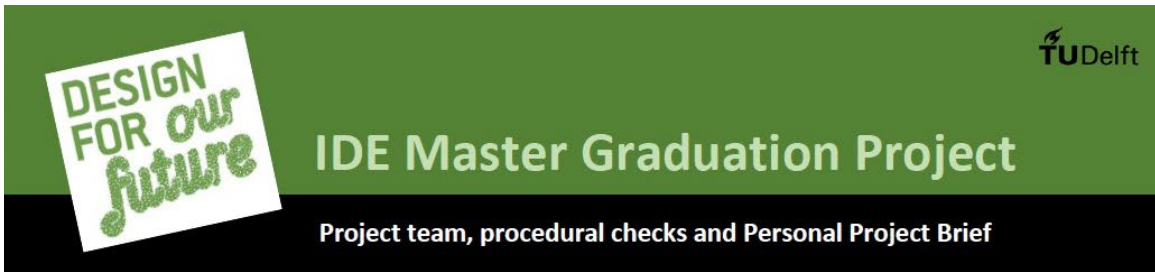




Appen dix

Appendix A: Project Brief



In this document the agreements made between student and supervisory team about the student's IDE Master Graduation Project are set out. This document may also include involvement of an external client, however does not cover any legal matters student and client (might) agree upon. Next to that, this document facilitates the required procedural checks:

- Student defines the team, what the student is going to do/deliver and how that will come about
- Chair of the supervisory team signs, to formally approve the project's setup / Project brief
- SSC E&SA (Shared Service Centre, Education & Student Affairs) report on the student's registration and study progress
- IDE's Board of Examiners confirms the proposed supervisory team on their eligibility, and whether the student is allowed to start the Graduation Project

STUDENT DATA & MASTER PROGRAMME

Complete all fields and indicate which master(s) you are in

Family name	Lassance de Oliveira Biolchini	IDE master(s)	IPD <input type="checkbox"/>	Dfi <input type="checkbox"/>	SPD <input checked="" type="checkbox"/>
Initials	A	2 nd non-IDE master	<input type="text"/>		
Given name	Alice	Individual programme (date of approval)	<input type="text"/>		
Student number	<input type="text"/>	Medisign	<input type="checkbox"/>		
		HPM	<input type="checkbox"/>		

SUPERVISORY TEAM

Fill in the required information of supervisory team members. If applicable, company mentor is added as 2nd mentor

Chair	Himanshu Verma	dept./section	Sustainable Design Engineering KIND	<p>! Ensure a heterogeneous team. In case you wish to include team members from the same section, explain why.</p> <p>! Chair should request the IDE Board of Examiners for approval when a non-IDE mentor is proposed. Include CV and motivation letter.</p> <p>! 2nd mentor only applies when a client is involved.</p>
mentor	Ruth Mugge	dept./section	Design Organisation Strategy MCR	
2 nd mentor	<input type="text"/>			
client:	<input type="text"/>			
city:	<input type="text"/>	country:	<input type="text"/>	
optional comments	<input type="text"/>			

APPROVAL OF CHAIR on PROJECT PROPOSAL / PROJECT BRIEF -> to be filled in by the Chair of the supervisory team

Sign for approval (Chair)

Name Date Signature

CHECK ON STUDY PROGRESS

To be filled in by **SSC E&SA** (Shared Service Centre, Education & Student Affairs), after approval of the project brief by the chair. The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total	<input type="text"/>	EC
Of which, taking conditional requirements into account, can be part of the exam programme	<input type="text"/>	EC

<input checked="" type="checkbox"/>	YES	all 1 st year master courses passed
<input type="checkbox"/>	NO	missing 1 st year courses

Comments:

Sign for approval (SSC E&SA)

Robin den Braber
Digitaal ondertekend door Robin den Braber
Datum: 2024.03.01 07:04:44 +01'00'

Name

Date

Signature

APPROVAL OF BOARD OF EXAMINERS IDE on SUPERVISORY TEAM -> to be checked and filled in by IDE's Board of Examiners

Does the composition of the Supervisory Team comply with regulations?

YES	<input checked="" type="checkbox"/>	Supervisory Team approved
NO	<input type="checkbox"/>	Supervisory Team not approved

Comments:

Based on study progress, students is ...

<input checked="" type="checkbox"/>	ALLOWED to start the graduation project
<input type="checkbox"/>	NOT allowed to start the graduation project

Comments:

Sign for approval (BoEx)

Monique von Morgen
Digitaal signed by Monique von Morgen
Date: 2024.03.06 10:50:22 +01'00'

Name

Date

Signature

Personal Project Brief – IDE Master Graduation Project

Name student

Student number

PROJECT TITLE, INTRODUCTION, PROBLEM DEFINITION and ASSIGNMENT

Complete all fields, keep information clear, specific and concise

Project title

Please state the title of your graduation project (above). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

Introduction

Describe the context of your project here; What is the domain in which your project takes place? Who are the main stakeholders and what interests are at stake? Describe the opportunities (and limitations) in this domain to better serve the stakeholder interests. (max 250 words)

Fashion, the third largest pollutant industry (Climate Trade, 2023), has prompted the European Commission (2023) to drive change by implementing holistic policies like the European Green Deal and Circular Economy Action Plan. Patagonia has been disrupting the fashion industry by encouraging consumers' reflection. The "Don't Buy This Jacket" campaign urged consumers to think about the environmental consequences of consumerism and purchase only what they need. Freitag prioritizes sustainability by openly sharing reports, including their salary model (2019) and supply chain model (2023). This enhances consumers to connect with their work ethic and culture, have eye-level exchange and feel secure towards the company through a trustworthy relationship.

As demonstrated by both brands, education is important in behavior change (White et. al, 2019). In today's digital embeddedness, avoiding overconsumption is challenging, particularly when trends are changing rapidly. To promote conscious choices (Simonson, 2005), it is essential to balance information accessibility and diagnosticity, which involves the quality of information helping make accurate judgments (Feldman & Lynch, 1988). Generative art offers a venue for achieving this as it can engage users directly and, with its dynamic creative process, can convey complex information effectively. In the beverage industry, Coca-Cola developed a generative art in its 2023 'Masterpiece' ad, showcasing AI-driven exploratory creativity (Boden, 1998). Co-creating with DALL-E and ChatGPT, Cola designed an AI art ad never seen before mixing augmented animation with live action, to revolutionize brand identity futures.

I aim to explore the space of transformational creativity (Boden, 1998), where AI decisions can change human decision-making by showing new ideas that humans previously neglected (Shin et. al, 2023) due to cognitive constraints (Thompson & Griffiths, 2021). Possible limitation includes uncertainties regarding consumer engagement and adherence to the technology in real life, as well as the challenge of promoting sustainability while using energy-intensive AI technology, potentially undermining the project's credibility.

→ space available for images / figures on next page

introduction (continued): space for images

DON'T BUY THIS JACKET

Common Threads Initiative

REDUCE
 WE want you to buy less. Because buying less means you're not buying more. You don't have to. You don't need to. You don't want to.

REPAIR
 WE want you to fix your Patagonia gear. It's the most responsible thing you can do for your gear. It's also the most responsible thing you can do for the planet.

REUSE
 WE want you to use your Patagonia gear in new ways. It's the most responsible thing you can do for your gear. It's also the most responsible thing you can do for the planet.

RECYCLE
 WE want you to recycle your Patagonia gear. It's the most responsible thing you can do for your gear. It's also the most responsible thing you can do for the planet.

REIMAGINE
 WE want you to reimagine your Patagonia gear. It's the most responsible thing you can do for your gear. It's also the most responsible thing you can do for the planet.

TOGETHER
 WE can make a difference. Let's do it together.

image / figure 1 Example of fashion brands Patagonia and Freitag provoking fashion industry.

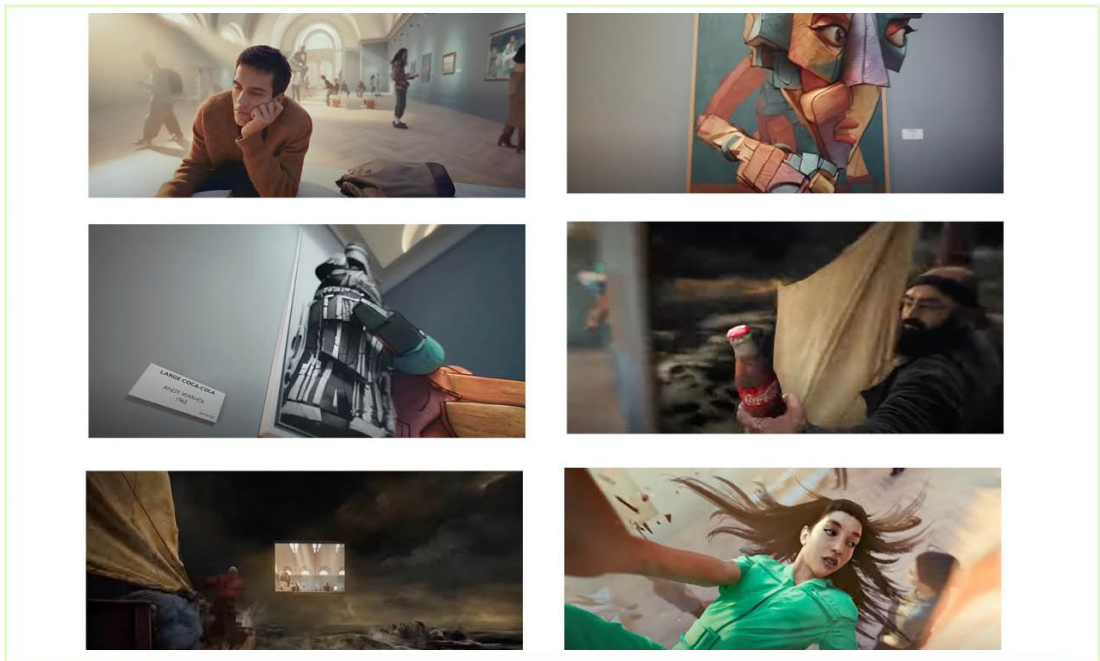


image / figure 2 Example of stills from generative art ad 'Masterpiece' from beverage industry Coca-Cola.

Personal Project Brief – IDE Master Graduation Project

Problem Definition

*What problem do you want to solve in the context described in the introduction, and within the available time frame of 100 working days? (= Master Graduation Project of 30 EC). What opportunities do you see to create added value for the described stakeholders? Substantiate your choice.
(max 200 words)*

The problem to be solved in this project are twofold: overconsumption by consumers and the lack of transparency from companies. The latter ultimately leads to greenwashing, where companies mislead consumers on their sustainability efforts. This creates a vicious cycle where consumers think they are doing good for the planet and making ethical choices so they buy more but are contributing to environment degradation and social injustices.

Opportunities that can create added value involve enabling the consumers' to shift towards sustainable consumption habits. Through using generative art, the sharing of information can have human aspect of conversation being user friendly and becoming part of the in-store experience. Furthermore it can enable democratisation by making information accessible to a wide range of users, adaptable to different countries and user ages, customized to what consumer wants to be shown to them, and have tailor content discovery to the consumers, where AI extracts insights in real-time.

Potentials to enabling transparency of clothing supply chain involve traceability, developing deeper connection with the garment, acting on evaluating choices and potentially, developing a sufficient lifestyle. Having the generative art as the transparency enabler, the consumer becomes aware of company practices, builds stronger bond with brand, and makes better choices of consumption.

Assignment

This is the most important part of the project brief because it will give a clear direction of what you are heading for. Formulate an assignment to yourself regarding what you expect to deliver as result at the end of your project. (1 sentence) As you graduate as an industrial design engineer, your assignment will start with a verb (Design/Investigate/Validate/Create), and you may use the green text format:

Investigate how generative art can help consumers in clothing stores to make conscious informed decisions.

Then explain your project approach to carrying out your graduation project and what research and design methods you plan to use to generate your design solution (max 150 words)

This project is research-based and holds an investigatory approach, targeting consumers who do physical shopping at clothing stores.

As a first step, literature research will be executed on themes such as slowing down consumption, replacement behavior, sufficient lifestyle, sustainable consumer behavior, generative art in fashion and other industries, and the implications of generative art. Parameters for testing will be derived from the literature, as well as the study method. A concept will be developed using the Vision In Product (VIP) method to explore future scenarios and possibilities beyond immediate design requirements. Prototypes will be materialized as stimuli, and the study will be designed to immerse consumers in a shopping scenario. A pilot test will refine the study, which will then be executed for collecting data. Data analysis will then be conducted. The final steps of the project include discussions on the findings, final considerations, and directions for future research.

Project planning and key moments

To make visible how you plan to spend your time, you must make a planning for the full project. You are advised to use a Gantt chart format to show the different phases of your project, deliverables you have in mind, meetings and in-between deadlines. Keep in mind that all activities should fit within the given run time of 100 working days. Your planning should include a **kick-off meeting, mid-term evaluation meeting, green light meeting and graduation ceremony**. Please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any (for instance because of holidays or parallel course activities).

Make sure to attach the full plan to this project brief.
The four key moment dates must be filled in below

Kick off meeting	20 February 2024
Mid-term evaluation	19 April 2024
Green light meeting	11 July 2024
Graduation ceremony	28 August 2024

In exceptional cases (part of) the Graduation Project may need to be scheduled part-time. Indicate here if such applies to your project

Part of project scheduled part-time	<input type="checkbox"/>
For how many project weeks	27
Number of project days per week	4

Comments:

Motivation and personal ambitions

Explain why you wish to start this project, what competencies you want to prove or develop (e.g. competencies acquired in your MSc programme, electives, extra-curricular activities or other).

Optionally, describe whether you have some personal learning ambitions which you explicitly want to address in this project, on top of the learning objectives of the Graduation Project itself. You might think of e.g. acquiring in depth knowledge on a specific subject, broadening your competencies or experimenting with a specific tool or methodology. Personal learning ambitions are limited to a maximum number of five.

(200 words max)

I have always wanted to work in a project involving the fashion industry. Being part of the GreenTU Board sparked my interest in connecting different disciplines. From the elective Consumer Behavior, nudging and behavior change strategies have ignited an interest in understanding consumers' psychology, values and desires to influence consumers decisions.

As a Strategic Designer, I aspire in making systemic changes in society that go beyond conventional approaches, collaborating across disciplines. I want to develop future modeling competencies and acquire critical thinking on the ethicalities of emerging technologies when applied in industry. I also want to incorporate human centered design principles taking into consideration needs of people and envision future using speculative design.

I have been actively working on projects on AI since starting the Masters in 2022, and I am interested in diving deeper into its potentials. Computer vision and GANs connected to the opportunities in art can have transformative power in shaping the creative landscape. As an artist, visual designer and writer, therefore, I would like to explore the human and AI interactions, visual representations with storytelling that can give clarity to users when sharing crucial environmental impact information of the technology, and challenge myself to stimulate people in being active in life. Furthermore, I aim to pursue PhD after graduation therefore I aim to enhance my research and methodology skills, and deeply investigating this project, wherever it may take me, whether it involves experience design through artificial intelligence theory or industry applications.

Appendix B:

List of questions and concepts for starting research

GRADUATION PROJECT IS ON!!

- CB
- sustain.
- (gen)AI
- digital

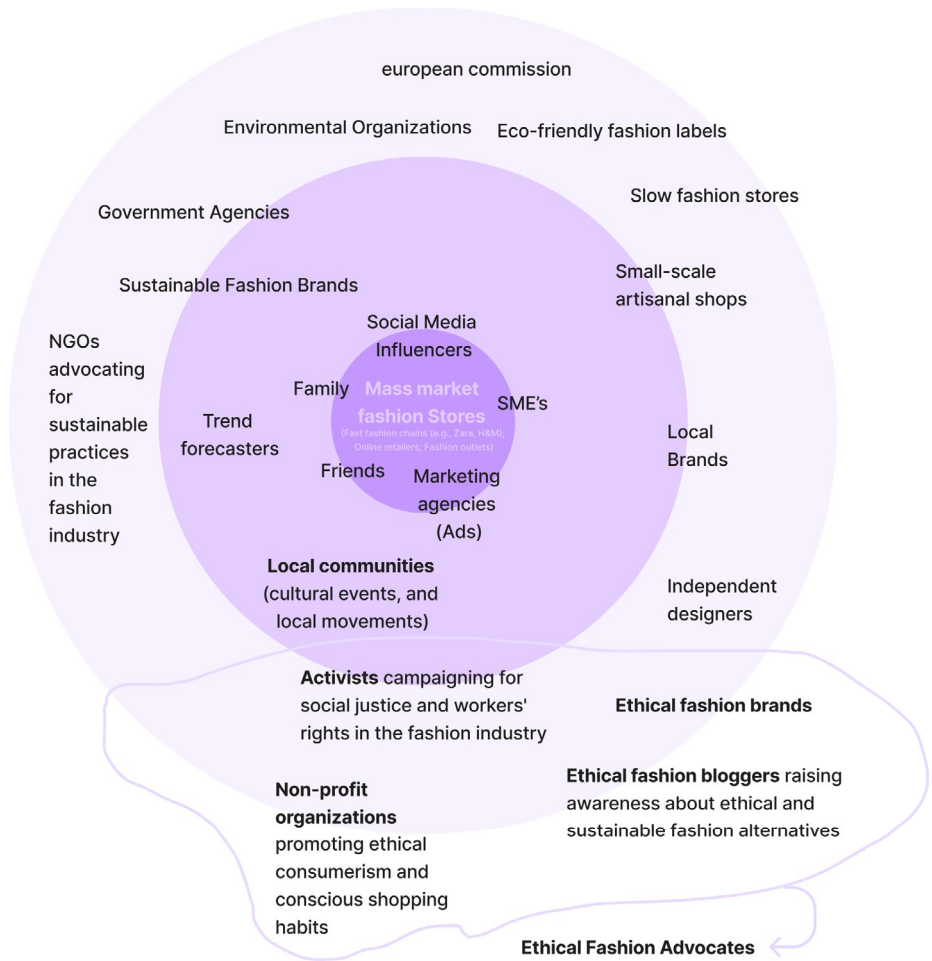
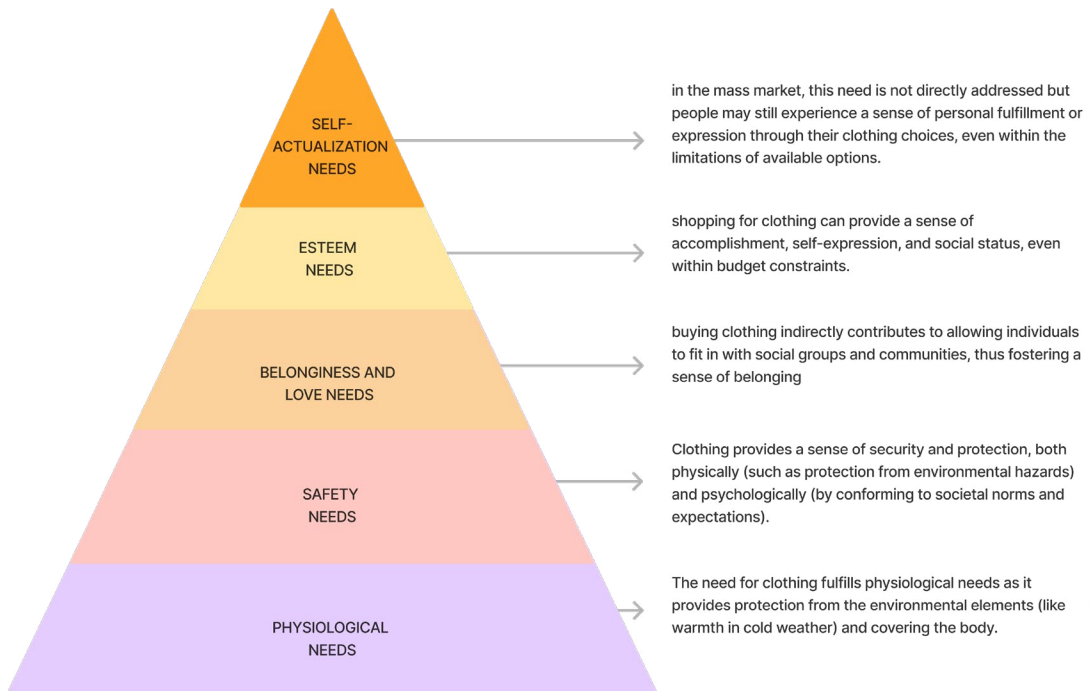
Theory to be researched on concepts:

- why fashion is 3rd largest pollutant industry
- what are all historic policies on
 - ↳ European Green Deal
 - ↳ Circular Economy Action Plan
 - ↳ Green Passport
- techniques companies use to reflect on environmental consequences of consumerism.
 - ↳ identify the TACTICS, STRATEGIES
- techniques/tactics companies use to connect consumers
 - ↳ to sustainability efforts
 - ↳ becoming more trusting of company
 - ↳ connect to work ethic and culture
- identify what sustainable companies do or lack in approaching and keeping consumers.
- how does education play a role in behavior change
 - ↳ identify strategies / tactics / TRIGGERS
 - ↳ how to trigger system 2 to think more consciously
 - ↳ how trigger consciousness can lead to behavior change.
 - ↳ what kind of information needs to be out there
 - ↳ what interactions enhance conscious thinking

- ↳ how to go from change perception to effectively changing behavior.
- what is today's digital embeddedness
- what makes people overconsume
 - ↳ why do companies want people to consume
 - ↳ what are the values behind companies that go against stimulating consumers to overconsume.
 - ↳ how trends in internet affect consumption
 - ↳ why trends change so fast nowadays compared to in the past.
 - ↳ why people follow trends.
- promoting conscious choices
 - ↳ what factors are involved
 - ↳ how to balance info accessibility & diagnosticity
 - ↳ how to make sure that is done practically.
 - ↳ how can it help consumers to align decisions with their values.
- how generative art offers promising venue for balancing info accessibility and diagnosticity.
- AI-driven ~~exploratory~~ creativity.
 - ↳ exploratory creativity
 - ↳ transformational creativity
- how AI gen can be used in instore experiences without using ALOT of energy from model.

- ↳ how does using energy to create and experiment with AI models affect our environment / our lives
- how to work with generative art
 - ↳ open platforms? (sarc)
- shifting consumers towards sustainable consumption habits.
- tactics used in gen ai to make it closer to consumers
 - ↳ HCD - user friendly - human like conversation
 - ↳ sufficient lifestyle

- how to bring more environmental transparency to consumers
- how to develop sufficient lifestyle
- AI decisions in changing human decisionmaking
 - ↳ how can ideas previously neglected be used for changing human decisions.
- what are human cognitive constraints
- how can lack of transparency lead to green-washing.



Maslow's Hierarchy of Needs and stakeholder map applied to the fashion industry.

Appendix C:

Demonstration of how AI is being used for dialogue

Questions arise about who gets the intellectual property (IP) rights (Zakir, M. 2023). While the AI algorithm may produce the artwork, humans are involved in training, curating, and refining the output. Artist-filmmaker, Alan Warburton, for example, developed an AI generated art 20-minute documentary to visualize the impact of AI in people’s lives.



	Tools used	Function
AI	Runway Gen 2	generated the 16:9 'AI Collaborator' video clips
	Midjourney, Stable Diffusion and DALLE 3	generated still images
	Pika	generated 3 second fish loops
	TikTok	synthesis of detective speech
	HeyGen	generated AI talking detective head
	Adobe Photoshop AI	expanded the images
	Topaz Gigapixel AI	upscaled images
	Not AI	Adobe After Effects

Above, a scene from the AI documentary (Warburton, 2024) and a table of tools used for its composition, compiled by the author. The documentary involved using 99% of the generative artificial intelligence tools and 1% him, for editing and joining the AI generated images together (Fig. 19). Alan Warburton states that “Generative AI is a tectonic shift in the currency and culture of images that we can’t reduce to ‘deep fakes’ or ‘post-truth’ but to a relationship between humans and images. It’s an epistemological break! Yet instead of boycotting, I’m playing in the sandbox and seeing what the tools tell me. I do this to demystify and educate, but also because no matter how succulent and seductive an AI image is, the real juice is in analysis, criticism and reflection.” Creators like him demonstrated how engaging in critical discourse and encouraging reflection on the implications of technological advancements can serve as powerful tools to provoke thought and engagement. Through thoughtful consideration of composition, color palettes, visual forms, and stylistic elements, creators could effectively convey their messages and engage their audience on a deeper level.

Appendix D:

Study 1 – Survey guide and consent form

Hi and welcome to this master's graduation research!

You are being invited to participate in a study on image aesthetics within fast fashion in Europe.

Task for participants: In this study, you will have the opportunity to explore your shopping behavior and evaluate how you perceive various artworks. Additionally, demographic information will be collected to gain an understanding of your consumer perspective.

Voluntary Participation and Data Security: Your participation in this study is entirely voluntary, and you have the right to withdraw at any time without providing a reason. Rest assured, all information provided will be treated with strict confidentiality and will remain anonymous.

Estimated Time: Completing the survey should take approximately 10–12 minutes of your time.

If you have any questions, please contact:

Researcher: Alice Biolchini

Email: a.lassancedeoliveirabiolchini@student.tudelft.nl

If you would like to be informed about the results of the survey, please write your email address at the end of this survey.

Consent: By continuing to the survey, you acknowledge that you have read and understood the information presented in this consent form and willingly consent to participate in this research study.

Yes, I consent

No, I do not consent

1. Let's start with your shopping habits.

Imagine you are going shopping for clothes at a physical fast fashion store, like H&M, Zara, or Uniqlo. Which of the following profiles resonates most closely with you?

You're the type of shopper that likes to go shopping for pleasure. You are motivated to explore every corner of the store in search of that special item, the hidden treasure. You take your time to reflect on each purchase, ensuring it's truly worth it. Quality matters to you, and you value it over quantity. If you enter a queue, you will wait or you might come back later when there is less or no queue. You enjoy shopping with friends and find special significance in shopping while traveling. You might be a Shopper for Experience.

You're driven by curiosity and excitement when it comes to shopping. Exploring new trends and styles is thrilling, and you tend to be obsessed with a new fashion find! You often buy more than needed because you enjoy the process of finding and acquiring new items. If you encounter a queue in the fitting or check out, you might give up for impatience or because you realise you don't actually need the item. You like shopping on your own or with friends and like touching everything in the store with your hands and. You might be The Endless Fashion Hunter.

You're a methodological person when shopping. You like to strategize and spend as little time as needed. You tend to buy only what you need. If you encounter a queue for fitting, you tend to stay because that item is the one needed. You're decisive in the fitting room and, once you've decided, you take the item instead of checking out the whole store. If you're in doubt, you simply leave the store. Sometimes, you check other stores to find the best price for you. You might be The Mission-Minded Matchmaker.

2. What is your primary reason for buying new clothes?

It's part of my routine

Replacing worn-out clothes

The item feels perfect for me

3. How do you typically decide on what clothes to buy?

I value product quality

I buy trendy items

I buy what I need

4. How important is the environmental impact of the clothing in your decisions?

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Level of importance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. How important are ethical practices of a brand in your purchase decisions?

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Level of importance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Take a look at this image and answer the following questions.



How much does this image capture your attention?

	Not at all	Slightly	Somewhat	Moderately	Quite a bit	Very much	Totally
This image captures my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How does this image make you feel about buying fast fashion?

	Very Negative	Negative	Somewhat Negative	Neutral	Somewhat Positive	Positive	Very positive
I feel...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How does this image make you feel?

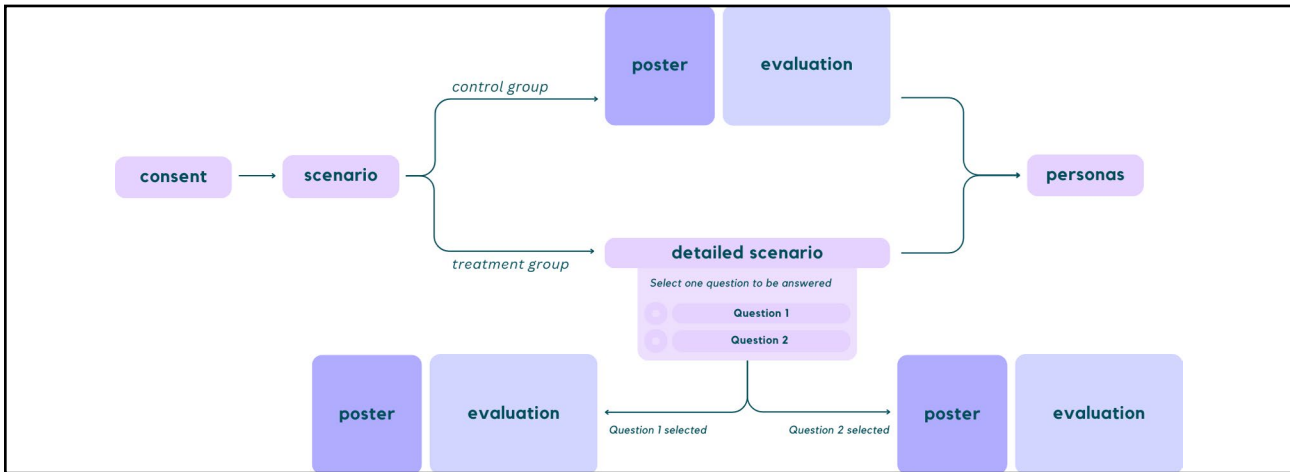
	Very Sad	Sad	Somewhat Sad	Neutral	Somewhat Happy	Happy	Very Happy
I feel...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This image...

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
... makes me reflect on fast fashion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... prompts me to be more mindful about my clothing consumption choices.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... provokes me to change my habits.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix E:

Study 2 - Survey structure, guide and consent form



Hi and welcome to this master's graduation research!

You are being invited to participate in an experimental study on consumer behavior within fast fashion in Europe.

Task for participants: In this study, you will go through an experience in a store and will be asked questions on your shopping choices and demographics.

Voluntary Participation and Data Security: Your participation in this study is entirely voluntary, and you have the right to withdraw at any time without providing a reason. Rest assured, all information provided will be treated with strict confidentiality and will remain anonymous.

Estimated Time: Completing the survey should take approximately 5 minutes of your time.

If you have any questions, please contact:
Researcher: Alice Biolchini
Email: a.lassancedeoliveirabiolchini@student.tudelft.nl

If you would like to be informed about the results of the survey, please write your email address at the end of this survey.
PS: Users of the research platform SurveyCircle.com will receive SurveyCircle points for their participation.

Consent: By continuing to the survey, you acknowledge that you have read and understood the information presented in this consent form and willingly consent to participate in this research study.

Yes, I consent.

No, I do not consent.

Imagine you're out shopping, ready to discover some new items.

As you walk through the streets, a store window display from a brand like Zara, H&M, Uniqlo, Primark, ASOS, or Gap makes you want to enter.

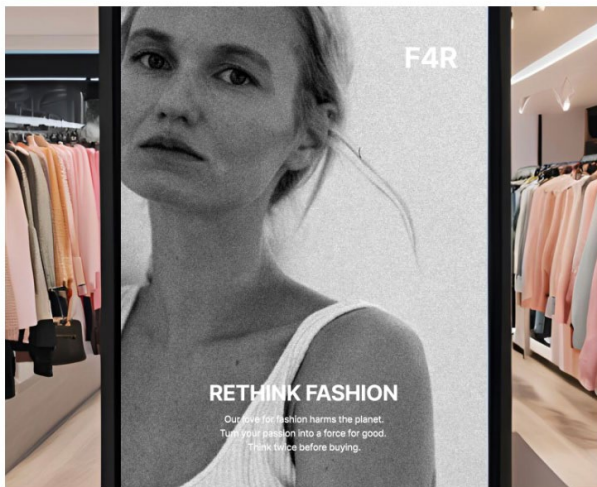
Intrigued, you decide to step inside.



Control group

As you enter the store, you notice the following at the New Arrivals section.

Take a moment to view it and then answer the questions below.



How does the image make you feel?

	Very Sad	Sad	Somewhat Sad	Neutral	Somewhat Happy	Happy	Very Happy
I feel...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This image...

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
... makes me reflect on my actions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... prompts me to be more mindful about my clothing consumption choices.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... provokes me to change my habits.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much does this image capture your attention?

	Not at all	Slightly	Somewhat	Moderately	Quite a bit	Very much	Totally
This image captures my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How does this image make you feel about buying fast fashion?

	Very negative	Negative	Slightly negative	Neutral	Slightly positive	Positive	Very positive
I feel...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Treatment group

As you enter the store, you notice the following AI-powered display at the New Arrivals section.



You approach the display and it invites you to interact with it.

It says "Tap below what you desire most to know and I'll reveal a unique piece just for you!"

Select one of the questions to receive your answer.

- WHAT IS THE FUTURE FASHION TREND TO WATCH OUT FOR?
- WHAT IS THE UPDATE ON THE LATEST FASHION TREND?

Welcome to the future fashion trend to watch out for!

Take a moment to view it and then answer the questions below.



How does the image make you feel?

	Very Sad	Sad	Somewhat Sad	Neutral	Somewhat Happy	Happy	Very Happy
I feel...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This image...

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
... makes me reflect on my actions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... prompts me to be more mindful about my clothing consumption choices.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... provokes me to change my habits.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much does this image capture your attention?

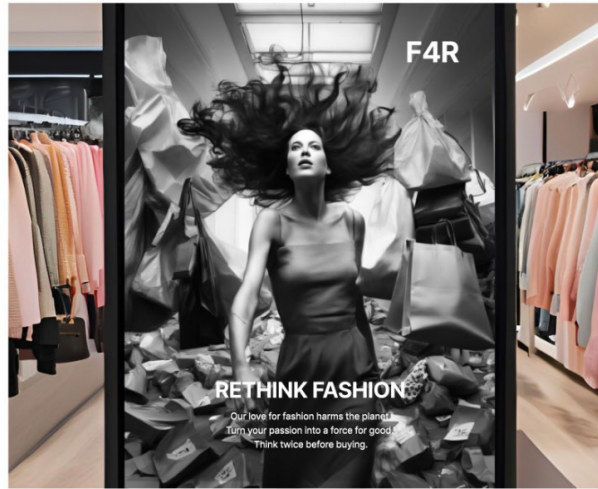
	Not at all	Slightly	Somewhat	Moderately	Quite a bit	Very much	Totally
This image captures my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How does this image make you feel about buying fast fashion?

	Very negative	Negative	Slightly negative	Neutral	Slightly positive	Positive	Very positive
I feel...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This is the update on the latest fashion trend!

Take a moment to view it and then answer the questions below.



How does the image make you feel?

	Very Sad	Sad	Somewhat Sad	Neutral	Somewhat Happy	Happy	Very Happy
I feel...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This image...

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
... makes me reflect on my actions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... prompts me to be more mindful about my clothing consumption choices.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... provokes me to change my habits.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much does this image capture your attention?

	Not at all	Slightly	Somewhat	Moderately	Quite a bit	Very much	Totally
This image captures my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How does this image make you feel about buying fast fashion?

	Very negative	Negative	Slightly negative	Neutral	Slightly positive	Positive	Very positive
I feel...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix F:

Study 2 - Survey Results

Descriptive Statistics

Control group

		C_Q1	C_Q2	C_Q3	C_Q4	C_Q5	C_Q6
N	Valid	120	120	120	120	120	120
	Missing	134	134	134	134	134	134
Mean		3.36	4.30	4.35	3.84	3.51	2.98
Median		3.00	5.00	5.00	4.00	4.00	3.00
Std. Deviation		1.091	1.498	1.565	1.539	1.523	1.045
Variance		1.190	2.245	2.448	2.370	2.319	1.092
Skewness		.746	-.665	-.426	-.123	.107	.213
Std. Error of Skewness		.221	.221	.221	.221	.221	.221
Kurtosis		2.189	-.380	-.691	-.897	-.913	.210
Std. Error of Kurtosis		.438	.438	.438	.438	.438	.438
Minimum		1	1	1	1	1	1
Maximum		7	7	7	7	7	6
Percentiles	25	3.00	3.25	3.00	3.00	2.00	2.00
	50	3.00	5.00	5.00	4.00	4.00	3.00
	75	4.00	5.00	5.75	5.00	5.00	4.00

Treatment group 1

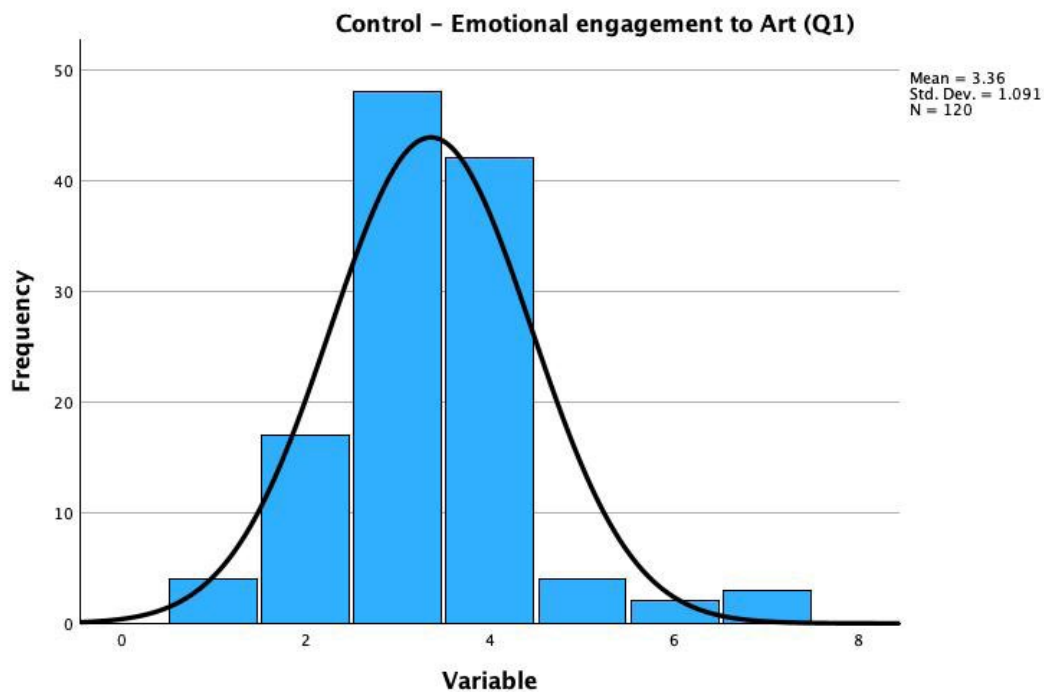
		T1_Q1	T1_Q2	T1_Q3	T1_Q4	T1_Q5	T1_Q6
N	Valid	73	73	73	73	73	73
	Missing	181	181	181	181	181	181
Mean		2.37	5.40	5.59	4.84	5.12	2.22
Median		2.00	6.00	6.00	5.00	5.00	2.00
Std. Deviation		1.307	1.331	1.223	1.607	1.443	1.003
Variance		1.709	1.771	1.495	2.584	2.082	1.007
Skewness		1.156	-1.137	-1.454	-.509	-.763	.898
Std. Error of Skewness		.281	.281	.281	.281	.281	.281
Kurtosis		1.542	1.505	3.208	-.441	.091	1.505
Std. Error of Kurtosis		.555	.555	.555	.555	.555	.555
Minimum		1	1	1	1	1	1
Maximum		7	7	7	7	7	6
Percentiles	25	1.00	5.00	5.00	4.00	4.00	1.50
	50	2.00	6.00	6.00	5.00	5.00	2.00
	75	3.00	6.00	6.00	6.00	6.00	3.00

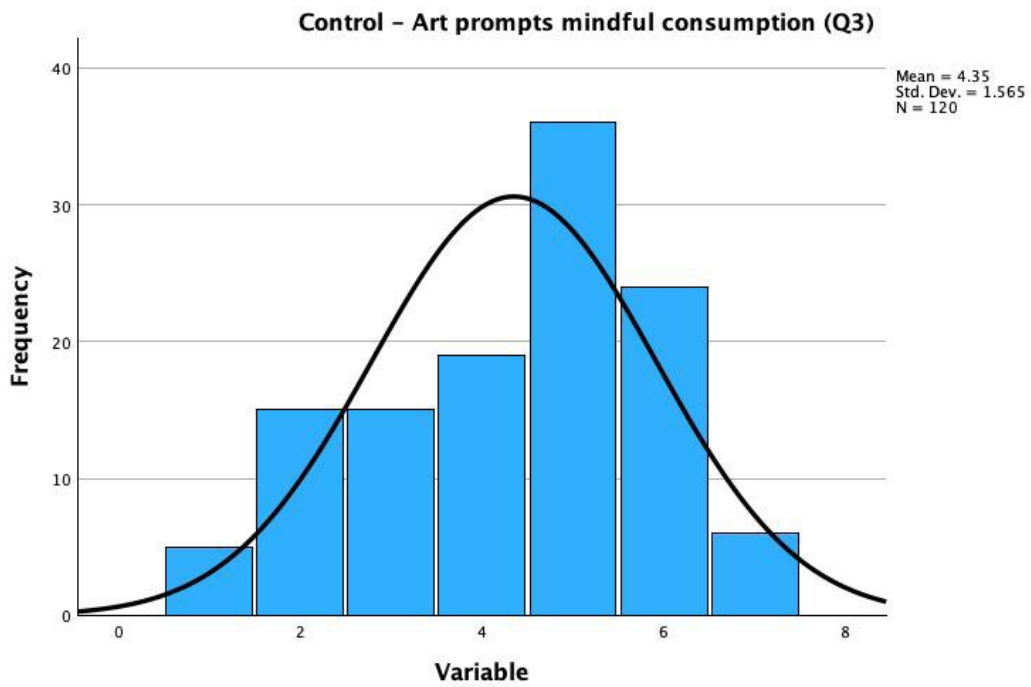
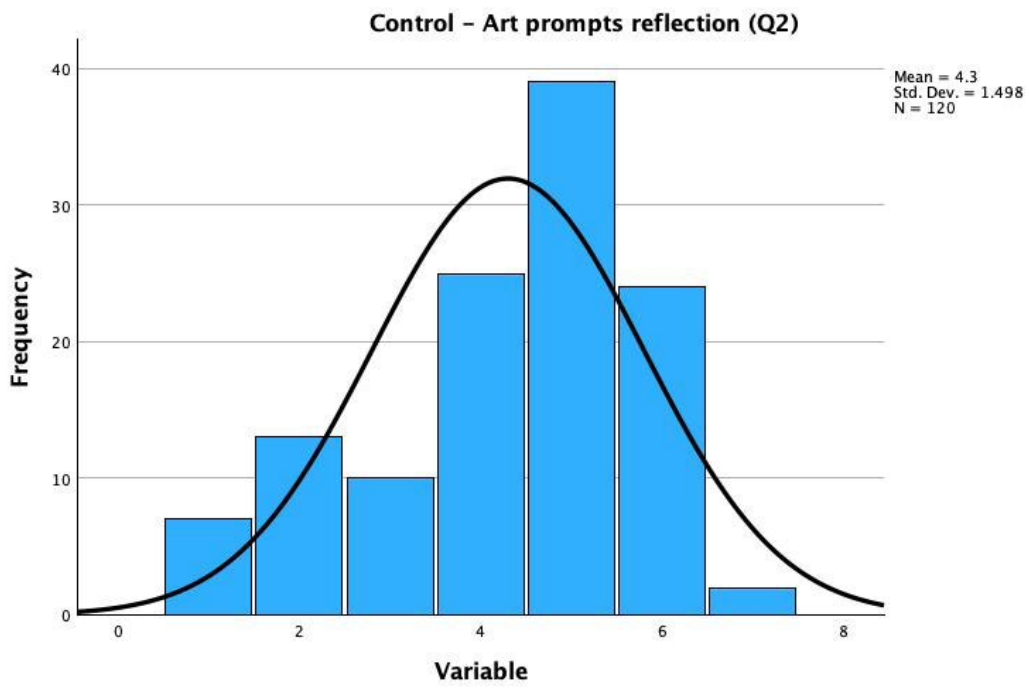
Treatment group 2

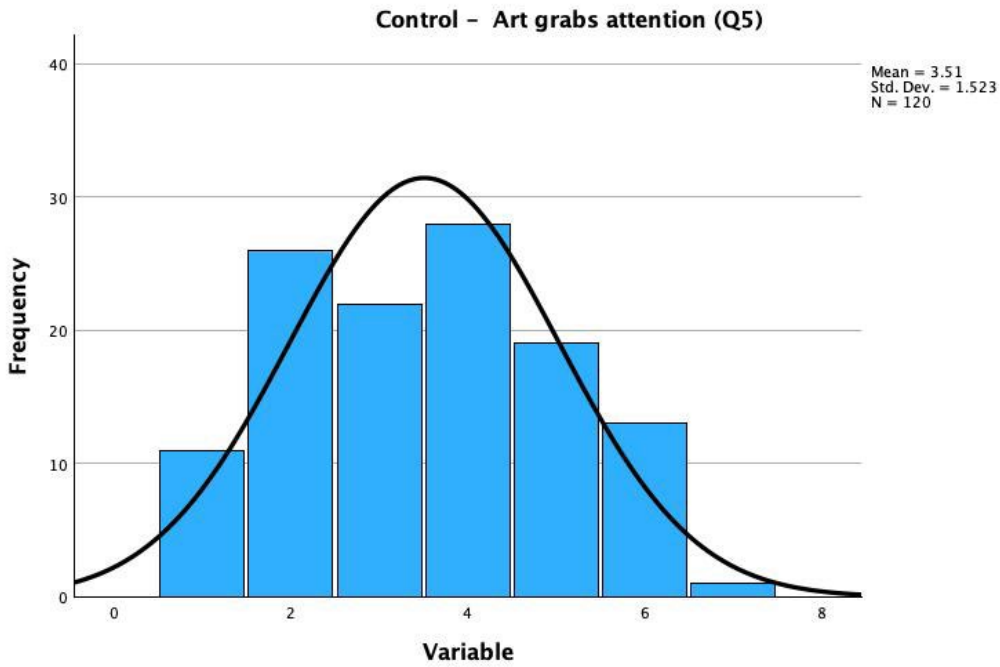
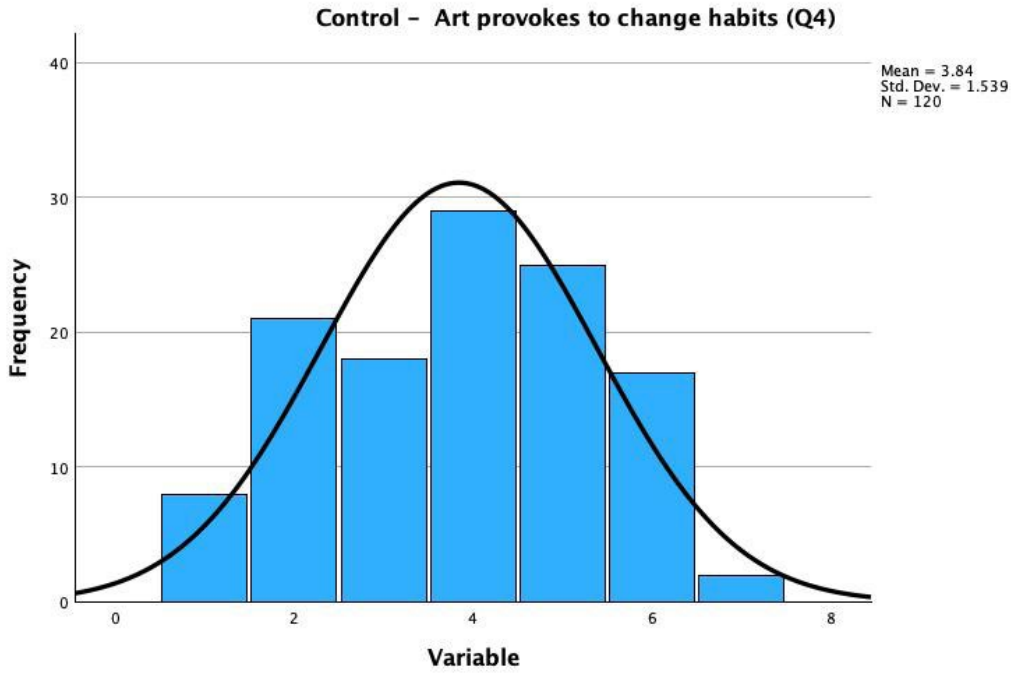
		T2_Q1	T2_Q2	T2_Q3	T2_Q4	T2_Q5	T2_Q6
N	Valid	58	58	58	58	58	58
	Missing	196	196	196	196	196	196
Mean		3.47	4.48	4.79	4.41	4.05	2.90
Median		4.00	5.00	5.00	5.00	4.00	3.00
Std. Deviation		1.112	1.536	1.507	1.545	1.561	1.224
Variance		1.236	2.359	2.272	2.387	2.436	1.498
Skewness		.010	-.538	-.876	-.468	-.433	.442
Std. Error of Skewness		.314	.314	.314	.314	.314	.314
Kurtosis		.196	-.784	-.001	-.846	-.762	-.220
Std. Error of Kurtosis		.618	.618	.618	.618	.618	.618
Minimum		1	1	1	1	1	1
Maximum		6	7	7	7	7	6
Percentiles	25	3.00	3.00	4.00	3.00	3.00	2.00
	50	4.00	5.00	5.00	5.00	4.00	3.00
	75	4.00	6.00	6.00	6.00	5.00	4.00

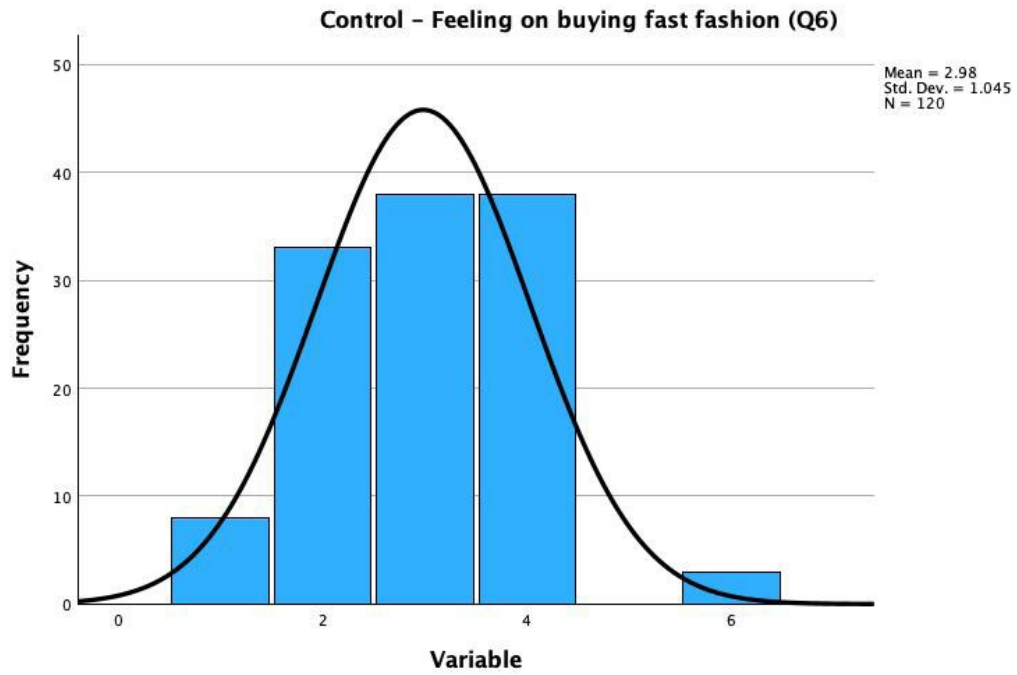
nND Histograms

Control group

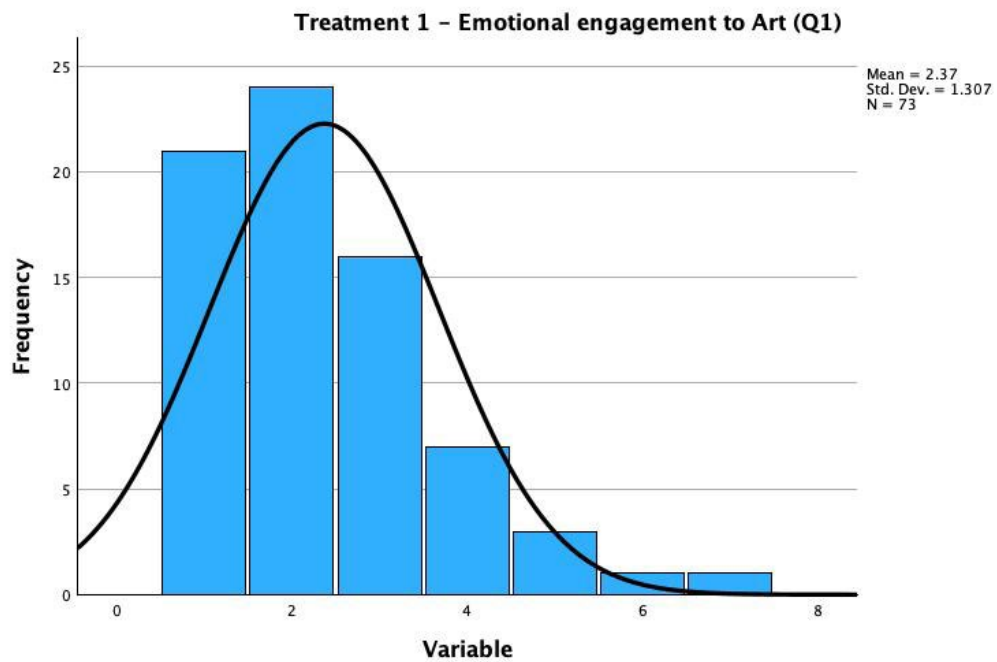


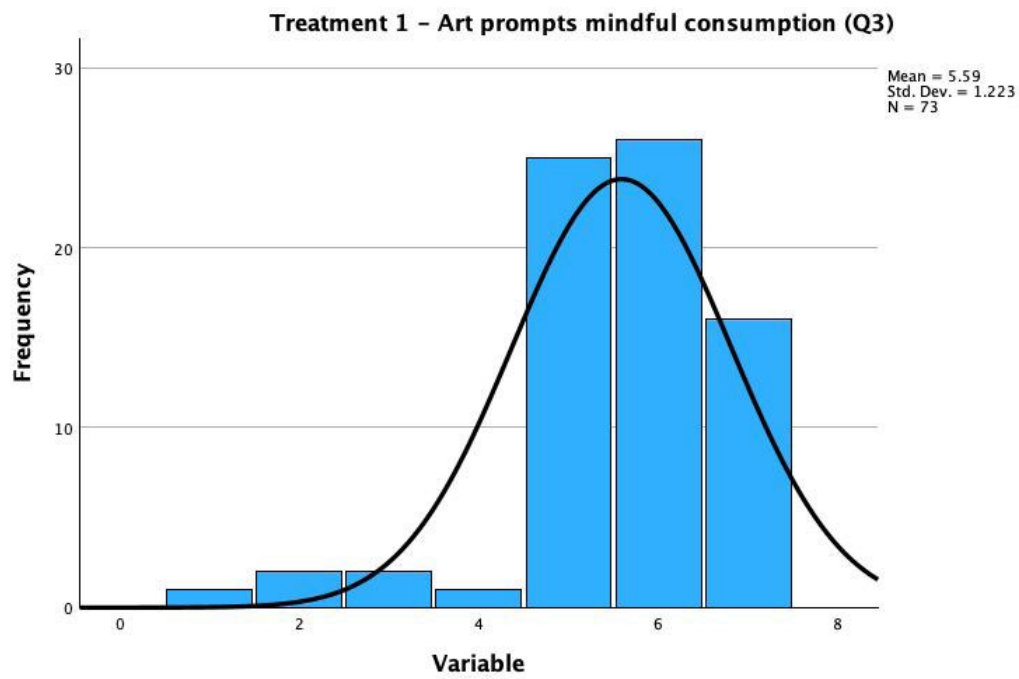
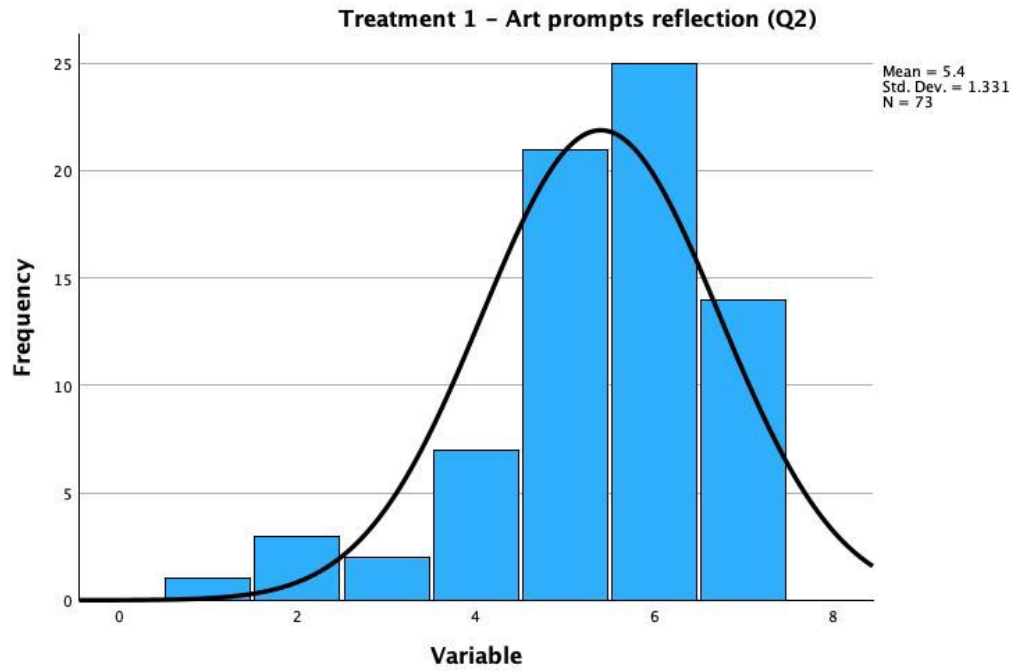


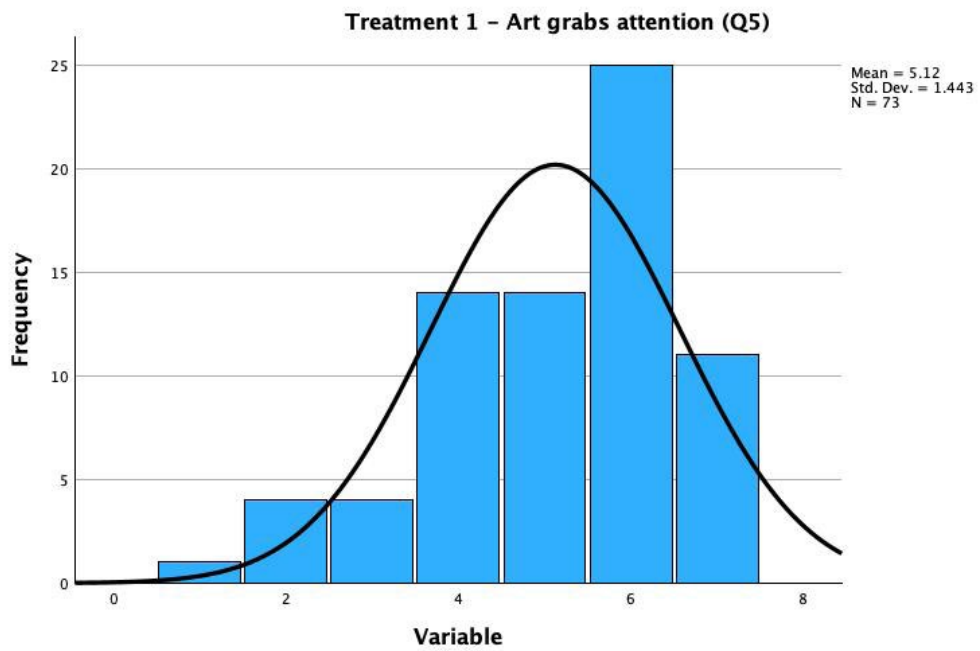
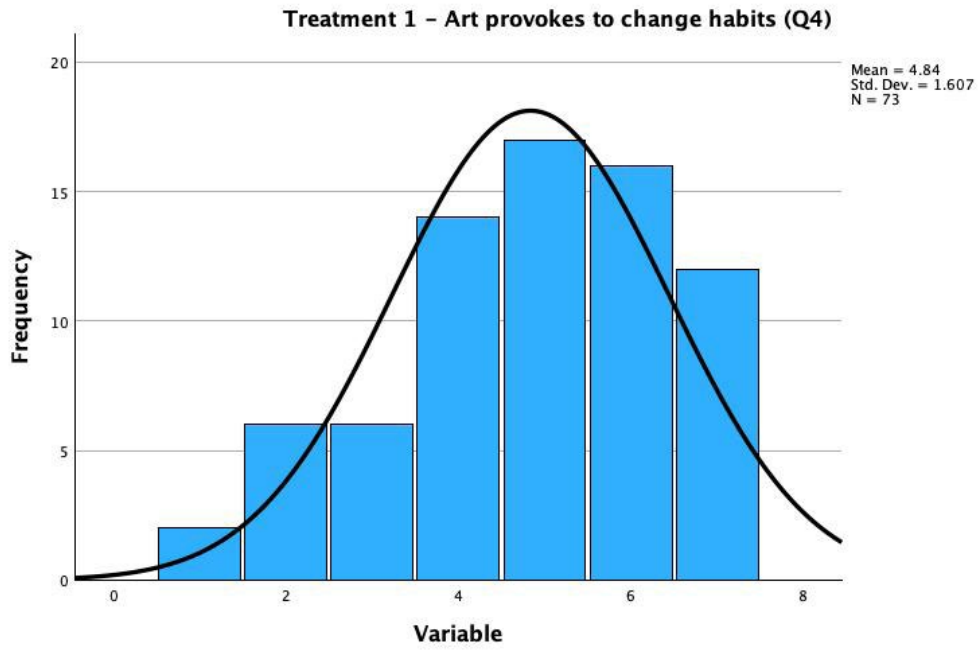


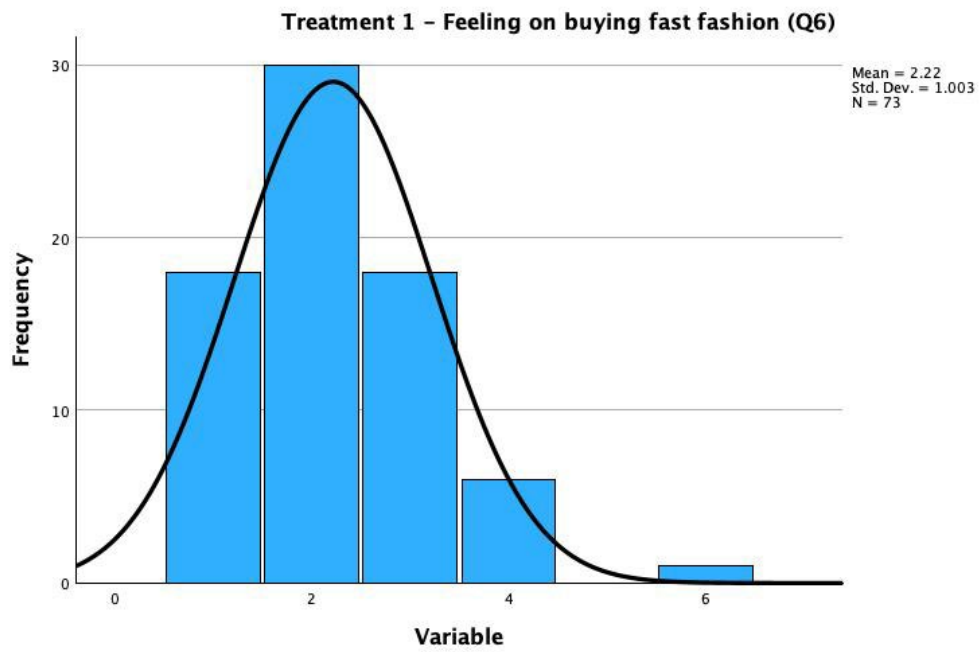


Treatment group 1

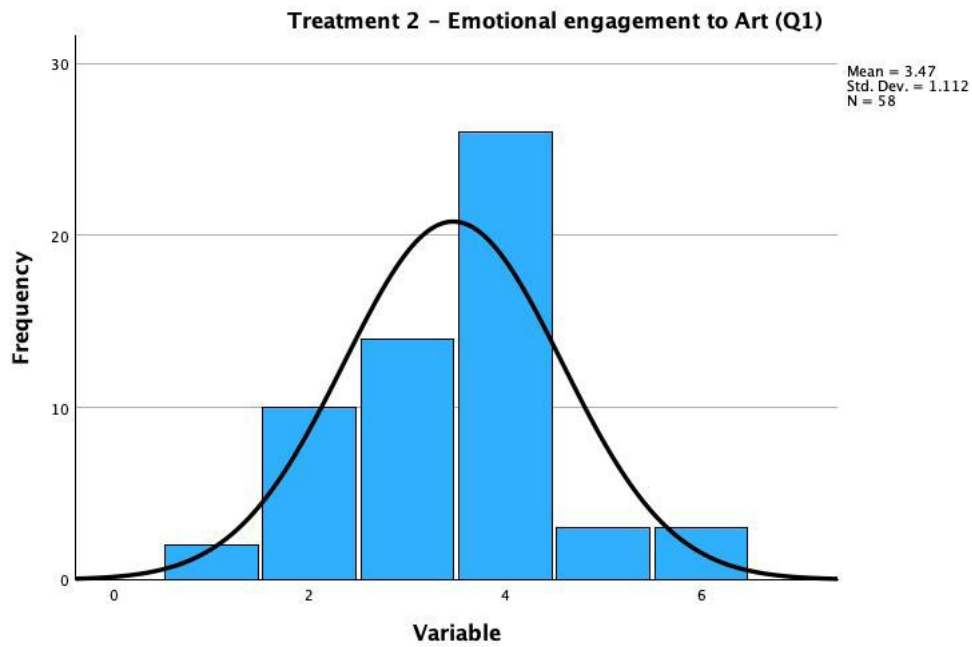


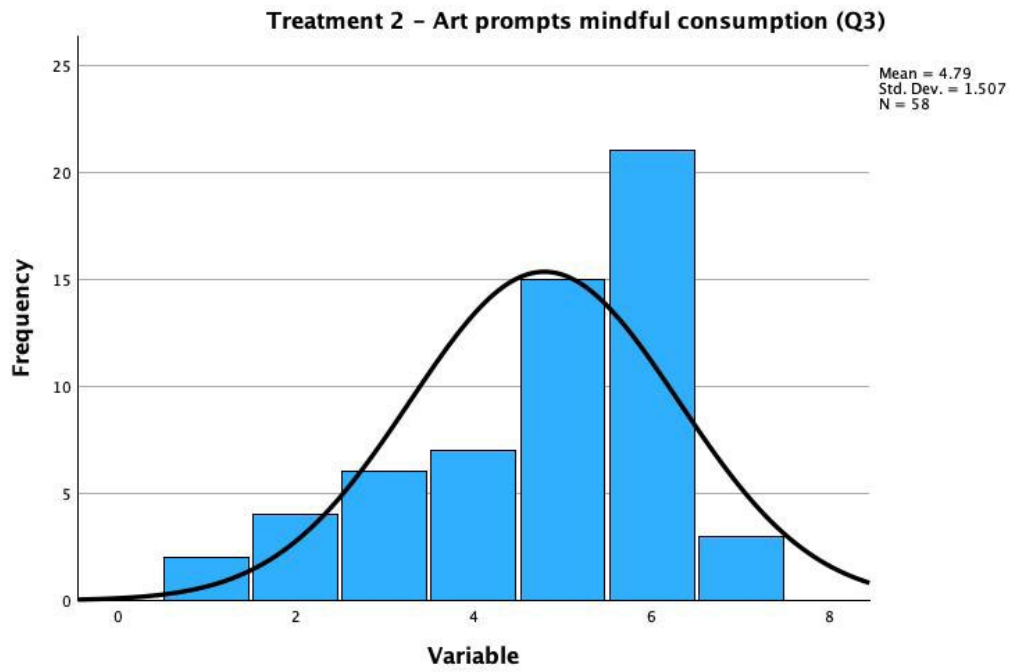
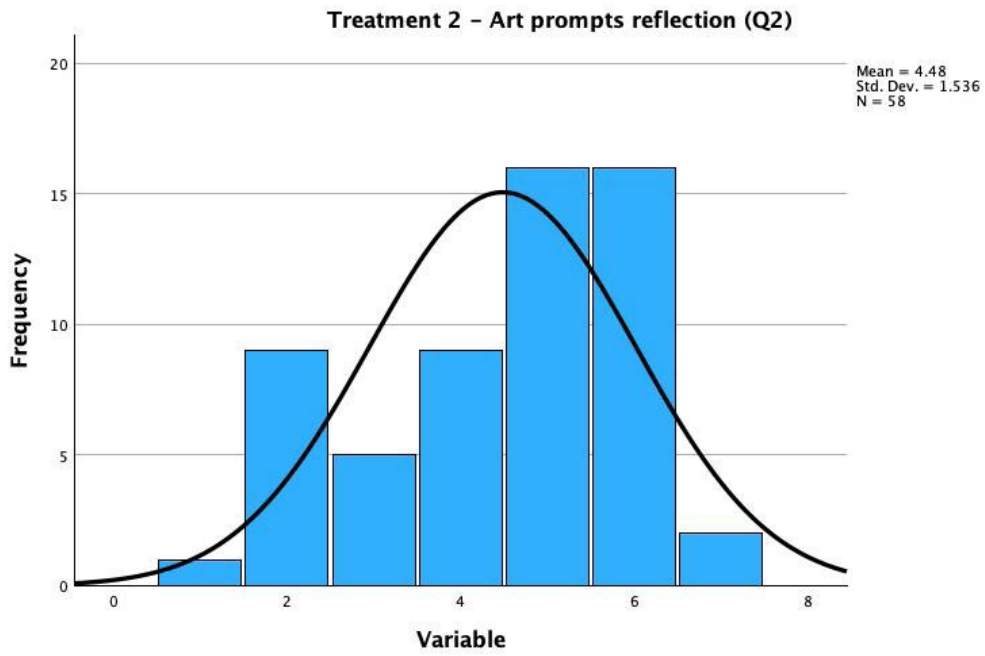


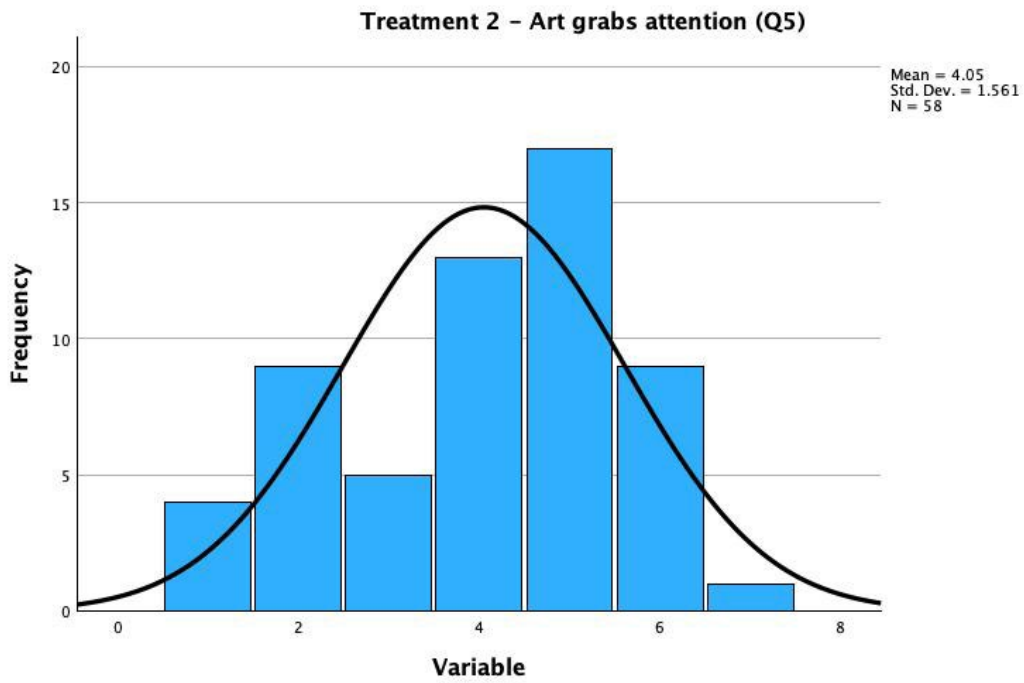
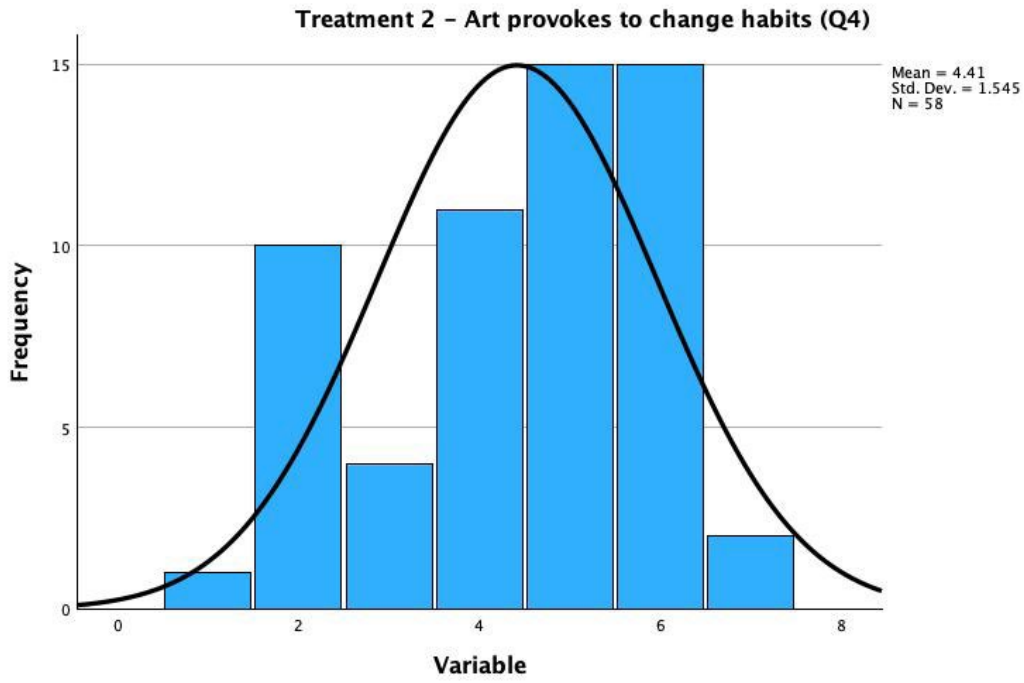


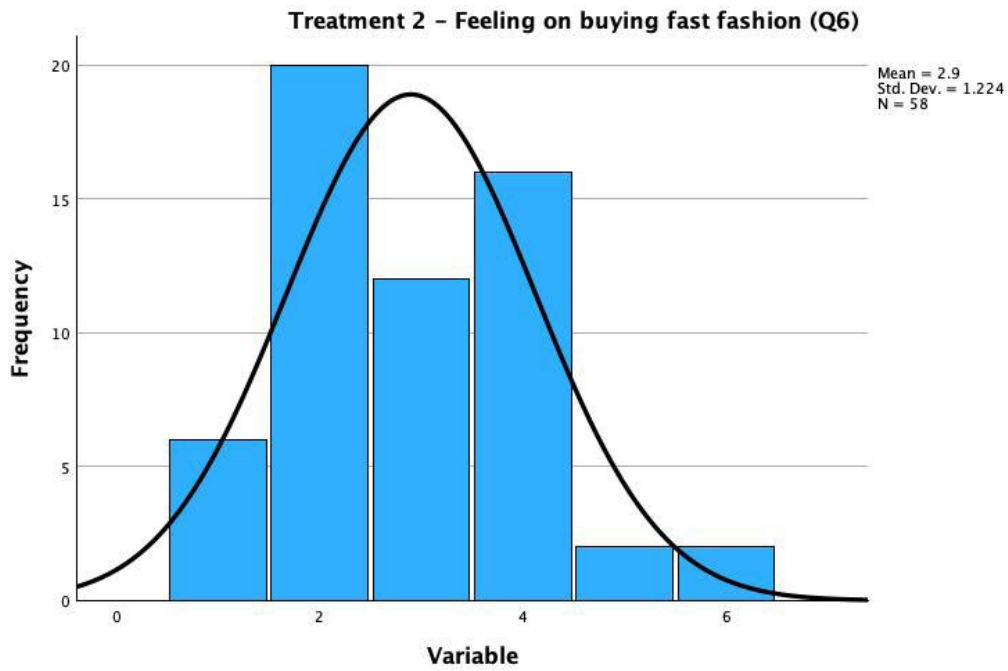


Treatment group 2



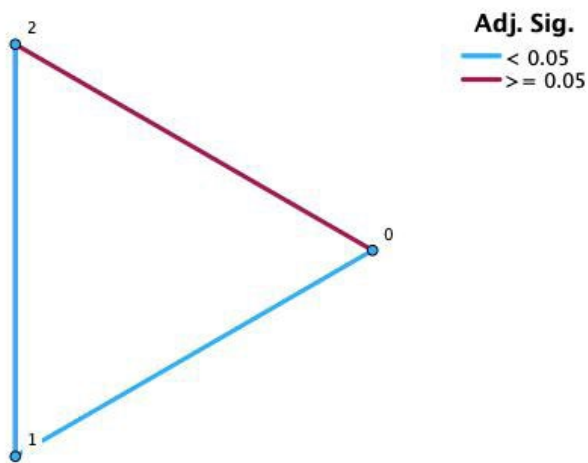






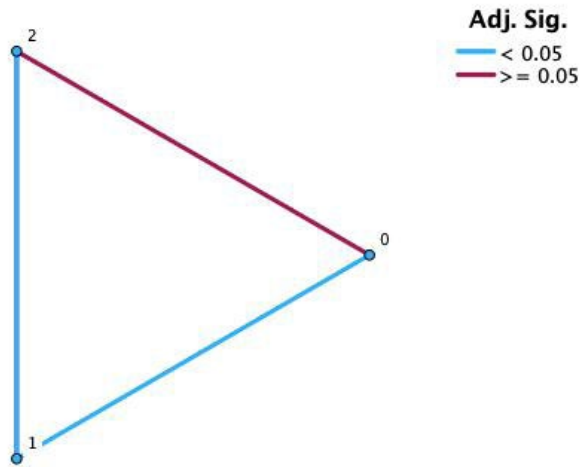
Pairwise Comparison Plots

Pairwise Comparisons of Groups on Emotional engagement (Q1)



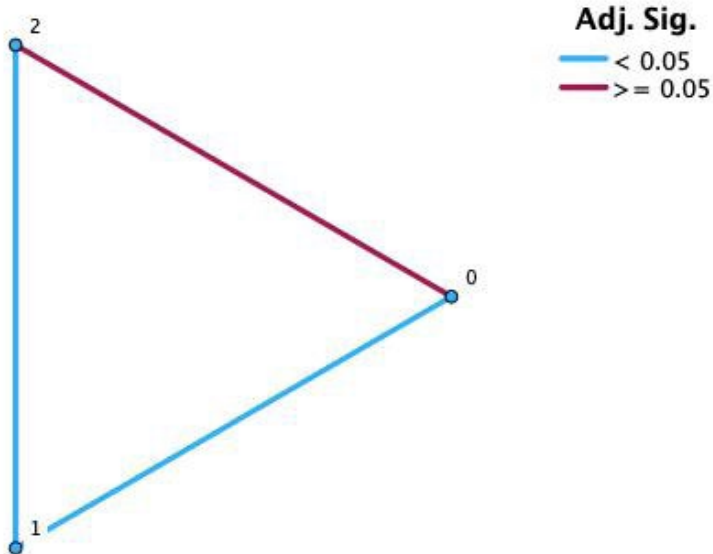
Each node shows the sample average rank of Group.

Pairwise Comparisons of Groups on Reflection (Q2)



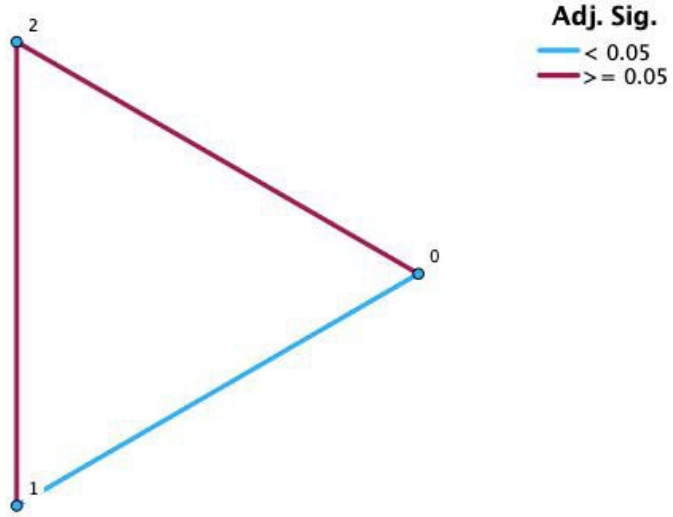
Each node shows the sample average rank of Group.

Pairwise Comparisons of Groups on prompting mindful consumption (Q3)



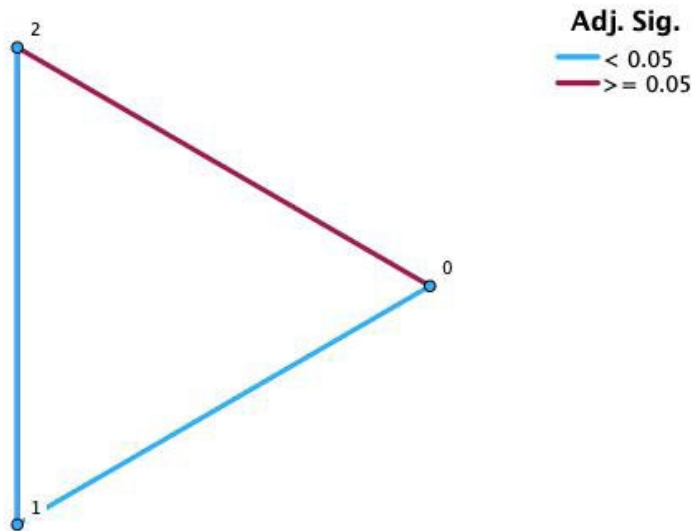
Each node shows the sample average rank of Group.

Pairwise Comparisons of Group on Change Habits (Q4)



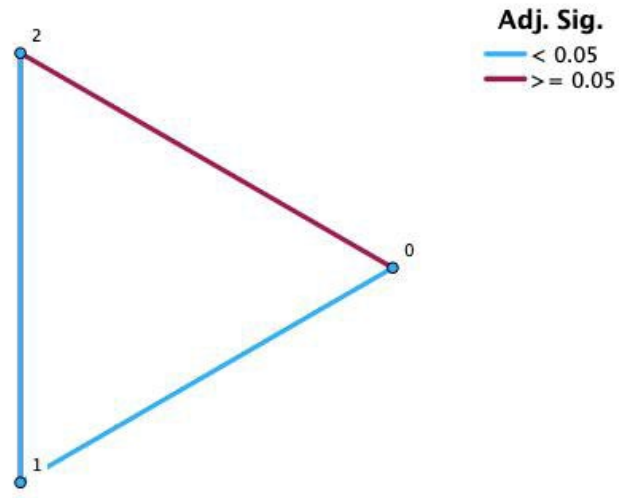
Each node shows the sample average rank of Group.

Pairwise Comparisons of Groups on Grab Attention (Q5)



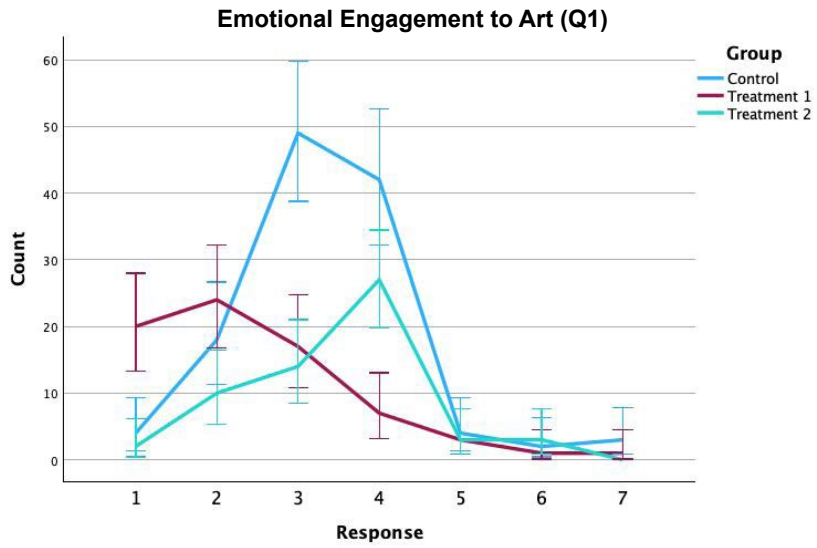
Each node shows the sample average rank of Group.

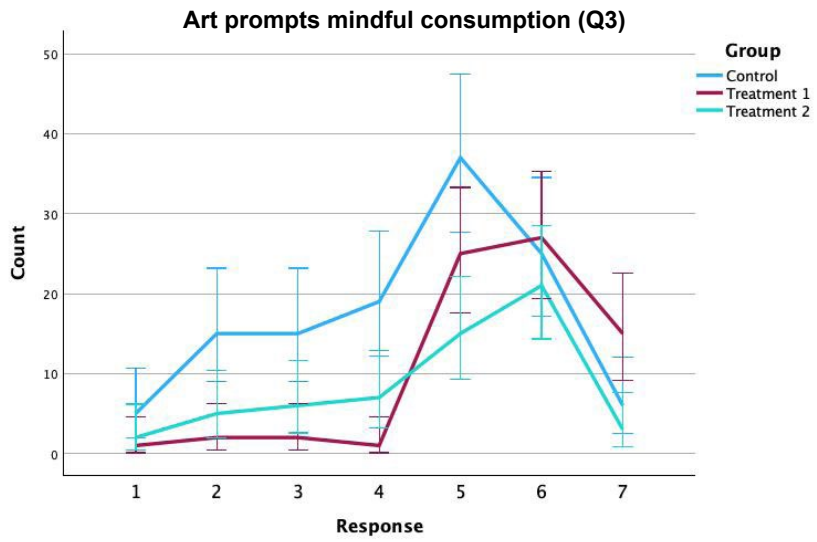
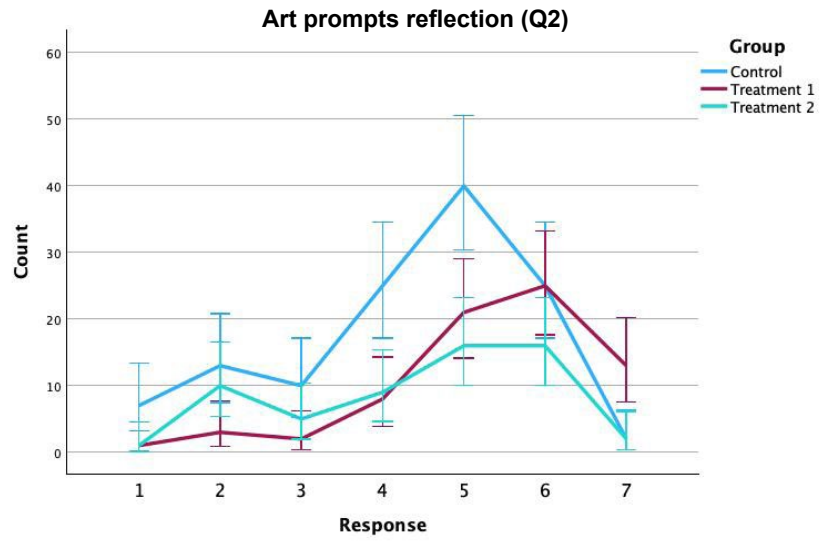
Pairwise Comparisons of Group

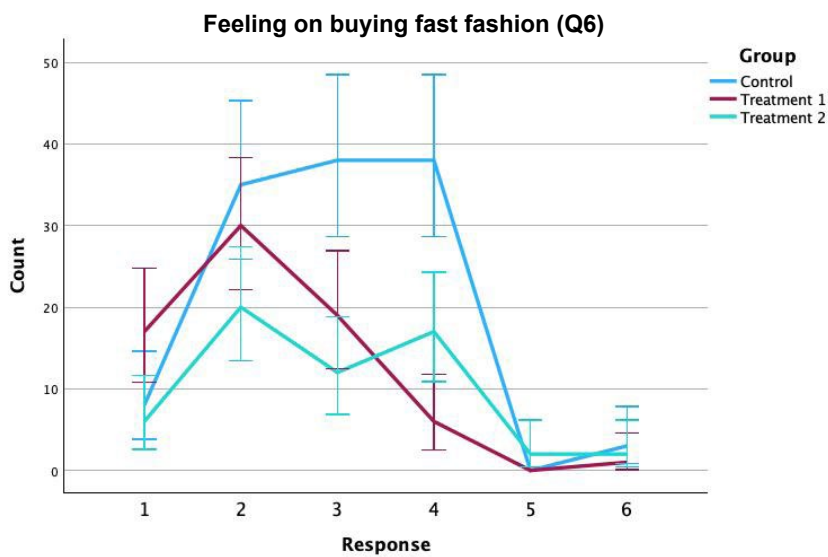
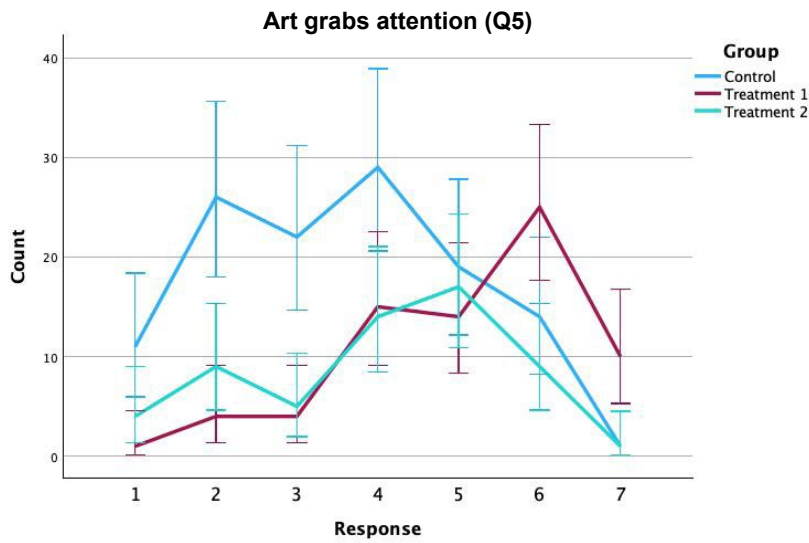
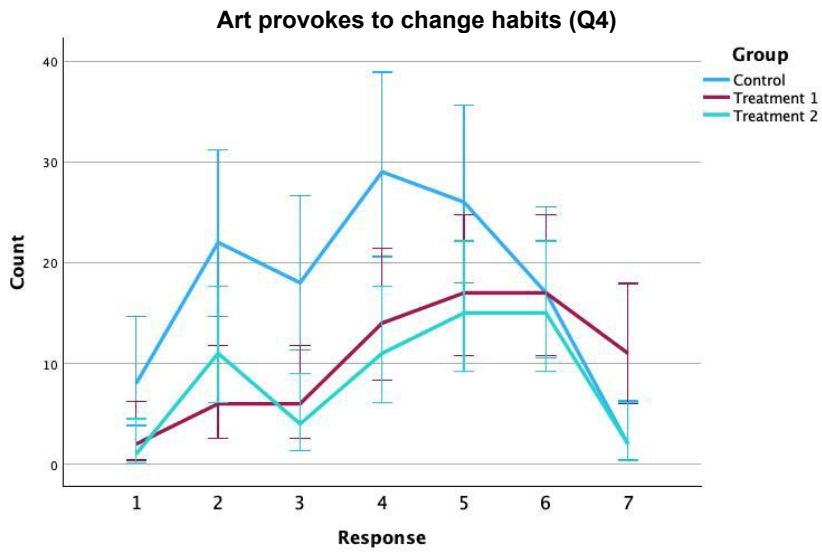


Each node shows the sample average rank of Group.

Interaction Effect Plots







Ordinal Regression of Personas per Group

Control group

		N	Marginal Percentage
Persona	You're the type of shopper that likes to go shopping for pleasure. You are motivated to explore every corner of the store in search of that special item, the hidden treasure. You take your time to reflect on each purchase, ensuring it's truly worth it. At	35	29.2%
Shopper for Experience (S4E)			
Endless Fashion Hunter (EFH)	You're driven by curiosity and excitement when it comes to shopping. Exploring new trends and styles is thrilling, and you tend to be obsessed with a new fashion find! You often buy more than needed because you enjoy the process of finding and acquiring n	25	20.8%
Mission Minded Match maker (MMM)	You're more of a methodological person when shopping. You like to strategize and spend as little time as needed. You tend to buy only what you need. If you encounter a queue for fitting, you tend to stay because that item is the one needed. You're decisiv	60	50.0%

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	336.572			
Final	288.009	48.563	34	.050

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	1081.461	1435	1.000
Deviance	282.464	1435	1.000

Link function: Logit.

Pseudo R-Square

Cox and Snell	.333
Nagelkerke	.353
McFadden	.142

Link function: Logit.

Treatment group 1

		N	Marginal Percentage
Persona	You're the type of shopper that likes to go shopping for pleasure. You are motivated to explore every corner of the store in search of that special item, the hidden treasure. You take your time to reflect on each purchase, ensuring it's truly worth it. At	16	21.9%
	You're driven by curiosity and excitement when it comes to shopping. Exploring new trends and styles is thrilling, and you tend to be obsessed with a new fashion find! You often buy more than needed because you enjoy the process of finding and acquiring n	19	26.0%
	You're more of a methodological person when shopping. You like to strategize and spend as little time as needed. You tend to buy only what you need. If you encounter a queue for fitting, you tend to stay because that item is the one needed. You're decisiv	38	52.1%

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	175.383			
Final	129.509	45.874	32	.053

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	1554.516	535	<.001
Deviance	123.711	535	1.000

Link function: Logit.

Pseudo R-Square

Cox and Snell	.467
Nagelkerke	.505
McFadden	.245

Link function: Logit.

Treatment group 2

		N	Marginal Percentage
Persona	You're the type of shopper that likes to go shopping for pleasure. You are motivated to explore every corner of the store in search of that special item, the hidden treasure. You take your time to reflect on each purchase, ensuring it's truly worth it. At	11	19.0%
	You're driven by curiosity and excitement when it comes to shopping. Exploring new trends and styles is thrilling, and you tend to be obsessed with a new fashion find! You often buy more than needed because you enjoy the process of finding and acquiring n	13	22.4%
	You're more of a methodological person when shopping. You like to strategize and spend as little time as needed. You tend to buy only what you need. If you encounter a queue for fitting, you tend to stay because that item is the one needed. You're decisiv	34	58.6%

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	164.652			
Final	114.589	50.063	33	.029

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	20304.723	527	<.001
Deviance	113.202	527	1.000

Link function: Logit.

Pseudo R-Square

Cox and Snell	.578
Nagelkerke	.613
McFadden	.302

Link function: Logit.

“To the future: where AI art in fast fashion stores turns impulsive purchases into mindful moments, inviting shoppers to pause and reflect!”

- Alice Biolchini,
Master in Strategic Design