“BABY BOOMER WOMEN – A CRITICAL ASSESSMENT OF THE IMPACT OF THEIR CONSUMER BEHAVIOUR AND LIFESTYLE ON STRATEGIC FASHION MARKETING (IN GERMANY)”

Research dissertation presented in partial fulfilment of the requirements
for the degree of

MSc in International Business Management

Griffith College Dublin

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22nd May 2020

Candidate Declaration

Candidate Name: Anne Sophia Plonz

I certify that the dissertation entitled:

“Baby Boomer Women – A critical assessment of the impact of their consumer behaviour and lifestyle on strategic fashion marketing (in Germany)”

submitted for the degree of MSc in International Business Management is the result of my own work and that where reference is made to the work of others, due acknowledgment is given.

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Dedication

“The speed of your success is limited only by your dedication and what you´re willing to sacrifice” – Nathan W. Morris

This dissertation is dedicated especially to my loving parents who are my greatest role models, the most beautiful souls, my everyday inspiration and the greatest gift I could have ever asked for. Thank you for your unconditional support in everything I did so far and your encouraging words as well as your strong belief in me. No words could ever express my gratitude for you who always enabled me absolutely everything in my life. Without you, I would not be the women I am today. I would not be able to write those lines with confidence of finishing this last challenge of my Master´s degree. Thank you for always bolstering me up, for supporting me and being patient and lenient in times when I might not deserve it. I love you.

Acknowledgements

I would like to express the deepest appreciation to my family for supporting me in each and every life stage, for being my unconditional and constant support, for your encouragement, persistence and motivating words in this process.

A big thank you goes out to my boyfriend and my friends who in one way or another shared their support either morally or physically. Thanks for always being by my side!

Further, I would like to thank my supervisor, Alessandra Vecchi, for her support, good advices and critical reflection of my work. Thank you for guiding me through this process with patience and kind words.

Lastly, the completion of this dissertation could not have been possible without the participation and assistance of so many great women who supported me by being part of the quantitative research. Their contribution is sincerely appreciated and gratefully acknowledged.

Abstract

“Baby Boomer Women – A critical assessment of the impact of their consumer behaviour and lifestyle on strategic fashion marketing (in Germany)”

Anne Sophia Plonz

This study has shown that female Baby Boomer are a highly diverse, fashion-interested, and young at heart generation that is failed to be understood and segmented correctly with regards to their needs, wants and marketing attraction by the fashion industry. The dissertation focused on investigating Baby Boomer women´s consumer behaviour and marketing appeal in relation to fashion based on their lifestyle and cognitive age to draw direct conclusions for urgently necessary changes for marketers and higher customer satisfaction for the target audience.

The dissertation decided to adapt a positivistic point of view and to conduct deductive research by using purely quantitative data gathered through a questionnaire that was distributed online and offline. This scientific, empiric method resulted in a participation of 281 women aged 56 to 74 and revealed the significance of the factor cognitive age for this generation and their fashion consumption behaviour and marketing appeal. The research uncovered significant differences between cognitive age and chronological age in context with disposable income, fashion interest, brand loyalty, purchase motives, spending habits, marketing elements and the choice of the model in advertising. Limitations to this research were evident due to the rural area where research was conducted whereas results might not be transferable to all parts of Germany, a relatively small sample size for the representation of the large generation and the lack of qualitative data due to pandemic circumstances.

Recommendations were made in order to improve fashion brands’ business and marketing strategy by understanding and addressing female Boomers’ needs and wants in design, cut, customer service and visual fashion presentation better and by a more precise segmentation strategy that focuses not only on chronological but rather cognitive age of the customers. The dissertation results predict that if marketers and brand continue ignoring this powerful target group, they are guaranteed to forego sales and increase customer dissatisfaction.

Keywords: Baby Boomer, consumer behaviour, cognitive age, strategic marketing, fashion industry

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1 Introduction

1.1 Overview

The dissertation with the title “Baby Boomer Women – A critical assessment of the impact of their consumer behavior and lifestyle on strategic fashion marketing (in Germany)” is concerned with female shoppers born between 1946 and 1964 and their consumption behavior of clothing and attitude towards fashion marketing. Women are emphasized because they evidentially spend most of their income on fashion, engage more with brands and are more motivated in and enjoy the actual shopping process more than men and thus are more important to be targeted with marketing. Furthermore, women aged 50+ feel younger and do not want to be referred to as being old and thus, react differently to marketing, perceive brands in another way and consume fashion unlike women of previous generations. Additionally, this generation is the most powerful in size and income in Germany and although they have a higher purchase power than any other age group marketers still fail in targeting and valuing these women appropriately with their marketing campaigns. The dissertation wants to put emphasis on Baby Boomer´s economic importance and illustrate the significance for fashion brands to analyze their changed consumer needs based on female Boomer´s newfound youth and adapt their fashion marketing and products according to their lifestyle and self-image by abandoning marketing strategies that convey messages and visuals of an “old” generation.

1.2 Research Purpose

The purpose of this dissertation is to examine needs and behavior of the transformed “Baby Boomer woman” and to detect strategies of how companies currently deal with this generation cohort and what future approaches need to be generated to successfully match companies marketing strategies to serve and satisfy their consumers’ needs. Therefore, women´s drivers and needs for consumption must be investigated, as well as the influence and impact of the factor cognitive age on their fashion purchasing behavior and marketing appeal.

To follow a consistent and structured approach in the dissertation a conceptual framework has been developed (chapter 2, section 3) to determine how Boomers’ demographics and psychographics are related to their consumer behavior and marketing perception. The relationships and interaction of these key factors are supposed to provide important information regarding sales and marketing efficiency for marketers. Additionally, Baby Boomers might benefit from an instilled feeling of appreciation and satisfaction by being approached with products they really want. Furthermore, studying the consumption behavior and marketing appeal of Baby Boomers still requires deeper knowledge whereas this dissertation can help to fill a gap in literature.

1.3 Significance of the Study

Today´s society is a social cohabitation of several generations that can be grouped according to Nielsen (2012) related to their birth cohorts whereas it is often talked of the silent generation (born 1945 and earlier), Baby Boomers (1946 - 1964), Gen X (1965 - 1976), Millennials/ Gen Y (1977 - 1995) and the latest Generation Z (1996 – now). Referring to Beauchamp and Barnes (2015) each generation has different needs and attitudes towards consumption and responds differently to marketing which represents a challenge for firms.

This research focuses on Baby Boomer women who are an immensely powerful consumer group that is often underestimated and failed to approach by targeted advertising (Sudbury-Riley, 2016). However, addressing women aged 50+ becomes an increasingly urgent topic for companies since they already constitute for around 14% of the German population (Worldometers, 2019) and are expected to rise (Destatis, 2019). Besides their demographic size, this generation has the highest disposable income, a high buying power and is willing to spend a large proportion of their money on products and services that increase their quality of life. They are open-minded, interested in innovation and shop products on the Internet (Coleman, Hladikova, Savelyeva, 2006). Additionally, Boomers were the first generation who grew up in the mass consumption society which shaped them to pursue an individually-oriented, and consumption-oriented lifestyle (Phillipson et al, 2008) whereas they should be paid attention to even stronger.

Due to higher life expectations and improved health care systems the boundaries of old age have shifted and Baby Boomers do not perceive themselves as old neither do they want to be referred to as being old by others (Euromonitor International, 2019). This passive attitude towards ageing expresses itself in people´s consumption behavior, information-seeking and purchase decision-making process that is still often compared to their parents' behavior which is a dangerous mistake made by firms (Harmon, Webster, Weyenberg, 1999). Unlike their parents, mature women are attracted by the same or similar things like consumers of younger generations which means that they aim to buy products and services that support their youthfulness of mind and body (Euromonitor International, 2019).

Focusing on female Boomers exclusively is due to research presenting that women spend an average of 70% of their income on clothing and thus are the most outstanding customer group in the fashion sector (Venter de Villiers, Chinomona, Chuchu, 2018). Additionally, Aruna and Santhi (2015) detected that women are more susceptible for impulse purchases than men and that clothing is categorized as an impulse buying item. Further, women are prone to purchase goods including clothes to show who they are whereas men are more interested in functionality of the products without identifying with the product itself (Dittmar, Long, Meek, 2004). Therefore, women are more interesting than men in this context.

Consequently, it is of strategic and economic importance for companies to develop marketing strategies which fit the changing consumer needs (Coleman, Hladikova, Savelyeva, 2006) by helping the consumers to express themselves according to their self-image (Harmon, Webster, Weyenberg, 1999). Companies urgently need to focus on producing and selling products that

are more welcoming and universal in design and promotion, as well as, should endeavor marketing approaches that abandon the feeling of being old to the Baby Boomers (Euromonitor International, 2019).

The focus of this dissertation is based on companies operating in the German fashion industry. In 2019 the fashion sector achieved sales of €16,665 billion which are expected to increase further and placed Germany on the fifth rank in the world list (Statista, 2019). Moreover, fashion is the second largest industry when it comes to consumption goods in Germany (Textil+Mode, 2019) and important for the economy. However, this sector could even be stronger if they make full and correct use the power of Baby Boomers' consumption-lifestyle. Schwarzbaum (2015) referred to the publication of data by the Bureau of Labor Statistics that the purchase power of women aged 55 – 64 on clothes is the highest of any other age group and is followed by women in the mature age of 65 to 74.

1.4 Research Aim and Research Objectives

The research aim builds the fundamental framework for the dissertation by outlining the overall intention of the research. To pursue this aim, three research objectives are determined which need to be operationalized. The table below shows the context between research aim, research objectives and research questions (RQ) based them.

<table>
<tr><td colspan="3">Aim</td></tr>
<tr><td colspan="3">The dissertation aims to critically investigate Baby Boomer women´s consumer behaviour and marketing appeal based on their lifestyle and cognitive age to extend existing theories with additional insights that could be considered necessary for practical use in the fashion sector.</td></tr>
<tr><td colspan="3">Research Objectives</td></tr>
<tr><td>1</td><td colspan="2">Detailed determination of the target group by developing a consumer profile that examines the 50+ generation</td></tr>
<tr><td>RQ 1</td><td colspan="2">Who are the Baby Boomer women?
➢ Focuses on demographic and psychographic data of the generation cohort to make a statement concerning similarities and differences of that target group. This research question is used to determine a detailed profile that serves as a basis for the entire research.</td></tr>
<tr><td>RQ 2</td><td colspan="2">What role does cognitive age play in this generation cohort?
➢ This research question examines the subconscious mind of the target group by analysing whether chronological age and cognitive age differ widely or are identical. This may help to divide the target group even more specific and encourages to make a more detailed statement about their composition and thus, strives to elaborate the generation profile even more.</td></tr>
</table>

2	Identification and profound understanding of motivators and needs that drive the consumer behaviour and consumption habits of Baby Boomer women on apparel
RQ 3	What impact does cognitive age have on consumer behaviour? ➢ After dividing the target audience into several groups, each group can be examined in detail based on their cognitive age. This critical factor is supposed to give insights into differences in consumer behaviour, needs and motivators which build the basis for the second research objective.
RQ 4	What are motivators and needs that drive the consumer behaviour and consumption habits of women aged 50+? ➢ This research question is used to assess driving forces, trigger events and internal and external motivators when it comes to apparel purchases. The research aims to determine the conscious and unconscious shopping patterns of female Boomers' to respond to their individual needs and issues concerning shopping.
3	Identification and analysis of fashion firm´s marketing and communication strategies to target women aged 50+ appropriately by satisfying their most demanding needs
RQ 5	What marketing strategies are most appealing and satisfying to female Baby Boomers? ➢ The last research question aims to identify marketing strategies that are most successful in satisfying customer needs. The research wants to identify which communication channels, marketing media, messages, visuals, etc have the most attractive effect on the target audience and the most important influence upon customer´s purchase decision making process.

Table 1: Research Aim, Objectives & Questions

The research questions will help to understand and clarify the connection between the "age-agnostic Baby Boomer woman" and target-oriented marketing strategies that could stimulate consumer spending and thus, an increase in sales in the German apparel industry. The following sections are used to explain the research questions in detail.

1.4.1 *Research Question 1&2*

Research shifts the focus onto the fact that the target group is already accounting for 14% of Germany´s population and thus is depicting a powerful target market (Worldometers, 2019, Index Mundi, 2018). However, this target group is highly heterogeneous and needs to be examined in detail by developing a consumer profile based on demographic and psychographic data like age, marital status and life stage, lifestyle, purchase behaviour and media exposure. Knowing these parameters, it is

possible to address these customers appropriately and stimulate their spending habits on fashion. Despite their large demographic size, Baby Boomers are classified as a high-income population group and handled as the wealthiest and most powerful age group when it comes to purchasing power and willingness to spend money (Ebert, 2014; Coleman, Hladikova, Savelyeva, 2006). Iyer and Reisenwitz (2010) recommend splitting the heterogeneous generation into more precise segments using cognitive age rather than solely demographics. Cognitive age is defined as the "the age one perceives one's self to be" (Stephens, 1991, page 37) and relating it to mature women shows that they often perceive themselves a lot younger (Chang, 2008) which influences their perceptions and attitude towards advertising and brands (Chang, 2008).

1.4.2 *Research Questions 3&4*

The aim is to identify unconscious and half-conscious factors that influence Boomers' consumer behaviour and spending habits. Harmon, Webster and Weyenberg (1999) stated that marketers must predict behaviour, identify trends, and determine values that drive consumer behaviour to be able to reach the target market. This requires looking at the generation as younger and older Boomers who have different needs. Cognitive age can also determine consumer´s brand preferences and perceptions which refers to a cognitive response that has an impact on the purchase-decision making process (Chang, 2008). Additionally, each life stage represents changes in needs and motivators which is exemplary stated by Timmermann (2003) who points out that older Boomers who are already "empty nesters" spend 13% more than average on women´s apparel. Brains change physiologically while maturing whereas older people tend to see the big picture, combine information, and make decisions based on experiences of their past. The resulting sharpened sense of reality and raised capacity for emotions offers marketers the opportunity to tailor messages on a higher emotional level to reach out to Baby Boomers (Wolfe, 1990).

1.4.3 *Research Question 5*

Fashion companies face the challenge of a demanding, critical and experienced consumer group whose needs seem to correspond with those of younger consumer groups, however, the communication and advertising process differs immensely (Lipschultz, Hilt, Reilly, 2007; WKO, 2015). Attention should be paid because many firms fail by addressing this consumer group (Lipschultz, Hilt, Reilly, 2007) and thus miss out on Germany´s most powerful economic target market because of a lack of sensitivity, authenticity and appropriate communication (Pompe, 2012). Companies

spend the major part of advertising on advertisement designed for younger people (Lewis, Medvedev, Seponski, 2011) and Nielsen (2012) confirmed in its research that only 5% of ads are tailored to people aged 50 and older. However, consumers do not pay attention to adverts when the represented images and lifestyle are not compatible with their self-concept (Chang, 2008).

1.5 Structure of the Study

The first chapter is used to introduce the reader to the research topic and its significance. Aim, objectives, and research questions build the fundamental framework of the study and are used as a guideline that ensure consistency and provide clarification throughout the dissertation.

The second chapter consists of an extensive literature review which contains published sources that dealt with related topics like this dissertation. It reveals already existing models and frameworks that serve as a basis for further research and thus, support the research in developing hypotheses and constructing a conceptual framework.

The next chapter deals with the methodology and research design of the study and focuses on how the research intends to collect and analyze primary data. A positivistic approach was chosen, as well as a quantitative research method including a questionnaire to obtain meaningful data. The research uses a regression analysis to evaluate the collected data and to get scientific and convincing results.

The fourth chapter concentrates on the findings obtained during the data collection and evaluation process. The research hereby presents significant results that are meaningful to the research topic and its objectives. Hypotheses which were developed prior to the data collection process will be confirmed or rejected and the results will be discussed in detail.

The last chapter critically evaluates the research and contribution and impact on Baby Boomers' consumer behavior and marketing appeal in general. Additionally, limitations that became obvious are announced and concrete recommendations for practice, as well as, for necessary future research are made.

2 Literature Review

2.1 Overview

The intention of the literature review is to identify, assess and acknowledge existing research that is related to the dissertation´s research objectives in order to create a basis for the study and to develop a conceptual framework for the exploratory study on female Baby Boomers` consumer behaviour and marketing appeal in the fashion sector. The literature review supports the dissertation with an in depth understanding of previous theories and models that form the base for the research. The literature determined as relevant for the dissertation is a result of extensive investigation and reading on databases like EBSCO and SAGE regarding cognitive age, consumer behaviour and marketing strategies. The research that will be conducted in course of the dissertation is used to address gaps in present literature in order to gain a better understanding of the topic and to expand the knowledge on it. To get an overview and to set out a general agreement of the present intellectual thinking on the topics that this research is concerned about, as well as, to assess the areas of research that need to be further analysed, the dissertation intends to structure the models based on their relevance for each of the research objectives, however, most models cover more than one of the three objectives stated in chapter 1. Nevertheless, the Stimuli-Response-Model, the concept of cognitive age and the structural model of cognitive age and its antecedents can be used to serve the profiling objective, because it gives an insight in consumer´s minds, lifestyle and psychographics. The second objective, namely needs, motives and consumer behaviour can be addressed with the Stimuli-Response-Model, both cognitive age concepts because these offer an important predictor for consumer behaviour, and the Structural Equation Model. Last but not least, the third objective concerning marketing strategies that are appealing to Baby Boomer women is targeted with the concept of self-congruity, the Structural Equation Modell and the Segmentation strategy, as well as, social system approach for advertising.

Identifying and analysing these models, theories and concepts, as well as, developing a conceptual framework and hypotheses on this basis, offers guidance to the research by outlining a direction that should be followed and avoiding unnecessary waste of time and resources through duplication of research topics that has already been conducted.

2.2 Contextual Analysis

Baby Boomers make up a large percentage of today´s population. Coleman, Hladikova and Savelyeva (2006) outline that this generation started entering the retirement age and thus induces major changes in economies due to their lifestyle and demographic size. Today´s generation of people 50+ differs a lot from previous generations since they managed to stay and feel young (Harmon Webster, Weyenberg, 1999). This is also connected to today´s present higher life expectancy that expects women to reach a chronological age of 82 (Lipschultz, Hilt, Reilly, 2007). The higher life expectancy can be traced back to higher health standards which directly impact individual´s cognitive age (Gwinner, Stephens, 2001). Cognitive age in turn is established to have a strong influence on Baby Boomers' consumer behavior (Lipschultz, Hilt, Reilly, 2007), marketing activities and brand attitude (Chang, 2008).

According to Coleman, Hladikova and Savelyeva, (2006) Boomers have always been pioneers and agents of change throughout their whole life and are now the market with the highest discretionary income, the highest purchase power and a wide range of needs and interests. Although Baby Boomers are critical consumers with high expectations and a high level of education, they are open-minded towards trying new brands. Further, Boomers' needs and purchases cover everything including necessities, luxury items and products bought for their children or grandchildren. However, it is stated that the information seeking process and purchase decision process has changed and has become more important to these consumers (Harmon, Webster, Weyenberg, 1999). Moreover, Baby Boomers' consumer behavior is dominated by their self-identities which means that products need to match with the consumers' "me" that can be based either on their body image, values and personality traits, competences and success or social roles (Mittal, 2006). Baby Boomers are referred to as being opinion leaders on topics of fashion and share their experience and advices with peers (Lipschultz, Hilt, Reilly, 2007; Mathur, Moschis, 2005). Thus, it is of special importance for businesses in the fashion industry to pursue customer satisfaction and customer delight because delighted customers have accordingly to Barnes, Beauchamp and Webster, (2010) higher levels of loyalty and commitment, as well as, an increased willingness to spend money.

Despite their demographic size and purchase power, marketers still tend to tailor their advertising towards 18-49-year-old consumers and thus, according to Coleman, Hladikova and Savelyeva (2006) 86% of people aged over 50, feel left out by marketing. There are a few issues pointed out why businesses fail to target the older

generation: (1) Baby Boomers can´t be handled as a homogeneous group but rather need to be seen as different distinct subgroups (Lipschultz, Hilt, Reilly, 2007; Iyer, Reisenwitz, 2010). (2) They do not have a short attention span which means that these consumers are experienced with gathering additional information before they make a purchase decision (Coleman, Hladikova, Savelyeva, 2006). (3) The ageing consumer´s chronological and cognitive age diverge widely which challenges businesses to observe and conduct research into the mental make-up of people aged 50+ (Iyer, Reisenwitz, 2010; Coleman, Hladikova, Savelyeva, 2006). (4) The product and the model that portrays it in an advert do not match with customer´s self-concept because their self-perceived age and the perceived age of the model are incongruent (Chang, 2008).

Implication: the information above gathered from theory and research literature of other authors offer a broad base for the dissertation to analyze the current market situation, create a meaningful customer profile and to use it as a starting point for further research. It outlines the urgency that businesses need to realize the strategic and economic importance of targeting this generation cohort directly to increase mutually beneficial outcomes like sales increase, better brand attitude and reputation, as well as customer satisfaction.

2.3 Reviewed concepts and models targeting consumer behavior and marketing strategies

2.3.1 *Stimuli - Response - Model*

The stimulus-response-model describes that consumers are influenced by stimuli caused by elements of the marketing mix or other stimuli that can either be of economic, technological, political, or cultural nature. Those stimuli are often received by the unconscious mind and thus can´t be properly observed by marketers whereas it is often referred to as “Buyer´s Blackbox”. How the stimuli are perceived is dependent on buyers’ characteristics and consequential behavior triggered is based on buyers’ decision process. The buying behavior is a set of observable responses that appear in brand and/or product choice, as well as, where and when the product was bought (Kotler et al, 2009).

This model can also be detected in Iyer and Reisenwitz´s (2010) findings that state that Baby Boomers are appealed by marketing of apparel (product) that is trendy, comfortable and has a sense of elegance, as well as, high quality. Boomers are more likely to be price sensitive but like to spend more money as they age (price) and prefer

shopping in department stores and malls (place), although they show an increased use of online shops, too. They react positively to advertising messages that are based on emotions (Beauchamp, Barnes, 2015) and information, direct marketing, and word-of-mouth marketing (Harmon, Webster, Weyenberg, 1999; Sudbury-Riley, 2016). Baby Boomers nowadays often view themselves 10-15 years younger than their chronological age, they are more active (Lipschultz, Hilt, Reilly, 2007) have an extraordinary level of marketplace knowledge and life-long experience, are more critical and interested in seeking and evaluating information about products and brands (Sudbury-Riley, 2016). This caused that the buyer decision process has changed compared to their parents' generation. Therefore, Boomers are less likely to stick loyal to a brand, are more venturous when it comes to innovative products and less risk averse in their brand and product choices (Iyer, Reisenwitz, 2010; Coleman, Hladikova, Savelyeva, 2006).

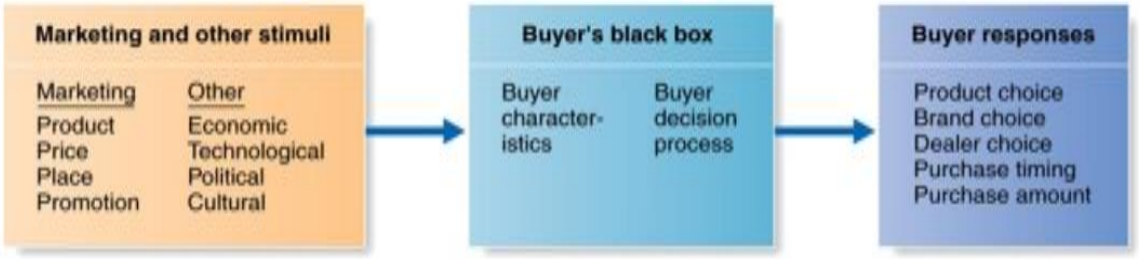

Figure 1: Model of Buyer Behaviour (Kotler et al, 2009)

Implication: These research outcomes obtained by reviewing other authors' findings based on research literature – especially those generated in the "Buyer´s Blackbox" - are of crucial importance for the research objective to create a consumer profile of the baby boomer. It is crucial for marketers to understand these characteristics to develop successful strategies and thus, the research can use the shown behaviour towards the 4P´s as a base for developing marketing and communication strategies that are relevant to the baby boomer customer.

2.3.2 *Concept of cognitive age*

Marketing and consumer behavior research normally use chronological age because it is easily measured and an objective and universal used attribute. However, it is useless as a dependent variable. Therefore, the concept of cognitive age was introduced and refers to a person´s perceived age. This cognitive age depicts whether people feel younger or older than they actually are. There are three different measurement methods available: single item measures, four-dimension measure and semantic differential measure (Stephens, 1991). The most used measure is the four-dimension

measure which includes factors like feel-age, look-age, do-age and interest-age (Kastenbaum et al, 1972). Gwinner and Stephens (2001) determined two different sets of variables used: (1) antecedent variables like demographic variables, activity level, culture and life satisfaction and (2) consequence variables like fashion interest, exploratory shopping behavior, social involvement and information seeking behavior.

Lipschultz, Hilt and Reilly (2007) use this concept to point out that people aged 50+ see and feel themselves often 10 to 15 years younger than their actual chronological age. Thus, they came up with the result that Baby Boomers - who were already titled as seniors according to their actual age in previous years – often have similar values and interests as younger people which is important for businesses and their advertising to realize. Consequently, consumer who are cognitively young are more active and react similar to marketing methods and media employed to reach younger generations. However, marketers must be cautious, because Baby Boomers can´t be seen as a distinct homogenous group and thus not every Boomer feels cognitively younger. This concept helps marketers to better understand the consumer behavior of Baby Boomers and to distinguish into cognitively younger and older consumers with respect to their needs and interests. It also helps building a marketing strategy which should address the target segment in a consistent tone that avoids focusing on negative aspects of aging rather than a positive and younger self- image (Thompson, 1990).

Implication: The research´s next steps – based on the research literature and policy – are the development of a coherent and meaningful segmentation of the Baby Boomer market based on cognitive age (younger/older Boomers). This targets all three objectives since it requires a specific consumer profile with relevant information about behavioural and psychographic data that can be used to analyse consumer behaviour and spending patterns. Lastly, it also impacts the course of action undertaken in developing target-oriented marketing strategies.

2.3.3 *Structural model of cognitive age and its antecedents*

Another model that is concerned about cognitive age is Moschis' model of cognitive age and its antecedents (Mathur, Moschis, 2005). This model is based on Wilkes (1992) research and on the assumptions that cognitive age plays a mediating role between the three key antecedents (biological changes, chronological age, life stage changes) and several variables like fashion interest, entertainment activities and cultural activities. The empirical-tested model is used to examine the causes of cognitive age and how cognitive age and thus age-related differences affect patterns of information processing, as well as decision making. To further enhance the

understanding, the authors stated that people´s aging can be classified by three interdependent categories: social, biological, and psychological aging and is strongly affected by an individual´s self-concept. The further paragraph is used to focus on and explain each of the antecedents according to Moschis:

1. Biological changes (physiological aging): changes in physical appearance increase people´s awareness of aging and may cause a shift in their age identity. Furthermore, biological aging usually includes a decrease in sensory systems (hearing, vision) and internal and external changes traced back to diseases and functional disabilities which affects in turn an individual´s self-concept. Health status is an important predictor of cognitive age (Gwinner, Stephens, 2001).
2. Chronological age: This antecedent represents according to Moschis a crucial predictor of cognitive age because it reflects not only the passage of time but more importantly the perception of age in several life stages. Certain age does not only provide a person with specific privileges and benefits but also causes people to join age-based subcultures. As mature adults perceive themselves belonging to such subcultures their cognitive age can change. However, it is also established that many people live their lives without making any meaningful changes to their self-concept whereas they often see themselves in ageless terms which can be explained with the fact that self-identity which is a part of the self-concept isn´t a needed subject to change while aging. As a result, adults chronological age changes but their cognitive age doesn´t change equally because it is also depending on the environment the individual lives in and the more stable such an environment is the slower changes in cognitive age take place
3. Transitional Life-Stage changes: every person passes through several life situations or transitions (marriage, parenthood, retirement, grandparenthood) that lead to shifts in their roles and social identities which in turn require adjustments to their changed life conditions and self-identities. The adaption of age-related roles and transitions affect an individual´s cognitive age.

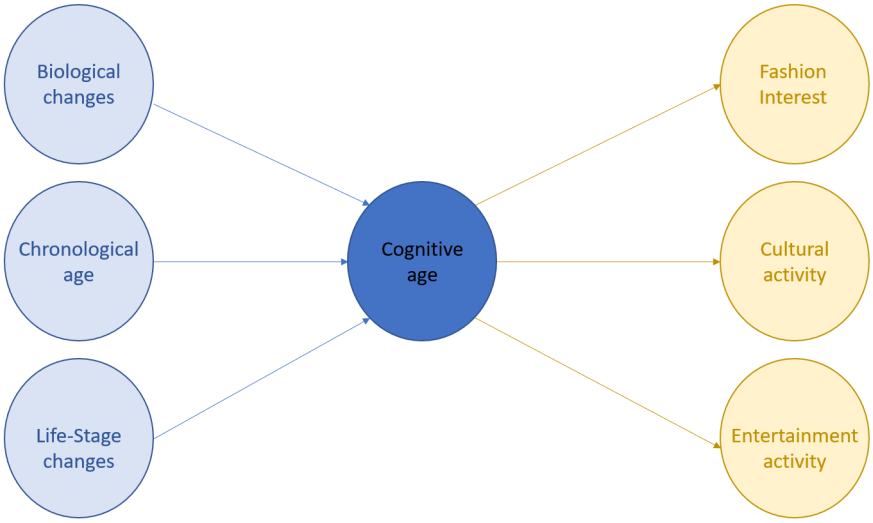

Figure 2: Structural model of cognitive age and its antecedents

The variable of interest for this dissertation is fashion interest. Wilke (1992) came up with the finding that mature women´s cognitive age was related to a high fashion interest and Goldsmith and Stith (2015) confirmed this outcome by stating that elderly women have a significant relationship to fashion innovativeness based on their cognitive age. Moschis who has comparable findings, explained these results by referring to the self-consistency motive which entails the tendency of individual´s behave in accordance with their self-concept. Self-consistency is powerful and persistent and most often strong enough to prevent an individual from changing their self-views evolved in earlier life stages when these views are considered justifiable by others. Because of this, mature adults often try keep their self-images evolved earlier by maintaining to participate in consumption-related activities that they were involved in in earlier life stages to sustain their self-concepts.

Implications: Based on this model, the research gets some meaningful insights in how to examine and determine cognitive age based on the antecedents. This is primary important to understand Baby Boomers needs, motives, and consumption behaviour to produce and promote products that satisfy them. Although it is hard to predict which biological changes and which physical diseases a consumer might has to deal with, it gives an indicator what needs to be considered when segmenting the target group. Further, it provides marketers with a new segmentation strategy based on social roles and subcultures that can be traced back to both chronological age and life-stage changes. Therefore, this model supports the researcher with important knowledge that can be used to evaluate implications on product and marketing development and thus customer need satisfaction.

2.3.4 *Concept of self-congruity*

Chang (2008) introduced the concept of self-congruity and refers to the relationship between consumers' self-perception and the role of models in advertising and how this impacts consumer´s brand attitudes. The model is based on the general assumption that models play a significant role in advertising and that consumer´s unconsciously and consciously compare their self-perception based on their cognitive age with the portrayed model to evaluate whether a product fit them or not. The framework represents the connections between the congruency between a woman´s self-perceived cognitive age and the perceived age of the model used to present the product and how the level of congruence influences a female shopper´s perception that the product is "for me", her self-brand affinity and brand evaluation involvement, as well as, her self-referencing. Based on the outcomes of these factors, women´s brand attitudes are formed.

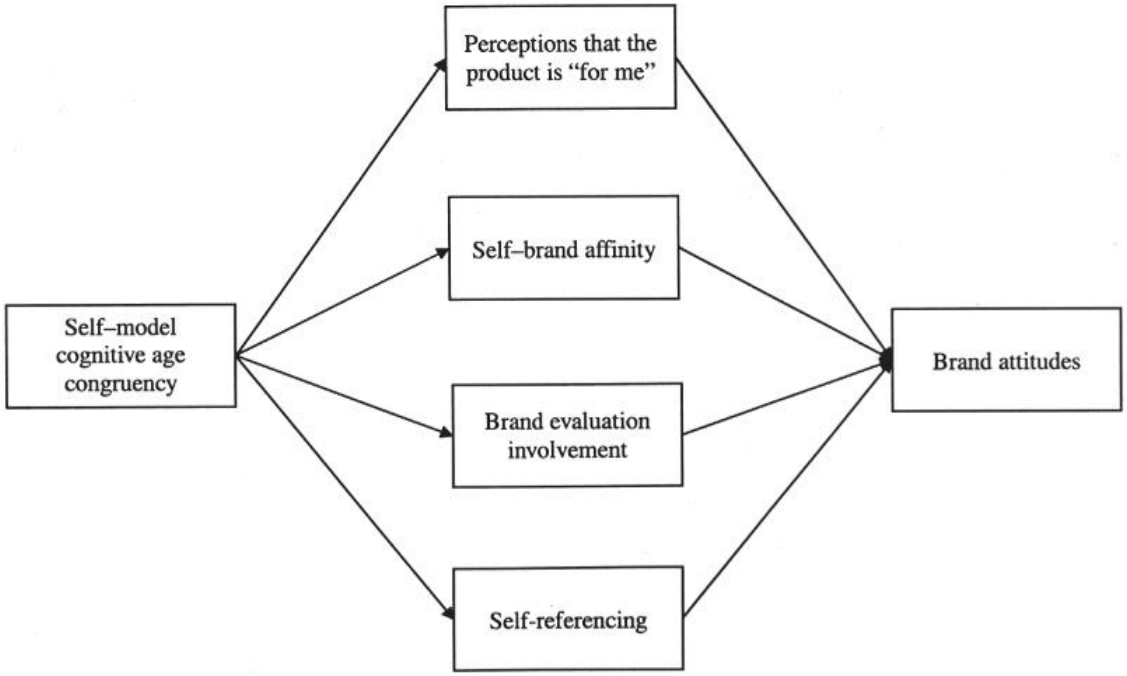

Figure 3: Concept of Self-Congruency

Chang (2008) stated in his research that women aged 55+ are likely to perceive themselves significantly younger than they are according to their chronological age which impacts their consumption behaviour. Furthermore, the application of this model on elderly women showed that these women prefer models that correspond with their self-perceived cognitive age and that they engage more with brands and products that are congruent with their self-image and trigger an intrinsic "for me" feeling. Moreover, a high degree of age congruency between consumer and model will encourage female

shoppers to feel attracted to a brand and to pay attention to the message of the advert which will lead to a deeper evaluation of the promoted product and brand. Another finding that Chang made in his research is that the level of age congruency motivates elderly women to higher levels of self-referencing which means that they directly refer advertising messages to their life and experiences. As a result of these findings, Chang came up with the conclusion that a great level of congruency between self-perceived age and model´s age develop more favourable and sustainable brand attitudes because it increases brand trust. However, Chang highlighted that participants of his study didn´t assess the product less positively just because the model was older in her physical appearance but assessed and perceived it less positively when the age of the model differed significantly from their own cognitive age.

Implications: The findings of Chang´s research can be used to handle the third objective that deals with marketing strategies and how Baby Boomer women can be addressed successfully. Thus, this information is of special importance for marketers because they can use this knowledge based on empirical data to create marketing campaigns with models that comply with the target groups' cognitive age. Marketers need to consider carefully who they want to target (segmentation), their audiences' cognitive age and finally the selection of an appropriate model that matches Baby Boomer´s self-concept and self-identity.

2.3.5 *Structural Equation Modelling (SEM)*

Known as a multivariate statistical analysis technique the SEM is used to analyze structural relationships between a set of observable variables and unobservable constructs (MacCallum, Austin, 2000). It combines factor analysis and multiple regression analysis in one model and is often visualized by a graphical path diagram. The objectives of this analysis are to figure out patterns of correlation among a set of variables and to point out as much of their variance as possible with the model described (Kline, 1998).

Sudbury-Riley (2016) used this model to examine the importance of Baby Boomer consumers to firms. Hereby, Baby Boomers were analyzed based on

- potential antecedents like socio-demographics, traits and values, group, and psychological factors
- typical attitudes and behaviors: new brand trial, consumer information sources and price-consciousness.

Consequently, the results of this model give an indication of the Boomer market maven consumer which is illustrated in figure 4. Sudbury-Riley´s analysis revealed that Baby

Boomer mavens are presumably female with an empty nest. They often appear to be grandparents and are driven to spread consumer knowledge to others. They are interested in clothes and fashion trends and care about their appearance. They also pay attention to others appearance and style. Furthermore, they are open-minded to try new brands, enjoy watching TV, are more price-conscious and bargain-seeking and hold more positive attitudes towards advertising (Sudbury-Riley, 2016).

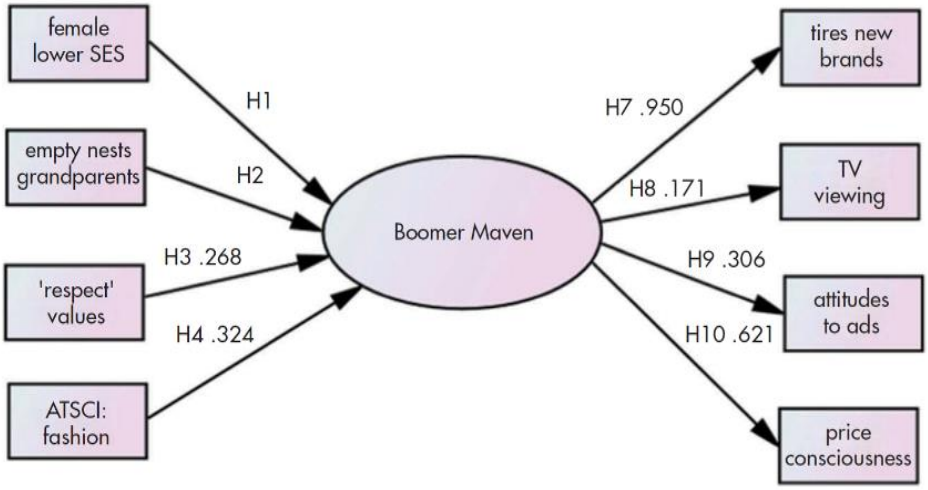

Figure 4: Graphical path diagram with respect to SEM (Sudbury-Riley, 2016)

Implication: The outcomes of this model give a good overview over the powerful Baby Boomer women that should be centred when it comes to developing promising marketing and communication strategies. The research can use the examined variables to determine when and where marketing should stimulate appealing impulses in order to increase awareness, satisfaction and sales.

2.3.6 *Segmentation strategy (STP Model)*

Market segmentation is an organizational strategy used to divide a target market into smaller subgroups that make it easier to manage and to sell products / services. The segmentation can be done based on single or combined variables using demographic, psychographic, behavioral, and/ or geographic segments to communicate to a more targeted consumer base. An efficient market segmentation increases customer experience and leads to a higher level of loyalty and brand recognition, as well as higher sales and profits (Kotler et al, 2009).

Figure 5 shows the three steps of market segmentation that allow marketers to identify lucrative consumer segments based on different variables, an evaluation of attractiveness of these segments and to develop a positioning concept for the most promising segment.

Figure 5: Steps in the market segmentation (Kotler et al, 2009)

Based on this, Harmon, Webster and Weyenberg (1999) claim that an effective marketing plan can only be developed when a business has clearly segmented its target market. In the case of the generation Baby Boomers they chose a segmentation based on the demographic variable “age”. Iyer and Reisenwitz (2010) added that the Baby Boomers are too large to be targeted as an undifferentiated whole. They suggest that the best variables to segment the market of Boomers are a mix of psychographics and demographics and thus came up with the variable of cognitive age. This segmentation offers the opportunity to divide into younger and older Boomers, to understand how they view their perceived self and to analyze their consumption habits and preferences.

Implication: Based on their outcomes the research detected Baby Boomers with a younger cognitive age as a good market because they have the necessary buying power, are open-minded, have a higher level of innovativeness and are interested in marketing. This offers marketers the chance to tailor a message based on lifestyle characteristics that is appealing to a powerful customer group.

2.3.7 *Social system approach for advertising*

In 1988 Csikszentmihalyi came up with the systemic theory of creativity (figure 6) that is often applied directly to advertising. The system includes three parts: (1) field (social system), (2) domain (culture) and (3) creators (genetic pool & personal experiences). Applying this model to advertising means that creators draft a creative concept that is based on input received previously from the field (client and agency management) and significant information that were determined from the domain (culture). The three subsystems are dependent on each other and necessary for creativity to appear. This model is useful to understand where the origin of ideas for advertising lies and how they were developed because it changes the perspective from the individual to the

synergy between the individual, the field of the social organization that encompasses advertising and the domain of culture in which advertising exists. This shift in perspective results in a more extensive and robust explanation of the creative advertising process (Berg, Stuhlfaut, 2006).

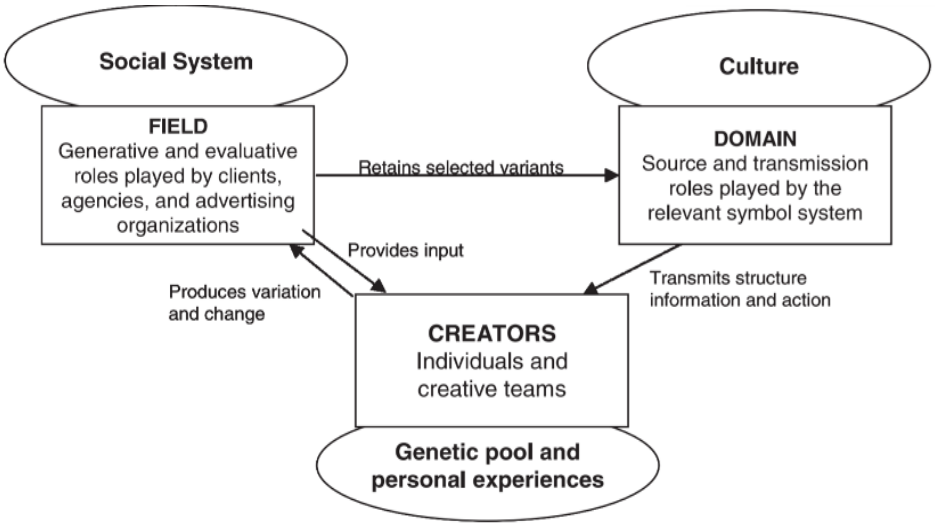

Figure 6: Systemic theory of creativity (Bergh, Stuhlfaut, 2006)

Lipschultz, Hilt and Reilly (2007) used this social system approach in their research to determine the relationships between Baby Boomers (creator), social and cultural factors and to answer their research question “how do organizations adapt to serving Baby Boomers?”. They point to the urgency that businesses and agencies need to realize Baby Boomers not only as a powerful costumer but also need to own role orientations that assign value to this group. In this case social systems produce goods and services that correspond with cultural images, marketing and media portrayal that are appealing to the target group. The authors assume that each of the subsystems is constantly in transition since it is adapting to changes in the social and cultural system. As a result, the model provides insight into the importance of consumer choices, interests, and market forces. They further point out that strong cultural images are harmonious with the values of the social system and the power of a self-correcting marketplace. Consequently, their research revealed to that marketers could for example use celebrities who are popular with the Boomer generation for advertising. Although this approach gives a good overview about the relationships between the three components it is important to consider that baby boomers are a very large and heterogenous target generation whereas differences between younger and older Boomers can appear which refers to the concept of cognitive age explained previously.

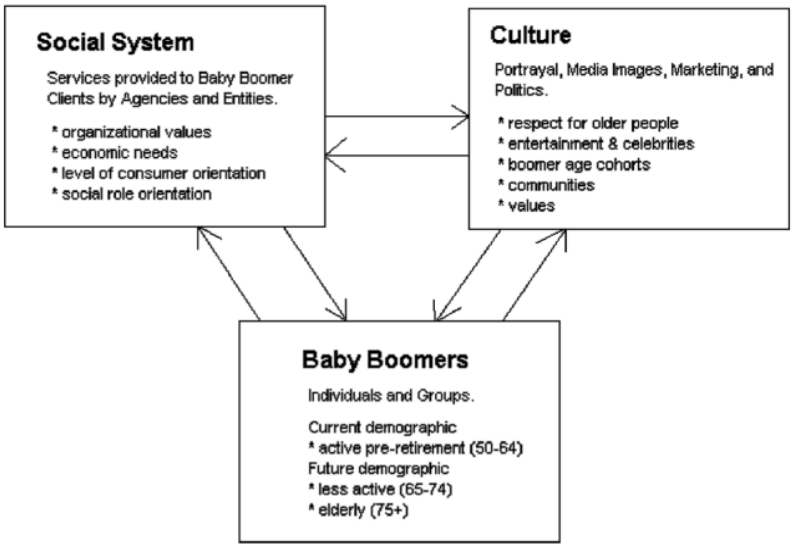

Figure 7: Social system approach applied to baby boomers (Lipschultz, Hilt, Reilly, 2007)

Implication: Using celebrities in advertising to appeal Baby Boomers' consumer values and to make them identify themselves with the celebrity and brand might be a potential strategy when approaching the third stated objective in chapter 1.

2.4 Conceptual Framework

This section deals with the construction and description of a conceptual framework that can be used to provide answers for the research objectives and to justify the outcomes. A conceptual framework can be illustrated as a written or visualized element and consists of theories, key factors, assumptions, and concepts that support the study research and outline the speculated relationship among the single components (Miles, Huberman, 1994). The main objective of this framework is to provide a basic structure to assess and refine the three research objectives of the dissertation and how they rely on each other.

The conceptual framework below depicts the three key factors: Baby Boomer and their cognitive age, consumer behavior and marketing strategies that need to be considered and that are interconnected in several ways.

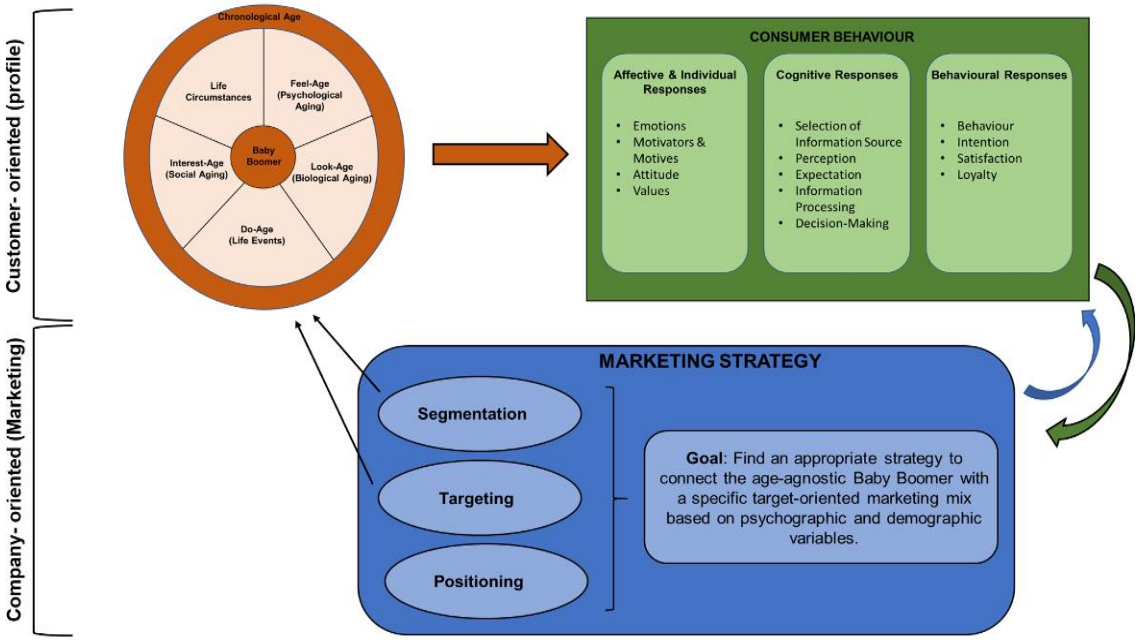

Figure 8: Conceptual framework (Kastenbaum et al, 1972; Lipschultz, Hilt, Reilly, 2007; Sudbury-Riley, 2016; Iyer, Reisenwitz, 2010; Coleman, Hladikova, Savelyeva, 2006; Kotler et al, 2009; Beauchamp, Barnes, 2015; Moschis, 2012)

Based on the outcomes of the background research and the literature review Baby Boomers are an exceptionally large generational cohort that can differ very distinct in the variable “age”. Thus, the first key factor in the developed conceptual framework that needs to be considered is “age” including all subcategories mentioned by Kastenbaum´s et al (1972) and Moschis’ (2012) concept of cognitive age. Lipschultz, Hilt and Reilly (2007) stated that the cognitive age has an immense impact on Baby Boomers` perception, attitude, and behavior which brings the framework to the next key factor “consumer behavior”.

Dependent on the cognitive age of each respective Baby Boomer group, the consumption behavior and factors that influence purchase decision making need to be identified and analyzed based on affective responses, cognitive responses and behavioral responses (Sudbury-Riley, 2016; Iyer, Reisenwitz, 2010; Coleman, Hladikova, Savelyeva, 2006). This will help the research to predict how different Boomers will react to different marketing strategies and thus, how companies need to develop their strategies to reach their intended target group.

The third key factor “Marketing Strategy” is based on the STP-Model (Kotler et al, 2009) and again needs to be considered in relation to the cognitive age of the Boomer cohort. Companies need to consider who of the Baby Boomers they want to address and need to orient their segmentation and targeting strategy selectively to their needs and motivators. Referring to Beauchamp and Barnes (2015) this is especially important

because the reactions and emotions of younger and older Boomers differ a lot when it comes to marketing actions and thus influences the level of customer satisfaction and brand loyalty. Further, consumer behavior and the marketing strategy are in a mutually dependent relationship because a company that is able to understand their consumers` attitude and perception and expectations towards brands, as well as, how they gather their information and what motivates them to finally make a purchase decision can be used to tailor a company´s marketing strategy accordingly to satisfy and delight customer needs. In reverse, companies that understand their customers in detail can predict and lead their behavior and influence it to their own advantage with targeted marketing campaigns.

2.5 Hypotheses

The hypotheses are based on the research questions and supported by literature and theoretical concepts of similar topics. The following hypotheses are differentiated according to the three research objectives appointed in chapter 1.

2.5.1 *Hypotheses referring to the Baby Boomer women´s profile*

Former literature has revealed that Baby Boomers are in general the generation with the highest disposable income (Dogan, 2015; Townsed, 1992; Loroz, Helgerson, 2013; Lewis, Medvedev, Seponski, 2010; Beauchamp, Barnes, 2015). Timmerman (2003) added that women of this cohort spend 13% more on clothing than women of other generations. However, there is also a lot of literature highlighting that Baby Boomers differ a lot from each other and that they can´t be treated as a homogeneous group (Lipschultz, Hilt, Reilly, 2007; Iyer, Reisenwitz, 2010; Dogan, 2015). Many authors (Stephens, 1991; Timmermann, 2003; Sudbury, Simcock, 2009; Moschis, 2012; Iyer, Reisenwitz, 2010; Goldsmith, Stith, 2015) have stated that cognitive age can be handled as a promising distinguishing factor. Therefore, the research aims to examine a gap that haven´t been addressed yet by previous literature but is supposed to help expanding the knowledge about the generation and to complete the generational profile. The gap that needs to be filled is whether there is a connection between the disposable income and the self-perceived age of Baby Boomer women. Furthermore, the newly gathered information could also be used to extend the ‘concept of cognitive age’ (see 2.3.2). The following hypothesis is proposed:

> *H1: Baby Boomer women with a higher disposable income feel cognitive younger.*

According to Lewis, Medvedev and Seponski (2010), as well as Townsed (1992) women are significantly distressed about changes in their physical appearance while aging and are willing to spend more money on products that support a youthful outlook. Workman (2010) outlined that women - compared to men - tend to be fashion change agents which incorporate their consumption behaviour but also their intrinsic motivation. Clothing and fashion trends can be used to represent one´s personality and lifestyle (Sudbury-Riley, 2016) but also intends to take hold of a woman´s sense of beauty (Iyer, Reisenwitz, 2010). Additionally, Lipschultz, Hilt and Reilly (2007) stated that some women use fashion as a resource of social belonging that helps them to feel and look younger (Iyer, Reisenwitz, 2010). Following the example of the 'structural model of cognitive age and its antecendents' (see 2.3.3) that focuses on fashion interest, as well, the research proposes the following hypothesis to expand the information content in this context:

H2: Baby Boomer women have a high fashion interest regardless of income and work status.

2.5.2 *Hypotheses referring to consumer behaviour, motives, and motivation*

In Germany, Baby Boomers are the most powerful generation in demographic size (Schwarzbaum, 2015) and represent a high level of diversity (Lipschultz, Hilt, Reilly, 2007). Concepts like the 'Stimuli-Response-Model' (see 2.3.1) are concerned with general consumption and decision-making processes of consumers and there are several authors who have examined women´s fashion purchasing behaviour and motives in general (Townsed, 1992; Sudbury, Simcock, 2009; Workman, 2010; Mittal, 2006; Sudbury-Riley, 2016; Harmon, Webster, Weyenberg, 1999; Nam et al, 2006), however, none examined the buying motives of female Boomers explicitly. The results of the proposed hypothesis could therefore enhance existing information and concepts by its newly acquired knowledge about explicit fashion purchase motives of mature women in today´s market environment.

H3: Baby Boomer women´s fashion purchase motives differ related to their chronological age.

- *H3a: The older Baby Boomer cohort (born 1946-1954) is mainly driven by utilitarian motives (customer service, quality, cut, comfort).*
- *H3b: The younger cohort is mainly driven by hedonic and ethic motives (shopping experience, fashionability, sustainability, ethic factors).*

Aruna and Santhi (2015) examined impulse purchase behaviour among younger generations which serves as a base for this dissertation´s research of impulse purchases versus planned purchases in context with spending habits and cognitive age. The next hypotheses were proposed to further determine whether the key factor cognitive age has a major impact on female Boomers' spending and buying habits. Additionally, the assumed information that will be gathered during the primary research might be useful to extend the 'concept of cognitive age' (see 2.3.2), as well as the 'structural model of cognitive age and its antecendents' (see 2.3.3) and might reveal implications of cognitive age in context with the Stimuli-Response-Model (see 2.3.1).

H4: Cognitive age impacts female Boomers' buying behaviour and spending habits.

- *H4a: Cognitive younger Boomers' are impulse buyers and driven by want-based motives and spend in general more on fashion (monthly).*
- *H4b: Cognitive older Boomers' are planned purchasers and driven by need-based motives and spend in general less on fashion (monthly).*

The last hypothesis in this category refers to brand loyalty and assumes distinctive differences based on an interplay of individual´s chronological and cognitive age. Lipschultz, Hilt and Reilly (2007) and several other authors (Sudbury-Riley, 2016; Iyer, Reisenwitz, 2010; Beauchamp, Barnes, 2007; Lin, Xia, 2012) heavily discuss about the preservation or decrease of brand loyalty with increasing age. Additionally, the 'Structural Equation Model' (see 2.3.5) pursues to investigates typical attitudes like new brand trial and can be incorporated and extended at this point. However, existing studies haven´t differentiated among brand loyalty of mature men and women. Thus, there is a knowledge gap present that is assumed to be filled with this research including and analysing both chronological and cognitive age in this context.

H5: Brand loyalty among the generation cohort differs related to their chronological and cognitive age.

- *H5a: The chronologically younger cohort group (born 1955-1964) and the cognitive younger Boomers' in general are more likely to try new brands and thus are less brand loyal.*
- *H5b: The Boomers' of the chronologically older cohort and those who perceive themselves their actual age or even older (cognitive age) are more likely to be brand loyal.*

2.5.3 *Hypotheses referring to strategic fashion marketing*

Although, Baby Boomers are powerful in size and have the highest disposable income of all other generations this target audience still is predominantly left out in marketing (Coleman, Hladikova, Savelyeva, 2006). Cognitive age is based on a person´s self-perception and self-concept and thus, varies from person to person which is also confirmed in the 'concept of cognitive age' (see 2.3.2). Stephens (1991) outlined that Baby Boomers tend to have a look age that is 10 years younger and an interest age that is even 15 years younger than their chronological age. However, there are also Baby Boomers who feel and look a lot older than their chronological age because of different factors like wealth or other life circumstances (Moschis, 2012; Zniva, Weitzl, 2017). Assuming that cognitive age has an impact on self-perception and therefore, on different marketing elements (Stimuli-Response-Model, see 2.3.1) that are perceived as appealing, marketers should consider this factor as important and should put it in context with their individual segmentation strategy (see 2.3.6) which proposes the following hypothesis:

H6: Baby Boomers' cognitive age is decisive for strategic fashion marketing elements and media channel choices.

- *H6a: Cognitive younger women feel attracted by emotion-loaded adverts and fashion presentation that is presented in shop windows or recommended by family and friends (word-of-mouth).*
- *H6b: Cognitive older women feel attracted by information-loaded fashion adverts that are distributed via magazines and posters.*

Additionally, marketers tend to represent their products and fashion items on models that portray an ideal appearance of being young, flawless and slender or on women who represent success and luxury, which can make it hard for women to identify with the brand and thus, to make a purchase decision (Phillips, McQuarrie, 2011). Additionally, Chang (2008) revealed that a connection between women´s self-perception and perceived age of the model is existent and has an impact on an individual´s brand choice. Based on this existing knowledge this research aims to determine the importance of mature women´s identification with models in advertising and what differences appear to be in context with chronological and cognitive age. The next proposed hypothesis is inspired by the concept of self-congruity (see 2.3.4), namely:

H7: The choice of the model in a fashion advert is of special importance for the success of a fashion campaign since it is positively related with Boomer´s self-concept and thus affects the identification with the brand.

- *H7a: The younger cohort group attach less importance to the identification with the model because they are positively attracted by models that are younger which matches with their self-perception more easily.*
- *H7b: The older cohort group (even if they feel cognitive younger) attach considerable importance to the identification with the model whereas the research assumes that they can´t identify with common fashion adverts representing models that are a lot younger than their self-concept and their own physical appearance.*

The determined hypotheses which all are supposed to fill knowledge gaps and contexts that haven´t been investigated yet emerged from concepts and findings of the literature review. Those hypotheses and their potential results align with the research aim to investigate Baby Boomer women´s consumer behavior and marketing appeal based on their lifestyle and cognitive age and intends to use the findings to extend already existing concepts and theories that have been used or oriented at in the hypotheses development process. Furthermore, the hypotheses are structured and tailored to the research objectives: the first two hypotheses concern the Baby Boomer profile and their cognitive age, whereas hypotheses 3-5 emphasis on purchase motives, spending habits and brand loyalty in context and comparison of chronological and cognitive age. The last two hypotheses focus on the third objective and involve the impact of attractive marketing elements and the model choice to analyze striking differences or similarities among female Boomers based on their self-perception and chronological age. Furthermore, the seven hypotheses and the conceptual framework are closely related. Both dissertation elements set the three key elements – (1) Baby Boomer´s cognitive age, (2) consumer behavior and (3) fashion marketing appeal – in their focus and are comprised of already existing concepts. While the conceptual framework visually shows potential relationships among these key players in the research, the hypotheses are developed and strategically worded to provide the research with meaningful results that confirm or reject, as well as, give some more details about potential connections of the conceptual framework. The congruence of hypotheses and conceptual framework is important to deliver a clear and consistent structure that will lead to meaningful results and objective achievement of the study.

2.6 Conclusion

The literature reviewed gave a first impression of theories, models, and concepts already obtained in other studies that dealt with specific issues and assumptions that are related to areas of the dissertation topic and research objectives. The research can use these theories and their findings to determine a solid base built on research theory and data but also to get an insight how other researchers gathered specific data, how they structured and proceeded their research to achieve their research objectives and how they analyzed and interpreted their results. Furthermore, the empirical data and theoretical knowledge build the base for the development of the hypotheses that are required to pursue a deductive approach. The connection between research aim, research objectives, the conceptual framework, as well as the hypotheses allows the study to strive for congruence and profound results.

3 Methodology and Research Design

3.1 Overview

To achieve the research objectives set in the first chapter, it is important to decide on an appropriate research philosophy, research strategy and data collection, as well as data analysis process. The focus of the methodology and research design chapter is on the exploration of the generation profile, their consumption behaviour and marketing attraction by recommending a positivistic approach and quantitative research strategy to obtain the best results. The data collection process used to achieve reliable and valid data is based on a questionnaire that can be distributed offline and online to gather quantitative, empirical data about the generation cohort. The minimum sample size for this research was determined at 267 women aged 50+ to ensure valid results that can be transformed into general statements based on hypotheses that are determined and set in advance.

3.2 Research Philosophy and Approach

Before research starts to develop strategies to collect data that give significant insights in the process of achieving the research objectives and answering research questions, research philosophy, and research approaches need to be considered to provide a coherent structure of the study. Research philosophy is the outer layer of the research onion and needs to be considered first (Saunders, Lewis, Thornhill, 2019).

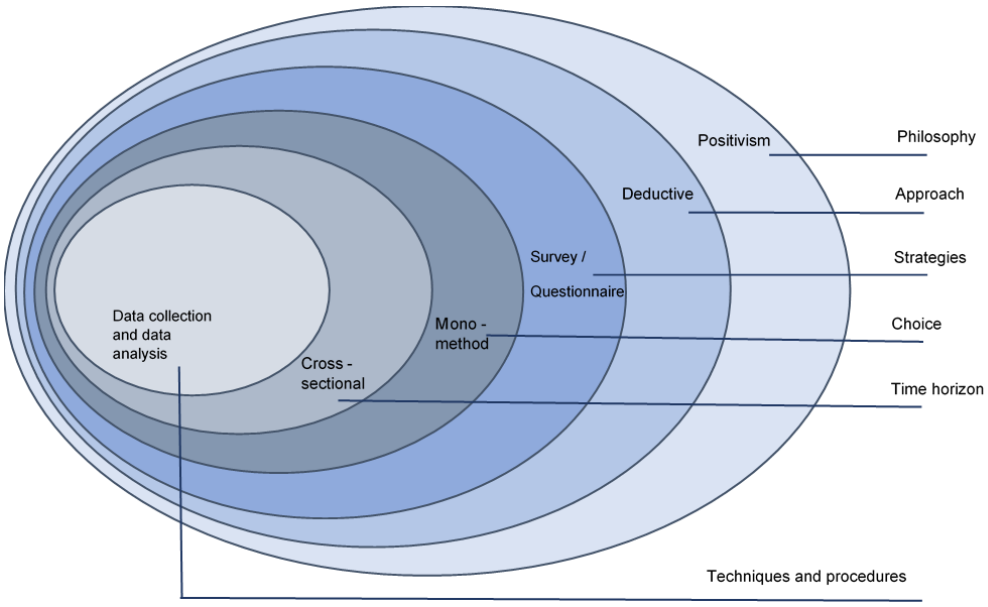

Figure 9: Research onion adjusted (original by Saunders, Lewis, Thornhill, 2019)

It deals with a system of attitudes and beliefs about the development of knowledge to address a specific issue. The three present problems of this research are to figure out how significant differences like cognitive age divide the Baby Boomer generation into subgroups and how these subgroups differ in their consumer behavior related to their specific needs and motivators, as well as, in how they are appealed by a firm´s marketing. The research philosophy in this case is epistemology which is based on assumptions about knowledge – that can consist of numerical, textual, or visual data, as well as, of facts, narratives, and opinions - that is considered valid, sufficient and justifiable (Saunders, Lewis, Thornhill, 2019).

This shows that a main consideration that need to be done in the case of the Baby Boomers, the drivers of their consumer behavior, as well as best practice marketing is how to gather information. The researcher intends to use already existing theory together with data and facts that are independent of human interpretation or bias. The use of secondary peer reviewed literature provides the dissertation with a good base for the researchable topics and its background. These can then be used to develop hypotheses that suit the research objectives and need to be proven right or wrong over the course of further primary research to reach generalization. This procedure clearly goes along with positivism. Positivism is a scientific, empiric method that uses existing theory as a base for further investigation and aims to collect justifiable data that can develop law-like generalizations (Saunders, Lewis, Thornhill, 2019).

Besides, the research philosophy can further be specified by research paradigms. To figure out which needs Baby Boomer women possess and how they are motivated to purchase a product, rational explanations and facts are required which can help to develop a collection of recommendations within the current situation to improve customer satisfaction and to assess and adjust firm´s marketing in general. This course of action indicates a functionalist paradigm. This is no coincidence because the positivistic research philosophy often goes along with the functionalist paradigm and can then be identified as positivist-functionalist research philosophy (Saunders, Lewis, Thornhill, 2019).

The next critical reflection should be made on how data for the research is intended to be collected. Positivism suggests the application of quantitative research methods which is coherent with the researcher´s intention to conduct online and offline questionnaires to obtain primary data and to engage with the target group. To confirm or reject the hypotheses defined prior to primary research and to facilitate generalization of the results it is important to follow a highly structured methodology

which requires to stay neutral and isolated from the research to avoid influencing the data into a direction.

The researcher determined hypotheses based on the information and data obtained by secondary literature and data in chapter 2, section 5. These hypotheses and their relation to each other will be tested by engaging potential respondents in questionnaires to either confirm or disprove the assumptions. Based on these measurable, quantitative data a generalization of the results can be undertaken. These characteristics and procedures are attributable to a deductive approach (Saunders, Lewis, Thornhill, 2019).

The conceptual framework that was developed in chapter 2, section 3 will be used as framework for the dissertation. It comprises of several concepts, theories, and assumptions that are related to each other in several ways and can be used as a guide for deductive research approaches. The dissertation concerns Baby Boomer women in Germany and thus, the research will be conducted in Germany. The purpose is to investigate the questions “Who the Baby Boomer women are? How they differ from each other? What needs are most persistent? What motivates them to purchase fashion? And what is appealing to them related to marketing? What do companies need to consider and improve to reach the intended target group more efficiently? The empiric results that confirm/reject the hypotheses will be used to determine generalized statements that apply to the consumption habits and marketing preferences of the broad mass of Baby Boomers.

3.3 Research Strategy

The research strategy can be used as a step-by-step plan of how a research process will be conducted and consists of 5 specific phases (Dinnen, 2014):

(1) Research inventory

This phase is based on already existing information and data that was conducted and analysed by other people at current state. It provides the base for the research and answers the question “what do you already know?” (Dinnen, 2014). In the case of the dissertation the literature review and the data obtained by other researchers to come up with models, theories, and frameworks is the research inventory. It provides the dissertation with essential basic know-how about the topic and the background, as well as the purpose of the research particularly to find out how the Baby Boomers impact marketing operations with their lifestyle and consumer behaviour.

(2) Definition of the research strategy

Determine which data are needed to target each of the research objectives and problems. Based on the research inventory, the researcher needs to investigate gaps that require special attention and additional research whereof a strategy that fits the needs is developed (Dinnen, 2014). The research onion (figure 9) can be used to decide on useful strategies and choices to obtain data in the most efficient way (Saunders, Lewis, Thornhill, 2019).

This research aims to use exclusively quantitative research (questionnaire) and a deductive approach to gather important data. This is one of the fastest ways to collect a big number of data with limited answer options that can be transformed into a universal, generalized result. The answer options are resulting of data that were already generated by other researchers in this area and are the base of the hypotheses formulated prior to the primary quantitative research. The questionnaire can be found in chapter 3, section 4.

(3) Conduct of research

After planning how the strategy is intended to be conducted, the actual process of conducting primary data starts. The target group needs to be approached based on the variable age and gender to ensure that only women born between 1946 and 1964 are representants of the study and therefore no discrepancies of the Baby Boomer analysis appear. Therefore, the selection process is the same as with non-probability sampling because it is based on the researchers subjective understanding (Statistics How to, 2015).

Further, an appropriate sample size for the quantitative research needs to be determined.

- Variables
  - The current total population in Germany is 83,517,045 whereof Baby Boomer women account for 13.1% (Worldometers, 2019) which amounts to 10,940,733 women who are part of the generation cohort.

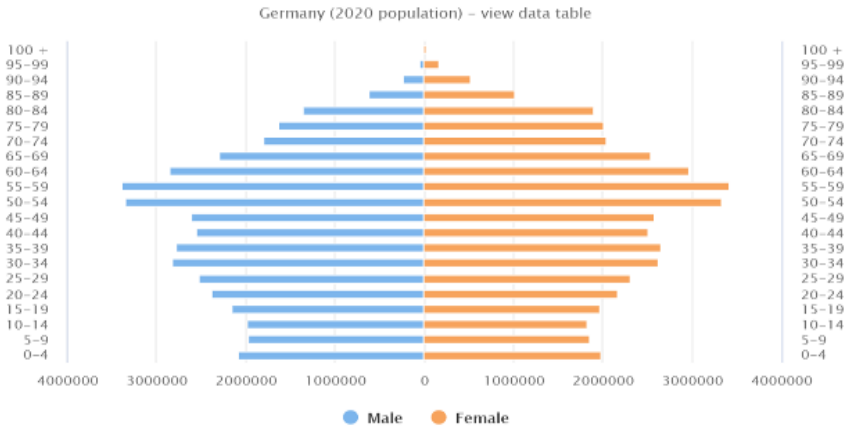

Figure 10: Population Germany 2020 (Worldometers, 2019)

- confidence interval: 6

  The confidence interval measures the rate of uncertainty or certainty in a sampling method by examining different population parameters and their probability to fall between two set values for a determined dimension of time. This factor is needed to calculate the sample size for the survey (Investopedia, 2019).

- sample size: as a result, a minimum of 267 participants is required to make relevant claims (Creative Research Systems, 2019).

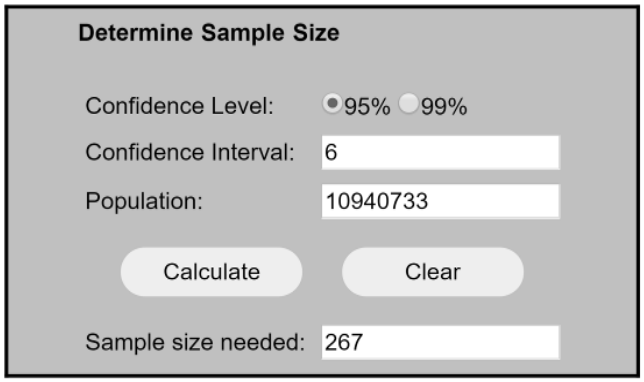

Figure 11: Sample Size Calculator (Creative Research Systems, 2019)

The next step is to generate questions for the questionnaire that targets the research objectives. This part will be considered in the upcoming chapter “nature of data”.

After involving participants in the questionnaire, the results need to be assessed and interpreted to see which of the hypotheses set in the beginning can be confirmed or need to be rejected. Based on this, a generality of motivators,

needs and marketing appeal can be undertaken to clarify and answer the research questions.

(4) Combination of own research with other data

After assessing the data obtained and proving the hypotheses, the primary data can be compared to the data provided by other researchers about similar topics. This can back up the own statements made about the Baby Boomers, their needs, and drivers in consumption patterns, as well as their attitude towards marketing.

(5) Result sharing

The results and findings of the questionnaires will then all be combined and discussed in chapter 4.

3.4 Primary Data Collection

3.4.1 *Sources*

There are two different types of data – primary and secondary data – which will both be used in the dissertation stage. Primary data is original data collected for a distinct research objective, whereas secondary data is a set of data that was originally obtained for other purposes but can be used for other research objectives, as well (Hox, Boeije, 2005). The focus will be on primary data and thus data obtained through questionnaires to clarify the research questions related to Baby Boomer´s consumer behaviour, drivers, and needs, as well as their marketing preferences. Secondary data were used to prepare adequate hypotheses and questions for the questionnaire.

Questionnaires

The research will be conducted in Germany to narrow down the number of participants required for a generalisation of the research outcomes. The researcher provides a set of questions and a mix of standardized answer categories and open, customized answer possibilities that are either distributed as an online questionnaire via email and social media platforms or handed out to participants in malls and fashion stores to generate a broad set of primary data.

The online questionnaire approach offers great opportunities to reach an extensive number of people that are representative for the dissertation. The questions target Boomers' demographic data, motivators, needs, general consumption habits, and attitudes towards marketing when it comes to fashion purchases. The online survey will be distributed via email and Facebook because 60% of the generation cohort use this medium on a daily basis (Statista, 2019) and therefore, gives the researcher the

possibility to spread the survey among the target audience. The more data collected the more meaningful will be the results and the more applicable and accurate will be the generalisation in the end of the dissertation (Hox, Boeije, 2005; Saunders, Lewis, Thornhill, 2019).

The offline questionnaire approach has the advantage to get in personal contact with the target audience and to clarify questions that might occur while participants are answering the questionnaire (Saunders, Lewis, Thornhill, 2019). The researcher intends to distribute the questionnaire at malls and fashion stores because people going there intend to do a purchase and thus, can easily tell about their needs and drivers.

The type of questions used for both online and offline questionnaires are

(1) *Dichotomous questions /Close-ended questions*: these questions are easy to answer with Yes/No or any other short-focused answers. This type of question is useful to outline facts about participants (QuestionPro, n.d).

(2) *Staple scale questions*: this type of question requires a rating scale and uses a limited choice of answers. These questions are suitable to obtain insights in participants minds about a specific subject (QuestionPro, n.d).

3.4.2 *Nature of Data*

Concerning the research objectives established in the beginning of this dissertation the data collection is part of an exploratory research. Hence, the research needs to examine the background and nature of the issues and understand the motives, needs, and attitudes of Baby Boomers to generate meaningful outcomes that provide new solutions for the dissertation research. Therefore, the development of significant questions for the quantitative research is of special importance.

Questions 1-7 target mainly demographic data, except number 6 that targets a psychographic element. The questions can all be easily answered by ticking a box and it will take participants only minutes to get through the whole questionnaire. Questions 8-14 focus on the fashion interest of Baby Boomers and their consumption behaviour by kindly asking to evaluate the likelihood of several variables given. Question 15-19 are used to analyse Boomers' individual marketing preferences by offering staple scale questions.

Please tick the boxes according to your chosen answers:

1. What age group do you belong to?	1946 - 1954	1955 - 1964

2. What is your marital status?	Single	Married	Divorced	Widowed

3. Do you have children?	Yes	No
3a. If yes, do they still need your financial support?	Yes	No

4. What is your current work status?	Full Time	Part Time	Retired	unemployed

5. What is your annual HH income?	< €25,000	€25,000-40,000	€40,000-60,000	€60,000-90,000	> €90,000

6. How old do you feel? (cognitive age)	a lot younger (-10y)	younger (2-5y)	same age (+/- 0)	older (+ 2-5y)	a lot younger (+10y)

7. How important is fashion to you?	very important	important	relatively important	a bit important	unimportant

8. How much do you spend on fashion? (monthly)	< € 50	€ 50 - 100	€ 100 - 200	€ 200 - 300	> € 300

9. Do you enjoy buying apparel?	very important	important	relatively important	a bit important	unimportant

10. Would you consider yourself as brand loyal?	very important	important	relatively important	a bit important	unimportant

11. Where do you generally buy clothing?	Always	very often	often	seldom	never
Shopping centre					
directly from the manufacturer (brand shop)					
Boutique					
Outlet					
Online					

12. Would you consider yourself as ... or ... in general?	planned purchaser	Impulse purchaser

13. What motivates you to purchase new clothes?	very important	important	relatively important	a bit important	unimportant
Interest in new trends / innovation / curiosity					
self-expression					
special occasions					
Special Offers / Promotions					
Marketingcampaigns					
Self-gratification					
Prestige / Lifestyle					
Belonging					
Shopping experience					
I need something new (wear and tear)					
Others (please mention)					

14. What do you consider when buying new clothes?	decisively	sehr wichtig	relevant	not very important	unimportant
Quality					
Price					
Brand / Brand Image					
Customer service / personal consultation					
Shape / cut					
Functionality					
Sustainability (Materials, Second Hand, ...)					
Ethic factors (no child labour, land of origin, fair trade...)					
competing products / alternatives					

15.What kind of marketing do you prefer in context with fashion?	very important	important	relatively important	a bit important	gar nicht
Television ads					
Radio ads					
Newspapers					
Posters					
POS marketing					
Fashion shows					
Adverts on social media					
Newsletter / Email marketing					
Word of mouth (friends)					
Others (please mention)					

16. What elements are perceived as appealing to you in advertising campaigns?	decisively	very important	relevant	not very important	unimportant
Identification with the brand					
Identification with the model (age, gender, style, size, …)					
Emotions					
Lifestyle					
Product information					
Humour					
Sensorial stimulation (visuals, scent, feel, background music…)					
Others (please mention)					

17. Do you remember a fashion ad campaign that you liked?	Yes	No
17a. What was the name of the campaign?		
17b. What did you like about it?		

18. Name (a) fashion brand/s where you normally buy clothes:	

19. Please look at the following marketing campaigns:

19a. Do you feel attracted by the posters?	Yes	No
19b. Please mention what would trigger you to buy some of these products or what would prevent you from buying:		
19c. What needs to be changed to make the ads more appealing to you?		

Table 2: Questionnaire

The questionnaire is based on extensive reading and can be linked to the literature review chapter by referring to table 3 including relevant literature for each question:

Linking the questionnaire to relevant literature used:	
1. What age group do you belong to?	Timmermann (2003); Lipschultz, Hilt, Reilly (2007); Iyer & Reisenwitz (2010)
2. What is your marital status?	
3. Do you have children? **3a. If yes, do they still need your financial support?**	Townsed (1992); Sudbury-Riley (2016)
4. What is your current work status?	Prakash (1986)
5. What is your annual HH income?	Dogan (2015); Townsed (1992); Loroz & Helgeson (2013); Lewis, Medvedev, Seponski (2010); Beauchamp & Barnes (2015); Beauchamp & Barnes (2007)
6. How old do you feel? (cognitive age)	Stephens (1991); Timmermann (2003); Sudbury & Simcock (2009); Moschis (2012); Iyer & Reisenwitz (2010); Wolf, Sandner, Welpe (2014); Lin & Xia (2011); Kastenbaum et al (1972); Gwinner & Stephens (2001); Mathur, Moschis (2005); Wilke (1992); Goldsmith & Stith (2015)
7. How important is fashion to you?	Iyer & Reisenwitz (2010); Nam et al (2006); Wilke (1992); Goldsmith & Stith (2015)
8. How much do you spend on fashion? (monthly)	Timmermann (2003); Iyer & Reisenwitz (2010); Lewis, Medvedev, Seponski (2010); Nam et al (2006)
9. Do you enjoy buying apparel?	Sudbury & Simcock (2009); Sudbury-Riley (2016)
10. Would you consider yourself as brand loyal?	Lipschultz, Hilt, Reilly (2007); Sudbury-Riley (2016); Iyer & Reisenwitz (2010) Coleman, Hladikova, Savelyeva (2006); Beauchamp & Barnes (2007); Lin & Xia (2011)
11. Where do you generally buy clothing?	Coleman, Hladikova, Savelyeva (2006); Nam et al (2006)
12. Would you consider yourself as ... or ... in general?	Aruna & Santhi (2015)
13. What motivates you to purchase new clothes?	Townsed (1992); Sudbury & Simcock (2009); Workman (2010); Mittal (2006); Sudbury-Riley (2016); Harmon, Webster, Weyenberg (1999); Nam et al (2006)
14. What do you consider when buying new clothes?	Aruna & Santhi (2015); Workman (2010); Lipschultz, Hilt, Reilly (2007); Loroz & Helgeson (2013); Iyer & Reisenwitz (2010); Lewis, Medvedev, Seponski (2010); Beauchamp & Barnes (2007); Nam et al (2006)
15.What kind of marketing do you prefer in context with fashion?	Timmermann (2003); Sudbury-Riley (2016); Lewis, Medvedev, Seponski (2010); Beauchamp & Barnes (2007); Harmon, Webster, Weyenberg (1999); Nam et al (2006)
16. What elements are perceived as appealing to you in advertising campaigns?	Workman (2010); Loroz & Helgeson (2013), Zniva & Weitzl (2017); Chang (2008); Sudbury-Riley (2016); Iyer & Reisenwitz(2010); Lewis, Medvedev, Seponski (2010); Coleman, Hladikova, Savelyeva (2006); Beauchamp & Barnes (2007); Harmon, Webster, Weyenberg (1999); Kozar (2010); Phillips & McQuarrie (2011); Chang (2008); Beauchamp, Barnes, Webster (2010)
17. Do you remember a fashion ad campaign that you liked? **17a. What was the name of the campaign?** **17b. What did you like about it?**	Coleman, Hladikova, Savelyeva (2006); Kozar (2010)
18. Name (a) fashion brand/s where you normally buy clothes:	
19. Please look at the following marketing campaigns: **19a. Do you feel attracted by the posters?** **19b. Please mention what would trigger you to buy some of these products or what would prevent you from buying:** **19c. What needs to be changed to make the ads more appealing to you?**	Soccx (2019)

Table 3: Questionnaire Literature

3.4.3 *Access and Ethical Issues*

The researcher of this dissertation studied Fashion and Business Management as a previous course and was able to create a small but relevant network in the fashion industry, which will be used to obtain some industrial data and gather additional information. Participants for the questionnaire will be addressed via social media platforms, email distribution and in fashion stores / malls.

When conducting data that include participants there are several things that need to be considered regarding research ethics. First of all, it needs to be written down that it is a participant´s free choice to participate in the research and that the participant can withdraw from the study at any time with the assurance that all data are deleted. Another important point is data protection whereas all personal information and data will be treated anonymously, and each participant will be given a specific code/number that is only identifiable by the researcher. Furthermore, the data will only and exceptionally used for scholarly purposes and is deleted after the dissertation stage is completed and assessed.

In conclusion, the participants can be certain that the data obtained is handled confidentially and their participation is voluntarily. When a participant is interested in the dissertation topic and would like to get a deeper understanding of the results, the author is willingly granting an insight.

3.5 Approach to Data Analysis

The quantitative data obtained in questionnaires will be assessed using a regression analysis. This statistical analysis tool is often used to confirm or explain phenomena in social or behavioural sciences. The model incorporates many variables and supports the investigation of relationships between them (Gilstrap, 2013). To determine the causal effects of one variable upon the other, independent (X) and dependent (Y) variables need to be identified. It is intended to use both linear and multiple regression analysis because these methods are estimated to produce more realistic and more significant results. This analysis examines the connection between a dependent and one or more independent variables (Anderson, n.d) which could be the relationship between Baby Boomer women´s interest in fashion (Y) in context with their disposable income (X) and their work status (X). The correlation analysis will be conducted and calculated with the SPSS programme.

3.6 Conclusion

Although the Baby Boomer cohort is the generation with the highest disposable income and represents the largest generation in Germany, companies still fail to target this audience properly (Coleman, Hladikova, Savelyeva, 2006). This problem does not only cause Baby Boomers' to feel left out and not appreciated as a valuable consumer but also cause businesses to forego a lot of revenue.

The potential outcome of the research might be the identification and impact of the variable cognitive age on Baby Boomers' needs, drivers of consumer behaviour, and

marketing appeal. The relationship of the different variables might make it easier for marketers to understand the powerful and diverse target audience and might encourage them to pursue a new segmentation and positioning strategy that aligns with a redesigned marketing strategy which attracts and serves the needs and consumption motives of female Baby Boomers in the future.

The dissertation is supposed to investigate how younger and older Baby Boomer women (cognitive age) differ in their consumption habits and their sensitivity to media, marketing channels and communicated messages of fashion firms. The results of this study might be useful for fashion brands to get an insight in Baby Boomers' minds and to develop their messages, fashion collections, and marketing contents more meaningful for their audience. As a result of this, female Baby Boomers might not feel left out anymore and might feel valued and understood which will encourage them to spend more money on brands that changed their strategy and might also increase brand loyalty.

4 Presentation and Discussion of the Findings

4.1 Overview

This chapter presents and analyses the results that were gathered through the process of distribution and evaluation of the questionnaires. The hypotheses in chapter 2, section 5 create the foundation for the analysis and interpretation of the meaningful results of the quantitative research findings. Female Baby Boomers' fashion purchase behaviour is considered and evaluated on several variables and contexts like motives and motivators, income and work status, the impact of cognitive age vs chronological age, marketing elements and media channels, as well as, the importance of the considerate choice of the model. The interaction of those various variables creates an extensive discussion of the data obtained and the final outcome of the research objective which facilitates a better understanding of the Baby Boomer cohort including their needs and wants which are of special importance for brands and marketers of the fashion industry.

4.2 Findings

The questionnaire was distributed online and offline to a total of 281 participants and the data gathered was collected question by question in excel and transferred to the statistics programme SSPS where further analysis took place. The hypotheses proposed in chapter 2, section 5 will now be tested, approved, or rejected with a regression analysis which is either of linear or multiple nature depending on the hypotheses. For this purpose, three short analyses (R^2, ANOVA, regression analysis) are conducted for each hypothesis before the result is revealed. The evaluation of the questionnaire for more detailed insights in the data obtained can be found in Appendix A.

4.2.1 *Hypothesis 1*

The hypothesis wants to analyse whether there is a connection between females' cognitive age and their disposable income or not. The research determined 'cognitive age' [Q6] as the dependent variable and 'disposable income' [Q5] as an independent variable. Since there is only one independent variable a linear regression analysis is used.

First, the research examined the results of the adjusted coefficient of determination (adjusted R^2) which is more reliable than the multiple correlation coefficient and the

simple coefficient of determination R^2. Table 4 outlines an adjusted R^2 of 0.212 which illustrates a moderate variance for the overall model according to Cohen´s principles (1988). The higher the variance the higher is the goodness-of-fit which means a higher statistical power for the overall model.

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.463[a]	.215	.212	1.058

a. Predictors: (Constant), [Q5]

b. Dependent Variable: [Q6]

Table 4: Model summary H1

Second, the ANOVA (table 5) is interpreted by analysing the significance of the predictors for the dependent variable cognitive age. The confidence interval is determined at 95% whereas the level of significance is set at a maximum of 5% to ensure the model´s statistical power and reliability. In this case, the significance is 0.000 which is a rounded value that can be written as p<0.001. Therefore, disposable income can statistically significant predict cognitive age. Using a F-Statistic as a test method reveals *F(1, 279) = 76.34, p < 0.001* as prediction.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.373	1	85.373	76.338	.000[b]
	Residual	312.022	279	1.118		
	Total	397.395	280			

a. Dependent Variable: [Q6]

b. Predictors: (Constant), [Q5]

Table 5: ANOVA H1

Lastly, the interpretation of regression coefficient needs to be done to examine whether a legality for the hypothesis underlies and to determine a regression equation that helps to quantify this legality. The regression allows to determine a model that predicts numerical values for parameters that aren't part of the data set gathered.

The regression equation for the first hypothesis is based on the values of table 5:

- *[Q6 'cognitive age'] = -0.421 x [Q5 'disposable income'] + 3.72*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	3.720	.159		23.397	.000	3.407	4.033
	[Q5]	-.421	.048	-.463	-8.737	.000	-.515	-.326

Table 6: Regression H1

The column “Sig.” (table 6) specifies whether the coefficients can be distinguished from zero. The value of this number needs to be smaller than 0.05 to constitute a valid linear connection among the variables. In this hypothesis [Q5 ‘disposable income’] fulfils this criterion which indicates that this variable has a strong impact on cognitive age and therefore, is suitable for predictions.

After significance has been proven, the hypothesis itself needs to be proven right or wrong. Analysing the numerical values and their relation based on the questionnaire scales, reveals that with an increasing cognitive age (questionnaire scale (QS): feeling a lot younger=1; feeling a lot older=5) which is illustrated as the constant variable and a value of 3.72 the disposable income (QS: HH income <€25,000=1; >€90.000=5) decreases illustrated as [Q5] = -0.421. Due to this, the results predict that female Baby Boomers’ with a lower disposable income have a higher cognitive age a.k.a. feel or perceive themselves as older. In reverse, female Boomers’ with a higher disposable income feel and perceive themselves as younger a.k.a. depict a lower cognitive age whereas the hypothesis can be confirmed.

4.2.2 *Hypothesis 2*

The variables were determined as the following: the ‘interest in fashion’ [Q7] represents the dependent variable, ‘work status’ [Q4] and ‘disposable income’ [Q5] represent the predictors. Because this hypothesis offers more than one predictor it is defined as a multiple regression analysis.

A look at table 7 shows that the adjusted R^2 for the overall model has a value of 0.052 which accounts for a low variance according to Cohen (1988) which offers space for further analysis to investigate useful data that result in meaningful predictions.

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.242[a]	.059	.052	1.036

a. Predictors: (Constant), [Q4], [Q5]

b. Dependent Variable: [Q7]

Table 7: Model summary H2

Examining the results of ANOVA (table 8) shows that a significance of the predictors for the dependent variable 'fashion interest' [Q7] is existent. Likewise hypothesis 1, the level of significance p<0.001 indicates a meaningful value for the research. Therefore, disposable income [Q5] and work status [Q4] are able to statistically significant predict fashion interest: *F(2, 278) = 8.68, p<0.001*.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.619	2	9.309	8.677	.000[b]
	Residual	298.264	278	1.073		
	Total	316.883	280			

a. Dependent Variable: [Q7]

b. Predictors: (Constant), [Q4], [Q5]

Table 8: ANOVA H2

Assessing the regression coefficients in table 9 to verify an underlying legality for the hypothesis that can be quantified with a regression equation, led the research to the following results:

- *[Q7 'fashion interest'] = -0.169 x [Q5 'disposable income'] + 0.115 x [Q4 'work status'] + 2.955*

Investigating valid linear connections between the variables portrays that predictor [Q5 'disposable income'] fulfils the necessary criterion with a value of 0.001 and thus is qualified for predictions because it has a strong impact on fashion interest. On the other hand, predictor [Q4 'work status'] has a value that is higher than 0.05, particularly 0.151, which indicates that this variable isn't significant and has only little impact on females' fashion interest and therefore, is not suitable for predictions and could also be the reason for R^2 turning out low.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	2.955	.241		12.244	.000	2.480	3.430
	[Q5]	-.169	.048	-.209	-3.513	.001	-.264	-.075
	[Q4]	.115	.080	.086	1.440	.151	-.042	.271

Table 9: Regression coefficient H2

Having in mind that 'work status' [Q4] has too little impact to be significant for predictions and quantification, the hypothesis can only be confirmed partly.

With an increasing interest in fashion (QS: very important=1; unimportant= 5) which is handled as the constant with the value of 2.955, the disposable income decreases (QS: HH income <€25,000=1; >€90.000=5) shown as [Q5] = -0.169. Consequently, the results predict that female Baby Boomers' work status doesn´t have an impact on their fashion interest at all and that Boomers' with a lower disposable income are less interested in fashion than Boomers' with a higher disposable income. Therefore, the second hypothesis can´t be confirmed completely and thus, is rejected.

4.2.3 *Hypothesis 3*

The third hypothesis is concerned about Baby Boomer´s fashion purchase motives related to their chronological age. Subdividing the hypothesis into two different hypotheses based on their chronological age cohorts and their assumed motives, offers the research more detailed insights in the heterogeneous generation.

For both H3a and H3b the dependent variable is [Q1] 'chronological age'. The chosen predictors for the utilitarian motives of H3a are [Q14] 'quality', [Q14] 'cut', [Q14] 'comfort', [Q14] 'customer service' and [Q13] 'special occasions'. The chosen predictors for the hedonic/ethic motives of H3b are [Q14] 'fashionability', [Q14] 'sustainability', [Q14] 'ethic factors' and [Q13] 'shopping experience'.

Starting with the analysis of H3a the overall model (table 10) outlines a remarkably high variance with an adjusted R^2 of 0.674 according to Cohen (1988) which goes along with a high goodness-of-fit and thus a high statistical power.

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824[a]	.680	.674	.284

a. Predictors: (Constant), [Q13] special occasion , [Q14] service, [Q14] comfort , [Q14] quality , [Q14] cut

b. Dependent Variable: [Q1]

Table 10: Model summary H3a

The results of ANOVA (table 11) show that the predictors illustrate a significance of 0.000 for the dependent variable [Q1] 'chronological age' and thus can be handled as significantly valuable for the research because the independent variables are able to statistically significant predict the chronological age group: *F(5, 275) = 116.652, p<0.001.*

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.160	5	9.432	116.652	.000[b]
	Residual	22.235	275	.081		
	Total	69.395	280			

a. Dependent Variable: [Q1]

b. Predictors: (Constant), [Q13] special occasion , [Q14] service, [Q14] comfort , [Q14] quality , [Q14] cut

Table 11: ANOVA H3a

The regression coefficients assess a potential underlying legality for the hypothesis and are necessary to determine the regression equation:

- *[Q1 'chronological age'] = 0.05x[Q14 'cut'] + 0.052x[Q14 'quality'] -0.032x[Q14 'comfort'] + 0.281x[Q14 'customer service'] -0.036x[Q13 'special occasion'] + 0.768.*

Investigating the significance of the coefficients on valid linear connections between the variables outlines that almost all predictors except [Q13] 'special occasions' fulfil the criterion to be smaller than 0.05 meaning that they have a strong impact on predicting the older chronological age cohort. [Q13] 'special occasion' presents a value of 0.076 which indicates that this variable isn't significant and thus, is not suitable for predictions.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B Lower Bound	95.0% Confidence Interval for B Upper Bound
1	(Constant)	.768	.079		9.693	.000	.612	.924
	[Q14] cut	.050	.018	.115	2.794	.006	.015	.085
	[Q14] quality	.052	.025	.077	2.065	.040	.002	.101
	[Q14] comfort	-.032	.015	-.077	-2.147	.033	-.062	-.003
	[Q14] service	.281	.014	.744	19.391	.000	.252	.309
	[Q13] special occasion	-.036	.020	-.065	-1.781	.076	-.076	.004

Table 12: Regression coefficients H3a

Examining the hypothesis to make a general statement about confirmation or dismissal shows the following: With an increasing chronological age (QS: born 1946-1954=1; born 1955 - 1964=2) which is the constant variable, the independent variables cut (0.5), quality (0.52) and customer service (0.281) are rising (QS: decisive=1; unimportant=5) meaning that the chronological younger Boomers' attach less importance to cut, quality and customer service. This means in reverse, that the hypothesis can be confirmed partly, because female Boomers' born between 1946 and 1955 seem to be driven strongly by cut, quality and customer service. However, comfort with a numerical value of -0.032 indicates that this factor is a slightly more important motive for a fashion purchase for the younger cohort group and therefore the hypotheses can´t be confirmed in this point. Special occasion was dismissed prior due to the lack of significance for the research and thus, can´t be confirmed either.

Therefore, the hypothesis H3a should be adjusted to "*The older Baby Boomer cohort (born 1946-1954) is mainly driven by utilitarian motives like customer service, quality and cut."*

The second part of the hypothesis outlines a moderate variance of the overall model (table 13) with an adjusted R^2 of 0.124 according to Cohen (1988) meaning that statistical power is expandable.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.370[a]	.137	.124	.466

a. Predictors: (Constant), [Q13] shopping experience , [Q14] sustainability , [Q14] fashionability, [Q14] ethics

b. Dependent Variable: [Q1]

Table 13: Model summary H3b

Likewise H3a, the results of the ANOVA (table 14) present a significance of 0.000 indicating that the predictors are able to statistically significant predict the chronological age group: *F(4, 276) = 10.945, p<0.001.*

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.501	4	2.375	10.945	.000[b]
	Residual	59.894	276	.217		
	Total	69.395	280			

a. Dependent Variable: [Q1]

b. Predictors: (Constant), [Q13] shopping experience , [Q14] sustainability , [Q14] fashionability, [Q14] ethics

Table 14: ANOVA H3b

The analysis on the significance of the coefficients on valid linear connections between the variables in table 15 shows that almost all predictors except [Q13] 'shopping experience' are ranging between 0.00 and 0.05 and thus, are suitable for predictions because of their significant impact on predicting the younger chronological age cohort. [Q13] 'shopping experience' presents a level of significance of 0.176 which reveals that this variable isn't qualified for predictions.

- *[Q1 'chronological age'] = -0.061x[Q14 'sustainability] + 0.149x[Q14 'fashionability'] -0.110x[Q14 'ethic factors'] + 0.033x[Q13 'shopping experience'] + 1.625*

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B Lower Bound	95.0% Confidence Interval for B Upper Bound
1	(Constant)	1.625	.121		13.438	.000	1.387	1.863
	[Q14] sustainability	-.061	.031	-.120	-1.980	.049	-.121	.000
	[Q14] fashionability	.149	.033	.259	4.495	.000	.084	.215
	[Q14] ethics	-.110	.031	-.223	-3.605	.000	-.170	-.050
	[Q13] shopping experience	.033	.024	.081	1.358	.176	-.015	.080

Table 15: Regression coefficient H3b

Having the same constant variable as in H3a, the research outlines that with an increasing chronological age (QS: born 1946-1954=1; born 1955-1964=2), the independent variables sustainability (-0.061) and ethical factors (-0.110) are decreasing (QS: decisive=1; unimportant=5) meaning that the chronological younger Boomers' put more emphasis on fashion that is sustainable and satisfies several ethical factors like for example the absence of child work and exploitation of workers which goes along

with the hypothesis. However, the numerical value for fashionability (0.149) is positive and therefore, seems to be less important to the younger cohort group than to the older Boomer group in this context and therefore, disproves the hypothesis. Shopping experience was rejected prior because of its lack of significance for the hypothesis and thus, can´t be confirmed in the hypothesis, as well.

4.2.4 *Hypothesis 4*

The fourth hypothesis is concerned with the dependent variable cognitive age and the two independent variables impulse/planned purchaser and monthly expenditure on fashion items which are the independent variables.

Table 16 outlines an adjusted R^2 of 0.301 which illustrates a high variance for the overall model which complies with a high goodness-of-fit and a high statistical power (Cohen, 1988).

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.553[a]	.306	.301	.996

a. Predictors: (Constant), [Q8], [Q12]

b. Dependent Variable: [Q6]

Table 16: Model summary H4

By interpreting ANOVA (table 17) the significance of the predictors [Q12] ‘impulse/ planned purchase’ and [Q8] ‘monthly expenditures on fashion’ for the dependent variable [Q6] ‘cognitive age’ is analysed which in this case accounts to 0.000. Consequently, the predictors are able to statistically significant predict cognitive age: *F(2, 278) = 61.16, p < 0.001.*

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.427	2	60.713	61.160	.000[b]
	Residual	275.968	278	.993		
	Total	397.395	280			

a. Dependent Variable: [Q6]

b. Predictors: (Constant), [Q8], [Q12]

Table 17: ANOVA H4

Looking at the regression coefficient table for the fourth hypothesis outlines that the regression equation reads as followed:

- *[Q6 'cognitive age'] = -0.544x[Q12 'impulse/ planned purchaser'] - 0.443x[Q8 'monthly expenditure on fashion'] = 4.498*

Both independent variables (table 18) feature a level of significance of 0.000 which means that they have a strong impact on predicting cognitive age, have a linear connection and are qualified for predictions.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	4.498	.209		21.477	.000	4.086	4.911
	[Q12]	-.544	.131	-.227	-4.157	.000	-.801	-.286
	[Q8]	-.443	.058	-.421	-7.700	.000	-.556	-.330

Table 18: Regression coefficient H4

Based on these results, the research can confirm both H4a and H4b because the relation of the variables outline that with an increasing cognitive age (QS: a lot younger=1; a lot older=5) the more planned purchases take place (QS: planned purchase=1; impulse purchases=2). Furthermore, with an increasing cognitive age the average monthly spending (QS: <€50 =1; >€300=5) on fashion decreases. Therefore, H4a is confirmed since cognitive younger Boomers tend to be impulse buyers and spend on average more on fashion in a monthly manner. Likewise, H4b can be confirmed, too, because cognitive older Boomers seem to act more as planned purchasers and spend on average less on fashion on a monthly basis.

4.2.5 *Hypothesis 5*

This hypothesis strives to examine the impact of cognitive and chronological age on brand loyalty among fashion purchases. Hereby, the same linear regression analysis is done twice with different dependent variables ([Q1] chronological age vs [Q6] cognitive age) but the same predictor [Q10] brand loyalty. Based on these two analyses both hypotheses can be served.

The interpretation of the adjusted R^2 (0.116) for the overall model concerning chronological age (table 19) sets out a moderate variance of the variables.

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.345[a]	.119	.116	.468

a. Predictors: (Constant), [Q10]

b. Dependent Variable: [Q1]

Table 19: Model summary H5 (chronological age)

The evaluation of ANOVA (table 20) implies that the predictor [Q10] 'brand loyalty' is able to statistically significant predict a chronological age group: *F(1, 279) = 37.586, p<0.001.*

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.239	1	8.239	37.586	.000[b]
	Residual	61.156	279	.219		
	Total	69.395	280			

a. Dependent Variable: [Q1]

b. Predictors: (Constant), [Q10]

Table 20: ANOVA H5 (chronological age)

The analysis of table 21 leads to the following regression equation:

- *[Q1 'chronological age'] = .167x [Q10 'brand loyalty'] + 1.031*

Based on the significance of the independent variable which amounts at 0.000 brand loyalty has a strong impact predicting chronological age cohorts and thus is suitable for predictions. The results of table 21 conclude that with rising chronological age (QS: born 1946-1954=1; born 1955-1964=2), the predictor [Q10] 'brand loyalty' (QS: very loyal=1; adventurous=5) increases on its scale, too. Thus, chronologically younger Boomers' are less likely to be brand loyal and more likely to try something new. However, chronologically older Boomers tend to be brand loyal.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.031	.090		11.467	.000	.854	1.208
	[Q10]	.167	.027	.345	6.131	.000	.113	.221

Table 21: Regression coefficients 5 (chronological age)

Following next is the analysis of the hypothesis referring to cognitive age. Likewise the model summary of chronological age, the overall model outlines a moderate variance according to Cohen (1988) when interpreting the adjusted R^2 (0.14). Although the goodness-of-fit could be higher, statistical power existent.

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.132[a]	.018	.014	1.183

a. Predictors: (Constant), [Q10]

b. Dependent Variable: [Q6]

Table 22: Model summary H5 (cognitive age)

The ANOVA (table 23) points out a significance of 0.027 which is perfectly within the tolerance. The results reveal a statistically significant prediction of cognitive age groups based on the independent variable [Q10] 'brand loyalty': *F(1, 279)=4.972, p=0.027*.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.957	1	6.957	4.972	.027[b]
	Residual	390.438	279	1.399		
	Total	397.395	280			

a. Dependent Variable: [Q6]

b. Predictors: (Constant), [Q10]

Table 23: ANOVA H5 (cognitive age)

Lastly, table 24 demonstrates that a valid linear relationship between the variables is existent due to the significance of 0.027 for the predictor [Q10] 'brand loyalty'. Because the numerical value is ranging within the tolerance of 0.00 and 0.05 the independent variable is suitable for predictions because it has a strong impact on predicting cognitive age cohorts.

- *[Q6 'cognitive age'] = -0.153 x [Q10 'brand loyalty'] + 2.926*

The analysis of the regression coefficients reveals that with increasing cognitive age (QS: a lot younger=1; to a lot older=5), the band loyalty scale (QS: very loyal=1; adventurous=5) decreases by the value -0.153. Referring to the questionnaire this

means that cognitively younger Boomers put less emphasis on brand loyalty, while cognitively older Boomers perceive themselves as brand loyal.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	2.926	.227		12.880	.000	2.479	3.374
	[Q10]	-.153	.069	-.132	-2.230	.027	-.289	-.018

Table 24: Regression coefficient H5 (cognitive age)

Based on these regression analyses, the research can confirm both hypotheses H5a and H5b.

4.2.6 *Hypothesis 6*

Concerning marketing elements and marketing channels, the constant variable for the sixth hypothesis is cognitive age. The hypothesis is split in half and both parts are investigated individually. For the first analysis the predictors examined are emotions, lifestyle, shop windows and word-of-mouth. The second analysis takes product information, posters, and magazines into account as predictors.

Looking at the adjusted R^2 (table 25) shows a relatively weak variance (0.106) for the overall model assuming, that one or more variables lack in significance for the research. However, the ANOVA (table 26) sets out a significance of $p<0.001$ which indicates that the predictors of this analysis are able to statistically significant predict cognitive age groups based on the particular marketing elements and preferred media channels: *$F(4, 276) = 9.283, p<0.001$*.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,344[a]	,119	,106	1,127

a. Predictors: (Constant), [Q16] lifestyle , [Q15] windows, [Q15] WOM, [Q16] emotions

b. Dependent Variable: [Q6]

Table 25: Model summary H6a

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.122	4	11.781	9.283	.000[b]
	Residual	350.273	276	1.269		
	Total	397.395	280			

a. Dependent Variable: [Q6]

b. Predictors: (Constant), [Q16] lifestyle , [Q15] windows, [Q15] WOM, [Q16] emotions

Table 26: ANOVA H6a

The regression coefficients outline the following equation:

- *[Q6 'cognitive age'] = 0.267 x [Q15 'windows'] + 0.073 x [Q15 'word-of-mouth'] - 0.220 x [Q16 'emotions'] + 0.263 x [Q16 'lifestyle'] +1.354*

A valid linear connection among the variables is existent and all predictors except [Q15] 'word-of-mouth' (0.327) range between 0.00 and 0.05. Therefore, the variables [Q15] 'windows', [16] 'emotions' and [Q16] 'lifestyle' are suitable to predict cognitive age groups due to their meaningful impact on it. [Q15] 'word-of-mouth' conversely, can´t be considered for predictions because of its lack of significant impact on cognitive age.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.354	.254		5.340	.000	.855	1.853
	[Q15] windows	.267	.076	.227	3.533	.000	.118	.416
	[Q15] WOM	.073	.075	.066	.981	.327	-.074	.220
	[Q16] emotions	-.220	.087	-.180	-2.535	.012	-.391	-.049
	[Q16] lifestyle	.263	.071	.255	3.713	.000	.123	.402

Table 27: Regression coefficients H6a

Interpreting the regression coefficients shows that with a rising cognitive age (QS: a lot younger=1; to a lot older=5), the scale of lifestyle (0.263), window (0.267) and word-of-mouth (0.073) increases as well, whereas the scale of emotions (-0.220) is decreasing (QS: decisive=1; unimportant=5). Meaning that cognitively younger women prefer fashion adverts that express their lifestyle and feel attracted by inspirational shop windows e.g. presentation of fashion by mannequins. According to table 27, cognitively older women prefer advertising that express emotions.

The second part of the analysis yields the following results: The adjusted R^2 (table 28) shows a very weak variance of 0.001. The reason for the extremely low adjusted R^2

can be found in table 28 which reveals that all variables show a significance that is a lot higher than the permitted tolerance of 0.05. This led to a devaluation of the adjusted R^2, followed by an extremely low statistical power for the overall model. Additionally, the ANOVA shows off a significance that is higher than the tolerance and thus, confirms the lack of significance for this hypothesis.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,110[a]	,012	,001	1,191

a. Predictors: (Constant), [Q16] product info , [Q15] posters, [Q15] magazines

b. Dependent Variable: [Q6]

Table 28: Model summary H6b

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,784	3	1,595	1,125	,339[b]
	Residual	392,611	277	1,417		
	Total	397,395	280			

a. Dependent Variable: [Q6]

b. Predictors: (Constant), [Q16] product info , [Q15] posters, [Q15] magazines

Table 29: ANOVA H6b

The analysis of the regression coefficients (table 30) reveals that with a rising cognitive age, the ranking scale of posters and magazines is increasing as well, whereas the scale of product information is decreasing. This simply means, that cognitively older women feel attracted by adverts that present a lot of product information. However, media channels like posters and magazines become less attractive for them as a source of advertising and fashion inspiration.

The regression equation would be

- *[Q6 'cognitive age'] = 0.015x[Q15 'posters'] + 0.101x[Q15 'magazines'] - 0.076x[Q16 'product information'] +2.289*

Nevertheless, the significances of the variables are all above tolerance and thus, the variables are not suitable for predictions.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	2.289	.249		9.181	.000	1.798	2.780
	[Q15] posters	.015	.085	.015	.176	.860	-.151	.181
	[Q15] magazines	.101	.087	.101	1.157	.248	-.071	.272
	[Q16] product info	-.076	.079	-.060	-.957	.340	-.232	.080

Table 30: Regression coefficient H6b

As a consequence, the hypotheses H6a and H6b can´t be confirmed but rather need to be adjusted to (H6a) “cognitive younger women feel mainly attracted by fashion adverts that represent their lifestyle” and (H6b) “cognitive older women feel attracted by information-loaded and emotional fashion adverts.”

4.2.7 *Hypothesis 7*

The last hypothesis is concerned with the importance set on the brand´s choice of the model that is representing the fashion items in adverts and the need for identification of female Boomers with these models. The dependent variable in this analysis is [Q1] ‘chronological age’ and the independent variable is [Q16] ‘identification with the model’.

The interpretation of the adjusted R^2 (0.061) for the overall model in table 31 sets out a relatively weak variance possibly indicating variables with a lack of significance that need to be identified.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.254[a]	.065	.061	.482

a. Predictors: (Constant), [Q16] ident. Model

b. Dependent Variable: [Q1]

Table 31: Model summary H7

Analysing the results of the ANOVA in table 32 presents an existing significance of the predictors for the dependent variable [Q1] ‘chronological age’. The level of significance is p<0.001 which indicate a significant value for the research. Because of this, the predictor “identification with the model [Q16]” is able to statistically significant predict a chronological age cohort: *F(1, 279) = 19.258, p<0.001*.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.481	1	4.481	19.258	.000[b]
	Residual	64.914	279	.233		
	Total	69.395	280			

a. Dependent Variable: [Q1]

b. Predictors: (Constant), [Q16] ident. Model

Table 32: ANOVA H7

The regression equation based on the coefficients of table 33 is:

- *[Q1] chronological age = 0.116x [Q16] identification with the model + 1.249*

The results conclude that with rising chronological age (QS: born 1946-954=1; born 1955-1964=2), the predictor [Q16] 'identification with the model (QS: decisive=1; unimportant=5) rises on its scale, as well. Therefore, chronologically younger Boomers put less emphasis on the identification with the model in fashion adverts than chronologically older Boomers. Consequently, the hypothesis can be confirmed.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.249	.075		16.566	.000	1.101	1.398
	[Q16] ident. Model	.116	.026	.254	4.388	.000	.064	.168

Table 33: Regression coefficients H7

4.2.8 *Additional findings*

The analysis of the questionnaire provided several more insights into the Baby Boomer cohort than the data required for the hypotheses (Appendix A).

Examining the marital status and family composition of the participants shows that most of the women are (59%) or at least have been married – divorced (18%) or widowed (8%). Furthermore, data gathered shows that 79% have at least one child, however, most of the children already live financially independent (57%) from their parents whereas they are "removed" from their list of costs. Another, interesting finding is that 62% perceive themselves as younger than their actual age and additional 15% perceive themselves their actual age which indicates that this generation stayed young and fit in general.

Additionally, the research outlines that female Boomers are busy working: 74% work either full-time or part-time and less than 1% is unemployed. Around 26% of the women confirm their work status as retired, all of them belong to the older cohort group. It is hardly remarkable, that the income statistic shows that the majority of the respondents (59%) has a disposable income that ranges between €40,000 and €90,000+ and thus is higher than the average disposable income in Germany (Focus, 2019).

Looking at “fashion” as a separate category reveals the following results: Most of the women (77%) aged 56-74 consider their interest in fashion as (very) important, only 4% state that fashion is unimportant to them. Additionally, 78% of the participants state that they enjoy shopping for fashion. This interest in fashion and the enjoyment of the shopping process is also reflected in the results of Boomers’ monthly expenditures on apparel. 80% of the respondents spend on average between €50-€300 every month. Analysing their shopping behaviour and motivation in more detail outlined the that 56% consider themselves as impulse buyers and prefer shopping malls as the most favoured place to shop clothes. The research presents special occasions, promotions, the need for something new, self-expression and interest in fashion as the most motivating factors in the fashion purchase process. In addition, functionality, quality, fashionability and price are considered the most for fashion items according to the questionnaire results.

Considering fashion marketing depicts that most Boomers do not feel addressed and appealed by adverts resulting from 188 out of 281 participants (67%) who stated that they do not remember any fashion advert lately. Nevertheless, results illustrate that the preferred media and presentation forms for female Boomers are shop windows, magazines and word-of-mouth recommendations from family, friends and peers. Furthermore, many participants ask for more authenticity, older models, and body shapes that are more realistic and truer to size of mature women instead of the skinny, flawless models.

4.3 Discussion

This research aimed to critically investigate female Baby Boomer´s consumption behaviour and marketing appeal based on their lifestyle and cognitive age to determine new insights for practical use in the fashion industry. The quantitative data obtained from 281 questionnaires provided the research with extensive information and a better understanding of the heterogeneous generation and their fashion purchasing

behaviour. The following table outlines a summary of the findings referring to the acceptance or rejection of the hypotheses:

Summary of the hypotheses			
	Accepted	Rejected	Adjustments
Hypothesis 1	✔		
Hypothesis 2		x	*"Female Baby Boomers' interest in fashion rises with an increasing level of disposable income."*
Hypothesis 3a		x	*"The older Baby Boomer cohort is mainly driven by utilitarian motives like customer service, quality and cut."*
Hypothesis 3b		x	*"The younger cohort is mainly driven by hedonic and ethic motives (sustainability, ethic factors)."*
Hypothesis 4a	✔		
Hypothesis 4b	✔		
Hypothesis 5a	✔		
Hypothesis 5b	✔		
Hypothesis 6a		x	*"Cognitive younger women feel mainly attracted by fashion adverts that represent their lifestyle"*
Hypothesis 6b		x	*"Cognitive older women feel attracted by information-loaded and emotional fashion adverts."*
Hypothesis 7a	✔		
Hypothesis 7b	✔		

Table 34: Hypotheses summary

The results of the research have shown that several similarities to already existing theories and former empirical outcomes of familiar research topics are existent. However, the study also revealed some significant differences compared to other author´s findings. In the following section the results will be examined and discussed in accordance with the research objectives and referred to previous literature.

Considering the first objective which focused on demographic and psychographic data to develop a comprehensive profile of Baby Boomer women gives rise to the following: Baby Boomers can´t be seen as an undifferentiated whole but rather as a very heterogeneous group of individuals and thus confirms the statement of Iyer and Reisenwitz (2010). Furthermore, research has shown that family plays a big role for these women since the majority is or was married and has at least one child. However, they do not match with traditional stereotypes of women staying at home and watching after their children and the house but rather are busy working and earning their own money.

This dissertation set the factor cognitive age as a good determinant for segmentation. Iyer and Reisenwitz (2010), as well as Chang (2008), conducted research about elderly women´s perceived age and stated that women aged 55+ feel and see themselves younger than they are according to their chronological age. This finding can be confirmed for female Boomers in Germany as well, because the results of the research indicate that 23% perceive themselves more than 10 years younger and additional 39% perceive themselves at least 5 years younger. Due to this, the research was determined to investigate the impact of this phenomenon on women´s consumption

behaviour and marketing appeal. The results of the regression analysis revealed that there is a significant relation among cognitive age and disposable income. The higher the disposable income, the younger do women of this generation cohort perceive themselves. This outcome can be used as an extension for the concept of cognitive age used by Lipschultz, Hilt and Reilley (2007) and for the structural model of cognitive age and its antecendents developed by Moschis and Marthur (2005).

In the following course of the dissertation, the analysis of fashion interest and purchase behaviour demonstrated that 77% of female Boomer´s consider fashion as an important part of their lives and even 80% enjoy their shopping. This approves the results of Goldsmith and Stith (2015), as well as those of Sudbury-Riley (2016) who stated that elderly women have a significant relationship to fashion innovativeness. This can be supported by the fact that research outlined that functionality, quality, fashionability and price are considered the top motivators for fashion purchase according to the results of the questionnaire. Therefore, this generation is appealed by trendy fashion that is up to date which complies with outcome of Iyer and Reisenwitz (2010) that Baby Boomers put emphasis on apparel that is trendy, comfortable, and high quality. However, research results dismiss “comfort” as a criterion for fashion purchases for Baby Boomers. Nevertheless, this dissertation focused on a more detailed differentiation of the important factors for younger and older Baby Boomers which indicates that chronological younger Baby Boomers focus more on sustainability and ethic factors when it comes to fashion purchases whereas chronological older Baby Boomers focus on customer service, cut and quality and put slightly more emphasis on fashionability than their younger peers. Another finding of this research revealed in this context that fashion interest also is strongly impacted by the variable disposable income which led to the result that the interest in fashion increases in line with an increasing disposable income. These results might be of interest for practical use in the fashion industry in Germany.

In regard to the findings of Coleman, Hladikova and Savelyeva (2006) and Iyer an Reisenwitz (2010) that outline a decrease of brand loyalty among people aged 50+ in general, were examined in more depth in the case of female Boomers based on their chronological but also cognitive age. Results deny these findings partly because the group of chronological younger, as well as the group of Boomers who feel cognitive younger state that they are less brand loyal and are open to try new brands and products which supports previous findings. However, the chronologically older cohort group and those who perceive themselves as older take an unequivocal stand of being very brand loyal and thus, disprove previous findings in this context and would comply

more with the work of Sudbury-Riley (2016). This information should clearly be considered by marketers when identifying a possible segmentation.

While interpreting the data concerning marketing appeal, and thus taking account of the third research objective, previous findings of Beauchamp and Barnes (2015) who declare that Baby Boomers are information-sensitive and react positively to advertising messages that are based on emotions can be confirmed by this dissertation. Additionally, when keeping the perspective of looking at the Baby Boomers as a whole group without any differentiation the research depicts that female Boomers prefer shop windows and magazines as marketing and information sources. Nevertheless, this perspective is very general and requires some more distinct differentiation of the huge heterogeneous group. The segmentation of the generation cohort based on cognitive age approved this assumption and affirmed that cognitively older Boomers feel appealed by emotion-loaded adverts and product information, however, cognitively younger Boomers prefer advertising that reflect their lifestyle. Therefore, the theory of Beauchamp and Barnes can be extended and revised with these new insights.

Another meaningful factor – namely the impact of the model´s choice in fashion adverts – was analyzed and outlined the following results: The segmentation of Baby Boomer women related to their chronological age delineated that older Boomers put more emphasis on the identification with the model in their decision making process and prefer models that correspond with their self-image to decide about brand and product fit. On the other hand, chronological younger women set less importance on the identification with the model and thus do not necessarily need a model corresponding with their age. It can be assumed that chronological younger Boomers might perceive themselves a lot younger than they actually are based on their life stage that hasn´t changed a lot in the past years whereas older Boomers see themselves very close to retirement or even are already retired which changed their lives immensely. Therefore, it might be easier to align with a younger model for the younger cohort group because of their self-perception and self-image. These results align with Chang´s theory (2008) that women 55+ engage more with brands that are congruent to their self-image and advertising messages that match their life and experiences.

4.4 Conclusion

The analysis and evaluation of the quantitative data has helped to develop a comprehensive picture of the female Baby Boomers, their fashion purchase behaviour, their marketing appeal and to meet the research objectives. The study outlined that this generation is economically important and needs to be differentiated carefully to satisfy

their individuals based on their particular needs, motivators, and marketing approach. Overall, the investigation of the factor cognitive age and its impact on fashion purchase behaviour and marketing was identified as valid and important to consider because it is used to differentiate the heterogeneous generation into two more distinct generations within a generation.

The research was conducted through the analysis and interpretation of the author and results were contrasted and compared with findings of previous theories and literature that dealt with the same or familiar topics. Accordance can be identified in a general fashion interest, preferred advertising messages, and used elements, as well as cognitive age as a possible segmentation determinant. Differences appeared in context with brand loyalty and purchase motivators. The results provide a substantial amount of insight into the demographics and psychographics of Baby Boomer women, their fashion purchase behaviour, and fashion marketing attraction in Germany.

5 Concluding Thoughts on the Contribution of this Research, its Limitations and Suggestions for Further Research

5.1 Implications of Findings for the Research Questions

As discussed in the previous chapter, the findings have a strong impact on the research objectives and thus on fashion brands and marketers who could potentially achieve higher sales and customer satisfaction with the newly acquired knowledge of this study.

Results revealed that Baby Boomer women can´t be treated as a homogeneous group, put emphasis on family but do not stereotypically stay at home but rather work for their living. Marketers must finally recognize that the generation differs strongly by their cognitive age. It is given that most women aged 50+ perceive and feel themselves (a lot) younger than their chronological age, which strongly influences their consumer behaviour. Although, fashion seems to play a big role in every female Boomers` life the motivators and needs for apparel shopping, as well as the marketing perception and attractiveness varies greatly. While cognitively younger women search for fashion items that are sustainable and care about ethical factors, cognitively older women look for a flattering cut, personal consultation, and high-quality fabrics. Both generational subgroups appreciate trendy items, functionality and are price sensitive. Moreover, the results show that brands can´t sit back and relax because Boomers – especially the younger cohort- are adventuresome and prefer new brand trials whereas their needs and motivation need to be assessed and satisfied permanently. Additionally, the empirical outcomes outline that women do not feel addressed by advertising in general and have issues to identify with the models used for fashion adverts whereas brands need to re-think their choices to increase their marketing appeal. In order to achieve higher sales, brand awareness and customer satisfaction brands should tailor fashion collections and cross-channel marketing towards the needs of female Boomers because they are willing to engage with brands, want to express their personalities and want to spend their money regularly on trendy pieces. Therefore, marketers need to adjust their business and – even more importantly - segmentation strategies to align with the interests of this generation.

5.2 Theoretical Contributions and Limitations of the Research

5.2.1 *Theoretical contributions*

The hypotheses were based on several existing concepts, theories and findings mentioned in the literature review. In the following, the newly acquired knowledge is compared to existing outcomes to reveal significant differences or similarities of the results.

First, results revealed a relationship between cognitive age and disposable income that hasn´t been investigated prior to this study. This new insight – namely that cognitive age can be influenced strongly by different levels of disposable income - can be used to extend the knowledge included in the ‘concept of cognitive age’.

Additionally, findings of the ‘structural model of cognitive age and its antecendents’ were confirmed as regards to fashion interest. Previous findings referred to no specific female age group, however, this research contributed by revealing the fact that mature women are highly interested in fashion.

The analysis of female Boomers’ purchase motives revealed differences based on cognitive age. The research contributed to existing concepts by proving motives broken down to each chronological age group. The older cohort is driven by utilitarian motives like cut, quality and customer service and younger Boomers in reverse are driven by hedonic motives like sustainability and ethical factors. In contrast, Iyer and Reisenwitz´s results show a preference for comfort among the older Boomer group that was dismissed by the results of this research. This insight supports the concept of the ‘Stimuli-Response-Model’ which involves customers’ decision-making process. Authors like Sudbury-Riley (2016) and Workman (2010) already examined women´s general purchase behaviour, however, the newly acquired results are more detailed and explicitly focus on the diversity of the large generation cohort.

Furthermore, the study illustrates a relationship between cognitive age, spending habits and specific purchase behaviours. The findings clearly demonstrate that cognitive younger Boomers tend to be impulse buyers which tend to spend more on fashion every month. In contrast, cognitive older Boomers are more likely to do planned purchases which evidentially results in lower monthly fashion expenditures. Recognizing this contributes to expanding the ‘concept of cognitive age’ and Aruna and Santhi´s (2015) theory about impulse and planned purchases among younger generations.

The last contribution in relation to consumer behaviour concerned brand loyalty. Results revealed a high level of brand loyalty among chronological and cognitive older Boomers, whereas the cognitive and chronological younger cohort group is more open to new brand trials. These findings disprove the results of Coleman, Hladikova and Savelyeva (2006) and Iyer an Reisenwitz (2010) who determined a decrease of brand loyalty with mature women. Further, these findings enhance existing knowledge about the 'Structural Equation Model' as regards to consumption attitudes - especially new brand trials.

Another disclosure with respect to the 'concept of cognitive age' revealed different elements of marketing attraction among cognitive younger and cognitive older Boomers. While younger women prefer lifestyle-oriented adverts, older women favour information-loaded and emotional fashion adverts. These results also contribute to the extension of the 'Stimuli-Response-Model', as well as the 'STP Model' that refers to segmentation strategies.

The analysis of Boomers' ability to identify with models in fashion adverts demonstrated that older women put more emphasis on identification however can´t easily identify with younger models which usually present fashion. The relationship between self-perception and the size and perceived age of fashion models was already examined by Chang (2008) whose results align with the 'concept of self-congruity' whereas the existing knowledge was approved in the dissertation´s context.

5.2.2 *Limitations*

There are several limitations of the research that must be considered. First, the study is based on purely quantitative research (questionnaire) which always goes along with mainly close-ended questions and thus results, may not always illustrate the actual situation because the participants have limited options available to answer the questions and quantitative data often doesn't answer the question "why" whereas additional qualitative data would be required.

Additionally, a sample size of 281 participants in the study might be enough to give a tendency and the ability to make some generalizations based on the research outcomes, however, the higher the sample size the more truthful and realistic are the final results. Therefore, it can be assumed that the number of participants used for the research is not sufficient for the representation of the whole generation in Germany.

Another limitation is given because of the location where the data was collected. The research is supposed to be representative for female Baby Boomers throughout

Germany, however, the data was mainly collected in the southern part which is more rural than other areas and therefore, may differ from more urban or metropolitan areas. Therefore, it might be interesting to distribute the questionnaire across several other areas in Germany or even internationally to obtain more comprehensive findings that can be generalized more precise.

5.3 Recommendations for Practice

Fashion brands should be aware of the distinct generation and the impact of cognitive age on individual´s needs and motivation. Thus, marketers should start segmenting the group of mature women more precise to reach higher sales and increased customer satisfaction. In this respect, media channels, fashion presentation techniques and marketing elements need to be re-arranged and improved.

Fashion collections designed for older generations often contain mainly basics and fashion that is comfortable rather than trendy. However, the study showed that fashion interest (fashionability) plays a big role for female Boomers and comfort is less important than cut in comparison. Therefore, design and cut should be reconsidered for this generation which is young at heart and wants to be treated and dressed similarly to younger generations. This group is concerned equally about quality, sustainability, and ethical factors like the avoidance of child labour and work and resource exploitation, and they are willing to spend more than any other generation on fashion pieces that fulfil these criteria. Fashion brands should produce collections for mature women with more transparency as regards to these criteria. They could use recycled materials (e.g. recycled cotton), add tags that inform about the origin and production process of the item and tailor the items according to “normal” body shapes reducing the number of oversize products and adjust their cutting pattern to create some easy to wear and figure-hugging fashion pieces.

Other aspects, that should be considered for practice are the different purchase behaviours and spending habits. While younger Boomers tend to be impulse buyers which usually results in higher expenditures compared to the older Boomer generation who usually plans their purchases and spend less on fashion, marketers probably should focus more on the younger cohort to ensure higher sales, higher stock turnover and increased customer satisfaction. To give rise to impulse purchases, brands and marketers need to attract the customers by using appealing fashion presentations, consistent Point-of-Sale marketing and inspirational shop windows. Window shopping was mentioned as one of the top inspirations and information sources among Baby Boomer women and therefore must be persuasive so that customers are interested

and enter the shop for more information and fittings. Fashion needs to be presented in accordance with lifestyle meaning complete outfits including accessories that fit the target group and windows and visual merchandising must be changed periodically to avoid that customers get bored and uninspired over time. This also aligns with the next managerial implication since younger Boomers are adventuresome in trying new brands. Brands can´t settle, need to be up to date with changing trends and shouldn´t rest on their success. In a time of fast fashion and a highly competitive environment, customers are powerful and seek for variety. By this means, marketers and brands need to be unique and develop a strong customer relationship to increase customer loyalty. Therefore, a recommendation would be to train shop employees in their consultancy skills and to be cheerful and intrinsically motivated which might result in customer satisfaction. Furthermore, incentives like loyalty cards can be given out to repeat customers that allow several benefits like little gifts or discounts from time to time. Marketers need to understand their target audience, assess their needs, and wants regularly via short surveys which would provide them with the opportunity to be ahead of competitive firms and to react quickly to changes and thus increase customer satisfaction. A high level of customer satisfaction, as well as a consistent high level of uniqueness and service among all touch points might result in positive word-of-mouth recommendations and a higher level of loyalty that is not solely based on the fashion items but rather on the shopping experience and enjoyable and inspirational shopping environment.

Additionally, research has shown that although women aged 50+ enjoy apparel shopping and are interested in fashion, they do not feel attracted by existing marketing campaigns. One of the most mentioned reasons (especially by older Boomers) for this is the choice of the model. Many participants criticized that the models who represent the fashion items should be older, more authentic, and more female in their appearance meaning more realistic in size and curvier. Therefore, brands should consider taking best-ager-models a.k.a. beautiful women with a cheerful charisma that mirror the same age as the target group and share some signs of aging like greyish hair, some lines and wrinkles which makes them even more flawless, authentic and desirable. The participants mentioned several times Gerry Weber´s latest advert campaign that shows the model Milva Spina, a beautiful women aged 50+, that presents the collection modern and elegant which increased the desire to buy or at least have a second look at it. This positive response should awake the fashion industry and should provide an opportunity in the correct direction. Besides, the study showed a difference in marketing appeal between older and younger Boomers

whereas brands should clearly decide who they want to target to tailor the marketing accordingly. While marketing campaigns for younger Boomers could use a setting and location that is more alive and shows fashion in context with Boomers' daily or occasional lifestyle, brands that focus on the older cohort should focus more on a classical and informative representation without adding too many details that could distract from the items themselves. Thus, brands should crucially re-consider their segmentation strategy to offer sustainably optimal conditions to reach and satisfy their target audience.

5.4 Recommendations for Future Research

To build a comprehensive picture of the female Baby Boomer cohort quantitative data should be enhanced by conducting qualitative research in this context. This would provide information about Baby Boomers' individual experiences and perceptions of today´s fashion and consumption environment. Furthermore, it could be used to obtain more specific and in-depth information about the generation that can´t be investigated with close-ended and staple scale questions which could provide an insight into the question "why" concerning their consumer behaviour and marketing attraction.

As already criticised in the limitation section, the research was mainly conducted in the southern part of Germany and could be conducted in more depth in some other German areas which would also increase the number of participants included in the study and thus would make the final results more realistic, trustworthy and reliable. Furthermore, it could be considered to extend the evaluation of female Boomers consumer behaviour and marketing appeal, as well as the impact of cognitive age in an international environment to identify similarities and differences.

5.5 Final Conclusion and Reflections

After extensive analysis and evaluation of the Baby Boomer generation, their fashion consumption behaviour, as well as marketing appeal, it can be said that these women are unlike previous generations and very distinct within their generation which can be traced back to the impact of their cognitive age. The dissertation revealed a lack of understanding and appreciation for this cohort which confronts the fashion industry with a challenge and opportunity equally. This chapter outlined several recommendations for marketers based on previous research findings but also suggestions for improvements for further research in this context. The study aimed to investigate Baby Boomer women based on primary and secondary data and to extend existing theories and knowledge to provide a platform for future research and deeper exploration of the

current market situation. Fashion is more than just clothing, it is an expression of an individual´s personality, needs, feelings, motivation and lifestyle which needs to be understood by marketers and brands within the industry to target, attract and satisfy their customers – namely the Baby Boomers – to the fullest.

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Appendices

Appendix A – Data collection: Questionnaire results (Excel)

1. What age group do you belong to?

No. #	1946-1954	1955-1964
1	x	
2		x
3		x
4		x
5		x
6		x
7		x
8	x	
9	x	
10		x
11		x
12		x
13		x
14		x
15	x	
16	x	
17		x
18		x
19		x
20		x
21		x
22		x
23		x
24		x
25		x
26		x
27		x
28		x
29		x
30		x
31		x
32		x
33	x	
34		x
35		x
36		x
37		x
38	x	
39		x
40	x	
41		x
42		x
43		x
44		x
45		x
46		x
47		x
48		x
49		x
50		x
51	x	
52	x	
53	x	
54	x	
55	x	
56	x	
57		x
58	x	
59	x	
60	x	
61	x	
62		x
63		x
64		x
65		x
66		x
67		x
68		x
69	x	

YB	
OB	

OB	1
YB	2

OB	44,48%
YB	55,52%
	100,00%

No. #	code
1	1
2	2
3	2
4	2
5	2
6	2
7	2
8	1
9	1
10	2
11	2
12	2
13	2
14	2
15	1
16	1
17	2
18	2
19	2
20	2
21	2
22	2
23	2
24	2
25	2
26	2
27	2
28	2
29	2
30	2
31	2
32	2
33	1
34	2
35	2
36	2
37	2
38	1
39	2
40	1
41	2
42	2
43	2
44	2
45	2
46	2
47	2
48	2
49	2
50	2
51	1
52	1
53	1
54	1
55	1
56	1
57	2
58	1
59	1
60	1
61	1
62	2
63	2
64	2
65	2
66	2
67	2
68	2
69	1

70	x		1
71		x	2
72		x	2
73		x	2
74		x	2
75	x		1
76	x		1
77		x	2
78		x	2
79		x	2
80		x	2
81		x	2
82	x		1
83		x	2
84	x		1
85	x		1
86		x	2
87	x		1
88		x	2
89		x	2
90		x	2
91		x	2
92	x		1
93		x	2
94		x	2
95		x	2
96	x		1
97		x	2
98		x	2
99		x	2
100	x		1
101	x		1
102		x	2
103		x	2
104		x	2
105	x		1
106		x	2
107	x		1
108		x	2
109		x	2
110		x	2
111	x		1
112		x	2
113		x	2
114		x	2
115	x		1
116	x		1
117		x	2
118	x		1
119	x		1
120	x		1
121	x		1
122	x		1
123		x	2
124		x	2
125		x	2
126	x		1
127	x		1
128	x		1
129	x		1
130		x	2
131		x	2
132		x	2
133	x		1
134	x		1
135		x	2
136	x		1
137	x		1
138	x		1
139	x		1
140	x		1
141	x		1
142	x		1
143	x		1
144	x		1
145	x		1
146		x	2
147		x	2
148		x	2
149	x		1
150		x	2
151		x	2

152	x		152 1
153	x		153 1
154	x		154 1
155	x		155 1
156		x	156 2
157		x	157 2
158		x	158 2
159		x	159 2
160		x	160 2
161		x	161 2
162		x	162 2
163		x	163 2
164	x		164 1
165		x	165 2
166		x	166 2
167	x		167 1
168	x		168 1
169	x		169 1
170	x		170 1
171		x	171 2
172		x	172 2
173		x	173 2
174	x		174 1
175	x		175 1
176	x		176 1
177		x	177 2
178	x		178 1
179	x		179 1
180		x	180 2
181		x	181 2
182		x	182 2
183		x	183 2
184	x		184 1
185		x	185 2
186	x		186 1
187		x	187 2
188	x		188 1
189	x		189 1
190	x		190 1
191	x		191 1
192		x	192 2
193		x	193 2
194	x		194 1
195	x		195 1
196	x		196 1
197	x		197 1
198		x	198 2
199		x	199 2
200		x	200 2
201		x	201 2
202	x		202 1
203	x		203 1
204	x		204 1
205	x		205 1
206		x	206 2
207		x	207 2
208	x		208 1
209		x	209 2
210		x	210 2
211		x	211 2
212		x	212 2
213		x	213 2
214	x		214 1
215		x	215 2
216		x	216 2
217	x		217 1
218	x		218 1
219	x		219 1
220		x	220 2
221		x	221 2
222	x		222 1
223	x		223 1
224	x		224 1
225		x	225 2
226	x		226 1
227	x		227 1
228		x	228 2
229	x		229 1
230	x		230 1

231	x	
232	x	
233		x
234		x
235	x	
236	x	
237	x	
238	x	
239	x	
240	x	
241	x	
242	x	
243		x
244		x
245		x
246		x
247	x	
248	x	
249	x	
250		x
251		x
252		x
253	x	
254	x	
255		x
256		x
257		x
258	x	
259	x	
260	x	
261		x
262		x
263		x
264	x	
265	x	
266	x	
267	x	
268	x	
269		x
270	x	
271		x
272	x	
273		x
274		x
275		x
276	x	
277		x
278		x
279	x	
280		x
281	x	

231	**1**
232	**1**
233	**2**
234	**2**
235	**1**
236	**1**
237	**1**
238	**1**
239	**1**
240	**1**
241	**1**
242	**1**
243	**2**
244	**2**
245	**2**
246	**2**
247	**1**
248	**1**
249	**1**
250	**2**
251	**2**
252	**2**
253	**1**
254	**1**
255	**2**
256	**2**
257	**2**
258	**1**
259	**1**
260	**1**
261	**2**
262	**2**
263	**2**
264	**1**
265	**1**
266	**1**
267	**1**
268	**1**
269	**2**
270	**1**
271	**2**
272	**1**
273	**2**
274	**2**
275	**2**
276	**1**
277	**2**
278	**2**
279	**1**
280	**2**
281	**1**

OB	**125**
YB	**156**

2. What is your marital status?

No. #	Single	Married	Divorced	Widowed
1		x		
2		x		
3		x		
4	x			
5		x		
6		x		
7		x		
8			x	
9	x			
10		x		
11		x		
12		x		
13			x	
14		x		
15				x
16		x		
17			x	
18			x	
19		x		
20			x	
21		x		
22			x	
23		x		
24		x		
25		x		
26		x		
27		x		
28			x	
29	x			
30		x		
31			x	
32		x		
33		x		
34		x		
35		x		
36		x		
37		x		
38				x
39	x			
40		x		
41			x	
42		x		
43		x		
44		x		
45		x		
46		x		
47		x		
48		x		
49		x		
50		x		
51				x
52	x			
53		x		
54		x		
55			x	
56		x		
57			x	
58		x		
59		x		
60	x			
61		x		
62		x		
63		x		
64			x	
65		x		
66		x		
67	x			
68		x		
69		x		
70				x
71		x		
72	x			
73		x		
74		x		
75		x		
76				x
77			x	
78		x		
79		x		
80		x		
81		x		

YB
OB

1 single
2 married
3 divorced
4 widowed

single	14,95%
married	59,07%
divorced	17,79%
widowed	8,19%
	100,00%

No. #	code
1	2
2	2
3	2
4	1
5	2
6	2
7	2
8	3
9	1
10	2
11	2
12	2
13	3
14	2
15	4
16	2
17	3
18	3
19	2
20	3
21	2
22	3
23	2
24	2
25	2
26	2
27	2
28	3
29	1
30	2
31	3
32	2
33	2
34	2
35	2
36	2
37	2
38	4
39	1
40	2
41	3
42	2
43	2
44	2
45	2
46	2
47	2
48	2
49	2
50	2
51	4
52	1
53	2
54	2
55	3
56	2
57	3
58	2
59	2
60	1
61	2
62	2
63	2
64	3
65	2
66	2
67	1
68	2
69	2
70	4
71	2
72	1
73	2
74	2
75	2
76	4
77	3
78	2
79	2
80	2
81	2

82		x			2
83	x				1
84				x	4
85				x	4
86		x			2
87		x			2
88		x			2
89		x			2
90			x		3
91		x			2
92		x			2
93		x			2
94		x			2
95		x			2
96		x			2
97		x			2
98		x			2
99		x			2
100		x			2
101				x	4
102		x			2
103		x			2
104		x			2
105				x	4
106		x			2
107			x		3
108		x			2
109		x			2
110		x			2
111	x				1
112		x			2
113	x				1
114		x			2
115	x				1
116				x	4
117			x		3
118		x			2
119	x				1
120		x			2
121			x		3
122		x			2
123			x		3
124		x			2
125		x			2
126		x			2
127				x	4
128		x			2
129			x		3
130	x				1
131	x				1
132		x			2
133		x			2
134		x			2
135			x		3
136		x			2
137			x		3
138			x		3
139	x				1
140		x			2
141	x				1
142		x			2
143		x			2
144		x			2
145				x	4
146			x		3
147	x				1
148	x				1
149				x	4
150		x			2
151	x				1
152		x			2
153				x	4
154		x			2
155				x	4
156		x			2
157		x			2
158	x				1
159	x				1
160			x		3
161			x		3
162		x			2
163	x				1
164		x			2
165	x				1
166			x		3
167		x			2
168		x			2
169			x		3
170		x			2
171		x			2
172	x				1
173			x		3
174			x		3
175				x	4

176		x			2
177			x		3
178		x			2
179		x			2
180		x			2
181			x		3
182			x		3
183		x			2
184	x				1
185		x			2
186		x			2
187		x			2
188		x			2
189		x			2
190	x				1
191				x	4
192			x		3
193			x		3
194				x	4
195	x				1
196			x		3
197		x			2
198		x			2
199		x			2
200		x			2
201		x			2
202		x			2
203		x			2
204		x			2
205		x			2
206			x		3
207	x				1
208		x			2
209			x		3
210	x				1
211	x				1
212	x				1
213		x			2
214			x		3
215	x				1
216		x			2
217			x		3
218	x				1
219				x	4
220			x		3
221		x			2
222			x		3
223			x		3
224		x			2
225		x			2
226	x				1
227	x				1
228		x			2
229		x			2
230		x			2
231		x			2
232		x			2
233		x			2
234		x			2
235			x		3
236			x		3
237				x	4
238		x			2
239				x	4
240		x			2
241			x		3
242		x			2
243		x			2
244		x			2
245			x		3
246		x			2
247				x	4
248		x			2
249		x			2
250		x			2
251	x				1
252	x				1
253		x			2
254	x				1
255	x				1
256		x			2
257		x			2
258		x			2
259		x			2
260		x			2
261			x		3
262		x			2
263				x	
264		x			2
265		x			2

266		x		
267			x	
268		x		
269		x		
270		x		
271	x			
272		x		
273		x		
274		x		
275			x	
276		x		
277		x		
278		x		
279			x	
280		x		
281	x			
		42	166	50	23

266	2
267	3
268	2
269	2
270	2
271	1
272	2
273	2
274	2
275	3
276	2
277	2
278	2
279	3
280	2
281	1

3. Do you have children?

No. #	Yes	No
1	x	
2	x	
3	x	
4		x
5		x
6	x	
7	x	
8	x	
9	x	
10	x	
11		x
12	x	
13	x	
14	x	
15	x	
16	x	
17	x	
18	x	
19	x	
20	x	
21	x	
22	x	
23	x	
24	x	
25	x	
26	x	
27	x	
28	x	
29	x	
30	x	
31	x	
32	x	
33	x	
34	x	
35	x	
36	x	
37	x	
38	x	
39		x
40	x	
41	x	
42	x	
43	x	
44	x	
45	x	
46	x	
47	x	
48	x	
49	x	
50	x	
51	x	
52		x
53	x	
54		x
55	x	
56	x	
57	x	
58	x	
59	x	
60		x
61	x	
62	x	
63	x	
64	x	
65	x	

3a. If yes, do they still need your financial support?

YES

YB

OB

1	**Yes (no financial support)**
2	**Yes (financial support)**
3	**No**

1	78,65%	
2	43,44%	96 out of 221
3	21,35%	
	100,00%	

No. #	code
1	1
2	2
3	2
4	3
5	3
6	2
7	1
8	2
9	2
10	1
11	3
12	1
13	1
14	1
15	3
16	3
17	3
18	3
19	2
20	1
21	2
22	1
23	1
24	2
25	2
26	2
27	2
28	2
29	2
30	2
31	1
32	1
33	1
34	2
35	2
36	2
37	2
38	2
39	3
40	11
41	1
42	1
43	2
44	1
45	1
46	1
47	1
48	1
49	2
50	2
51	1
52	3
53	1
54	3
55	1
56	1
57	2
58	1
59	2
60	3
61	1
62	1
63	2
64	1
65	2

66		x	3
67		x	3
68	x		2
69	x		2
70	x		1
71	x		3
72		x	2
73	x		2
74	x		2
75	x		2
76	x		1
77	x		2
78		x	3
79		x	3
80		x	3
81	x		1
82	x		1
83		x	3
84	x		1
85	x		1
86	x		2
87		x	3
88	x		2
89		x	3
90	x		2
91	x		1
92	x		1
93	x		1
94	x		2
95	x		1
96	x		2
97	x		2
98	x		2
99	x		2
100	x		1
101	x		1
102	x		1
103		x	3
104	x		2
105	x		1
106	x		2
107	x		1
108	x		2
109	x		1
110	x		1
111		x	3
112	x		2
113		x	3
114		x	3
115	x		2
116	x		1
117	x		2
118		x	3
119		x	3
120	x		1
121		x	3
122	x		1
123	x		1
124	x		2
125	x		1
126	x		1
127	x		1
128	x		1
129	x		2
130		x	3
131	x		1
132	x		1
133	x		1
134	x		2
135	x		1
136	x		2
137		x	3
138		x	3
139	x		1
140	x		1
141		x	3
142	x		1
143	x		1
144	x		1
145	x		1
146	x		1
147		x	3
148	x		2
149	x		1
150	x		2
151		x	3
152		x	3
153	x		1
154	x		1
155	x		1
156	x		2
157	x		1
158		x	3
159		x	3
160	x		1
161	x		1
162	x		2

163		x	3
164	x		1
165	x		2
166	x		1
167	x		1
168	x		2
169	x		1
170	x		1
171	x		1
172	x		2
173	x		2
174	x		1
175	x		1
176	x		1
177	x		1
178	x		1
179	x		1
180	x		2
181	x		1
182	x		2
183	x		1
184		x	3
185	x		2
186	x		1
187	x		2
188	x		2
189	x		1
190	x		1
191	x		1
192	x		2
193	x		2
194	x		1
195		x	3
196		x	3
197		x	3
198	x		1
199	x		2
200	x		2
201		x	3
202		x	3
203	x		1
204	x		1
205	x		1
206		x	3
207		x	3
208	x		1
209	x		1
210		x	3
211		x	3
212	x		2
213	x		2
214		x	3
215		x	3
216	x		2
217	x		2
218		x	3
219	x		2
220	x		2
221	x		2
222	x		2
223	x		2
224	x		2
225	x		2
226	x		2
227		x	3
228	x		2
229	x		1
230	x		2
231	x		2
232		x	3
233	x		2
234	x		2
235	x		1
236	x		1
237	x		1
238	x		1
239		x	3
240	x		1
241	x		1
242	x		1
243	x		2
244	x		2
245		x	3
246	x		1
247	x		1
248	x		1
249	x		1
250		x	3
251		x	3
252		x	3
253		x	3
254	x		1
255	x		1
256	x		2
257	x		2
258	x		1
259	x		1
260	x		1
261		x	3
262	x		2

263		x
264		x
265	x	
266	x	
267		x
268	x	
269	x	
270	x	
271	x	
272	x	
273	x	
274	x	
275	x	
276	x	
277	x	
278	x	
279		x
280	x	
281		x

263	3
264	3
265	1
266	1
267	3
268	1
269	2
270	2
271	1
272	1
273	2
274	1
275	2
276	1
277	1
278	2
279	3
280	2
281	3

221 60

4. What is your current work status?

No. #	Full Time	Part Time	Retired	Unemployed
1			x	
2		x		
3		x		
4	x			
5	x			
6		x		
7		x		
8		x		
9		x		
10	x			
11	x			
12		x		
13		x		
14		x		
15			x	
16			x	
17		x		
18		x		
19		x		
20	x			
21		x		
22		x		
23		x		
24		x		
25		x		
26	x			
27		x		
28	x			
29	x			
30	x			
31		x		
32			x	
33			x	
34		x		
35		x		
36		x		
37				x
38	x			
39	x			
40			x	
41	x			
42		x		
43	x			
44		x		
45		x		
46		x		
47		x		
48		x		
49		x		
50		x		
51			x	
52	x			
53	x			
54		x		
55			x	
56		x		
57	x			
58	x			
59	x			
60			x	
61			x	
62			x	

YB
OB

fulltime	1
part time	2
retired	3
unemployed	4

fulltime	34,52%
part time	38,79%
retired	25,98%
unemployed	0,71%
	100,00%

No. #	code
1	3
2	2
3	2
4	1
5	1
6	2
7	2
8	2
9	2
10	1
11	1
12	2
13	2
14	2
15	3
16	3
17	2
18	2
19	2
20	1
21	2
22	2
23	2
24	2
25	2
26	1
27	2
28	1
29	1
30	1
31	2
32	3
33	3
34	2
35	2
36	2
37	4
38	1
39	1
40	3
41	1
42	2
43	1
44	2
45	2
46	2
47	2
48	2
49	2
50	2
51	3
52	1
53	1
54	2
55	3
56	2
57	1
58	1
59	1
60	3
61	3
62	3

63	x				63	1
64	x				64	1
65		x			65	2
66	x				66	1
67	x				67	1
68	x				68	1
69	x				69	1
70			x		70	3
71		x			71	2
72	x				72	1
73		x			73	2
74		x			74	2
75			x		75	3
76			x		76	3
77	x				77	1
78	x				78	1
79		x			79	2
80	x				80	1
81		x			81	2
82			x		82	3
83		x			83	2
84			x		84	3
85			x		85	3
86	x				86	1
87			x		87	3
88		x			88	2
89	x				89	1
90		x			90	1
91	x				91	1
92			x		92	3
93	x				93	1
94		x			94	2
95	x				95	1
96		x			96	2
97		x			97	2
98		x			98	2
99		x			99	2
100			x		100	3
101			x		101	3
102		x			102	2
103		x			103	2
104	x				104	1
105			x		105	3
106		x			106	2
107			x		107	3
108		x			108	2
109		x			109	2
110		x			110	2
111			x		111	3
112		x			112	2
113	x				113	1
114	x				114	1
115			x		115	3
116			x		116	3
117		x			117	2
118	x				118	1
119			x		119	3
120			x		120	3
121			x		121	3
122		x			122	2
123		x			123	2
124	x				124	1
125	x				125	1
126		x			126	2
127			x		127	3
128			x		128	3
129		x			129	2
130	x				130	1
131	x				131	1
132	x				132	1
133		x			133	2
134			x		134	3
135		x			135	2
136		x			136	2
137			x		137	3
138		x			138	2
139			x		139	3
140			x		140	3
141		x			141	2
142			x		142	3
143		x			143	2
144	x				144	1
145			x		145	3
146		x			146	2
147		x			147	2
148		x			148	2
149			x		149	3
150		x			150	2

161	x				1
162		x			2
163	x				1
164			x		3
165	x				1
166		x			2
167			x		3
168			x		3
169		x			2
170			x		3
171		x			2
172	x				1
173		x			2
174		x			2
175			x		3
176		x			2
177		x			2
178		x			2
179		x			2
180	x				1
181		x			2
182	x				1
183			x		3
184			x		3
185	x				1
186	x				1
187	x				1
188	x				1
189	x				1
190			x		3
191			x		3
192	x				1
193	x				1
194			x		3
195	x				1
196			x		3
197		x			2
198	x				1
199		x			2
200				x	4
201	x				1
202		x			2
203		x			2
204		x			2
205			x		3
206	x				1
207	x				1
208		x			2
209	x				1
210	x				1
211	x				1
212	x				1
213	x				1
214			x		3
215		x			2
216		x			2
217			x		3
218	x				1
219			x		3
220	x				1
221		x			2
222		x			2
223			x		3
224			x		3
225	x				1
226	x				1
227			x		3
228	x				1
229		x			2
230		x			2
231		x			2
232	x				1
233	x				1
234		x			2
235		x			2
236			x		3
237			x		3
238			x		3
239			x		3
240			x		3
241		x			2
242			x		3
243	x				1
244	x				1
245	x				1
246	x				1

M

247			x		247 3
248		x			248 2
249		x			249 2
250	x				250 1
251	x				251 1
252	x				252 1
253		x			253 2
254			x		254 3
255			x		255 3
256	x				256 1
257		x			257 2
258			x		258 3
259		x			259 2
260		x			260 2
261	x				261 1
262	x				262 1
263	x				263 1
264		x			264 2
265			x		265 3
266			x		266 3
267			x		267 3
268	x				268 1
269	x				269 1
270		x			270 2
271	x				271 1
272			x		272 3
273	x				273 1
274		x			274 2
275	x				275 1
276	x				276 1
277		x			277 2
278		x			278 2
279	x				279 1
280	x				280 1
281	x				281 1
		97	109	73	2

5. What is your annual HH income?

No. #	> €25000	€25 - 40000	€40-60000	€60 - 90000	< € 90000
1				x	
2	x				
3					x
4					x
5		x			
6		x			
7		x			
8		x			
9		x			
10			x		
11				x	
12			x		
13					x
14		x			
15			x		
16			x		
17			x		
18		x			
19					x
20			x		
21					x
22			x		
23		x			
24	x				
25					x
26					x
27		x			
28	x				
29	x				
30				x	
31	x				
32		x			
33				x	
34	x				
35					x
36		x			
37			x		
38			x		
39			x		
40					x
41		x			
42				x	
43					x

YB
OB

<25	1
25-40	2
40-60	3
60-90	4
>90	5

<25	13,52%
25-40	27,40%
40-60	18,51%
60-90	23,84%
>90	16,73%
	100,00%

No. #	code
1	4
2	1
3	5
4	5
5	2
6	2
7	2
8	2
9	2
10	3
11	4
12	3
13	5
14	2
15	3
16	3
17	3
18	2
19	5
20	3
21	5
22	3
23	2
24	1
25	5
26	5
27	2
28	1
29	1
30	4
31	1
32	2
33	4
34	1
35	5
36	2
37	3
38	3
39	3
40	5
41	2
42	4
43	5

48				x		4
49			x			3
50		x				2
51		x				2
52				x		4
53					x	5
54	x					1
55				x		4
56					x	5
57			x			3
58					x	5
59					x	5
60		x				2
61			x			3
62			x			3
63	x					1
64	x					1
65	x					1
66				x		4
67			x			3
68					x	5
69		x				2
70				x		4
71			x			3
72	x					1
73		x				2
74					x	5
75		x				2
76				x		4
77					x	5
78	x					1
79		x				2
80		x				2
81		x				2
82		x				2
83	x					1
84		x				2
85	x					1
86			x			3
87		x				2
88					x	5
89				x		4
90		x				3
91			x			3
92			x			3
93				x		4
94					x	5
95			x			3
96			x			3
97	x					1
98	x					1
99		x				2
100			x			3
101			x			3
102				x		4
103				x		4
104			x			3
105			x			3
106	x					1
107		x				2
108	x					1
109			x			3
110		x				2
111					x	5
112		x				2
113					x	5
114				x		4
115	x					1
116		x				2
117			x			3
118		x				2
119					x	5
120			x			3
121				x		4
122		x				2
123		x				2
124		x				2
125				x		4
126	x					1
127			x			3
128	x					1
129					x	5
130			x			3
131				x		4
132					x	5
133					x	5
134		x				2
135				x		4
136	x					1
137			x			3
138					x	5
139				x		4
140			x			3

O

141					x		4
142					x		4
143					x		4
144			x				2
145			x				2
146		x					1
147			x				2
148						x	5
149				x			3
150					x		4
151					x		4
152						x	5
153			x				2
154			x				2
155			x				2
156		x					1
157					x		4
158					x		4
159						x	5
160						x	5
161			x				2
162					x		4
163				x			3
164			x				2
165			x				2
166			x				2
167					x		4
168					x		4
169					x		4
170					x		4
171			x				2
172			x				2
173			x				2
174			x				2
175		x					1
176				x			3
177			x				2
178					x		4
179					x		4
180						x	5
181			x				2
182			x				2
183			x				2
184					x		4
185			x				2
186					x		4
187						x	5
188					x		4
189					x		4
190			x				2
191			x				2
192						x	5
193				x			3
194		x					1
195				x			3
196				x			3
197						x	5
198						x	5
199				x			3
200		x					1
201						x	5
202					x		4
203						x	5
204					x		4
205				x			3
206			x				2
207			x				2
208						x	5
209			x				2
210			x				2
211				x			3
212				x			3
213						x	5
214		x					1
215			x				2
216					x		4
217			x				2
218			x				2
219			x				2
220					x		4
221					x		4
222		x					1
223			x				2
224				x			3
225					x		4
226			x				2
227		x					1
228						x	5
229					x		4
230					x		4
231					x		4

232					x	
233						x
234			x			
235			x			
236		x				
237				x		
238			x			
239		x				
240			x			
241		x				
242				x		
243					x	
244					x	
245			x			
246					x	
247		x				
248				x		
249					x	
250				x		
251				x		
252			x			
253						x
254		x				
255					x	
256						x
257					x	
258			x			
259					x	
260						x
261				x		
262						x
263					x	
264					x	
265			x			
266				x		
267		x				
268						x
269					x	
270					x	
271				x		
272						x
273					x	
274					x	
275				x		
276					x	
277					x	
278		x				
279			x			
280			x			
281		x				
		38	77	52	67	47

232	4
233	5
234	2
235	2
236	1
237	3
238	2
239	1
240	2
241	1
242	3
243	4
244	4
245	2
246	4
247	1
248	3
249	4
250	3
251	3
252	2
253	5
254	1
255	4
256	5
257	4
258	2
259	4
260	5
261	3
262	5
263	4
264	4
265	2
266	3
267	1
268	5
269	4
270	4
271	3
272	5
273	4
274	4
275	3
276	4
277	4
278	1
279	2
280	2
281	1

6. How old do you feel? (cognitive age)

No. #	a lot younger	younger	same age	older	a lot older
1		x			
2		x			
3		x			
4	x				
5			x		
6			x		
7	x				
8			x		
9		x			
10		x			
11	x				
12		x			
13	x				
14					x
15		x			
16		x			
17	x				
18		x			
19		x			
20				x	
21	x				
22	x				
23			x		
24		x			
25			x		
26			x		
27		x			
28	x				
29		x			
30	x				
31	x				
32		x			
33	x				
34		x			
35		x			
36		x			

YB
OB

a lot younger	1
younger	2
same age	3
older	4
a lot older	5

a lot younger	22,78%
younger	39,15%
same age	15,30%
older	16,37%
a lot older	6,41%
	100,00%

No. #	code
1	2
2	2
3	2
4	1
5	3
6	3
7	1
8	3
9	2
10	2
11	1
12	2
13	1
14	5
15	2
16	2
17	1
18	2
19	2
20	4
21	1
22	1
23	3
24	2
25	3
26	3
27	2
28	1
29	2
30	1
31	1
32	2
33	1
34	2
35	2
36	2

Q

37						x
38		x				
39						x
40			x			
41				x		
42			x			
43		x				
44			x			
45			x			
46				x		
47			x			
48			x			
49			x			
50			x			
51					x	
52		x				
53		x				
54						x
55				x		
56				x		
57			x			
58		x				
59		x				
60					x	
61			x			
62			x			
63				x		
64				x		
65		x				
66			x			
67				x		
68		x				
69				x		
70		x				
71			x			
72			x			
73		x				
74		x				
75				x		
76			x			
77		x				
78			x			
79			x			
80			x			
81			x			
82			x			
83		x				
84		x				
85				x		
86			x			
87				x		
88			x			
89			x			
90			x			
91				x		
92				x		
93				x		
94		x				
95		x				
96			x			
97					x	
98				x		
99					x	
100			x			
101		x				
102			x			
103			x			
104				x		
105			x			
106			x			
107				x		
108				x		
109			x			
110			x			
111			x			
112			x			
113					x	
114		x				
115		x				
116					x	
117						x
118			x			
119					x	
120		x				
121				x		
122			x			
123					x	
124			x			
125				x		
126			x			
127						x
128			x			
129		x				
130		x				

37	5
38	1
39	5
40	2
41	3
42	2
43	1
44	2
45	2
46	3
47	2
48	2
49	2
50	2
51	4
52	1
53	1
54	5
55	3
56	3
57	2
58	1
59	1
60	4
61	2
62	2
63	3
64	3
65	1
66	2
67	3
68	1
69	3
70	1
71	2
72	2
73	1
74	1
75	3
76	2
77	1
78	2
79	2
80	2
81	2
82	2
83	1
84	1
85	3
86	2
87	3
88	2
89	2
90	2
91	3
92	3
93	3
94	1
95	1
96	2
97	4
98	3
99	4
100	2
101	1
102	2
103	2
104	3
105	2
106	2
107	3
108	3
109	2
110	2
111	2
112	2
113	4
114	1
115	1
116	4
117	5
118	2
119	4
120	1
121	3
122	2
123	4
124	2
125	3
126	2
127	5
128	2
129	1
130	1

R

131		x				2
132		x				2
133	x					1
134		x				2
135				x		4
136		x				2
137					x	5
138				x		4
139	x					1
140		x				2
141		x				2
142		x				2
143	x					1
144		x				2
145				x		4
146				x		4
147				x		4
148		x				2
149	x					1
150		x				2
151	x					1
152	x					1
153				x		4
154				x		4
155				x		4
156		x				2
157			x			3
158	x					1
159	x					1
160		x				2
161			x			3
162	x					1
163	x					1
164				x		4
165					x	5
166					x	5
167		x				2
168		x				2
169			x			3
170		x				2
171			x			3
172	x					1
173				x		4
174				x		4
175					x	5
176			x			3
177				x		4
178	x					1
179	x					1
180		x				2
181				x		4
182				x		4
183				x		4
184				x		4
185		x				2
186		x				2
187	x					1
188	x					1
189	x					1
190		x				2
191			x			3
192	x					1
193		x				2
194				x		4
195		x				2
196			x			3
197		x				2
198		x				2
199	x					1
200		x				2
201		x				2
202		x				2
203		x				2
204		x				2
205			x			3
206					x	5
207					x	5
208	x					1
209				x		4
210				x		4
211			x			3
212			x			3
213	x					1
214					x	5
215					x	5
216		x				2
217				x		4
218				x		4
219				x		4
220		x				2
221		x				2
222				x		4
223				x		4

S

224	x				
225		x			
226					x
227				x	
228	x				
229		x			
230	x				
231	x				
232	x				
233	x				
234		x			
235				x	
236					x
237				x	
238					x
239				x	
240		x			
241				x	
242		x			
243		x			
244		x			
245				x	
246		x			
247			x		
248			x		
249		x			
250			x		
251			x		
252				x	
253	x				
254				x	
255		x			
256	x				
257		x			
258				x	
259		x			
260		x			
261				x	
262	x				
263		x			
264	x				
265			x		
266		x			
267					x
268		x			
269		x			
270			x		
271		x			
272	x				
273		x			
274		x			
275				x	
276		x			
277		x			
278		x			
279				x	
280			x		
281				x	
	64	110	43	46	18

224	1
225	2
226	5
227	4
228	1
229	2
230	1
231	1
232	1
233	1
234	2
235	4
236	5
237	4
238	5
239	4
240	2
241	4
242	2
243	2
244	2
245	4
246	2
247	3
248	3
249	2
250	3
251	3
252	4
253	1
254	4
255	2
256	1
257	2
258	4
259	2
260	2
261	4
262	1
263	2
264	1
265	3
266	2
267	5
268	2
269	2
270	3
271	2
272	1
273	2
274	2
275	4
276	2
277	2
278	2
279	4
280	3
281	4

7. How important is fashion to you?

No. #	very important	important	relatively important	not very important	unimportant
1	x				
2			x		
3				x	
4	x				
5		x			
6			x		
7		x			
8					x
9				x	
10		x			
11		x			
12		x			
13		x			
14		x			
15		x			
16	x				
17				x	
18				x	
19				x	
20				x	
21			x		
22			x		
23				x	
24	x				
25			x		
26			x		
27		x			
28			x		
29				x	
30	x				
31			x		
32			x		
33			x		

very important	1
important	2
relatively important	3
not very important	4
unimportant	5

very important	13,17%
important	33,10%
relatively important	31,32%
not very important	18,15%
unimportant	4,27%
	100,00%

No. #	code
1	1
2	3
3	4
4	1
5	2
6	3
7	2
8	5
9	4
10	2
11	2
12	2
13	2
14	2
15	2
16	1
17	4
18	4
19	4
20	4
21	3
22	3
23	4
24	1
25	3
26	3
27	2
28	3
29	4
30	1
31	3
32	3
33	3

34	x					1
35			x			3
36			x			3
37		x				2
38	x					1
39					x	5
40				x		4
41				x		4
42				x		4
43				x		4
44					x	5
45				x		4
46				x		4
47			x			3
48		x				2
49			x			3
50				x		4
51			x			3
52		x				2
53		x				2
54					x	5
55				x		4
56			x			3
57	x					1
58		x				2
59		x				2
60				x		4
61			x			3
62				x		4
63					x	5
64				x		4
65			x			3
66		x				2
67			x			3
68		x				2
69			x			3
70			x			3
71					x	5
72			x			3
73				x		4
74		x				2
75					x	5
76			x			3
77	x					1
78				x		4
79			x			3
80				x		4
81			x			3
82			x			3
83			x			3
84		x				2
85			x			3
86			x			3
87				x		4
88			x			3
89		x				2
90				x		4
91					x	5
92				x		4
93			x			3
94				x		4
95			x			3
96		x				2
97		x				2
98				x		4
99				x		4
100			x			3
101		x				2
102			x			3
103				x		4
104			x			3
105			x			3
106				x		4
107	x					1
108			x			3
109				x		4
110			x			3
111			x			3
112				x		4
113			x			3
114	x					1
115	x					1
116					x	5
117			x			3
118	x					1
119			x			3
120		x				2
121			x			3
122		x				2
123			x			3
124			x			3
125			x			3
126	x					1
127				x		4
128		x				2
129		x				2
130		x				2
131				x		4
132		x				2
133	x					1
134		x				2
135			x			3
136		x				2
137					x	5
138					x	5
139	x					1
140	x					1
141		x				2
142	x					1
143		x				2
144	x					1

U

145					x	
146				x		
147				x		
148						x
149					x	
150					x	
151					x	
152	x					
153				x		
154					x	
155					x	
156		x				
157				x		
158	x					
159		x				
160	x					
161					x	
162					x	
163		x				
164				x		
165				x		
166				x		
167		x				
168	x					
169		x				
170		x				
171					x	
172		x				
173		x				
174		x				
175				x		
176				x		
177				x		
178		x				
179		x				
180		x				
181		x				
182				x		
183				x		
184					x	
185	x					
186		x				
187		x				
188		x				
189				x		
190		x				
191				x		
192					x	
193				x		
194		x				
195	x					
196				x		
197		x				
198	x					
199		x				
200		x				
201	x					
202		x				
203	x					
204		x				
205				x		
206				x		
207				x		
208		x				
209				x		
210				x		
211				x		
212				x		
213	x					
214				x		
215				x		
216		x				
217				x		
218		x				
219					x	
220		x				
221		x				
222	x					
223		x				
224		x				
225		x				
226		x				
227				x		
228	x					
229		x				
230		x				
231	x					
232		x				
233	x					
234		x				
235				x		
236					x	
237		x				
238		x				
239				x		
240				x		
241				x		
242				x		
243		x				
244		x				
245		x				
246		x				
247					x	
248					x	
249		x				
250				x		
251		x				
252		x				
253	x					
254				x		

145	4
146	3
147	3
148	5
149	4
150	4
151	4
152	1
153	3
154	4
155	4
156	2
157	3
158	1
159	2
160	1
161	4
162	4
163	2
164	3
165	3
166	3
167	2
168	1
169	2
170	2
171	4
172	1
173	1
174	1
175	3
176	3
177	3
178	2
179	2
180	2
181	2
182	3
183	3
184	4
185	1
186	2
187	2
188	2
189	3
190	2
191	3
192	4
193	3
194	2
195	1
196	3
197	2
198	1
199	2
200	2
201	1
202	2
203	1
204	2
205	3
206	3
207	3
208	2
209	3
210	3
211	3
212	3
213	1
214	3
215	3
216	2
217	3
218	2
219	4
220	2
221	2
222	1
223	2
224	2
225	2
226	2
227	3
228	1
229	2
230	2
231	1
232	2
233	1
234	2
235	3
236	4
237	2
238	2
239	3
240	3
241	3
242	3
243	2
244	2
245	2
246	2
247	4
248	4
249	2
250	3
251	2
252	2
253	1
254	3

255		x				
256	x					
257			x			
258				x		
259		x				
260		x				
261			x			
262	x					
263		x				
264		x				
265			x			
266		x				
267			x			
268		x				
269			x			
270	x					
271		x				
272		x				
273		x				
274		x				
275			x			
276		x				
277		x				
278		x				
279				x		
280			x			
281		x				
		37	93	88	51	12

255	2
256	1
257	3
258	4
259	2
260	2
261	3
262	1
263	2
264	2
265	3
266	2
267	3
268	2
269	3
270	1
271	2
272	2
273	2
274	2
275	3
276	2
277	2
278	2
279	4
280	3
281	2

8. How much do you spend on fashion? (monthly)

No. #	< €50	€50-100	€100-200	€200-300	> €300
1				x	
2	x				
3				x	
4					x
5		x			
6				x	
7		x			
8	x				
9		x			
10			x		
11			x		
12			x		
13			x		
14		x			
15			x		
16			x		
17	x				
18	x				
19		x			
20		x			
21		x			
22			x		
23		x			
24			x		
25		x			
26	x				
27		x			
28		x			
29	x				
30			x		
31			x		
32		x			
33		x			
34				x	
35		x			
36				x	
37			x		
38				x	
39	x				
40				x	
41	x				
42				x	
43		x			
44			x		
45			x		
46		x			
47			x		
48		x			
49			x		
50		x			
51		x			
52			x		
53				x	
54	x				
55		x			
56			x		
57			x		
58				x	
59				x	
60		x			
61	x				
62	x				
63		x			

YB	
OB	

<50	1
50-100	2
100-200	3
200-300	4
>300	5

<50	14,95%
50-100	30,60%
100-200	27,76%
200-300	20,64%
>300	6,05%
	100,00%

No. #	code
1	4
2	1
3	4
4	5
5	2
6	4
7	2
8	1
9	2
10	3
11	3
12	3
13	3
14	2
15	3
16	3
17	1
18	1
19	2
20	2
21	2
22	3
23	2
24	3
25	2
26	1
27	2
28	2
29	1
30	3
31	3
32	2
33	2
34	4
35	2
36	4
37	3
38	4
39	1
40	4
41	1
42	4
43	2
44	3
45	3
46	2
47	3
48	2
49	3
50	2
51	2
52	3
53	4
54	1
55	2
56	3
57	3
58	4
59	4
60	2
61	1
62	1
63	2

64		x				64 2
65				x		65 4
66				x		66 4
67		x				67 2
68			x			68 3
69			x			69 3
70		x				70 2
71		x				71 2
72		x				72 2
73				x		73 4
74			x			74 3
75		x				75 2
76			x			76 3
77				x		77 4
78	x					78 1
79			x			79 3
80	x					80 1
81	x					81 1
82	x					82 1
83	x					83 1
84					x	84 5
85			x			85 3
86			x			86 3
87		x				87 2
88			x			88 3
89					x	89 5
90			x			90 3
91	x					91 1
92		x				92 2
93			x			93 3
94			x			94 3
95	x					95 1
96				x		96 4
97			x			97 3
98	x					98 1
99		x				99 2
100				x		100 4
101				x		101 4
102				x		102 4
103	x					103 1
104			x			104 3
105		x				105 2
106		x				106 2
107				x		107 4
108		x				108 2
109			x			109 3
110		x				110 2
111		x				111 2
112		x				112 2
113		x				113 2
114					x	114 5
115					x	115 5
116	x					116 1
117	x					117 1
118			x			118 3
119		x				119 2
120				x		120 4
121		x				121 2
122				x		122 4
123		x				123 2
124			x			124 3
125			x			125 3
126				x		126 4
127		x				127 2
128			x			128 3
129				x		129 4
130					x	130 5
131	x					131 1
132			x			132 3
133					x	133 5
134					x	134 5
135		x				135 2
136			x			136 3
137	x					137 1
138	x					138 1
139				x		139 4
140			x			140 3
141			x			141 3
142				x		142 4
143				x		143 4
144				x		144 4
145	x					145 1
146	x					146 1
147	x					147 1
148		x				148 2
149		x				149 2
150			x			150 3
151		x				151 2
152					x	152 5
153		x				153 2
154		x				154 2
155		x				155 2
156			x			156 3
157		x				157 2

158			x			3
159			x			3
160				x		4
161	x					1
162	x					1
163			x			3
164		x				2
165		x				2
166		x				2
167				x		4
168			x			3
169			x			3
170			x			3
171	x					1
172		x				2
173		x				2
174		x				2
175		x				2
176			x			3
177		x				2
178			x			3
179			x			3
180				x		4
181	x					1
182		x				2
183		x				2
184	x					1
185			x			3
186			x			3
187				x		4
188				x		4
189			x			3
190			x			3
191		x				2
192	x					1
193		x				2
194		x				2
195				x		4
196			x			3
197				x		4
198				x		4
199			x			3
200			x			3
201				x		4
202				x		4
203				x		4
204				x		4
205			x			3
206	x					1
207	x					1
208				x		4
209		x				2
210		x				2
211			x			3
212			x			3
213					x	5
214	x					1
215		x				2
216			x			3
217		x				2
218		x				2
219	x					1
220			x			3
221				x		4
222		x				2
223		x				2
224				x		4
225				x		4
226		x				2
227		x				2
228					x	5
229				x		4
230			x			3
231				x		4
232				x		4
233					x	5
234		x				2
235		x				2
236		x				2
237				x		4
238			x			3
239		x				2
240		x				2
241		x				2
242		x				2
243			x			23
244			x			3
245		x				2
246				x		4
247			x			3
248			x			3
249				x		4
250			x			3

Y

251			x		
252			x		
253				x	
254		x			
255			x		
256					x
257	x				
258		x			
259				x	
260				x	
261		x			
262					x
263				x	
264					x
265			x		
266			x		
267		x			
268					x
269			x		
270			x		
271				x	
272					x
273			x		
274				x	
275		x			
276				x	
277				x	
278	x				
279	x				
280	x				
281		x			
		42	86	78	58	17

251	3
252	3
253	4
254	2
255	3
256	5
257	1
258	2
259	4
260	4
261	2
262	5
263	4
264	5
265	3
266	3
267	2
268	5
269	3
270	3
271	4
272	5
273	3
274	4
275	2
276	4
277	4
278	1
279	1
280	1
281	2

9. Do you enjoy buying apparel?

No. #	very important	important	relatively important	not very important	unimportant
1	x				
2		x			
3				x	
4	x				
5		x			
6		x			
7		x			
8					x
9				x	
10	x				
11		x			
12			x		
13		x			
14		x			
15	x				
16		x			
17			x		
18				x	
19		x			
20			x		
21			x		
22		x			
23			x		
24	x				
25		x			
26				x	
27		x			
28		x			
29				x	
30	x				
31		x			
32			x		
33			x		
34	x				
35			x		
36		x			
37		x			
38	x				
39					x
40		x			
41				x	
42		x			
43			x		
44				x	
45				x	
46			x		
47		x			
48		x			
49		x			
50			x		
51			x		
52		x			
53	x				
54				x	
55				x	
56		x			
57	x				
58		x			
59		x			
60				x	
61			x		
62		x			

YB	
OB	

very important	1
important	2
relatively important	3
not very important	4
unimportant	5

very important	12,10%
important	41,99%
relatively important	24,20%
not very important	18,15%
unimportant	3,56%
	100,00%

No. #	code
1	1
2	2
3	4
4	1
5	2
6	2
7	2
8	5
9	4
10	1
11	2
12	3
13	2
14	2
15	1
16	2
17	3
18	4
19	2
20	3
21	3
22	2
23	3
24	1
25	2
26	4
27	3
28	3
29	4
30	1
31	2
32	3
33	3
34	1
35	3
36	2
37	2
38	1
39	5
40	2
41	4
42	2
43	3
44	4
45	4
46	3
47	2
48	2
49	2
50	3
51	3
52	2
53	1
54	4
55	4
56	2
57	1
58	2
59	2
60	4
61	3
62	2

63				x		4
64			x			3
65			x			3
66		x				2
67			x			3
68	x					1
69		x				2
70			x			3
71				x		4
72		x				2
73				x		4
74		x				2
75			x			3
76		x				2
77	x					1
78				x		4
79		x				2
80				x		4
81			x			3
82				x		4
83		x				2
84		x				2
85		x				2
86		x				2
87			x			3
88			x			3
89	x					1
90			x			3
91					x	5
92				x		4
93			x			3
94			x			3
95		x				2
96		x				2
97		x				2
98				x		4
99			x			3
100		x				2
101		x				2
102			x			3
103		x				2
104		x				2
105			x			3
106			x			3
107		x				2
108			x			3
109			x			3
110			x			3
111		x				2
112	x					1
113			x			3
114	x					1
115	x					1
116			x			3
117			x			3
118	x					1
119				x		4
120		x				2
121		x				2
122			x			3
123			x			3
124			x			3
125			x			3
126	x					1
127				x		4
128		x				2
129		x				2
130			x			3
131		x				2
132		x				2
133	x					1
134		x				2
135			x			3
136		x				2
137					x	5
138					x	5
139	x					1
140		x				2
141		x				2
142	x					1
143	x					1
144		x				2
145				x		4
146			x			3
147			x			3
148				x		4
149		x				2
150				x		4
151		x				2
152		x				2
153				x		4
154				x		4
155				x		4
156		x				2
157			x			3
158		x				2
159		x				2
160		x				2
161				x		4
162				x		4
163	x					1
164				x		4
165			x			3
166			x			3
167		x				2
168		x				2
169		x				2
170		x				2
171				x		4
172		x				2
173			x			3

174					x	
175					x	
176		x				
177			x			
178		x				
179		x				
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182			x			
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184						x
185		x				
186		x				
187	x					
188		x				
189		x				
190		x				
191					x	
192						x
193			x			
194		x				
195		x				
196			x			
197		x				
198		x				
199			x			
200		x				
201		x				
202		x				
203		x				
204		x				
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207					x	
208	x					
209					x	
210					x	
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231		x				
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233	x					
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244		x				
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253		x				
254		x				
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261			x			
262	x					
263		x				
264		x				
265			x			
266	x					
267			x			
268		x				
269		x				
270		x				
271		x				
272		x				
273			x			
274	x					
275			x			
276	x					
277	x					
278		x				
279					x	
280		x				
281		x				
	34	118		68	51	10

174	4
175	4
176	2
177	3
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179	2
180	2
181	3
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183	4
184	5
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263	2
264	2
265	3
266	1
267	3
268	2
269	2
270	2
271	2
272	2
273	3
274	1
275	3
276	1
277	1
278	2
279	4
280	2
281	2

BB

10. Would you consider yourself as brand loyal?

No. #	very much	very	a lot	not a lot	adventuresome
1			x		
2			x		
3	x				
4				x	
5			x		
6			x		
7				x	
8				x	
9				x	
10					x
11			x		
12			x		
13			x		
14			x		
15	x				
16		x			
17				x	
18				x	
19					x
20			x		
21		x			
22		x			
23				x	
24			x		
25			x		
26				x	
27			x		
28			x		
29				x	
30		x			
31		x			
32		x			
33				x	
34			x		
35			x		
36		x			
37					x
38		x			
39				x	
40		x			
41			x		
42					x
43		x			
44				x	
45				x	
46			x		
47				x	
48		x			
49			x		
50		x			
51			x		
52			x		
53				x	
54				x	
55		x			
56		x			
57					x
58		x			
59				x	
60			x		
61				x	
62				x	
63				x	
64		x			
65				x	
66				x	
67				x	
68				x	
69				x	
70				x	
71				x	
72				x	
73			x		
74		x			
75				x	
76			x		
77		x			
78					x
79		x			
80					x
81				x	
82			x		
83			x		
84		x			
85					x
86				x	
87		x			
88				x	
89			x		
90					x
91				x	
92					x
93			x		
94				x	
95		x			
96				x	
97		x			
98			x		
99					x
100				x	
101			x		
102			x		
103					x
104		x			
105				x	

YB	
OB	

very much	1
very	2
a lot	3
not a lot	4
adventuresome	5

very much	4,98%
very	23,84%
a lot	30,60%
not a lot	32,38%
adventuresome	8,19%
	100,00%

No. #	code
1	3
2	3
3	1
4	4
5	3
6	3
7	4
8	4
9	4
10	5
11	3
12	3
13	3
14	3
15	1
16	2
17	4
18	4
19	5
20	3
21	2
22	2
23	4
24	3
25	3
26	4
27	3
28	3
29	4
30	2
31	2
32	2
33	4
34	3
35	3
36	2
37	5
38	2
39	4
40	2
41	3
42	5
43	2
44	4
45	4
46	3
47	3
48	2
49	3
50	2
51	3
52	3
53	4
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55	2
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57	5
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60	3
61	4
62	4
63	4
64	2
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66	4
67	4
68	4
69	4
70	4
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78	5
79	2
80	3
81	4
82	3
83	3
84	2
85	5
86	4
87	2
88	4
89	3
90	5
91	4
92	5
93	3
94	4
95	2
96	4
97	2
98	3
99	5
100	4
101	3
102	3
103	5
104	2
105	4

CC

106					x	
107	x					
108					x	
109					x	
110					x	
111		x				
112			x			
113			x			
114					x	
115			x			
116			x			
117					x	
118			x			
119		x				
120			x			
121			x			
122					x	
123					x	
124					x	
125		x				
126					x	
127		x				
128		x				
129					x	
130			x			
131			x			
132					x	
133	x					
134		x				
135					x	
136			x			
137		x				
138		x				
139			x			
140			x			
141			x			
142			x			
143					x	
144			x			
145			x			
146			x			
147			x			
148	x					
149						x
150						x
151			x			
152		x				
153		x				
154		x				
155		x				
156			x			
157					x	
158						x
159					x	
160						x
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162			x			
163			x			
164		x				
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166					x	
167					x	
168			x			
169			x			
170		x				
171					x	
172						x
173			x			
174		x				
175		x				
176			x			
177			x			
178		x				
179		x				
180					x	
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182			x			
183		x				
184			x			
185					x	
186		x				
187						x
188					x	
189			x			
190		x				
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192					x	
193			x			
194			x			
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197		x				
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199		x				
200						x
201					x	
202			x			
203	x					
204	x					
205			x			
206			x			
207					x	
208	x					
209					x	
210		x				

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108	4
109	4
110	4
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145	3
146	3
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149	5
150	5
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152	2
153	2
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197	2
198	4
199	2
200	5
201	4
202	3
203	1
204	1
205	3
206	3
207	4
208	1
209	4
210	2

DD

211				x			3
212				x			3
213						x	5
214	x						1
215						x	5
216					x		4
217					x		4
218		x					2
219		x					2
220						x	5
221					x		4
222		x					2
223	x						1
224					x		4
225					x		4
226		x					2
227		x					2
228					x		4
229				x			3
230					x		4
231				x			3
232		x					2
233						x	5
234				x			3
235		x					2
236		x					2
237		x					2
238	x						1
239	x						1
240					x		4
241	x						1
242				x			3
243				x			3
244					x		4
245				x			3
246				x			3
247				x			3
248		x					2
249		x					2
250		x					2
251					x		4
252					x		4
253				x			3
254		x					2
255					x		4
256		x					2
257					x		4
258				x			3
259		x					2
260					x		4
261				x			3
262		x					2
263					x		4
264				x			3
265				x			3
266				x			3
267		x					2
268					x		4
269					x		4
270					x		4
271				x			3
272		x					2
273		x					2
274				x			3
275					x		4
276				x			3
277					x		4
278					x		4
279					x		4
280					x		4
281					x		4
		14	67	86	91	23	

11. Where do you generally buy clothing?

No. #	shopping centre	brand shop	boutique	outlet	online
1	3	2	1	5	5
2	4	3	5	5	2
3	4	3	3	3	
4	4	5	2	5	2
5	3	5	3	5	3
6	2	5	5	5	5
7	2	5	5	2	4
8	2	4	5	5	4
9	2	4	2	3	3
10	2	5	5	5	3
11	3	5	2	4	4
12	2	2	5	3	5
13	2	5	5	5	2
14	3	4	5	3	5
15	3	1	1	5	5
16	2	1	1	5	5

always	1
very often	2
often	3
seldom	4
never	5

YB
OB

17	3	4	4	4	4
18	4	5	3	5	3
19	4	4	3	4	4
20	4	5	4	4	4
21	3	5	4	4	5
22	4	5	3	3	5
23	4	4	3	4	5
24	2	5	2	5	2
25	3	5	5	4	3
26	5	5	5	4	4
27	5	4	2	5	5
28	3	4	4	3	4
29	3	3	4	5	5
30	1	3	2	5	2
31	4	5	4	5	2
32	4	4	4	3	3
33	3	4	3	5	5
34	2	5	2	5	2
35	5	5	3	4	5
36	5	4	3	3	4
37	1	5	5	4	3
38	4	4	3	3	2
39	4	3	3	3	4
40	5	3	3	5	5
41	4	4	4	3	2
42	4	5	3	5	4
43	3	2	5	4	3
44	3	4	4	4	4
45	4	4	3	4	3
46	4	5	2	4	4
47	3	4	3	4	3
48	2	4	4	4	4
49	3	4	5	4	3
50	3	4	4	4	4
51	3	1	4	5	5
52	2	2	4	4	3
53	4	1	1	5	3
54	1	4	5	5	5
55	4	5	2	2	5
56	4	2	2	4	4
57	2	4	3	4	3
58	4	1	1	5	5
59	1	2	3	5	4
60	3	3	4	5	5
61	5	4	3	3	5
62	4	5	4	5	4
63	4	4	3	5	4
64	4	5	5	4	2
65	3	3	3	3	3
66	2	5	4	3	5
67	2	5	4	4	2
68	2	5	3	3	4
69	2	4	3	4	5
70	3	3	3	4	5
71	2	4	5	4	3
72	1	5	4	4	5
73	3	4	2	4	3
74	2	2	2	4	4
75	3	5	5	5	5
76	2	3	3	5	5
77	5	1	3	4	5
78	2	2	5	4	3
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83	5	3	5	2	2
84	4	4	1	5	5
85	3	3	3	5	4
86	4	3	4	5	3

87	3	5	5	2	5
88	4	3	4	4	2
89	3	3	2	4	3
90	3	5	4	5	4
91	4	4	5	3	3
92	5	5	3	4	5
93	2	2	2	3	3
94	4	4	4	4	3
95	4	4	2	4	4
96	5	5	1	5	5
97	4	5	2	4	4
98	4	5	4	5	4
99	3	5	5	5	4
100	3	5	3	5	5
101	2	4	3	5	5
102	4	3	5	4	3
103	5	5	3	5	3
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106	3	5	3	4	5
107	4	4	1	4	4
108	3	4	4	3	3
109	3	4	3	4	4
110	4	3	3	5	3
111	2	5	5	5	
112	3	2	4	4	2
113	2	4	5	3	2
114	3	1	1	5	3
115	5	5	1	5	1
116	2	5	5	4	5
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125	3	3	3	3	3
126	2	2	4	2	2
127	4	4	4	4	4
128	4	5	2	5	5
129	3	4	5	3	3
130	3	3	2	2	5
131	3	4	4	5	4
132	3	5	4	3	4
133	4	1	1	5	5
134	3	4	1	5	5
135	4	3	4	3	2
136	4	2	2	2	4
137	1	5	5	5	5
138	2	5	5	5	2
139	3	2	3	3	1
140	2	2	2	2	2
141	3	4	2	5	1
142	1	1	1	4	2
143	1	5	5	3	1
144	2	2	1	2	3
145	2	2	5	4	4
146	3	3	4	3	4
147	2	2	3	3	2
148	4	4	5	4	5
149	3	5	3	5	5
150	4	4	5	4	4
151	4	4	3	4	5
152	4	2	2	5	4
153	1	1	2	1	2
154	3	2	5	5	5
155	5	3	5	3	3
156	4	4	5	4	2
157	3	5	4	5	3

158	2	2	3	2	2
159	3	4	2	4	3
160	3	2	2	4	3
161	4	5	4	5	3
162	4	5	4	4	4
163	3	4	2	4	4
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174	2	4	4	2	2
175	4	3	3	5	5
176	3	3	4	3	4
177	2	3	3	3	4
178	2	2	3	4	5
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182	2	4	5	3	3
183	2	4	4	3	5
184	4	4	5	4	5
185	2	4	4	3	4
186	2	2	3	4	4
187	4	2	2	4	5
188	2	2	4	3	5
189	3	4	4	4	4
190	4	2	2	4	5
191	2	2	4	4	5
192	3	5	4	3	5
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210	2	2	4	4	4
211	1	4	3	2	4
212	3	3	3	3	3
213	2	2	2	2	2
214	5	2	5	4	5
215	5	5	5	5	1
216	2	3	3	2	3
217	2	4	4	3	5
218	1	4	4	3	4
219	1	4	4	2	5
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222	2	1	3	5	5
223	1	4	4	3	5
224	2	2	3	3	2
225	2	2	4	2	4
226	2	2	4	2	4
227	2	3	4	2	5

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229	4	2	2	4	5
230	2	2	4	3	4
231	3	4	2	3	4
232	3	2	2	4	4
233	2	2	2	5	3
234	3	3	3	4	4
235	3	4	4	3	4
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238	2	2	4	1	5
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256	2	2	1	3	4
257	4	4	3	5	3
258	4	3	4	5	5
259	2	2	2	4	4
260	2	2	2	3	4
261	3	4	5	4	3
262	3	2	2	3	4
263	2	3	3	3	4
264	1	4	3	4	5
265	3	3	4	4	5
266	1	4	3	2	4
267	4	3	4	5	5
268	1	2	2	2	4
269	2	2	4	4	3
270	2	4	4	2	4
271	2	2	3	3	3
272	4	2	1	4	4
273	3	3	4	2	3
274	2	2	2	2	2
275	2	4	4	2	4
276	1	2	4	1	4
277	2	2	3	4	3
278	1	2	5	1	2
279	4	4	4	3	5
280	3	4	4	5	4
281	3	5	5	3	5
	2,90	3,41	3,38	3,74	3,71

12. Would you consider yourself as … or … in general?

No. #	planned	impulse
1	x	
2		x
3		x
4		x
5		x
6		x
7		x
8	x	
9	x	
10		x
11		x
12		x
13		x
14		x
15		x
16		x
17		x
18	x	
19	x	
20		x
21		x
22	x	
23		x
24	x	
25	x	
26	x	
27	x	
28	x	
29	x	
30		x
31		x
32	x	
33	x	
34	x	
35		x
36		x
37		x
38	x	
39	x	
40	x	
41	x	
42		x
43	x	
44		x
45	x	
46	x	
47		x
48		x
49		x
50	x	
51	x	
52	x	
53		x
54	x	
55	x	
56		x
57		x
58	x	
59		x
60	x	
61	x	
62		x
63		x
64		x
65		x
66		x
67	x	
68		x
69		x
70		x
71	x	
72		x
73		x
74		x
75		x
76	x	
77		x
78	x	
79		x
80		x

YB
OB

planned	1
impulse	2

planned	44,13%
impulse	55,87%
	100,00%

No. #	code
1	1
2	2
3	2
4	2
5	2
6	2
7	2
8	1
9	1
10	2
11	2
12	2
13	2
14	2
15	2
16	2
17	2
18	1
19	1
20	2
21	2
22	1
23	2
24	1
25	1
26	1
27	1
28	1
29	1
30	2
31	2
32	1
33	1
34	1
35	2
36	2
37	2
38	1
39	1
40	1
41	1
42	2
43	1
44	2
45	1
46	1
47	2
48	2
49	2
50	1
51	1
52	1
53	2
54	1
55	1
56	2
57	2
58	1
59	2
60	1
61	1
62	2
63	2
64	2
65	2
66	2
67	1
68	2
69	2
70	2
71	1
72	2
73	2
74	2
75	2
76	1
77	2
78	1
79	2
80	2

81	x		1
82	x		1
83		x	2
84	x		1
85		x	2
86	x		1
87		x	2
88		x	2
89		x	2
90		x	2
91	x		1
92	x		1
93		x	2
94		x	2
95		x	2
96		x	2
97		x	2
98		x	2
99		x	2
100		x	2
101		x	2
102	x		1
103	x		1
104	x		1
105		x	2
106	x		1
107	x		1
108	x		1
109		x	2
110	x		1
111		x	2
112	x		1
113	x		1
114		x	2
115		x	2
116	x		1
117	x		1
118		x	2
119	x		1
120		x	2
121		x	2
122	x		1
123	x		1
124	x		1
125		x	2
126		x	2
127	x		1
128	x		1
129		x	2
130		x	2
131		x	2
132		x	2
133	x		1
134		x	2
135	x		1
136	x		1
137	x		1
138	x		1
139	x		1
140		x	2
141		x	2
142		x	2
143		x	2
144		x	2
145	x		1
146	x		1
147	x		1
148		x	2
149		x	2
150		x	2
151	x		1
152	x		1
153	x		1
154	x		1
155	x		1
156		x	2
157		x	2
158		x	2
159		x	2
160		x	2
161		x	2

KK

162		x	162	2
163	x		163	1
164		x	164	2
165	x		165	1
166	x		166	1
167	x		167	1
168	x		168	1
169		x	169	2
170		x	170	2
171	x		171	1
172		x	172	2
173		x	173	2
174	x		174	1
175	x		175	1
176	x		176	1
177		x	177	2
178	x		178	1
179		x	179	2
180		x	180	2
181	x		181	1
182	x		182	1
183	x		183	1
184	x		184	1
185		x	185	2
186	x		186	1
187	x		187	1
188		x	188	2
189		x	189	2
190	x		190	1
191		x	191	2
192	x		192	1
193		x	193	2
194	x		194	1
195		x	195	2
196		x	196	2
197		x	197	2
198		x	198	2
199		x	199	2
200		x	200	2
201		x	201	2
202		x	202	2
203		x	203	2
204		x	204	2
205		x	205	2
206	x		206	1
207	x		207	1
208		x	208	2
209	x		209	1
210	x		210	1
211		x	211	2
212		x	212	2
213		x	213	2
214	x		214	1
215	x		215	1
216		x	216	2
217		x	217	2
218	x		218	1
219	x		219	1
220		x	220	2
221		x	221	2
222	x		222	1
223	x		223	1
224		x	224	2
225		x	225	2
226	x		226	1
227	x		227	1
228		x	228	2
229		x	229	2
230		x	230	2
231		x	231	2
232		x	232	2
233		x	233	2
234	x		234	1
235	x		235	1
236	x		236	1
237	x		237	1
238		x	238	2
239	x		239	1
240	x		240	1
241	x		241	1

242	x			242 1
243		x		243 2
244		x		244 2
245	x			245 1
246		x		246 2
247		x		247 2
248		x		248 2
249		x		249 2
250	x			250 1
251	x			251 1
252		x		252 2
253		x		253 2
254	x			254 1
255		x		255 2
256	x			256 1
257		x		257 2
258	x			258 1
259		x		259 2
260		x		260 2
261	x			261 1
262		x		262 2
263		x		263 2
264		x		264 2
265		x		265 2
266		x		266 2
267	x			267 1
268		x		268 2
269	x			269 1
270		x		270 2
271		x		271 2
272		x		272 2
273	x			273 1
274		x		274 2
275	x			275 1
276		x		276 2
277		x		277 2
278		x		278 2
279	x			279 1
280	x			280 1
281	x			281 1

124 157

13. What motivates you to purchase new clothes?

No. #	interest	self-expression	special occasion	promo	adverts	self-gratification	prestige/ lifestyle	belonging	shopping experience	need sth new	others
1	2	1	2	5	4	5	2	3	4	3	
2	2	2	4	2	4	3	5	5	4	4	
3	4	4	2	3	3	1	4	5	4	3	
4	1	2	3	4	5	3	3	5	3	3	
5	2	2	4	5	5	5	5	5	5	5	
6	3	3	3	4	4	4	5	5	4	5	
7	3	2	4	4	4	4	3	5	4	3	
8	4	5	5	2	3	5	5	5	4	3	
9	3	4	4	3	5	4	4	3	3	5	
10	1	5	4	3	5	3	4	5	5	5	
11	2	3	3	4	4	4	4	4	4	5	
12	3	3	4	4	3	1	5	1	2	4	
13	4	2	3	2	4	3	3	3	2	3	
14	3	5	4	2	4	4	5	5	2	2	
15	4	2	1	4	2	4	5	5	2	2	
16	4	2	2	4	4	4	5	3	2	2	
17	3	5	3	4	4	4	4	4	4	4	
18	5	4	3	3	5	4	5	5	3	5	
19	3	3	3	3	4	4	4	4	3	2	
20	3	3	2	2	2	3	3	5	4	4	
21	4	4	2	4	4	4	4	4	4	2	
22	4	4	2	2	5	2	5	5	3	2	
23	4	4	2	3	3	2	4	4	5	4	
24	2	2	1	1	4	3	2	5	2	3	
25	4	4	3	2	3	3	5	5	5	2	
26	5	5	3	3	4	4	5	5	5	4	
27	2	2	2	2	3	3	3	2	3	3	
28	3	2	3	2	4	4	4	4	3	2	
29	5	5	2	4	5	5	5	5	5	2	
30	1	2	4	3	4	5	1	2	2	4	
31	3	3	3	1	3	3	5	5	4	5	
32	4	4	2	2	3	5	5	4	3	2	
33	4	2	4	3	5	5	5	5	3	2	
34	1	2	2	4	5	2	2	3	4	5	
35	3	2	3	4	5	4	3	5	4	3	
36	4	3	3	2	5	4	4	4	3	4	
37	5	3	2	3	5	3	3	3	3	3	
38	3	3	3	3	3	3	3	3	3	3	
39	5	5	4	3	5	4	5	5	5	3	
40	5	3	3	4	5	5	5	4	5	3	
41	4	3	4	5	5	2	5	5	3	4	
42	3	2	3	4	5	1	5	5	3	4	
43	3	4	3	3	3	3	5	4	5	1	
44	5	5	3	3	5	4	5	5	4	3	
45	4	2	4	4	4	5	3	5	4	2	work clothes
46	3	4	2	3	3	2	4	4	3	2	
47	2	2	1	2	3	3	4	5	3	4	
48	3	3	4	2	2	5	3	3	4	5	
49	4	3	1	5	5	3	4	5	2	3	
50	3	4	3	3	4	4	3	4	4	2	
51	4	3	2	3	5	5	5	5	5	2	
52	3	2	1	4	5	5	5	4	3	2	
53	2	2	2	4	5	5	5	4	2	3	
54	4	4	3	2	4	5	5	5	5	2	

very important	1
important	2
relatively important	3
a bit important	4
unimportant	5

YB
OB

MM

55	4	4	1	3	5	5	5	5	4	3		
56	3	2	2	4	5	5	5	5	4	2		
57	2	1	2	4	4	4	3	4	2	3		
58	3	2	2	5	4	5	5	5	2	3		
59	2	2	2	4	3	3	2	2	2	3		
60	4	3	2	2	4	5	5	5	4	3		
61	3	5	2	3	4	3	5	5	2	2		
62	4	4	4	2	5	5	5	5	3	3		
63	5	5	3	3	5	5	5	5	5	2		
64	4	4	2	2	4	4	4	5	5	2		
65	4	5	2	2	5	3	4	5	2	3		
66	3	3	2	2	4	4	3	2	2	3		
67	3	4	2	2	5	5	5	5	5	2		
68	3	2	1	1	3	5	3	4	1	1		
69	4	4	2	2	4	3	4	5	4	2		
70	3	4	2	2	3	5	5	5	5	3		
71	4	5	4	3	5	4	5	5	5	2		
72	3	5	4	3	5	5	3	5	5	2		
73	4	2	2	4	5	5	5	5	3	3	when I see a special product spontaneously	
74	2	2	1	4	4	4	2	3	2	4		
75	4	5	3	3	5	5	5	4	3	3		
76	5	3	2	3	4	5	3	3	2	2		
77	1	3	1	5	5	5	1	1	2	5		
78	5	3	3	3	5	5	5	5	5	5		
79	3	4	2	3	4	3	4	3	3	3		
80	4	3	2	3	5	3	5	5	5	2		
81	4	4	3	3	5	4	5	5	4	2		
82	4	1	4	2	5	3	3	4	4	2		
83	4	2	2	1	5	2	3	4	4	1		
84	2	3	4	4	4	3	3	4	2	5		
85	3	2	4	4	5	4	5	5	2	4		
86	3	4	2	3	4	5	3	5	2	1		
87	4	4	3	1	4	4	5	5	5	2		
88	4	4	2	3	4	3	4	5	5	2		
89	2	2	1	3	4	1	4	2	4	3		
90	4	4	4	3	5	5	5	5	4	3		
91	5	5	4	2	5	5	5	5	4			
92	4	4	2	3	5	4	5	5	5	5		
93	5	4	3	3	4	2	3	4	5	5		
94	4	1	2	5	4	3	5	5	3	2		
95	2	3	2	2	4	2	4	5	4	4		
96	2	3	3	4	5	5	3	5	4	2		
97	1	2	4	1	4	4	5	5	4	4	new colours, cuts and fashion collections	
98	5	5	3	3	4	4	5	5	5	3		
99	5	4	3	3	5	2	5	5	4	4		
100	4	2	3	2	5	5	4	3	3	4		
101	2	3	2	2	3	4	3	2	2	4		
102	4	3	2	2	3	3	4	4	4	2		
103	5	5	4	3	5	3	5	5	5	2		
104	2	3	2	1	1	4	3	3	3	3		
105	3	2	4	2	5	5	5	5	4	5		
106	5	5	3	3	5	5	5	5	3	1		
107	2	1	1	5	5	5	1	1	1	4		
108	3	4	2	2	3	5	5	4	4	4		
109	3	4	2	3	3	5	3	4	4	4		
110	3	3	3	4	4	5	4	5	3	2		
111	2	5	5	2	5	5	5	5	3	3		
112	2	2	2	1	4	3	2	4	2	1		
113	3	3	1	2	3	2	3	2	2	2		
114	1	2	2	4	2	2	3	2	1	3		
115	2	2	1	4	2	2	1	1	2	2		
116	5	4	1	1	4	4	4	5	4	1		
117	2	2	2	2	2	2	2	2	3	1		
118	3	3	3	2	3	3	4	4	2	4		
119	3	4	2	2	4	5	5	5	3	3		
120	3	2	2	4	3	2	5	5	2	4		
121	3	4	2	3	2	2	3	4	3	2		
122	2	3	3	5	3	3	5	4	2	3		
123	2	2	2	3	2	2	3	2	5	2		
124	2	2	2	2	4	3	5	5	4	5		
125	3	4	1	4	5	4	3	4	4	3		
126	2	2	3	3	2	2	5	4	2	4		
127	4	5	3	2	5	5	5	5	4	2		
128	4	5	3	4	4	5	5	5	4	4		
129	2	2	1	3	4	3	2	3	2	2		
130	3	1	2	3	4	5	3	5	3	2		
131	5	5	4	3	5	4	5	5	4	2		
132	2	2	3	3	4	5	3	5	4	4		
133	2	3	2	5	4	4	3	4	2	3		
134	2	2	1	2	2	2	1	1	2	1		
135	3	3	2	3	3	3	3	3	2	3		
136	3	2	3	5	2	2	3	3	2	5		
137	5	5	2	4	5	4	5	5	5	1		
138	1	2	2	2	2	2	2	2	2	1		
139	2	2	3	2	2	3	2	2	2	2		
140	3	2	3	2	2	2	2	2	2	1		
141	3	3	3	3	2	2	2	3	2	3		
142	2	2	2	2	2	2	2	2	2	2		
143	2	2	1	2	2	2	3	2	2	2		
144	2	2	3	2	3	2	2	3	3	2		
145	4	4	3	2	5	5	5	4	3	2		
146	2	2	1	2	2	2	2	2	2	1		
147	2	2	1	2	2	2	3	3	3	2		
148	4	4	3	2	3	5	5	5	4	2		
149	3	3	2	2	4	2	5	5	5	3		
150	5	5	4	3	5	5	5	5	4	3	opportunity	
151	3	2	2	3	4	2	5	4	3	3		
152	3	3	3	3	4	4	5	3	2	3		
153	4	3	2	2	3	1	3	3	2	2		
154	4	4	2	2	4	5	5	5	4	2		
155	4	3	2	3	4	4	4	4	2	5		
156	2	2	2	3	4	2	2	5	4	4		
157	4	3	3	2	5	4	5	2	3	5		
158	2	2	3	3	3	2	1	1	1	3		
159	2	2	2	2	2	1	2	1	1	2		
160	1	1	2	3	2	3	3	1	2	3		
161	5	2	4	3	5	5	5	5	4	3		
162	4	3	3	2	4	3	3	3	3	2		
163	2	2	2	4	4	2	2	2	2	3		
164	4	5	3	2	4	4	4	4	4	5		
165	3	3	2	3	2	2	2	2	2	2		
166	2	2	2	3	2	2	3	3	3	3		
167	3	3	3	2	3	2	2	3	3	2		
168	3	3	3	3	3	3	3	2	2	1		
169	2	2	1	2	2	1	1	1	2	2		
170	3	3	2	3	3	2	2	2	3	5		
171	4	4	3	3	4	3	4	4	4	4		
172	5	4	2	2	2	4	4	5	5	5		
173	2	2	2	3	3	2	2	2	2	2		
174	2	2	2	2	3	3	4	4	4	1		
175	3	3	3	3	4	4	4	4	4	3		
176	3	2	2	2	3	2	4	3	1	2		
177	2	2	2	2	2	3	2	3	3	1		
178	1	2	2	3	4	4	3	3	2	3		
179	1	2	2	3	4	4	3	3	2	3		
180	1	2	3	3	2	2	2	1	1	2		
181	3	3	2	3	3	3	2	2	2	5		
182	3	3	1	2	3	4	5	2	2	2		
183	2	2	1	2	4	3	4	3	3	2		
184	4	4	3	3	4	5	5	5	4	3		
185	1	2	3	3	3	2	2	3	2	2		

186	3	3	2	3	3	4	3	3	2	2	
187	1	2	3	3	2	3	3	1	1	3	
188	3	2	2	2	3	4	3	2	1	3	
189	3	4	2	3	3	2	4	4	3	3	
190	2	2	1	3	2	2	2	2	2	3	
191	3	4	2	2	3	4	4	4	3	2	
192	5	5	2	5	5	5	5	5	5	1	
193	4	3	2	4	4	5	5	5	4	4	
194	2	3	4	2	4	2	4	3	1	4	
195	2	2	2	2	2	3	3	3	2	2	
196	3	4	2	3	2	5	5	3	2	3	
197	2	2	2	3	3	4	5	3	1	3	
198	2	2	1	2	2	2	3	2	2	5	
199	2	3	3	2	4	2	2	5	4	3	
200	2	2	2	2	2	2	2	1	1	2	
201	1	1	3	2	2	1	2	1	2	2	
202	3	3	3	2	2	2	4	2	2	3	
203	3	2	2	3	4	5	5	3	2	2	
204	3	2	2	2	3	3	4	3	2	3	
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279	3	3	4	4	4	3	3	4	5	3	
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281	3	4	2	2	5	5	5	5	3	3	
	2,91	2,88	2,38	2,69	3,53	3,43	3,67	3,56	2,93	2,77	

14. What do you consider when buying new clothes?

No. #	quality	price	brand image	service	cut	functionality	sustainability	ethics	alternatives	prestige	comfort	fashionability	others
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7	2	3	3	3	2	1	2	2	1	4	4	1	3
8	1	1	5	2	2	2	2	3	3	5	5	1	2
9	1	2	4	1	3	2	2	3	2	4	4	2	4
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15	1	2	2	1	1	1	4	5	2	5	5	2	5
16	1	3	2	1	1	2	4	4	2	5	5	2	4
17	1	3	4	4	2	2	2	2	2	3	3	2	3
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22	1	1	4	3	4	1	1	3	2	3	5	2	4
23	2	3	3	4	2	2	2	3	2	3	4	3	3

decisively	1
important	2
relatively imp	3
a bit importa	4
unimportant	5

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24	2	2	3	4	4	2	2	4	3	3	2	2	1
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QQ

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281	1	1	4	2	2	1	2	4	4	3	5	1	3
	1,85	2,28	2,95	2,75	2,48	1,71	2,57	2,91	2,59	3,01	3,69	2,08	2,65

15.What kind of marketing do you prefer in context with fashion?

very important	1
important	2
relatively important	3
a bit important	4
unimportant	5

YB
OB

No. #	tv spots	radio	magazines	posters	windows	fashion shows	social media	newsletter	WOM	others	
1	3	5	1	1	2	5	5	5	3		
2	5	5	5	5	2	5	4	5	3		
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12	5	5	4	4	4	5	5	5	4		
13	4	5	4	4	2	5	3	5	5	to see something unexpectedly and surprisingly	
14	3	5	2	2	3	2	5	5	3		
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271	2	4	3	3	2	3	4	4	2	
272	2	3	1	1	1	2	4	4	1	
273	3	5	4	4	3	4	3	3	3	
274	3	5	2	2	2	4	3	3	2	
275	2	4	2	1	1	3	4	4	2	
276	1	2	3	2	2	5	5	5	1	
277	2	5	3	3	2	2	2	2	2	
278	2	5	2	2	2	2	2	2	2	
279	5	5	2	5	5	5	5	5	2	
280	3	4	3	3	3	3	4	4	3	
281	5	5	5	5	5	5	5	5	5	
	3,60	4,43	2,89	3,32	2,47	3,99	4,00	3,95	2,94	

16. What elements are perceived as appealing to you in advertising campaigns?

No. #	ident. Brand	ident. Model	emotions	lifestyle	product info	humour	sensorial stimulation
1	3	1	3	4	1	5	3
2	2	2	3	3	2	4	3
3	4	3	3	4	5	5	2
4	3	5	5	3	5	5	5
5	1	2	4	4	5	5	5
6	4	4	2	3	3	3	3
7	2	2	2	2	1	2	2
8	2	2	2	5	1	5	4
9	4	3	4	4	3	5	4
10	2	2	3	4	5	5	5
11	3	3	2	4	3	4	4
12	5	4	4	4	3	3	3
13	3	4	2	2	4	3	2
14	4	2	4	5	2	5	5
15	4	2	4	4	3	5	4
16	4	1	2	5	1	5	3
17	3	5	2	3	1	4	2
18	3	3	2	3	3	4	3

decisive	1
important	2
relatively important	3
a bit important	4
unimportant	5

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19	3	3	3	4	2	5	5
20	4	3	3	3	3	4	3
21	1	3	3	3	2	3	3
22	2	2	4	4	3	3	4
23	3	3	3	3	2	2	2
24	1	2	2	2	4	3	2
25	4	4	3	4	2	3	3
26	2	3	3	5	3	3	3
27	4	4	4	3	2	3	3
28	2	4	2	3	2	3	2
29	5	5	4	4	3	5	3
30	1	1	2	1	3	4	3
31	3	3	3	5	3	2	5
32	3	2	3	4	2	3	3
33	2	2	2	3	2	4	2
34	3	4	3	2	3	3	2
35	5	5	5	3	3	3	3
36	3	3	3	3	3	3	4
37	5	3	3	3	3	2	2
38	3	1	1	1	3	3	1
39	5	5	3	3	3	3	3
40	2	2	2	2	2	2	2
41	5	4	4	4	4	5	4
42	5	3	5	5	3	5	5
43	3	5	3	3	3	3	5
44	4	3	4	4	3	4	4
45	3	3	3	3	2	2	2
46	3	2	3	3	3	3	3
47	5	2	4	4	3	3	2
48	2	4	4	3	4	3	4
49	3	3	3	3	3	5	2
50	3	2	4	3	3	4	4
51	4	3	3	5	2	5	5
52	3	3	3	5	2	5	4
53	3	1	2	5	1	5	5
54	4	2	3	5	1	5	5
55	4	3	2	5	1	5	4
56	3	2	2	5	2	5	4
57	3	2	3	2	4	1	2
58	2	2	2	4	2	5	3
59	2	2	2	3	3	4	4
60	4	3	2	5	2	5	5
61	2	3	3	5	2	5	5
62	4	3	5	5	3	5	2
63	5	5	5	5	3	4	5
64	4	5	5	5	5	5	3
65	4	5	3	3	2	3	5
66	4	4	3	3	2	5	3
67	4	4	3	4	3	3	3
68	4	5	3	3	4	5	3
69	5	5	3	5	3	5	5
70	5	5	5	5	2	5	2
71	5	5	4	5	5	3	4
72	4	5	3	3	5	3	3
73	3	3	3	3	3	3	3
74	1	2	2	2	3	4	4
75	4	5	4	5	5	3	4
76	3	4	3	3	4	3	3
77	2	3	4	3	1	4	3
78	5	5	5	4	3	2	5
79	3	4	4	3	4	2	3
80	4	4	3	3	3	2	2
81	5	5	5	5	1	3	3
82	5	5	3	4	3	2	2
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85	4	3	2	3	3	3	4
86	4	3	2	2	4	3	2
87	3	4	5	4	3	4	5
88	5	4	4	5	2	4	3
89	4	2	2	2	3	3	5
90	5	3	4	5	4	1	2
91	5	5	5	5	1	2	4
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96	2	1	2	2	2	3	3
97	2	3	2	4	5	2	2
98	4	4	5	5	5	5	5
99	4	3	3	3	4	2	2
100	2	2	4	4	2	4	4
101	4	2	3	3	2	5	3
102	3	3	3	4	3	2	2
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108	4	3	3	3	4	2	2
109	3	2	3	3	2	4	4
110	4	2	4	4	3	3	4
111	5	4	2	4	3	5	5
112	1	1	1	1	1	5	1
113	3	3	2	3	3	3	3
114	1	2	4	2	3	3	3
115	1	1	1	1	2	2	1
116	5	3	3	3	2	4	2
117	3	2	2	2	2	2	2
118	3	2	3	2	2	3	5
119	2	3	2	5	2	5	3
120	3	2	2	2	2	3	5

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121	2	2	2	2	3	3	2
122	2	2	2	5	1	5	4
123	3	3	3	2	4	4	5
124	4	2	2	2	2	2	2
125	3	1	3	3	3	5	3
126	3	2	2	2	2	3	5
127	3	3	3	5	2	5	4
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130	3	4	2	3	2	3	3
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135	2	1	2	2	2	2	3
136	3	3	3	3	3	3	3
137	3	2	3	5	2	5	5
138	3	2	3	5	2	5	5
139	5	1	2	2	2	2	5
140	3	2	2	2	2	2	2
141	2	2	3	3	3	2	3
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143	2	2	1	3	2	2	2
144	1	1	2	2	2	3	2
145	4	2	3	5	2	5	5
146	3	3	3	2	3	2	2
147	3	3	3	3	2	3	4
148	3	5	5	5	3	3	4
149	4	2	3	5	2	4	5
150	4	5	4	5	3	4	3
151	3	2	2	4	3	3	4
152	2	2	2	4	2	5	2
153	4	4	4	4	3	4	4
154	4	2	3	5	2	5	3
155	4	4	3	4	4	4	5
156	2	2	2	2	2	3	3
157	4	4	3	3	3	4	2
158	2	2	2	2	2	2	1
159	1	3	1	1	2	2	2
160	1	1	2	2	1	2	1
161	5	5	3	3	3	3	5
162	4	4	3	4	3	3	3
163	4	3	4	3	2	4	3
164	4	4	3	4	3	3	4
165	3	2	3	3	3	2	3
166	3	3	3	3	4	3	3
167	3	4	4	4	3	3	4
168	3	3	3	3	3	3	3
169	1	1	2	2	2	2	2
170	2	2	2	2	2	2	3
171	5	5	5	5	3	3	5
172	3	2	4	4	4	3	4
173	3	3	2	2	3	3	3
174	3	2	2	3	1	1	5
175	3	3	4	4	2	5	4
176	3	2	3	3	2	4	3
177	5	3	2	4	3	5	3
178	2	2	2	2	2	2	2
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181	5	3	2	3	3	3	4
182	4	3	3	3	2	3	4
183	3	2	2	3	1	5	5
184	4	3	3	5	2	5	5
185	1	1	2	1	1	2	2
186	3	3	3	3	3	2	2
187	2	2	2	2	2	2	2
188	2	2	2	2	2	2	2
189	3	2	2	4	4	3	2
190	2	2	2	3	2	3	2
191	2	2	2	3	1	3	2
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193	4	4	3	4	3	3	3
194	3	2	1	5	2	4	2
195	2	2	2	2	2	2	2
196	3	1	2	3	1	4	3
197	2	2	2	3	4	3	3
198	3	3	3	2	4	2	2
199	3	2	2	3	2	1	2
200	2	3	2	2	1	2	2
201	2	2	1	2	2	1	2
202	2	2	2	3	2	4	3
203	2	2	3	3	1	4	4
204	2	2	2	2	2	2	1
205	3	3	3	4	2	4	4
206	1	1	1	1	1	2	2
207	3	1	1	3	2	4	4
208	2	2	2	2	2	2	2
209	4	2	2	3	2	4	3
210	2	2	3	2	2	4	3
211	3	2	3	3	2	2	2
212	2	1	2	1	1	2	2
213	2	2	2	2	2	2	2
214	4	2	3	5	1	5	5
215	4	3	2	4	3	2	2
216	2	2	2	2	1	2	2
217	3	2	2	2	2	2	4
218	3	2	2	3	2	4	5
219	3	2	2	3	2	5	5
220	2	3	2	1	1	2	1
221	1	3	1	1	1	1	1

222	3	2	1	2	2	5	5
223	2	2	2	4	1	5	3
224	2	1	2	2	2	3	4
225	1	2	1	1	1	2	2
226	3	2	2	3	2	5	5
227	3	2	2	3	2	5	5
228	2	1	2	1	3	3	2
229	3	1	3	4	2	4	4
230	3	3	2	2	3	3	2
231	3	2	2	2	2	4	5
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251	3	2	2	3	3	2	4
252	4	3	4	2	2	2	2
253	2	2	3	2	2	3	3
254	2	2	2	3	2	4	2
255	1	2	2	1	2	4	2
256	2	2	2	2	2	2	2
257	4	3	2	3	3	4	4
258	4	2	4	4	2	5	5
259	2	2	4	3	3	5	4
260	3	1	2	2	2	2	5
261	3	2	2	3	2	4	4
262	2	2	2	2	3	4	3
263	2	1	2	2	2	2	4
264	3	1	2	2	2	2	3
265	4	3	3	4	2	4	3
266	2	2	2	2	2	2	3
267	3	3	4	4	2	5	5
268	1	1	2	1	2	2	2
269	3	2	4	2	2	4	4
270	2	1	2	2	2	2	5
271	2	2	2	2	2	2	3
272	2	1	2	2	2	3	4
273	2	2	1	1	2	2	2
274	2	2	2	2	2	2	2
275	2	1	2	2	3	3	3
276	2	1	1	1	2	2	5
277	3	3	3	2	3	3	2
278	4	2	2	2	2	4	2
279	5	3	5	4	1	5	5
280	4	3	3	3	2	3	3
281	5	3	5	3	5	5	5
	3,00	2,64	2,76	3,12	2,44	3,38	3,22

17. Do you remember a fashion ad campaign that you liked?

No. #	Yes	No
1	x	
2	x	
3		x
4		x
5		x
6		x
7		x
8		x
9		x
10	x	
11		x
12	x	
13	x	
14		x
15	x	
16	x	
17		x
18		x
19		x
20		x
21	x	
22		x
23		x
24		x
25	x	
26		x
27		x
28	x	
29		x

Yes	1
No	2

Yes	33,10%
No	66,90%
	100,00%

No. #	code	17a. What was the name of the campaign?	17b. What did you like about it?
1	1	Gerry Weber	Model, Slogan
2	1	Levis 501	90s, Models, cool, love it all
3	2		
4	2		
5	2		
6	2		
7	2		
8	2		
9	2		
10	1	Marc Cain	the whole advert
11	2		
12	1		simplicity
13	1	Dove	love all bodies, equality
14	2		
15	1	Madeleine	Price, Quality
16	1	Gerry Weber	authenticity, model, slogan
17	2		
18	2		
19	2		
20	2		
21	1		freedom, vacation, location
22	2		
23	2		
24	2		
25	1	Benetton	equality, all people are equal
26	2		
27	2		
28	1	Nike	perfect cut, sporty, aestetics
29	2		

34			x	34	2		
35			x	35	2		
36			x	36	2		
37			x	37	2		
38			x	38	2		
39			x	39	2		
40			x	40	2		
41			x	41	2		
42			x	42	2		
43	x			43	1	Camel, Soccx, Camp David	Nature, active lifestyle, Location
44			x	44	2		
45			x	45	2		
46			x	46	2		
47			x	47	2		
48	x			48	1	Ratiopharm	Slogan
49			x	49	2		
50			x	50	2		
51	x			51	1	H&M	older model, fashion shown on mod
52	x			52	1	Aigner	Slogan: Age is just a number
53			x	53	2		
54			x	54	2		
55	x			55	1	Dove advert	real women, Natural & real
56	x			56	1	Sabine Sommeregger, Gerry Weber	elegant, older women = model
57	x			57	1	Levis, Tommy Hilfiger (Gigi Hadid)	coolness, products
58	x			58	1	Marc O Polo, Peter Hahn	simplicity, great models
59	x			59	1	Marc O Polo, Max Mara	easy and clean representation of fas
60			x	60	2		
61	x			61	1	Catalogue "Creation"	inspiring fashion trends & quality
62			x	62	2		
63			x	63	2		
64			x	64	2		
65			x	65	2		
66			x	66	2		
67			x	67	2		
68			x	68	2		
69			x	69	2		
70			x	70	2		
71			x	71	2		
72			x	72	2		
73			x	73	2		
74			x	74	2		
75			x	75	2		
76			x	76	2		
77	x			77	1	Longchamp Paris	focus on fashion items / products
78			x	78	2		
79	x			79	1	camel cigarettes	cool, tough guy
80			x	80	2		
81			x	81	2		
82			x	82	2		
83			x	83	2		
84			x	84	2		
85			x	85	2		
86			x	86	2		
87			x	87	2		
88	x			88	1	"poetry" catalogue	fits my style. Very good quality
89			x	89	2		
90			x	90	2		
91			x	91	2		
92			x	92	2		
93			x	93	2		
94			x	94	2		
95			x	95	2		
96			x	96	2		
97			x	97	2		
98			x	98	2		
99	x			99	1	Zalando "Scream out of joy"	
100			x	100	2		
101			x	101	2		
102			x	102	2		
103			x	103	2		
104			x	104	2		
105			x	105	2		
106			x	106	2		
107	x			107	1	fashion show	
108			x	108	2		
109			x	109	2		
110			x	110	2		
111			x	111	2		
112			x	112	2		
113	x			113	1		
114	x			114	1	Marc O Polo	
115	x			115	1		
116	x			116	1	C&A	
117	x			117	1		
118			x	118	2		
119			x	119	2		
120			x	120	2		
121	x			121	1	Peter Hahn	
122	x			122	1	Gerry Weber	
123	x			123	1		
124			x	124	2		
125			x	125	2		
126			x	126	2		
127			x	127	2		
128			x	128	2		
129			x	129	2		
130			x	130	2		
131	x			131	1	Bacardi	location (beach, sun, music, beautifu
132			x	132	2		
133	x			133	1	Max Mara	elegance
134	x			134	1		
135			x	135	2		
136	x			136	1		
137			x	137	2		
138			x	138	2		
139			x	139	2		
140	x			140	1		
141	x			141	1		
142	x			142	1		
143			x	143	2		
144	x			144	1		
145			x	145	2		
146	x			146	1		
147	x			147	1		
148	x			148	1	Brax Flyer	colours, cut
149			x	149	2		
150			x	150	2		
151	x			151	1	levis jeans	perfect fit
152	x			152	1	Peter Hahn (tv spot)	freedom
153	x			153	1	Zalando	
154	x			154	1	Dove	natural beauty, natural women
155			x	155	2		
156			x	156	2		
157			x	157	2		
158			x	158	2		
159			x	159	2		
160			x	160	2		
161			x	161	2		
162			x	162	2		
163			x	163	2		
164	x			164	1		
165	x			165	1		

166	x		166	1			
167		x	167	2			
168		x	168	2			
169	x		169	1			
170		x	170	2			
171		x	171	2			
172		x	172	2			
173	x		173	1			
174		x	174	2			
175		x	175	2			
176	x		176	1	Max Mara	bags	
177	x		177	1			
178	x		178	1			
179	x		179	1	s.Oliver	Models,	
180		x	180	2			
181	x		181	1			
182		x	182	2			
183		x	183	2			
184		x	184	2			
185		x	185	2			
186		x	186	2			
187	x		187	1	Chanel	model	
188		x	188	2			
189		x	189	2			
190		x	190	2			
191		x	191	2			
192		x	192	2			
193		x	193	2			
194	x		194	1	Gerry Weber	Model in red coat	
195	x		195	1	Esprit	colours	
196		x	196	2			
197		x	197	2			
198		x	198	2			
199		x	199	2			
200	x		200	1	C&A	fun	
201		x	201	2			
202		x	202	2			
203		x	203	2			
204	x		204	1			
205	x		205	1			
206		x	206	2			
207		x	207	2			
208	x		208	1	Betty Barclay		
209	x		209	1	Tchibo		
210	x		210	1	Massimo Dutti		
211	x		211	1	Esprit	Collection	
212	x		212	1			
213	x		213	1	Tommy Hilfiger	model gigi hadid	
214		x	214	2			
215		x	215	2			
216		x	216	2			
217		x	217	2			
218		x	218	2			
219		x	219	2			
220		x	220	2			
221		x	221	2			
222		x	222	2			
223		x	223	2			
224		x	224	2			
225		x	225	2			
226		x	226	2			
227		x	227	2			
228	x		228	1	Calvin Klein underwear	models	
229		x	229	2			
230	x		230	1	Hhunkemöller	women of all bodytypes	
231		x	231	2			
232	x		232	1	Chanel	prestige	
233	x		233	1			
234		x	234	2			
235		x	235	2			
236		x	236	2			
237		x	237	2			
238		x	238	2			
239		x	239	2			
240		x	240	2			
241		x	241	2			
242		x	242	2			
243		x	243	2			
244		x	244	2			
245	x		245	1	Esprit - Imperfect	Slogan	
246		x	246	2			
247	x		247	1	Dove		
248	x		248	1	Navabi	authenticity	
249	x		249	1	Dove		
250		x	250	2			
251		x	251	2			
252		x	252	2			
253	x		253	1	Navabi		
254		x	254	2			
255	x		255	1	Zalando		
256	x		256	1			
257		x	257	2			
258	x		258	1	Gerry Weber		
259		x	259	2			
260		x	260	2			
261	x		261	1	Dior Sun glasses		
262		x	262	2			
263		x	263	2			
264		x	264	2			
265		x	265	2			
266	x		266	1			
267		x	267	2			
268		x	268	2			
269	x		269	1	Esprit		
270	x		270	1	Caro Kaffee		
271	x		271	1	Esprit		
272	x		272	1			
273		x	273	2			
274		x	274	2			
275		x	275	2			
276		x	276	2			
277	x		277	1	Max Mara		
278	x		278	1			
279		x	279	2			
280	x		280	1		nice, trendy	
281	x		281	1	H&M	colourful	

yes	**93**
no	**188**

YY

18. Name (a) fashion brand/s where you normally buy clothes:	
No. #	brand/s
1	Brax, Gerry Weber, Madeleine
2	s. Oliver, Cecile
3	Soccx, Esprit
4	Cecile
5	Louis Vuitton
6	Mac
7	Gerry Weber
8	
9	
10	
11	Guess, Pepe Jeans, Tommy Hilfiger
12	Comma
13	Marc O Polo, Soccx
14	
15	Madeleine, Escada
16	Brax, Gerry Weber
17	Esprit
18	Bonita
19	Brax
20	Street One, Zero
21	Tommy Hilfiger, Gant, Barbor
22	Closed
23	Street One
24	
25	Opus, Esprit, Marc O Polo
26	Marc O Polo
27	
28	Opus, Someday, pepe Jeans
29	Comma
30	Zara, Esprit, Diesel, Replay
31	s.Oliver
32	Gerry Weber
33	Gerry Weber
34	Esprit, Belstaff, Boss
35	Marc O Polo
36	Max Mara, Louisa Spagnoli
37	Zara
38	Louisa Cerano
39	
40	La Perla, Valentino
41	Taifun
42	Monari
43	Soccx
44	Vero Moda, Cecil, s.Oliver, Taifun, zero
45	Street One, Cecil, Esprit
46	s.Oliver, Street One
47	
48	Soccx
49	
50	s.Oliver, Gant, Pepe Jeans, Marc O Polo
51	H&M, Street One, Taifun
52	Esprit, Tommy Hilfiger, Cecile
53	Monari, Marc Cain, Marc O Polo
54	H&M, Brax, Betty Barclay
55	Salomon, Brax
56	Gerry Weber, Esprit, Taifun
57	Tommy Hilfiger, Esprit, Levis
58	Peter Hahn, Massimo Dutti, Escada
59	Marc O Polo, Marc Cain, Brax
60	Bonita, Salomon
61	Gina Laura, gerry Weber, Cecil
62	Comma, Soyaconcept
63	
64	Street One
65	Soccx
66	Comma
67	Zara
68	Zara
69	Esprit
70	C&A
71	Bonprix
72	Zara
73	Soccx, Oska
74	Tommy Hilfiger, Marc O Polo, Gant
75	H&M, C&A
76	Peek & Cloppenburg
77	Chanel
78	Quechua
79	Soccx
80	Quechua
81	
82	Esprit, Cecil
83	Cecil, s.Oliver, Mustang
84	Bonita
85	
86	Closed
87	Marc Cain, Poetry, Marc O Polo
88	Max Mara
89	
90	
91	
92	
93	
94	Levis, Guess
95	Ralp Lauren , Benetton
96	
97	Someday, Opus, Esprit
98	Cecil
99	
100	sustainable fashion
101	Esprit, sOliver, Soccx, Comma
102	
103	Tom Tailor, Esprit, Soccx, Pikeur, G-Star
104	
105	
106	Only
107	Bogner, Marc O pOlo
108	Tom Tailor, Esprit
109	
110	Tamaris, sOliver
111	Betty Barclay
112	Maas, Quiero, H&M
113	Esprit, sOliver, Soccx
114	Marc O Polo, Tommy Hilfiger
115	Burberry, Moncler
116	NKD
117	Betty Barclay
118	Tommy Hilfiger
119	Brax
120	Marc Cain, Marc O Polo
121	Taifun
122	Gerry Weber, Marc O Polo
123	Tom Tailor
124	Esprit, Tommy Hilfiger
125	Comma, Tommy Hilfiger
126	Esprit
127	sOliver
128	Bonita
129	Ralph Lauren, Tommy Hilfiger
130	Tommy Hilfiger, Ralph Lauren
131	Esprit
132	Max Mara, Marc Cain, Joop, Cambio, Escada
133	Valentino, Marc O Polo, Marc Cain
134	Elegance, Eugen Klein
135	Wrangler
136	Brax
137	C&A
138	C&A
139	
140	
141	
142	Tom Tailor, Esprit, Gerry Weber, Soccx
143	sOliver
144	
145	Gaastra
146	sOliver
147	Soccx
148	Brax, Bogner, van Laack
149	Gabor, Betty Barclay
150	Ernsting´s Family, Gina Benotti
151	Street One, Gabor, sOliver
152	Set, Lacoste, Windsor, Armani
153	Bonita
154	Bonita
155	Taifun
156	
157	Street One, Rieker
158	Esprit, sOliver, Soccx
159	Soccx
160	sOliver
161	
162	Mammut
163	Gerry Weber, Betty Barclay
164	Bonita
165	Esprit
166	Tally Weijl
167	Betty Barclay, COS
168	Madeleine
169	Gabor, Madeleine
170	Navabi
171	Takko Fashion
172	Tamaris
173	Esprit
174	Gerry Weber, Betty Barclay
175	Salomon
176	Gant, Taifun, Betty Barclay
177	Bonita
178	sOliver
179	Polo Ralph Lauren, Chanel
180	
181	Vero Moda
182	Esprit, Tom Tailor, Street One
183	sOliver, Esprit, Tommy Hilfiger
184	C&A
185	Lacoste, Soccx
186	Tom Tailor, sOliver
187	Polo Ralph Lauren, D&G, Boss
188	Set
189	Wrangler, Levis, Gaastra, Bonita
190	
191	Brax, Bonita
192	Trigema
193	Soccx, Levis, Tom Tailor
194	Gerry Weber, Brax
195	Esprit, Street One, Bonita
196	
197	Ralph Lauren
198	H&M
199	C&A, H&M
200	Esprit
201	sOliver
202	Cambio, Bonita
203	Marc O Polo, Windsor, Boss
204	sOliver, Taifun, Salomon
205	Gerry Weber, Peter Hahn, Salomon
206	H&M
207	sOliver
208	Betty Barclay, Gerry Weber
209	sOliver, Tchibo, Gerry Weber
210	Massimo Dutti, Esprit
211	sOliver, Esprit, Street One
212	Gerry Weber
213	Tommy Hilfiger, Levis, Armani
214	
215	H&M
216	Gerry Weber
217	
218	
219	Betty Barclay
220	Tommy Hilfiger
221	Gerry Weber
222	Polo Ralph Lauren
223	Comma, Bonita, Brax
224	Madeleine
225	
226	
227	C&A, Christian Berg
228	Guess, Levis Jeans, Pepe, Tommy Hilfiger
229	Gerry Weber
230	Tommy Hilfiger, Levis
231	
232	Chanel, Prada
233	Tommy Hilfiger
234	Only, sOliver, Esprit, Tom Tailor, Guess
235	Elegance
236	Taifun, Betty Barclay
237	Cambio, Brax, taifun
238	Gerry Weber
239	Gant
240	Cecil
241	Replay
242	Brax, Betty Barclay, Gerry Weber, Bogner
243	Esprit
244	Apricot
245	C&A, H&M
246	Vero Moda
247	Brax, sOliver
248	
249	Levis, Marc O Polo, >Escada
250	Replay, Mexx
251	Prada, D&G, Lacoste, Marc O Polo
252	Vero Moda, Only
253	Gerry Weber
254	Navabi, Bonita
255	sOliver
256	Marc O Polo, Brax
257	sOliver, Esprit, Lascana, Baur
258	
259	Gerry Weber
260	Betty Barclay
261	Marc O Polo
262	Dior, Valentino, Prada, Louis Vuitton
263	Soccx, Ralph Lauren
264	Esprit, Tom Tailor, sOliver
265	Madeleine
266	Gerry Weber
267	United colours of Benetton
268	Prada, Marc Cain
269	sOliver
270	Apricot
271	Esprit
272	Max Mara
273	C&A, Mexx, sOliver
274	Vero Moda
275	Zara, Mango
276	Massimo Dutti
277	Marc O Polo
278	Pimkie
279	sOliver
280	
281	sOliver, Comma

19a. Do you feel attracted by the posters?						19b. Please mention what would trigger you to buy some of these products or what would prevent you from buying:	19c. What needs to be changed to make the ads more appealing to you?
No. #	Yes	No		No. #	code		
1		x	yes 1	1	2	too sporty, models too young, elegance is missing	age-related fashion, older models
2		x	no 2	2	2	only pic 1 is good for me	make it cleaner, calm it down, too many expressions especially in pic 2
3	x			3	1	looks comfy, more "authentic" models to make it more identificable	
4		x		4	2		change it all
5		x	yes 44,13%	5	2		change it all
6		x	no 55,87%	6	2	fashion only for thin people	change sizes, plussize models
7		x	100,00%	7	2		
8		x		8	2		
9	x			9	1	summer, enjoyment	
10	x			10	1		
11	x			11	1		
12	x			12	1	sporty, facial expressions, fun	
13	x			13	1	looks authentic and natural	more authentic people, no super models
14		x		14	2	camping ad?	too sporty
15	x			15	1	but only 3rd pic --> location, colours, comfy look	more elegant style, older models
16		x		16	2	too sporty, too much nature, too slender	older model, less sporty, more natural location e.g cafe
17	x			17	1		
18		x		18	2		
19	x			19	1	good lighting, friendly atmosphere	shopping = enjoyment, idc about ads
20	x			20	1	sporty	
21	x			21	1	1&3= vacation, hot summer days / 2 = dirty, working atmosphere > change location	
22	x			22	1	functionality, comfort	
23		x		23	2	3rd pic very boring	
24		x		24	2		
25	x			25	1	products look robust	
26		x		26	2		
27		x		27	2		
28	x			28	1	sporty clothes, authentic pics	pic 3 a bit boring, use better background / location, too posy
29		x		29	2		
30		x		30	2		
31	x			31	1	good quality, fair prices	
32	x			32	1	every day clothing, looks comfy	
33	x			33	1	pic 3 = good representation of the products	put products more into focus
34		x		34	2		
35		x		35	2		
36		x		36	2		
37		x		37	2		
38		x		38	2		
39		x		39	2		
40		x		40	2		
41		x		41	2		more product info e.g. prices
42	x			42	1	atmosphere	
43	x			43	1	1&2 = lifestyle, 3 = too young	
44		x		44	2	unrealistic sizes - most women wear size 42 or bigger	more realistic models
45	x			45	1	robust, sustainable, comfy	don´t specify on age groups
46	x			46	1		
47		x		47	2		
48	x			48	1	1+2 = sporty, functionality = my style / 3 = not my style	nothing
49	x			49	1	1+2 = feeling of freedom, mix of old and young models, sporty	3 = model choice unappropriate
50	x			50	1	sporty, comfy, attractive	show more details of the products
51		x		51	2	not my style	too sporty fashion
52		x		52	2		more age-related representation
53		x		53	2	1+2 = not my style, 3 = comfy & elegant	ad only for young women?
54		x		54	2	not my style, too adventurous	other fabrics and models
55		x		55	2		
56		x		56	2	too much design and colours, 3 = ok becuase it is more elegant	show it in another location and atmosphere, bigger sizes = different models
57	x			57	1	cool, enjoyment	
58		x		58	2	only pic 3	
59		x		59	2	too much happening	
60		x		60	2	1+2 too young, 3 = fabric + model+ cut = not appropriate	more catalogue like foto shoot, more info
61		x		61	2		include older people in the campaign
62	x			62	1	leisure time, easy going, relaxed atmosphere	sporty fashion for women aged 60+
63		x		63	2		
64		x		64	2		
65		x		65	2		
66		x		66	2		
67		x		67	2	not my style	
68		x		68	2		
69		x		69	2		
70	x			70	1	design is great, especially the sweat skirt	
71		x		71	2		
72	x			72	1	promises good quality, no cheap products	
73	x			73	1	1+3 = friendly and clean, pic 2 don´t like the setting (dirty)	
74		x		74	2		
75		x		75	2		
76	x			76	1	good mood, happiness	
77		x		77	2	focus is not on the product, does not catch my attention at all	keep it more simple and clean, focus on products more than on setting
78		x		78	2		
79	x			79	1	cool, trendy, elegant	more authenticity
80		x		80	2		
81		x		81	2		
82	x			82	1	"vacation", atmosphere & location	elerdly persons
83	x			83	1	freedom, vacation, nature, location, sport, atmosphere	it´s perfect
84	x			84	1		people of older age
85		x		85	2		people of my age group preferred
86	x			86	1	high quality	
87		x		87	2		
88	x			88	1	i like all the ads, presents a positive atmosphere which impacts my purchase decision po	I prefer a more neutral presentation of fashion, because it helps to see the piece from seve
89		x		89	2	1+2 = not realistic, 3 = good	
90		x		90	2		
91		x		91	2		sustainable and fair
92		x		92	2		
93	x			93	1		
94		x		94	2		
95		x		95	2		
96		x		96	2		
97	x			97	1	cool and trendy, stylish	add prices
98		x		98	2		
99		x		99	2		
100		x		100	2		
101	x			101	1	pic 3 = trendy, elegant	
102		x		102	2		
103		x		103	2	not authentic / realistic enough	it is generally very difficult to get my attention with adverts
104				104	2		
105		x		105	2		not for my age
106		x		106	2		
107	x			107	1	simplicity, comfort, relaxed fit	
108	x			108	1	attitude	
109	x			109	1	leisure time	
110		x		110	2		ads do not affect my purchase behaviour
111		x		111	2		
112		x		112	2		
113	x			113	1	free spirit	
114	x			114	1	free spirit	
115	x			115	1		
116	x			116	1		looks very expensive
117	x			117	1	coolness	
118		x		118	2		
119	x			119	1		
120		x		120	2		
121	x			121	1	free spirit	models with more natural sizes of mature women
122		x		122	2		
123	x			123	1	want to look nice for my kids	
124	x			124	1	like the whole composition	
125		x		125	2	quality	
126		x		126	2		
127		x		127	2		
128		x		128	2	not my style	
129	x			129	1		add business style
130		x		130	2	too freaky	
131		x		131	2	not my style	
132		x		132	2	needs to be robust, nice colours and cut	
133	x			133	1	very sporty, adventurous	prices
134		x		134	2	too sporty	
135		x		135	2		
136		x		136	2		
137		x		137	2		
138		x		138	2		
139		x		139	2		
140	x			140	1		
141		x		141	2		
142	x			142	1	sympathy	
143	x			143	1		older models
144	x			144	1	good vibes	
145		x		145	2		
146	x			146	1	good feelings	
147	x			147	1	becuase it is fun	
148	x			148	1	nice, useful	
149		x		149	2		
150	x			150	1	function, comfort, outdoor	sustainability, fairtrade, environment protection

AAA

151	x		151	1	freedom, youth, dynamic, beauty			
152	x		152	1	freedom, beauty			
153	x		153	1	joy and confidence			
154		x	154	2				
155		x	155	2				
156	x		156	1				
157		x	157	2				
158	x		158	1				
159	x		159	1	newness			
160		x	160	2				
161	x		161	1	1+2: comfort			
162		x	162	2				
163		x	163	2				
164	x		164	1				
165	x		165	1				
166	x		166	1	makes you feel younger			
167		x	167	2	feeling too old for this fashion			
168		x	168	2				
169	x		169	1			use older models, more curvy models	
170	x		170	1				
171		x	171	2				
172	x		172	1				
173	x		173	1				
174		x	174	2				
175		x	175	2				
176		x	176	2				
177	x		177	1				
178			178	2	makes you feel younger			
179	x		179	1	pic 3= sporty, elegant			
180	x		180	1	sporty, vacation mood			
181	x		181	1	lifestyle, youthfulness			
182		x	182	2				
183		x	183	2			ads do not affect my purchase behaviour	
184		x	184	2				
185	x		185	1	makes you feel younger		i like it	
186	x		186	1				
187		x	187	2				
188		x	188	2				
189		x	189	2				
190	x		190	1	lifestyle		more diverse models, older models	
191		x	191	2				
192	x		192	1			more transprent supply chain	
193	x		193	1	sporty, elegant			
194		x	194	2				
195	x		195	1	youth, joy, fun			
196		x	196	2				
197	x		197	1	zest for life			
198	x		198	1				
199	x		199	1	price-quality			
200	x		200	1				
201		x	201	2				
202	x		202	1	design			
203		x	203	2	not my style			
204	x		204	1	youthful and trendy			
205		x	205	2				
206		x	206	2				
207		x	207	2			show the real life	
208	x		208	1	can´t imagine the products on myself		use older models, more natural shapes	
209		x	209	2				
210		x	210	2	not my style			
211	x		211	1	nice! But too sporty		more business style	
212	x		212	1				
213	x		213	1	calls for joy and positive vibes			
214		x	214	2				
215		x	215	2				
216	x		216	1				
217		x	217	2				
218		x	218	2				
219		x	219	2				
220		x	220	2				
221		x	221	2				
222		x	222	2				
223		x	223	2	big size?			
224		x	224	2				
225		x	225	2				
226	x		226	1	reflects youthfulness			
227		x	227	2				
228	x		228	1	i would buy it! I like it!			
229	x		229	1	only pic 3			
230	x		230	1	fun, adventure, style			
231	x		231	1	confidence			
232		x	232	2				
233	x		233	1	makes you feel happy and confident			
234		x	234	2				
235		x	235	2				
236		x	236	2			no information about products themselves	
237		x	237	2				
238		x	238	2				
239		x	239	2	not my style			
240		x	240	2	i think it is not appropriate for older women			
241		x	241	2	freedom, calmness			
242	x		242	1	i like the sporty style		I don´t like the locations, it is way too dark and too dirty	
243	x		243	1	great design			
244	x		244	1	freedom			
245	x		245	1	gives you a great feeling and feeling of youth			
246	x		246	1	refreshing			
247	x		247	1	relaxed fit			
248		x	248	2	I am not into advertising			
249		x	249	2				
250		x	250	2	too sporty			
251	x		251	1	prestige, lifestyle			
252	x		252	1	adventure, variety			
253	x		253	1	i like it a lot			
254		x	254	2	models are not realistic (too skinny)			
255		x	255	2	too young			
256	x		256	1				
257	x		257	1	coolness, vaction, comfortable outfits			
258	x		258	1	very refreshing			
259		x	259	2				
260		x	260	2				
261		x	261	2	too sporty			
262		x	262	2	not boutique like, too mainstream			
263	x		263	1	young, sporty, high-quality, clean			
264		x	264	2	not for my age			
265		x	265	2	I feel too old for this kind of fashion			
266		x	266	2	too sporty		designs should be more conventional	
267		x	267	2	fashion for the youth			
268		x	268	2				
269	x		269	1	cheerfulness			
270	x		270	1	cool			
271	x		271	1				
272	x		272	1	refreshing			
273	x		273	1				
274	x		274	1	beauty			
275		x	275	2				
276		x	276	2				
277	x		277	1				
278	x		278	1	looks nice			
279		x	279	2	pic 3 = nice			
280	x		280	1	all pieces are trendy		models = same age as I	
281		x	281	2				

Appendix B – Data analysis: Results of the linear and multiple regression analysis (SPSS)

Regression

Notes

Output Created		14-APR-2020 18:28:24
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	281
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Q6 /METHOD=ENTER Q5 /PARTIALPLOT ALL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.00
	Memory Required	5360 bytes
	Additional Memory Required for Residual Plots	312 bytes

Variables Entered/Removed [a]

Model	Variables Entered	Variables Removed	Method
1	[Q5][b]	.	Enter

a. Dependent Variable: [Q6]

b. All requested variables entered.

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.463[a]	.215	.212	1.058

a. Predictors: (Constant), [Q5]

b. Dependent Variable: [Q6]

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.373	1	85.373	76.338	.000[b]
	Residual	312.022	279	1.118		
	Total	397.395	280			

a. Dependent Variable: [Q6]

b. Predictors: (Constant), [Q5]

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	3.720	.159		23.397	.000	3.407	4.033
	[Q5]	-.421	.048	-.463	-8.737	.000	-.515	-.326

a. Dependent Variable: [Q6]

Residuals Statistics [a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.62	3.30	2.44	.552	281
Residual	-2.299	2.542	.000	1.056	281
Std. Predicted Value	-1.499	1.548	.000	1.000	281
Std. Residual	-2.174	2.403	.000	.998	281

a. Dependent Variable: [Q6]

Regression

Notes

Output Created		14-APR-2020 18:29:03
Comments		
Input	Active Dataset	DataSet1
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	281
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Q6 /METHOD=ENTER Q5 /PARTIALPLOT ALL /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:01.41
	Elapsed Time	00:00:01.00

DDD

	Memory Required	5360 bytes
	Additional Memory Required for Residual Plots	984 bytes

Variables Entered/Removed [a]

Model	Variables Entered	Variables Removed	Method
1	[Q5][b]	.	Enter

a. Dependent Variable: [Q6]

b. All requested variables entered.

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.463[a]	.215	.212	1.058

a. Predictors: (Constant), [Q5]

b. Dependent Variable: [Q6]

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.373	1	85.373	76.338	.000[b]
	Residual	312.022	279	1.118		
	Total	397.395	280			

a. Dependent Variable: [Q6]

b. Predictors: (Constant), [Q5]

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	3.720	.159		23.397	.000	3.407	4.033
	[Q5]	-.421	.048	-.463	-8.737	.000	-.515	-.326

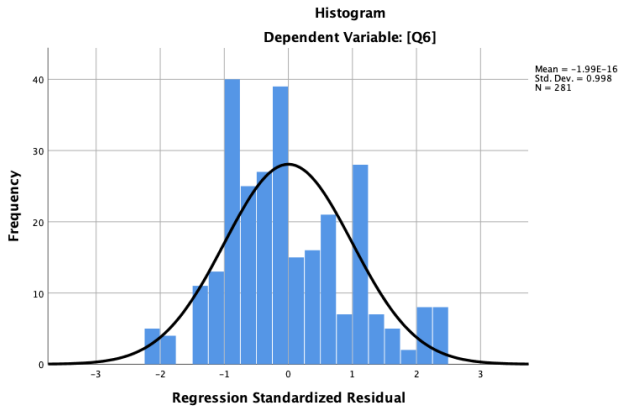
a. Dependent Variable: [Q6]

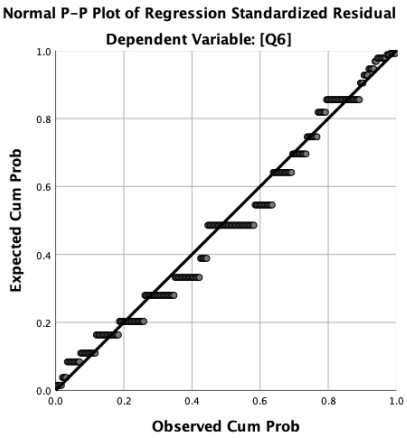
Residuals Statistics [a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.62	3.30	2.44	.552	281
Residual	-2.299	2.542	.000	1.056	281
Std. Predicted Value	-1.499	1.548	.000	1.000	281
Std. Residual	-2.174	2.403	.000	.998	281

a. Dependent Variable: [Q6]

Charts






```
REGRESSION
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  /STATISTICS COEFF OUTS CI(95) R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Q7
  /METHOD=ENTER Q5 Q4
  /PARTIALPLOT ALL
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
```

Regression

Notes

Output Created		14-APR-2020 18:29:59
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	281
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Q7 /METHOD=ENTER Q5 Q4 /PARTIALPLOT ALL /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:01.17
	Elapsed Time	00:00:01.00
	Memory Required	5824 bytes
	Additional Memory Required for Residual Plots	1352 bytes

FFF

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	[Q4], [Q5][b]	.	Enter

a. Dependent Variable: [Q7]

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.242[a]	.059	.052	1.036

a. Predictors: (Constant), [Q4], [Q5]

b. Dependent Variable: [Q7]

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.619	2	9.309	8.677	.000[b]
	Residual	298.264	278	1.073		
	Total	316.883	280			

a. Dependent Variable: [Q7]

b. Predictors: (Constant), [Q4], [Q5]

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	2.955	.241		12.244	.000	2.480	3.430
	[Q5]	-.169	.048	-.209	-3.513	.001	-.264	-.075
	[Q4]	.115	.080	.086	1.440	.151	-.042	.271

a. Dependent Variable: [Q7]

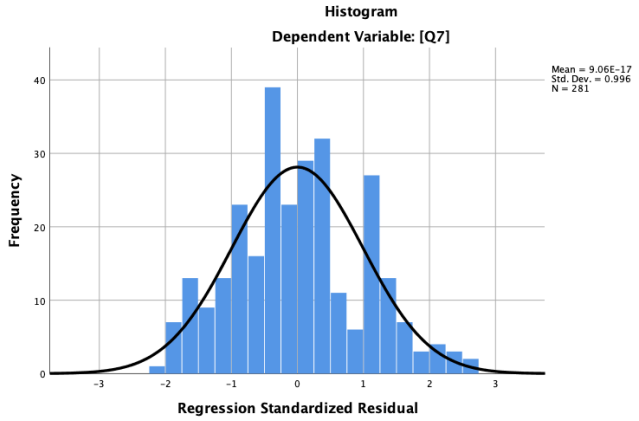
Residuals Statistics [a]

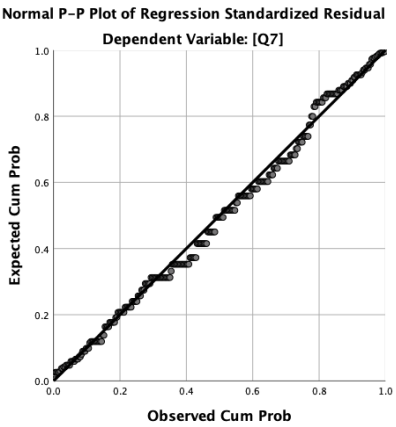
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.22	3.24	2.66	.258	281
Residual	-2.130	2.663	.000	1.032	281
Std. Predicted Value	-1.705	2.258	.000	1.000	281
Std. Residual	-2.056	2.571	.000	.996	281

a. Dependent Variable: [Q7]

GGG

Charts






```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS CI(95) R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Q1
  /METHOD=ENTER Q14cut Q14quality Q14comfort Q14service Q13specialoccasion
  /PARTIALPLOT ALL
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
```

Regression

Notes

Output Created		14-APR-2020 18:32:07
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	281
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Q1 /METHOD=ENTER Q14cut Q14quality Q14comfort Q14service Q13specialoccasion /PARTIALPLOT ALL /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:01.57
	Elapsed Time	00:00:02.00
	Memory Required	7600 bytes

	Additional Memory Required for Residual Plots	2744 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	[Q13] special occasion, [Q14] service, [Q14] comfort, [Q14] quality, [Q14] cut[b]	.	Enter

a. Dependent Variable: [Q1]

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824[a]	.680	.674	.284

a. Predictors: (Constant), [Q13] special occasion, [Q14] service, [Q14] comfort, [Q14] quality, [Q14] cut

b. Dependent Variable: [Q1]

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.160	5	9.432	116.652	.000[b]
	Residual	22.235	275	.081		
	Total	69.395	280			

a. Dependent Variable: [Q1]

b. Predictors: (Constant), [Q13] special occasion , [Q14] service, [Q14] comfort , [Q14] quality , [Q14] cut

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B
		B	Std. Error	Beta	t	Sig.	Lower Bound
1	(Constant)	.768	.079		9.693	.000	.612
	[Q14] cut	.050	.018	.115	2.794	.006	.015
	[Q14] quality	.052	.025	.077	2.065	.040	.002
	[Q14] comfort	-.032	.015	-.077	-2.147	.033	-.062
	[Q14] service	.281	.014	.744	19.391	.000	.252
	[Q13] special occasion	-.036	.020	-.065	-1.781	.076	-.076

Coefficients[a]

Model		95.0% Confidence Interval for B Upper Bound
1	(Constant)	.924
	[Q14] cut	.085
	[Q14] quality	.101
	[Q14] comfort	-.003
	[Q14] service	.309

[Q13] special occasion	.004

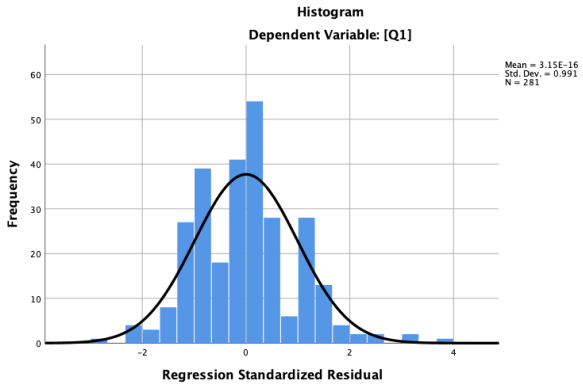
a. Dependent Variable: [Q1]

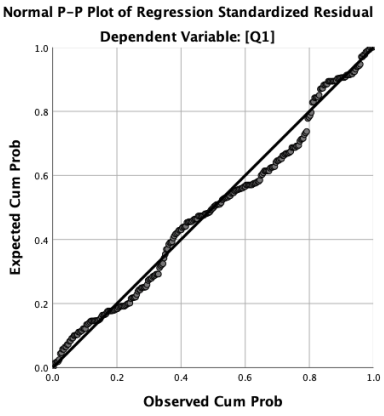
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.88	2.34	1.56	.410	281
Residual	-.797	1.050	.000	.282	281
Std. Predicted Value	-1.642	1.921	.000	1.000	281
Std. Residual	-2.805	3.694	.000	.991	281

a. Dependent Variable: [Q1]

Charts






```
REGRESSION
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  /STATISTICS COEFF OUTS CI(95) R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Q1
  /METHOD=ENTER Q14sustainability Q14fashionability Q14ethics Q13shoppingexperience
  /PARTIALPLOT ALL
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
```

Regression

Notes

Output Created		14-APR-2020 18:34:05
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	281
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Q1 /METHOD=ENTER Q14sustainability Q14fashionability Q14ethics Q13shoppingexperience /PARTIALPLOT ALL /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:01.41
	Elapsed Time	00:00:02.00
	Memory Required	6944 bytes
	Additional Memory Required for Residual Plots	2232 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	[Q13] shopping experience , [Q14] sustainability , [Q14] fashionability, [Q14] ethics[b]	.	Enter

a. Dependent Variable: [Q1]

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.370[a]	.137	.124	.466

a. Predictors: (Constant), [Q13] shopping experience , [Q14] sustainability , [Q14] fashionability, [Q14] ethics

b. Dependent Variable: [Q1]

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.501	4	2.375	10.945	.000[b]
	Residual	59.894	276	.217		
	Total	69.395	280			

a. Dependent Variable: [Q1]

b. Predictors: (Constant), [Q13] shopping experience , [Q14] sustainability , [Q14] fashionability, [Q14] ethics

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B
		B	Std. Error	Beta	t	Sig.	Lower Bound
1	(Constant)	1.625	.121		13.438	.000	1.387
	[Q14] sustainability	-.061	.031	-.120	-1.980	.049	-.121

	[Q14] fashionability	.149	.033	.259	4.495	.000	.084
	[Q14] ethics	-.110	.031	-.223	-3.605	.000	-.170
	[Q13] shopping experience	.033	.024	.081	1.358	.176	-.015

Coefficients[a]

Model		95.0% Confidence Interval for B Upper Bound
1	(Constant)	1.863
	[Q14] sustainability	.000
	[Q14] fashionability	.215
	[Q14] ethics	-.050
	[Q13] shopping experience	.080

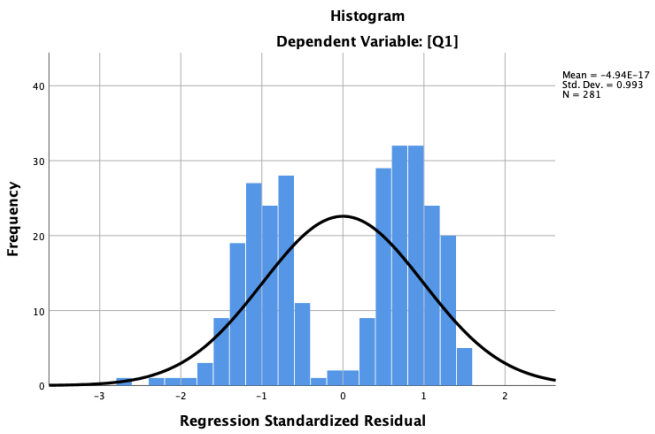
a. Dependent Variable: [Q1]

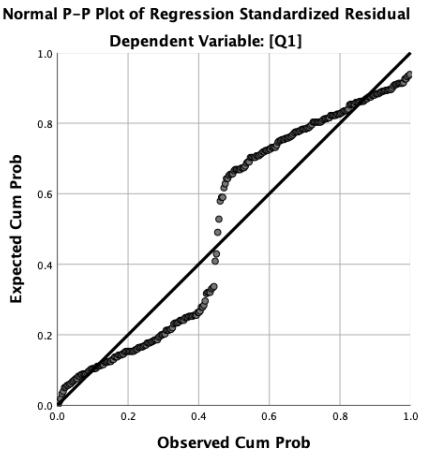
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.11	2.30	1.56	.184	281
Residual	-1.299	.717	.000	.463	281
Std. Predicted Value	-2.430	4.036	.000	1.000	281
Std. Residual	-2.787	1.540	.000	.993	281

a. Dependent Variable: [Q1]

Charts






```
REGRESSION
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  /STATISTICS COEFF OUTS CI(95) R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Q6
  /METHOD=ENTER Q12 Q8
  /PARTIALPLOT ALL
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
```

Regression

Notes

Output Created		14-APR-2020 18:34:59
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	281
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Q6 /METHOD=ENTER Q12 Q8 /PARTIALPLOT ALL /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:01.11
	Elapsed Time	00:00:01.00
	Memory Required	5824 bytes
	Additional Memory Required for Residual Plots	1352 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	[Q8], [Q12][b]	.	Enter

a. Dependent Variable: [Q6]

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.553[a]	.306	.301	.996

a. Predictors: (Constant), [Q8], [Q12]

b. Dependent Variable: [Q6]

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.427	2	60.713	61.160	.000[b]
	Residual	275.968	278	.993		
	Total	397.395	280			

MMM

a. Dependent Variable: [Q6]

b. Predictors: (Constant), [Q8], [Q12]

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	4.498	.209		21.477	.000	4.086	4.911
	[Q12]	-.544	.131	-.227	-4.157	.000	-.801	-.286
	[Q8]	-.443	.058	-.421	-7.700	.000	-.556	-.330

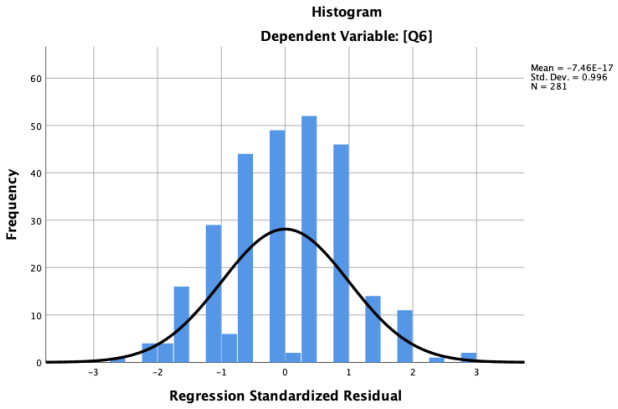
a. Dependent Variable: [Q6]

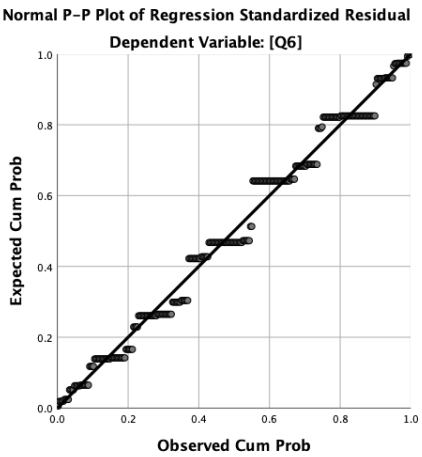
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.20	3.51	2.44	.659	281
Residual	-2.512	2.918	.000	.993	281
Std. Predicted Value	-1.896	1.620	.000	1.000	281
Std. Residual	-2.521	2.929	.000	.996	281

a. Dependent Variable: [Q6]

Charts






```
REGRESSION
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  /STATISTICS COEFF OUTS CI(95) R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Q1
  /METHOD=ENTER Q10
  /PARTIALPLOT ALL
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
```

Regression

Notes

Output Created		14-APR-2020 18:35:41
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data File	281
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Q1 /METHOD=ENTER Q10 /PARTIALPLOT ALL /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:00.53
	Elapsed Time	00:00:01.00
	Memory Required	5360 bytes
	Additional Memory Required for Residual Plots	984 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	[Q10][b]	.	Enter

a. Dependent Variable: [Q1]

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.345[a]	.119	.116	.468

a. Predictors: (Constant), [Q10]

b. Dependent Variable: [Q1]

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.239	1	8.239	37.586	.000[b]
	Residual	61.156	279	.219		
	Total	69.395	280			

a. Dependent Variable: [Q1]

b. Predictors: (Constant), [Q10]

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.031	.090		11.467	.000	.854	1.208

OOO

[Q10]	.167	.027	.345	6.131	.000	.113	.221

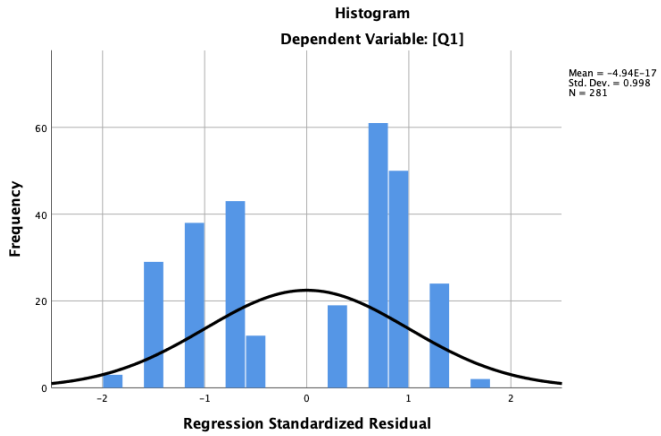
a. Dependent Variable: [Q1]

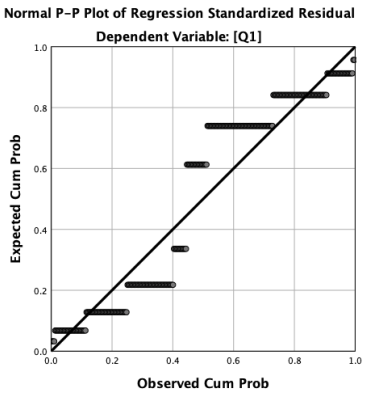
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.20	1.87	1.56	.172	281
Residual	-.866	.802	.000	.467	281
Std. Predicted Value	-2.082	1.811	.000	1.000	281
Std. Residual	-1.849	1.713	.000	.998	281

a. Dependent Variable: [Q1]

Charts






```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS CI(95) R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Q6
  /METHOD=ENTER Q10
  /PARTIALPLOT ALL
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
```

Regression

Notes

Output Created		14-APR-2020 18:35:57
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	281
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Q6 /METHOD=ENTER Q10 /PARTIALPLOT ALL /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:00.61
	Elapsed Time	00:00:00.00
	Memory Required	5360 bytes
	Additional Memory Required for Residual Plots	984 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	[Q10][b]	.	Enter

a. Dependent Variable: [Q6]

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.132[a]	.018	.014	1.183

a. Predictors: (Constant), [Q10]

b. Dependent Variable: [Q6]

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.957	1	6.957	4.972	.027[b]
	Residual	390.438	279	1.399		
	Total	397.395	280			

a. Dependent Variable: [Q6]

b. Predictors: (Constant), [Q10]

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients			95.0% Confide
Model		B	Std. Error	Beta	t	Sig.	Lower Bound
1	(Constant)	2.926	.227		12.880	.000	2.479
	[Q10]	-.153	.069	-.132	-2.230	.027	-.289

a. Dependent Variable: [Q6]

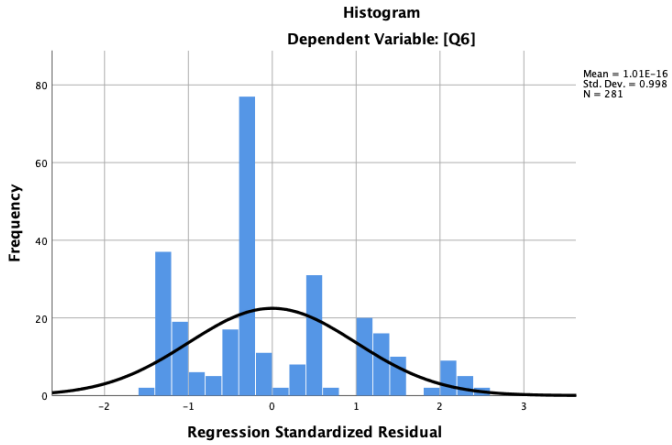
Residuals Statistics[a]

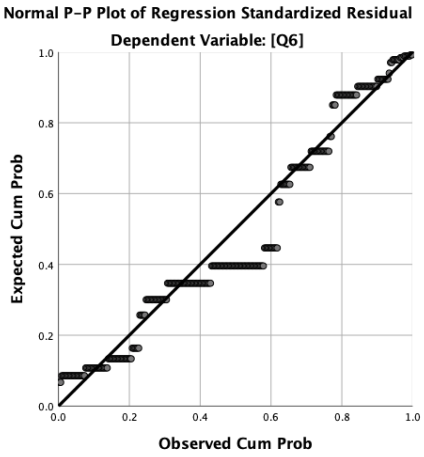
QQQ

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.16	2.77	2.44	.158	281
Residual	-1.773	2.841	.000	1.181	281
Std. Predicted Value	-1.811	2.082	.000	1.000	281
Std. Residual	-1.499	2.401	.000	.998	281

a. Dependent Variable: [Q6]

Charts






```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS CI(95) R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Q6
  /METHOD=ENTER Q15windows Q15WOM Q16emotions Q16lifestyle
  /PARTIALPLOT ALL
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
```

Regression

Notes

Output Created		14-APR-2020 18:38:20
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	281
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Q6 /METHOD=ENTER Q15windows Q15WOM Q16emotions Q16lifestyle /PARTIALPLOT ALL /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:01.29
	Elapsed Time	00:00:01.00
	Memory Required	6944 bytes
	Additional Memory Required for Residual Plots	2232 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	[Q16] lifestyle , [Q15] windows, [Q15] WOM, [Q16] emotions[b]	.	Enter

a. Dependent Variable: [Q6]

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.344[a]	.119	.106	1.127

a. Predictors: (Constant), [Q16] lifestyle , [Q15] windows, [Q15] WOM, [Q16] emotions

b. Dependent Variable: [Q6]

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.122	4	11.781	9.283	.000[b]
	Residual	350.273	276	1.269		
	Total	397.395	280			

a. Dependent Variable: [Q6]

b. Predictors: (Constant), [Q16] lifestyle , [Q15] windows, [Q15] WOM, [Q16] emotions

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B
		B	Std. Error	Beta	t	Sig.	Lower Bound
1	(Constant)	1.354	.254		5.340	.000	.855

	[Q15] windows	.267	.076	.227	3.533	.000	.118
	[Q15] WOM	.073	.075	.066	.981	.327	-.074
	[Q16] emotions	-.220	.087	-.180	-2.535	.012	-.391
	[Q16] lifestyle	.263	.071	.255	3.713	.000	.123

Coefficients[a]

Model		95.0% Confidence Interval for B Upper Bound
1	(Constant)	1.853
	[Q15] windows	.416
	[Q15] WOM	.220
	[Q16] emotions	-.049
	[Q16] lifestyle	.402

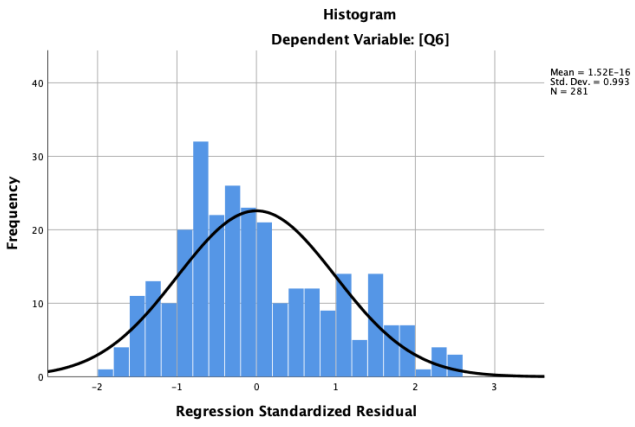
a. Dependent Variable: [Q6]

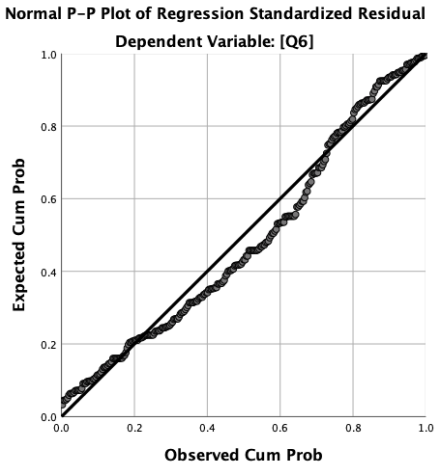
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.52	3.71	2.44	.410	281
Residual	-2.077	2.884	.000	1.118	281
Std. Predicted Value	-2.260	3.084	.000	1.000	281
Std. Residual	-1.843	2.560	.000	.993	281

a. Dependent Variable: [Q6]

Charts






```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS CI(95) R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Q1
  /METHOD=ENTER Q15windows Q15WOM Q16emotions Q16lifestyle
  /PARTIALPLOT ALL
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
```

Regression

Notes

Output Created		14-APR-2020 18:39:57
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	281
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Q1 /METHOD=ENTER Q15windows Q15WOM Q16emotions Q16lifestyle /PARTIALPLOT ALL /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:01.45
	Elapsed Time	00:00:02.00
	Memory Required	6944 bytes
	Additional Memory Required for Residual Plots	2232 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	[Q16] lifestyle , [Q15] windows, [Q15] WOM, [Q16] emotions[b]	.	Enter

a. Dependent Variable: [Q1]

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.348[a]	.121	.109	.470

a. Predictors: (Constant), [Q16] lifestyle , [Q15] windows, [Q15] WOM, [Q16] emotions

b. Dependent Variable: [Q1]

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.420	4	2.105	9.529	.000[b]

UUU

	Residual	60.975	276	.221		
	Total	69.395	280			

a. Dependent Variable: [Q1]

b. Predictors: (Constant), [Q16] lifestyle , [Q15] windows, [Q15] WOM, [Q16] emotions

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B
		B	Std. Error	Beta	t	Sig.	Lower Bound
1	(Constant)	1.404	.106		13.276	.000	1.196
	[Q15] windows	.048	.032	.097	1.513	.131	-.014
	[Q15] WOM	.063	.031	.135	2.013	.045	.001
	[Q16] emotions	.121	.036	.238	3.346	.001	.050
	[Q16] lifestyle	-.155	.030	-.361	-5.265	.000	-.214

Coefficients[a]

Model		95.0% Confidence Interval for B
		Upper Bound
1	(Constant)	1.613
	[Q15] windows	.110
	[Q15] WOM	.124
	[Q16] emotions	.192
	[Q16] lifestyle	-.097

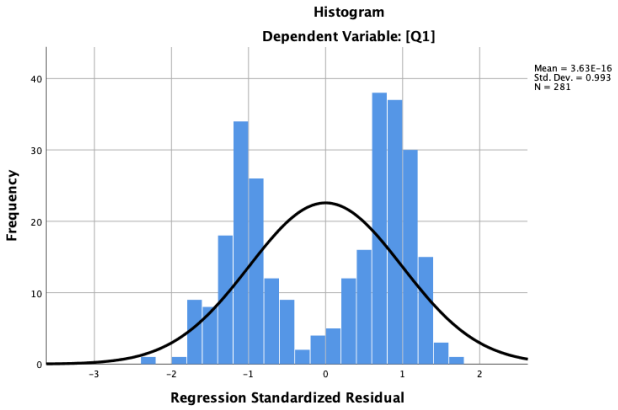
a. Dependent Variable: [Q1]

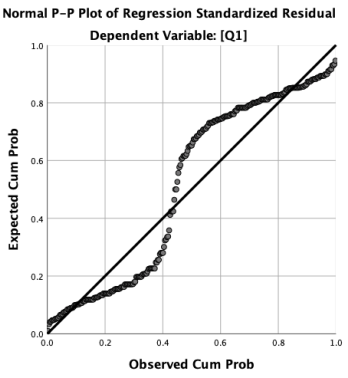
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.97	2.10	1.56	.173	281
Residual	-1.095	.754	.000	.467	281
Std. Predicted Value	-3.379	3.116	.000	1.000	281
Std. Residual	-2.331	1.605	.000	.993	281

a. Dependent Variable: [Q1]

Charts





```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS CI(95) R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Q1
  /METHOD=ENTER Q15posters Q15magazines Q16productinfo
  /PARTIALPLOT ALL
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
```

Regression

Notes

Output Created		14-APR-2020 18:41:21
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	281
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Q1 /METHOD=ENTER Q15posters Q15magazines Q16productinfo /PARTIALPLOT ALL /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:01.10
	Elapsed Time	00:00:01.00
	Memory Required	6352 bytes
	Additional Memory Required for Residual Plots	1768 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	[Q16] product info , [Q15] posters, [Q15] magazines[b]	.	Enter

a. Dependent Variable: [Q1]

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.418[a]	.174	.165	.455

a. Predictors: (Constant), [Q16] product info , [Q15] posters, [Q15] magazines

b. Dependent Variable: [Q1]

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.101	3	4.034	19.502	.000[b]
	Residual	57.294	277	.207		
	Total	69.395	280			

a. Dependent Variable: [Q1]

b. Predictors: (Constant), [Q16] product info , [Q15] posters, [Q15] magazines

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B
		B	Std. Error	Beta	t	Sig.	Lower Bound
1	(Constant)	1.004	.095		10.544	.000	.817
	[Q15] posters	-.042	.032	-.102	-1.296	.196	-.105
	[Q15] magazines	.171	.033	.412	5.145	.000	.106
	[Q16] product info	.080	.030	.152	2.638	.009	.020

Coefficients[a]

Model		95.0% Confidence Interval for B
		Upper Bound
1	(Constant)	1.192
	[Q15] posters	.022
	[Q15] magazines	.237
	[Q16] product info	.139

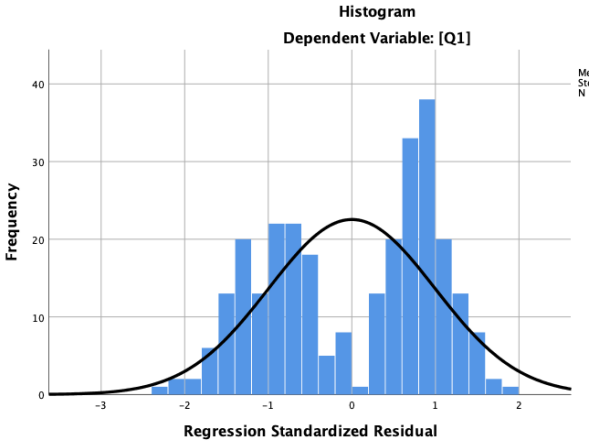
a. Dependent Variable: [Q1]

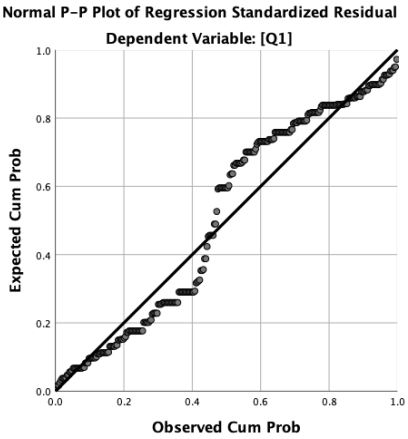
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.09	2.05	1.56	.208	281
Residual	-1.050	.870	.000	.452	281
Std. Predicted Value	-2.248	2.398	.000	1.000	281
Std. Residual	-2.308	1.914	.000	.995	281

a. Dependent Variable: [Q1]

Charts






```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS CI(95) R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Q6
  /METHOD=ENTER Q15posters Q15magazines Q16productinfo
  /PARTIALPLOT ALL
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
```

Regression

Notes

Output Created		14-APR-2020 18:41:40
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	281
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Q6 /METHOD=ENTER Q15posters Q15magazines Q16productinfo /PARTIALPLOT ALL /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:01.14
	Elapsed Time	00:00:01.00
	Memory Required	6352 bytes

	Additional Memory Required for Residual Plots	1768 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	[Q16] product info , [Q15] posters, [Q15] magazines[b]	.	Enter

a. Dependent Variable: [Q6]

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.110[a]	.012	.001	1.191

a. Predictors: (Constant), [Q16] product info , [Q15] posters, [Q15] magazines

b. Dependent Variable: [Q6]

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.784	3	1.595	1.125	.339[b]
	Residual	392.611	277	1.417		
	Total	397.395	280			

a. Dependent Variable: [Q6]

b. Predictors: (Constant), [Q16] product info , [Q15] posters, [Q15] magazines

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B
		B	Std. Error	Beta	t	Sig.	Lower Bound
1	(Constant)	2.289	.249		9.181	.000	1.798
	[Q15] posters	.015	.085	.015	.176	.860	-.151
	[Q15] magazines	.101	.087	.101	1.157	.248	-.071
	[Q16] product info	-.076	.079	-.060	-.957	.340	-.232

Coefficients[a]

Model		95.0% Confidence Interval for B Upper Bound
1	(Constant)	2.780
	[Q15] posters	.181
	[Q15] magazines	.272
	[Q16] product info	.080

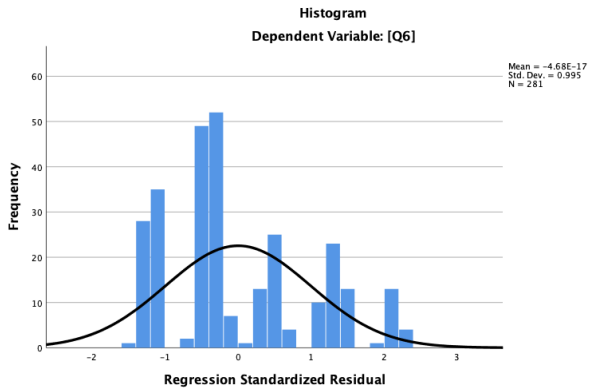
a. Dependent Variable: [Q6]

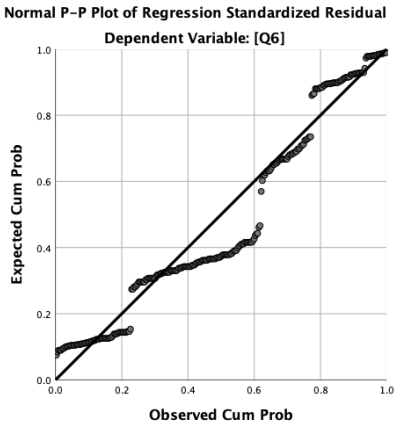
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.10	2.79	2.44	.131	281
Residual	-1.715	2.747	.000	1.184	281
Std. Predicted Value	-2.628	2.649	.000	1.000	281
Std. Residual	-1.441	2.307	.000	.995	281

a. Dependent Variable: [Q6]

Charts






```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS CI(95) R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Q1
  /METHOD=ENTER Q6 Q16ident.Model
  /PARTIALPLOT ALL
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
```

Regression

Notes

Output Created		14-APR-2020 18:43:10
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	281
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Q1 /METHOD=ENTER Q6 Q16ident.Model /PARTIALPLOT ALL /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:00.90
	Elapsed Time	00:00:01.00
	Memory Required	5824 bytes
	Additional Memory Required for Residual Plots	1352 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	[Q16] ident. Model , [Q6][b]	.	Enter

a. Dependent Variable: [Q1]

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.272[a]	.074	.067	.481

a. Predictors: (Constant), [Q16] ident. Model , [Q6]

b. Dependent Variable: [Q1]

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.136	2	2.568	11.110	.000[b]
	Residual	64.259	278	.231		
	Total	69.395	280			

a. Dependent Variable: [Q1]

b. Predictors: (Constant), [Q16] ident. Model , [Q6]

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B
		B	Std. Error	Beta	t	Sig.	Lower Bound
1	(Constant)	1.346	.095		14.205	.000	1.160
	[Q6]	-.041	.024	-.097	-1.684	.093	-.088
	[Q16] ident. Model	.117	.026	.256	4.432	.000	.065

Coefficients[a]

BBBB

Model		95.0% Confidence Interval for B Upper Bound
1	(Constant)	1.533
	[Q6]	.007
	[Q16] ident. Model	.169

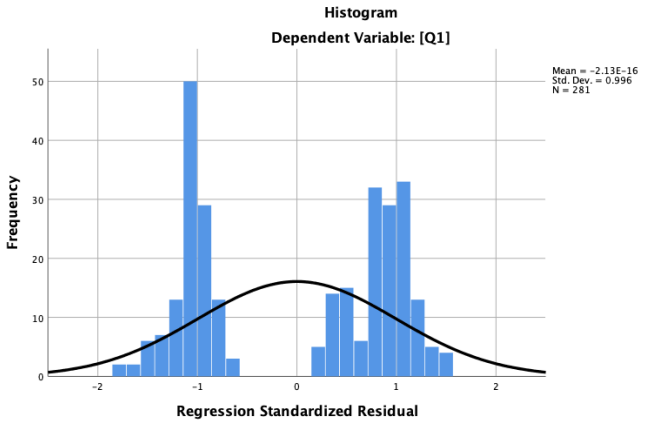
a. Dependent Variable: [Q1]

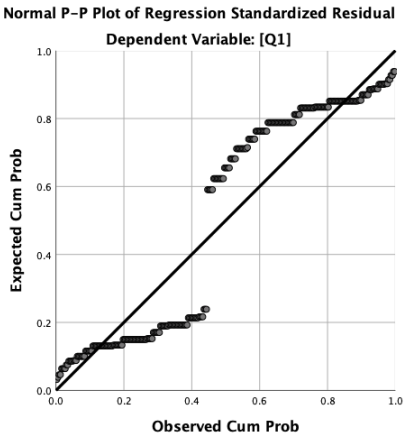
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.26	1.89	1.56	.135	281
Residual	-.890	.740	.000	.479	281
Std. Predicted Value	-2.178	2.471	.000	1.000	281
Std. Residual	-1.851	1.539	.000	.996	281

a. Dependent Variable: [Q1]

Charts






```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS CI(95) R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Q6
  /METHOD=ENTER Q16ident.Model Q1
  /PARTIALPLOT ALL
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
```

Regression

Notes

Output Created		14-APR-2020 18:43:36
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	281
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Q6 /METHOD=ENTER Q16ident.Model Q1 /PARTIALPLOT ALL /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:01.21
	Elapsed Time	00:00:01.00
	Memory Required	5824 bytes
	Additional Memory Required for Residual Plots	1352 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	[Q1], [Q16] ident. Model[b]	.	Enter

a. Dependent Variable: [Q6]

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.102[a]	.010	.003	1.189

a. Predictors: (Constant), [Q1], [Q16] ident. Model

b. Dependent Variable: [Q6]

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.132	2	2.066	1.461	.234[b]
	Residual	393.263	278	1.415		
	Total	397.395	280			

a. Dependent Variable: [Q6]

b. Predictors: (Constant), [Q1], [Q16] ident. Model

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B
		B	Std. Error	Beta	t	Sig.	Lower Bound
1	(Constant)	2.705	.262		10.328	.000	2.189
	[Q16] ident. Model	.048	.067	.044	.712	.477	-.085
	[Q1]	-.249	.148	-.104	-1.684	.093	-.539

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Coefficients[a]

Model		95.0% Confidence Interval for B Upper Bound
1	(Constant)	3.220
	[Q16] ident. Model	.181
	[Q1]	.042

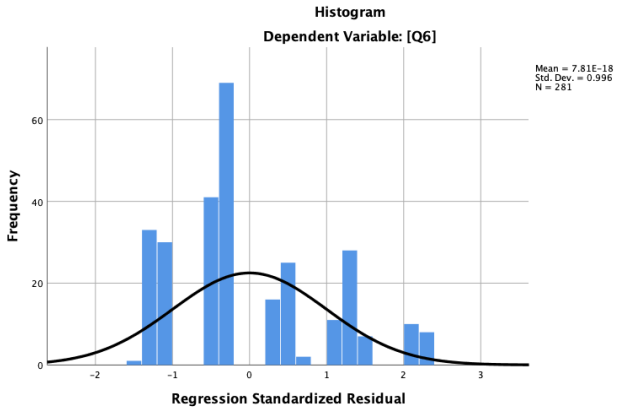
a. Dependent Variable: [Q6]

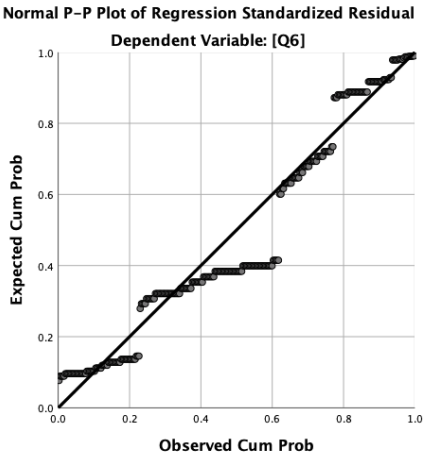
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.26	2.70	2.44	.121	281
Residual	-1.696	2.744	.000	1.185	281
Std. Predicted Value	-1.557	2.069	.000	1.000	281
Std. Residual	-1.426	2.307	.000	.996	281

a. Dependent Variable: [Q6]

Charts






```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS CI(95) R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Q6
  /METHOD=ENTER Q16ident.Model
  /PARTIALPLOT ALL
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
```

Regression

Notes

Output Created		14-APR-2020 18:44:41
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	281
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Q1 /METHOD=ENTER Q16ident.Model /PARTIALPLOT ALL /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:00.43
	Elapsed Time	00:00:01.00
	Memory Required	5360 bytes
	Additional Memory Required for Residual Plots	984 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	[Q16] ident. Model[b]	.	Enter

a. Dependent Variable: [Q1]

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.254[a]	.065	.061	.482

a. Predictors: (Constant), [Q16] ident. Model

b. Dependent Variable: [Q1]

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.481	1	4.481	19.258	.000[b]
	Residual	64.914	279	.233		
	Total	69.395	280			

a. Dependent Variable: [Q1]

b. Predictors: (Constant), [Q16] ident. Model

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B
		B	Std. Error	Beta	t	Sig.	Lower Bound
1	(Constant)	1.249	.075		16.566	.000	1.101
	[Q16] ident. Model	.116	.026	.254	4.388	.000	.064

Coefficients[a]

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Model		95.0% Confidence Interval for B Upper Bound
1	(Constant)	1.398
	[Q16] ident. Model	.168

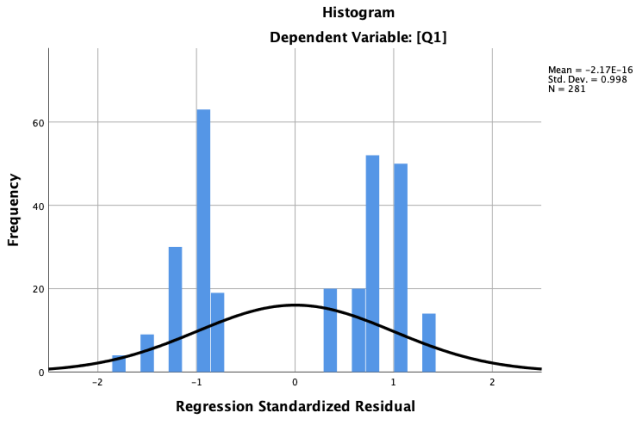
a. Dependent Variable: [Q1]

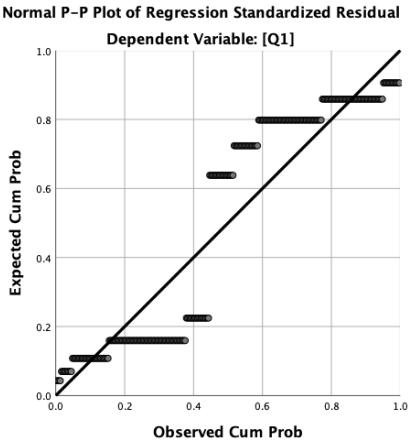
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.37	1.83	1.56	.127	281
Residual	-.829	.635	.000	.481	281
Std. Predicted Value	-1.501	2.167	.000	1.000	281
Std. Residual	-1.719	1.316	.000	.998	281

a. Dependent Variable: [Q1]

Charts





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