

## 7 Appendices

### 7.1 SPSS Output : Internal Consistency

➤ Perceived Fashionability C&A

Reliability Statistics	
Cronbach's Alpha	N of Items
<b>,711</b>	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
<i>Wearing this brand is fashionable.</i>	6,23	5,597	,610	,538
<i>It is trendy to wear this brand.</i>	6,43	5,629	,642	,511
<i>This brand is very popular.</i>	5,31	4,934	,402	<b>,841</b>

➤ Sense of community Zara

Reliability Statistics	
Cronbach's Alpha	N of Items
<b>,694</b>	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
<i>I feel like I belong to a 'club' with other users of this brand.</i>	7,35	8,148	,498	,625
<i>I identify with people who use this brand.</i>	6,74	6,237	,631	,435
<i>This brand is used by people like myself.</i>	5,38	6,830	,426	<b>,725</b>