qualitative methods have the strength to both explore and explain the processes of what occurred and why it occurred⁶². Qualitative approach is helpful to get in-depth information from stakeholders or respondents. Due to this study is focusing on customer perspectives, perceptions, and emotions about customer loyalty, it is much suitable to adopt qualitative research than quantitative research.

Quantitative approach is likely to get the surface information such as whether this customer is satisfied. The best approach to analyze the data for this study is using the Grounded Theory, which can better integrate the phenomenological study and social study, as well as intents to gain first-hand information by exploring customers' experiences. The further explanations of how this study adopted Grounded Theory is clarified in the later section of Data Analysis.

Grounded Theory is particularly suitable to understand the complex, problematic and relativist nature (perceptions and considerations) of customer loyalty. Grounded Theory is also a appropriate method to generate different social structural factors.

To sum up, the method of adopting both face to face in-depth interview and questionnaire interview is to assure the quality of this qualitative research, which is flexible, in-depth, and interactive. Compare to the other methods of data collection,

⁶² Miles, Matthew B., A. Michael Huberman, and Johnny Saldaña. *Qualitative Data Analysis: A Methods Sourcebook*. 2nd ed.: Sage Publications, Inc, 1994.

in-depth interview is a validity method and way to collect more data sources. This research also provides the more detailed descriptions about the grounded theory approach in next sub-section, which will explain the process and applications of grounded theory approach.

Grounded theory approach

The way of Grounded Theory is the appropriate way to develop a conceptual understanding of the factors that affecting customer loyalty, and it is better at determining what happens. Strauss and Corbin (1990) defined that Grounded Theory emphasizes on using three types of coding: open, axial, and selective⁶³.

1. Open means identifying, naming, categorizing, describing phenomenon.
2. Axial represents the process of relating codes to each other.
3. Selective means choosing a core category and relating other categories to it.

Open coding allowed this study to stay close to raw data, as well as the basis of analyzing raw data on a sentence by sentence, the interviewing notes are analyzed based on key words. Second, axial coding helped the raw data further categorized, as well as the identified and collated relationships between key words from open coding. Strauss and Corbin clarified that axial coding is a set of procedures by establishing

⁶³ Strauss, Anselm, and Juliet Corbin. Basics of Qualitative Research: Grounded Theory Procedures and Techniques. Sage Publications, Inc, 1990.

links between categories, data that can be recombined in a new way after open coding.

The last part uses selective coding to synthesize large amounts of data and identify the main subject. The categories and subcategories with similar properties and attributes will be grouped, refined and regrouped for regrouping. H Gin Chong (2008)

mentioned that the problem with these three stages of coding, is that, this process may cause some information to be irrelevant at the time of complication or investigation, but then may become meaningful at the later process, or it may become meaningful if it is to be interpreted from a different perspective, format, environment, or situation⁶⁴.

However, the limitation of the Grounded Theory, is that, there is no guideline on critic relevance of the particular categories or sub-categories, as long as the researcher has met the aims.

The initial step in building theory is to recognize the conceptualization, which is a considered phenomenon. The phenomena are the abstract representation of objects or actions where researchers can be regarded as important data. Moreover, the determination behind naming phenomenon allows researchers to integrate similar events, activities, and objects under a mutual classification.

One of the concern issues in qualitative research is 'Trustworthiness'. The research has to ensure reliability in the analysis through Grounded Theory based on

⁶⁴ Chong, H Gin. "Measuring Performance of Small-and-Medium Sized Enterprises: The Grounded Theory Approach." *Business and Public Affairs* 2, no. 1 (2008).

the fact that the concept of emergence and saturation through the analysis of interviews is the foundation of Grounded Theory. Therefore, the final step ‘index card sorting’ on formation of categories and sub-categories is the important step.

Instrumentation and Data Collection

The chief goal of the study is to generate findings that will ultimately bring about a clearer understanding of the customer loyalty by adopting Grounded Theory, therefore, the targets of this research is focusing on the loyal customer from specific fast fashion brand. One of the qualitative approaches available for this type of analyzing is the Grounded Theory. The qualitative approach of this study is using semi-structure, in-depth interview to investigate customers. The participants can answer more in-depth information for this study because this research is focusing on human perception, perspective, and emotions states, for example, satisfaction, perceived quality, loyalty etc. Also, semi-structure interview is helpful to researcher to adopt flexible interviewing process, which is efficiently to lead the direction of the interview. Moreover, the important step is to identify the keywords, which can be recognized by the literatures that have been mentioned. This is the most significant step to categorize the perception factor that participant answered. This study would not ask participants for the personal details, which is for personal privacy of the respondents.

Thus, the participants or interviewees were selected on the basis of the following criteria:

- The respondents must have purchased and experienced the products and services on the specific fast fashion brand they loyal to.
- The sample of participants was not random. The respondents were selected to provide more insights and information.
- They are loyal to the specific fast fashion brand or they have to consider themselves as a loyal fan to the brand, which means the respondents must have the action like: the behavior of repeated purchasing on the specific brand they loyal to is higher than other existing fast fashion brands(competitors).
- Respondents have the satisfactions and fulfilled expectations on the specific fast fashion brand.
- The respondents would be asked for further contacts if the insights, concepts and answers were not fully saturated.
- The interview respondents are willing to participate the research interview.

In the present context, based on the explanations of literature review on different concepts that affect customer loyalty, the interview questions were set up for building the connection of each factors. Some of the sample in-depth questions for the participants are mentioned below:

1. How much do you know about customer loyalty?
2. Do you consider you are a loyal customer to fast fashion brand x? And how?

(fast fashion brand x represents the brand that the respondents loyal to)
3. Under the condition that there are other fast fashion brands to buy, what kinds of factors will make you always target on this brand?
4. What kinds of factors that you think will increase your satisfaction to this fast fashion brand? And why?
5. Compare to the other fast fashion brands, how often do you purchase the products from the fast fashion brand x within a month?

Each question was set up by indicators from concepts to better gauge factors.

Also, most of questions were built up to be the open questions (unstandardized questions), which is the best opportunity for respondents to answer a question with their own explanations and own words. However, the further measuring methods of those questions will be explained in the Data Analysis section.

Ethical Consideration

Qualitative research (face to face interview) involves the direct contact with participants and respondents. With the regard to the protection of human subjects, David and Sutton (2016) mentioned that the most important thing in the process of

data collection is the security of participants integrity⁶⁵. Every participant is willing to participate the in-depth interview of this study. Ethical consideration is basically followed the research of Siti Roshaidai Mohd Arifin (2018): ‘informed consent and voluntary’ and ‘anonymity and confidentiality’⁶⁶. Therefore, every respondent and participant in this research will be informed that their personal information will be protected, and their answers will be expressed anonymous in this study. Participants’ names or any identical information in the data collection, data analysis and findings will be carefully managed and kept confidentiality.

Validity and Reliability

It is important to assure the quality or fact of being trustworthy in this research, reliability and validity of the data collection was examined. Validity represents how accurately a method measures what it is intended to measure. The reliability shows how reliable the research is and focuses on consistency and precision⁶⁷.

To attain a high reliability on the data collection for this research, every measurement should almost give the same outcome through the contexts⁶⁸. Therefore, questions in the research had been repeated test with the same result on different

⁶⁵ David, Matthew, and Carole D. Sutton. "Samhällsvetenskaplig Metod." (2016).

⁶⁶ Arifin, Siti Roshaidai Mohd. "Ethical Considerations in Qualitative Study." *International Journal of Care Scholars* 1, no. 2 (2018).

⁶⁷ David, Matthew, and Carole D. Sutton. "Samhällsvetenskaplig Metod." (2016).

⁶⁸ Halvorsen, K. "Samhällsvetenskaplig Metod." (1992).

people. To achieve the validity, it is important to get the right measurement to specify the concept. Thus, this research constructed indicators to measure concepts based on literature review that already built reliability and validity. The interview questions were also verified by researcher's professor in order to make sure the questions are matched with the purpose of the study.

DATA ANALYSIS

As the former section of Research Design mentioned, the best way to study the phenomenology and symbolic interactionism is to adopt the Grounded Theory approach.

This study required participants answer more in-depth personal views such as perceptions, perspectives, and emotion states on customer loyalty. Therefore, the most important method to gauge the responses from in-depth interview questions is using the conceptual framework that this study established in literature review (see figure 1).

After the transcription of interviewing contents, the analysis criteria of data from respondent's answers on each question will be using QDA Miner lite to code and label any meaningful statements into three different stages of coding: open coding, axial coding, and selective coding. Each type is the final result of the grouping process.

Before the data analysis, the first thing is to show the respondent's basic information for initial understanding what are their age, income, and the fast fashion brand they loyal to.

Table 1. Participant's information

No.	Respondent's sexuality	Respondent's age	Respondent's income (per month)	Respondent's loyal brand
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1.	Male	22 years old	Lower than 20,000 TWD	H&M
2.	Female	21 years old	Lower than 20,000 TWD	H: Connect
3.	Female	41 years old	Higher than 20,000 TWD	Uniqlo
4.	Male	22 years old	Lower than 20,000 TWD	Uniqlo
5.	Female	25 years old	Higher than 20,000 TWD	H&M
6.	Male	32years old	Higher than 20,000 TWD	ZARA
7.	Male	48years old	Higher than 20,000 TWD	Uniqlo
8.	Male	22years old	Lower than 20,000 TWD	ZARA

Research questions:

1. How does brand image affect customer satisfaction in fast fashion industry.
2. How do fast fashion consumers generate customer loyalty to a fast fashion brand?

The Self-awareness of Loyalty

Before answer the research question, first important thing is to show how participants reacted about their loyalty of the brand, including how did they consider themselves as the loyal customers, and how they proving they are the loyal customers, table 2 shows the different codes about how participant defined the loyalty. Of course, the participants in this research are those customers who considered themselves are

loyal to the certain fast fashion brand. The method used in this study is first answering the generation of loyalty, then, next step is answering how does brand image affect customer satisfaction.

Table 2. Data Categories – Self-awareness of loyalty

Codes	Codes Description
First choice	This refers to when participants mentioned that they want to buy fast-fashion goods, their loyal store was the first choice.
Self-loyalty identity	This shows the how participant considered themselves as the loyal customers. Participants indicated that they have a clear loyalty to certain brand.
Repeat purchasing	The behavior of repeat purchasing the participants have shown that they repeatedly patronize their loyal brand.

The code, first choice, is important to initial define whether they are loyal to the certain brand. Participants claimed that they always choose their loyal brand as the priority for shopping. Whenever they want to buy clothes every few months, they will give priority to that brand but no other brands. Indeed, which is positive brand loyalty to certain fast fashion brand. Take, for example, this fieldnotes or quotes from different participants describing the priority to the brand they loyal to:

I buy it twice within a month I guess, and I always go shopping for UNIQLO clothes as the first choice, so, for sure, it is my top priority.

In this response, the interviewee using the strong words to mention his/her loyalty to the brand, the words such as 'always', 'first choice', and 'top priority'. And these words can be interpreted as the actions of repeated purchasing and loyalty.

Another interviewee also mentioned their loyalty to the brand in different words:

Maybe every three months to six months I would go shopping and buy clothes. I will definitely purchase the product when I go to a department store where there has the brand I loyal to.

Although, this interviewee has a much longer shopping period, the interviewee still used the word 'definitely' to express his/her insistence on the brand he/she loyal to. This interviewee said he always go to the places to purchase the products where there has his/her loyal brand. From here, the interviewee used the strong word to describe the commitment of his/her loyal brand, which is a strong awareness of loyalty. The third same case of commitment from the interviewee said: *"I used to go to department stores or business districts, and I would definitely go to my loyal brands for shopping."*, which used the same strong expression word 'definitely' to show his/her insistence of the loyal brand.

As we can see from these quotes, participants gave the clear claims about they have the priority to the brand they loyalty. Respondents mentioned that their first choice is their loyal brand. Interviewees also mentioned that they have repeatedly

purchased the brands that they are loyal to. Therefore, the action of 'repeat purchasing', 'definitely purchase', and 'first choice' can be linked with loyalty. This shows that the interviewees in this study have the strict connection with their loyal brands with their own definitions. However, this part is to initially show that respondents have the certain degree of loyalty to a particular brand. The next step is to analyze how customer loyalty is generated; therefore, the following subsection analyzed the connection about customer satisfaction and customer loyalty, and other related factors.

The Generation of Loyalty

From the literature review, we could understand that the generation of loyalty is based on high level of customer satisfaction, loyalty has a strong connection with satisfaction. However, from this data collection, the final results are perceived quality, perceived price, and word of mouth, these three accounted for most of the responses.

1. Perceived Quality on the Products and Services

Table 3. Data codes – Perceived quality

Codes	Codes Description
Satisfied	Participants claimed that they had already fulfilled the desires, expectations, and needs of the fast fashion products. They discussed about their personal feeling to the brand products.
Quality	This refers to participants had made overall judgements and evaluations of products specifications.
Service	This code reflects the participants' judgements on the overall store services.
Experiences	This emphasizes on the first consumer experience. Participants considered the first impression of products is important.

The first significant data we can connect is the perceived quality. From the other research, perceived quality is defined as the consumers' judgment or perception about an overall quality, superiority of a product or service, it is an intended purpose,

therefore product perceived quality directly affects the purchase intention⁶⁹. Take, for example, the quote from the participant describing their basic requirements of products that could fulfill their needs and expectations:

The reason I will keep buying ZARA repeatedly is that the material of ZARA is much better than H&M (second choice). Although the design and material of the clothes are a bit subjective, after all, both of these things have reached and increased a certain level, which is a positive feeling.

As we can see from this interviewee, his/her initial expectation is based on the quality of products, also, the interview compared two different fast fashion brands to describe and differentiate the importance of products quality. The another interviewee mentioned the same way of needs: *“Of course, the material comfort of the product is the first choice.”*. This interviewee using the word ‘first choice’ to mention the significant status of a brand. Both interviewees mainly focus on the products quality to chose the brand, which can be interpreted that the quality is the key to make them feel good to the specific brand. The interviewee also detailly described the reason for choosing the quality as the first choice:

The quality of clothes is very important. No one wants to wear uncomfortable

⁶⁹ Snoj, Boris, Aleksandra Pisnik, and Damijan Mumel. "The Relationships among Perceived Quality, Perceived Risk and Perceived Product Value." *Journal of Product & Brand Management* (May 2004).

clothes. If the quality of clothes is good, I think it will establish a positive position in the consumers' mind.

From this response, the interviewee pointed out the clear state which can establish the positive feeling to the brand. The interviewees mentioned that the overall product quality, such as comfort and design of the products, will evidently affect their satisfaction to the specific brand. As we can interpret from this response, quality has a strong impact to customers' basic needs and expectations.

These responses from participants pointed out that the overall 'product's quality' is important for their basic feeling, which shows the positive affect to their expectations. As the knowledge in the literature review refer that perceived quality also includes the quality of services. Therefore, most participants also mentioned the quality of services is another affecting factor to their expectations:

I still will not change my insistence on UNIQLO. After all, few other brands can satisfy me like UNIQLO. Like I said, the overall products and services are very satisfactory to me. It may not be possible to buy other brand, because the overall quality of clothes and service are not as good as UNIQLO.

This response directly mentioned that he will not change his loyalty to the brand (UNIQLO) because the quality of other brands is not that better. It can be inferred that

perceived quality has a direct impact on customer satisfaction and loyalty. See two more similar responses to explain the commitment of satisfaction to the brand by experiencing positive quality of products and services:

A: As I just mentioned, the key points that will increase my satisfaction with a brand are the quality of the clothes and the attitude of the clerk (service).

B: UNIQLO's service is what I feel the most satisfied with. A clothing store with good service will leave a very important first impression on customers.

As we can see from above responses, the interviewee's particular mentions that the quality of the overall clothes, such as 'good service', which will have a tremendous positive impact, the interviewees have mentioned the word 'satisfied' and 'satisfaction' many times. This shows that perceived quality has a direct impact on satisfaction.

As the research's understanding from the literature review, perceived quality includes not only the quality of the products, but also the quality of retailers' services. The interviewees did mention both quality of quality and service importance in the response:

Service and product quality are the most important. Because the texture of this brand has always made me feel very good, so I still give priority to this brand.

This interviewee simply putted the service and product as the equal status, but this interviewee didn't describe the detail reason for why the services are important.

Take the detailed description of services as an example:

I think the service is very important. Service is the facade of a store. If the service is good, it will leave a very good impression on the customers who is the first-time visit and make people want to buy the products.

The interviewee clearly expressed the reason that can influence a customer's purchasing intention. Interviewee mentioned that good service can leave a positive impression on the customers. Service may play an important role between the brand retailer and customers, which would cause the action of repeated purchasing on the customers. There are also some interviewees who mentioned the "service" that affects whether they want buy this brand or not, take one interviewee's response as an example: *"Service and product quality are the most important. In addition to quality, service attitude will affect my purchase intention"* said by interviewee. This is the important mark to show that perceived quality can affect the customers' purchasing intention in some way, which can be an important index to fulfill the customers' expectations and needs.

Also, some interviewees using the contrary way to describe the importance of service: *"The service of a store is the core and center of a store. If the service is not*

good, whom would want to step into this store again to buy.” said by interviewee. The interviewee used the words ‘core and center’ to frame the importance of services up. This response also used the contrary words to express that the customer purchasing intention is low and negative when the service is negative, which shows the negative services would cause the negative purchasing intention.

As we can see from the participants reactions, the importance of service is based on the first impression. Some of the participants considered service is the facade of the store. If the impression of the service is good, it will leave a positive impact on the follow-up actions of consumers. Therefore, the first-time experience on store’s service does deeply affects the expectations of customers:

Basically, the first consumer experience includes the comfort of the clothes you wear and the price you have purchased. So, the first impression represents the deepest impression

As we can see the participant’s responses, all participants from this research had mentioned that overall quality and service is the most important factor that will affect their purchasing intention.

The premise that would make me repeatedly purchasing is the overall quality of the clothes, the comfort of wearing is the most important, and the service should

not be too bad.

Therefore, it can be assumed from the data that quality of products and services has a prioritized positive effect on customer satisfaction, which then generates the action of repeated purchasing. As the result, the perceived quality affects the customer expectation, which is also a priority of choosing brands. Another interviewee also made the same statement:

If the product style is not what I like, the texture is not that good, and the clerk's service attitude is not good as well, even if this brand is heavily promoted, it will not make me want to buy this brand again.

Indeed, perceived quality is an attitude that related to customer satisfaction, high-quality products provide consumers with adequate reasons to buy the brands.

Every participant had made list of important factors that would affect their loyalty and satisfaction to the brand, the turnout is that almost every participant put overall quality of product and services on the first rank. Therefore, the quality of products and services is highly and positively affecting the customer satisfaction and loyalty. Perceived quality can help consumers make subjective judgments of brands to highlight differentiated products or services among different brands, which means consumers would also establish a 'brand image' for that fast fashion brand. It can be

inferred that perceived quality is one of the elements to establish the brand image for the particular brand.

Additionally, one of the extra points that mentioned by interviewee: *“If other brands are relatively convenient to purchase but the quality is not that good, then I will mainly buy from the original one I loyal to.”* said by interviewee. The interviewee expressed the words ‘relatively convenient to purchase’, which is the special factor that could be counted on the part of perceived quality. From the literature review, the research didn’t find any similarity about convenience factor. The interviewee considered that if other brands have higher convenience but lower products quality, the interviewee would still choose his/her loyal brand as well. This might be one of the minor points in the research of perceived quality.

2. Perceived Price on the Products

Table 4. Data codes – Perceived price

Codes	Codes Description
Brand comparing	This code is based on participants had compared the different prices from each different brand. This shows the importance of comparison among fast fashion competitors.
Perceived price	This reflects the degree to which prices they want to pay for the goods, perceived price is an acceptance of personal bias.

Consuming ability	This appeared when participants mentioned whether their job salary was affordable for the price of products.
Discount	This code appears when participants mentioned that the discount on the price would affect their expectations.
Experiences	This is quite similar to the ‘experiences’ from perceived quality. It is emphasizing on the first consumer experience. Participants considered the first impression of price is important.

The second important rank in the data is the price factor, 7 individual cases had involved the price factor. The price fairness affects the customer satisfaction in a positive way in general fashion products. Take, for example, participant explain the importance of product price:

If the price is within the acceptable range of consumers, they will buy it.

Compared with other competitors, the price of this house cannot be too different.

This interviewee mentioned that the range of prices cannot be too over compared with other competitors. Due to every brand in the fast fashion industry are quite similar, the prices range indeed cannot be too heterogeneous in this industry, the competitor might take advantages. The other interviewee mentioned: *“Price is also the main issue focused by the public, and it must not be too expensive to afford.”* said by interviewee. Here pointed out that price is focused by the public because fast fashion is known as an industry with a price advantage compared with normal fashion

industry. Therefore, the advantages of low and medium prices are taken for granted by the public.

However, surprisingly, fast fashion which is cheaper than general fashion clothing, price factor was included in the influential level. Fast fashion is aimed at young customers and low-priced clothing. Therefore, price factor on fast fashion still persuades the customer decision for buying the products and services, in addition, it stands a significant position on customer satisfaction.

Also, participants talk about why it is significant to compare the prices among each fast fashion brand.

After comparing the prices, if the same product Zara is cheaper, I will go to Zara (second choice) to buy it. Therefore, his price increase will affect my loyalty to H&M (first loyal brand).

From this response, we can see the price can affect customer's loyalty, or the exactly 'satisfaction' to the brand. The interviewee pointed out that he cannot accept that two brands with similar products have different prices. Here, the price directly skips or passes the impact of perceived quality, the interviewee did not mention the quality of the product, but his/her expectations were shaken because of the different prices. However, it's hard to see the connection between perceived quality and perceived price, see another interviewee's response: *"Different companies produce*

the same style of clothes and they offer different prices, so we have to compare it with a real bargain.” said by interviewee. As we can interpret from this response, perceived quality and perceived price are connected with each other and also affect each other. Customer using these two fundamental effects to determine their satisfaction to the specific brand, customer do comparison in Taiwanese fast fashion market.

If Zara (second choice) is doing promotional price activities (discount) now, and the price is lower than H&M (first loyal brand), I might go to Zara to buy clothes.

It can be explained that the price would indeed falter the loyal customer. For example, if the price of the loyal brand increased, the interviewee’s loyalty to this brand will have a tremendous negative impact. For example, based on two brands with similar quality, loyal customers will be affected by the low price and shift to another brand to purchase products. Another clear point of perceived price mentioned by interviewee: *“The main reason is that UNIQLO’s clothing products are very comfortable, affordable and easy to wear, and it is a brand that the public can afford.”* As we can see the response from data, both perceived quality and the perceived price is affecting each other behind. Customer usually uses both quality and price factor to build up the fundamental expectation to the brand.

In addition, the quality and price of products can establish the first impression to the brand, see two similar responses:

A: Basically, the first consumer experience includes the comfort of the clothes you wear and the price you have purchased. So, the first impression represents the deepest impression

B: I think the first consumer experience is very important. It includes the comfort you have across and the price you have purchased, so the first impression represents the deepest impression.

From these two interviewee's responses, they used the words 'first impression' and 'deepest impression' to describe the importance of both quality and price factors to their shopping choices. Respondents usually put the quality of the clothes and the price together, in order to obtain products with low prices and good quality. This has different results from literature review. Some literatures from other countries mentioned that a customer who is already loyal to a particular brand will not be easily affected by price. Loyal customers are difficult to change the established or fixed brand image. This special point is worth to explore in the final results.

However, from other former researches and studies, usually the perceived quality and the perceived price influence each other because the positive perceived quality

can support or accept a higher selling price (connected to brand image), but the perception of the price in this study overturned this situation. The loyal customers still concern the best prices can get a best quality. The special factor that existed in the data is the 'discount' because some of the participants pointed out that discount would affect their satisfaction to the fast fashion store, therefore, the discount is included in perceived price:

If the store regularly launches relevant discounts, it will affect my satisfaction with a brand on the positive way.

We can interpret from here is that the discounted prices of the items are lower than their original prices, that is, lower than our psychological expectations. At this time, it is easy for people to generate expectations, form motivations, and promote purchase behavior.

So far, many respondents in this interview also mentioned that the change in loyalty to a brand may be affected by people's consuming ability. Take one interviewee's response as an example:

The price is very acceptable to my work income, but the price of ordinary clothes cannot be exceeded.

The interviewee mentioned that the product must be affordable by his salary. In this interview, all the interviewees are not the people who would have such as action

like impulsive consumption or impulsive purchasing to their particular loyal brand.

Since the number of respondents this time cannot represent the majority of loyal customers in Taiwanese fast fashion industry. Therefore, this phenomenon is adequate for more quantitative research and discussion in the future.

However, price is actually an important and influential factor to customer satisfaction in Taiwan's fast fashion market. The main reason that price is an influencing factor is that there are many competitors in the market. Taiwanese customers are more focused on the same quality with the best price or real bargain among each brand. However, every consumer has their own needs and desires. These factors are not as same as other consumers from other country; therefore, this factor is affecting the extent to which they want to buy goods and services.

3. Word of Mouth

Table 5. Data codes – Word of mouth

Codes	Codes Description
Word of mouth	This refers to participants are more willing to buy products based on the reputation of the brand or word of mouth that came from others opinion.
Experiences	This is related to the fact that people around the participant had consuming experiences in the brand X, then, those experiences

	affect the participant him/herself.
--	-------------------------------------

Third, another unexpected factor is ‘word of mouth’. The coding group including word of mouth, brand image, and experiences. The research didn’t expect that word of mouth has such strong power to affect customer satisfaction and brand image to the brand. Take, for example, many of responses mentioned that they were influenced by others and the word of mouth:

I think Zara’s reputation is very good. I was influenced by good friends before. I saw him looks good with the clothes and the quality is quite good, then I was recommended to buy this brand.

As we can interpret from this response, word of mouth is an intermediary between the people who have not contacted the brand and the people who already are the users of the brand. The users use this brand's products to increase the contact rate of others, which is a kind of advertisement. Also, if the products recommendation reached the person’s expectation, the person would easily be affected by this recommendation, as well as word of mouth, see the response:

Of course, I was affected by others. I used to hear how comfortable the clothes are and how good the service attitude is (UNIQLO). Therefore, I was also introduced to buy it.

This interviewee pointed out the quality of clothes and price of products, which are the interviewee's two main expectations to the brand, therefore, the interviewee was affected what he/she heard from others. From these responses, the brand image and experience are included in the word of mouth because other people are sharing their own experiences in that brand or store, which then directly becomes their overall brand image to a brand.

I have always heard people saying how good this brand (ZARA) is, and I am affected by this (word of mouth) more or less. Then, after hearing this word, it will be positive and I will want to buy it.

This response mentioned that the interviewee himself was influenced by other people, which made him have a good or positive impression on the brand. From here, the interviewee established a positive symbol of the brand through the word of mouth. It can be inferred that word of mouth affects the satisfaction to the brand, take another response as an example: *"The influence of my peers will affect my satisfaction with the brand (ZARA)"* said by interviewee. This interviewee directly referred that his/her friends affect his satisfaction. Another interviewee also mentioned: *"The overall brand image heard from others, which is very important."* said by interviewee. As these responses show the most direct importance of the brand image from friends. It can be inferred that the positive influence given by friends will give the interviewee

relatively positive effects. Take two important responses to explain the reason why the word of mouth from the friends is such significant:

A: The relationship between peers and during the student period does has a significant impact. I think the information that peers affect is more detailed than the Internet and TV advertisements. A friend is someone who has experience and brings their experience to you, so I think other people's product experience is quite important.

B: Peers will tell you what kind of company this brand is, what is good, and what is not good. It will indeed be influenced by peers.

The most important key word from above information is 'experience'. The wise remark of an experienced person is persuasive because they have abundant consuming experience from the particular brand. Therefore, this directly shows the connection and influence of word of mouth on customer satisfaction.

Therefore, a loyal customer has an influential brand persuasion ability. The data shows that if the experience heard from others is positive, it will also bring the positive impact on the first-time consuming experience to that brand. What could be determined from the data is that word of mouth does have a positive impact on the overall brand image.

However, there's a special condition in the data that can be brought out, for example, there are existing different opinions in the data, which came up with the disconnection of brand image, perceived quality, and word of mouth:

I think that even if this brand is famous, but the style is not what I like, the texture of products or the service attitude is not that good, etc., it will not make me want to buy this brand again, even if this brand is heavily promoted (by advertisement or friends).

As we can infer from this response, this participant is not affected by the reputation of the brand, but only pays attention to what he actually contacts. Which is not affected by word of mouth and reputation of the brand. This point is brought back to perceived quality, this directly affects customer satisfaction through perceived quality, this can be discussed in the result.

4. Brand Image

Table 6. Data codes – Brand image

Codes	Codes Description
Brand image	This represents the symbolic meaning that participants associate with specific attributes of products and services on the brand.

Forth, the interpretation from the macro data, brand image is the next level of

perceived quality, perceived price, and word of mouth (also experiences). Brand image is not only representing the consumer's sensitivity of the brand, but also a customer's established impression of the brand. From the participants responses, we can infer that there is a significant effect and connection between brand image and perceived quality:

For example, H&M and ZARA, these two stores are quite similar, but when I hear these two names, I mostly prefer H&M (loyal brand), which is my intuitive reaction. Because I have long-term consumption habits on H&M, and I have fixed impressions under intuitive reflection, these impressions will bring me some consumption experience

From above response, the interviewees mentioned that his loyal brand, through his own long-term consumer experience, has chosen this loyal brand as his intuitive reaction, which shows that consumers already have a brand image for this brand. Long-term consumer experience has established a brand image through the recognition of the brand's products and services.

I would recommend others to buy the UNIQLO (loyal brand). After all, the clothes are very comfortable and the material is good, and the clothes will make people much younger. So, my friend has a high chance of buying this brand.

As we can see, the interviewee mentioned that he would recommend a friend to buy this brand because the interviewee has already established a positive image of the brand and then actively influences others, therefore, the word of mouth is tightly connected to brand image.

I still will not change my insistence on UNIQLO. After all, few other brands can satisfy me like UNIQLO. As I said, the overall products and services are very satisfactory to me. The overall quality of clothes and service from other brands are not as good as UNIQLO.

From here, it can be analyzed that the customer feelings are satisfied and positive with the overall clothes quality and store service, then, established a positive brand image to the brand (UNIQLO). Finally, this positive brand image leads to customer satisfaction.

If I think of Zara, I will make the connection with good quality, also, the whole brand image that Zara gives me is not as casual and light as UNIQLO. Zara tends to be luxurious and affordable.

From the responses of interviewees, those with a high brand image have higher overall evaluation and higher perceived quality because consumers have external influence (word of mouth) or self-feeling (perceived price and perceived quality) for a

brand's products and all information, which represents the overall image of the brand.

Also, a product with a high brand image will give consumers the feeling of honorable, effective and practical to the products. Take two responses as example:

A: I always think UNIQLO is a casual store with a price advantage, a good brand reputation, and good quality and service.

B: The texture of this brand has always made me feel very good, so I still give priority to this brand.

Brand image enable customers to experience brands symbolic level and superiority, even experience satisfaction, thereby providing customers with a high-quality/level experience. Another inference is that the better the brand image, the more positive the customer's perception of quality. Therefore, the external influence of consumers will significantly improve consumers' perception of the brand's overall products and services.

In addition, the former research of *Fornell et al. (2006)* concludes that brand image affects customers' perceived quality and customer satisfaction, and the result may be significantly increase in customer loyalty. In this research, it has different interpretation of brand image, perceived quality and customer satisfaction compared with the *Fornell et al. (2006)*. The data in this research points to the pattern that

perceived quality affects the customer's brand image to the brand, and the brand image could eventually lead to customer satisfaction.

5. Leading to Loyalty

Table 7. Data codes - Loyalty

Codes	Codes Description
Loyalty	This refers to participants who had claimed their loyalty to the brand due to the brand has surpassed their satisfaction and expectation.

Finally, all the data (perceived quality, perceived price, word of mouth, and brand image) have formed the customer satisfaction. The next step is to analyze the data from the participants information to proof that customer satisfaction will eventually lead to the customer loyalty. Take, for example, the data shows the entire processes that would lead to the brand loyalty:

A: I would agree that I am a loyal person to the Zara. The reason is that as long as I need to buy clothes, I will go to the department store to buy this brand of clothes, which means I will always buy the Zara brand repeatedly. In summary, the products, services, and prices of this brand have exceeded my expectations, and I have become a loyal customer of this brand.

B: I still will not change my insistence on UNIQLO. After all, few other brands

can satisfy me like UNIQLO. Like I said, the overall products and services are very satisfactory to me. The overall quality of clothes and service from other brands are not as good as UNIQLO

As we can see from these two responses, the interviewee mentioned that the overall product quality and service of this brand has met his expectations, so the interviewee stated that he will always buy this brand repeatedly. The action of repeat purchasing has proved in literature review that it is a chain action that a loyal customer would have. Interviewee also built a brand image because of the positive overall quality of the brand. Therefore, it can be interpreted from this that the brand image has reached the expectations of customers, and then repeated purchases are a symbol of loyalty. The more detailed connections of customer loyalty will be presented in the conclusion.

CONCLUSION

This research is mainly figure out the connection and relationship of customer loyalty and customer satisfaction in fast fashion industry, also discussed about perceived quality and brand image. The researcher collected the data from the face to face in-depth interviews, and each interviewee is the loyal customer to the specific brand. After analyzing the data from the interview, the research is expected to help fast fashion company and Taiwanese fast fashion retailers to find the suitable marketing strategies to make brand better. To sum up the generation of loyalty and to answer the 2 main research question, which are: how does brand image affect customer satisfaction in fast fashion industry, and how do fast fashion consumers generate customer loyalty to a fast fashion, therefore, the figure 2 is the final connection of different coding group after data analysis.

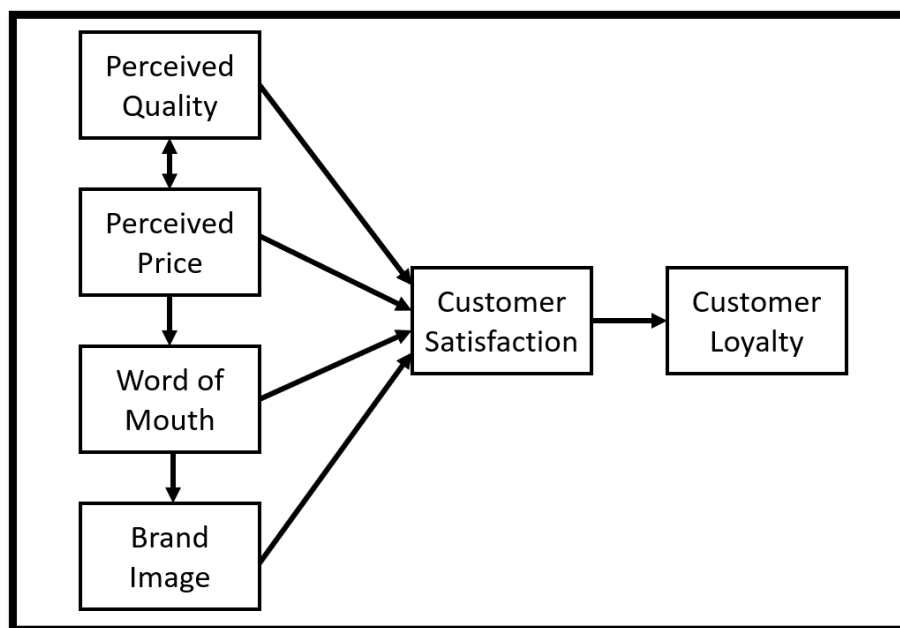


Figure 2. The synthesis of data – the generation of customer loyalty

The data analysis finally shows that brand image, perceived quality, perceived price and word of mouth are inextricably linked in this research, these could be the impact factor to customer satisfaction. In addition, the brand image is a very important junction. The quality of the product is either good or bad, the price is either high or low, or the consumer is affected by the experience brought by other people, these three main factors can be inferred as the elements that form the brand image.

First part shows that the quality of the overall clothes and services will have a tremendous positive impact on customer satisfaction. Perceived quality could help consumers make subjective judgments of brands to highlight differentiated products or services among different brands. Second, the price factor of fast fashion convinces customers to purchase products and services, therefore, it plays an important role in improving customer satisfaction. The main reason that price is an influencing factor is that there are many competitors with quite similar quality in the fast fashion market. However, perceived quality and the perceived price is behind affecting each other because customers want to obtain products with low prices and good quality. Third, the data analyzed the connection and influence of word of mouth on customer satisfaction due to the peer's experience. If the experience heard from others is positive, it will also bring a positive impact to the first-time consuming experience to

that brand. Forth, long-term consumer experience establishes a brand image through the recognition of brand products and services. The data also shows the high brand image has a higher overall evaluation and higher perceived quality because consumers have external influence (word of mouth) for a brand's products and all information, which represents the overall image of the brand.

The establishment of brand image means that consumers would have a higher degree of satisfaction with the overall superiority of this brand product compared to other competing brands. The brand image can be interpreted as the mental picture and impression on the overall brand quality, and the brand quality includes the products, services prices and others recommendations. As the former research Ogba I. E., Tan Z. (2009) established that brand image can positively affect customers' perceived quality of market products, and can also improve customer satisfaction, loyalty and commitment to market product⁷⁰. In this research, the brand image could improve customer satisfaction, loyalty, and commitment in some way, but the difference is that brand image is built by perceived quality in the data analysis. This might be a new pattern of connection between brand image and perceived quality.

In the data analysis of this research shows that perceived quality and perceived price are more important than word mouth. Then, the final brand image can be

⁷⁰ Ogba, I. E., and Z. Tan. "Exploring the Impact of Brand Image on Customer Loyalty and Commitment in China." UK Journal of Technology Management (2009): 132–44.

presumed to be an important intermediary and junction that could determine customer satisfaction.

However, the final results of the research analysis are that the quality of the product brings consumers an established brand image, which is a bit different and opposite to the data analysis of this research. These are all mentioned in the research data. These factors finally converge into consumers a symbol of a brand, which is brand image. All of these impact factors (perceived quality, perceived price, word of mouth, and brand image) finally achieved or exceeded the customer's expectations, that is, satisfied the customer's satisfaction, then, they became a loyal customer after long-term matching with the specific brand, which has become a brand habit. The customer would keep repeating purchase on the brand due to this brand habit.

Therefore, this connection assumed that these customer satisfied factors (perceived quality, perceived price, word of mouth, and brand image) will finally lead to loyalty, which could be interpreted as an emotional attachment or brand trust. The presentation of repeated purchasing and brand intense dedication from the customer could show the final stage in customer cycle – the customer loyalty.

The special and unexpected result such as the perceived price. Even in the low-priced fast fashion of Taiwanese market, customers still think price is a very important factor, and consumers will compare prices of different brands. However, from other

previous studies, usually perceived quality and perceived price will affect each other, because positive perceived quality can support or accept a higher price (related to brand image), but the price in this study has been overturned in this situation: Loyal customers still persist in getting the best quality products at the best prices. Second unexpected factor is word of mouth, word of mouth has such a powerful influence. The positive brand image brought by others will deeply affect consumer satisfaction. These problems discovered in this research can bring the new research gap for the future study.

The Implications on Management

This research could give the suggestions on how could make Taiwanese fast fashion customer satisfied and loyal to the fast fashion brand. The research provides the connection structure of customer loyalty and other factors that could influence customer's satisfaction. So, this research might give the help to the fast fashion retailers and brands to adjust the marketing strategies.

SCHEDULE OF THIS RESEARCH

No.	Tasks	Period
1.	Topic setting	Mar. 25 – Apr. 8 2020
2.	Introduction	Apr. 9 – Apr. 30
3.	Literature review	May. 1 – May. 31
4.	Methodology	Jun. 1 – Jun. 10
5.	Data collection	Jun. 20 – Aug. 31
6.	Data analysis	Sep. 1 – Sep. 16
7.	Conclusion	Sep. 17 – Oct. 14
8.	First GP Draft Due	Oct. 21
9.	Second GP Draft Due	Nov. 25
10.	GP Evaluation Sessions	Nov. 28
11.	Graduation Project Conference	Dec. 19
12.	Final GP Report Due	Jan. 6 2021

APPENDIX

Appendix 1: The questions used in the interview

快時尚忠誠度訪談問題

在訪談正式開始前，像受訪者聲明三點，受訪者的隱私不會被洩漏，受訪者是同意參加此次的受訪，以及受訪者在受訪前以及受訪期間有任何問題都可以提出來。此次訪問會依照訪談進度來決定所提問的問題，可能會問及以下所提供的問題以外的相關資訊，不一定會照著以下問題所提問。

訪談者: 林育陞

此次受訪者:

訪談時會詢問基本資料: 年齡、職業學生、月收入 2 萬以上或以下

1. 請問你對於顧客忠誠度了解嗎?(了解多少)
2. 請問你對於快時尚了解嗎?(撇除環境汙染因素)
3. 看過快時尚品牌的清單之後，請問在這些選項中你有特別忠實的快時尚品牌嗎? 或者是特別喜歡的品牌嗎?(選出第一跟第二選擇)

品牌清單: ASOS.com, Bershka, Bestseller, Boohoo.com, C&A, Charlotte Russe, Cotton On, Esprit, Fashion Nova, FIVE FOXes, Forever 21, Gap Inc., Giordano, H&M, H:Connect, Inditex, Mango (clothing), Massimo Dutti, Metersbonwe, Missguided, Miss Selfridge, Nike, Nasty Gal, New Look, NewYorker, Next, Oysho, Peacocks, PrettyLittleThing, Primark, Pull & Bear, Rainbow Shops, Renner, Riachuelo, River Island, s. Oliver, Shasa, Stradivarius (clothing brand), Topshop, United Colors of Benetton, Uniqlo, Uterqüe, Urban Outfitters, Zara.

4. 認為自己對快時尚品牌 x 是一個忠誠的顧客嗎? 是甚麼因素會讓你這樣認

為?

5. 在接觸快時尚衣服以前都是在哪裡消費的? 網路還是其他一般服飾店?
6. 比起其他家, 你在一個月內重復購買這家快時尚品牌幾次? 或者是多久購買一次? (訪問者是否會一直購買及光顧那家店, 若您有需求時, 這家商店會是您的最優先選擇?)
7. 你對於這家的品牌形象是怎麼樣的? 你有被身邊認識的人影響到嗎?
(1. 品牌的形象像是: 品牌的屬性、對於名稱的印象、外觀包裝、商品價格、名聲等 2. 如果客戶對於這個品牌是感到滿意的, 客戶就會跟親朋好友推薦這個品牌, 或在社群網站分享對於這個品牌的心得, 如果客戶只覺得普通、還可以, 很大的機率就不會特別向身邊的人提及)
8. 在有其他快時尚品牌的比較下, 甚麼因素讓你會一直重復購買這家的商品?
(ex 服務或商品)(即使其他快時尚品牌在做促銷活動時, 訪問者也會優先到您忠誠的店去消費, 是否對其他業者的促銷活動無動於衷)
9. 承上題, 如果你忠誠的快時尚品牌的價格有些微調漲, 你也會願意繼續到這家消費嗎? 為甚麼?
(ex: 假如你忠誠的品牌有稍微漲價, 那你會比較傾向於第二選擇嗎? 那因為他漲價了, 會影響到你對這家的忠誠度嗎)
10. 假如有其他的品牌設在對您而言更便利的地點來販售商品, 您改用其他品牌的可能性有多大?
11. 請問你認為跟你同樣年齡層的朋友會接受這個快時尚品牌嗎?
12. 請問你會去推薦他人去購買這個快時尚品牌 x 嗎? 你會怎麼向他人介紹?(向他人推薦)
13. 那你認為快時尚品牌哪些特點是會提升你的滿意度, 會讓你一直在重復購買的?(ex: 產品質量(材質、舒適程度、size)、服務品質(店員態度等等的)、你所認知的整體形象、以及廣告等等的哪一個細項占比比較高, 也是購買東西時最在乎的東西)

14. 希望你忠實的快時尚品牌可以怎麼改變

15. 所以你認為綜合以上所提到的因素跟你會一重複購買這家是有相關的？為甚麼？

問題結束 感謝您的參與

Appendix 2: Important contents from interviews (Simplified)

Section 1:

1. 請問你對於顧客忠誠度了解嗎?(了解多少)

大致上了解，就是所謂的會重複購買同一家品牌的商品。

2. 請問你對於快時尚了解嗎?(撇除環境汙染因素)

不太了解，只知道時尚衣服，不太了解快時尚衣服。

3. 看過快時尚品牌的清單之後，請問在這些選項中你有特別忠實的快時尚品牌嗎? 或者是特別喜歡的品牌嗎?(選出第一跟第二選擇)

我的第一名是 Uniqlo，第二是 Giordano。

4. 認為自己對快時尚品牌 x 是一個忠誠的顧客嗎? 是甚麼因素會讓你這樣認為?

我覺得是，因為平常我挑衣服時都會先針對 Uniqlo 去選購，除非這一期的衣服不太喜歡，像是質量、設計跟價格等等的因素，我才會去 Giordano 選購又或者是到某個百貨或商圈，有 Uniqlo 這個牌子都一定會去逛。

5. 在接觸快時尚衣服以前都是在哪裡消費的? 網路還是其他一般服飾店?

在接觸這些店以前，都是一般服飾店，像是去商圈逛逛選購。

6. 比起其他家，你在一個月內重複購買這家快時尚品牌幾次? 或者是多久購買一次?

就像我剛剛說的，我在需要購買衣服時都會先選擇 uni，然後我大部分都是 2-3 個月才去消費一次，在有需要的時候。

7. 你對於這家的品牌形象是怎麼樣的? 你有被身邊認識的人影響到嗎?

Uniqlo 一直一來都覺得是一家輕便、有價格優勢、品牌聲譽很好、質料跟服務也都非常好的一家店，所以以上就是我一直對這一家感到滿意的地方。當然有被別人影響到，以前都聽別人說這家的衣服多麼舒服，服務態度多麼好，我也是這樣被介紹過來買的。

8. 在有其他快時尚品牌的比較下，甚麼因素讓你會一直重複購買這家的商品？

重複購買的話，整體最重要的還是衣服的質量，穿的舒適最重要，以及服務也不能太差勁，價格的話在我這個有工作的年齡是非常可以接受的，不過一般穿的衣服，價格還是不能超過。

9. 承上題，如果你忠誠的快時尚品牌的價格有些微調漲，你也會願意繼續到這家消費嗎？為甚麼？

要看漲幅多少，如果不會超過太誇張，像是 200 以上，不然是不會傾向第二選擇的，所以是不太會影響到我的忠誠度，是會願意繼續到 Uniqlo 消費。

10. 假如有其他的品牌設在對您而言更便利的地點來販售商品，您改用其他品牌的可能性有多大？

我還是不會去改變我對於 Uniqlo 的堅持，畢竟很少有其他品牌能夠像 Uniqlo 一樣讓我滿意的，像我說的，整體的商品及服務對我來說都是非常滿意的，要我去別家選購可能不太可能，因為整體的衣服質量跟服務沒有 Uniqlo 好。

11. 請問你認為跟你同樣年齡層的朋友會接受這個快時尚品牌嗎？

Uniqlo 的話是會的，畢竟衣服非常舒適，材質好，穿起來也會年輕許多，所以我的朋友有很大的機率會買這家。

12. 請問你會去推薦他人去購買這個快時尚品牌 x 嗎？你會怎麼向他人介紹？(向他人推薦)

我當然會，我會跟他們說這一家的材質你們一定會喜歡，尤其是服務，好的無話可說，都會主動上前來介紹或詢問有沒有問題，員工訓練的都很好，而且價格是大眾都可以接受的。

13. 那你認為快時尚品牌哪些特點是會提升你的滿意度，會讓你一直在重複購買的？

當然我上面一直提到的，衣服的質量跟店員的態度，價格也是一個大眾所

關注的焦點，絕對不能太貴，然後從別人那邊聽來的整體品牌形象，這些都是很重要的！

14. 希望你忠實的快時尚品牌可以怎麼改變

其實沒有地方可以在改變了，整體都很好了

15. 所以你認為綜合以上所提到的因素跟你會一重複購買這家是有相關的？為甚麼？

以上的題目我有提到的東西，都是會讓我一直重複光顧的因素，也是我一直以來都是忠誠於 uni 的原因

Section 2:

1. 請問你對於顧客忠誠度了解嗎？(了解多少)

知道，就是會一直購買同一家商品，第一選擇的概念。

2. 請問你對於快時尚了解嗎？(撇除環境污染因素)

不太確定。

3. 看過快時尚品牌的清單之後，請問在這些選項中你有特別忠實的快時尚品牌嗎？或者是特別喜歡的品牌嗎？(選出第一跟第二選擇)

我認為我忠誠的品牌是 Uniqlo，第二是 H&M。

4. 認為自己對快時尚品牌 x 是一個忠誠的顧客嗎？是甚麼因素會讓你這樣認為？

不太是，依照自己的經濟能力去選擇價格範圍內的商品。

5. 在接觸快時尚衣服以前都是在哪裡消費的？網路還是其他一般服飾店？

路邊平價的服飾店 或者夜市和網路。

6. 比起其他家，你在一個月內重複購買這家快時尚品牌幾次？或者是多久購買一次？(訪問者是否會一直購買及光顧那家店，若您有需求時，這家商店會您的最優先選擇?)

平均半年一次 有需求時也通常想到這家品質跟價格合理。

7. 你對於這家的品牌形象是怎麼樣的？你有被身邊認識的人影響到嗎？

就是大眾都買得起的平價品牌，價格合理 面向年輕人。

8. 在有其他快時尚品牌的比較下，甚麼因素讓你一直重複購買這家的商品？

就這牌子的衣服褲子款式對我來說比較合適且商品的品質穩定，且店內氣氛好不會有人在旁推銷商品，但其他牌子有我喜歡的款式或是大促銷時還是會選擇他牌。

9. 承上題，如果你忠誠的快時尚品牌的價格有些微調漲，你也會願意繼續到這家消費嗎？為甚麼？

依漲價幅度去做考量，但如過超過它應有的價格，還是會選擇第二考量的品牌。

10. 假如有其他的品牌設在對您而言更便利的地點來販售商品，您改用其他品牌的可能性有多大？

可能會先去看看衣服的品質和價格，如果只是賣品牌知名度而品質低劣，還是會選擇原本的品牌。

11. 請問你認為跟你同樣年齡層的朋友會接受這個快時尚品牌嗎？

會，畢竟價格品質都不差。

12. 請問你會去推薦他人去購買這個快時尚品牌 x 嗎？你會怎麼向他人介紹？(向他人推薦)

不太會，畢竟自己喜歡不代表他人也會喜歡，除非他剛好也是買衣服的品味相似才會說一下，就說是日本的平價品牌款式多。

13. 那你認為快時尚品牌哪些特點是會提升你的滿意度，會讓你一直在重複購買的？

當然是商品的材質舒適度為優先選擇和折扣活動多 對於服務品質只要求不要一職推銷商品，廣告不太重要。

14. 希望你忠實的快時尚品牌可以怎麼改變

目前滿意，希望折扣活動和衣服樣式可以多一點。

Section 3:

1. 請問你對於顧客忠誠度了解嗎?(了解多少)

如果依照字面上的意思就是很喜歡一個品牌，然後一直買他。

2. 請問你對於快時尚了解嗎?(撇除環境汙染因素)

不太了解。

3. 看過快時尚品牌的清單之後，請問在這些選項中你有特別忠實的快時尚品牌嗎? 或者是特別喜歡的品牌嗎?(選出第一跟第二選擇)

我比較忠誠的是 Zara，第二是 H&M。

4. 認為自己對快時尚品牌 x 是一個忠誠的顧客嗎? 是甚麼因素會讓你這樣認為?

我會認同我是對 zara 有忠實品牌的人，原因是我只要有需要購買衣服，都會去百貨公司購買這家的衣服，也就是會一直重複買 zara 這個品牌。

5. 在接觸快時尚衣服以前都是在哪裡消費的? 網路還是其他一般服飾店?

我以前都是在網路上購物，不過因為網路上的衣服都沒辦法現場看現場試穿，也沒有人幫忙服務，再來是品質可能會非常糟糕，所以現在都不考慮網路了，都直接去 zara 店面做挑選。

6. 比起其他家，你在一個月內重複購買這家快時尚品牌幾次? 或者是多久購買一次?

算起來，差不多是 1-2 個月逛一次，都會直接到 zara 挑衣服，很少會找別間的。

7. 你對於這家的品牌形象是怎麼樣的? 你有被身邊認識的人影響到嗎?

Zara 的口碑我認為是很好的，以前也是被好朋友影響到，看他穿起來好看，質料也很好，就被他推薦去買了這間，至於價格的話是跟其他時尚品牌是差不了多少的，都是很吸引人的價格可以買到質料很好的衣服。

8. 在有其他快時尚品牌的比較下，甚麼因素讓你一直重複購買這家的商品?

像是 H&M 跟 ZARA 的風格其實很像，不過主要我會一直購買 ZARA 是因為 ZARA 的材質比 H&M 好太多了，衣服的設計跟質料有點主觀，不過當然，這兩個東西都有達到一定水準，就是往好的感覺去。我也認為服務是很重要的，服務是一家店的門面，服務好的話會給第一次前往購買的客人留下非常好的印象，就會讓人一直想去買。

9. 承上題，如果你忠誠的快時尚品牌的價格有些微調漲，你也會願意繼續到這家消費嗎？為甚麼？

因為我的薪資的關係，我不太會在乎價格，因為 ZARA 已經完全符合我想要的商品跟服務，但是如果對於只是簡單打工的學生來講，當然價格一定對他們會有很大的影響。所以如果沒意外我是不會轉換跑道去購買其他競爭者的商品的。

10. 假如有其他的品牌設在對您而言更便利的地點來販售商品，您改用其他品牌的可能性有多大？

通常不會去改，只要在同一個縣市裡有 ZARA，我都會直接去 ZARA 買。

11. 請問你認為跟你同樣年齡層的朋友會接受這個快時尚品牌嗎？

應該是會的，跟我同年齡層的不算老，也是會去打扮的，不過最重要的還是整體商品的質量，質料好，我們就會喜歡。

12. 請問你會去推薦他人去購買這個快時尚品牌 x 嗎？你會怎麼向他人介紹？(向他人推薦)

當然會去跟朋友推薦 ZARA 這間的品牌，我會跟朋友說，要買其他家的衣服，乾脆買價格合理，質料跟服務比較好的 ZARA。

13. 那你認為快時尚品牌哪些特點是會提升你的滿意度，會讓你一直在重複購買的？

第一，衣服的質料是很重要的，沒有人會想穿不舒服的衣服，衣服的質料好，我認為就會在消費者內心建立一個好的地位了，第二是服務，沒有人會再去光顧服務態度不好的店，這是基本的，然後再來是價格，價格如果

是消費者認為可以接受的範圍，就會去購買，也是所謂的，在跟其他競爭者相比下，這家的價格不能夠差得太多。對了，品牌形象也是很重，在接觸這一家(ZARA)以前，一直都會聽別人說這家多好，多多少少都會被影響到，之後再聽到這個詞就會是正面的，才會想購買它。

14. 希望你忠實的快時尚品牌可以怎麼改變

綜合以上的沒有了，除了 ZARA 在高雄有點少，整體的商品跟服務都好得沒話說了。

15. 所以你認為綜合以上所提到的因素跟你會一重複購買這家是有相關的？為甚麼？

是的，綜合以上所說，這家的商品、服務、價格超出了我的期望值，我也成為了這家忠實的客戶了，除非有比他更好的商店，不然是不會轉換跑道的。

Section 4:

1. 請問你對於顧客忠誠度了解嗎？(了解多少)

顧客的忠誠度是所謂一個客戶了解到這個品牌適合他自己所愛好的習慣性、所用的品牌。

2. 請問你對於快時尚了解嗎？(撇除環境汙染因素)

不太了解。

3. 看過快時尚品牌的清單之後，請問在這些選項中你有特別忠實的快時尚品牌嗎？或者是特別喜歡的品牌嗎？(選出第一跟第二選擇)

我比較忠誠的品牌是 UNIQLO。

4. 認為自己對快時尚品牌 x 是一個忠誠的顧客嗎？是甚麼因素會讓你這樣認為？

我會認為我是一個對 UNIQLO 的愛好者，是他的衣服質料和衣服 SIZE 適合我自己所穿的，至於 UNIQLO 店員的服務態度是非常親切的。

5. 在接觸快時尚衣服以前都是在哪裡消費的？網路還是其他一般服飾店？

都會在商圈或百貨公司去購買衣服。

6. 比起其他家，你在一個月內重複購買這家快時尚品牌幾次？或者是多久購買一次？

差不多 1 個月內會去購買兩次，我都會優先先去逛 UNIQLO 的衣服，所以是我的最優先選擇。

7. 你對於這家的品牌形象是怎麼樣的？你有被身邊認識的人影響到嗎？

因為這個是日本品牌，它的歷史及他開店以來，UNIQLO 的服務都是我滿意的，服務好的服飾店都會給客人留下一個非常重要的第一印象，從別人那裏聽來，UNIQLO 是一個衣服質料、配件跟服務非常好的店家，很多跑單幫的大部分都是去日本的 UNIQLO 大批採購回來台灣賣，所以可想而知，衣服的質料是不可否認的好。

8. 在有其他快時尚品牌的比較下，甚麼因素讓你一直重複購買這家的商品？

比起其他快時尚商店，UNIQLO 的商品價格非常親民，一般人包含學生或商業人士都可以做購買的，至於有其他品牌在做促銷活動時，我就不一定會只針對 UNIQLO 了，因為價格上會取得優勢。再來是服務方面，一家店的服務是一家店的軸心，如果服務不好的話，誰還會想再踏入這家商店去購買。

9. 承上題，如果你忠誠的快時尚品牌的價格有些微調漲，你也會願意繼續到這家消費嗎？為甚麼？

我還是會去購買，畢竟 UNIQLO 的衣服材質，我認為是所有快時尚品牌中比較好的，所以是不太會影響到我對於 UNIQLO 的忠誠度。

10. 假如有其他的品牌設在對您而言更便利的地點來販售商品，您改用其他品牌的可能性有多大？

在我的感覺我是不會去改變，我還是會做交通工具去 UNIQLO 的店去做購買，畢竟 UNIQLO 是唯一一家我所滿意的品牌。

11. 請問你認為跟你同樣年齡層的朋友會接受這個快時尚品牌嗎?

小部分會接受，大部分都是購買精品比較多，不過也是因為衣服材質跟服務比較好的關係，所以都還是會蠻喜歡 UNIQLO 這家商店的。

12. 請問你會去推薦他人去購買這個快時尚品牌 x 嗎? 你會怎麼向他人介紹?(向他人推薦)

我會去向朋友介紹這一個品牌(UNIQLO)，而且會建議他人去日本購買比較便宜，而日本的價格跟台灣比起來，日本會比較便宜，我也會跟朋友說這一家的整體的衣服質料穿得非常舒服，還有他的配件也都很平價，服務態度也是好的沒話說。

13. 那你認為快時尚品牌哪些特點是會提升你的滿意度，會讓你一直在重複購買的?

最主要的原因是 UNIQLO 的服飾商品都非常的輕便、舒適、平價好穿，是一般大眾能消費得起的品牌。

14. 希望你忠實的快時尚品牌可以怎麼改變

這家店我認為會需要從服飾說起，台灣跟日本比較起來的價格，台灣都會比較貴，這是我認為可以再去改進的。

15. 所以你認為綜合以上所提到的因素跟你會一重複購買這家是有相關的? 為甚麼?

沒錯，以上都是我會一直重複購買這家品牌的因素，是因為這家店符合了我的個人喜好，也是長期在使用，已經有習慣性了，這也算是一種顧客忠誠度。

Section 5:

1. 請問你對於顧客忠誠度了解嗎?(了解多少)

就是會不會對一個品牌有執著度、然後對一個品牌有熱誠、然後不會每個月或某一段時間，對於特定品牌會大於其他品牌的購買次數。

2. 請問你對於快時尚了解嗎?(撇除環境汙染因素)

你問我快時尚，我腦袋裡第一個想到的就是 zara 跟 H&M，因為我有看過相關的報搞，向 zara 跟 h&m 他們就會到紐約阿或巴黎那種時裝秀比較興盛的地方去看他們的展，然後再把他們看到的 idea 放到他們的產品裡，然後因為快時尚公司有很強的產業鏈，所以生產衣服會非常快。

3. 看過快時尚品牌的清單之後，請問在這些選項中你有特別忠實的快時尚品牌嗎? 或者是特別喜歡的品牌嗎?(選出第一跟第二選擇)

我比較忠誠的品牌是 ZARA。

4. 認為自己對快時尚品牌 x 是一個忠誠的顧客嗎? 是甚麼因素會讓你這樣認為?

我覺得如果給我 1 到 10 分的話，我大概給 6 分。

5. 在接觸快時尚衣服以前都是在哪裡消費的? 網路還是其他一般服飾店?

都會在商圈或百貨公司去購買衣服。

6. 比起其他家，你在一個月內重複購買這家快時尚品牌幾次? 或者是多久購買一次?

沒有固定時間，都是有需要的時候，因為男生跟女的消費模式不一樣，我是男生買的次數當然會比女生少，男生一年可能只會買個 2-3 次，然後單次的消費金額比較高，女生的話會是看到喜歡的就會直接購買。

7. 你對於這家的品牌形象是怎麼樣的? 你有被身邊認識的人影響到嗎?

印象比較深刻的是他們店面大、然後在主要的百貨公司都會有 zara，再來是如果想到 zara，就會想到品質不低，然後他給我的整個品牌形象，不會像 uniqlo 那樣的休閒、輕便，zara 是偏向奢華，又不是很貴的感覺。

8. 在有其他快時尚品牌的比較下，甚麼因素讓你一直重複購買這家的商品?

第一，我覺得它的銷售店還蠻有質感的，還有他的陳列方式蠻漂亮的，第二個就是它衣服的品質不會太差，雖然不會到非常好，但是是可以穿的，

然後再來是它的價錢沒有到太貴，有時候會有打折，都是我以一個學生能接受的範圍，

再來是這家品牌的品味算符合我，總結我要給他評價的話，品質中等、時尚感的話中等偏高、價格中等。

11. 請問你認為跟你同樣年齡層的朋友會接受這個快時尚品牌嗎？

我會，如果別人問我都去哪裡買衣服的，我都一定會推薦 zara。

12. 請問你會去推薦他人去購買這個快時尚品牌 x 嗎？你會怎麼向他人介紹？(向他人推薦)

我會跟他們說，他們的衣服還蠻好看的，因為我很常買，搭配起來還蠻好看的，然後他們時尚品味很好搭，而且對於學生來說這間的價格不會太貴。

13. 那你認為快時尚品牌哪些特點是會提升你的滿意度，會讓你一直在重複購買的？

我覺得很大的因素會是它整個門面給我的感覺，然後衣服品質可以提升，其他維持不變沒關係，服務的話我不會看得太大，因為我都是走進去自己試穿，自己覺得可以就會買，所以服務不會太需要提升，所以如果衣服品質能夠提高就會很有幫助。

14. 希望你忠實的快時尚品牌可以怎麼改變

設計感可以簡單俐落一點，不要太多圖案。

15. 所以你認為綜合以上所提到的因素跟你會一重複購買這家是有相關的？為甚麼？

對，如果門面大一點，設計感好一點、品質好一點、樣式多一點，價格低一點，就會繼續光顧這家店。

Section 6:

1. 請問你對於顧客忠誠度了解嗎？(了解多少)

是指顧客對這個品牌因為價格，質感等等原因而有購買的忠誠度嗎？

2. 請問你對於快時尚了解嗎？(撇除環境汙染因素)

不是很了解。

3. 看過快時尚品牌的清單之後，請問在這些選項中你有特別忠實的快時尚品牌嗎？或者是特別喜歡的品牌嗎？(選出第一跟第二選擇)

H:CONNECT

4. 認為自己對快時尚品牌 x 是一個忠誠的顧客嗎？是甚麼因素會讓你這樣認為？

是，因為每隔一段時間我都會去逛逛，買商品，可能每隔三個月或者半年一次，或者是去到某間百貨公司如果有那個牌子就一定會去逛。

5. 在接觸快時尚衣服以前都是在哪裡消費的？網路還是其他一般服飾店？

平價的一般服飾店比較多，偶爾也有從網路購買。

6. 比起其他家，你在一個月內重複購買這家快時尚品牌幾次？或者是多久購買一次？

平均大概三到五個月會購買一次，但這次購買的件數會影響下次購買的時間。

7. 你對於這家的品牌形象是怎麼樣的？你有被身邊認識的人影響到嗎？

價格、聲譽、質感，代言人。

沒有，但我有影響到身邊的人。

8. 在有其他快時尚品牌的比較下，甚麼因素讓你一直重複購買這家的商品？

服務跟商品品質是最主要的。因為這個牌子的質感一直讓我覺得很好，所以還是以這個牌子為優先考量，當然如果別的品牌有賣我喜歡的款式且是這個牌子沒有的，那我會去購買其他牌子。當然服務態度也會影響我想不想購買。

9. 承上題，如果你忠誠的快時尚品牌的價格有些微調漲，你也會願意繼續到這家消費嗎？為甚麼？

看漲幅來決定我能不能接受，原則上大概 1000 內都還算可以勉強接受，因為還有會員制度，有相關折扣。如果是我可以接受的範圍那應該是不會改變，可如果漲幅太大了，可能不會購買或者還是會購買，但是件數會少很多，且也會比較偏向購買第二喜歡品牌的衣服。

10. 假如有其他的品牌設在對您而言更便利的地點來販售商品，您改用其他品牌的可能性有多大？

因為那個品牌本身就對我來說較方便前往，所以沒這方面的問題。如假設那個牌子的距離很遙遠的話，那我覺得多少會受影響。雖然一個品牌的質感遠比距離遠近來的重要，但是距離太遠真的不是很方便購買。可是如果其他品牌雖然地點較便利可是品質相對沒那麼好，那我主要還是會在原本那間購買。

11. 請問你認為跟你同樣年齡層的朋友會接受這個快時尚品牌嗎？

會，因為這品牌是主打對年輕人的，所以我認為會。

12. 請問你會去推薦他人去購買這個快時尚品牌 x 嗎？你會怎麼向他人介紹？(向他人推薦)

不會特別推薦，因為我覺得每個人對於衣服的要求不一樣，所以我不會特別推薦，除非那個人對購買衣服的觀念跟我類似我才會說，但是如有人問到我會說。就說這是韓國的一個牌子，且是適合年輕人的較平價品牌之類的。

13. 那你認為快時尚品牌哪些特點是會提升你的滿意度，會讓你一直在重複購買的？

衣服質量占最高，服務態度，樣式，款式，定期推出相關折扣等等，廣告甚麼的其實還好。

14. 希望你忠實的快時尚品牌可以怎麼改變

雖然目前來說都很滿意，但是希望衣服的樣式能在更多元我覺得會更好。

15. 所以你認為綜合以上所提到的因素跟你會一重複購買這家是有相關的？為甚麼？

對，因為就是那些原因才會想讓我繼續購買這個牌子。因為我覺得就算這個牌子在有名，但是樣式不是我喜歡，質感不是好的，店員服務態度不好等等，就算這個牌子做在多的宣傳都不會讓我想再購買。

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