

M.S. Theses and Projects, 1984-2020
Department of Consumer and Design Sciences
College of Human Sciences, Auburn University

Jahura, Fatema – M.S. thesis: “Determinants of Consumers’ Sustainable Disposable Behavior of Clothing Items: An Application of Triandis’ Theory of Interpersonal Behavior (TIB),” directed by Dr. Amrut Sadachar, 2020.

Mahmood, Nasif – M.S. thesis: “Health Monitoring smart clothing: Understanding its Acceptance among Older Adults,” directed by Dr. Young-A Lee, 2020.

Kader, Mohammad Shahidul – M.S. thesis: “What Makes Consumers Engage? The Effects of Mobile Location-Based Advertising (MLBA) Messages on Consumers’ Engagement with a Retailer on a Location-Based Social Commerce Application (LSCa),” directed by Dr. Wi-Suk Kwon, 2019.

Ogrodnik, McKenzie – M.S. project: “Brand associations of digitally-native vertical brands: A qualitative study,” directed by Dr. W-Suk Kwon

Timyan, Annie – M.S. project: “Why do consumers love to use Lululemon’s reusable shopping bags?” directed by Dr. Amrut Sadachar, 2019.

Dance, Emily – M.S. project: Are Apparel Design and Merchandising programs’ curriculum building students’ soft skills? A pilot study regarding the presence of communication and leadership skills,” directed by Dr. Amrut Sadachar, 2018.

Green, Alexandra – M.S. thesis: “It’s Gotta be the Shoes!: Kansei/Affective Design Types in Basketball Shoes and Athlete Perceptions” directed by Dr. Veena Chattaraman, 2018.

DuPuis, Jenny Leigh – M.S. thesis: “Fashion, Forward! A Practice-Led Exploration into the Confluence of Traditional Techniques and Contemporary Technologies in Fashion and Making,” directed by Dr. Karla Teel, 2018.

Ross, Kassandra – M.S. thesis: “The Effects of Design Piracy on Consumer Perception: When Large Fashion Corporates Pirate Small Independent Fashion Designers,” co-directed by Dr. Wi-Suk Kwon and Dr. Hongjoo Woo, 2018.

Purvis, Saufeeyah – M.S. thesis: “Exploring Socialization Processes in Mothers’ Styling of their African American Millennial Daughters’ Hair,” directed Dr. Pamela Ulrich, 2017.

Merlino, Suzanne – M.S. Project: “Sit-IT: Urban Furniture for College Campuses,” directed by Dr. Melanie Duffey.

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Lou, Yana – MS.: “The Impact of International Students’ Adjustment Strains on Self-esteem, Happiness, and Engagement in Compulsive Online Buying,” directed by Dr. Sang-Eun Byun, 2016.

Baziotes, Monica – M.S. project: “Textile Product Information in Apparel Advertisements: Content Analysis of Mademoiselle, 1942-1997,” co-directed by Dr. Wi-Suk Kwon and Dr. Pamela Ulrich, 2016.

McCann, Abbi-Storm – M.S. thesis: “A Clothing Journal Study: Decision-Making Factors in Clothing Choice,” directed by Dr. Melanie Duffey, 2016.

Michaelson, Dawn – M.S. thesis: “Assessing Functional Needs of Rock Climbing Pants,” directed by Dr. Karla Teel, 2015.

Braun, Alina Maria – M.S. thesis: “The Influence of Design Complexity on Perceived Quality: The Moderating Role of Price and Brand Familiarity,” directed by Dr. Veena Chattaraman, 2015.

Han, Siyuan – M.S. thesis: “Exploring Small Retail Businesses’ Perceived Competition during Post-Recession and Perceived Importance, Benefits and Challenges of B2B Networking,” co-directed by Dr. Hyejeong Kim and Dr. Sang-Eun Byun, 2015.

Metzger, Tamara – M.S. thesis: “Consumers’ Response to Out-of-Stock Situations,” directed by Dr. Sandra Forsythe, 2015.

Ortlieb, Amber – M.S. thesis: “The Sustainable Indoor Environment: Influences on Occupants’ Workplace Wellbeing on the Auburn University Campus,” directed by Dr. Wi-Suk Kwon, 2015.

Albritton, Margaret Anne – M.S. thesis: “Aging in Place: Design Guidelines for New Construction in Residential Design,” directed by Prof. Lindsay Tan, 2014.

Belt, Virginia Lee – M.S. thesis: “Impacting the bottom line: Behavior mapping in a full-service hotel kitchen,” directed by Prof. Lindsay Tan, 2014.

Uertz, Mary – M.S. thesis: “Bridal Gown Shopping in Relation to Body Size, Image and Satisfaction, and Previous Experience and Anticipated Pleasure,” directed by Dr. Pamela Ulrich, 2014.

Montgomery, Kiara – M.S. thesis.: “Trends in Advertising Typology and Facial Cosmetic Emphasis, 1940-2010,” directed by Dr. Pamela V. Ulrich, 2014.

Beury, Patrice – M.S. thesis: “Young Female Adults’ Two-Piece Swimsuit Style Choices in Relation to Their Body Shape, Size, and Satisfaction,” directed by Dr. Pamela Ulrich, 2013.

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Faber, Martha – M.S. thesis: “Men's Body Area Shape Analysis and Outdoor Performance Clothing Fit Preferences and Issues,” co-directed by Dr. Karla Simmons and Dr. Veena Chattaraman, 2013.

Gu, Siming – M.S. thesis: “Factors Influencing Consumers' Use of Retailer's Facebook Pages: Application of the Technology Acceptance Model,” directed by Dr. Hye Jeong Kim, 2013.

Huang, Xiao – M.S. thesis: “Factors influencing university-related apparel consumption,” directed by Dr. Wi-Suk Kwon, 2013.

Jia, Zhongyuan – M.S. thesis: “Why people use fashion companies' Facebook pages: An empirical investigation,” directed by Dr. Sandra Forsythe, 2013.

Kmieck, Clarissa – M.S. thesis: “The Effect of Color on Perception of Individual and Brand Personality Traits and Approach-Avoidance Behaviors: An Implicit Theory Perspective,” directed by Dr. Veena Chattaraman, 2013.

Martin, Kelly – M.S. thesis: “Hospital Healing Garden Design and Emotional and Behavioral Responses of Visitors and Employees,” directed by Dr. Wi-Suk Kwon, 2013.

Smith, Kristie – M.S. thesis: “Exploring Adaptive Clothing Needs for Hemodialysis Patients,” co-directed by Dr. Veena Chattaraman and Dr. Pamela Ulrich, 2013.

Taylor, Elizabeth Fletcher–M.S. Project: “The Creation of Inpatient Mental Healthcare Guidelines: The Design of Safe and Effective Healing Patient Environments,” directed by Prof. Paula Peek, 2012.

Arbogast, Rachel–M.S. Project: “Comparing a Private Label Fast Fashion Brand with a Private Label Non-Fast Fashion Brand of a Department Store: Potential Impact on the Environment,” directed by Dr. Ann Beth Presley, 2012.

Titus, Jill–M.S. Project: “Retail Promotional Strategies of Online Apparel Retailers,” directed by Dr. Wi-Suk Kwon, 2012.

Seifert, Christin – M.S. thesis: “The Effects of Design Complexity and Novelty on Aesthetic Response: The Moderating Role of Centrality of Visual Product Aesthetics,” directed by Dr. Veena Chattaraman, 2011.

Sidberry, Phillip – M.S. thesis: “Effects of Body Shape on Body Cathexis and Dress Shape Preferences of Female Consumers: A Balancing Perspective,” directed by Dr. Veena Chattaraman, 2011.

Bian, Qin – M.S. thesis: “Examining U.S. and Chinese Students' Purchase Intention for Luxury Brands,” directed by Dr. Sandra Forsythe, 2010.

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Chang, Jae Youn – M.S. thesis: “The Influence of Image Congruence and Perceived Fit on e-Store Patronage Intention for Multichannel Apparel Retailers,” directed by Dr. Wi-Suk Kwon, 2010.

Johnson, Olivia – M.S. thesis: “The relationship between color cycles in home furnishings and apparel, 1969-2009,” directed by Dr. Pamela V. Ulrich, 2010.

Ross, Sumner – M.S. thesis: “Style Preference and Benefits Sought by Women for Customized Swimwear Based on Body Shape, Age, and Dress Size,” co-directed by Dr. Karla Simmons and Dr. Pamela Ulrich, 2010.

Balasubramanian, Mahendran – M.S. thesis: “Weight and Body Measurement Changes In College Freshmen,” co-directed by Dr. Pamela V. Ulrich and Dr. Karla Simmons, 2009.

Helm, Sarah – M.S. thesis: “Body Discrepancy and Body Satisfaction: Influence on Approach and Avoidance Behaviors and Emotions,” directed by Dr. Veena Chattaraman, 2009.

Mahajan, Aarti – M.S. thesis: “Comparing self and others' perceptions of adolescent girls' body size using figural stimuli and 3D body scans,” co-directed by Dr. Pamela V. Ulrich and Dr. Lenda Jo Connell, 2009.

Calabro, Angelina – M.S. thesis: “Analysis of Pant Pattern Shapes for Tween Girls Based on 3D Body Scans,” co-directed by Dr. Pamela Ulrich and Dr. Lenda Jo Connell, 2008.

Dabhade, Anjali – M.S. thesis: “Antecedents of Older Consumers' Internet Shopping for Apparel Products: Perceived Risk and Benefits and Shopping Orientation,” directed by Dr. Wi-Suk Kwon, 2008.

Dew, Leah – M.S. thesis: “College Consumers' Apparel Brand Knowledge: An Exploratory Study of Brand Awareness and Perceived Brand Category Structures,” directed by Dr. Wi-Suk Kwon, 2008.

Franson, Melissa – M.S. thesis: “The Impact of Classroom Exposure to Sustainability, Course Content, and Ecological Footprint Analysis on Student Attitudes and Projected Behaviors,” directed by Dr. Shari Park-Gates, 2008.

Washington, Imani – M.S. project: “Harvest Thrift Store: Upscale Bargain Hunting,” co-directed by Dr. Veena Chattaraman and Dr. Sandra Forsythe, 2008.

Boyd, Jennifer – M.S. project: “Pricing Strategies and SPM (Strategic Profit Model),” directed by Dr. Sandra Forsythe, 2008.

Skinner, Holly – M.S. thesis: “The Freshman 15: Weight Change in Relation to Body Image and Body Measurements,” co-directed by Dr. Lenda Jo Connell and Dr. Pamela V. Ulrich, 2008.

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Upchurch, Whitney – M.S. thesis: “Relationship Between Level of Acculturation and Clothing Preferences of Asian-Indian Females,” directed by Dr. Ann Beth Presley, 2008.

Vallone, Amanda – M.S. thesis: “A Study of the Success and Failure of Apparel Entrepreneurs,” directed by Dr. Karla Simmons, 2008.

Dai, Bo – M.S. thesis: “The Impact of Online Shopping Experience on Risk Perceptions and Online Purchase Intentions: The Moderating Role of Product Category and Gender,” directed by Dr. Sandra Forsythe, 2007.

Brock, (Mary) Katherine – M.S. thesis: “Exploring Apparel Relationships and Body Image of Tween Girls and Their Mothers Through Qualitative Analysis of Segmented Focus Groups,” co-directed by Dr. Lenda Jo Connell and Dr. Pamela Ulrich, 2007.

Dai, Bo – M.S. thesis: “The Impact of Online Shopping Experience on Risk Perceptions and Online Purchase Intentions: The Moderating Role of Product Category and Gender,” directed by Dr. Sandra Forsythe, 2007.

Mazzone, Joanna–M.S. project: “A SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis for Anders Bookstore in Auburn (with Recommendations),” directed by Dr. Sandra Forsythe, 2007.

Cavender, Carol Raye –M.S. project: “The Effects of Physical and Social Capital on Employee Job Satisfaction at Sandestin Golf and Beach Resort,” directed by Dr. Carol Warfield, 2007.

Zhang, Ou – M.S. thesis: “An Exploratory Study of Men’s Interpretation and Choices of Male Looks,” directed by Dr. Michael R. Solomon, 2007.

Seitz, Kara–M.S. project: “UV Protective Clothing as a Viable Source of Sun Protection,” directed by Dr. Lenda Jo Connell, 2006.

Sprigler, Megan – M.S. thesis: “The Aesthetics of Personal Style: The Interaction between Fashion and Interiors,” directed by Dr. Evelyn L. Brannon, 2006.

Aghekyan, Marine – M.S. thesis: “The Role of Body Mass Index and Body Shape in Perception of Body Attractiveness: Cross-Cultural Study,” co-directed by Dr. Lenda Jo Connell and Dr. Pamela Ulrich, 2005.

Farinah, Shira – M.S. thesis: “Perceptions of the Size, Shape and Attractiveness of Female Body Scans Relative to Body Mass Index,” co-directed by Dr. Lenda Jo Connell and Dr. Pamela Ulrich, 2005.

Dimer, Mehmet – M.S. project: “Product Attributes and Preferences of Turkish Undergraduate Students for Branded Apparel,” directed by Dr. Lenda Jo Connell, 2005.

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Kumar, Archana – M.S. thesis: “Relationship between Material Properties and Comfort in Commercial Athletic Wear,” directed by Dr. B. Lewis Slaten, 2004.

Battista, Christine–M.S. project: “Product Development in Home Furnishings: A Course Proposal and Resources,” directed by Dr. Evelyn Brannon, 2004.

Amendah, Eklou – M.S. thesis: “Effect of a Portal Site on Consumer Shopping Behavior Online,” directed by Dr. Jai Ok Kim, 2004.

Coskuner, Gokcen – M.S. project: “Living Room as Laboratory: Stylistic Choices As Mediators of Person Perception,” directed by Dr. Michael Solomon, 2004.

Elkady, Dina – M.S. thesis: “The Influence of Colored Light on Children’s Movement in the Classroom Environment,” directed by Dr. Marilyn Read, 2003.

Ma, Li – M.S. thesis: “Exploring Apparel Fit for Women: Body Shape and Build in Relation to Fit Problems, Body Cathexis, and Clothing Benefits,” co-directed by Dr. Lenda Jo Connell and Dr. Pamela Ulrich, 2003.

Xiao, Qianwei – M.S. project: “Writing Software Documentation for the Apparel Designer: Adobe Photoshop and Illustrator,” directed by Dr. Evelyn Brannon, 2003.

Hires, Thomas Andrina – M.S. project: “Product Attributes for a Bullet Resistant Vest,” directed by Dr. Lenda Jo Connell, 2002.

DeJesus, Catherine – M.S. project: “Denim Cycles: Fact or Fiction,” directed by Dr. Evelyn Brannon, 2002.

Wright, Christine – M.S. thesis: “An Empirical Investigation of the Effects of Virtual Service Bundling on E-Loyalty,” directed by Dr. Jai Ok Kim, 2002.

Windsor, Jeanae – M.S. project: “Developing a Retail Buying Project”, directed by Dr. Sandra Forsythe, 2002.

Maines, Michelle – M.S. project: “Colorsource: A Web Site for Color Information,” directed by Dr. Evelyn Brannon, 2002.

Lee, Seunghee – M.S. thesis: “Fashion Cycles in Floor Coverings, 1950-2000,” directed by Dr. Pamela Ulrich, 2002.

Shi, Bo—M.S. thesis: “Internet Consumers’ Risk Perception and Online Behavior,” directed by Dr. Sandra Forsythe, 2001.

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Xiao, Ge – M.S. thesis: “Online Shopping Consumer Loyalty,” directed by Dr. Jai Ok Kim, 2001.

Ahmed, Samah – M.S. Thesis: “The Impact of Branded Product Attributes on Value Perceptions and Intentions-to-Buy Active Wear,” directed by Dr. Sandra Forsythe, 2001.

Li, Xue – M.S. thesis: “Building Brand Loyalty through Consumers’ Perceived Value,” directed by Dr. Sandra Forsythe, 2001.

Alexander, Marina – M.S. thesis: “Understanding the Fit Preferences of Female Consumers through Body Cathexis: Clothing Benefits Sought and Demographics Based on Different Body Types,” directed by Dr. Lenda Jo Anderson, 2000.

Manuel, Melissa – M.S. thesis: “Understanding Fit Preferences of Black Female Consumers,” directed by Dr. Lenda Jo Anderson, 2000.

McFee, Stephanie – M.S. project: “Uniformity: An Online Investigation of Satisfaction with the Security Guard Uniform,” directed by Dr. Michael Solomon, 2000.

Caine, Christie – M.S. thesis: “An Evaluation of the Impact of a Technology Transfer Program for Small Textile and Apparel Manufacturers in Alabama,” co-directed by Dr. Pamela Ulrich & Dr. Lenda Jo Anderson.

Moss, Tywanda – M.S. thesis: “Apparel Entrepreneurs Marketing on the World Wide Web: Consumer Preferences and Site Design,” directed by Dr. Evelyn Brannon, 1999.

Batey, Dorothy – M.S. thesis: “Effect of Cue Utilization on Purchase Intention for Apparel Products,” directed by Sandra Forsythe, 1998.

Gao, Shuo – M.S. thesis: “Mass Customization,” co-directed by Dr. Evelyn Brannon and Dr. Lenda Jo Anderson, 1998.

Zhong, Jifeng – M.S. thesis: “Moisture Transfer in Clothing under Different Conditions,” Co-directed by Dr. B. Lewis Slaten and Dr. Jai-Ok Kim, 1998.

Zhou, Lei – M.S. thesis: “Effect of Contextual Variations in Fashion Advertisements on Consumers’ Perception of Products and Advertisements,” directed by Dr. Michael Solomon, 1998.

Biedron, Melissa – M.S. thesis: “Profiles of Women Interested in Options for Mass Customization,” directed by Dr. Lenda Jo Anderson, 1998.

Wu, Weifang – M.S. thesis: “Consumers Interested in and Satisfaction with Co-Designing

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Apparel in a Customized Design Scenario by Using Computer-Aided Design System,” Co-directed by Dr. Lenda Jo Anderson & Dr. Pamela Ulrich, 1998.

Wang, Chen-Chen – M.S. thesis: “Relationship of Fabric Handle Measured by the Extraction Method with Physical Properties for Selected Fabrics,” directed by Dr. Buster Lewis Slaten, 1997.

Noh, Mijeong – M.S. thesis: “Fashion Forecasting: The Delphi Method,” directed by Dr. Pamela Ulrich, 1997.

Zhang, Jianian – M.S. thesis: “Retailing in China: Situation Assessment and Entry Strategy,” directed by Dr. Jai-Ok Kim, 1996.

Peavy, Karla – M.S. thesis: “An Investigation of Expert Evaluations of Market Turbulence in the Apparel Industry”, directed by Dr. Lenda Jo Anderson, 1996.

Mants, Katanga – M.S. thesis: “The Menswear Consumer: Personal Values, Style and Brand Preference and Shopping Behavior,” directed by Dr. Evelyn Brannon, 1996.

Baker, Kimberly – M.S. thesis: “A Multi-Method Investigation of Trend Evolution: Exploring Quilts in the Media,” co-directed by Dr. Evelyn Brannon and Dr. Pamela Ulrich, 1996.

Dunn, Nancy – M.S. thesis: “A Cross-Cultural Comparison of Consumers’ Perceptions of Apparel Quality,” directed by Dr. Lenda Jo Anderson, 1996.

Sehgal, Rajesh – M.S. thesis: “The Relationship of Fashion Opinion Leadership, Apparel Style Preferences, Demographics, and Factors Affecting Consumers’ Decisions to Shop in Two Ladies Sportswear Outlets,” directed by Dr. Lenda Jo Anderson, 1996.

Ou, Limin – M.S. thesis: “Modeling and Forecasting Textile and Apparel External Trade of Greater China,” directed by Dr. Carol Warfield, 1995.

Fiscus, Patricia – M.S. thesis: “An Investigation of Consumer Preferences for Retail Storefronts,” directed by Dr. Evelyn Brannon, 1995.

Weeks, Whitney – M.S. thesis: “Preferences for Mediated vs. Non-Mediated Shopping Experiences among Female Consumers,” co-directed by Dr. Evelyn Brannon & Dr. Pamela Ulrich, 1995.

Ni, Xieming – M.S. thesis: “SEM/EDS Studies of Particle-Grafted Cotton Fibers/Fabrics, directed by Dr. B. Lewis Slaten, 1995.

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Peacock, Dana – M.S. thesis: “Factors Affecting the Acceptance of an Electronic Sourcing Database Prototype by Apparel Product Developers in Two Specialty Retail Stores,” directed by Dr. Lenda Jo Anderson, 1994.

Valencia, Maria – M.S. thesis: “The Effect of Intrinsic Attributes, Brand Name, and Price on Apparel Product Evaluation of Mexican Female Shoppers,” directed by Dr. Sandra Forsythe, 1994.

Duff, Susan – M.S. thesis: “The Effect of Retailers’ Evaluation on Forecasts for new Products: A Participant Observer Study,” directed by Dr. Lenda Jo Connell, 1994.

Wilson, Karen – M.S. thesis: “Consumer Quality Perceptions of Men’s Dress Shirts Using no External Cues,” co-directed by Dr. Sandra Forsythe & Dr. Ann Beth Presley, 1993.

Seitz, Kristina – M.S. thesis: “Historic Fashion Cycles of Women’s Daywear in Television Sitcoms: 1952-1992,” directed by Dr. Carol Warfield, 1993.

Redwine, Ann – M.S. thesis: “Women’s Suiting Fabrics for Warm Climates,” directed by Dr. Carol Warfield, 1991.

Owens, Sharon – M.S. thesis: “Selection and Training Procedures of Overseas Managers in the Apparel and Textiles Industry,” directed by Dr. Carol Warfield, 1991.

Lin, Shu-Hwa – M.S. thesis: “Apparel Industry Sewing System Study,” directed by Dr. Carol Warfield, 1990.

Hashim, Aziah – M.S. thesis: “Effects of Smolder-Resistant Finishes, Soil-Repellent Finishes, Types of Soils and Cleaning Methods on Smolder-Resistance and Soiling Characteristics of Upholstery Fabrics,” directed by Dr. Carol Warfield, 1986.

Brumbelow, Julie – M.S. thesis: “The Effectiveness and Cleanability of Antimicrobial Finishes on Carpet Tiles,” directed by Dr. Carol Warfield, 1986.

Allen, Melanie – M.S. non-thesis: “An Accelerated Wear Study of Women’s Hosiery,” directed by Dr. Carol Warfield, 1986.

Brummett, Debra – M.S. thesis: “Japanese Retailing Strategy in Fashion Apparel: Marketing to the Young Japanese Consumer”, co-directed by Dr. Carol Warfield & Dr. Mary Barry, 1984.

Ywei, Yii-Ywien (Eva) – M.S. thesis: “Group Technology and Its Applicability to Apparel Production—An Exploratory Study,” 1984.