

Fast Fashion on Variety Seeking Buying Behavior-Take City Coffee as an Example

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ABSTRACT

Fast fashion is an important trend recently. In the past, most fast fashion research topics focused on the apparel industry and the position is from the manufacturers. Fast fashion on the consumer likes what characteristics, have not explored. In this study, from a consumer point of view of the fast fashion and combined with consumer variety seeking behavior and divided into two variable. One is efficient consumer response, the other is consumer variety seeking behavior. The consumer variety seeking behavior divided into five factors. The research target is city cafe that use the structural equation model to research the fast fashion behavior on consumer. Innovative approach of this study is to research into food retail, and joined the consumer point of view to explore. The results of this study proved that the use of the food retail industry to explore the fast fashion is feasible.

Keywords : efficient consumer response、variety seeking behavior、fast fashion、structural equation model

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