

The Portuguese Fashion Consumer's Shopping
Orientations and Channel Selection in a Multichannel
Environment

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Resumo

O aparecimento da internet mudou completamente a vida dos consumidores. Especificamente o retalho multi-canal tem possibilitado que os consumidores comprem de formas nunca antes imaginadas. Mas será que os consumidores portugueses estão a aproveitar as vantagens desta oportunidade?

A utilização da internet por parte dos portugueses está ainda muito relacionada com a pesquisa de informação. Na verdade, 84% dos portugueses nunca tinha efectuado compras através da internet em 2013. Para além disso, o sector da moda é um sector muito específico. Será que os consumidores estão dispostos a abdicar da possibilidade de sentir e ver os produtos na loja, em troca de conveniência e tempo livre prometidos pelo canal online?

Dados obtidos através de um questionário aplicado (N=454) sugerem que o consumidor português de moda é um consumidor sinérgico desligado. Este consumidor tende a usar ambos os canais (online e offline) para pesquisar sobre os produtos antes de efectuar a compra, mas a compra é normalmente feita nas lojas físicas das marcas.

O presente estudo adaptou a Teoria do Comportamento Planeado, combinada com a utilização de variáveis de Orientação para a Compra, bem como de variáveis de seleção de canais de compra, num contexto de retalho multi-canal. Numa fase mais avançada da análise, a amostra foi segmentada tendo em conta as variáveis *Género*, *Idade*, e *Marca*.

Tendo em conta que não existem muitas investigações desenvolvidas em torno do estudo do consumidor português de moda, nem mesmo do comportamento do consumidor português num contexto de retalho multi-canal, o presente estudo contribui com novas perspectivas sobre este consumidor.

Key-Words: Retalho Multi-Canal, Sector da Moda, TPB, Shopping Orientations

JEL Classification System

M30 – Consumer Research

M31 – Marketing

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Abstract

The advent of the internet came to change consumers' life in multiple ways. Specifically multichannel retailing is allowing consumers to shop in ways never thought before. But are Portuguese consumers taking advantage of this opportunity?

Portuguese consumers' usage of internet is still mainly related with searching for information on products and consulting products' reviews, as 84% of them have never purchased on the internet. Moreover, the fashion industry is very specific. Are consumers willing to give up the possibility to see and touch clothing, in exchange for the convenience and free time promised by the online channel?

Empirical evidence, based on data from a questionnaire applied to a sample of 454 individuals suggests that the Portuguese Fashion Consumer is a Synergic Offline Consumer. This consumer tends to search for information on products prior to making the actual purchase on both the online and offline platforms provided by the brands, but the actual purchase is usually done at brands' physical stores.

The present research adapted the Theory of Planned Behaviour, which was combined with the usage of several Shopping Orientations as well as with customer channel selection variables in a multichannel environment. Moreover, the sample was segmented according to variables *Gender*, *Age*, and *Brand*.

Considering that there are not many studies developed around Portuguese fashion consumption, or concerning the usage of offline and online platforms in a multichannel retailing context, this study provides new insights into the knowledge of the Portuguese consumer behaviour.

Key-Words: Multichannel retailing, Fashion industry, TPB, Shopping Orientations

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1. INTRODUCTION

1.1 INVESTIGATION PROBLEMATIC AND MOTIVATION

The internet has entered consumers' life and challenged everything they took for granted. Gradually a whole new reality of consumption aroused. Traditional shopping is far from having disappeared, but even though it is still good to enter a store to see and touch products, the convenience of online shopping has no precedents. As companies realized the far-reaching advantages of the internet, e-commerce became a reality, and many companies assure an online presence. Now that consumers can find many companies online, their choices are progressively done on the internet (Punj, 2011).

Multichannel retailing is the word of the day, however, when it comes to the fashion industry no consensual opinion concerning consumers buying behaviour in a multi-channel environment has been found. While some authors consider that clothing, as an experiential product, generally requires a physical store presence, since touching and seeing the product is critical before purchasing (Balasubramanian *et al.* 2005), others suggest that the internet brought many benefits for high-touch products (Lever *et al.* 2003). Moreover, while one could believe that due to the complexity of clothing characteristics and evaluation methods of the different existing garments, consumers would be more likely to purchase these items at physical stores (Grewal *et al.* 2004), there is evidence that clothing is one of the most purchased articles online (Goldsmith and Goldsmith, 2002; Hansen and Jensen, 2009; Nielsen, 2010).

Furthermore, when compared to consumers from other nationalities, such as the US, the UK, the Chinese and much more nationalities, limited attention has been given to the Portuguese Fashion Consumers (Cardoso, *et al.* 2010). In this sense, the present investigation aims to study the Portuguese Fashion Consumer in terms of understanding its orientations towards the shopping experience of clothing and accessories, as well as its channel selection in a multichannel retailing environment, across three stages of the purchase decision process. Thus, this study purposes one more insight within the consumer behaviour subject, but with a very specific focus on the Portuguese population and on the Fashion sector.

1.2 INVESTIGATION OBJECTIVES

With a constant focus on the fashion sector, as well as on a multichannel retailing environment, the major objective of the present research is to understand to what extent the Shopping Orientations influence consumers' tendency towards the offline and online channels. In order to achieve this objective, several steps need to be undertaken. In this sense, a few more sub-objectives should be taken into consideration:

Sub-objective 1: To understand to what extent the Theory of Planned Behaviour variables impact the Intention to buy clothing Online and Offline.

Sub-objective 2: To understand to what extent the Shopping Orientations impact the Theory of Planned Behaviour variables Online and Offline;

Sub-objective 3: To understand to what extent the Shopping Orientations impact the Intention to buy clothing Online and Offline;

Sub-objective 4: To understand to what extent the Shopping Orientations impact the variables related with the Purchase Decision Process Online and Offline.

1.3 DOCUMENT STRUCTURE

The present document was divided as follows:

Chapter 1: Introduction. This introductory chapter aims at briefly presenting an explanation of the context as well as of the aim of the research.

Chapter 2: Theoretical Background. The theoretical background was divided into six big themes, which aim to contextualize the investigation. Beginning with more general theories of fashion, and ending with more specific models used on the study, the theoretical background addresses several aspects which seem crucial to an appropriate contextualization of the scope of the investigation.

Chapter 3: Methodology. This chapter includes a very brief contextualization of the Portuguese consumer as a fashion consumer as well as as a internet user. Moreover, it presents the conceptual model and hypotheses created for the investigation, and it provides a description of the methodologies used for the development of this research.

Chapter 4: Results. The analysis of the results of the study is exposed over this chapter.

Chapter 5: Conclusions. This last chapter provides critical overview of the results of the investigation which are linked with managerial and theoretical implications, while analysing the limitations and guidelines for future research.

2. THEORETICAL BACKGROUND

2.1 FASHION

According to Oxford Dictionaries, the word “fashion”, as a noun, can refer to “a popular or the latest style of clothing, hair, decoration, or behaviour: e.g. the latest Parisian fashions”; “the production and marketing of new styles of clothing and cosmetics: e.g. a fashion magazine” or it can also denote “a way of doing something: e.g. the work is done in a rather casual fashion”. At the same time, in the Portuguese dictionary Encyclopedias and Dictionaries Porto Editora, the order in which the definitions appear is slightly different from the one suggested in the Oxford Dictionaries. The first definition of *moda* (which is fashion in Portuguese) enhances the existence of a specific behaviour, typical of a certain time or place. Secondly, fashion is defined as a generalized behaviour. Only since the third entry does the definition of the Portuguese dictionary approach the first two definitions of the Oxford Dictionaries. In this entry, fashion is defined as a prevailing but transitory style of behaviour, clothing or general appearance, also named as a trend. The fourth definition points out to the industry of clothing, and the fifth one defines it as personal style or taste.

Given the large amount of definitions for the same word, it is natural to assume that fashion is a slightly controversial concept, meaning different things in different situations and to different people. In fact, even within scientific research although several theories and models have been developed around this subject, consensus hasn't yet been achieved concerning the definition of the concept (Svendsen, 2006).

In this sense, this chapter will primarily focus on providing an overview of the existing literature concerning fashion, where several scientific definitions of fashion will be specified. From these we will select the one which will be used within the scope of this research, and where it will be presented a small discussion of several fashion theories proposed by researchers on the topic. The second part of the chapter will then discuss one of the most recent topics around fashion, which is the dichotomy between the slow fashion movement and the fast fashion philosophy, which will allow the reader to better understand the two main groups of fashion consumers in today's society.

2.1.1. FASHION THEORIES

Several researchers have approached fashion on their research (e.g. Simmel, 1997; Sproles, 1974; Rhie, 1985; Schultesis, 1988; Fairhurst *et al.*, 1989; Veblen, 1997;

Mintel, 2000; Zheng, 2006; Zhu, 2006; Solomon, 2009; Svendsen, 2006; Ma *et al.*, 2012). But as explained above, there isn't yet any consensus on the definition of the concept. For some, fashion is related to a social context in which consumers try to establish their status, either by demonstrating conformity with a specific social group or by differentiating themselves from the crowd (Sproles, 1974; Schultesis, 1988). For others, fashion is the large set of personal behaviours which ultimately becomes a universal rule (Simmel, 1997). A broader vision conceives fashion as the set of changes occurring in human life (Ma *et al.*, 2012). Besides, the term "fashion" is very often linked to clothing due to the finding that there is a high correlation between fashion involvement and heavy clothing buyers (Rhie, 1985; and Fairhurst, *et al.*, 1989). In this sense, and following Anne Hollander's position (Ma *et al.*, 2012; Rocha *et al.*, 2005) and other scholars (Kim, 2005), within this research the term "fashion" will be used indiscriminately to refer to apparel, clothing and accessories.

Alongside the several different definitions of fashion, various theories of fashion consumption have also been developed, contributing with different perspectives of the phenomenon. Belk *et al.* (1988) suggest a sociological explanation for fashion consumption in which the great force compelling consumers to buy is their need to express themselves to others, while the possession of fashionable clothes plays the main role, as it can be considered an extension of the self, in which their personalities are reflected. In 1960's Lapitsky had previously linked fashion consumption with social goals in his research, considering that consumers use clothing to seek for group's acceptance. Baudrillard (2008) supports this vision as he considers the act of consumption as a way consumers have to relate to the society, emphasizing that the act of consumption has gone beyond the mere pursuit of subsistence, and that now, consumers look for a symbolic meaning of consumption.

According to Zhu (2006), there are two big driving forces of fashion consumption: social and individual consumption motives. Social consumption motives relate to the previously mentioned theories, as they include the need for exhibitionism, socialization, compliance, and symbolic status. On the other hand, individual consumption motives compile the set goals consumers would like to achieve to only please themselves. These can include the goods' quality features, the pleasure of self-gifting, or simply the opportunity of enjoyment they see in a product. Veblen (1997) had also divided the fashion consumption drivers into two: physical and higher wants. Physical wants

concern mainly the search for physical comfort, while higher wants include aspirational needs linked to the spiritual and intellectual well-being as well as to the artistic taste. Veblen (1997) also suggested that the greater proportion of consumers' expenditure on clothing does not aim at fulfilling physical wants; instead, it concerns the fulfillment of higher wants, specifically the concern about a good looking appearance. This is clearly related to the theories that have been discussed so far, as it also concludes that the real aim of fashion consumption relates to a social need for self-affirmation accomplished through ostentation and, very often, imitation.

Moreover, Ma *et al.* (2012) relate the widespread behaviour of over-consumption in our society with this need that consumers have for showing-off. In fact, Veblen (1997) suggested a terminology to express this psychological need for consumption aimed at showing-off: conspicuous consumption. Ma *et al.* (2012) also explain that the fashion consumption reasons vary across different cultures. While in Asia, due to the growth of the newly-rich class, conspicuous consumption is the main psychological motive driving fashion consumption, in Europe and America that has far passed; the ultimate goal is the pursuit of happiness. Behling (1985) considers that the average age of a particular society and the state of the economy influence the speed at which fashion trends are adopted. In this sense, in a younger society the tendency will be that the trends follow a trickle-up diffusion, and the acceptance of fashion trends will be quicker. Contrarily in an older society, the trends will be most likely set by upper classes, and the speed of fashion adoption will be lower.

After this theoretical section on fashion, which is very important to start approaching the concept and understanding the origins of the study of fashion, a more practical perspective will be provided in the next section, in which a deeper knowledge of the two main groups of fashion consumers will be given, for a better understanding of the modern consumer typologies.

2.1.2. SLOW VERSUS FAST FASHION

Currently the fashion industry is basically divided between the traditional fashion practices and the recent but overpowering fast fashion model. Acknowledging consumers' understanding and attitudes towards these two different types of fashion is paramount, especially to try to understand what leads consumers to choose one type of fashion over the other. Still, very little attention has been given to the slow fashion

movement compared to the fast fashion philosophy, as it represents a relatively new concept in the textile and apparel industry (Pookulangara and Shephard, 2013). Even though fast fashion has been longer considered in scientific research over slow fashion, still little research has been developed on fast fashion concerning the consumer-driven perspective (Barnes and Lea-Greenwood, 2006; Bhardwaj and Fairhurst, 2010), since most researches have focused on the suppliers' perspective of the subject.

From a suppliers' viewpoint, fast fashion is generally conceived as a change in the retailers supply chain, making it more flexible and quicker, in order to perform minimal lead times, managing to quickly adapt to market challenges (Perry and Sohal, 2000; Tyler, *et al.*, 2006; Hayes and Jones, 2006; Levy and Weitz, 2008). This adaptation of the supply chain is crucial for many retailers, as consumers are becoming more and more demanding, eager to see new things on a regular basis and at affordable prices, so they can shop more frequently (Bruce and Daly, 2006; Hoffman, 2007). Similarly to the just-in-time philosophy, most part of these retailers can only accomplish these transformations by vertically integrating their supply chain (Birtwistle, *et al.*, 2003). In this context, while Zara is considered one of the fast fashion giants (The Economist, 2005), and H&M the pioneer of these business model (Morgan and Birtwistle, 2009), Topshop and Forever 21 are also on Levy and Weitz (2008) fast fashion stores' list example.

The slow fashion concept was born within the slow food movement (Clark, 2008), which started in Italy, as a reaction against the increasing number of fast food chains and the implementation of a fast food lifestyle (Fletcher, 2010; Johansson, 2010). Given the fact that it is a recent concept, consensus on its definition has not yet been found.

Some authors, consider that slow fashion contrasts with fast fashion because, unlike the latter, slow fashion was primarily conceived to offer quality, rather than endless collections of clothing in response to fast changing trends (Watson and Yan, 2013). Others consider that the philosophy around this type of fashion lies on the production of timeless clothing, independently of seasonal fashion trends, and where attention to detail is the main focus (Zoica Matei, 2009). Another perspective defines slow fashion as a philosophy of creating pieces which embody different stories and to which consumers should create a deep connection, creating therefore clothing with meaning (Johansson, 2010).

On the consumers' side, Watson and Yan (2013) contributed significantly to a better understanding of consumers' perspectives and attitudes towards fast and slow fashion. According to their research, fast fashion consumers seek to purchase trendy items at affordable prices, so they can fulfill their need to shop high amounts of clothing frequently, since each purchase represents a very low investment. Bhardwaj and Fairhurst (2010) suggest that this philosophy is being spread not only across youth consumers but also across multiple generations of consumers who seek to renew their wardrobes more frequently, at affordable prices. Gabrielli, et al. (2013) also found that fast fashion is consumed across all age groups. On the other hand, slow fashion shoppers are very much oriented towards a quality-based purchase, which usually involves a large expenditure, but which also provides a long-term experience, through the possibility of creating a long lasting wardrobe (Wood, 2009). Participants in the Pookulangara and Shephard (2013)'s study defined slow fashion items as being considerably more expensive than other regular merchandise, and as being classic rather than trendy.

Gabrielli *et al.* (2013) consider that fast fashion provides its consumers with the opportunity to minimize shopping risks and mistakes, since the monetary and psychological expenditures on each item are very low. This is congruent with Watson and Yan's (2013) perspective that fast fashion consumers avoid buyers' remorse by purchasing affordable clothing, while slow fashion consumers avoid the feeling of guilt by purchasing long-lasting quality items, which meet their ideals of a good purchase. Christopher, *et al.* (2004) name this fast fashion philosophy as "disposable fashion", as it encourages a throw-away culture of clothing, which is conceived to be damaged in less than 10 usages (McAfee *et al.*, 2004). In fact, Kim, *et al.* (2013) found that ethical issues and environmental concerns did not play a determinant role in fashion consumer's intention to purchase clothing, and in Watson and Yan's (2013) research, only slow fashion consumers showed some concern over this subject. Morgan and Birtwistle (2009) who focused their research on this topic, consider that there is a high relationship between fast fashion and textile waste.

Taking all these insights into account, a greater knowledge of the modern consumer' fashion styles is achieved. While some could imagine fast fashion being used by youths only, research proves it to be wrong, as it supports, that fast fashion is present across all age ranges. Moreover, it is also acknowledged that slow fashion research has been

neglected over fast fashion, which impoverishes the knowledge of slow fashion consumption. Even so, the existing research allows for a comparison between the two types of fashion. While fast fashion promotes an unmeasured consumption of clothing, through very affordable prices, endorsing a disposable philosophy, slow fashion is directed toward quality search and long-lasting items. But in fashion consumption there is no right or wrong, as every consumer aims at meeting their own ideals of good purchases, through maximizing personal satisfaction and minimizing personal risks. Even so, there has been noticed an emergence of research concerning ethical purchasing behaviors, which tend to criticize the disposable habits of fast fashion consumers.

After this categorization of the two main groups of fashion consumption, a more demographic analysis of fashion consumers will be discussed in the next chapter, to try to deepen the knowledge of fashion consumers' characteristics.

2.2 AGE AND GENDER INFLUENCING FASHION CONSUMPTION

Now that the origins of Fashion have been introduced and the two main influencing forces of modern fashion have been described, it is time for us to explore and deepen the way in which consumers' personal characteristics can have some influence in their fashion consumption styles and behaviour. According to this, two major demographic variables will be studied within this chapter, concerning their influence on distinct fashion consumption styles: Gender and Age.

2.2.1. *GENDER IN FASHION*

An insight into the differences in shopping decision making between female and male consumers is of high interest to try to understand and identify possible differences in fashion consumption. In fact, commonsense tells us that men and women considerably differ in terms of shopping behaviour and orientations, but empirical research is important to support this perspective.

Workman and Lee (2011) consider that both men and women are influenced by two major forces during their decision making process, and divide them into external forces, such as advertising, and internal forces, in which they specifically include vanity and

public self-consciousness. Even though influenced by the same forces, the intensity in which they are influenced may differ significantly and that may explain the differences in terms of shopping behaviours between male and female consumers.

According to Cleaver (2004), women are responsible for 80% of all buying decisions, leaving men with very small responsibility over this subject. This is consistent with the research previously developed by Miller (1998), who found out that men spend less time in shopping activities than women, and women are usually the ones responsible for food and clothing purchases. This division of roles may be explained, at a certain level, by the influence that one's social group and/or social reference group has in himself. Johnson (1993) explains that socialization members such as parents, friends, teachers, mass media, among others, play a crucial role in dictating the kind of behaviours that are masculine and feminine, especially concerning clothing. Therefore, women are induced to be interested in clothing and fashion, and men are induced not to be too much concerned about their appearance and clothing (Kaiser, 1990). Consistently, several researchers (e.g. Falk and Campbell, 1997; Beaudry, 1999; Hansen and Jensen, 2009) have found out evidence that women are substantially more oriented to experience shopping as a pleasant activity; to spend more time shopping and browsing, to give more importance to the evaluation of alternatives, and specifically to buy more clothing, compared to men.

In particular, Workman and Lee (2011) found that women present a higher concern about physical appearance, professional achievements and the other's opinion about them, when compared to men. Wang and Walter (2006) also support the vision that compared to men women are more concerned about their physical appearance. Workman and Lee (2011) seem to suggest there is a relation between the level of concern women show about people's opinion about themselves and the usage of fashionable products. In their perspective, women take advantage of fashion items to create the image they want to reflect to others, in a higher proportion than men. The lower sensitivity men have in relation to their friends' opinion about them (Shoaf *et al.*, 1995), may explain why they don't have so much tendency towards fashion consumption as women.

On the other hand, men are known for their quick shopping capacities. Falk and Campbell (1997) and Hansen and Jensen (2009) describe men as being quick-shoppers,

who avoid shopping at all costs, and who, when having no alternative but shop, do it as quickly as possible. Campbell (1997) supports this vision, adding that men take careless decisions more often than women. In fact, Cleaver (2004) and Bakwell and Mitchell (2006) found that men often use a simplifying decision making process where unnecessary information is left out in order to make shopping decisions easier and to reduce the time spent on the whole process of shopping. Furthermore, Dholokia (1999) found that even though most men face shopping as being unpleasant and unattractive, there are some who actually enjoy it.

Studying the influence of gender on fashion consumption, Cho and Workman (2011) found that gender plays a crucial role in differentiating men and women tendency toward fashion innovativeness and opinion leadership and need for touch. According to their investigation, women are more likely to score high on the previously mentioned variables than men when shopping for clothing. Specifically, in terms of need for touch, women revealed to use their sense of touch for both pleasure and to gather information about products, more than men, showing higher levels in both autotelic and instrumental need for touch.

In the end, common sense seemed to prevail, since from the study of the presented authors we can conclude that there are several differences between men's and women's purchasing behaviour. The first signal of these differences is the fact that 80% of all purchase decisions are undertaken by women. Furthermore, women are usually responsible for food and clothing purchases. One explanation for this difference lies on the role of socialization agents, who tend to express that some behaviours are more womanly, while others are manlier. Therefore, women tend to perform womanly behaviours, such as shopping and being concerned about their appearance, while men tend to take less care of their appearance, therefore avoiding clothing purchases, since it's a womanly behaviour. Even so, there is evidence that women actually take pleasure in fashion shopping, as they are more oriented towards hedonistic goals, while men do not take too much pleasure in it, or in shopping in general, tending to be quick shoppers, seeking to reach utilitarian goals.

The next stage of this research will try to understand if significant differences such as the ones found between genders also exist among age ranges in fashion consumption.

Therefore, the next section will explore the relationship between age and fashion consumption.

2.2.2. AGE IN FASHION

At first glance age seems to be a very important predictor of different fashion consumption styles. In fact, it is commonly accepted that different ages demand different types of clothing, and that clothing should be adapted to the individuals' ages. This makes predictable the existence of very specific shopping styles and motivations in different age segments of the population. In fact, the importance of this subject can be observed by the number of studies developed around it.

The relevance of age in the fashion sector has been proved by many recent researchers (e.g. Lin and Xia, 2012; Kozar and Damhorst, 2008; Grimstad, *et al.*, 2005; Birtwistle and Tsim, 2005; Rocha, *et al.*, 2005; Moye and Giddings, 2002). The major focus has been placed on aging, as it has been noticed a growing life expectancy of the world's population (Dychtwald, 1997; Khaw, 1997), followed by a decrease in the youth segment (Carrigan and Szmigin, 1999; Mintel, 1999).

In the existing literature on age and fashion consumption, it is commonly considered that young consumers are the population segment most avid for fashion items and more concerned about trends (Martin and Bush, 2000; Kleep and Storm-Mathisen, 2005; Birtwistle and Moore, 2006; Keynote, 2008). However, other researchers have also found evidence that mature consumers lack access to the same opportunities as the youth segment (Rocha, *et al.*, 2005; Dychtwald, 1997; Moschis, *et al.*, 1997). In fact, research has consensually agreed that the mature consumer has been disregarded within the market place, and in particular within the apparel sector (Belleau *et al.*, 1994; Solomon and Rabolt, 2004; Nam *et al.*, 2007; O'Donnell *et al.*, 2008; Kozar, 2012).

This negligence of the mature consumer seems to surprise many researchers, as this segment of the population has been presenting a clear expansion over the years; it is forecast to keep growing, and it represents the most financially stable segment of the society in the developed countries (Greco, 1989; Carrigan and Szmigin, 1999; Moye and Giddings, 2002; Robinson *et al.*, 2003; Nam *et al.*, 2007).

Indeed, INE (2009) has forecast that by 2060, Portugal will have 3 elderly people for each youth. Additionally, both the youth segment (from 15-24 years-old) and the active

adults' segment (from 25-59 years-old) will register a significant decrease (Table 1). Only the group of individuals aged over 59 is expected to register a positive behavior, rising to more than the double. This means that, while in 2010 24% of the Portuguese population was over 59 years; by 2060 this segment of the population will represent almost 40% of the total Portuguese population. At the same time, the weight of the youth segment (15-24) is expected to decline from 11% to 9% (Table 2).

Table 1- Portugal population projections by age group.
Source: Adapted from INE (2009 a)

	Age ranges				
Years	15-24	25-34	35-44	44-59	>59
2060	931378	1049549	1157062	2579635	4005400
2010	1178283	1581710	1612537	2936929	2508989
Growth in %	-21%	-34%	-28%	-12%	60%

Table 2- Youth and elderly group's weight on the entire Portuguese population.
Source: Adapted from INE(2009 a)

Year	Total population	15-24	%	>59	%
2060	10364157	931378	9%	4005400	39%
2010	10655656	1178283	11%	2508989	24%

Considering this behaviour, it becomes clear that the whole marketplace will have to adapt to the upcoming reality, and the apparel sector is no exception (Beck, 1996; Doka, 1992). Moreover, it is of significant relevance to start understanding the mature consumer (Kozar and Damhorst, 2008, Moye and Giddings, 2002) and how different he is from the younger one.

Regarding specific differences in terms of shopping attitudes concerning apparel, it has been found that mature consumers are less price conscious than younger consumers (Bernhardt and Kinnear, 1976; Gillet and Schneider, 1978; Fox *et al.*, 1984; Lumpkin *et al.*, 1985); they are less prone to use the internet to shop or search for product information (Mumel and Prodrik, 2005), and tend to seek quality and brand names more than younger consumers (Burt and Gabbott, 1995; Moschis, 2003).

Regarding the involvement of both segments in fashion, Grimstad, *et al.* (2005) revealed a similar pattern of fashion consciousness and concern about clothing on both

the youth and the mature sector of consumers. Consensually, a study of mature females conducted by Ross (2000) revealed that most were moderately to very interested in clothing. Additionally, the elderly consumers studied in Mumel and Prodnik's (2005) research also showed positive attitudes towards shopping fashion.

Today's world is changing, and the reality marketers and retailers lived before is also changing. Ageing is an upcoming trend, which shows no signs of slowing down. Thus, the whole market place, and the retail industry specifically, need to be aware of such a promising market segment. In fact, contrary to what could be imagined, older consumers do care about clothing and fashion, but lack the same opportunities as youth consumers, since most of the retail industry is focused on the younger segment of the population.

Another worldwide trend affecting fashion consumption is the emergence of online retailing, or a combination of traditional retailing with an online presence. This is due to the advent of the internet, which is absolutely changing consumption and businesses' reality. The next chapter will focus on this phenomenon, by explaining what has changed from retailers to consumers' perspectives.

2.3 THE INTERNET IN FASHION

The internet has entered consumers' life and challenged everything they took for granted. Gradually a whole new reality of consumption aroused, and consumers changed with it. Traditional shopping is far from having disappeared, but even though it is still good to enter a store to see and touch products, the convenience of online shopping has no precedents. Regarding this reality, this chapter will be divided into two sections. The first will explore more broadly the changes caused by the advent of the internet on both the industry and consumers' sides in general; as for the second section it will focus more specifically on the changes occurred within the fashion industry and in fashion consumers.

2.3.1. *HOW INTERNET IS CHANGING THE MARKETPLACE AND CONSUMERS' HABITS*

As companies realized the far-reaching advantages of the internet, e-commerce became a reality, and many companies opted to assure an online presence. Now that consumers can find many worldwide companies online, their choices are progressively being done on the internet (Punj, 2011). In fact, according to a study developed by Nielsen in 2010, in which 27.000 internet users around the globe were surveyed, only 16% declared they

had never shopped through the internet (Nielsen, June 2010). Even after, in 2007, the internet was used by almost 60% of American consumers to search for products, while 50% had already made an online purchase, at least once (Punj, 2011).

In Portugal, however, the reality is a little bit different. According to a GfK study in 2013, 84% of Portuguese consumers had never made an online purchase (GfK, 2013). Of those consumers, 40% justified their behaviour by the lack of practice and knowledge of the activity, while the remaining reasons included security aspects of online transactions and fear of being swindled (26%) and a preference for physical stores (23%) (GfK, 2013).

These reasons follow the findings of empirical research on the subject. Security and privacy are factors widely mentioned hampering the adoption of the internet as a purchasing platform (Cockburn and Wilson, 1996; Poon, 2008; Quelch and Klein, 1996). Moreover, Lu, *et al.* (2010) found that the habit of purchasing offline negatively influenced consumers' willingness to change to the online channel. Additionally, Ovellette and Wood (1998)' research also supports that a habit contributes to the permanence of an existing behaviour.

Even so, a general rapid acceptance of the internet as a sales channel is evident and did not happen by chance. Actually, the online channel appeared as being a solution to a consumers' major concern regarding shopping: the amount of time spent (Bhatnagar *et al.*, 2000). In fact, there is evidence that American citizens, for instance, currently have less free time than at any other period of modern history (Comar, 2000). In line with this concern, online shopping usually takes less time than shopping in-store, since it avoids the time-consuming activities, so typical of the traditional shopping (e.g. driving to the store, finding a car park, queuing to pay for the products) (Bellman et al., 1999; Rohm and Swaminathan, 2004).

Moving to a business perspective, companies see the internet as a sales channel opportunity, which still has a huge room for growth, as about 44% of the global internet users spend less than 5% of their monthly spending on online purchases (Nielsen, 2010). In this sense and regarding its usefulness of easily and effectively delivering e-commerce services to millions of connected consumers (Cheong and Park, 2005), these are now able to find in the online world two big groups of players: pure online retailers, and multi-channel retailers (Rose *et al.*, 2012).

Pure online retailing is a business strategy in which the commercial activity is only conducted in the online channel, therefore lacking the physical presence. In this type of stores, customers can only see and analyse products through the web-site, never having the opportunity to touch the product before the purchase. Contrastingly, multi-channel retailing aims at benefiting from synergies of both the online and the offline channel, which is not possible when conducting a single-channel business. Unlike what happens with the pure online retailing strategy, multi-channel strategies provide customers with the opportunity to choose when, where and how they want to shop (Gordon, 2005), whichever is most convenient for them (Jensen, et al., 2003)

From a business perspective the availability to get along with existing and potential consumers 24 hours a day, the convenience and the possibility of serving new and broader markets, are some of the reasons driving more and more companies to opt to run their business both online and offline. (Hahn and Kim, 2009; Wu and Wang, 2005; Dholakia *et al.* 2005). These companies, adopting a multi-channel strategy are in literature named as “clicks-and-mortar” business (Chen, C. and Cheng, C., 2012). This denomination represents the transformation of the old “bricks-and-mortar” stores, which only provided their customers with the physical store, to which it was added an online presence (“clicks”).

However, a customer satisfied with one of the channels (e.g. offline) does not necessarily need to find the other channel (e.g. online) beneficial to himself. Uncertainty, geographical distribution, intangibility and uncontrollability are some of the characteristics of e-commerce which leave some customers reluctant to give it a try over their traditional purchases due the levels of risk perceived (Lu *et al.* 2010). Thus, different consumers select different types of retailers, from where to make their regular purchases, as Nielsen (2010)’ report explains.

Moreover, the type of channel chosen has been proved to depend on the type of the product purchased. Specifically, search goods are more prone to be purchased in an online channel, while that is less likely to happen with experience goods (Gupta *et al.* 2004) In this sense, and since this research is based on the fashion sector of the marketplace, the next chapter will focus on the impact of the internet specifically within the fashion sector and on fashion consumers.

2.3.2. MULTI-CHANNEL STRATEGIES IN FASHION

The emergence of the internet made companies reflect on the advantages that the new powerful weapon could bring to their businesses, and therefore several retailers opted to assure an online presence (Siddiqui, 2003). In many cases these reflections lead retailers to combine their already implemented physical business with a new online channel, in an attempt to improve their operations, by combining the strengths of both channels (Prasarnphanich and Gillenson, 2003). However, consensus on fashion and clothing buying behaviour in a multi-channel environment has not been reached yet.

While Balasubramanian, *et al.* (2005) found that clothing, as an experiential product, generally requires a physical store presence, since touching and seeing the product is critical before purchasing, Levin *et al.* (2003) suggested that the internet brought many benefits to high-touch products. Moreover, while one could believe that due to the complexity of clothing characteristics and evaluation methods of the different existing garments, consumers would be more likely to purchase these items at physical stores (Grewal *et al.*, 2004), there is evidence that clothing is one of the most purchased articles online (Goldsmith and Goldsmith, 2002; Hansen and Jensen, 2009; Nielsen, June 2010). Indeed, apparel and accessories were ranked as the third most purchased category online in the U.S., after travelling and computer hardware (MediaPost, 2002). Accordingly, among U.S. College students, clothing is one of the most popular items purchased online (Case and King, 2003). In Portugal, clothing, shoes and accessories is the most representative category of Portuguese online purchases (40%), followed by travelling and airplanes' tickets (23%), books and music CD's (21%), telecommunication equipment (21%) and show tickets (20%) (Table 3).

Table 3- Distribution of the most purchased articles online in % of the online Portuguese consumers.
Source: Adapted from INE Portugal (2009 b)

Most purchased categories online	
Clothing, Shoes and Accessories	40%
Travelling and Airplane Tickets	23%
Books and Music CD's	21%
Telecommunication equipment	21%
Show Tickets	20%

The reasons for the evident growth of online clothing purchases can be related to the advantages of the internet over the traditional retailing channel. The possibility of accessing updated product information, the convenience of the service, the possibility of

analyzing products displays where the items selected are worn by models, and real time customer services, are some of the reasons capturing consumers towards the online shopping (Paderni *et al.*, 2005). Specifically, fashion consumers value the convenience of an online presence especially on a pre-purchase/evaluation of alternatives stage (Siddiqui, 2003). However, several consumers are still reluctant to shop online for apparel (Spijkerman, 2008). Table 4 highlights some of the reasons found to be related with the avoidance of clothing online shopping.

Table 4- Perceived risks of online apparel shopping.
Source: Authors' creation.

Authors	Perceived risks of online apparel shopping
<u>Pastore (2000); Brady (2000)</u>	Impossibility to try on clothing.
	Impossibility to feel clothing's texture.
	Impossibility to read the informations' label.
<u>Paderni <i>et al.</i> (2005)</u>	Touch and Feel.
<u>Nitse <i>et al.</i> (2004)</u>	Colour expected vs colour delivered differences.
<u>Spijkerman (2008)</u>	Doubts about ordering/delivery procedures.
	Payment system.
	After sales services.
	General doubts concerning internet usage.

Some of the reasons exposed are somewhat similar to the reasons presented in the previous chapter for consumers' avoidance of online shopping in general. The impossibility to try on clothing, to feel its texture, and to read the information labels are some of the reasons inhibiting consumers to perform online clothing purchases (Pastore, 2000 a; Brady, 2000). Paderni *et al.* (2005), explore the touch and feel barrier to online clothing purchases and Nitse *et al.* (2004) revealed that the risk of receiving an item in a different colour from what was expected and seen online can be an obstacle to online clothing shopping. Finally, Spijkerman (2008) research on Dutch fashion consumers revealed that the major barriers perceived by consumers in online clothing purchases included doubts about ordering and delivery procedures, payment, after sales service and general doubts about internet usage. In line with these facts, Browne et al.'s (2004) research found that clothing is one of the products categories where the presence of a traditional store is considered of major relevance.

Considering different consumers' characteristics and perceptions of online shopping, multi-channel strategies, combining both physical and online platforms created a new way of shopping that can suit different tastes. Besides the pure traditional stores'

shoppers and the online-only shoppers, we have now a new segment of consumers, the “on-off switch” shoppers (Kanu, *et al.*, 2003). These last consumers combine both platforms, to search for products’ information in one channel, and to purchase the item in the other channel (Balasubramanian, *et al.*, 2005). Browne, *et al.* (2004) also found evidence of this type of consumers (“on-off switch”), as 39% (out of 605) of the participants in their study revealed to search for information about products online prior to go shopping at the traditional store. Indeed, McKinsey Marketing Practice (2000) investigation revealed that more than 50% of clothing consumers use multiple channels in their apparel shopping. Concerning the way in which consumers use the online channel, there is evidence that this channel is still mainly used as an information channel consulted prior to the real purchase (e.g. Ha and Stoel, 2004; Lee and Johnson, 2002).

Even though the internet made possible for companies to experience totally new types of businesses, and for consumers to incur in a totally new type of shopping, and despite the fact that bricks-and-clicks business model is now widely spread, little research has been developed concerning consumers’ interaction between the physical and offline platforms in this context (Browne *et al.*, 2004). Thus, one of the main aims of this research is to try to better understand this interaction within the Portuguese population. With this objective in mind, the next chapter will introduce one of the several existing theories on the consumer’s behaviour, which will be the pillar of our investigation model in trying to deepen the knowledge of the Portuguese fashion consumer’s behaviour towards the multichannel shopping.

2.4 MAJOR MODELS ON CONSUMER BEHAVIOUR

Consumer behaviour is a wide and very complex subject that has been studied from several different perspectives (Campbel, 1991). Each field encompasses a very particular perspective on the study of how consumers behave. Within this section, a first chapter will expose some of the major perspectives on the study of consumers’ behaviour, without any pretension to extensively approaching the topic, but to simply recall some of the central concepts. A second chapter will, then, present a few important models widely used to study consumers’ behaviour, from which one will be selected to be used, further, in this research.

2.4.1. PERSPECTIVES ON CONSUMER BEHAVIOUR

Several perspectives have been developed regarding the study of consumers' behaviour. Within the scope of this research, four perspectives will be considered: the rational perspective, the cognitive perspective, the behavioural perspective and the social perspective. Taking into account that each perspective provides a specific explanation of the phenomenon, regarding the field of knowledge in which it is being studied, it is understandable that none of the perspectives can by itself accurately explain the complex phenomenon of consumers' behaviour. On the contrary, each viewpoint contributes with different insights, which make these different perspectives complementary (Foxall, 1992).

The rational perspective, also linked with an economic view, places the consumer as an utilitarian seeker (Solomon, 2009). This field assumes consumers rationally perform an extremely programmed decision process, where *pros* and *cons* are carefully examined, in an attempt to arrive at the best decision to meet a specific need. These pros and cons are obtained via an extensive information search, which only stops when the individuals perceive that the costs of new information outweigh its advantages (Simonson *et al.*, 1988; Hauser *et al.*, 1993). Regarding this perspective, consumers decide according to a defined decision process, which includes several ordered and sequential steps: Problem Recognition, Information Search, Evaluation of Alternatives, Product Choice, and Outcomes (Solomon, 2009). This theory has been criticized mainly due to the fact that it is not true that consumers incur in this completely rational process for every purchase decision they make (Olshavsky and Granbois, 1989).

The behavioural perspective represents cases of low involvement purchases, in which consumers place little effort into the decision making (Rothschild and Gaidis, 1981; Nord and Peter, 1980). Thereby, it is assumed consumers learning results from a stimulus-response model. Consumers' mind is seen as a black-box, which implies that there is no internal thinking, and stimuli enter the black-box generating a response (Solomon, 2009). This perspective first appeared when Watson's declared that the Classic Conditioning process of learning tested by Pavlov on animals in 1990's could explain the essence of human behaviour (Watson, 1913). This conditioning implies that learning occurs when pairing a stimulus which elicits a certain response with another stimulus that initially does not elicit any response. By pairing those two stimuli for a certain period of time, the second stimulus will eventually cause a similar response as the first, since consumers will tend to associate it with the first (Bouton and Moody,

2004). Even though it was a big step into the knowledge of consumer behaviour subject, this perspective of human learning was criticized by its determinism, and underestimation of human being's complexity (McLeod, 2008).

Later, another perspective of behaviourism arrived by the hands of Skinner, based on Thorndike's work. Skinner, proposed a new learning theory called Instrumental or Operant Conditioning. In this case, by constantly associating a certain action to a certain response in the form of reinforcement, consumers incur in an approach-avoidance scenario in which they will tend to perform behaviours generating positive outcomes and avoiding behaviours which end up in negative outcomes (Solomon, 2009). This perspective was criticized because it does not consider the inherited and cognitive factors of human learning (McLeod, 2007).

The cognitive perspective of consumer behaviour views consumers as active problem solvers who use the information from the environment for their purchase decision-making. This view, contrarily to the behavioural perspective, stresses the importance of an existing internal mental process from which consumers learn how to behave (Ormrod, 2008). In fact, this perspective assumes the existence of an observational learning process, in which consumers acquire the notions of what they can and can't do by observing the world. In this process memory plays a crucial role, as consumers will only learn how to act by memorizing the outcomes of specific observed behaviours (Solomon, 2009).

The social perspective of consumers' behaviour assumes that consumers are social animals, which have desires to fit in and belong to certain groups or ideologies. According to this perspective, these desires often act as the primary motivations for consumers' purchase decisions (Cohen and Golden, 1972; Burnkrant and Cousineau, 1975). In this perspective reference groups play a crucial role in the individuals' aspirations, evaluation and actual behaviour (Park and Lessing, 1977).

Considering that there are several perspectives, theories and insights in the study of consumers' behaviour, there have also been created models to test those theories. The next chapter will provide an insight on major models of consumer behaviour study.

2.4.2. CONSUMER BEHAVIOUR MODELS

2.4.2.1 The ABC Model of Attitudes

One of the most well-known models of consumers' behaviour is the ABC Model of Attitudes. This model was created in line with the discovery of the importance of attitudes in human behaviour. The relevance of attitudes in consumers' behaviour can be observed in the existing literature definitions of the word: "a relatively enduring organization of beliefs, feelings, and behavioural tendencies towards socially significant objects, groups, events or symbols" (Hogg & Vaughan 2005, p. 150) or "a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour" (Eagly & Chaiken, 1993, p. 1).

Regarding this vision, the psychologist Daniel Katz developed the Functional Theory of Attitudes, which explains the role of attitudes in consumers' behaviour (Solomon, 2009). According to this theory, attitudes can be observed as influencing consumer behaviour because they fulfil four different functions: the utilitarian function, the value-expressive function, the ego-defensive function and the knowledge function (Katz, 1960). In this context the ABC model of Attitudes appeared. This model describes attitudes in terms of three components- affect, behaviour, and cognition- where affect reflects the consumers' feeling about a product or service; behaviour represents the action that we will perform regarding the affect towards the product or service, and cognition symbolizes an individual's belief in the object in question (Solomon, 2009). From this model three different hierarchies concerning the order of the three components (affect, behaviour, and cognition) were created.

The Standard Learning Hierarchy, based on Lavidge and Steiner's studies in 1960's, represents a state where the consumer actively acts as a problem-solver, implying that he is highly involved in the purchase process (Solomon, 2009). In this context cognition comes first, before affect, which comes before behaviour (Ray, 1973). The Low Involvement Hierarchy, for its turn, assumes that, initially, consumers show low involvement regarding the decision making process as they have limited knowledge of the products or services in question (Thompson, 2005). The order of this hierarchy is the following: cognition-behaviour-affect (Solomon, 2009). In this case the evaluation of the product or services is only done after the purchase (Thompson, 2005). The last hierarchy comprises the Experiential one, in which affect comes first, followed by behaviour and cognition. As the name suggests, in this scenario the consumer uses primarily his feelings to evaluate the product or service (Solomon, 2009).

2.4.2.2 Stimulus-Organism-Response Model

The Stimulus-Organism-Response model (S-O-R) is an adaptation of the Classic Conditioning, previously exposed, on the theories of learning. In fact, it combines the stimulus-response process of the Classic Conditioning, and it adds up the organism variable, which represents the variability of the response of consumers to the same stimulus, according to their state of mind (Shah, 2014). This model was developed by Mehrabian and Russell in 1974, and has been subject of interest by many consumer researchers (Arora, 1982; Houston and Rothschild, 1977, 1978; Parkinson and Schenk, 1980; Rothschild, 1979).

In this model, stimulus is something outside consumers' control which can include marketing mix variables or other inputs from the environment (Bagozzi, 1986). Those stimuli will affect consumers' internal states (Sherman, *et al.*, 1997). The organism is described as the "internal processes and structures intervening between stimuli, external to the person, and the final actions, reactions, or responses emitted" (Bagozzi, 1986, p. 46). Finally, the response is defined as the output in the form of in form of reaction of consumers toward the stimuli (Bagozzi, 1986).

The model proposes three types of involvement: situational, enduring and response. Situational involvement implies that, depending on factors such as social characteristics, product characteristics or communication characteristics, the amount of involvement in the consumers' purchase decision process will vary.

Enduring involvement considers that consumers' experience with the purchase situation and the degree to which the circumstances relate to values, which are meaningful to them, will generate differences between types of consumers. Finally, the combination of Situational and Enduring involvement generates response involvement, which is defined as the "complexity or extensiveness of cognitive and behavioural processes." (Slama and Tachchiam, 1987, p.2).

More recently, its application can be observed in very distinct fields, such as online shopping (Eroglu *et al.*, 2003; Sheng and Joqinapelly, 2012; Kim and Lennon, 2013), loyalty within the banking industry (Chiu *et al.*, 2005), impulsive buying (Parboteeah *et al.*, 2009), high-tech products (Lee *et al.*, 2011), and retail environment (Chang *et al.*, 2011) (Table 5).

Table 5- Summary of the academic papers using S-O-R model from the last decade.
Source: Authors' personal creation.

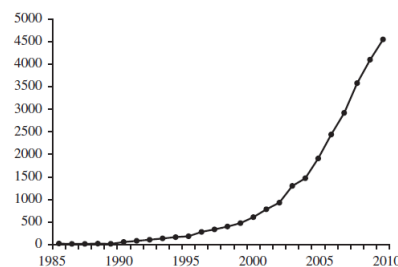
S-O-R fields of application	Authors
Online shopping	Eroglu <i>et al.</i> 2003; Sheng and Joqinapelly, 2012; Kim and Lennon, 2013.
Loyalty in banking industry	Chiu <i>et al.</i> 2005.
Impulsive buying	Parboteeah <i>et al.</i> 2009.
High-tech products	Lee <i>et al.</i> , 2011.
Retail Environment	Chang <i>et al.</i> , 2011

2.4.2.3 Theory of Planned Behavior

The Theory of Planned Behaviour (TPB) (Ajzen, 1991) is an extension of the Theory of Reasoned Action (TRA) (Ajzen and Fishbein 1980, Fishbein and Ajzen 1975). While TRA formalizes that the antecedents of consumers' intention to perform a behaviour are "attitudes" and "subjective norms", TPB adds to the model the variable "perceived control" (Kim and Park, 2005; Hansen, 2008). Attitudes towards a specific behaviour include individuals' perceptions of the consequences of that behaviour, and the positive or negative evaluations that they will tend to make, concerning the behaviour in question (Hansen, 2008). Subjective Norms represent the part of consumers' intentions which is conditioned by the perception of approval or disapproval from others, regarding a specific attitude (Ajzen, 1991). Perceived control measures perceptions of individuals regarding their capabilities to perform a specific behaviour (Posthuma and Dworkin, 2000).

By conducting a Google Scholar search with the words "theory of planned behaviour" anyone can understand the popularity of this model, as the number of citations has increased from 22 in 1985, to 4550 in 2010 (Figure 1) (Ajzen, 2011).

Figure 1- Number of citations of the TPB in Google Scholar.
Source: Ajzen (2011)



Empirical tests have often found that the TPB has significantly improved predictive ability over the earlier TRA (e.g. Beck and Ajzen 1991; Doll and Ajzen, 1992; Giles

and Cairns 1995). Moreover, in these 29 years since the first publication, TPB has been applied in a wide variety of behavioural domains (Shaw et al. 2000), and has been subject of adaptation regarding the context of the studies in which it has been applied (Ren et al., 2011). These adaptations have always been seen as natural and necessary from Ajzen's perspective: "The theory of planned behaviour is, in principle, open to the inclusion of additional predictors if it can be shown that they capture a significant proportion of the variance in intention or behaviour after the theory's current variables have been taken into account" (Ajzen, 1991, p. 199).

The application of TPB to different behaviour studies has been "*nearly never-ending*" (Venkatesh, *et al.*, 2007, pp. 6), as several different fields of knowledge have been using TPB as the basis of their model testing. As far as studies on online consumers' behaviour are concerned, TRA, technology acceptance model (TAM) and TPB are seen as the leading theories (Cheung *et al.* 2005). Particularly, several authors have used TPB to explore the acceptance by consumers of the Internet as a purchasing channel (e.g. Bosnjak et al., 2006; Hsu et al. 2006; Pavlou and Fygenson 2006). More recently, several authors seem to be using the TPB in fashion studies, as well (e.g. Seock and Norton, 2007; Jin and Kang, 2010; Kim and Karpova, 2010; Kim et al., 2012; Kang et al., 2013; Son et al., 2013; Fernandes, 2013).

2.5 SHOPPING ORIENTATIONS

Shopping orientation was first approached by Stone in the 1950's and it soon became widely spread across marketing literature to refer to general behaviours, attitudes, perceptions, and consumers' lifestyles related to the shopping activity (e.g. Hawkins *et al.*, 1989; Shim and Bickle, 1994; Shim and Kotsiopulos, 1992; Brown *et al.*, 2003).

Clothing and apparel is one of the industries where the study of shopping orientations have been mostly applied (e.g. Gutman and Mills, 1982; Shim and Kotsiopulos, 1992; Shim and Bickle, 1994; Moye and Kincade, 2003; Santos and Loureiro (2012). Furthermore, several researchers have been focusing on the relationship between shopping orientations and online shopping (e.g., Donthu and Garcia, 1999; Brown *et al.*, 2003; Rohm and Swaminathan, 2004; Santos & Loureiro, 2012).

Visser and Preez, (2001) investigated the contribution of previous studies on shopping orientations applied to the apparel sector and published in research journals, between

the years 1980 to 1999. As different researchers found similar shopping orientations but called them differently, Visser and Preez (2001)'s attempt was to categorize those similar shopping orientations into exclusive groups, so that further analysis could become easier (Appendix 1, Table A1). Nevertheless, shopping orientations' study has not stopped in 1999. Most recent authors have continued to apply shopping orientations in their research, showing the usefulness of these variables in predicting and explaining consumers' behaviour (e.g. Seock and Sauls, 2008; Lee and Kim, 2008; Hansen and Jensen, 2009; Kang, 2011; Santos and Loureiro (2012). Therefore, this chapter will provide an overview of more recent research into shopping orientations (2003-2014), based on the seven more significant orientations groups provided by Visser and Preez (2001): Brand-conscious orientation; Confidence versus confusion orientation; Enjoyment orientation; Fashion orientation; Finance and credit-card orientation; Patronage orientation; Shopping and time convenience orientation.

2.5.1. BRAND-CONSCIOUS ORIENTATION

Brand-Conscious Orientation relates to a positive attitude towards specific brands. More recently, research developed by Moye and Kincade (2003), Seock and Chen-Yu (2007), Lee and Kim (2008), Seock and Sauls (2008), Santos and Loureiro (2012) and Cho and Workman (2013), also found evidence of this consumers' shopping orientation which they called as "Brand Conscious", "Brand/Fashion Consciousness", "Brand Conscious Shopping Orientation", "Brand/Fashion Consciousness", "Fashion Conscience", and "Brand Shopping Orientation", respectively.

The constructs used to measure this shopping orientation were presented in the form of statements about which consumers had to express their level of agreement, towards the use of Likert scales. Examples of the statements are as follows:

- "If I buy products from a retailer that I am unfamiliar with, I would prefer to buy well-known brand names" (Cho and Workman, 2013)
- "I try to stick to certain brands and stores" (Moye and Kincade, 2003)
- "Once I find a brand I like, I stick with it" (Lee and Kim, 2008)
- "A well-known brand means good quality" ((Seock and Sauls, 2008)
- "I like to buy popular brands of clothing" (Seock and Chen-Yu, 2007)

2.5.2. CONFIDENCE VS CONFUSION ORIENTATION

Confidence vs Confusion Orientation considers the level of security felt by consumers in relation to their own shopping capacities. More recently, research developed by Moye and Kincade (2003), Lee and Kim (2008) and Seock and Sauls (2008) and Santos and Loureiro (2012), also found evidence of this consumers' shopping orientation which they labelled as "Confident Factor", "Confidence/Fashion Consciousness Shopping Orientation" and "Shopping Confidence", respectively.

The constructs used to measure this shopping orientation were presented in the form of statements against which consumers had to express their level of agreement, towards the use of Likert scales. Examples of the statements are as follows:

- "I feel (very) confident in my ability to shop for clothing/clothes" (Lee and Kim, 2008)
- "I have the ability/I am able to choose the right clothes for myself" (Seock and Sauls, 2008)
- "I think I am a good clothing shopper" (Moye and Kincade, 2003)
- "When I find what I like I usually buy it without hesitation" (Lee and Kim, 2008)
- "I think I am a good clothing shopper" (Moye and Kincade, 2003)

2.5.3. ENJOYMENT ORIENTATION

Enjoyment Shopping Orientation relates to the consumers' predisposition to retrieve pleasure from the shopping experience. Later, Seock and Chen-Yu (2007), Michon *et al.* (2007), Hansen and Jensen (2009), and Cho and Workman (2013) also used constructs of Enjoyment Orientation in their research, but classified this shopping orientation as "Shopping Enjoyment", "Hedonic Shopping", "Shopping for Fun", and "Recreational Shopping", respectively. Some of the constructs used to measure this shopping orientation were as follows:

- "I find it rather interesting/enjoyable buying clothes for myself (for my partner)" (Hansen and Jensen, 2009)
- "Compared with other things that I could have done, the time spent shopping was truly enjoyable" (Michon *et al.*, 2007)
- "Shopping puts me in a good mood" (Cho and Workman, 2013)
- "I enjoy spending time browsing for clothing" (Seock and Chen-Yu, 2007)

2.5.4. FASHION ORIENTATION

Fashion Shopping Orientation intends to explain to what extent consumers are involved in fashion shopping. Seock and Chen-Yu (2007), Lee and Kim (2008), and Cho and Workman (2013) used constructs of Fashion Orientation in their research, and named this variable as “Brand/Fashion Consciousness”, “Confidence/Fashion-Conscious Shopping Orientation”, and Fashion-Conscious Shopping Orientation”, respectively. Examples of the constructs used to measure this variable are given bellow:

- “Fashionable, attractive styling is important to me” (Cho and Workman, 2013)
- “I am interested in fashion” (Seock and Chen-Yu, 2007)
- “I try to keep my wardrobe up-to date with fashion trends” (Lee and Kim, 2008)

2.5.5. FINANCE AND CREDIT ORIENTATION

Finance and Credit Orientation compiled a range of attitudes towards shopping from price consciousness to credit-card/cash usage. Noble *et al.* (2006), Seock and Chen-Yu (2007), Lee and Kim (2008), Seock and Sauls (2008) and Cho and Workman (2013), found evidence of this shopping orientation. These authors classified it as “Price Comparison”, “Price Consciousness”, “Bargain/Price-Conscious Shopping Orientation”, “Price Consciousness”, and “Price Shopping Orientation”. Some of the constructs used to measure this shopping orientation are listed below:

- “I shop a lot of special deals on clothing” (Seock and Sauls, 2008)
- “I use the advertised reference price to decide the product’s value” (Cho and Workman, 2013)
- “I pay a lot of attention to clothing prices” (Seock and Chen-Yu, 2007)
- “I usually find myself price comparison shopping” (Noble *et al.*, 2006)
- “I usually read the advertisements for announcements for sales” (Lee and Kim, 2008)

2.5.6. PATRONAGE ORIENTATION

Patronage Orientation considers consumers to be more prone to engage in specific types of shopping than in others. Recent research developed by Seock and Chen-Yu (2007), Lee and Kim (2008), and Seock and Sauls (2008) have applied constructs of this shopping orientation. “In-Home Shopping Tendency” was the label given by Seock and Chen-Yu (2007) to an orientation towards shopping from home. For their, Lee and Kim

(2008) distinguished “Local Store Shopping Orientation”, “Non-Local Store Shopping Orientation”, “Catalogue/Internet Shopping Orientation” and “Mall Shopping Orientation” as four distinct patronage shopping orientations. Finally, Seock and Sauls (2008) and Santos and Loureiro (2012) found evidence of an “In-home Shopping Orientation”. As these categories seem to reveal significant differences in consumers’ attitudes towards the shopping activity, the constructs used to test them will be exposed separately, category by category:

- “In-Home Shopping Tendency”:

- “I like to shop for clothes by mail, telephone or the Internet” (Seock & Chen-Yu, 2007)
- “I like to shop from home” (Seock and Chen-Yu, 2007)

- “Local Store Shopping Orientation”:

- “Local stores offer me good quality for the price” (Lee and Kim 2008)
- “Local (clothing) stores are attractive places to shop” (Lee and Kim 2008)
- “Local (clothing) stores just meet my shopping needs” (Lee and Kim 2008)

- “Non-Local Store Shopping Orientation”:

- “(Store at bigger city/town) offers me good quality for the price” (Lee and Kim 2008)
- “(Store at bigger city/town) is an attractive way to shop” (Lee and Kim 2008)
- “(Store at bigger city/town) just meets my shopping needs” (Lee and Kim 2008)

- “Catalogue/Internet Shopping Orientation”:

- “I don’t like to shop for clothing at home through catalogues” (Lee and Kim 2008)
- “Mail ordering of clothing at home is more convenient than going to the store” (Lee and Kim 2008)
- “I don’t like to shop for clothing at home through the internet” (Lee and Kim 2008)

- “Mall Shopping Orientation”:

- “Shopping malls are the best place to shop” (Lee and Kim 2008)
- “I enjoy shopping and walking through malls” (Lee and Kim 2008)

- “In-home Shopping Orientation”:

- “I like to shop from home” (Seock and Sauls, 2008)
- “I like to shop for clothes by mail, telephone or the internet” (Seock and Sauls, 2008)

2.5.7. SHOPPING AND TIME CONVENIENCE ORIENTATION

This is perhaps the most applied shopping orientation across the existing literature. Recent authors have also applied Shopping and Time Convenience Orientations into their research (e.g. Moye and Kincade, 2003; Noble *et al.*, 2006; Seock and Chen-Yu, 2007; Lee and Kim, 2008; Seock and Sauls, 2008; Hansen and Jensen, 2009, Cho and Workman, 2013).

The names given by the authors to this shopping orientation do not differ too much. Moye and Kincade (2003) call it “Convenience/Time Factor”; Noble *et al.* (2006) “Convenience Seeking”; Seock and Chen-Yu (2007) “Convenience/Time Consciousness”; Cho and Workman (2013) “Convenience Shopping Orientation”; Lee and Kim (2008) named this shopping attitude as “Convenience Shopping Orientation”, Seock and Sauls (2008) labelled it as “Convenience/Time Consciousness”, and Hansen and Jensen (2009) defined it as a “Quick Shopping Orientation”. Some of the constructs used by the authors to evaluate consumers’ propensity towards this shopping orientation were the following:

- “I usually buy at the most convenient store” (Moye and Kincade, 2003)
- “When I shop, I want to find what I’m looking for in the least amount of time” (Noble *et al.*, 2006)
- “I put a high value on convenience when shopping for clothes” (Seock and Chen-Yu, 2007)
- “I shop where it saves me time” (Cho and Workman, 2013)
- “I usually buy at the most convenient store” (Lee and Kim, 2008)
- “I shop for clothes where it saves time” (Seock and Sauls, 2008)
- “It is important for me that shopping for my clothes (for my partner) is done as quickly as possible” (Hansen and Jensen, 2009)

This survey of the major shopping orientations used in research literature will serve as a basis to choose the shopping orientations to use within this research.

2.6 CONSEQUENCES OF SHOPPING ORIENTATIONS

This chapter of the Literature Review deals with the consequences of shopping orientation. This chapter follows the Shopping Orientations' chapter because it is dedicated to the dependent variables of the model, which are used to explain the independent ones (Shopping Orientations). As it has been explained, one of the main goals of this research is to try to understand the Portuguese fashion consumers' use of the offline and online platforms provided by the companies in which they usually purchase clothing and accessories. In this sense and since two of the major instruments, which will be used in this research have already been presented (TPB and Shopping Orientations), the last instrument will be studied within this chapter. It is the one which is strictly related to the online-offline dichotomy issue. Considering that multichannel strategies are challenging retailers and consumers in many different ways, this chapter will focus on the consumers' side, specifically in terms of the existing ways consumers can develop their purchasing activities.

2.6.1. GENERAL ASSUMPTIONS OF ONLINE-OFFLINE DICHOTOMY PROBLEMATIC

Researchers have been studying the increase verified in the adoption of multichannel strategies by retailers from multiple perspectives (King *et al.*, 2004). It was already mentioned in the chapter third of this research (The Internet in Fashion) the extent to which the internet is changing both companies and consumers' lives. Unlike what happened in the past, today's consumers face the possibility of using various channels within the same purchase process, which can enhance their shopping experience, and usually allows them to extensively compare product features, before making the actual purchase (McGoldrick and Collins, 2007). This possibility is usually named multichannel shopping (Johnson *et al.*, 2004).

However, multichannel shopping definition is not yet consensual. Unlike Chatterjee (2010), who distinguishes multichannel consumers (retailers) from the cross-channel ones, being the first, the ones who search for information in one channel and purchase the product in a different channel and the second, consumers who purchase the same product in more than one channel (e.g. make a phone call purchase but pick up their order in-store), in this research, the multichannel consumer will be contemplated as any

consumer who searches for and purchases the products in different channels (e.g. searching for information on the retailer's website, and going to the physical-store to buy the item). This is consistent with one of the most striking characteristics of the multichannel environment, in which the consumers' search for information and the actual purchase are not necessarily done within the same channel (Kollmann *et al.*, 2012). Thus, the different channels used by consumers across the different stages of the buying process become an integral part of it (McGoldrick and Collins, 2007).

In fact, consumers tend to compare the advantages and disadvantages of the traditional and the online channel in different stages of the purchase process, which can be measured in terms of perceived cost and benefits (e.g. searching convenience; time expenditure, perceived risk, service preferences) (Bucklin *et al.* 1996; Keeney, 1999; Kim *et al.* 2002; Shih, 2004; Chiang *et al.* 2006). Additionally, Chatterjee (2010) reveals that the channel selection across the multiple purchase stages depends on the occasion of the purchase, and also on the consumer's evaluation of the perceived waiting time and effort necessary to complete the stages of the purchasing process. Within the multichannel environment, the online channel is usually referred to as having the advantage of reducing the search effort, due to its evident convenience (Gupta *et al.*, 2004). Nevertheless, consumers perceiving risks inherent to internet usage as a purchasing platform may depart from the usage of this channel (Bhatnagar *et al.* 2000, Gupta *et al.* 2004). In fact, the traditional offline channel, still outperforms the online channel by enabling physical contact with real sales people who are trained to provide specific advice and help customers in their purchase decisions (Kollmann, *et al.* 2012), as well as by allowing consumers to feel the products through touch, which the offline channel does not allow (Gupta *et al.* 2004), and which can be decisive in certain product types.

Moreover, it is now widely accepted that the information seeking channel and the purchasing channel do not necessarily match (e.g. Moon, 2004). For some consumers the internet may be a browsing channel only for product information while using other channels to fulfil in the actual purchase, while others may test products in physical stores and then search for better prices online (Seock and Norton, 2007). Therefore, it is evident that different segments of consumers will arise in a multichannel shopping context (Kollman *et al.* 2012). In fact, considering the advantages and disadvantages of each channel and consumers' characteristics, synergies across channels may occur, as

well as cannibalization situations (Montoya-Weiss *et al.* 2003; Steinfield, 2004; Ward, 2001). Considering these facts, the present research will follow the structure of Kollmann *et al.*'s (2012) research, which tries to access the different segments of consumers according to their channels selection pattern, in each stage of the purchasing process. Kollmann *et al.*'s (2012) in their most recent article were deeply interested in investigating the online-offline dichotomy issue from a consumer's perspective, and for that reason, that will serve as a basis for this research. In this sense, the next section presents the variables adapted from Kollmann *et al.*'s (2012) research, to be used in this investigation.

2.6.2. THE VARIABLES

Aware of problematic issue above mentioned, Kollmann, Kuckertz, and Kayser (2012) tried to provide a new contribution to the investigation of companies' multichannel strategies effects on consumers. Similarly to Kollmann *et al.*'s (2012) research, our investigation will also relate channel choice to shopping motives (or shopping orientations). In fact, Kollmann *et al.* (2012) consider that different motivations may reflect different channel choices across the purchase decision process. Even though the shopping motives (independent variables) used in this research differ significantly from the ones used in Kollmann *et al.*'s (2012), that is, convenience orientation, risk aversion, and service orientation), the remaining variables used in their research will be totally adapted to our investigation. Figure 2 shows the conceptual model developed by Kollmann *et al.*'s (2012) regarding the use of the dependent variables to segment different types of consumers.

Figure 2- Customer types in online-offline multichannel systems.
Source: Kollmann *et al.* (2012)

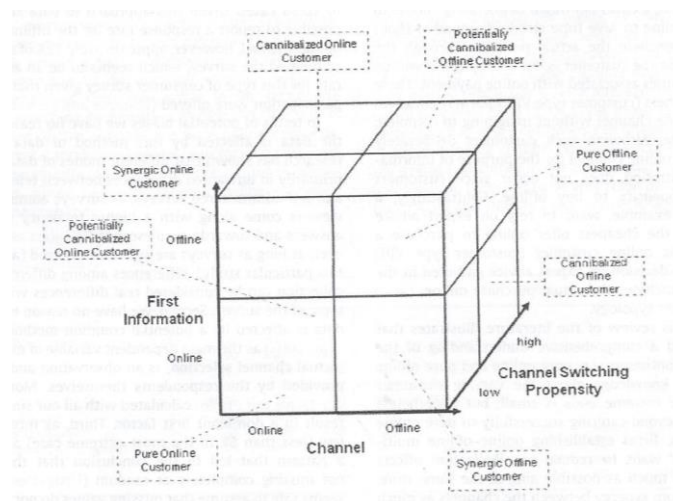


Figure 2 highlights that the different consumer segments are classified according to three different dimensions: First Information, Channel, and Channel Switching Propensity. First Information is used in their research as a self-reported binary variable, which regards the channel choice of consumers' first information search on the products (online or offline); Channel also consists in a binary variable measuring whether consumers decided for the online or the offline channel in the payment act; and finally Channel Switching Propensity is an open response question which accesses the extent to which consumers can imagine themselves purchasing on the opposite channel where they usually purchase. According to the answers to these questions, different consumer's profiles are drawn. In Kolmann et al.'s (2012) research, in particular, eight profiles of consumers are considered:

- **Cannibalized Online Consumer:** This segment represents the type of consumer who usually searches for information on products offline, and usually purchases through the online channel, but whose channel switching propensity towards shopping on the competing channel (offline channel) is high.
- **Potentially Cannibalized Offline Consumer:** This segment represents the type of consumer who usually searches for information on products offline, and usually purchases through the offline channel, but whose channel switching propensity towards shopping on the competing channel (online channel) is high.
- **Pure Offline Customer:** This segment represents the type of consumer who usually searches for information on products offline, and usually purchases through the offline channel, and whose channel switching propensity towards shopping on the competing channel (online channel) is low.
- **Cannibalized Offline Consumer:** This segment represents the type of consumer who usually searches for information on products online, and usually purchases through the offline channel, and whose channel switching propensity towards shopping on the competing channel (online channel) is high.
- **Synergic Offline Customer:** This segment represents the type of consumer who usually searches for information on products online, and usually purchases through the offline channel, and whose channel switching propensity towards shopping on the competing channel (online channel) is low.
- **Pure Online Customer:** This segment represents the type of consumer who usually searches for information on products online, and usually purchases

through the online channel, and whose channel switching propensity towards shopping on the competing channel (online channel) is low.

- **Potentially Cannibalized Online Customer:** This segment represents the type of consumer who usually searches for information on products online, and usually purchases through the online channel, and whose channel switching propensity towards shopping on the competing channel (offline channel) is high.
- **Synergic Online Customer:** This segment represents the type of consumer who usually searches for information on products offline, and usually purchases through the online channel, and whose channel switching propensity towards shopping on the competing channel (offline channel) is low.

The variables exposed will be adapted in order to better adequate the purpose of this research. However that will be carefully explained on the methodology section of the research. These consumer segments based on the variables (First Info, Channel, and Channel Switching Propensity) will also serve as a basis for the extraction of our own conclusions within this research, and naturally will be adapted to this research context.

3. METHODOLOGY

3.1 RESEARCH CONTEXT- PORTUGUESE AS INTERNET USERS

This section, aims at providing a brief contextualization of the Portuguese consumers as internet users. In fact, considering that this study was developed under a multichannel retailing context, it is important to understand the extent to which consumers are involved with the internet. This information will be fundamental to better understand and critically evaluate the results of the present investigation.

The study “*A Internet em Portugal 2012*” (Sociedade em Rede) concluded that the access to the internet is still growing in Portuguese households (from 51,2% in 2010 to 57,0% in 2011). The wideband system is the principle way to access the internet, (38,6% through cable, and 29,7% through ADSL), leaving optical fibre as a structure with residual penetration (7,7%). In terms of mobility, Portuguese population is not yet mobile “netizen” per excellence. In fact, mobile wideband (USB) is only used by 25,4% of the internet users. Moreover, wideband service in tablets or smart phones both show residual percentages. This last fact may be justified by the price of the products, as well as by the costs of the internet service associated. Nevertheless, literacy rates in terms of media and usage of this type of equipment can also justify the residual values, in the sense that new and more complex knowledge is needed to deal with the new technological equipment and with the new ways of access.

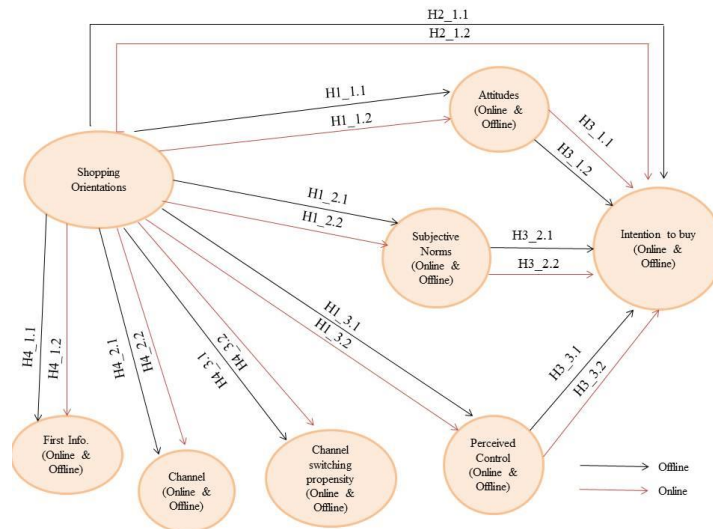
The usage of internet, as a practice strictly related with literacy levels of each user, is also highly related with the age and level of education of the inquired. In this sense, the usage of internet decreases as the age of the individuals increases and the educational level decreases (90,6% of the inquired between 15 and 24 years-old use internet, while only 5,0% of whom are 65 years-old or use it; 97,5% of the inquired with incomplete primary schooling do not use internet, while 96,9% of the academic students use this type of communication).

In terms of how Portuguese use the internet, it can be said that the internet is seen mainly as a way of information consulting, more than an operative instrument. Portuguese use the internet to search for information about specific products, to read product reviews which may help them in the final purchase decision, but they do not prefer the internet to acquire those products.

3.2 CONCEPTUAL MODEL AND HYPOTHESIS

The model proposed for this investigation was based on several studies previously developed. From those studies important information was retrieved and selectively used to adequately match the aims of the present investigation. Three main articles should be highlighted for its major importance on the development of the investigation model (Figure 3). Chen & Cheng (2012) also focused on the offline versus online processes, but within a different context from the one of this research. Even though, their article significantly improved the model of this investigation, by considering that in an investigation multichannel retailing environment it is crucial to integrate the two existent behavioural streams: the offline and the online streams. In fact, their investigation tests several variables for the online and the offline behavioural streams, separately. In this sense, the present research developed separate measures for the online and offline streams, that is, each variable is tested for the online and the offline channel individually.

Figure 3- Research Framework
Source: Own elaboration



Moreover, still on the online versus offline phenomenon, Kollmann, Kuckertz, & Kayser (2012) used three different dimensions (variables) to test different types of consumers concerning the usage of the online and offline channels across the purchase decision process. “First Information”, “Channel”, and “Channel Switching Propensity” are the variables proposed by the authors, which were adapted into this investigation. Finally, Lee and Kim (2007) were the main inspiration of this investigation, in the sense that they combined the two major fields that the authors of the present investigation

wanted to study: the apparel industry and the behaviour of consumers in a multichannel context. Additionally, they used Shopping Orientations as a significant variable of their investigation, which was completely adapted to the present investigation.

Before presenting the hypotheses for the investigation, the specific objectives for this study should be highlighted one more time:

Sub-objective 1: To understand to what extent the Theory of Planned Behaviour variables impact the Intention to buy clothing Online and Offline.

Sub-objective 2: To understand to what extent the Shopping Orientations impact the Theory of Planned Behaviour variables Online and Offline;

Sub-objective 3: To understand to what extent the Shopping Orientations impact the Intention to buy clothing Online and Offline;

Sub-objective 4: To understand to what extent the Shopping Orientations impact the variables related with the Purchase Decision Process Online and Offline.

3.2.1. HYPOTHESES

The general hypotheses proposed for the investigation are the following:

H1_1.1- Shopping Orientations have an impact on Attitude Offline.

H1_1.1a- *Shopping Enjoyment* has a positive impact on Attitude Offline.

H1_1.1b- *Fashion Consciousness* has a positive impact on Attitude Offline.

H1_1.1c- *Price Consciousness* has a negative impact on Attitude Offline.

H1_1.1d- *Shopping Confidence* has a positive impact on Attitude Offline.

H1_1.1e- *Convenience Consciousness* has a negative impact on Attitude Offline.

H1_1.1f- *Home Shopping* has a negative impact on Attitude Offline.

H1_1.1g- *Brand Loyalty* has a positive impact on Attitude Offline.

H1_1.1h- *Quick Shopping* has a negative impact on Attitude Offline.

H1_1.2- Shopping Orientations have an impact on Attitude Online.

H1_1.2a- *Shopping Enjoyment* has a positive impact on Attitude Online.

H1_1.2b- *Fashion Consciousness* has a positive impact on Attitude Online.

H1_1.2c- *Price Consciousness* has a positive impact on Attitude Online.

H1_1.2d- *Shopping Confidence* has a positive impact on Attitude Online.

H1_1.2e- *Convenience Consciousness* has a positive impact on Attitude Online.

H1_1.2f- *Home Shopping* has a positive impact on Attitude Online.

H1_1.2g- *Brand Loyalty* has a negative impact on Attitude Online.

H1_1.2h- *Quick Shopping* has a positive impact on Attitude Online.

H1_1.2i- *Impulsive Shopping* has a positive impact on Attitude Online.

H1_2.1- Shopping Orientations have an impact on Perceived Control Offline.

H1_2.1a- *Shopping Enjoyment* has a positive impact on Perceived Control Offline.

H1_2.1b- *Fashion Consciousness* has a positive impact on Perceived Control Offline.

H1_2.1c- *Price Consciousness* has a positive impact on Perceived Control Offline.

H1_2.1d- *Shopping Confidence* has a positive impact on Perceived Control Offline.

H1_2.1e- *Convenience Consciousness* has a negative impact on Perceived Control Offline.

H1_2.1f- *Home Shopping* has a negative impact on Perceived Control Offline.

H1_2.1g- *Brand Loyalty* has a positive impact on Perceived Control Offline.

H1_2.1h- *Quick Shopping* has a negative impact on Perceived Control Offline.

H1_2.2- Shopping Orientations have an impact on Perceived Control Online.

H1_2.2a- *Shopping Enjoyment* has a positive impact on Perceived Control Online.

H1_2.2b- *Fashion Consciousness* has a positive impact on Perceived Control Online.

H1_2.2c- *Price Consciousness* has a positive impact on Perceived Control Online.

H1_2.2d- *Shopping Confidence* has a positive impact on Perceived Control Online.

H1_2.2e- *Convenience Consciousness* has a positive impact on Perceived Control Online.

H1_2.2f- *Home Shopping* has a positive impact on Perceived Control Online.

H1_2.2g- *Brand Loyalty* has a positive impact on Perceived Control Online.

H1_2.2h- *Quick Shopping* has a positive impact on Perceived Control Online.

H1_2.2i- *Impulsive Shopping* has a positive impact on Perceived Control Online.

H1_3.1- Shopping Orientations have an impact on Subjective Norms Offline.

H1_2.1a- *Shopping Enjoyment* has a positive impact on Subjective Norms Offline.

H1_3.1b- *Fashion Consciousness* has a positive impact on Subjective Norms Offline.

H1_3.1c- *Price Consciousness* has a positive impact on Subjective Norms Offline.

H1_3.1d- *Shopping Confidence* has a negative impact on Subjective Norms Offline.

H1_3.1e- *Convenience Consciousness* has a negative impact on Subjective Norms Offline.

H1_3.1f- *Home Shopping* has a negative impact on Subjective Norms Offline.

H1_3.1g- *Brand Loyalty* has a negative impact on Subjective Norms Offline.

H1_3.1h- *Quick Shopping* has a negative impact on Subjective Norms Offline.

H1_3.2- Shopping Orientations have an impact on Subjective Norms Online.

H1_3.2a- *Shopping Enjoyment* has a positive impact on Subjective Norms Online.

H1_3.2b- *Fashion Consciousness* has a positive impact on Subjective Norms Online.

H1_3.2c- *Price Consciousness* has a positive impact on Subjective Norms Online.

H1_3.2d- *Shopping Confidence* has a negative impact on Subjective Norms Online.

H1_3.2e- *Convenience Consciousness* has a positive impact on Subjective Norms Online.

H1_3.2f- *Home Shopping* has a positive impact on Subjective Norms Online.

H1_3.2g- *Brand Loyalty* has a negative impact on Subjective Norms Online.

H1_3.2h- *Quick Shopping* has a positive impact on Subjective Norms Online.

H1_3.2i- *Impulsive Shopping* has a positive Impact on Subjective Norms Online.

H2_1.1- Shopping Orientations have an impact on Intentions Offline.

H2_1.1a- *Shopping Enjoyment* has a positive impact on Intentions Offline.

H2_1.1b- *Fashion Consciousness* has a positive impact on Intentions Offline.

H2_1.1c- *Price Consciousness* has a negative impact on Intentions Offline.

H2_1.1d- *Shopping Confidence* has a positive impact on Intentions Offline.

H2_1.1e- *Convenience Consciousness* has a negative impact on Intentions Offline.

H2_1.1f- *Home Shopping* has a negative impact on Intentions Offline.

H2_1.1g- *Brand Loyalty* has a positive impact on Intentions Offline.

H2_1.1h- *Quick Shopping* has a negative impact on Intentions Offline.

H2_1.2- Shopping Orientations have an impact on Intentions Online.

H2_1.2a- *Shopping Enjoyment* has a positive impact on Intentions Online.

H2_1.2b- *Fashion Consciousness* has a positive impact on Intentions Online.

H2_1.2c- *Price Consciousness* has a positive impact on Intentions Online.

H2_1.2d- *Shopping Confidence* has a positive impact on Intentions Online.

H2_1.2e- *Convenience Consciousness* has a positive impact on Intentions Online.

H2_1.2f- *Home Shopping* has a positive impact on Intentions Online.

H2_1.2g- *Brand Loyalty* has a negative impact on Intentions Online.

H2_1.2h- *Quick Shopping* has a positive impact on Intentions Online.

H2_1.2.i- *Impulsive Shopping* has a positive impact on Intentions Online.

H3_1.1- TPB variables have an impact on Intention Offline.

H3_1.1a- Attitude Offline has a positive impact on Intention Offline.

H3_1.1b- Attitude Online has a negative impact on Intention Offline.

H3_1.1c- Perceived Control Offline has a positive impact on Intention Offline.

H3_1.1d- Perceived Control Online has a negative impact on Intention Offline.

H3_1.1e- Subjective Norms Offline have a positive impact on Intention Offline.

H3_1.1f- Subjective Norms Online have a negative impact on Intention Offline.

H3_1.2- TPB variables have an impact on Intention Online

H3_1.2a- Attitude Offline has a negative impact on Intention Online.

H3_1.2b- Attitude Online has a positive impact on Intention Online.

H3_1.2c- Perceived Control Offline has a negative impact on Intention Online.

H3_1.2d- Perceived Control Online has a positive impact on Intention Online.

H3_1.2e- Subjective Norms Offline have a negative impact on Intention Online.

H3_1.2f- Subjective Norms Online have a positive impact on Intention Online.

H4_1.1- Shopping Orientations have an impact on First Information Offline.

H4_1.1a- *Shopping Enjoyment* has a positive impact on First Information Offline.

H4_1.1b- *Fashion Consciousness* has a positive impact on First Information Offline.

H4_1.1c- *Price Consciousness* has a negative impact on First Information Offline.

H4_1.1d- *Shopping Confidence* has an impact on First Information Offline.

H4_1.1e- *Convenience Consciousness* has a negative impact on First Information Offline.

H4_1.1f- *Home Shopping* has a negative impact on First Information Offline.

H4_1.1g- *Brand Loyalty* has an impact on First Information Offline.

H4_1.1h- *Quick Shopping* has a negative impact on First Information Offline.

H4_1.2- Shopping Orientations have an impact on First Information Online.

H4_1.2a- *Shopping Enjoyment* has a positive impact on First Information Online.

H4_1.2b- *Fashion Consciousness* has a positive impact on First Information Online.

H4_1.2c- *Price Consciousness* has a positive impact on First Information Online.

H4_1.2d- *Shopping Confidence* has an impact on First Information Online.

H4_1.2e- *Convenience Consciousness* has a positive impact on First Information Online.

H4_1.2f- *Home Shopping* has a positive impact on First Information Online.

H4_1.2g- *Brand Loyalty* has an impact on First Information Online.

H4_1.2h- *Quick Shopping* has a positive impact on First Information Online.

H4_1.2i- *Impulsive Shopping* has a positive impact on First Information Online.

H4_2.1- Shopping Orientations have an impact on Channel Offline.

H4_2.1a- *Shopping Enjoyment* has a positive impact on Channel Offline.

H4_2.1b- *Fashion Consciousness* has a positive impact on Channel Offline.

H4_2.1c- *Price Consciousness* has negative impact on Channel Offline.

H4_2.1d- *Shopping Confidence* has an impact on Channel Offline.

H4_2.1e- *Convenience Consciousness* has a negative impact on Channel Offline.

H4_2.1f- *Home Shopping* has a negative impact on Channel Offline.

H4_2.1g- *Brand Loyalty* has an impact on Channel Offline.

H4_2.1h- *Quick Shopping* has a negative impact on Channel Offline.

H4_2.2- Shopping Orientations have an impact on Channel Online.

H4_2.2a- *Shopping Enjoyment* has a positive impact on Channel Online.

H4_2.2b- *Fashion Consciousness* has a positive impact on Channel Online.

H4_2.2c- *Price Consciousness* has a positive impact on Channel Online.

H4_2.2d- *Shopping Confidence* has an impact on Channel Online.

H4_2.2e- *Convenience Consciousness* has a positive impact on Channel Online.

H4_2.2f- *Home Shopping* has a positive impact on Channel Online.

H4_2.2g- *Brand Loyalty* has an impact on Channel Online.

H4_2.2h- *Quick Shopping* has a positive impact on Channel Online.

H4_2.2i- *Impulsive Shopping* has a positive impact on Channel Online.

H4_3.1- Shopping Orientations have an impact on Channel Switching Propensity Offline.

H4_3.1a- *Shopping Enjoyment* has a positive impact on Channel Switching Propensity Offline.

H4_3.1b- *Fashion Consciousness* has a positive impact on Channel Switching Propensity Offline.

H4_3.1c- *Price Consciousness* has a negative impact on Channel Switching Propensity Offline.

H4_3.1d- *Shopping Confidence* has a positive impact on Channel Switching Propensity Offline.

H4_3.1e- *Convenience*
Consciousness has a negative impact on
Channel Switching Propensity Offline.

H4_3.1f- *Home Shopping* has a
negative impact on Channel Switching
Propensity Offline.

H4_3.1g- *Brand Loyalty* has an
impact on Channel Switching
Propensity Offline.

H4_3.1h- *Quick Shopping* has a
negative impact on Channel Switching
Propensity Offline.

H4_3.1i- *Impulsive Shopping*
has a negative impact on Channel
Switching Propensity Offline.

**H4_3.2- Shopping Orientations have
an impact on Channel Switching
Propensity Online.**

H4_3.2a- *Shopping Enjoyment*
has a positive impact on Channel
Switching Propensity Online.

H4_3.2b- *Fashion*
Consciousness has a positive impact on
Channel Switching Propensity Online.

H4_3.2c- *Price Consciousness*
has an impact on Channel Switching
Propensity Online.

H4_3.2d- *Shopping Confidence*
has a positive impact on Channel
Switching Propensity Online.

H4_3.2e- *Convenience*
Consciousness has a positive impact on
Channel Switching Propensity Online.

H4_3.2f- *Home Shopping* has a
negative impact on Channel Switching
Propensity Online.

H4_3.2g- *Brand Loyalty* has an
impact on Channel Switching
Propensity Online.

H4_3.2h- *Quick Shopping* has a
negative impact on Channel Switching
Propensity Online.

Moreover, based on previous research exposed on the Theoretical Background (Chapter 3) as well as on personal convictions, it was considered relevant to investigate if there were differences on the responses considering different gender, age, and brands chosen on the first question of the questionnaire. In this sense, the statistical analysis developed also considers the divisions between Male and Female consumers, Young Adults, Adults, and Advanced Adults, and Massimo Dutti, Zara, and Pull & Bear consumers.

3.3 QUESTIONNAIRE

With the support of the Theoretical Background (Chapter 2), a questionnaire draft was developed with the ultimate aim of being subject of a pre-test. The questionnaire was

primarily developed in English, but had to be translated into Portuguese, as the target of the investigation are Portuguese consumers. After the translation, six persons had privileged access to the questionnaire in order to share their opinion and understanding concerning the proposed questions. Confronting the aim of the questions with the six persons understanding of it, several adjustments were developed in terms of the wording used, and a final result was accomplished.

The final questionnaire (Appendix 7) was constituted by four distinct parts: the first part consisted of a list of three brands from the Inditex Group (Massimo Dutti, Zara and Pull & Bear) from which the respondents had to choose the one in which they purchased most of the times. After that, a list of 51 items was presented against which respondents had to express their level of agreement in 5 points Likert Scale. Some questions consisted of general assumptions and others of specific assumptions regarding the brand chosen by the respondents. The third part of the questionnaire was composed of two open questions concerning consumers past behaviour on fashion consumption. Finally, the last part included questions related to the characterization of the sample.

The questionnaire was developed using *Google Docs* form tool, which actually allowed a great saving of resources, particularly in terms of paper, time, and money. Moreover, it also allowed a real time access to the answers and an automatic storage of the data.

The questionnaire was published online at January 2nd of 2014, until February 24th of 2014. It was chosen to implement the questionnaire online, because the investigation required individuals with a satisfactory level of internet usage, since the research focuses multichannel retailing. That was assured by their capability of answering an online questionnaire.

3.4 SAMPLE PROFILE

The collected sample consists of 454 Portuguese respondents, who were reached through snowball technique using an online questionnaire spread through Facebook and via e-mail. Thus, all respondents are active internet users. The majority of the respondents are female individuals (68%). Regarding the educational level almost 86% of the respondents have a Bachelor, Master, Doctoral or equivalent degree, which can be linked to the fact that the minimum age of the inquired is of 18 years old.

Concerning the age factor, four age ranges were defined, in an adaptation of the age ranges used by INE ("Projeções de população residente em Portugal, 2008-2060",

19/03/2009) to better segment the sample. In this sense, 40% of the respondents' age ranges from 18 to 24, 20% from 24 to 34, 17% are between 35 and 44 and the remaining 24% are more than 44 years-old. The sample was obtained mainly through residents of Lisboa e Vale do Tejo region. The table concerning this section can be found in Appendix 2, Table A2.

3.5 STATISTICS TECHNIQUES

In order to analyse the results of the questionnaire, statistical analysis through the use of SPSS 20.0 was conducted. The first part of the analysis consisted on analysing the variables under study (Shopping Orientations, TPB variables, Intentions, and Buying Process variables) through descriptive statistics. Cronbach's Alpha and Pearson Correlation tests were developed to measure internal consistency of the constructs. The second step of the analysis comprised the examination of multiple linear regressions which were developed to understand the relations among the variables under study.

Since the measurement scale of this study was made through the use of a 5 points Likert scale it is important to understand that these ordinal variables, or Likert scale variables, are usually classified as qualitative. However, it is also common to treat the numeric numbers associated with this scale as having being obtained by a metric scale. In this sense to the Likert scale variables are usually applied the statistical appropriate techniques to the quantitative variables (Hair et al. 2010). The ordinal scale treated as a quantitative scale is usually named as a rating scale (Hill & Hill, 2000).

The study follows the Central Limit Theorem, which considers that given any population with finite variance, the distribution of the sample mean calculated based on simple random sample tends to a Normal distribution, as the sample size grows (Guimarães & Cabral, 1998).

The application of the multiple linear regressions involves checking a set of starting assumptions. To correctly conduct this analysis there should not be multicollinearity, autocorrelation and heteroscedasticity under penalty of misinterpretation of results. These aspects were considered in this study. In this sense, in all of the models tested the analysis of residuals showed no increasing or decreasing trends, and also showed that the residuals follow a normal distribution. Thus the residuals have constant variance and is not valid the hypothesis of homoscedasticity.

4. RESULTS

4.1 DESCRIPTIVE STATISTICS

Regarding the first question of the questionnaire, which asked the individuals to select the brand that they purchased the most from a list of three brands from the Inditex Group - Massimo Dutti, Zara, and Pull & Bear- the sample is unevenly divided between the three brands (Table 6). The majority of the respondents usually buy at Zara's stores (60%), while Massimo Dutti and Pull & Bear are chosen by 25% and 15% of the respondents, respectively.

Table 6-From the following brands, please select the one you buy more frequently.
Source: Own elaboration

Brand	Frequency	Percent
<u>MD</u>	113	24,9
<u>Zara</u>	272	59,9
<u>P&B</u>	69	15,2

Regarding the question which accessed the frequency of the respondents' purchases of clothing and accessories in the chosen brands, within the previous 12 months, it was verified a high discrepancy between the purchases done at the physical stores and at the online stores. While the mean number of purchases within the chosen brand physical store is 7, the online store only presents a mean of 0,56 purchases. (Appendix 2 Table A3). This preliminary result can indict a relation of aversion from the Portuguese fashion consumers towards online shopping.

4.1.1. DESCRIPTIVE STATISTICS REGARDING SHOPPING ORIENTATIONS

As explained before, nine shopping orientations based on the literature on the topic were used to segment the sample. For each one of them several items were presented against which the respondents had to demonstrate their level of agreement. Some of the items were generic, but others regarded the specific brand chosen by the inquired on the first question of the questionnaire. This section will thus describe each shopping orientation individually. Chronbach's Alpha and Pearson correlation tests were considered in each item, and internal consistency was achieved for each Shopping Orientation. The tables relative to this chapter can be found in Appendix 3.

- Shopping Enjoyment

Shopping Enjoyment was measured based on three items (Table A4). Overall the first two items (**E1** and **E2**) scored high, with the majority of the respondents answering Agree or Strongly Agree (60% for both items), both presenting a mean of approximately 4 (Agree). Regarding the last item 24,4% of the respondents disagree, 25,6% neither agree nor disagree, and 22,5% agree. Moreover the mean number of answers for this item is 2,9. As it would be expected this item is the one with a higher value regarding the standard deviation (1,254).

- Fashion Consciousness

Fashion Consciousness was measured based on two items (Table A5). Overall, the mean of responses rounds 3 (Neither Agree Nor Disagree), with the first item (**FC1**) presenting a mean of 2,7 and the second one (**FC2**) of 3,22. In fact it is visible a concentration of answers over the middle numbers. Regarding FC1 the answers were concentrated on “2” (Disagree), representing 24,3% of the respondents, “3” (Neither Agree Nor Disagree), representing 31,5%, and “4” (Agree) with 19,8%. The item **FC2** presents the same pattern of answers as the previous one, with 21,1% of respondents answering “Disagree”, 24,2% neither agreeing nor disagreeing, and 28,4% answering “Agree”. These results may indicate that Portuguese consumers are not much fashion oriented.

- Price Consciousness

Price Consciousness was measured based on two items (Table A6). Regarding the two items measuring this shopping orientation, two different behaviours are visible. For the **PC1** it is visible a concentration of the answers on the right side of the scale (from 3 to 5), while the opposite behaviour is visible for the **PC2**. In fact 59,7% of the respondents Agree or Strongly Agree with the **PC1**. When it comes to **PC2** only 33% of the respondents choose “4” or “5”. Consistently while for the first sentence the mean number of answers was 3,6, for the second it was 2,8. This may indicate that Portuguese fashion consumers are price conscious, but not aware of the media pressure over this subject, nor of how that pressure can be influencing their choices.

- Shopping Confidence

Shopping confidence tries to measure the extent to which consumers feel confident over their own shopping capabilities. This shopping orientation is measured by two items (Table A7). In this case the two items present a similar behaviour. The mean of the answers is 3,2 for **SC1**, and 3,1 for **SC2**. Even so, it is possible to conclude that there were more respondents answering Agree or Strongly Agree (41,4% on **SC1** and 37,7% on **SC2**) than Strongly Disagree or Disagree (25,3% on **SC1** and 28,2% on **SC2**).

- Convenience Consciousness

Convenience Consciousness tries to assess the extent to which convenience is important for consumers when shopping for clothing and accessories. This shopping orientation is measured by two items (Table A8). Once more, the two items present a similar behaviour, with very similar mean. The first sentence (**CC1**) presents a mean of 4,1 and the second (**CC2**) presents a mean of 4,08. Naturally, the percentages of responses are concentrated over the right side values of the scale. In fact “Agree” or “Strongly Agree” was chosen by 83,9% of the respondents concerning **CC1**, and by 77,3% regarding **CC2**. These results reveal a tendency towards convenience shopping when it comes to clothing and accessories.

- Home Shopping-Tendency

Home-Shopping Tendency is a shopping orientation related with the pursuit of alternatives with regard to the traditional physical store shopping. Specifically it measures the extent to which the respondents prefer shopping at home, through the online channel, rather than going to the physical store for that purpose. Two items were used to measure this shopping orientation (Table A9).

In this case, the majority of the responses of both items are concentrated on the left side of the scale. Specifically for the first item (**HST1**), 70,7% of the respondents answered “Strongly Disagree” or “Disagree”. This may indicate that, regarding the brand chosen in the first question of the questionnaire, the majority of the respondents do not shop on its online store. Moreover, 68,3% of the respondents disagreed or strongly disagreed with the second statement (**HST2**).

These results are in accordance with the results of the “Past Experience” question, where it was noticed a very high discrepancy between the number of purchases of clothing and accessories made by the respondents on the previous 12 months regarding

the online and the offline channel. It is important to remember that the mean number of purchases concerning the online channel was nearly 0. In this sense, the aversion towards home shopping generically, which is revealed by the results of the second item of this shopping orientation, can be influencing the negative attitude towards online shopping regarding clothing and accessories (first item).

- Brand Loyalty

Brand Loyalty tries to understand whether consumers care about having a set of brands of election, or if they just do not get attached to specific brands. Once again, two different items (**BL1** and **BL2**) served as a measure of this shopping orientation (Table A10). Regarding this shopping orientation there is no clear pattern of answers, but the mean is similar for both items. The mean number of answers for **BL1** equals 3,4 and 3,3 for **BL2**. For **BL1** 29,3% of respondents answered “Neither Agree Nor Disagree”, and 34,6% agreed. **BL2** registered 27,1% of answers on “Neither Agree Nor Disagree”, and 30,2% on “Agree”.

- Quick Shopping

Quick Shopping orientation reflects consumers’ willingness to perform shopping activities not too time consuming. Two items (**QS1** and **QS2**) were used to measure it (Table A11). In this case both items present exactly the same mean (3,6). Concerning **QS1**, 57,9% of the respondents agreed or strongly agreed with it. For **QS2**, 56,9% answered “Agree” or “Strongly Agree”. These results can reveal a certain tendency of consumers towards quick shopping.

- Impulsive Shopping

Impulsive Shopping orientation was specifically used concerning the online shopping stream, as it is a shopping orientation mainly related with online shopping. Two items (**IS1** and **IS2**) were used to measure this construct (Table A12). Once again, both items present the same mean (1,7). Regarding **IS1**, 78,9% of the inquired answered “Strongly Disagree” or “Disagree”, and for **IS2** 76,4% answered “Strongly Disagree” or “Disagree”. The low score of this shopping orientation may be linked with the fact that the shopping orientation was introduced as being related with online shopping. As previous items have shown a certain tendency towards the rejection of online shopping,

these results may be related with that question, and not specifically with the impulsiveness.

4.1.2. DESCRIPTIVE STATISTICS OF MAIN VARIABLES OF THEORY OF PLANNED BEHAVIOUR

The Theory of Planned Behaviour is used in this research as a mediator between the independent variables (Shopping Orientations) and the dependent variables which will be presented further on. As one of the aims of this research is to understand how consumers use the different sales channels (online and offline), provided by the brands, each of the variables of TPB (attitude, perceived control and subjective norms) are presented in relation to shopping online and shopping offline, separately. Moreover, just like the Shopping Orientation's measurement instruments, TPB's variables will be measured through several items against which the respondents demonstrate their level of agreement. For every item internal consistency was verified through Cronbach's Alpha tests. The tables related with this chapter can be found in Appendix 4.

- Attitudes towards Offline and Online Shopping

The variable Attitude was measured through four different statements for both offline and online shopping separately (Tables A13 and A14). Confronting the results of online and offline shopping an obvious opposite relationship is visible (Figure 4 and 5).

Figure 4-Attitude towards Shopping Online
Source: Own elaboration

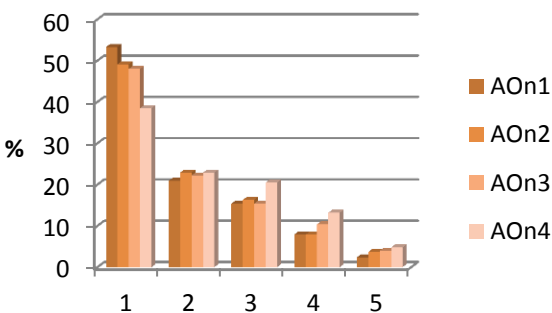
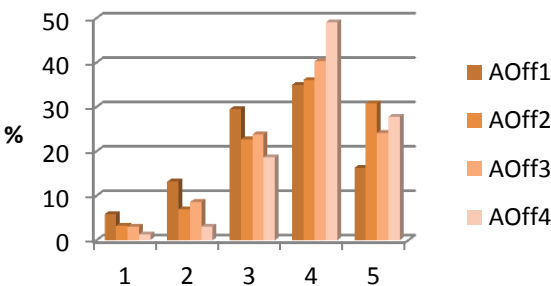


Figure 5- Attitudes towards Shopping Offline
Source: Own elaboration



The vast majority of the respondents reveal a negative attitude towards shopping online, since more than a half of the responses are placed on the left side of the scale (“Strongly Disagree” and “Disagree”). Contrastingly, concerning the attitude towards offline

shopping, a tendency towards the right side of the scale is prominent. These results come as a confirmation of previous results concerning online and offline shopping.

- Perceived Control Offline and Online

Perceived Control is a variable which measures consumers' perceptions of personal control over shopping situations. This variable can filter confident shoppers from unconfident ones. The measurement of this variable was achieved through respondents' classification of four sentences for both the offline and online channel (Tables A15 and A16). While for the items concerning Perceived Control Online the answers are mainly concentrated over the middle of the scale, Perceived Control Offline presents a higher concentration of answers on the right side of the scale. In fact, the mean of the answers for the four statements of Perceived Control Online is 2,65, which tells very few about the respondents perception of control in online shopping. The respondents neither agree nor disagree with the statements, which may be explained by their lack of experience with the online channel. Moreover, the mean of the answers for the four statements of Perceived Control Offline equals 4, which means that a significant proportion of the individuals perceive to have control over its shopping experiences on physical stores.

- Subjective Norms Offline and Online

Subjective Norms are basically social guidelines that consumers will follow if concerned with other's opinions. This variable tries to measure the extent to which individuals will perform certain behaviours based on the social acceptability of those behaviours. In this case three statements are presented for each one of the variables- Subjective Norms Offline and Subjective Norms Online (Table A17 and A18). For this variable there is a very similar distribution of answers between the online and offline shopping. For both, the vast majority of the responses are concentrated over the 1st level of the scale- "1- Strongly Disagree". This behaviour reveals that the majority of the individuals do not consider their behaviours to be influenced by a social context.

4.1.3. DESCRIPTIVE STATISTICS OF INTENTIONS TOWARDS OFFLINE & ONLINE SHOPPING

Intentions towards online and offline shopping measures the predisposition of consumers to incur on an offline purchase and on an online purchase (Appendix 5 Tables A19 and A20). Intention towards the offline purchase is measured by two items

(**Ioff1** and **Ioff2**) and presents a mean of 3,3 for **Ioff1** and of 3,7 for **Ioff2**. 48,5% of the consumers answered “Agree” or “Strongly Agree” for **Ioff1**, and 62,3% answered the same for **Ioff2**. Regarding the Intentions towards online shopping the mean for the two measurement statements (**Ion1** and **Ion2**) is 2,3. Contrasting with the preceding construct, the majority of the answers of Intentions towards online shopping are concentrated on the left side of the scale (“Strongly Disagree” or “Disagree”) for the two items that compose it (52,7% for **Ion1**, and 53,3% for **Ion2**).

4.1.4. DESCRIPTIVE STATISTICS OF PURCHASE DECISION PROCESS VARIABLES

This research adapted a model developed by Kollmann *et al.* (2012) which enabled the researchers to segment different consumers according to their channels’ selection (online or offline) in different stages of the purchase decision process. In this section the sample of this research is going to be characterized according to those variables, which were already presented on the sub-chapter 2.6 *Consequences of Shopping Orientations* of the Theoretical Background. Once again the variables are measured through statements against which individuals had to express their agreement through a Likert scale. The tables related to this chapter can be found in Appendix 6.

- First Information

First Information attempts to assess the channel usually chosen by the individuals to primarily search for information about a desired product. Two statements are provided for respondents to classify according to their level of agreement (**FION** and **FIOFF**).

The mean of the answers for **FION** is 3, while **FIOFF** presents a mean of 3,3. The responses of the individuals for both statements are very disperse between the five levels, which means that there is no clear pattern of behaviour regarding the choice of the first information channel when purchasing clothing and accessories (Table A21).

- Channel

Channel measures the channel which individuals usually chose in order to incur on the actual purchase of the desired product. Two statements serve as the measure of this variable (**ChON** and **ChOFF**). For this variable a very clear pattern of answers is visible (Table A22). **ChON** presents a mean of 1,6, indicating a clear tendency for the responses to be concentrated over the left side of the scale. In fact, 61,2% of the respondents strongly disagreed with this statement. This means that the large majority

of the individuals do not chose the online channel as their primordial purchasing channel. Contrastingly, **ChOff** presents a mean of 3,6, which reveals a tendency towards a concentration of answers on the right side of the scale. Not surprisingly, 62,8% of the individuals answered “Agree” or “Strongly Agree” on **ChOff**. Once more there is a confirmation of the avoidance of the individuals concerning the online channel.

- Channel Switching Propensity

Channel Switching Propensity considers the possibility of a change on consumers future channel choice. This variable measures the extent to which individuals consider possible change their usual channel choice for the other channel. Two items (**CSPOn** and **CSPOff**) were used to measure this variable (Table A23).

As it would be expectable, the answers of **CSPOn** are more concentrated on the left side of the scale, as 54,4% of the individuals answered “Strongly Disagree” or “Disagree”. In fact the mean of the answers for this statement is 2,4. Regarding **CSPOff**, the mean number of the answers is 3, and the answers are very dispersed across the scale. Even though there is almost a common opinion regarding the first statement, the same is not true for the second one.

4.2 MULTIPLE LINEAR REGRESSIONS

Tolerance and VIF and Durbin Watson values were tested for all the following regressions. For all of them Tolerance values are superior to 0,1, and VIF values are inferior to 10. Given the sample’s dimension it can be considered that the Durbin-Watson test is at the inclusion zone. All of the values can be observed in the tables that will be exposed from now on.

4.2.1. GENERAL ANALYSIS

4.2.1.1 Influence of Shopping Orientations on TPB variables

The first model of the regression analysis concerns the extent to which the independent variables (Shopping Orientations) influence the TPB variables of the model.

- Attitudes Towards Shopping Offline versus Online

The nine Shopping Orientations used in the study help to explain 53,0% of the variability of Attitude towards Offline Shopping, and 74,9% of the variability of Attitude towards Online Shopping (Table 7 and 8). **Shopping enjoyment** ($\beta=0,528$;

$p < 0,05$), **Convenience Consciousness** ($\beta = 0,165$; $p < 0,05$), **Home Shopping Tendency** (negative effect, $\beta = -0,262$; $p < 0,05$), **Brand Loyalty** ($\beta = 0,104$; $p < 0,05$), and **Quick Shopping** ($\beta = 0,102$; $p < 0,05$) are the Shopping Orientations significantly related with Attitude towards Offline Shopping (positive effect). Regarding the Attitude towards Online Shopping, **Home Shopping Tendency** ($\beta = 0,702$; $p < 0,05$), and **Impulsive Shopping** ($\beta = 0,235$; $p < 0,05$) are the Shopping Orientations significantly related with it.

Table 7- Effect of Shopping Orientations on Attitude towards Offline Shopping.
Source: Own elaboration according to SPSS data.

	Unstandardized Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
(Constant)	0,728		4,055 (0,000)		
Shopping enjoyment	0,459	0,528	11,940 (0,000)	0,530	1,887
Fashion consciousness	0,060	0,082	1,632 (0,103)	0,410	2,437
Price consciousness	0,047	0,059	1,416 (0,158)	0,603	1,658
Shopping confidence	0,052	0,069	1,503 (0,133)	0,499	2,005
Convenience consciousness	0,188	0,165	4,319 (0,000)	0,714	1,401
Home shopping	-0,178	-0,262	-6,594 (0,000)	0,655	1,526
Brand loyalty	0,080	0,104	2,866 (0,004)	0,786	1,272
Quick shopping	0,084	0,102	2,847 (0,005)	0,812	1,231
Adjusted R²			0,530		
F (sig.)			57,784 (0,000)		
Durbin-Watson			1,975		

Table 8- Effect of Shopping Orientations on Attitude towards Online Shopping.
Source: Own elaboration based on SPSS data.

	Unstandardized Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
(Constant)	0,071		0,414 (0,679)		
Shopping enjoyment	0,031	0,027	0,843 (0,400)	0,530	1,887
Fashion consciousness	-0,039	-0,041	-1,115 (0,265)	0,410	2,437
Price consciousness	0,038	0,036	1,196 (0,232)	0,603	1,658

	Unstandardized Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
Shopping confidence	0,039	0,040	1,190 (0,235)	0,499	2,005
Convenience consciousness	-0,045	-0,030	-1,090 (0,276)	0,714	1,401
Home shopping	0,619	0,702	24,141 (0,000)	0,655	1,526
Brand loyalty	0,023	0,022	0,845 (0,399)	0,786	1,272
Quick shopping	0,002	0,001	0,056 (0,955)	0,812	1,231
Impulsive shopping	0,291	0,235	8,420 (0,000)	0,713	1,403
Adjusted R²			0,749		
F (sig.)			150,918 (0,000)		
Durbin-Watson			2,067		

- Perceived Control Offline versus Online

The nine Shopping Orientations used in the study help to explain 30,5% of the variability of Perceived Control Offline, and 41,0% of the variability of Perceived Control Online (Table 9 and 10). **Shopping Enjoyment** ($\beta=0,339$; $p<0,05$), **Convenience Consciousness** ($\beta=0,151$; $p<0,05$), **Brand Loyalty** ($\beta=0,125$; $p<0,05$), and **Quick Shopping** ($\beta=0,125$; $p<0,05$) are the Shopping Orientations significantly related with Perceived Control Offline. Regarding the Perceived Control Online, **Shopping Enjoyment** ($\beta=0,137$; $p<0,05$), **Home Shopping Tendency** ($\beta=0,479$; $p<0,05$), **Brand Loyalty** ($\beta=0,091$; $p<0,05$), and **Impulsive Shopping** ($\beta=0,151$; $p<0,05$) are the Shopping Orientations significantly related with it.

Table 9- Effect of Shopping Orientations on Perceived Control Offline.
Source: Own elaboration based on SPSS data.

	Unstandardized Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
(Constant)	1,507		7,383 (0,000)		
Shopping enjoyment	0,276	0,339	6,301 (0,000)	0,530	1,887
Fashion consciousness	0,008	0,012	0,191 (0,848)	0,410	2,437
Price consciousness	0,047	0,063	1,242 (0,215)	0,603	1,658
Shopping confidence	0,059	0,084	1,512 (0,131)	0,499	2,005

	Unstandardized Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
Convenience consciousness	0,161	0,151	3,254 (0,001)	0,714	1,401
Home shopping	-0,042	-0,066	-1,370 (0,172)	0,655	1,526
Brand loyalty	0,090	0,125	2,831 (0,005)	0,786	1,272
Quick shopping	0,096	0,125	2,875 (0,004)	0,812	1,231
Adjusted R²			0,305		
F (sig.)			23,058 (0,000)		
Durbin-Watson			1,922		

Table 10- Effect of Shopping Orientations on Perceived Control Online.

Source: Own elaboration based on SPSS data.

	Unstandardized Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
(Constant)	0,730		2,782 (0,006)		
Shopping enjoyment	0,155	0,137	2,764 (0,006)	0,530	1,887
Fashion consciousness	-0,037	-0,039	-0,696 (0,487)	0,410	2,437
Price consciousness	-0,012	-0,012	-0,251 (0,802)	0,603	1,658
Shopping confidence	0,040	0,040	0,792 (0,428)	0,499	2,005
Convenience consciousness	-0,025	-0,017	-0,394 (0,694)	0,714	1,401
Home shopping	0,424	0,479	10,758 (0,000)	0,655	1,526
Brand loyalty	0,092	0,091	2,235 (0,026)	0,786	1,272
Quick shopping	0,013	0,012	0,300 (0,764)	0,812	1,231
Impulsive shopping	0,187	0,151	3,524 (0,000)	0,713	1,403
Adjusted R²			0,410		
F (sig.)			36,027 (0,000)		
Durbin-Watson			1,836		

- Subjective Norms Offline versus Online

The nine Shopping Orientations used in the study help to explain 4,2% of the variability of Subjective Norms Offline, and 21,2% of the variability of Subjective Norms Online (Tables 11 and 12). **Brand Loyalty** ($\beta=0,180$; $p<0,05$) and **Impulsive Shopping**

($\beta=0,143$; $p<0,05$) are the Shopping Orientations significantly related with Subjective Norms Online. Regarding the Subjective Norms Online, **Price Consciousness** ($\beta=0,121$; $p<0,05$), **Home Shopping Tendency** ($\beta=0,185$; $p<0,05$), and **Impulsive Shopping** ($\beta=0,315$; $p<0,05$) are the Shopping Orientations significantly related with it.

Table 11- Effect of Shopping Orientations on Subjective Norms Offline.
Source: Own elaboration based on SPSS data.

	Unstandardi zed Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
(Constant)	1,187		3,919 (0,000)		
Shopping enjoyment	0,047	0,046	0,722 (0,471)	0,530	1,887
Fashion consciousness	-0,003	-0,004	-0,052 (0,958)	0,410	2,437
Price consciousness	0,095	0,100	1,688 (0,092)	0,603	1,658
Shopping confidence	-0,070	-0,078	-1,205 (0,229)	0,499	2,005
Convenience consciousness	-0,023	-0,017	-0,317 (0,752)	0,714	1,401
Home shopping	-0,073	-0,091	-1,602 (0,110)	0,655	1,526
Brand loyalty	0,165	0,180	3,478 (0,001)	0,786	1,272
Quick shopping	-0,033	-0,034	-0,663 (0,508)	0,812	1,231
Adjusted R²			0,042		
F (sig.)			3,198 (0,001)		
Durbin-Watson			1,968		

Table 12- Effect of Shopping Orientations on Subjective Norms Online.
Source: Own elaboration based on SPSS data.

	Unstandardi zed Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
(Constant)	0,834		4,090 (0,000)		
Shopping enjoyment	-0,022	-0,029	-0,498 (0,619)	0,530	1,887
Fashion consciousness	-0,042	-0,066	-1,011 (0,312)	0,410	2,437
Price consciousness	0,085	0,121	2,253 (0,025)	0,603	1,658
Shopping confidence	-0,013	-0,019	-0,321 (0,748)	0,499	2,005
Convenience consciousness	-0,075	-0,075	-1,522 (0,129)	0,714	1,401
Home shopping	0,110	0,185	3,585 (0,000)	0,655	1,526

	Unstandardized Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
Brand loyalty	0,058	0,086	1,822 (0,069)	0,786	1,272
Quick shopping	0,031	0,042	0,918 (0,359)	0,812	1,231
Impulsive shopping	0,263	0,315	6,377 (0,000)	0,713	1,403
Adjusted R²			0,212		
F (sig.)			14,506 (0,000)		
Durbin-Watson			1,877		

4.2.1.2 Influence of Shopping Orientations on Intention towards Online and Offline Shopping

The nine Shopping Orientations used in the study help to explain 38,3% of the variability of Attitude towards Offline Shopping, and 44,3% of the variability of Attitude towards Online Shopping (Table 13 and 14). **Shopping enjoyment** ($\beta=0,424$; $p<0,05$), **Convenience Consciousness** ($\beta=0,111$; $p<0,05$), and **Brand Loyalty** ($\beta=0,200$; $p<0,05$) are the Shopping Orientations significantly related with Attitude towards Offline Shopping. Regarding the Attitude towards Online Shopping, **Shopping Enjoyment** ($\beta=0,110$; $p<0,05$), **Home Shopping Tendency** ($\beta=0,574$; $p<0,05$), and **Impulsive Shopping** ($\beta=0,081$; $p<0,05$) are the Shopping Orientations significantly related with it.

Table 13- Effect of Shopping Orientations on Intention to buy Offline.
Source: Own elaboration based on SPSS data.

	Unstandardized Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
(Constant)	0,277		1,068 (0,286)		
Shopping enjoyment	0,465	0,424	8,370 (0,000)	0,530	1,887
Fashion consciousness	-0,032	-0,035	-0,607 (0,544)	0,410	2,437
Price consciousness	0,052	0,051	1,082 (0,280)	0,603	1,658
Shopping confidence	0,079	0,083	1,590 (0,113)	0,499	2,005
Convenience consciousness	0,159	0,111	2,539 (0,011)	0,714	1,401
Home shopping	0,026	0,031	0,679 (0,497)	0,655	1,526
Brand loyalty	0,195	0,200	4,805 (0,000)	0,786	1,272

	Unstandardized Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
Quick shopping	0,028	0,027	0,668 (0,505)	0,812	1,231
Adjusted R ²			0,383		
F (sig.)			32,215 (0,000)		
Durbin-Watson			2,016		

Table 14- Effect of Shopping Orientations on Intention to buy Online.
Source: Own elaboration based on SPSS data.

	Unstandardized Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
(Constant)	0,337		1,206 (0,228)		
Shopping enjoyment	0,137	0,110	2,291 (0,022)	0,530	1,887
Fashion consciousness	-0,007	-0,006	-0,118 (0,906)	0,410	2,437
Price consciousness	0,008	0,007	0,153 (0,879)	0,603	1,658
Shopping confidence	-0,013	-0,012	-0,235 (0,814)	0,499	2,005
Convenience consciousness	0,028	0,017	0,410 (0,682)	0,714	1,401
Home shopping	0,556	0,574	13,252 (0,000)	0,655	1,526
Brand loyalty	0,077	0,070	1,768 (0,078)	0,786	1,272
Quick shopping	-0,045	-0,038	-0,986 (0,325)	0,812	1,231
Impulsive shopping	0,110	0,081	1,949 (0,052)	0,713	1,403
Adjusted R ²			0,443		
F (sig.)			41,001 (0,000)		
Durbin-Watson			1,986		

4.2.1.3 Influence of TPB variables on Intention towards Offline and Online Shopping

The six TPB variables used in the study help to explain 44,1% of the variability of Intentions towards Offline Shopping, and 53,6% of the variability of Intentions towards Online Shopping (Tables 15 and 16). **Attitude Offline** ($\beta=0,322$; $p<0,05$), **Attitude Online** ($\beta=0,163$; $p<0,05$), **Subjective Norms Offline** ($\beta=0,172$; $p<0,05$), and **Perceived Control Offline** ($\beta=0,342$; $p<0,05$) are the Shopping Orientations significantly related with Intentions towards Offline Shopping. Regarding the Intentions towards Online Shopping, **Attitude Online** ($\beta= 0,386$; $p<0,05$), **Subjective Norms**

Offline ($\beta=0,085$; $p<0,05$), and **Perceived Control Online** ($\beta=0,381$; $p<0,05$) are the Shopping Orientation significantly related with it.

Table 15- Effect of TPB variables on Intentions towards Offline Shopping.
Source: Own elaboration based on SPSS data.

	Unstandardized Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
(Constant)	-0,409		-1,838 (0,067)		
Attitude Offline	0,406	0,322	7,418 (0,000)	0,653	1,531
Attitude Online	0,158	0,163	3,166 (0,002)	0,464	2,157
Subjective Norms Offline	0,183	0,172	3,972 (0,000)	0,658	1,520
Subjective Norms Online	-0,100	-0,070	-1,453 (0,147)	0,534	1,872
Perceived Control Offline	0,461	0,342	7,477 (0,000)	0,590	1,695
Perceived Control Online	0,036	0,038	0,727 (0,468)	0,461	2,167
Adjusted R²			0,441		
F (sig.)			60,575 (0,000)		
Durbin-Watson			1,938		

Table 16- Effect of TPB variables on Intentions towards Online Shopping.
Source: Own elaboration based on SPSS variables.

	Unstandardized Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
(Constant)	-0,059		-0,255 (0,799)		
Attitude Offline	0,092	0,064	1,621 (0,106)	0,653	1,531
Attitude Online	0,424	0,386	8,221 (0,000)	0,464	2,157
Subjective Norms Offline	0,103	0,085	2,153 (0,032)	0,658	1,520
Subjective Norms Online	0,086	0,053	1,203 (0,230)	0,534	1,872
Perceived Control Offline	-0,063	-0,042	-0,998 (0,319)	0,590	1,695
Perceived Control Online	0,417	0,381	8,087 (0,000)	0,461	2,167
Adjusted R²			0,536		
F (sig.)			88,246		

	Unstandar dized Coefficient s B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Toleranc e	VI F
			(0,000)		
Durbin-Watson			2,001		

4.2.1.4 Influence of Shopping Orientations on the Purchase Decision Process

The second model of the regression analysis concerns the extent to which the independent variables (Shopping Orientations) influence the variables of the Purchase Decision Process.

- First Information Offline versus Online

The nine Shopping Orientations used in the study help to explain 16,2% of the variability of First Information Offline, and 22,1% of the variability of First Information Online (Tables 17 and 18). **Price Consciousness** ($\beta=0,165$; $p<0,05$) and **Convenience Consciousness** ($\beta=0,203$; $p<0,05$) are the Shopping Orientation significantly related with First Information Offline. Concerning the First Information Online, **Fashion Consciousness** ($\beta=0,186$; $p<0,05$), **Price Consciousness** ($\beta=0,247$; $p<0,05$), **Brand Loyalty** ($\beta=0,138$; $p<0,05$), and **Impulsive Shopping** ($\beta=0,112$; $p<0,05$) are the Shopping Orientation significantly related with it.

Table 17- Effect of Shopping Orientations on First Information Offline.
Source: Own elaboration based on SPSS data.

	Unstandar dized Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
(Constant)	0,309		0,837 (0,403)		
Shopping enjoyment	0,081	0,060	1,018 (0,309)	0,530	1,887
Fashion consciousness	0,097	0,086	1,276 (0,203)	0,410	2,437
Price consciousness	0,204	0,165	2,979 (0,003)	0,603	1,658
Shopping confidence	0,007	0,006	0,101 (0,920)	0,499	2,005
Convenience consciousness	0,356	0,203	3,985 (0,000)	0,714	1,401
Home shopping	-0,044	-0,042	-0,790 (0,430)	0,655	1,526
Brand loyalty	0,102	0,086	1,773	0,786	1,272

	Unstandardi zed Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
			(0,077)		
Quick shopping	0,005	0,004	0,086 (0,932)	0,812	1,231
Adjusted R ²			0,162		
F (sig.)			10,713 (0,000)		
Durbin-Watson			2,093		

Table 18- Effect of Shopping Orientations on First Information Online.
Source: Own elaboration based on SPSS data.

	Unstandardi zed Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
(Constant)	-0,718		-1,869 (0,062)		
Shopping enjoyment	0,004	0,003	0,049 (0,961)	0,530	1,887
Fashion consciousness	0,236	0,186	2,985 (0,003)	0,410	2,437
Price consciousness	0,342	0,247	4,808 (0,000)	0,603	1,658
Shopping confidence	-0,048	-0,037	-0,651 (0,516)	0,499	2,005
Convenience consciousness	0,163	0,083	1,752 (0,080)	0,714	1,401
Home shopping	0,089	0,076	1,545 (0,123)	0,655	1,526
Brand loyalty	0,184	0,138	3,070 (0,002)	0,786	1,272
Quick shopping	0,074	0,052	1,168 (0,243)	0,812	1,231
Impulsive shopping	0,184	0,112	2,366 (0,018)	0,713	1,403
Adjusted R ²			0,281		
F (sig.)			20,681 (0,000)		
Durbin-Watson			1,809		

- Channel Offline versus Online

The nine Shopping Orientations used in the study help to explain 22,0% of the variability of Channel Online, and 42,4% of the variability of Channel Offline (Tables 19 and 20). **Shopping Enjoyment** ($\beta=0,194$; $p<0,05$), **Price Consciousness** ($\beta=0,246$; $p<0,05$), **Convenience Consciousness** ($\beta=0,169$; $p<0,05$), **Home Shopping Tendency** (negative effect, $\beta= -0,156$; $p<0,05$) and **Brand Loyalty** ($\beta=0,122$; $p<0,05$) are the Shopping Orientations significantly related with Channel Offline. Regarding the

Channel Online, **Home Shopping Tendency**, and **Impulsive Shopping** are the Shopping Orientations significantly related with it.

Table 19- : Effect of Shopping Orientations on Channel Offline.
Source: Own elaboration based on SPSS data.

	Unstandar- dized Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
(Constant)	0,430		1,132 (0,258)		
Shopping enjoyment	0,276	0,194	3,400 (0,001)	0,530	1,887
Fashion consciousness	-0,046	-0,038	-0,586 (0,558)	0,410	2,437
Price consciousness	0,324	0,246	4,601 (0,000)	0,603	1,658
Shopping confidence	0,024	0,019	0,328 (0,743)	0,499	2,005
Convenience consciousness	0,317	0,169	3,448 (0,001)	0,714	1,401
Home shopping	-0,174	-0,156	-3,052 (0,002)	0,655	1,526
Brand loyalty	0,154	0,122	2,602 (0,010)	0,786	1,272
Quick shopping	-0,052	-0,039	-0,836 (0,403)	0,812	1,231
Adjusted R²			0,220		
F (sig.)			15,199 (0,000)		
Durbin-Watson			1,751		

Table 20- Effect of Shopping Orientations on Channel Online.
Source: Own elaboration based on SPSS data.

	Unstandar- dized Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
(Constant)	0,455		1,846 (0,066)		
Shopping enjoyment	-0,063	-0,059	-1,195 (0,233)	0,530	1,887
Fashion consciousness	-0,029	-0,032	-0,571 (0,568)	0,410	2,437
Price consciousness	0,018	0,018	0,386 (0,700)	0,603	1,658
Shopping confidence	0,024	0,026	0,510 (0,610)	0,499	2,005
Convenience consciousness	-0,041	-0,029	-0,680 (0,497)	0,714	1,401
Home shopping	0,447	0,533	12,090 (0,000)	0,655	1,526
Brand loyalty	0,042	0,044	1,098 (0,273)	0,786	1,272
Quick shopping	0,017	0,016	0,416 (0,678)	0,812	1,231

	Unstandar- dized Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
Impulsive shopping	0,240	0,203	4,811 (0,000)	0,713	1,403
Adjusted R²			0,424		
F (sig.)			38,004 (0,000)		
Durbin-Watson			1,951		

- Channel Switching Propensity Offline/Online

The nine Shopping Orientations used in the study help to explain 23,0% of the variability of Channel Switching Propensity Online, and 26,7% of the variability of Channel Switching Propensity Offline (Tables 21 and 22). **Home Shopping Tendency** ($\beta=0,273$; $p<0,05$) and **Impulsive Shopping** ($\beta=0,160$; $p<0,05$) are the Shopping Orientations significantly related with Channel Switching Propensity Online. Regarding the Channel Switching Propensity Offline, Shopping Enjoyment (negative effect, $\beta= -0,133$; $p<0,05$), **Home Shopping Tendency** ($\beta=0,318$; $p<0,05$) , **Brand Loyalty** ($\beta=0,137$; $p<0,05$) , and **Impulsive Shopping** ($\beta=0,218$; $p<0,05$) are the only Shopping Orientation significantly related with it.

Table 21- Effect of Shopping Orientations on Channel Switching Propensity Online.
Source: Own elaboration based on SPSS data.

	Unstandar- dized Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
(Constant)	0,573		1,553 (0,121)		
Shopping enjoyment	0,140	0,100	1,767 (0,078)	0,530	1,887
Fashion consciousness	0,082	0,070	1,089 (0,277)	0,410	2,437
Price consciousness	0,061	0,047	0,888 (0,375)	0,603	1,658
Shopping confidence	-0,073	-0,060	-1,023 (0,307)	0,499	2,005
Convenience consciousness	0,162	0,089	1,815 (0,070)	0,714	1,401
Home shopping	0,297	0,273	5,362 (0,000)	0,655	1,526
Brand loyalty	0,092	0,075	1,603 (0,110)	0,786	1,272
Quick shopping	-0,081	-0,061	-1,328 (0,185)	0,812	1,231
Adjusted R²			0,230		
F (sig.)			16,056 (0,000)		
Durbin-Watson			2,078		

Table 22- Effect of Shopping Orientations on Channel Switching Propensity Offline.
Source: Own elaboration based on SPSS data.

	Unstandardi zed Coefficients B	Standardized Coefficients Beta	t (sig.)	Collinearity Statistics	
				Tolerance	VIF
(Constant)	0,377		0,958 (0,339)		
Shopping enjoyment	-0,203	-0,133	-2,412 (0,016)	0,530	1,887
Fashion consciousness	0,131	0,102	1,626 (0,105)	0,410	2,437
Price consciousness	0,086	0,061	1,184 (0,237)	0,603	1,658
Shopping confidence	-0,089	-0,067	-1,177 (0,240)	0,499	2,005
Convenience consciousness	0,032	0,016	0,333 (0,740)	0,714	1,401
Home shopping	0,378	0,318	6,402 (0,000)	0,655	1,526
Brand loyalty	0,186	0,137	3,020 (0,003)	0,786	1,272
Quick shopping	0,055	0,038	0,846 (0,398)	0,812	1,231
Impulsive shopping	0,364	0,218	4,582 (0,000)	0,713	1,403
Adjusted R²			0,267		
F (sig.)			19,379 (0,000)		
Durbin-Watson			1,982		

4.2.2. BRIEF ANALYSIS OF THE REGRESSIONS BY GENDER, AGE, AND BRANDS

In order to briefly develop this analysis, a few tables were created to sum up the results of the multiple linear regressions conducted by Gender, Age, and Brands.

Male and Female consumers

Shopping Enjoyment (SE) and Brand Loyalty (BL) are the shopping orientations more often related with offline shopping for male consumers (Table 23), while for the female sector, SE, Convenience Consciousness (CC), and Quick Shopping (QS) are the Shopping Orientations more often related with offline shopping (Table 24). For both genders Home Shopping Tendency (HST), and Impulsive Shopping (IS) are the orientations most related with online shopping. When it comes to the Intentions towards Online and Offline Shopping, male consumers seem to relate SE with both Intentions, while female consumers relate SE, CC, and BL only with the Intention towards Shopping Offline. Regarding the Channel Offline, SE, Price Consciousness (PC), and

BL are the variables positively related that variable for the male consumers. Female consumers seem to relate PC, and CC with both First Information Offline and Online, while Fashion Consciousness (FC) is only related with First Information Online.

Table 23- Summary Table: Multiple Linear Regressions (Male consumers)
Source: Own elaboration.

Male		Significant items
Influence of Shopping Orientations on TPB		
Attitude	Offline	Shopping Enjoyment ($\beta=0,592$; $p<0,05$), Home Shopping Tendency ($\beta=-0,221$; $p<0,05$), Brand Loyalty ($\beta=0,132$; $p<0,05$) and Quick Shopping ($\beta=0,150$; $p<0,05$)
	Online	Home Shopping Tendency ($\beta=0,675$; $p<0,05$) and Impulsive Shopping ($\beta=0,211$; $p<0,05$)
Perceived Control	Offline	Shopping Enjoyment ($\beta=0,400$; $p<0,05$), and Brand Loyalty ($\beta=0,274$; $p<0,05$)
	Online	Shopping Enjoyment ($\beta=0,308$; $p<0,05$), Fashion Consciousness ($\beta=-0,213$; $p<0,05$), Home Shopping Tendency ($\beta=0,499$; $p<0,05$) and Impulsive Shopping ($\beta=0,150$; $p<0,05$)
Subjective Norms	Offline	Brand Loyalty ($\beta=0,208$; $p<0,05$)
	Online	Price Consciousness ($\beta=0,195$; $p<0,05$) and Home Shopping Tendency ($\beta=0,312$; $p<0,05$)
Influence of Shopping Orientations on Intention		
Intentions Towards Shopping Offline		Shopping Enjoyment ($\beta=0,346$; $p<0,05$), Brand loyalty ($\beta=0,226$; $p<0,05$)
Intentions Towards Shopping Online		Shopping Enjoyment ($\beta=0,191$; $p<0,05$), Home Shopping Tendency ($\beta=0,388$; $p<0,05$), Impulsive Shopping ($\beta=0,169$; $p<0,05$)
Influence of TPB variables on Intention		
Intentions Towards Shopping Offline		Attitude Offline ($\beta=0,391$; $p<0,05$), Perceived Control Offline ($\beta=0,226$; $p<0,05$), and Subjective Norms Offline ($\beta=0,274$; $p<0,05$)
Intentions Towards Shopping Online		Attitude Online ($\beta=0,242$; $p<0,05$), Perceived Control Online ($\beta=0,469$; $p<0,05$), and Subjective Norms Offline ($\beta=0,187$; $p<0,05$)
Influence of Shopping Orientations on Purchase Decision Process		
First Information	Offline	No significant Shopping Orientations.
	Online	Home Shopping Tendency ($\beta=0,234$; $p<0,05$) and Brand Loyalty ($\beta=0,235$; $p<0,05$)
Channel	Offline	Shopping Enjoyment ($\beta=0,222$; $p<0,05$), Fashion Consciousness ($\beta=-0,196$; $p<0,05$), Price Consciousness ($\beta=0,272$; $p<0,05$) and Brand Loyalty ($\beta=0,201$; $p<0,05$)
	Online	Home Shopping Tendency ($\beta=0,466$; $p<0,05$) and Impulsive Shopping ($\beta=0,197$; $p<0,05$)
Channel Switching Propensity	Online	Home Shopping Tendency ($\beta=0,244$; $p<0,05$)
	Offline	Home Shopping Tendency ($\beta=0,245$; $p<0,05$), Brand Loyalty ($\beta=0,159$; $p<0,05$) and Impulsive Shopping ($\beta=0,265$; $p<0,05$)

Table 24-Summary Table: Multiple Linear Regressions (Female consumers)
Source: Own elaboration.

Female		Significant items
Influence of Shopping Orientations on TPB		
Attitude	Offline	Shopping Enjoyment ($\beta=0,452$; $p<0,05$), Convenience Consciousness ($\beta=0,207$; $p<0,05$), Home Shopping Tendency ($\beta=-0,288$; $p<0,05$), and Brand Loyalty ($\beta=0,095$; $p<0,05$)
	Online	Home Shopping Tendency ($\beta=0,707$; $p<0,05$) and Impulsive Shopping ($\beta=0,242$; $p<0,05$)
Perceived Control	Offline	Shopping Enjoyment ($\beta=0,264$; $p<0,05$), Convenience Consciousness ($\beta=0,183$; $p<0,05$), and Quick Shopping ($\beta=0,161$; $p<0,05$)

Female		Significant items
Subjective Norms	Online	Home Shopping Tendency ($\beta=0,477$; $p<0,05$) and Impulsive Shopping ($\beta=0,141$; $p<0,05$)
	Offline	Brand Loyalty ($\beta=0,171$; $p<0,05$), and Quick Shopping ($\beta=-0,121$; $p<0,05$)
	Online	Home Shopping Tendency ($\beta=0,136$; $p<0,05$), and Impulsive Shopping ($\beta=0,383$; $p<0,05$)
Influence of Shopping Orientations on Intention		
Intentions Towards Shopping Offline		Shopping Enjoyment ($\beta=0,420$; $p<0,05$), Convenience Consciousness ($\beta=0,116$; $p<0,05$), and Brand Loyalty ($\beta=0,200$; $p<0,05$)
Intentions Towards Shopping Online		Home Shopping Tendency ($\beta=0,640$; $p<0,05$)
Influence of TPB variables on Intention		
Intentions Towards Shopping Offline		Attitude Offline ($\beta=0,281$; $p<0,05$), Attitude Online ($\beta=0,207$; $p<0,05$), Perceived Control Offline ($\beta=0,387$; $p<0,05$), Subjective Norms Offline ($\beta=0,146$; $p<0,05$)
Intentions Towards Shopping Online		Attitude Online ($\beta=0,438$; $p<0,05$), and Perceived Control Online ($\beta=0,340$; $p<0,05$)
Influence of Shopping Orientations on Purchase Decision Process		
First Information	Offline	Price Consciousness ($\beta=0,142$; $p<0,05$) and Convenience Consciousness ($\beta=0,244$; $p<0,05$)
	Online	Fashion Consciousness ($\beta=0,217$; $p<0,05$), Price Consciousness ($\beta=0,265$; $p<0,05$), Convenience Consciousness ($\beta=0,143$; $p<0,05$), and Impulsive Shopping ($\beta=0,136$; $p<0,05$)
Channel	Offline	Shopping Enjoyment ($\beta=0,129$; $p<0,05$), Price Consciousness ($\beta=0,209$; $p<0,05$), Convenience Consciousness ($\beta=0,197$; $p<0,05$), and Home Shopping Tendency ($\beta=-0,196$; $p<0,05$)
	Online	Home Shopping Tendency ($\beta=0,572$; $p<0,05$) and Impulsive Shopping ($\beta=0,193$; $p<0,05$)
Channel Switching Propensity	Online	Home Shopping Tendency and Impulsive Shopping
	Offline	Shopping Enjoyment ($\beta=-0,123$; $p<0,05$), Home Shopping Tendency ($\beta=0,345$; $p<0,05$), Brand Loyalty ($\beta=0,125$; $p<0,05$), and Impulsive Shopping ($\beta=0,190$; $p<0,05$)

This means that for female price and convenience conscious consumers, there is a tendency towards searching for information on both channels (online and offline), while for price conscious and brand loyal male consumers, the tendency is to opt for the offline channel to make the actual purchase. Moreover, for the female sector, and contrary to what was imagined, convenience seems to be related with making the actual purchase at the physical store, since CC was positively related with Intention towards Offline Shopping.

Young Adults, Adults, and Advanced Adults

While analysing the Young Adults consumer' group no clear pattern of Shopping Orientations behaviour was found (Table 25). Different Shopping Orientations are related with both offline and online shopping. Even though, three findings are worth highlighting. FC is positively related with both First Information Online and Offline, SE is positively related with Channel Offline, and negatively related with Channel Online, and HST and IS are both related with Channel Online. With these insights it may be

expected that fashion conscious consumers at this age tend to find both the online store and the physical store appealing to make their products' search, prior to the actual purchase. SE oriented young adults may tend to consider the physical store more appealing than the online store, and finally, as it was expected, channel online seems to be more appealing to home shopping or impulsive consumers.

Table 25- Summary Table: Multiple Linear Regressions (Young Adult consumers)
Source: Own elaboration.

Young Adults		Significant items
Influence of Shopping Orientations on TPB		
Attitude	Offline	Shopping Enjoyment ($\beta=0,502$; $p<0,05$), Fashion Consciousness ($\beta=0,158$; $p<0,05$), Convenience Consciousness ($\beta=0,177$; $p<0,05$), and Home Shopping Tendency ($\beta=-0,235$; $p<0,05$)
	Online	Home Shopping Tendency ($\beta=0,624$; $p<0,05$) and Impulsive Shopping ($\beta=0,289$; $p<0,05$)
Perceived Control	Offline	Shopping Enjoyment ($\beta=0,330$; $p<0,05$), and Convenience Consciousness ($\beta=0,168$; $p<0,05$)
	Online	Home Shopping Tendency ($\beta=0,405$; $p<0,05$)
Subjective Norms	Offline	The model is not valid.
	Online	Impulsive Shopping ($\beta=0,365$; $p<0,05$)
Influence of Shopping Orientations on Intention		
Intentions Towards Shopping Offline		Shopping Enjoyment ($\beta=0,270$; $p<0,05$), Shopping Confidence ($\beta=0,169$; $p<0,05$), and Brand Loyalty ($\beta=0,155$; $p<0,05$)
Intentions Towards Shopping Online		Price Consciousness ($\beta=0,202$; $p<0,05$), and Home Shopping Tendency ($\beta=0,552$; $p<0,05$)
Influence of TPB variables on Intention		
Intentions Towards Shopping Offline		Attitude Offline ($\beta=0,352$; $p<0,05$), and Perceived Control Offline ($\beta=0,305$; $p<0,05$)
Intentions Towards Shopping Online		Attitude Online ($\beta=0,375$; $p<0,05$), Perceived Control Online ($\beta=0,315$; $p<0,05$), and Subjective Norms Offline ($\beta=0,157$; $p<0,05$)
Influence of Shopping Orientations on Purchase Decision Process		
First Information	Offline	Fashion Consciousness ($\beta=0,272$; $p<0,05$), and Convenience Consciousness ($\beta=0,208$; $p<0,05$)
	Online	Fashion Consciousness ($\beta=0,279$; $p<0,05$), Price Consciousness ($\beta=0,276$; $p<0,05$), Brand Loyalty ($\beta=0,176$; $p<0,05$), and Impulsive Shopping ($\beta=0,178$; $p<0,05$)
Channel	Offline	Shopping Enjoyment ($\beta=0,182$; $p<0,05$), Price Consciousness ($\beta=0,238$; $p<0,05$) and Home Shopping Tendency ($\beta=-0,157$; $p<0,05$)
	Online	Shopping Enjoyment ($\beta=-0,166$; $p<0,05$), Home Shopping Tendency ($\beta=0,399$; $p<0,05$) and Impulsive Shopping ($\beta=0,257$; $p<0,05$)
Channel Switching Propensity	Online	Home Shopping Tendency ($\beta=0,259$; $p<0,05$)
	Offline	Shopping Enjoyment ($\beta=-0,254$; $p<0,05$), Fashion Consciousness ($\beta=0,191$; $p<0,05$), Price Consciousness ($\beta=0,160$; $p<0,05$), Home Shopping Tendency ($\beta=0,225$; $p<0,05$), and Impulsive Shopping ($\beta=0,274$; $p<0,05$)

Adult consumers tend to associate SE and BL with offline shopping, while HST and IS are often related with online shopping (Table 26). For this group of consumers PC is both related with First Information Online and Offline, while CC and PC are related with Channel Offline. HST and IS are once more the Shopping Orientations significantly related with Channel Online. Price conscious Adult consumers may tend to

use both channels to search for the better deal on a specific product, but the actual purchase may tend to be done through the physical store. Moreover, convenience conscious Adult consumers may tend to prefer the physical store to make the actual purchase.

Table 26- Summary Table: Multiple Linear Regressions (Adult consumers)
Source: Own elaboration

Adults		Significant items
Influence of Shopping Orientations on TPB		
Attitude	Offline	Shopping Enjoyment ($\beta=0,544$; $p<0,05$), and Home Shopping Tendency ($\beta=-0,268$; $p<0,05$)
	Online	Home Shopping Tendency ($\beta=0,769$; $p<0,05$), and Impulsive Shopping ($\beta=0,231$; $p<0,05$)
Perceived Control	Offline	Shopping Enjoyment ($\beta=0,264$; $p<0,05$), and Brand Loyalty ($\beta=0,200$; $p<0,05$)
	Online	Home Shopping Tendency ($\beta=0,621$; $p<0,05$), and Impulsive Shopping ($\beta=0,128$; $p<0,05$)
Subjective Norms	Offline	Convenience Consciousness ($\beta=-0,182$; $p<0,05$)
	Online	Convenience Consciousness ($\beta=-0,206$; $p<0,05$), Home Shopping Tendency ($\beta=0,276$; $p<0,05$), Quick Shopping ($\beta=0,252$; $p<0,05$), and Impulsive Shopping ($\beta=0,259$; $p<0,05$)
Influence of Shopping Orientations on Intention		
Intentions Towards Shopping Offline		Shopping Enjoyment ($\beta=0,488$; $p<0,05$), and Brand Loyalty ($\beta=0,198$; $p<0,05$)
Intentions Towards Shopping Online		Price Consciousness ($\beta=-0,153$; $p<0,05$), and Home Shopping Tendency ($\beta=0,696$; $p<0,05$)
Influence of TPB variables on Intention		
Intentions Towards Shopping Offline		Attitude Offline ($\beta=0,321$; $p<0,05$), Attitude Online ($\beta=0,196$; $p<0,05$), Perceived Control Offline ($\beta=0,356$; $p<0,05$), Subjective Norms Offline ($\beta=0,191$; $p<0,05$), Subjective Norms Online ($\beta=-0,200$; $p<0,05$)
Intentions Towards Shopping Online		Attitude Online ($\beta=0,439$; $p<0,05$), and Perceived Control Online ($\beta=0,410$; $p<0,05$)
Influence of Shopping Orientations on Purchase Decision Process		
First Information	Offline	Price Consciousness ($\beta=0,223$; $p<0,05$)
	Online	Price Consciousness ($\beta=0,247$; $p<0,05$)
Channel	Offline	Price Consciousness ($\beta=0,260$; $p<0,05$), Convenience Consciousness ($\beta=0,226$; $p<0,05$), and Home Shopping Tendency ($\beta=-0,214$; $p<0,05$)
	Online	Home Shopping Tendency ($\beta=0,625$; $p<0,05$), and Impulsive Shopping ($\beta=0,132$; $p<0,05$)
Channel Switching Propensity	Online	Home Shopping Tendency ($\beta=0,324$; $p<0,05$)
	Offline	Home Shopping Tendency ($\beta=0,506$; $p<0,05$)

Advanced Adults may tend to associate SE and QS with offline shopping, while HST and IS might usually be related with online shopping (Table 27). Moreover, BL and SE are significantly related with Intention Offline, which may indicate that brand loyal consumers like to maintain a physical contact with their favorite brands' stores. Finally, PC and CC are both related with First Information Online and Offline, and PC is also related with Channel Offline. These results indicate a similitude of the Advanced Adult consumers with the Adult consumers in terms of the PC Shopping Orientation.

Table 27- Summary Table: Multiple Linear Regressions (Advanced Adult consumers)
Source: Own elaboration.

Advanced Adults		Significant items
Influence of Shopping Orientations on TPB		
Attitude	Offline	Shopping Enjoyment ($\beta=0,491$; $p<0,05$), Shopping Confidence ($\beta=0,226$; $p<0,05$), Home Shopping Tendency ($\beta=-0,256$; $p<0,05$), and Quick Shopping ($\beta=0,217$; $p<0,05$)
	Online	Home Shopping Tendency ($\beta=0,630$; $p<0,05$), and Impulsive Shopping ($\beta=0,225$; $p<0,05$)
Perceived Control	Offline	Shopping Enjoyment ($\beta=0,332$; $p<0,05$), and Quick Shopping ($\beta=0,195$; $p<0,05$)
	Online	Home Shopping Tendency ($\beta=0,229$; $p<0,05$), and Impulsive Shopping ($\beta=0,274$; $p<0,05$)
Subjective Norms	Offline	The model is not valid.
	Online	Home Shopping Tendency ($\beta=0,269$; $p<0,05$)
Influence of Shopping Orientations on Intention		
Intentions Towards Shopping Offline		Shopping Enjoyment ($\beta=0,435$; $p<0,05$), and Brand Loyalty ($\beta=0,224$; $p<0,05$)
Intentions Towards Shopping Online		Home Shopping ($\beta=0,284$; $p<0,05$), and Impulsive Shopping ($\beta=0,268$; $p<0,05$)
Influence of TPB variables on Intention		
Intentions Towards Shopping Offline		Attitude Offline ($\beta=0,280$; $p<0,05$), Attitude Online ($\beta=0,219$; $p<0,05$), Perceived Control Offline ($\beta=0,376$; $p<0,05$), Subjective Norms Offline ($\beta=0,216$; $p<0,05$)
Intentions Towards Shopping Online		Attitude Offline ($\beta=0,242$; $p<0,05$), Attitude Online ($\beta=0,319$; $p<0,05$), Perceived Control Offline ($\beta=-0,240$; $p<0,05$), Perceived Control Online ($\beta=0,333$; $p<0,05$)
Influence of Shopping Orientations on Purchase Decision Process		
First Information	Offline	Price Consciousness ($\beta=0,356$; $p<0,05$), and Convenience Consciousness ($\beta=0,295$; $p<0,05$)
	Online	Price Consciousness ($\beta=0,261$; $p<0,05$), and Convenience Consciousness ($\beta=0,277$; $p<0,05$)
Channel	Offline	Price Consciousness ($\beta=0,309$; $p<0,05$)
	Online	Home Shopping Tendency ($\beta=0,387$; $p<0,05$), and Impulsive Shopping ($\beta=0,369$; $p<0,05$)
Channel Switching Propensity	Online	Home Shopping Tendency ($\beta=0,234$; $p<0,05$)
	Offline	Impulsive Shopping ($\beta=0,375$; $p<0,05$)

Massimo Dutti, Zara, and Pull & Bear

Massimo Dutti consumers tend to relate SE and CC with offline shopping, and HST and IS with online shopping (Table 28). Furthermore, FC is negatively related with online shopping, which may indicate that Massimo Dutti fashion consumers may tend to prefer to enjoy the shopping experience at physical stores. BL is simultaneously related with Intention Online and Offline, and positively related with First Information Online and with Channel Offline. CC is significantly related with First Info Offline, once again reinforcing the unexpected association of convenience with the offline channel, and PC is positively related with Channel Offline.

Table 28- Summary Table: Multiple Linear Regressions (Massimo Dutti consumers)
Source: Own elaboration

Massimo Dutti		Significant items
Influence of Shopping Orientations on TPB		
Attitude	Offline	Shopping Enjoyment ($\beta=0,502$; $p<0,05$), Convenience Consciousness ($\beta=0,206$; $p<0,05$), and Home Shopping Tendency ($\beta=-0,326$; $p<0,05$)
	Online	Fashion Consciousness ($\beta=-0,167$; $p<0,05$), Home Shopping Tendency ($\beta=0,719$; $p<0,05$), Brand Loyalty ($\beta=0,113$; $p<0,05$), and Impulsive Shopping ($\beta=0,162$; $p<0,05$)
Perceived Control	Offline	Shopping Enjoyment ($\beta=0,328$; $p<0,05$), and Convenience Consciousness ($\beta=0,215$; $p<0,05$)
	Online	Home Shopping Tendency ($\beta=0,469$; $p<0,05$)
Subjective Norms	Offline	The model was not valid.
	Online	Price Consciousness($\beta=0,226$; $p<0,05$), and Impulsive Shopping ($\beta=0,256$; $p<0,05$)
Influence of Shopping Orientations on Intention		
Intentions Towards Shopping Offline		Shopping Enjoyment ($\beta=0,464$; $p<0,05$), Convenience Consciousness ($\beta=0,185$; $p<0,05$), and Brand Loyalty ($\beta=0,219$; $p<0,05$)
Intentions Towards Shopping Online		Home Shopping Tendency ($\beta=0,470$; $p<0,05$), and Brand Loyalty ($\beta=0,205$; $p<0,05$)
Influence of TPB variables on Intention		
Intentions Towards Shopping Offline		Attitude Offline ($\beta=0,341$; $p<0,05$), Perceived Control Offline ($\beta=0,319$; $p<0,05$), Subjective Norms Offline ($\beta=0,270$; $p<0,05$)
Intentions Towards Shopping Online		Perceived Control Online ($\beta=0,570$; $p<0,05$)
Influence of Shopping Orientations on Purchase Decision Process		
First Information	Offline	Convenience Consciousness ($\beta=0,335$; $p<0,05$)
	Online	Brand Loyalty ($\beta=0,326$; $p<0,05$)
Channel	Offline	Price Consciousness ($\beta=0,209$; $p<0,05$), and Brand Loyalty ($\beta=0,190$; $p<0,05$)
	Online	Home Shopping Tendency ($\beta=0,465$; $p<0,05$), and Impulsive Shopping ($\beta=0,183$; $p<0,05$)
Channel Switching Propensity	Online	Convenience Consciousness ($\beta=0,203$; $p<0,05$)
	Offline	Home Shopping Tendency ($\beta=0,220$; $p<0,05$), and Impulsive Shopping ($\beta=0,326$; $p<0,05$)

Analysing Zara's consumers, two clear tendencies are visible. BL is consecutively related with offline shopping, and HST and IS are successively related with online shopping (Table 29). Overall, SE tends to be positively related with both the online and offline channels, but is significantly related with Intention towards Shopping Offline. PC consumers tend to search for information on both channels, but regarding the actual purchase they are significantly related with Channel Offline. Convenience conscious consumers are once again related to offline shopping, as CC is positively related with both First Information Offline and Channel Offline.

Table 29- Summary Table: Multiple Linear Regressions (Zara consumers)

Source: Own elaboration.

Zara		Significant items
Influence of Shopping Orientations on TPB		
Attitude	Offline	Shopping Enjoyment ($\beta=0,503$; $p<0,05$), Convenience Consciousness ($\beta=0,162$; $p<0,05$), Home Shopping Tendency ($\beta=-0,275$; $p<0,05$), and Brand Loyalty ($\beta=0,157$; $p<0,05$)
	Online	Home Shopping Tendency ($\beta=0,735$; $p<0,05$), and Impulsive Shopping ($\beta=0,235$; $p<0,05$)
Perceived Control	Offline	Shopping Enjoyment ($\beta=0,293$; $p<0,05$), Price Consciousness ($\beta=0,138$; $p<0,05$), and Brand Loyalty ($\beta=0,199$; $p<0,05$)
	Online	Shopping Enjoyment ($\beta=0,132$; $p<0,05$), Home Shopping Tendency ($\beta=0,484$; $p<0,05$), and Impulsive Shopping ($\beta=0,152$; $p<0,05$)
Subjective Norms	Offline	Brand Loyalty ($\beta=0,193$; $p<0,05$)
	Online	Home Shopping Tendency ($\beta=0,138$; $p<0,05$), and Impulsive Shopping ($\beta=0,375$; $p<0,05$)
Influence of Shopping Orientations on Intention		
Intentions Towards Shopping Offline		Shopping Enjoyment ($\beta=0,424$; $p<0,05$), Brand Loyalty ($\beta=0,219$; $p<0,05$)
Intentions Towards Shopping Online		Shopping Enjoyment ($\beta=0,155$; $p<0,05$), and Home Shopping Tendency ($\beta=0,646$; $p<0,05$)
Influence of TPB variables on Intention		
Intentions Towards Shopping Offline		Attitude Offline ($\beta=0,280$; $p<0,05$), Attitude Online ($\beta=0,170$; $p<0,05$), and Perceived Control Offline ($\beta=0,430$; $p<0,05$)
Intentions Towards Shopping Online		Attitude Online ($\beta=0,469$; $p<0,05$), Perceived Control Online ($\beta=0,313$; $p<0,05$)
Influence of Shopping Orientations on Purchase Decision Process		
First Information	Offline	Price Consciousness ($\beta=0,225$; $p<0,05$), and Convenience Consciousness ($\beta=0,130$; $p<0,05$)
	Online	Fashion Consciousness ($\beta=0,200$; $p<0,05$), Price Consciousness ($\beta=0,318$; $p<0,05$), and Impulsive Shopping ($\beta=0,170$; $p<0,05$)
Channel	Offline	Shopping Enjoyment ($\beta=0,208$; $p<0,05$), Price Consciousness ($\beta=0,303$; $p<0,05$), Convenience Consciousness ($\beta=0,149$; $p<0,05$), Home Shopping Tendency ($\beta=-0,251$; $p<0,05$), and Brand Loyalty ($\beta=0,140$; $p<0,05$)
	Online	Home Shopping Tendency ($\beta=0,598$; $p<0,05$), and Impulsive Shopping ($\beta=0,164$; $p<0,05$)
Channel Switching Propensity	Online	Shopping Enjoyment ($\beta=0,154$; $p<0,05$), Shopping Confidence ($\beta=-0,154$; $p<0,05$), and Home Shopping Tendency ($\beta=0,290$; $p<0,05$)
	Offline	Shopping Enjoyment ($\beta=-0,181$; $p<0,05$), Home Shopping Tendency ($\beta=0,366$; $p<0,05$), Brand Loyalty ($\beta=0,142$; $p<0,05$), and Impulsive Shopping ($\beta=0,162$; $p<0,05$)

Pull & Bear model is the weakest of the three (brands), since at least in two moments it was not possible to draw conclusions over the regressions developed. Even so, it can be concluded that SE and QS are generally related with shopping offline, while HST and IS tend to relate with online shopping (Table 30). PC is positively related with First Information Online, and CC with First Information Offline.

Table 30- Summary Table: Multiple Linear Regressions (PULL & BEAR consumers)

Source: Own elaboration.

Pull & Bear		Significant items
Influence of Shopping Orientations on TPB		
Attitude	Offline	Shopping Enjoyment ($\beta=0,586$; $p<0,05$), Home Shopping Tendency ($\beta=-0,197$; $p<0,05$), Brand Loyalty

Pull & Bear		Significant items
		($\beta=0,268$; $p<0,05$), and Quick Shopping ($\beta=0,290$; $p<0,05$)
	Online	Shopping Confidence ($\beta=0,190$; $p<0,05$), Home Shopping Tendency ($\beta=0,578$; $p<0,05$), and Impulsive Shopping ($\beta=0,291$; $p<0,05$)
	Offline	Shopping Enjoyment ($\beta=0,370$; $p<0,05$), and Quick Shopping ($\beta=0,318$; $p<0,05$)
Perceived Control	Online	Home Shopping Tendency ($\beta=0,504$; $p<0,05$), and Brand Loyalty ($\beta=0,225$; $p<0,05$)
Subjective Norms	Offline	The model was not valid.
	Online	Home Shopping Tendency ($\beta=0,282$; $p<0,05$), and Impulsive Shopping ($\beta=0,302$; $p<0,05$)
Influence of Shopping Orientations on Intention		
Intentions Towards Shopping Offline		No significant relations found.
Intentions Towards Shopping Online		Price Consciousness ($\beta=0,279$; $p<0,05$), and Home Shopping Tendency ($\beta=0,414$; $p<0,05$)
Influence of TPB variables on Intention		
Intentions Towards Shopping Offline		Attitude Offline ($\beta=0,428$; $p<0,05$), Subjective Norms Offline ($\beta=0,329$; $p<0,05$)
Intentions Towards Shopping Online		Attitude Online ($\beta=0,285$; $p<0,05$), Perceived Control Online ($\beta=0,403$; $p<0,05$), Subjective Norms Offline ($\beta=0,328$; $p<0,05$)
Influence of Shopping Orientations on Purchase Decision Process		
First Information	Offline	Convenience Consciousness ($\beta=0,292$; $p<0,05$)
	Online	Home Shopping Tendency ($\beta=0,336$; $p<0,05$)
Channel	Offline	The model was not valid.
	Online	Home Shopping Tendency ($\beta=0,401$; $p<0,05$), and Impulsive Shopping ($\beta=0,357$; $p<0,05$)
Channel Switching Propensity	Online	Convenience Consciousness ($\beta=0,375$; $p<0,05$), and Home Shopping Tendency ($\beta=0,418$; $p<0,05$)
	Offline	Home Shopping Tendency ($\beta=0,244$; $p<0,05$), Quick Shopping ($\beta=0,310$; $p<0,05$), and Impulsive Shopping ($\beta=0,291$; $p<0,05$)

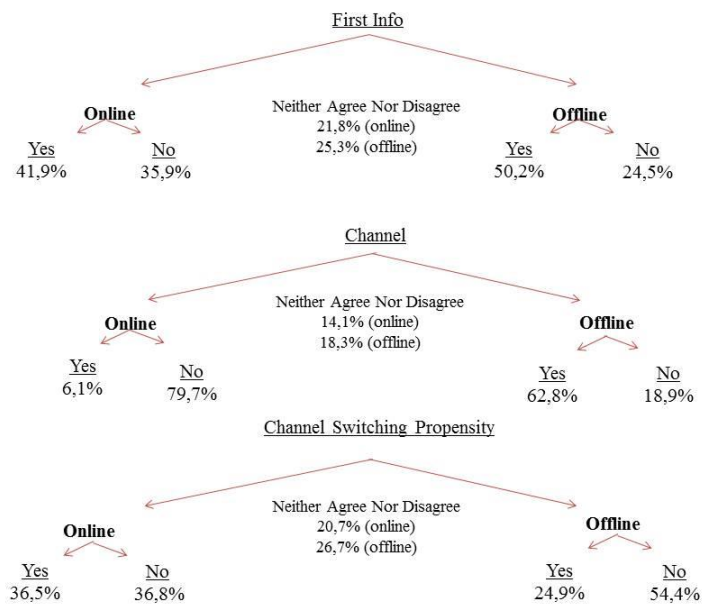
4.3 THE PORTUGUESE FASHION CONSUMER: A PROFILE

Based on Kollman's research a general profile was drawn considering consumers' usage of the two types of channels (online & offline) provided by the brands. The five points' Likert scale originally used was transformed into a different scaling: 1-Strongly Disagree, and 2- Disagree were transformed into "No", 4-"Agree", and 5-"Strongly Agree" were converted into "Yes". Finally 3-"Neither Agree nor Disagree" remained the same, and it can be interpreted as "I don't know".

Regarding the channel used to search for information on the products before making the actual purchase, the offline and the online channel did not differ too much in terms of percentages (Figure 6). In fact, while 41,9% of the consumers usually search for information on products online, 50,2% search offline. These results may indicate a certain tendency for consumers to alter their search between the two channels.

Figure 6- Purchase Decision Process

Source: Own elaboration



Even though the situation is considerably balanced on the First Information stage, when it comes to the channel used to incur on the actual purchase, the situation substantially changes. Considering the variable Channel, only 6,1% of the consumers uses the online store, while 62,8% of the consumers usually uses the physical store to make the final purchase.

Regarding the possibility of changing the channel where they usually make the final purchase to the opposite channel 36,5% of the consumers who usually purchase offline admit to consider the possibility of purchasing online, while other 36,8% exclude that possibility. Moreover, when it comes to changing from the online channel to the offline channel, 54,4% of the consumers answer negatively. This negative answer may be related with the fact that consumers do not review themselves in the first part of the sentence “Although I usually complete the purchase (payment) of clothing and accessories in online stores, I can see myself buying clothes and accessories in physical stores”, and not simply because they are not willing to change to the opposite channel. Concerning the whole sentence, 24,9% of the consumers appear to agree with the statement in question.

Considering all the information exposed, it can be concluded that the general profile of the consumer under study corresponds to a Synergic Offline Consumer. The Synergic Offline consumer is a consumer who takes advantage of the benefits of both of the

channels provided by the brands (physical store and online store), at least in one point of the purchase decision process. In this case consumers are visibly multichannel shoppers during the information search stage, after which they have a clear tendency towards the offline channel. With regard of the Channel Switching Propensity variable, the majority of consumers who usually purchases offline doesn't seem to consider the hypothesis of changing to the opposite channel (54,4%).

5. CONCLUSIONS AND IMPLICATIONS

The present research had the intention to go further in understanding the profile of the Portuguese fashion consumer, from urban area of Lisbon, considering different Shopping Orientations purposed, and their relationship with the channels choose (online and offline) that brands offer in a multichannel environment. In sum, the major objective of this study was to understand to what extent the Shopping Orientations influenced consumers' tendency towards the offline and online channels..

First, one of the sub-objectives purposed was to understand to what extent the Theory of Planned Behaviour variables impacted the Intention to buy clothing Online and Offline. The results of the analysis developed (*4.2.1.3 Influence of TPB variables on Intention towards Offline and Online Shopping*) demonstrate the usefulness of the Theory of Planned Behaviour in explaining Intentions to buy clothing and accessories on both Offline and Online channels. While the three variables of the TPB Offline significantly impacted Intention towards Offline Shopping, Subjective Norms Online was the only TPB Online variable not significantly related with Intention Online. By contrary to what was expected, Subjective Norms Offline significantly impacted Intention towards Shopping Online, and Attitude Online significantly impacted Intention to buy Offline. This behaviour may indicate that the boundaries between the two channels are becoming tenuous.

The remaining sub-objectives are all related to the test of Shopping Orientations on other variables. Therefore, further conclusions on the sub-objectives purposed will be developed for each Shopping Orientation individually.

Shopping Enjoyment (SE)

Sub-Objective 2: SE presented a significant and positive impact on Attitude Offline, Perceived Control Offline, and Perceived Control Online.

Sub-Objective 3: Considering the previous behaviour SE was expected to be significantly related with Intention towards both Online and Offline Shopping, which was indeed verified.

Sub-Objective 4: Considering the Purchase Decision Process variables, SE was positively related with Channel Offline, as expected, and negatively related with Channel Switching Propensity Offline, which was not expected.

Considering these findings, consumers with a SE orientation seem to be involved in both online and offline shopping.

Fashion Consciousness (FC)

FC was not found to be significantly related with neither TPB variables (sub-objective 2), nor with Intentions towards buying clothing Online and Offline (sub-objective 3).

Sub-Objective 4: As expected, FC exerted a positive and significant impact on First Information Online.

Considering these findings not much can be said about the fashion conscious consumer unless that it tends to look for information on products online, prior to purchasing the items.

Price Conscious (PC)

Sub-Objective 2: PC was significantly and positively related with Subjective Norms Online, as expected.

Sub-Objective 3: No significant relations were found concerning PC relation with Intentions towards shopping Online and Offline.

Sub-Objective 4: PC was significantly and positively related with both First Information Online and Offline, as well as with Channel Offline.

Contrary to what was thought before making the analysis, PC was positively related with offline variables. The behaviour presented may indicate a certain tendency for price conscious consumers to search for information on both channels, but to make the actual purchase at brands physical stores.

Shopping Confidence (SC)

SC was not found to be significantly related with any of the variables against which it was tested (sub-objectives 2, 3, and 4). This behaviour can indicate that Shopping Confidence it is just not a good variable to explain online and offline shopping behaviours. However, this behaviour may also be justified by the lack of representativeness of this Shopping Orientation on the sample, since the mean level of

agreement over SC items was nearly 3, indicating that individuals did not identified with the orientation.

Convenience Consciousness (CC)

Sub-Objective 2: CC was found to be significantly and positively related with Attitude Offline and Perceived Control Offline, contrary to the expected.

Sub-Objective 3: Contrary to what was expected, CC presented a positive and significant impact on Intention to buy Offline.

Sub-Objective 4: Once more, contrary to the predicted, CC exerted a positive and significant impact on First Information and Channel Offline.

CC was expected to be positively related with online shopping variables and negatively related with offline shopping variables since this orientation tends to be associated with the need to save time, which is an advantage of the online channel. However, the opposite occurred. This behaviour may indicate a certain tendency to associate shopping at physical stores as more convenient than shopping online, which may be explained by the lack of knowledge and practice of the Portuguese consumers with online shopping activities. Moreover, this finding somehow contradicts previous research on the topic that concluded that online shopping is a powerful weapon in reducing the time spent on shopping and other related activities (2.3.1. *How the internet is changing the market place and consumers' habits*).

Home Shopping Tendency (HST)

Sub-Objective 2: HST was significantly and positively related with all of the TPB online variables, as expected, and negatively related with Attitude Offline, which was also expected.

Sub-Objective 3: HST was found to be significantly related with Intention to buy Online (positive effect), as predicted.

Sub-Objective 4: Concerning the Purchase Decision Process variables, HST exerted a positive impact on Channel Online at the same time as it was negatively related with Channel Offline, which had been predicted. Moreover, and contrary to what was

expected, it was significantly and positively related with both Channel Switching Propensity Online and Offline.

Overall, this shopping orientation is highly related with online shopping variables, which may indicate that consumers who enjoy shopping from home may be very prone to incur on online shopping activities. However, the Channel Switching Propensity Offline may indicate a possibility to also consider shopping offline in certain occasions.

Brand Loyalty (BL)

Sub-Objective 2: As expected, BL presented a positive and significant impact on Attitude Offline, as well as on Perceived Control Online and Offline. Contrary to what was predicted, BL was positively related with Subjective Norms Offline.

Sub-Objective 3: BL was found to be positively and significantly related with Intention towards Offline Shopping, which was already expected.

Sub-Objective 4: Considering the Purchase Decision Process variables, BL appeared to be positively and significantly associated with First Information Offline, Channel Offline, as well as with Channel Switching Propensity Offline.

Taking into consideration the exposed behaviour, it seems like brand loyal consumers tend to be related with both online and offline channels, which they use for consulting information on products as much as for actually purchasing the items searched.

Quick Shopping (QS)

Sub-Objective 2: QS was found to be positively and significantly related with both Attitude Offline and Perceived Control Offline.

QS was not found to be significantly related with any other variable. Even though only significantly related with few variables, QS results were surprising, as it was expected that this Shopping Orientation would have been negatively related with offline shopping variables, for the same reasons explained on CC orientation. However, this behaviour seems to indicate a certain tendency for quick shoppers to opt for the offline channel.

Impulsive Shopping (IS)

Sub-Objective 2: IS appeared to be positively and significantly associated with all of the TPB online variables.

Sub-Objective 3: IS was found to be positively and significantly related with Intention towards Online Shopping.

Sub-Objective 4: Regarding the Purchase Decision Process variables, IS positively impacted First Information Online, Channel Online, which was expected, but it also registered a positive impact on Channel Switching Propensity Offline, which was not expected.

Looking at these behaviours it is evident a clear tendency towards online shopping from impulsive consumers. Even though, Channel Switching Propensity Offline seems to indicate that there can be a certain predisposition from this consumers to opt for the offline channel in a future occasion.

In sum, it can be concluded that each Shopping Orientation influenced the TPB, the Intentions, and the Purchase Decision Process variables in different ways. Overall, the Shopping Orientations which impacted the higher number of variables under study were HST, BL, IS, and SE, which were also those whose results most closely matched the expected behaviours. However, CC and QS should also be highlighted for being the ones whose results have surprised the most.

Considering the particular analysis developed in terms of gender, age, and brands chosen, some major conclusions should also be drawn. Comparing gender responses, male consumers tend to associate SE and BL with offline shopping, while female consumers tend to associate CC and QS with offline shopping. The surprising behaviour of CC and QS to be related with offline shopping is now attributed to the female consumers. These behaviour may result from the fact that 80% of the shopping decisions are made by women (2.2.1. *Gender in Fashion*), whom may tend to be forced to develop their shopping activities on the most convenient place, and as quickly as possible, giving the amount of tasks that they need to perform. Price conscious female consumers also tend to be positively related with First Information Online and Offline, which may reflect that the will to compare prices and make the better choice in terms of prices leads to a multichannel search for information.

When it comes to age differences, HST and IS are the variables which relate the most with online shopping for all age ranges. Shopping enjoyment is also a common variable across all age ranges related with shopping offline. This behaviour may indicate that for these consumers, enjoying the shopping activity tends to be related with visiting the physical store. This is consistent with Balasubramanian *et al.* (2005) finding that clothing usually requires a physical store, since touching and seeing the product is critical before the purchase (2.3.2. *Multi-Channel Strategies in Fashion*). Fashion Consciousness (FC) only appears as having an impact on the variables under study for the “Young Adults” group. In fact, literature suggests that young consumers are the population segment most avid for fashion and more concerned with trends (2.2.2. *Age in Fashion*) which may justify this behaviour. Analysing the “Adults” and “Advanced Adults” groups, many similarities were found. SE and BL are positively related with Intention towards Shopping Offline on both groups. Likewise, PC is positively related with both First Information Online and Offline for the two groups. Contrary to previous research which stated that mature consumers were less price sensitive than younger consumers (2.2.2. *Age in Fashion.*), those differences are not evident within this research. In fact, PC orientation appears on the three age groups, and is positively related with Channel Offline on both “Young Adults” and “Advanced Adults” groups.

Regarding brands differences, Home Shopping Tendency and Impulsive Shopping are the variables which relate the most with online shopping for of the three groups of consumers. For Massimo Dutti consumers BL is positively related with Intention towards Online and Offline Shopping, First Information Online and Channel Offline, which may reveal a certain multichannel tendency. SE is mainly related with offline shopping, and FC is negatively associated with Attitude towards Online Shopping. These last two relations may indicate that Massimo Dutti fashion oriented and shopping oriented consumers tend to enjoy shopping at physical stores. For Zara consumers, on the other hand, BL is more related with offline shopping, SE is related with both online and offline shopping, and FC is positively linked to First Information Online. These results can distinguish Massimo Dutti and Zara consumers to some extent. Brand loyal Zara consumers tend to prefer to shop at the physical stores of the brand, unlike what seemed to happen with brand loyal Massimo Dutti consumers, who tended to be equally related with offline and online shopping. Moreover, contrary to what happened with Massimo Dutti, Zara shopping oriented consumers seem to have a tendency towards

enjoying the shopping experience by using simultaneously the online and the offline channels provided by the brand, while fashion oriented consumers seem to take advantage of the online channel to search for information on products. Finally, for Pull & Bear consumers SE and QS were the variables more related with shopping offline, while PC was positively related with Intention Online.

To conclude, it should be recalled that a profile of the Portuguese fashion consumers was drawn, which indicated that the general type of consumer under this investigation was Synergic Offline Consumer. This consumer is synergic because he or she takes advantage of both the online and offline platforms provided by the brands, in order to investigate products information, but in the end the actual purchase tends to be done on the physical store (offline channel). This consumer profile matches the findings of the literature, which state that with the internet there is a new on-off-switching consumer type who searches for information online and purchases at the physical store (2.3.2. *Multi-Channel Strategies in Fashion*).

5.1 . IMPLICATIONS

This study comes as a confirmation of that Portuguese consumers tend to be reluctant in using the online channel unless it is to search for information. This behaviour extends to the fashion sector, as it was found that Portuguese consumers are not used to purchase clothing and accessories at their favourite brands' online stores. Moreover, it provides insights into different Shopping Orientations applied to the fashion sector, specifically in terms of its relations with the multichannel platforms provided by fashion brands. From a managerial perspective, this study stresses the importance of a unique offer to each type of consumer. Companies should be aware that different Shopping Orientations imply different types of behaviours concerning the usage of the online and offline platforms. Knowing the necessities of each Shopping Orientation is crucial to best meet the necessities of each type of consumer. Moreover, the study found significant differences across age ranges and gender, which should also be of particular interest for companies to better segment their target.

Specifically to the Inditex Group this study contributes with insights on Shopping Orientation differences, which are particularly relevant between *Zara* and *Massimo Dutti* consumers. Brand loyal *Massimo Dutti* consumers seem to present a tendency towards being multichannel shoppers, while brand loyal *Zara* consumers tend to shop at

the brand physical stores. On the other hand, while Massimo Dutti consumers with a Shopping Enjoyment Orientation tend to be offline shoppers, Zara's tend to be multichannel shoppers.

Finally, from a theoretical view, this study extends investigation in the context of multichannel retailing. By combining Shopping Orientations with channel selection variables on three stages of the Purchase Decision Process, as well as with the Theory of Planned Behaviour, applied to the online and offline channels, this model constantly accessed consumers' tendencies towards both channels. In the end, it was possible to define different consumer typologies based on the combination of Shopping Orientations with online-offline preferences. Moreover, it also extends the application of the Theory of Planned Behaviour in a fashion and multichannel environment context.

5.2 LIMITATIONS AND FUTURE GUIDELINES

Despite the relevance of the results and the fulfilment of the objectives purposed, the study presents a few limitations. First, it should be highlighted the fact that the questionnaire was applied mainly in "Lisboa e Vale do Tejo" region, with a sample of 455 individuals, which is clearly not representative of the Portuguese population. Even though most studies use convenience samples, it would be valuable to try to replicate this study using a randomized sample. Moreover, quantitative empirical research tends to be limited, as it reduces complex phenomena into measurable information. In this sense, future research should try to combine the online questionnaire with face-to-face interviews, to try to deepen the analysis, as it is a very complex subject. Finally, it would also be relevant to interview consumers at the Inditex brands' physical and online stores.

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7. APPENDIXES

7.1 APPENDIX 1

Table A 1- Shopping Orientations: Two decades of research
Source: Adapted from Visser and Preez (2001)

-	Shopping orientation categories									
		Activities and Interest	Brand-Conscious	Confidence vs Confusion	Enjoyment	Fashion	Finance and Credit	Opinion Leadership	Patronage	Shopping and Time convenience
<u>Authors</u>	Lumpkin (1985)	x		x	x	x	x	x		x
	Lumpkin & Greenberg (1982)	x		x	x		x	x		x
	Shim & Chen (1996)	x		x			x			x
	Shim & Kotsiopolus (1992 a&b)	x	x	x		x	x		x	x
	Kotsiopolus (1993)	x								
	Shim & Kotsiopolus (1993)		x	x		x	x		x	x
	Shim & Bickle (1994)			x	x	x	x		x	
	Gutman & Mills (1982)				x	x	x			x

7.2 APPENDIX 2

Table A 2- Sample Characterization
Source: Own elaboration based on SPSS data.

		Frequency	Percent
Gender	Male	146	32,2
	Female	308	67,8
Age	18-24	181	39,9
	25-34	90	19,8
	35-44	76	16,7
	>44	107	23,6
Education	Up to Lower Secondary Education	4	0,9
	Upper Secondary- Post-Secondary Non-Tertiary Education	60	13,2
	Bachelor or equivalent	226	49,8
	Master, Doctoral, or equivalent	164	36,1

Table A 3- Past Experience
Source: own elaboration

	Mean	Median	Mode	Std. Deviation	Percentiles		
					25	50	75
How many times have you bought clothing and accessories for yourself in brand x physical store within the last 12 months?	7	4	2	10,518	2	4	8
How many times have you bought clothing and accessories for yourself in brand x online store within the last 12 months?	0,56	0	0	1,544	0	0	0

7.3 APPENDIX 3

Table A 4- Shopping Enjoyment
Source: Own elaboration based on SPSS data.

	Mean	Std. Deviation	Strongly Disagree	%			Strongly Agree
			1	2	3	4	5
E1- I enjoy shopping for clothes and accessories in brand x.	3,7	0,980	2,2	7,5	30,0	36,6	23,8
E2- Shopping for clothes and accessories puts me in a good mood.	3,6	1,111	4,4	10,4	25,1	33,0	27,1
E3- I enjoy spending time browsing for clothes and accessories in brand x.	2,9	1,254	14,3	24,4	25,6	22,5	13,2
Cronbach's Alpha					0,785		

Table A 5- Fashion Consciousness
Source: Elaboration based on SPSS data.

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
FC1-I try to keep my wardrobe up to date with fashion trends.	2,7	1,171	16,7	24,2	31,5	19,8	7,7	
FC2-I'm interested in fashion.	3,22	1,225	9,5	21,1	24,2	28,4	16,7	
<u>Pearson Correlation</u>					r= 0,721, p< 0,01			

Table A 6- Price Consciousness
Source: Own elaboration based on SPSS data.

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
PC1-I shop a lot for special deals on clothing and accesories.	3,6	1,149	5,1	11,5	23,8	31,7	28,0	
PC2- I watch advertisements for sales on clothing and accesories	2,8	1,321	21,6	21,4	24,0	20,7	12,3	
<u>Pearson Correlation</u>					r= 0,350, p< 0,01			

Table A 7- Shopping Confidence
Source: own elaboration based on SPSS data.

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
SC1-I feel confident in my ability to shop for clothes and accessories.	3,2	1,154	9,9	15,4	33,3	28,0	13,4	
SC2- I think I'm a good clothing and accessories shopper.	3,1	1,110	7,9	20,3	34,1	26,0	11,7	
<u>Pearson Correlation</u>						r= 0,802, p< 0,01		

Table A 8- Convenience Consciousness
Source: Own elaboration based on SPSS data.

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
CC1- I usually buy my clothes and accessories at the most convenient	4,1	0,820	0,9	2,6	12,6	44,3	39,6	

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
place.								
CC2- I put a high value on convenience when shopping for clothes and accessories.	4,08	0,880	1,1	3,3	18,3	40,7		36,6
<u>Pearson Correlation</u>					r= 0,412, p< 0,01			

Table A 9- Home Shopping Tendency
Source: Own elaboration based on SPSS data.

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
HST1- I like to shop for clothes and accessories at the online site of brand x.	2,0	1,213	48,2	22,5	15,4	8,4		5,5
HST2- I like to shop from home.	2,1	1,353	44,5	23,8	11,0	11,2		9,5
<u>Pearson Correlation</u>					r= 0,754, p< 0,01			

Table A 10- Brand Loyalty
Source: Own elaboration based on SPSS data.

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
BL1- Once I find a brand I like, I stick with it.	3,4	1,135	7,9	10,6	29,3	34,6		17,6
BL2- I try to stick to certain brands and stores when I buy clothes and accessories.	3,3	1,204	9,0	14,5	27,1	30,2		19,2
<u>Pearson Correlation</u>					r= 0,626, p< 0,01			

Table A 11- Quick Shopping
Source: Own elaboration based on SPSS data.

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
QS1- It is important for me that shopping for my clothes and accessories is done as quickly as possible.	3,6	1,065	3,5	9,9	28,6	33,0		24,9
QS2- I usually buy my clothes and accessories where I can get it over with as expediently as possible	3,6	1,057	3,3	9,9	26,9	34,8		25,1
<u>Pearson Correlation</u>					r= 0,728, p< 0,01			

Table A 12- Impulsive Shopping
Source: Own elaboration based on SPSS data.

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
IS1- I am impulsive when purchasing clothes and accessories through online stores.	1,7	0,986	55,1	23,8	14,5	5,1		1,5
IS2- When I purchase clothes and accessories spontaneously from the online store, I feel fulfilled.	1,7	1,014	55,7	20,7	16,5	5,5		1,5
<u>Pearson Correlation</u>					r= 0,467 , p< 0,01			

7.4 APPENDIX 4

Table A 13- Attitude towards Offline Shopping
Source: Own elaboration based on SPSS data.

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
A1. Shopping in brand x offline store is pleasant.	3,4	1,093	5,9	13,2	29,5	35,0		16,3
A2. I am content shopping in offline stores.	3,7	1,018	3,3	7,0	22,7	36,1		30,8
A3. Shopping in offline store satisfies my needs.	3,8	1,045	3,1	8,6	23,8	40,3		24,2
A4. In general, I have a good attitude toward offline shopping.	3,9	0,842	1,3	3,1	18,7	49,1		27,8
<u>Cronbach's Alpha</u>					0,827			

Table A 14- Attitude towards Shopping Online
Source: Own elaboration based on SPSS data.

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
A1. Shopping in brand x online store is pleasant.	1,8	1,097	53,3	20,9	15,4	7,9		2,4
A2. I am content shopping in online stores.	1,9	1,144	49,1	22,9	16,3	7,9		3,7
A3. Shopping in online store satisfies my needs.	2,0	1,187	48,0	22,2	15,4	10,4		4,0
A4. In general, I have a good attitude toward online shopping.	2,2	1,227	38,5	22,9	20,5	13,2		4,8
<u>Cronbach's Alpha</u>					0,931			

Table A 15- Perceived Control Offline
Source: Own elaboration based on SPS data

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
I feel that I have confidence over my product search in offline stores.	3,9	0,919	1,8	5,3	20,5	44,9	27,5	
I find it is easy to access customer services at brand x offline store.	3,5	1,035	4,4	9,0	34,1	33,7	18,7	
I clearly know the right things to do (not confused) in the transaction process (e.g.. paying process) at brand x offline store.	4,3	0,959	2,2	2,9	13,7	25,8	55,5	
I feel comfortable with the level of security brand x offline store provides in the payment process.	4,3	0,882	1,3	2,0	14,3	29,5	52,9	
Cronbach's Alpha					0,814			

Table A 16- Perceived Control Online
Source: Own elaboration based on SPSS data.

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
I feel that I have confidence over my product search in online stores.	2,7	1,246	21,1	18,9	27,8	24,2	7,9	
I find it is easy to access customer services at brand x online store.	2,4	1,143	28,4	19,4	37,0	10,6	4,6	
I clearly know the right things to do (not confused) in the transaction process (e.g.. paying process) at brand x online store.	2,7	1,469	30,8	12,8	22,5	17,0	17,0	
I feel comfortable with the level of security brand x online store provides in the payment process.	2,8	1,363	24,2	15,2	24,2	23,3	13,0	
Cronbach's Alpha					0,826			

Table A 17- Subjective Norms Offline
Source: Own elaboration based on SPSS data.

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
I would like very much to make purchases with brand x offline store because others think I should do it.	1,8	1,062	53,1	20,7	18,3	5,5	2,4	
If other buyers think that purchases with a specific offline store are valuable, then I should buy offline.	1,8	1,059	51,5	21,8	18,1	6,6	2,0	
Others strongly support my purchases with brand x offline	1,9	1,135	48,7	17,4	22,2	9,5	2,2	

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
store.								
<u>Cronbach's Alpha</u>					0,863			

Table A 18- Subjective Norms Online
Source: Own elaboration based on SPSS data.

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
I would like very much to make purchases with brand x online store because others think I should do it.	1,4	0,794	68,7	16,3	13,0	2,0	0,0	
If other buyers think that purchases with a specific online store are valuable, then I should buy online.	1,7	0,977	56,4	20,9	16,7	4,8	1,1	
Others strongly support my purchases with brand x online store.	1,4	0,830	72,0	15,0	9,5	2,9	0,7	
<u>Alpha de Cronbach</u>					0,756			

7.5 APPENDIX 5

Table A 19- Intention towards Shopping Offline
Source: Own elaboration based on SPSS data.

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
Ioff1- I will speak favourably about brand x offline purchases to my family and friends.	3,3	1,148	9,0	11,5	31,1	32,6	15,9	
Ioff2- I will purchase clothes and accessories in brand x offline store again in the future.	3,7	1,068	4,0	5,9	27,8	31,5	30,8	
<u>Pearson Correlation</u>					r= 0,716, p< 0,01			

Table A 20- Intention towards Shopping Online
Source: Own elaboration based on SPSS data.

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
Ion1- I will speak favorably about brand x online purchases to my family and friends.	2,3	1,223	35,5	17,2	29,3	13,2	4,8	
Ion2- I will purchase clothes and accessories in brand x online store again in the future.	2,3	1,233	36,3	17,0	29,7	11,2	5,7	

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
			Pearson Correlation					r= 0,795, p< 0,01

7.6 APPENDIX 6

Table A 21- First Information
Source: Own elaboration based on SPSS data.

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
FION- Before buying clothes and accessories I like searching for information about them in online platforms.	3,0	1,410	21,4	14,5	21,8	23,6		18,7
FIOff- I like to look for information on clothing and accessories in physical stores (offline) before making the purchase.	3,3	1,254	11,5	13,0	25,3	30,4		19,8
Pearson Correlation					r= 0,454, p< 0,01			

Table A 22- Channel
Source: Own elaboration based on SPSS data.

Channel	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
ChOn-The online channel is usually my preference with regard to the purchase of clothing and accessories.	1,6	1,009	61,2	18,5	14,1	3,7		2,4
ChOff-I can search for product information online but I usually purchase my clothes and accessories in physical stores.	3,6	1,336	12,1	6,8	18,3	28,0		34,8
Pearson Correlation					r= -0,085, p>0,01			

Table A 23- Channel Switching Propensity
Source: Own elaboration based on SPSS data.

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
CSPOff-Although I usually complete the purchase (payment) of clothing and accessories in online stores, I can see myself buying	2,4	1,429	38,1	16,3	20,7	11,7		13,2

	Mean	Std. Deviation	Strongly Disagree	%				Strongly Agree
			1	2	3	4	5	
clothes and accessories in physical stores.								
CSPOn-Although I usually buy clothes and accessories in physical stores, I can imagine myself buying them online.	3,0	1,307	15,9	20,9	26,7	20,0	16,5	
<u>Pearson Correlation</u>					r= 0,326, p< 0,01			

7.7 APPENDIX 7

Table A 24- Hypothesis: Shopping Orientations' Impact on TPB variables
Source: Own elaboration based on SPSS data.

		Validation	
H1_1.1- Shopping Orientations have an impact on Attitude Offline	H1_1.1a- Shopping Enjoyment has a positive impact on Attitude Offline.	Supported	Partially Supported
	H1_1.1b- Fashion Consciousness has a positive impact on Attitude Offline.	Not Supported	
	H1_1.1c- Price Consciousness has a negative impact on Attitude Offline.	Not Supported	
	H1_1.1d- Shopping Confidence has a positive impact on Attitude Offline.	Not Supported	
	H1_1.1e- Convenience Consciousness has a negative impact on Attitude Offline.	Not Supported Path is significant but the signal is opposite.	
	H1_1.1f- Home Shopping has a negative impact on Attitude Offline.	Supported	
	H1_1.1g- Brand Loyalty has a positive impact on Attitude Offline.	Supported	
	H1_1.1h- Quick Shopping has a negative impact on Attitude Offline.	Not Supported Path is significant but the signal is opposite.	
H1_1.2- Shopping Orientations have an impact on Attitude Online	H1_1.2a- Shopping Enjoyment has a positive impact on Attitude Online.	Not Supported	Partially Supported
	H1_1.2b- Fashion Consciousness has a positive impact on Attitude Online.	Not Supported	
	H1_1.2c- Price Consciousness has a positive impact on Attitude Online.	Not Supported	
	H1_1.2d- Shopping Confidence has a positive impact on Attitude Online.	Not Supported	
	H1_1.2e- Convenience Consciousness has a positive impact on Attitude Online.	Not Supported	
	H1_1.2f- Home Shopping has a positive impact on Attitude Online.	Supported	
	H1_1.2g- Brand Loyalty has a negative impact on Attitude Online.	Not Supported	
	H1_1.2h- Quick Shopping has a positive impact on Attitude Online.	Not Supported	

		Validation	
	H1_1.2i- Impulsive Shopping has a positive impact on Attitude Online.	Supported	
H1_2.1- Shopping Orientations have an impact on Perceived Control Offline.	H1_2.1a- Shopping Enjoyment has a positive impact on Perceived Control Offline.	Supported	Partially Supported
	H1_2.1b- Fashion Consciousness has a positive impact on Perceived Control Offline.	Not Supported	
	H1_2.1c- Price Consciousness has a positive impact on Perceived Control Offline.	Not Supported	
	H1_2.1d- Shopping Confidence has a positive impact on Perceived Control Offline.	Not Supported	
	H1_2.1e- Convenience Consciousness has a negative impact on Perceived Control Offline.	Not Supported Path is significant but the signal is opposite.	
	H1_2.1f- Home Shopping has a negative impact on Perceived Control Offline.	Not Supported	
	H1_2.1g- Brand Loyalty has a positive impact on Perceived Control Offline.	Supported	
	H1_2.1h- Quick Shopping has a negative impact on Perceived Control Offline.	Not Supported Path is significant but the signal is opposite.	
H1_2.2- Shopping Orientations have an impact on Perceived Control Online.	H1_2.2a- Shopping Enjoyment has a positive impact on Perceived Control Online.	Supported	Partially Supported
	H1_2.2b- Fashion Consciousness has a positive impact on Perceived Control Online.	Not Supported	
	H1_2.2c- Price Consciousness has a positive impact on Perceived Control Online.	Not Supported	
	H1_2.2d- Shopping Confidence has a positive impact on Perceived Control Online.	Not Supported	
	H1_2.2e- Convenience Consciousness has a positive impact on Perceived Control Online.	Not Supported	
	H1_2.2f- Home Shopping has a positive impact on Perceived Control Online.	Supported	
	H1_2.2g- Brand Loyalty has a positive impact on Perceived Control Online.	Supported	
	H1_2.2h- Quick Shopping has a positive impact on Perceived Control Online.	Not Supported	
	H1_2.2i- Impulsive Shopping has a positive impact on Perceived Control Online.	Supported	
H1_3.1- Shopping Orientations have an impact on Subjective Norms Offline.	H1_2.1a- Shopping Enjoyment has a positive impact on Subjective Norms Offline.	Not Supported	Partially Supported
	H1_3.1b- Fashion Consciousness has a positive impact on Subjective Norms Offline.	Not Supported	

		Validation	
	H1_3.1c- Price Consciousness has a positive impact on Subjective Norms Offline.	Not Supported	
	H1_3.1d- Shopping Confidence has a negative impact on Subjective Norms Offline.	Not Supported	
	H1_3.1e- Convenience Consciousness has a negative impact on Subjective Norms Offline.	Not Supported	
	H1_3.1f- Home Shopping has a negative impact on Subjective Norms Offline.	Not Supported	
	H1_3.1g- Brand Loyalty has a negative impact on Subjective Norms Offline.	Not Supported Path is significant but the signal is opposite.	
	H1_3.1h- Quick Shopping has a negative impact on Subjective Norms Offline.	Not Supported Path is significant but the signal is opposite.	
H1_3.2- Shopping Orientations have an impact on Subjective Norms Online.	H1_3.2a- Shopping Enjoyment has a positive impact on Subjective Norms Online.	Not Supported	Partially Supported
	H1_3.2b- Fashion Consciousness has a positive impact on Subjective Norms Online.	Not Supported	
	H1_3.2c- Price Consciousness has a positive impact on Subjective Norms Online.	Supported	
	H1_3.2d- Shopping Confidence has a negative impact on Subjective Norms Online.	Not Supported	
	H1_3.2e- Convenience Consciousness has a positive impact on Subjective Norms Online.	Not Supported	
	H1_3.2f- Home Shopping has a positive impact on Subjective Norms Online.	Supported	
	H1_3.2g- Brand Loyalty has a negative impact on Subjective Norms Online.	Not Supported	
	H1_3.2h- Quick Shopping has a positive impact on Subjective Norms Online.	Not Supported	
	H1_3.2i- Impulsive Shopping has a positive Impact on Subjective Norms Online.	Supported	

Table A 25- Hypothesis: Shopping Orientations' Impact on Intention variables
Source: Own elaboration based on SPSS data.

		Validation	
H2_1.1- Shopping Orientations have an impact on Intentions Offline.	H2_1.1a- Shopping Enjoyment has a positive impact on Intentions Offline.	Supported	Partially Supported
	H2_1.1b- Fashion Consciousness has a positive impact on Intentions Offline.	Not Supported	
	H2_1.1c- Price Consciousness has a negative impact on Intentions Offline.	Not Supported	

		Validation	
	H2_1.1d- Shopping Confidence has a positive impact on Intentions Offline.	Not Supported	
	H2_1.1e- Convenience Consciousness has a negative impact on Intentions Offline.	Not Supported Path is significant but the signal is opposite.	
	H2_1.1f- Home Shopping has a negative impact on Intentions Offline.	Not Supported	
	H2_1.1g- Brand Loyalty has a positive impact on Intentions Offline.	Supported	
	H2_1.1h- Quick Shopping has a negative impact on Intentions Offline.	Not Supported	
H2_1.2- Shopping Orientations have an impact on Intentions Online.	H2_1.2a- Shopping Enjoyment has a positive impact on Intentions Online.	Supported	Partially Supported
	H2_1.2b- Fashion Consciousness has a positive impact on Intentions Online.	Not Supported	
	H2_1.2c- Price Consciousness has a positive impact on Intentions Online.	Not Supported	
	H2_1.2d- Shopping Confidence has a positive impact on Intentions Online.	Not Supported	
	H2_1.2e- Convenience Consciousness has a positive impact on Intentions Online.	Not Supported	
	H2_1.2f- Home Shopping has a positive impact on Intentions Online.	Supported	
	H2_1.2g- Brand Loyalty has a negative impact on Intentions Online.	Not Supported	
	H2_1.2h- Quick Shopping has a positive impact on Intentions Online.	Not Supported	
	H2_1.2.i- Impulsive Shopping has a positive impact on Intentions Online.	Supported	

Table A 26- Hypothesis: TPB Impact on Intention variables
Source: Own elaboration based on SPSS data.

		Validation	
H3_1.1- TPB variables have an impact on Intention Offline.	H3_1.1a- Attitude Offline has a positive impact on Intention Offline.	Supported	Partially Supported
	H3_1.1b- Attitude Online has a negative impact on Intention Offline.	Not Supported Path is significant but the signal is opposite.	
	H3_1.1c- Perceived Control Offline has a positive impact on Intention Offline.	Supported	
	H3_1.1d- Perceived Control Online has a negative impact on Intention Offline.	Not Supported	

		Validation	
	H3_1.1e- Subjective Norms Offline has a positive impact on Intention Offline.	Supported	
	H3_1.1f- Subjective Norms Online has a negative impact on Intention Offline.	Not Supported	
H3_1.2- TPB variables have an impact on Intention Online	H3_1.2a- Attitude Offline has a negative impact on Intention Online.	Not Supported	Partially Supported
	H3_1.2b- Attitude Online has a positive impact on Intention Online.	Supported	
	H3_1.2c- Perceived Control Offline has a negative impact on Intention Online.	Not Supported	
	H3_1.2d- Perceived Control Online has a positive impact on Intention Online.	Supported	
	H3_1.2e- Subjective Norms Offline has a negative impact on Intention Online.	Not Supported Path is significant but the signal is opposite.	
	H3_1.2f- Subjective Norms Online has a positive impact on Intention Online.	Not Supported	

Table A 27- Hypothesis: Shopping Orientations' Impact on Purchase Decision Process variables
Source: Own elaboration based on SPSS data.

		Validation	
H4_1.1- Shopping Orientations have an impact on First Information Offline.	H4_1.1a- Shopping Enjoyment has a positive impact on First Information Offline.	Not Supported	Partially Supported
	H4_1.1b- Fashion Consciousness has a positive impact on First Information Offline.	Not Supported	
	H4_1.1c- Price Consciousness has a negative impact on First Information Offline.	Not Supported Path is significant but the signal is opposite.	
	H4_1.1d- Shopping Confidence has an impact on First Information Offline.	Not Supported	
	H4_1.1e- Convenience Consciousness has a negative impact on First Information Offline.	Not Supported Path is significant but the signal is opposite.	
	H4_1.1f- Home Shopping has a negative impact on First Information Offline.	Not Supported	
	H4_1.1g- Brand Loyalty has an impact on First Information Offline.	Not Supported	
	H4_1.1h- Quick Shopping has a negative impact on First Information Offline.	Not Supported	
H4_1.2- Shopping Orientations have an impact on First Information Online.	H4_1.2a- Shopping Enjoyment has a positive impact on First Information Online.	Not Supported	Partially Supported
	H4_1.2b- Fashion Consciousness has a positive impact on First Information Online.	Supported	
	H4_1.2c- Price Consciousness has a positive impact	Supported	

		Validation	
	on First Information Online.		
	H4_1.2d- Shopping Confidence has an impact on First Information Online.	Not Supported	
	H4_1.2e- Convenience Consciousness has a positive impact on First Information Online.	Not Supported	
	H4_1.2f- Home Shopping has a positive impact on First Information Online.	Not Supported	
	H4_1.2g- Brand Loyalty has an impact on First Information Online.	Supported	
	H4_1.2h- Quick Shopping has a positive impact on First Information Online.	Not Supported	
	H4_1.2i- Impulsive Shopping has a positive impact on First Information Online.	Supported	
H4_2.1- Shopping Orientations have an impact on Channel Offline.	H4_2.1a- Shopping Enjoyment has a positive impact on Channel Offline.	Supported	Partially Supported
	H4_2.1b- Fashion Consciousness has a positive impact on Channel Offline.	Not Supported	
	H4_2.1c- Price Consciousness has a negative impact on Channel Offline.	Not Supported Path is significant but the signal is opposite.	
	H4_2.1d- Shopping Confidence has an impact on Channel Offline.	Not Supported	
	H4_2.1e- Convenience Consciousness has a negative impact on Channel Offline.	Not Supported Path is significant but the signal is opposite.	
	H4_2.1f- Home Shopping has a negative impact on Channel Offline.	Supported	
	H4_2.1g- Brand Loyalty has an impact on Channel Offline.	Supported	
	H4_2.1h- Quick Shopping has a negative impact on Channel Offline.	Not Supported	
H4_2.2- Shopping Orientations have an impact on Channel Online.	H4_2.2a- Shopping Enjoyment has a positive impact on Channel Online.	Not Supported	Partially Supported
	H4_2.2b- Fashion Consciousness has a positive impact on Channel Online.	Not Supported	
	H4_2.2c- Price Consciousness has a positive impact on Channel Online.	Not Supported	
	H4_2.2d- Shopping Confidence has an impact on Channel Online.	Not Supported	
	H4_2.2e- Convenience Consciousness has a positive impact on Channel Online.	Not Supported	
	H4_2.2f- Home Shopping has a positive impact on Channel Online.	Supported	

		Validation	
	H4_2.2g- Brand Loyalty has an impact on Channel Online.	Not Supported	
	H4_2.2h- Quick Shopping has a positive impact on Channel Online.	Not Supported	
	H4_2.2i- Impulsive Shopping has a positive impact on Channel Online.	Supported	
H4_3.1- Shopping Orientations have an impact on Channel Switching Propensity Offline	H4_3.1a- Shopping Enjoyment has a positive impact on Channel Switching Propensity Offline.	Not Supported Path is significant but the signal is opposite.	Partially Supported
	H4_3.1b- Fashion Consciousness has a positive impact on Channel Switching Propensity Offline.	Not Supported	
	H4_3.1c- Price Consciousness has a negative impact on Channel Switching Propensity Offline.	Not Supported	
	H4_3.1d- Shopping Confidence has a positive impact on Channel Switching Propensity Offline.	Not Supported	
	H4_3.1e- Convenience Consciousness has a negative impact on Channel Switching Propensity Offline.	Not Supported	
	H4_3.1f- Home Shopping has a negative impact on Channel Switching Propensity Offline.	Not Supported Path is significant but the signal is opposite.	
	H4_3.1g- Brand Loyalty has an impact on Channel Switching Propensity Offline.	Supported	
	H4_3.1h- Quick Shopping has a negative impact on Channel Switching Propensity Offline.	Not Supported	
H4_3.2- Shopping Orientations have an impact on Channel Switching Propensity Online	H4_3.1i- Impulsive Shopping has a negative impact on Channel Switching Propensity Offline.	Not Supported Path is significant but the signal is opposite.	Partially Supported
	H4_3.2a- Shopping Enjoyment has a positive impact on Channel Switching Propensity Online.	Not Supported	
	H4_3.2b- Fashion Consciousness has a positive impact on Channel Switching Propensity Online.	Not Supported	
	H4_3.2c- Price Consciousness has an impact on Channel Switching Propensity Online.	Not Supported	
	H4_3.2d- Shopping Confidence has a positive impact on Channel Switching Propensity Online.	Not Supported	
	H4_3.2e- Convenience Consciousness has a positive impact on Channel Switching Propensity Online.	Not Supported	
	H4_3.2f- Home Shopping has a negative impact on Channel Switching Propensity Online.	Not Supported Path is significant but the signal is opposite.	
	H4_3.2g- Brand Loyalty has an impact on Channel Switching Propensity Online.	Not Supported	

		Validation	
	H4_3.2h- Quick Shopping has a negative impact on Channel Switching Propensity Online.	Not Supported Path is significant but the signal is opposite.	

7.8 APPENDIX 8

Online Questionnaire- The questionnaire presented in this appendix is the example of the questionnaire applied to the individuals who chose Zara as their favourite brand. Consumers who chose one of the other brands had to answer to the same questions but applied to the brand chosen.

Das seguintes marcas escolha, por favor, aquela que costuma comprar com maior frequência.*_

- ☐ Massimo Dutti
- ☐ Zara
- ☐ Pull & Bear

Zara

Manifeste o seu grau de acordo ou desacordo com cada uma das seguintes afirmações numa escala de 1- Discordo completamente- a 5- Concordo inteiramente.

Eu gosto de comprar roupa e acessórios na Zara.*_

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

Comprar roupa e acessórios deixa-me bem disposto.*_

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

Dá-me gozo perder algum tempo a procurar roupa e acessórios que me agradem na Zara.*_

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

Tento ter sempre o guarda-roupa atualizado pelas novas tendências.*_

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

Interesso-me por moda.*_

1 2 3 4 5

Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Compro roupa e acessórios em promoções especiais muitas vezes.*_						
	1	2	3	4	5	

Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Vejo publicidade (anúncios) de venda de roupa e acessórios.*_						
	1	2	3	4	5	

Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Sinto que tenho jeito para comprar roupa e acessórios.*_						
	1	2	3	4	5	

Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Penso que sou um bom comprador de roupa e acessórios.*_						
	1	2	3	4	5	

Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Normalmente compro roupa e acessórios nos sítios mais convenientes para mim.*_						
	1	2	3	4	5	

Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
A comodidade na compra de roupa e acessórios é muito importante para mim.*_						
	1	2	3	4	5	

Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Agrada-me comprar roupa e acessórios na loja online da Zara.*_						
	1	2	3	4	5	

Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Agrada-me comprar roupa e acessórios a partir de casa.*_						
	1	2	3	4	5	

Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Quando encontro uma marca de que gosto mantenho-me fiel à mesma.*_						
	1	2	3	4	5	

Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Tento ter um conjunto de marcas de eleição, quando compro roupa e acessórios.*_						
	1	2	3	4	5	

Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
A rapidez na compra de roupa e acessórios é muito importante para mim.*_						

	1	2	3	4	5	
Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Normalmente compro a minha roupa e acessórios em locais onde possa fazê-lo o mais rapidamente possível.*_						
	1	2	3	4	5	
Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Sou impulsivo(a) quando compro roupa e acessórios em lojas online.*_						
	1	2	3	4	5	
Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Quando faço compras online, de roupas e acessórios, sem ter planeado sinto-me realizado(a).*_						
	1	2	3	4	5	
Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Dá-me prazer comprar roupa e acessórios na loja online da Zara.*_						
	1	2	3	4	5	
Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Sinto-me bem ao comprar roupa e acessórios em lojas online.*_						
	1	2	3	4	5	
Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Comprar roupa e acessórios em lojas online vai de encontro às minhas necessidades.*_						
	1	2	3	4	5	
Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Geralmente tenho uma atitude positiva em relação à compra de roupa e acessórios online.*_						
	1	2	3	4	5	
Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Comprar roupa e acessórios em lojas físicas proporciona-me momentos de prazer.*_						
	1	2	3	4	5	
Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Gosto de comprar roupa e acessórios em lojas físicas da Zara.*_						
	1	2	3	4	5	
Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
A compra de roupa e acessórios em lojas físicas é essencial para uma compra de sucesso.*_						

	1	2	3	4	5	
Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Normalmente tenho uma atitude positiva no que respeita à compra de roupa e acessórios em lojas físicas.*_						
	1	2	3	4	5	
Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Tenho confiança na minha pesquisa de informação sobre roupa e acessórios em lojas online.*_						
	1	2	3	4	5	
Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Sinto facilidade em aceder ao serviço de apoio ao cliente na loja online da Zara.*_						
	1	2	3	4	5	
Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Sei perfeitamente o que fazer durante o processo de transação na loja online da Zara (por exemplo: não me confundo com os passos a dar para efetuar o pagamento).*_						
	1	2	3	4	5	
Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Sinto confiança no nível de segurança que as lojas online proporcionam em termos do processo de pagamento.*_						
	1	2	3	4	5	
Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Sinto-me confiante em relação à pesquisa sobre roupa e acessórios que efetuo nas lojas físicas.*_						
	1	2	3	4	5	
Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Sinto que é fácil usufruir de serviços de apoio ao cliente nas lojas físicas da Zara.*_						
	1	2	3	4	5	
Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Sei perfeitamente os passos a dar no processo de compra de roupa e acessórios nas lojas físicas da Zara (por exemplo, não me confundo com o processo de pagamento).*_						
	1	2	3	4	5	
Discordo completamente	☐	☐	☐	☐	☐	Concordo inteiramente
Sinto confiança no nível de segurança que as lojas físicas de roupa e acessórios proporcionam no ato de pagamento.*_						
	1	2	3	4	5	

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

Vou ter tendência para fazer compras na loja online da Zara, porque outras pessoas vão achar que o devo fazer.*_

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

Se sei que outros consumidores valorizam a compra numa determinada loja online, tenho tendência para comprar online também.*_

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

Várias pessoas apoiam-me e incentivam-me para que eu faça compras na loja online da Zara.*_

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

Vou ter tendência para fazer compras na loja física da Zara, por conhecer outras pessoas que acham que o devo fazer.*_

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

Por saber que algumas pessoas acham que devo comprar roupa e acessórios numa determinada loja física, tenho tendência para fazê-lo.*_

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

Várias pessoas apoiam-me e incentivam-me para que eu faça compras nas lojas físicas da Zara.*_

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

Vou falar positivamente sobre a compra de roupa e acessórios na loja online da Zara à minha família e amigos.*_

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

No futuro irei repetir a compra de roupa e acessórios na loja online da Zara.*_

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

Vou falar bem sobre a compra de roupa e acessórios nas lojas físicas da Zara à minha família e amigos.*_

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

No futuro irei repetir a compra de roupa e acessórios nas lojas físicas da Zara.* _

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

O canal online é normalmente a minha preferência no que respeita à compra de roupa e acessórios.* _

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

Posso procurar informação e novidades online mas normalmente a compra (o pagamento) das minhas roupa e acessórios é feito em lojas físicas (offline).* _

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

Antes de comprar roupa e acessórios gosto de procurar informação sobre os mesmos em plataformas online.* _

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

Gosto de procurar informação sobre roupa e acessórios em lojas físicas (offline) antes de efetuar a compra.* _

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

Apesar de normalmente finalizar a compra (pagamento) de roupa e acessórios online, consigo ver-me a comprar roupa em lojas físicas.* _

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

Apesar de normalmente comprar roupa e acessórios em lojas físicas, consigo imaginar-me a comprar online.* _

1 2 3 4 5

Discordo completamente ☐ ☐ ☐ ☐ ☐ Concordo inteiramente

Por favor, responda agora às seguintes perguntas finais.

Quantas vezes comprou roupa e acessórios para si numa loja física da Zara, nos últimos 12 meses? * _

Quantas vezes comprou roupa e acessórios para si na loja online da Zara, nos últimos 12 meses?* _

Últimas informações

Muito obrigado pela sua ajuda! O seu contributo é fundamental para a realização desta pesquisa.

Género*__

- ☐ Masculino
- ☐ Feminino

Idade*__

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ >44

Qualificações*__

- ☐ Até ao Ensino básico - 3º ciclo (9º ano)
- ☐ Ensino Secundário
- ☐ Licenciatura/Bacharelato
- ☐ Pós-graduação, Mestrado ou Doutoramento