

TABLES

Table 1. Demographics of Sample

| Category | | Frequency | Percent |
|-------------------------------|--------------------|-----------|---------|
| Gender | Men | 28 | 28 |
| | Women | 72 | 72 |
| Age | Less than 20 | 25 | 25 |
| | 20~30 | 72 | 72 |
| | 31~40 | 1 | 1 |
| | More than 40 | 2 | 2 |
| Household Income (Yearly/RMB) | Less than 100,000 | 37 | 37 |
| | 100,000~150,000 | 34 | 34 |
| | 150,000~200,000 | 14 | 14 |
| | 200,000~250,000 | 5 | 5 |
| | More than 250,0000 | 10 | 10 |

Table 2. Summary of Cronbach's α Reliability Test

| Variables | Items | Fast Fashion | Smart Phone | References |
|-------------------------|--|--------------|-------------|--|
| Aesthetics (ae) | Visually striking | .893 | .868 | Homburg et al., 2015 Kim et al., 2013 |
| | Good looking | | | |
| | Looks appealing | | | |
| Functionality (fu) | Likely fit (perform) well | .942 | .869 | |
| | Capable doing its job | | | |
| | To be functional | | | |
| Symbolism (sy) | Establish distinctive image | .897 | .945 | |
| | Distinguish from mass | | | |
| | Symbolize or express achievement | | | |
| Overly Trendy (ot) | Too trendy to use for long | .828 | .894 | |
| | Too sensitive to changing trends | | | |
| Price (pr) | Low quality means low price | .715 | .722 | Huang et al., (2004); Lichtenstein et al. (1993) |
| | Price shows quality | | | |
| | Consumers can accept the low price | | | |
| Purchase Intention (pi) | Probably purchase poor design | .752 | .711 | Lee & Lee (2009); Wang et al. (2012) |
| | Probably purchase low price | | | |
| | Probably purchase low quality | | | |
| | Search information with purchase intention | | | |

| | | | | |
|--|------------------------------|--|--|--|
| | The product importance to me | | | |
|--|------------------------------|--|--|--|

Table 3. Consumers purchase low quality products in fast fashion context (intermediate solution)

| Causal Configuration | Raw Coverage | Unique Coverage | Consistency |
|---------------------------------------|--------------|-----------------|-------------|
| Model: | | | |
| pr*ot*sy*fu*ae*~income*gender*age | 0.391938 | 0.121175 | 0.910321 |
| Additional Models: | | | |
| pr*ot*~sy*~fu*~ae*~income*gender*~age | 0.228023 | 0.035454 | 0.888363 |
| pr*ot*sy*fu*ae*income*gender*~age | 0.248907 | 0.061680 | 0.855593 |
| solution coverage: 0.489072 | | | |
| solution consistency: 0.845508 | | | |

Table 4. Consumers want to purchase low quality products in smart phone context (intermediate solution)

| Causal Configuration | Raw Coverage | Unique Coverage | Consistency |
|---|--------------|-----------------|-------------|
| Model: | | | |
| pr*ot*sy*fu*ae*~income*gender*age | 0.292885 | 0.056324 | 0.906977 |
| Additional Models: | | | |
| pr*~ot*fu*ae*~income*gender*~age | 0.380237 | 0.100988 | 0.854352 |
| pr*~ot*~sy*~fu*~ae*~income*~gender*~age | 0.112846 | 0.112846 | 0.982788 |
| pr*ot*sy*~fu*~ae*~income*gender*~age | 0.207115 | 0.008498 | 0.863974 |
| pr*~ot*~sy*fu*~ae*income*gender*~age | 0.162846 | 0.008696 | 0.890811 |
| pr*ot*sy*fu*ae*income*gender*~age | 0.190909 | 0.039328 | 0.939689 |
| solution coverage: 0.629644 | | | |
| solution consistency: 0.859455 | | | |

Table 5. Consumers want to purchase low quality products in fast fashion context regardless price (intermediate solution)

| Causal Configuration | Raw Coverage | Unique Coverage | Consistency |
|------------------------------------|--------------|-----------------|-------------|
| Model: | | | |
| age*~income*gender*ot*sy*fu*ae | 0.394852 | 0.083293 | 0.904841 |
| Additional Models: | | | |
| ~age*~income*gender*ot*~sy*~fu*~ae | 0.228023 | 0.022827 | 0.888363 |
| ~age*~income*gender*~ot*sy*fu*~ae | 0.318844 | 0.041525 | 0.886563 |
| ~age*income*gender*ot*sy*fu*ae | 0.256678 | 0.068965 | 0.859350 |
| solution coverage: 0.541282 | | | |
| solution consistency: 0.827394 | | | |

Table 6. Consumers want to purchase low quality products in smart phone context regardless price (intermediate solution)

| Causal Configuration | Raw Coverage | Unique Coverage | Consistency |
|----------------------|--------------|-----------------|-------------|
|----------------------|--------------|-----------------|-------------|

| | | | |
|-----------------------------------|----------|----------|----------|
| Model: | | | |
| ~income*~age*~ot*~sy*~fu*~ae | 0.362648 | 0.132016 | 0.901720 |
| Additional Models: | | | |
| ~income*gender*~age*~ot*fu*ae | 0.419763 | 0.117984 | 0.838531 |
| ~income*gender*~age*ot*sy*~fu*~ae | 0.211660 | 0.004941 | 0.866505 |
| income*gender*~age*~ot*~sy*fu*~ae | 0.165415 | 0.008696 | 0.883844 |
| income*gender*~age*ot*sy*fu*ae | 0.192688 | 0.041107 | 0.908667 |
| ~income*gender*age*ot*sy*fu*ae | 0.299802 | 0.056324 | 0.897633 |
| solution coverage: 0.691304 | | | |
| solution consistency: 0.831076 | | | |