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Consumers Perception of Quality for Ladies' Swimwear Based on Price and Brand

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Abstract

Consumers shop at multiple retailers for different needs. It is understood that many choose a retailer for an experience and others will shop at large discount retailer for the better savings aspect. These two retailers are constantly working on improving customer experience as well as trying to increase their sales. In a time where E-commerce is at an all-time high, these two retailers also need to consider how other retailers compare against them in different sales categories. Since March of 2020, the retail world shifted with COVID-19 disrupting the supply chain. As retailers solve ways to keep consumers content and coming back to their stores amidst the supply chain issues, they need to consider the quality of their apparel sectors. As online shopping rises, more online retailers will begin to compete with large retailers like A fast fashion online retailer has seen a rise in popularity in the recent years with its trendy clothing and cheap prices. These three retailers all sell swimwear but give different consumer experiences. As retailers adjust to store and production shortages, it is important to understand how the quality of clothing will keep sales consistent. Consumers are likely to keep shopping at locations where they trust the quality of clothing instead of having to deal with returns and customer service desks. The purpose of this research looks at how consumers view quality of women's swimwear. As participants of this study examined the three different swimsuits and thought about what "quality" means to them, retailers can use this study to better understand what consumers are looking for when they are shopping. Consumers not only look at branding, pricing, and construction, but overall will judge a garment on how these three factors are combined.

Introduction

Background and Need

   Consumers drive the fashion market with their perceptions of quality. Big name retailers are perceived differently by consumers, not just for their products, but also their brand identity and image. The identity of the store impacts the buying habits of consumers. The aesthetic experience when shopping, which includes any emotional, sensory, and/or cognitive feeling towards an object, plays a major role in how women evaluate the quality of apparel products (De Klerk & Lubbe, 2008). De Klerk and Lubbe (2008) reported that the aesthetic experience when shopping can include an appreciation for formal, expressive, and symbolic qualities of a product as well as the appearance or environment of the product. A general merchandise retailer is known for providing an addictive shopping experience. Hanbury (2019) commented on the fact there is a running joke that consumers go to this retailer for one item but buy more items than the single intended purchase. This general merchandise retailer is also known to provide consumers with trendy private label clothing brands at an affordable price, unlike the large discount retailer. Price is also a factor that consumers look at when making a purchasing decision. Lee & Chen-Yu (2018) found that when consumers see a higher price, they will perceive the quality of the product to be high. A large discount retailer is known for having lower prices and even price matching. With these actions, it leads consumers to perceive the products as having a lesser value. While the prices are more expensive at a general merchandise retailer for home goods, apparel, and even food, the atmosphere is the main draw for those who shop there. During a time when e-commerce is at an all-time high, brick-and-mortar retailers compare themselves to fast fashion websites. A fast fashion online retailer has rose in popularity over the last few years and its main incentive for consumers are the trendy merchandise at very low prices. Some incentives other retailers offer are

low prices and daily deals, as well as credit cards that encourage consumers to purchase more with credit card rewards. Consumers who shop at the large discount retailer, the general merchandise retailer, and the fast fashion online retailer are exposed to different shopping experiences.

Problem Statement

As fashion evolves quickly, designers and retail buyers have been able to keep up with the changing trends and fads that filter through their stores. Little research has investigated how consumers perceive "quality" in apparel products. Several factors should be considered regarding consumers' perceptions as to whether the brand name, the price, or both affects the buying habits of consumers. During the spring and summer, ladies' swimwear is one of the highest selling apparel items. Little research is available investigating the roles of brand and price in consumers' perception of quality, so it is necessary to investigate how these aspects affect it.

Purpose Statement

The purpose of this study is to explore consumers' perceptions of brand and price as they relate to quality when purchasing swimsuits from big name retailers. A price discount is a common marketing strategy to attract consumers by providing an extra value or purchasing incentive, which encourages consumers to purchase the product immediately (Yin & Huang, 2014). Therefore, research evaluating the role of pricing with or without consideration of brand in driving consumer choice is essential.

Research Questions

1. Does knowing price and brand of swimwear have a higher perceived quality?
2. Do fabric perceptions differ between knowing and not knowing price and brand?
3. Do construction perceptions differ between knowing and not knowing price and brand?

4. Do overall perceptions of swimwear differ between knowing and not knowing price and brand?

5. Was there a higher perceived quality between the 3 swimsuits knowing price and brand?

6. Was there a higher perceived quality between the 3 swimsuits not knowing price and brand?

This research project is a quantitative project utilizing survey methods to gauge consumers' perceptions of quality based on an evaluation of cost and brand.

Literature Review

Retailers are always searching for new ways to make sure their consumers are content and returning to the store. While sales and discounts bring people in, it is necessary for retailers to have consistent quality of merchandise to make consumers regular customers. Swimwear sales in the U.S. have grown at a rate of 3.2% since 2010 when Instagram launched (Ell, 2018). With the increase use of social media, for example Instagram, more people share vacation photos. Those with social media see others on trips, and later they decide to photograph themselves as well to show others how they are keeping up with the trends. With plenty of online stores from which to shop and to endorse through social media, it is necessary for big name retailers to satisfy their consumers by providing quality products at an affordable price.

Quality of Apparel

Manufacturers, retailers, and even marketers will use quality to differentiate their apparel garments from the rest (Hines, 1995). While being broadly defined in the apparel industry, quality is the ability to meet customer expectations, while maintaining a cost competitive market position. Eight dimensions of quality of have been considered; performance, reliability, conformance,

durability, serviceability, features, aesthetics, and perceived quality. These eight dimensions are considered when producing a garment to go on the market. The apparel industry commonly uses quality control and different testing methods to prevent poor quality items from reaching the market (Das & Hunter, 2015). While consumers may not always understand why they make the purchases that they do, purchasing is often linked to the quality of the item. In the decision-making process, consumers will experience not only sensory reactions to the fabric, but also emotional and cognitive reactions.

Consumers' Purchasing Factors

Consumers make purchasing decisions based on physical characteristics of a garment based on the design, construction, and the textiles used for the garment, but functional behaviors of the garment such as durability and comfort will play key roles as well (De Klerk & Lubbe, 2008). Aesthetic behavior characteristics are the appeal or the experience that the fashion item can bring. Aesthetic behavior includes the pleasure one gets out of wearing the garment and the feelings evoked while wearing the garment (De Klerk & Lubbe, 2008). The aesthetic factor is one that consumers will subconsciously consider when making a purchase. Consumer purchasing decisions are based on a combination of these factors. Visual attractiveness is reportedly one of the most important factors, especially in this digital age. Many consumers purchase items online, so effective product images are important when selling apparel both in stores and online (Ceballos & Hodges, 2019). The quality of a fashion garment is crucial to manufacturers because negative feedback from consumers will have a negative impact on sales (Das & Hunter, 2015).

Price Knowledge

Price is an influential factor when purchasing anything, whether it is food, cars, or clothing. Marketers and businesses will also use this to their advantage when advertising a product. However, many consumers do not know how discounted the prices for products are. The manufacturing cost of items is lower than what the consumer pays for due to markups. Many consumers have limited knowledge of cost and view products simply as "expensive" or "inexpensive" (Kenning, Evanschitzky, Vogel, & Ahlert, 2007). When purchasing a product, consumers subconsciously consider the precondition of valuing a product by the price. This valuing is relevant to retailers because it can influence the consumer's buying decision and their "willingness to pay" (Kenning, Evanschitzky, Vogel, & Ahlert, 2007). Consumers may also perceive the quality of a garment as higher when the price is greater. Cost, then, leads to an increase in the perceived quality of the product, and the trade-off value or the sacrifice of paying more for the product is greater for the consumer (Lee & Chen-Yu, 2018). Consumers also consider the normal price or the price when there is no promotion attached to the garment to determine whether the item is worth purchasing (Kenning, Evanschitzky, Vogel, & Ahlert, 2007). The apparel industry needs to research how consumers view price and price promotions because in a short product life cycle, it is common to base decisions on price.

Brand Influences

Brands allow consumers to build their own image of the brand and assign personal meaning (Xiaochen, 2017). Consumers are willing to pay for specific brands after assessing personal meaning. Without a brand name, the willingness to purchase an item decreases (Gouvêa, Castro, & Vicente, 2016). In the decision-making process, brand names influence perceived quality (Gouvêa, Castro, & Vicente, 2016). The effect that brands names have on perceived quality is

important because in the apparel industry, brands act as communication for social identity and associations of peer groups. Consumers look at how celebrities endorse products which confirm the perceived quality of the item and therefore, establish a relationship that a brand is trustworthy. Not only is the brand establishing a relationship with the consumer, but the brand also establishes an authority stating they are a good choice in comparison to other options. Consumers will base their purchases on the perceived quality, but also on how others will perceive them in the garment.

Chain Store Competitors

In 2015, retailers experienced similar results when they reported more shoppers had visited their stores (Kapner,2015). Since retailers had previously been struggling with sales and traffic, these increases come as relief with consumers spending in an improving job market (Kapner, 2015). The falling unemployment rate and increasing wages allowed for price conscious consumers to spend extra money However, overall retailers have seen more consumers shop in their retail stores. These retailers have caught on and have started producing smaller inventories to facilitate more full-priced sales. (Kapner, 2015).

Interest in Swimwear

In the competitive market, the focus should be on design and marketing strategies that address the consumers' needs, especially in ladies' swimwear. The notion of having a "swimsuit body" or "beach body" is considered obsolete in this day in age (Smith, 2018). Women are considering the factors of brand name and trendiness that symbolize the modern age (Xiaochen, 2017). There has been more size inclusion in the swimwear market due to mindset of body positivity since 2010. Fashion brands and retailers are being more size inclusive, so women feel more confident in following trends. For example, a trend that has been included in many swimsuit

campaigns is the promotion of the one-piece swimsuit. However, designers are also being more creative by adding triangle bikinis, halter top style, high waisted bottoms, maternity suits, and even more (Ell, 2018). Another reason retailers need to focus on the quality of their swimwear is the fact that more consumers are also traveling more. With the use of social media, summer is now year-round. With individuals posting images of themselves in swimsuits on vacation, it encourages viewers to do the same and to travel more. People travel and want to be perceived as trendy so they will search for swimsuits that contribute to that image (Ell, 2018). Swimsuits are one of the largest purchases for consumers during the summer. Many consumers will purchase more than one swimsuit each summer, increasing the sales for retailers. Since several retailers are competitors in the apparel sector, it is necessary for them to always have the best products for their consumers, especially in the swimwear category during the spring and summer seasons.

The apparel industry is known for using product testing methods and quality control on manufactured garments prior to selling to retailers. Retailers need to recognize how consumers perceive quality and provide quality merchandise to raise sales. Swimwear is being sold earlier than before; retailers need to use that to their advantage to produce and sell quality items for their consumers. Retailers need to look at the brands they sell as well as their price points to ensure consumers are happy with those options being provided to them.

Methodology

The research design, population, rigor, instrumentation, data collection, and data analysis were considered to accomplish the purpose of this research. A quantitative research plan was used to examine consumers' perceptions of quality swimwear and whether price and/or brand affects their purchasing decisions.

Research Design

To accomplish the purpose of the study, a quantitative design was used. This project explored the how brand and price effect why consumers purchase specific apparel goods, such as swimwear. Data was collected through digital surveys. Participants were presented with three different swimsuits from the three retailers: a general merchandise retailer, a large discount retailer, and a fast fashion online retailer. Group One of the participants surveyed looked at swimsuits with brand labels shown and price tags attached, Group Two surveyed swimsuits without brand labels shown but did have price tags attached, and Group Three surveyed swimsuits that did not have that information. The participants completed the survey on the provided tablet and answered questions for each swimsuit. The survey was divided into the following categories: fabric; construction; aesthetics; and overall appearance. Survey questions in each section were based on quality aspects of apparel (i.e., The fabric has good resilience, etc.) The survey questions were used to understand why consumers purchase the products they do. After each group of swimsuits was examined, the participants were asked to rank the quality within the definition of quality, price, and brand. This type of methodological approach allowed for discussion on the topics that are most important for the study and the measure observable characteristics. The observable characteristics measured were aspects of garment construction with a final question asking to rank all three swimsuits since the study was observing quality perception based on brand name and price.

Population and Sampling

The population for this research were students enrolled in an apparel program at a Mid-Southeast university. The sampling frame consisted of three different classes of accessible students who were willing to participate in the research study. Each class analyzed the quality of one set of

swimsuits. Therefore, a non-probability convenience sample was used to gather data. The total number of participants that were included in the study were 119 students from the apparel program. Out of the 119 total participants, 21 were of freshman standing, 32 were classified as sophomores, 36 were juniors, and 30 were of senior standing. To reduce bias, students who had not taken a course on quality assessment were asked to participate in this study.

Rigor

To improve internal validity, the survey protocol followed clear and concise steps. After participants agreed to participate in the survey, they answered the same survey questions with the three different swimsuits from the three retailers. With little to no discussion between the subjects, this decreased threats to internal validity by diffusing interaction between the subjects, which is necessary to gauge solely their opinions on the swimwear. Another way this study improved validity was by replicating it several times with different participants. Lastly, to improve content validity a group of apparel studies professors reviewed the survey prior to giving it out to participants.

Instrumentation

A self-administered digital survey was given out to those who agreed to participate in the study. The survey questionnaire contained three sections that were related to the quality perceptions of swimwear: (1) fabric, (2) construction, and (3) aesthetics. These three categories were measured using a 5-point Likert scale ranging from (5) strongly agree to (1) strongly disagree. With each swimsuit, participants were asked to investigate aspects of quality of the swimsuits by answering different survey questions based on the categories above. The participants were then asked to rate their overall perception of quality on a scale 1-7 with 7 being high quality and 1 being

low quality for each swimsuit. Once the three swimsuits had been rated individually and each survey was completed, the participants were then asked to rank the three swimsuits from 1-3 with 3 being the highest quality to 1 being the lowest quality.

Data Collection

After receiving approval for the use of human subjects from the Institutional Review Board (IRB) of the university, the data was then collected in the fall of 2021 and spring of 2022. The purpose of this study is to determine how the quality of apparel garments are perceived by consumers. Three swimsuits were selected from three different retail stores. All three swimsuits were chosen to have similar characteristics for identification to be difficult to determine. It was important to look for swimsuits that varied in price, but also looked similar at the different retail stores. The participants were placed into three groups. A questionnaire was used by the participants to assess the swimsuits, and it focused on traits of the garment (seams, weight of fabric, durability, etc.), and if the swimwear met the wants and need of the participant. The questionnaire was presented to apparel studies professors to be refined. The data collection questionnaire and methods were approved by the University's Institutional Review Board.

Once the questionnaire was fully developed and the participants were identified, the data collection began. The swimsuits were set up and laid out in a designated classroom. Each group of participants then analyzed all three of the swimsuits from the three competing stores. Participants recorded their findings through the Qualtrics survey on a provided tablet. The first page of the survey consisted of description of the procedures, purpose, and participant rights. If the participants agreed to taking the survey, they continued with the study.

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Data Analysis

Data was collected using Qualtrics online survey and was analyzed using the JMP statistical software fit model tests. The descriptive analysis (means) was used to summarize the demographic variables of the participants. Then JMP was used to create fit model tests.

Results

The sample characteristics, fit model tests, and graphs are discussed with correlations and effects between the variables by testing the proposed hypothesis.

Sample Characteristics

The convenience sample at a Mid-Southeast university was compromised of students over the age of 18. A total of 119 college students participated in the online survey, and after discarding incomplete data, 100 responses were usable for testing. The majority of participants (88%) identify as female, (11%) of participants identify as male, and 1% of students identify as other. Most participants (92%) of participants identify as white, (3%) of students identify as Black or African American, (1.5%) of students identify as Asian, (1.5%) of students identify as American Indian/Alaska Native, and (2%) of students identify as other.

Fit Model Statistical Tests

$P > 0.05$ was the standard level of significance that was used for the Fit Model statistical tests and the results from all three groups are shown in table 1. The tests ran from the participants from the Group Three were inconclusive. Participants were asked questions on if the seams were faulty or seemed of good quality, but since the value of $0.1764 > 0.05$, the experiment did not provide any significant differences to show the stitches were different between any of the three

swimsuits. However, in table 2 the participants from Group Three rated swimsuit three, the one from the fast fashion online retailer, higher on the Likert scale in comparison to swimsuits 1 and 2 based on overall perception. When participants were asked about the fabric of the swimsuits, no significant differences were found based upon the value $p=0.5141 > 0.05$. Participants in Group One also came to the same conclusions. In table 3, it is shown that participants rated swimsuit three on average higher on the Likert scale in comparison to swimsuits 1 and 2. When asked questions about the aesthetics of the swimsuits, no significant differences were found based upon the $p=0.1594 > 0.05$. Group Two also concluded no significant differences in construction when asked about the hems of the swimsuits with a value of $p=0.8072 > 0.05$. When asked about overall perception of swimsuits, there was a significant difference to show that the overall perceptions of the swimsuits were different between the three with a value of $0.0110 < 0.05$. In table 4, swimsuit two had a higher average of responses rating it between a 5 and a 6 on the Likert scale. The participants in Group 2 viewed the swimsuit from the large discount retailer as having a higher perceived quality. Group 2 also saw significant differences in resiliency between the three swimsuit fabrics with a value of $0.0308 < 0.05$. In table 5, swimsuit 1 had a higher average of being rated low on the Likert scale in comparison to swimsuits 2 and 3. Swimsuit 1 came from the general merchandise retailer. Another difference was noticed from those in group 2. With a value of $0.0006 < 0.05$, there was significant difference between the stretchiness of the three swimsuits. In table 6, it is shown that on average swimsuit 1 was rated lower on the Likert scale in comparison to swimsuits 2 and 3. It is also shown on the table that swimsuit 3 had a higher average on the Likert scale. Swimsuit 3 came from the fast fashion online retailer.

Conclusions and Discussion

The retail market has seen large changes in the last two years due to COVID-19 with supply chain issues, inflation, and shortages worldwide. One thing retailers can do to guarantee customer satisfaction is to guarantee quality pieces of apparel. Swimwear, while it is a seasonal item for part of the world, it is important to remember that a large part of the world live near coasts and warmer climates. These consumers are looking for pieces not only to wear to the beach or on vacation, but for more day-to-day use. These consumers look for quality pieces that will last them several seasons, not just one beach trip. Therefore, it is important to understand the market and see what consumers are needing from their swimsuit retailers. Through this study, when consumers know the brand, they are more likely to perceive the quality of the garments fabric differently than when observing a garment without a brand. The overall perceptions of the swimsuits showed a significant difference when consumers were given the brand versus when they were not.

Limitations

The limitations of the study included only surveying college students in an apparel program at a Mid-Southeast university. In addition, more participants are needed to fully understand the inference back to the larger population. With this study, participants were given swimsuits from lower priced discount stores. To further expand this study, it would be significant to compare higher priced swimsuits to the lower priced swimsuits in this study to observe consumers perception on ladies' swimwear.

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Tables from Data Analysis of Group Responses

Category	Group 1	Group 2	Group 3
Fabric			
Defects	0.6083	0.1357	0.2585
Resiliency	0.3528	0.0308*	0.642
Softness	0.9941	0.7631	0.0828
Stretch	0.1301	0.0006*	0.3866
Smooth	0.6965	0.7294	0.5712
Fiber Knowledge	0.5773	0.0701	0.5141
Construction			
Hems	0.5723	0.8072	0.6192
Seams	0.5542	0.6474	0.1764
Stitches	0.2008	0.8317	0.1768
Color	0.3116	0.092	0.2246
Aesthetics			
Fashionable	0.1488	0.4248	0.232
Interesting	0.1594	0.9016	0.5796
Unique	0.1708	0.3416	0.4408
Overall			
p≥0.05	0..1758	0.0110*	0.0822

Table 1. Results for Fabrics, Construction, Aesthetics and Overall Perceptions by Category and Group.
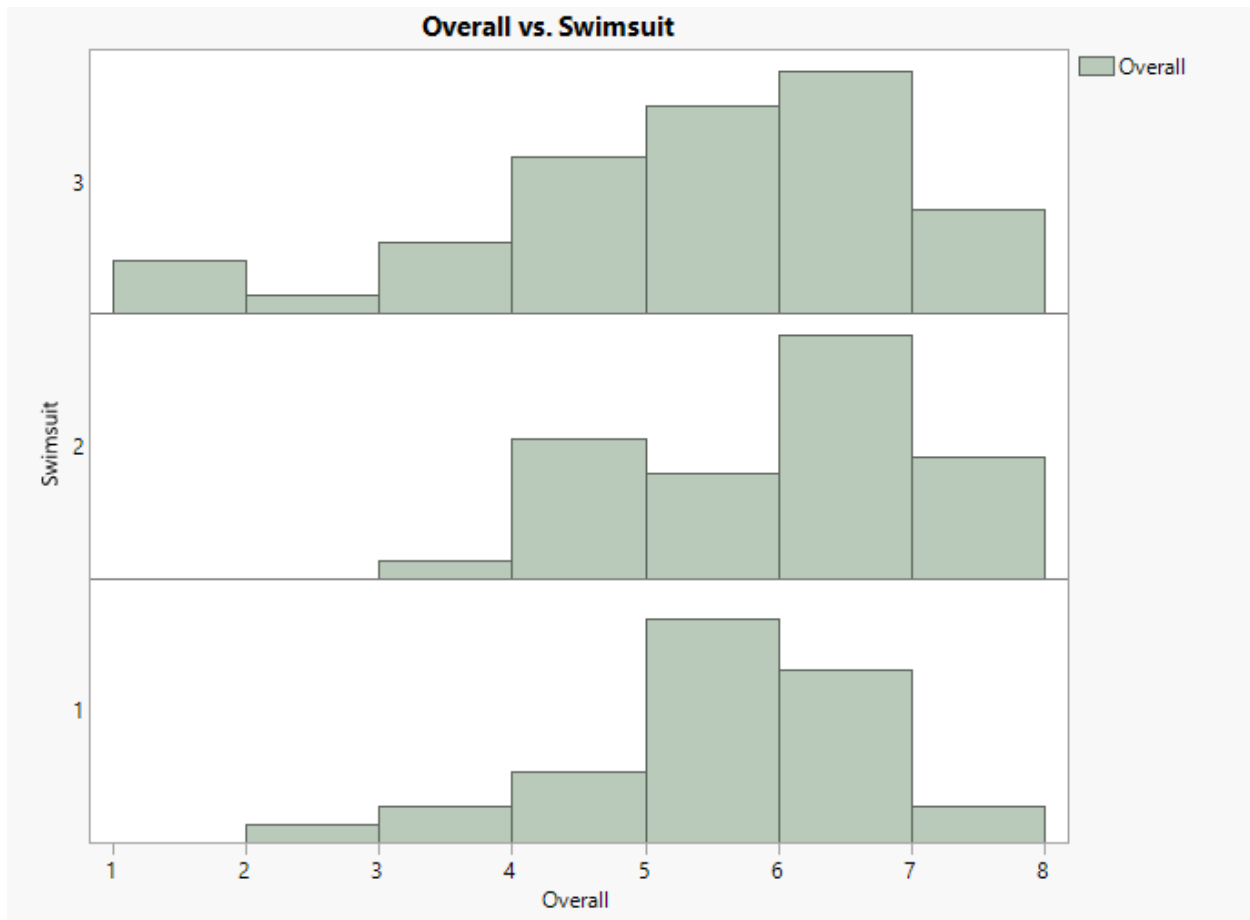
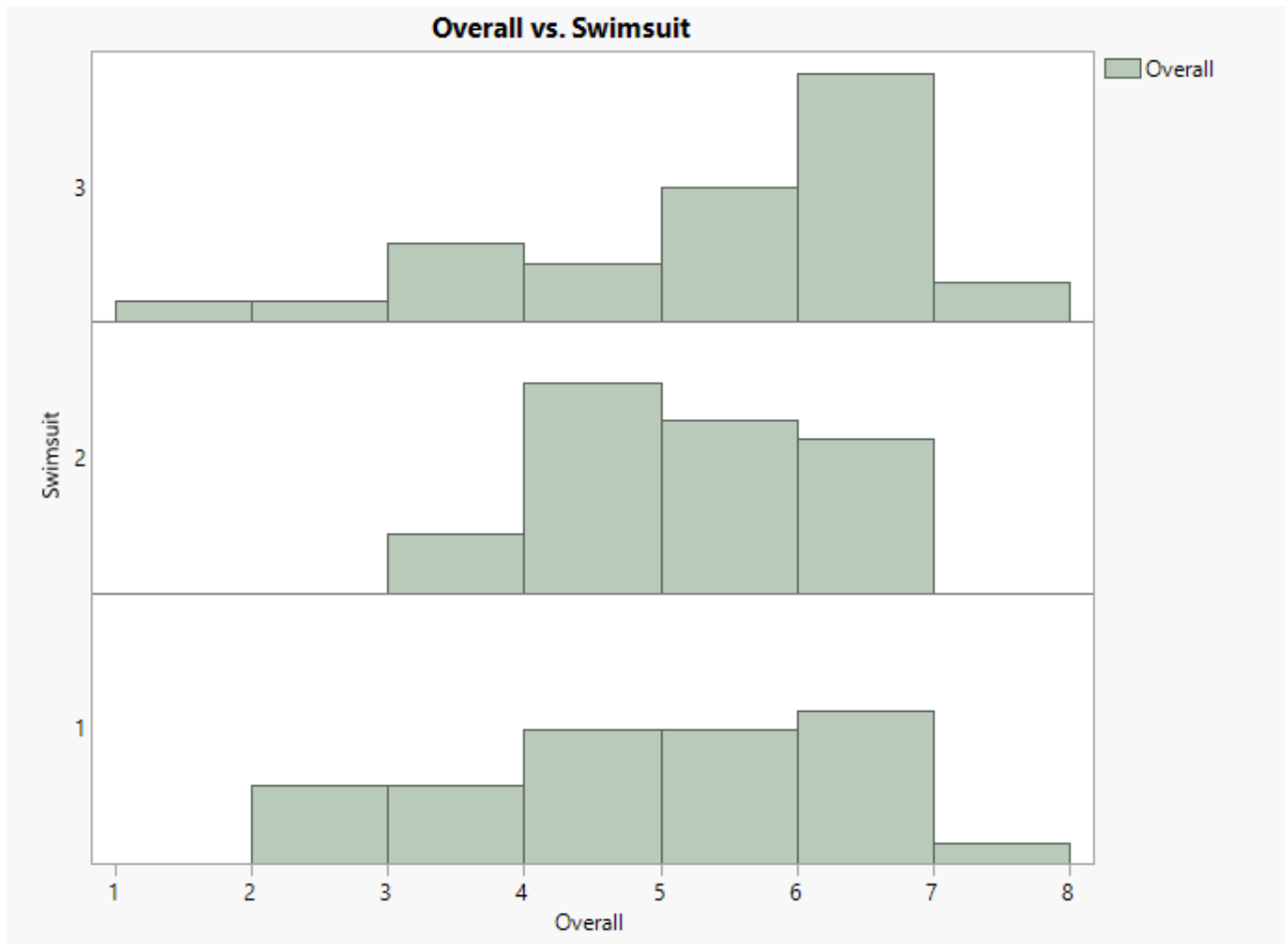*Table 2. Group 3 overall rating of each swimsuit.*

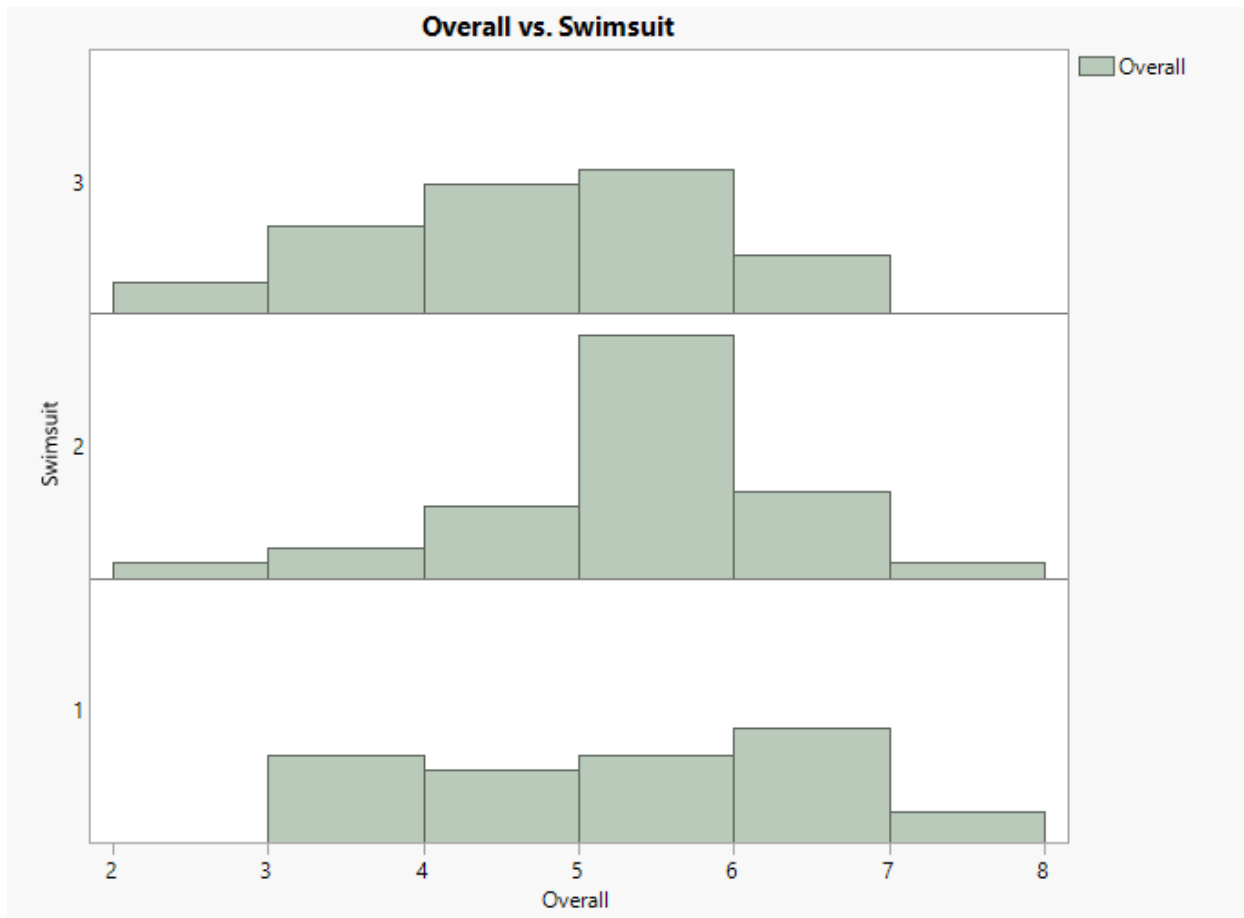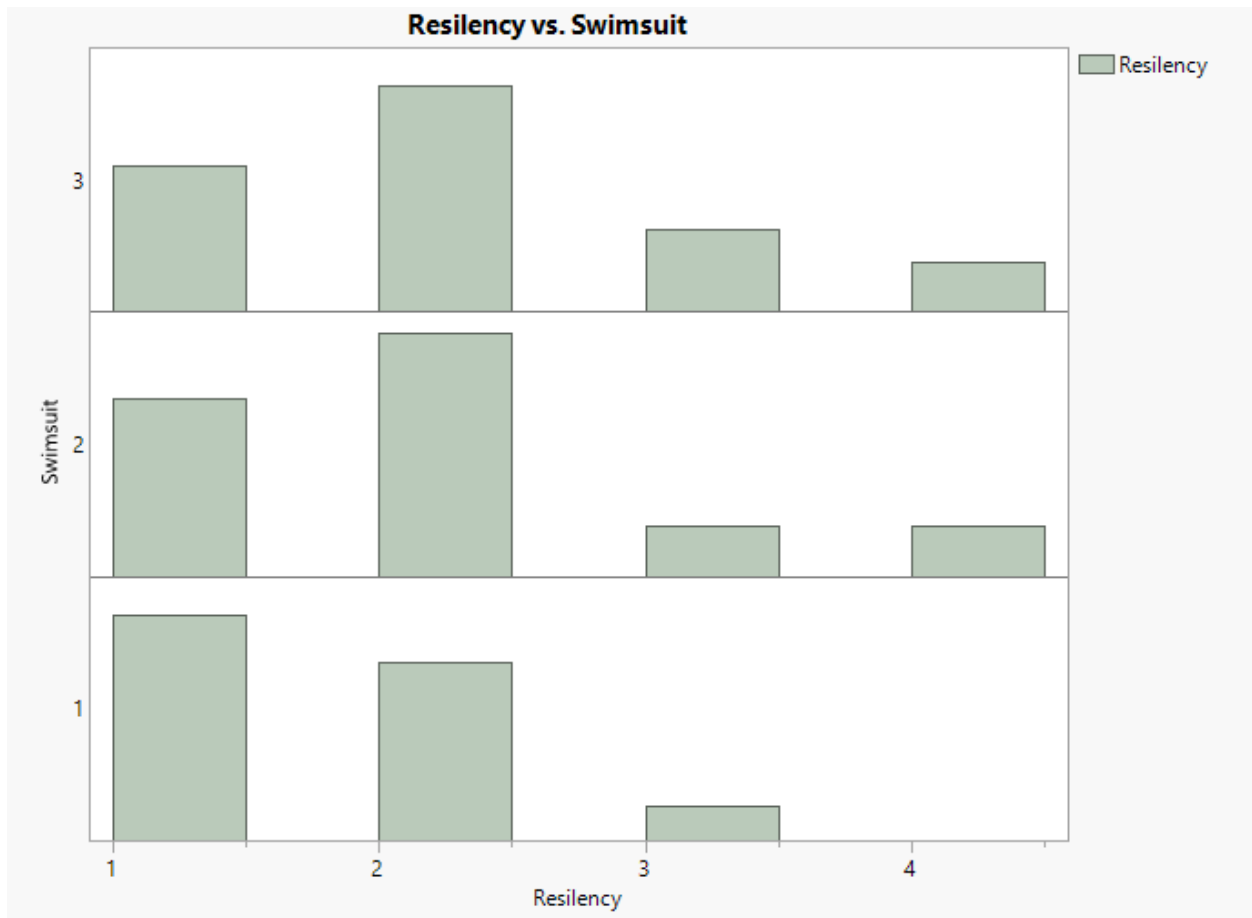*Table 3. Group 1 Overall rating of each swimsuit.*

Table 4. Group 2 Overall rating of each swimsuit.

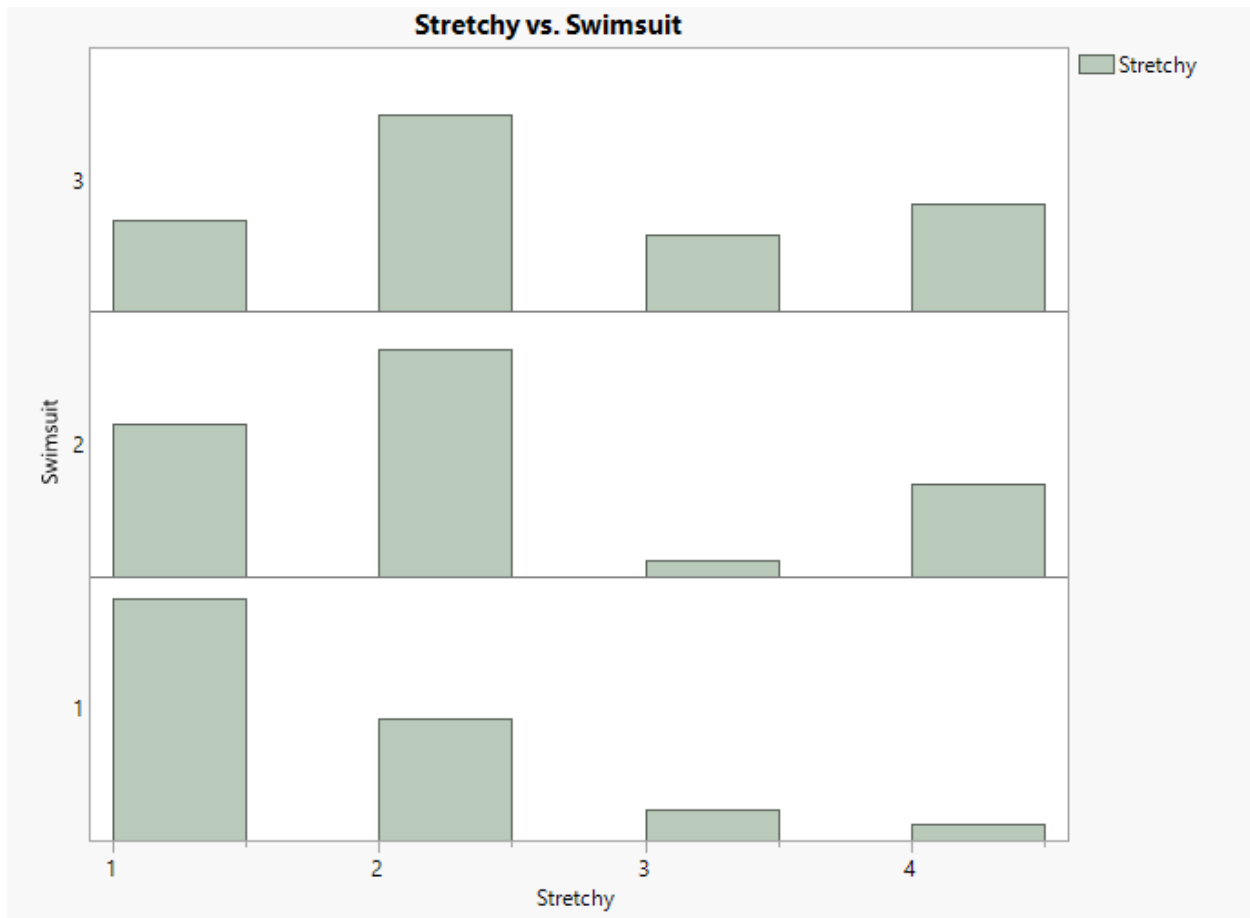*Table 5. Resiliency of swimsuits for Group 2.*

Table 6. Stretch characteristics of swimsuits for Group 2.

Qualtrics Digital Survey

Agreement

QUALITY PERCEPTIONS OF APPAREL GARMENTS BASED ON PRICE AND BRAND

Purpose and Evaluation: The purpose for this research is to determine if price and brand contribute to consumer quality perception when purchasing apparel products for a major retailer. Consumers may view products of the same quality differently based on the different prices or brands.

Participants will be asked to evaluate the quality of the garments. Based on their perceptions, participants will complete a digital survey provided on a Microsoft Surface Pro. The estimated time for completing is 15-30 minutes.

Safety Protocols: After each participant has evaluated the garments and completed the digital survey, the garments will be sanitized with a antibacterial spray and the Microsoft Surface Pro will be wiped with an sanitizing wipe.

Voluntary Participation: Participation in this study is completely voluntary and refusing to participate will not adversely affect any other relationship with the University or research.

◯ I agree
◯ I disagree

Demographics

What gender do you identify with?

○ Male

○ Female

○ Other

How old are you?

○ Under 18

○ 18-24

○ 25-34

○ 35-44

○ Above 44

What classification are you in college?

○ Freshman

○ Sophomore

○ Junior

○ Senior

○ Grad Student

○ Non-Degree Student

○ Other

How would you describe your ethnicity? Select all that apply.

○ White

○ Black or African American

○ American Indian or Alaska Native

○ Asian

○ Native Hawaiian or Pacific Islander

○ Other

Garment 1 ID

Please choose the number on the garment you are evaluating.

○ 1
○ 2
○ 3

FABRIC 1

The fabric is free from defects.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

The fabric has good resiliency.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

The fabric is soft.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

The fabric is stretchy.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

The fabric has a smooth surface.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

The fiber content is desirable.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

CONSTRUCTION 1

The hems and facings are appropriate.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree

○ Strongly disagree

The seams are well stitched and pucker free.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

The stitch length is good.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

The thread color is appropriate.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

AESTHETICS 1

The style is fashionable.

○ Strongly agree
○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Strongly disagree

The style has interesting features.

○ Strongly agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Strongly disagree

The style is unique.

○ Strongly agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Strongly disagree

OVERALL 1

Please rate your overall perception of quality on a scale of 1-7 with 7 being high quality and 1 being low quality.

1	2	3	4	5	6	7
○	○	○	○	○	○	○

PLEASE WAIT UNTIL YOU GET THE NEXT GARMENT.

Garment 2 ID

Please choose the number on the garment you are evaluating.

O 1
O 2
O 3

FABRIC 2

The fabric is free from defects

O Strongly agree
O Somewhat agree
O Neither agree nor disagree
O Somewhat disagree
O Strongly disagree

The fabric has good resiliency

O Strongly Agree
O Somewhat Agree
O Neither agree nor disagree
O Somewhat disagree
O Strongly disagree

The fabric is soft.

O Strongly agree
O Somewhat agree
O Neither agree nor disagree
O Somewhat disagree
O Strongly disagree

The fabric is stretchy.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ somewhat disagree
○ Strongly disagree

The fabric has a smooth surface.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

The fiber content is desirable.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

CONSTRUCTION 2

The hems and facings are appropriate

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree

○ Strongly disagree

The seams are well stitched and pucker free.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

The stitch length is good.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

The thread color is appropriate.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

AESTHETICS 2

The style is fashionable.

○ Strongly agree
○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Strongly disagree

The style has interesting features

○ Strongly agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Strongly disagree

The style is unique

○ Strongly agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Strongly disagree

OVERALL 2

Please rate your overall perception of quality on a scale of 1-7 with 7 being high quality and 1 being low quality.

1	2	3	4	5	6	7
○	○	○	○	○	○	○

PLEASE WAIT UNTIL YOU GET THE NEXT GARMENT.

Garment 3 ID

Please choose the number of garment you evaluating

○ 1
○ 2
○ 3

FABRIC 3

The fabric is free from defects.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

The fabric has good resiliency.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

The fabric is soft.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

The fabric is stretchy.

O Strongly agree
O Somewhat agree
O Neither agree nor disagree
O Somewhat disagree
O Strongly disagree

The fabric has a smooth surface.

O Strongly agree
O Somewhat agree
O Neither agree nor disagree
O Somewhat disagree
O Strongly disagree

The fiber content is desirable.

O Strongly agree
O Somewhat agree
O Neither agree nor disagree
O Somewhat disagree
O Strongly disagree

CONSTRUCTION 3

The hems and facings are appropriate.

O Strongly agree
O Somewhat agree
O Neither agree nor disagree
O Somewhat disagree

○ Strongly disagree

The seams are well stitched and pucker free.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

The stitch length is good.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

The thread color is appropriate.

○ Strongly agree
○ Somewhat agree
○ Neither agree nor disagree
○ Somewhat disagree
○ Strongly disagree

AESTHETICS 3

The style is fashionable.

○ Strongly agree
○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Strongly disagree

The style has interesting features.

○ Strongly agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Strongly disagree

The style is unique.

○ Strongly agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Strongly disagree

OVERALL 3

Please rate your overall perception of quality on a scale of 1-7 with 7 being high quality and 1 being low quality.

1	2	3	4	5	6	7
○	○	○	○	○	○	○