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The 'Obesity Crisis' and Fashion Retailing – a UK view.

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The 'Obesity Crisis' and Fashion Retailing – a UK View

collection
9th july

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Introduction

- Background & Context.
- Aim.
- Methodology.
- Findings & Analysis.
- Conclusions...



Aim

- Impact on consumers & consumer behaviour?
- Impact on retailer's marketing initiatives?
- Impact on fashion product design?
- First stage of a multi-faceted project...

Aim:

- Explore the relationship between Fashion Innovation and other predictor variables including: dress size, BMI, fashion consciousness and body weight sensitivity.

Methodology

- Preliminary enquiry.
- Quantitative approach.
- Questionnaire measuring fashion innovation versus body weight sensitivity, BMI, etc.
- 168 participants.
- Sample – female fashion & marketing students.
- Convenience sampling method.
- Combination of email and face to face administration.

Findings

Descriptive Statistics:

Age

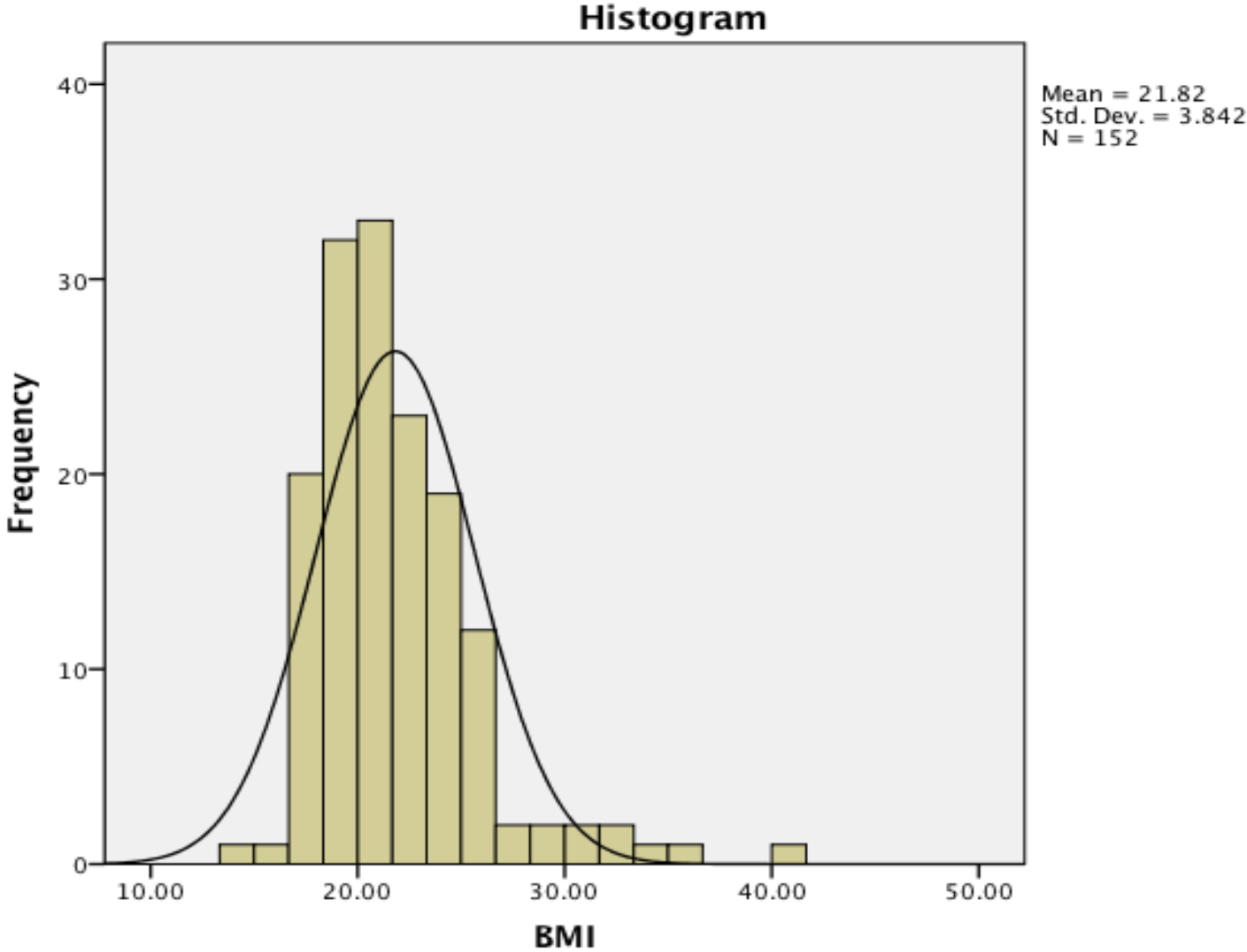
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-24	158	94.0	94.0
	25-34	8	4.8	98.8
	35-44	2	1.2	100.0
	Total	168	100.0	100.0

Spend

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<50	43	25.6	26.5
	<100	65	38.7	66.7
	<150	14	8.3	75.3
	<200	24	14.3	90.1
	<250	5	3.0	93.2
	<300	6	3.6	96.9
	>300	5	3.0	100.0
Total	162	96.4	100.0	
Missing System	6	3.6		
Total	168	100.0		

Findings

BMI:



Findings

Dress Size & Fashion Interest:

		Dress_size			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<6	1	.6	.6	.6
	6-8	32	19.0	19.2	19.8
	8-10	68	40.5	40.7	60.5
	10-12	39	23.2	23.4	83.8
	12-14	16	9.5	9.6	93.4
	14-16	7	4.2	4.2	97.6
	16-18	4	2.4	2.4	100.0
	Total	167	99.4	100.0	
Missing	System	1	.6		
Total		168	100.0		

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Fashion_Interest	167	2	6	5.44	.811
Valid N (listwise)	167				

Analysis

Step 1: Cronbach Alpha (all scales >0.7)

Step 2: Correlations:

Correlations						
		Consciousness	Innovation	BMI	Sensitivity	Dress_size
Consciousness	Pearson Correlation	1	.590	-.145	-.030	-.172
	Sig. (2-tailed)		.000	.075	.697	.026
	N	168	166	152	168	167
Innovation	Pearson Correlation	.590	1	-.233	-.027	-.232
	Sig. (2-tailed)	.000		.004	.728	.003
	N	166	166	150	166	165
BMI	Pearson Correlation	-.145	-.233	1	.253	.696
	Sig. (2-tailed)	.075	.004		.002	.000
	N	152	150	152	152	152
Sensitivity	Pearson Correlation	-.030	-.027	.253	1	.299
	Sig. (2-tailed)	.697	.728	.002		.000
	N	168	166	152	168	167
Dress_size	Pearson Correlation	-.172	-.232	.696	.299	1
	Sig. (2-tailed)	.026	.003	.000	.000	
	N	167	165	152	167	167
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

Analysis

Stage 3: Regression:

Model Summary^d

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.259 ^a	.067	.054	4.09711	.067	5.275	2	147	.006	
2	.261 ^b	.068	.049	4.10840	.001	.193	1	146	.661	
3	.629 ^c	.395	.379	3.32076	.327	78.473	1	145	.000	1.982

a. Predictors: (Constant), Dress_size, BMI

b. Predictors: (Constant), Dress_size, BMI, Sensitivity

c. Predictors: (Constant), Dress_size, BMI, Sensitivity, Consciousness

d. Dependent Variable: Innovation

Findings

- The only significant predictor of fashion innovation is fashion consciousness.
 - \uparrow consciousness = \uparrow innovation.
- No apparent link between fashion innovation and BMI/dress size.
 - Fashion innovation is about ‘who’ you are and not ‘what’ you are or – importantly - what size you are.
- Limitations.