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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 Huang et al., (2004); Lichtenstein et al. (1993) Lee & Lee (2009); Wang et al. (2012)
	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	
	Price shows quality			
	Consumers can accept the low price			
Purchase Intention (pi)	Probably purchase poor design	.752	.711	
	Probably purchase low price			
	Probably purchase low quality			
	Search information with purchase intention			

	The product importance to me			
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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
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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			