PURCHASE OF FAST-FASHION BY YOUNGER CONSUMERS IN INDONESIA: DO WE LIKE IT OR DO WE HAVE TO LIKE IT?

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ABSTRACT

Introduction/Main Objectives: Fast-fashion has been contributing to growth in the fashion industry globally by shortening its life cycle and transforming the behavior of companies as well as younger consumers. **Background Problems**: Younger consumers are generally motivated to purchase products, especially those considered to be image-enhancing, not only externally (e.g. subjective norms and behavioral control) but also internally (e.g. intention to look good, positive attitude), yet it is unclear which motivation is the more dominant one. **Novelty**: This study combines two concepts, namely the theory of planned behavior that explains how internal and external motivation shapes younger consumers' purchasing behavior, and vanity as the internal motivation that drives them to purchase fast-fashion. **Research Methods**: This study was conducted through an online survey of young consumers, who are active on social media, for data collection, resulting in 336 valid responses; the data were analyzed with structural equation modeling. **Findings/Results**: It was found that attitude was the most important determinant of the purchase intention, followed by physical vanity, the subjective norm, and perceived behavioral control. Further, perceived behavioral control also has a significant positive relationship with purchasing behavior. **Conclusion:** Younger consumers are more affected by their intrinsic motivation to consume fast-fashion compared to the extrinsic motivation from society. This information is useful for marketers to improve their communication strategies by emphasizing individual values that may shape positive attitudes, such as quality and comfort.

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INTRODUCTION

The fashion industry is currently experiencing a shortened life cycle by its adoption of fast-fashion business strategies (Barnes and Lea-Greenwood, 2010; Cachon and Swinney, 2011 in Joung, 2014). Fast-fashion, as a business strategy, is widely known as a business model that provides the latest fashion trends along with a fast response to consumer demand at affordable prices (Choi, 2014; Jin et al., 2012 in Su and Chang, 2018). The aim of fast-fashion's business strategy is to reduce the time from the production process to consumption, thus providing benefits for consumers, namely the availability of the latest fashion styles at the lowest prices possible (Joung, 2014).

Prominent players in the fast-fashion industry are mostly retailers like Zara and H&M that produce top-class fashionable clothing with the latest styles at relatively affordable prices, and deliver them to consumers every few weeks regardless of the season (Bhardwaj and Fairhurst, 2010; Bianchi and Birtwistle, 2010; Byun and Sternquist, 2011 in Joung, 2014). Most consumers are often tempted by the latest fashionable styles, coupled with affordable prices, which drive them to impulsively buy and consume fast-fashion products. In addition, the media and magazines covering fashion news, catwalk styles, and celebrity styles, are assumed to influence the behavior as well. These facts showed that consumers would always want novelty and variation in appearance (Barnes and Lea-Greenwood, 2010 in Joung, 2014).

Fast-fashion has transformed the way people shop, especially for Generation Y (Gen-Y)which represents the younger consumers. They tend to have the highest proportion of new clothing compared to other generations. The You Gov Omnibus survey (2017) proves that 41 percent of Gen-Y bought half of their clothing in the past year. This generation also tends to throw away clothes that have been disliked in less than one year. Of them, 61 percent reported that the clothes were too small, 38 percent reported that they were damaged, and 21 percent reported that they were bored of wearing these clothes. This implies that the changes in the fast-fashion styles offered by the fast-fashion industry have shortened Gen-Y's clothing cycle.

The progress of the fast-fashion industry globally had also penetrated Indonesia, making it important for marketers "to understand who is a consumer, where to find consumers, and what factors drive consumer behavior" (Hung et al., 2011). In other words, marketers are required to understand the factors that motivate consumers, especially Gen-Y in Indonesia, to buy fast-fashion products. Previous research by Jain et al. (2017) tried to understand consumer behavior when purchasing luxury fashion products in India by utilizing the TPB concept (Ajzen, 1991). Based on the literature, the consumption of luxury goods is a function of social and personal orientation, so it has an important role in explaining individual values and social values (Choo et al., 2004; Jain et al., 2017). In terms of price, luxury fashion products are in contrast to fast-fashion products that seek to offer relatively low prices. However, in its function, the consumption of fast-fashion goods also has an important role in explaining individual and social values.

TPB concept is utilized in this study to examine the factors that influence younger consumers' intentions and behavior toward the purchase fast-fashion products. In addition, there is a unique factor that will be examined for its influence on purchase intentions, namely the trait of vanity. Previous research has shown that vanity has a significant influence on consumers' purchase intentions(Hung et al., 2011). In fashion's context, previous research utilizing TPB proves that there is a positive correlation

between the purchase intention and purchase behavior toward luxury fashion products (Soh et al., 2017), yet little has been done in the context of fast-fashion for young consumers. Variables in TPB and vanity are combined to explore a more comprehensive understanding of younger consumers' behavior when purchasing fast-fashion.

LITERATURE REVIEW

There are many previous studies that utilize the theory of planned behavior (Ajzen, 1991) to study consumers' intentions and behavior, yet this is the first to integrate the concept of vanity into one study. TPB is widely known as a development of the theory of reasoned action (TRA) which is often assumed to be insufficient to measure human behavior because it requires resources and other collaborations, giving rise to the need for further theory development (Soh et al. 2017). In this study, additional variables derived from the trait of vanity theory are proposed as additional determinant factors to the consumer purchase intention variable. The TPB model has been applied to several empirical studies that have been carried out in the past on different types of social behavior (Klobas and Clyde, 2000; Jain et al., 2017).

TPB focuses on three variables that serve as the basis of the theory, namely the subjective norm, attitude, and perceived behavioral control. The subjective norm emanates from how individuals perceive their external environment, where a particular behavior is influenced by the judgment of others, such as family, friends, parents, etc. On the other hand, attitude and perceived behavioral control have a stronger internal effect (such as belief in oneself), where an individual perceives whether he/she has a positive or negative tendency (attitude), and how easy it is to behave in a certain way (perceived behavioral control).

With ubiquitous choices, consumers face situations on a daily basis where they have to decide which clothes to wear to maintain their social position (Quibell, 2012). When discussing Gen-Y, social position matters to them because it determines the role they occupy when interacting with others in their surroundings. Gen-Y would then put their utmost effort into looking good to be seen positively by others. Fashionable apparel enables Gen-Y to express their image and identity. The trait of vanity itself can be interpreted as excessive attention, and/or a positive view of one's physical appearance or personal achievement (Hung et al., 2011). When someone wears fashionable clothes and has the desired body image, this will be a means to maintain self-esteem and build social prestige (Bakewell et al., 2006; Wong and Malone, 2016). However, Morgan and Birtwistle (2010) found that young consumers who have a relatively high level of knowledge about fashion, who reach the status of avid consumers, could easily be affected by external exposure (media, peers, families) hence the external factors also affect how they would choose and purchase their garments.

1. Attitudes and Purchase intention

Attitude is the first determinant of intention; the better a person's attitude is with regard to behavior, the stronger the individual's intention to do the behavior that is being considered (Ajzen, 1991). Armitage and Conner (2001, in Hegner et al., 2017) also explained that the more positive the attitude toward a behavior is, the stronger the individual's intention is to carry out that behavior. Another study by Jin and Kang (2011, in Jain et al., 2017) concluded that attitudes were the most important predictors of purchase intentions, as seen in Chinese consumers' intentions to purchase foreign clothing brands. Research conducted by Son and

Jin (2013, in Jain et al., 2017) also found that attitudes have a significant positive influence on Indian consumers' purchase intentions toward foreign brand goods. In addition, there have been many studies in the past with a variety of different settings that prove that attitudes positively influence intentions(Zhang et al., 2005; Ling, 2009; Sanyal et al., 2014 in Jain et al., 2017). The first hypothesis is proposed as follows:

H1: Attitude has a positive and significant influence on the purchase intention among younger consumers of fast-fashion products.

2. Subjective norms and purchase intentions

Ajzen (1991) reveals that the better the subjective norm is, with respect to behavior, the stronger the individual's intention is to perform the behavior that is being considered. Previous research has proven the positive relationship between subjective norms and purchase intentions. Research by Kim and Karpova (2010, in Jain et al., 2017) found that subjective norms have a significant positive influence on students' intentions to purchase counterfeit fashion items in the United States. Similar results also emerged from different settings (for detailed examples, see the work of Fishbein and Ajzen, 1975; Ajzen, 1991; Kim and Karpova, 2010; May, 2005 in Jain et al., 2017). Jain et al. (2017) found that subjective norms have a positive influence on consumers' purchase intentions for luxury fashion products in India. The second hypothesis is proposed as follows:

H2: Subjective norms have a positive and significant effect on the purchase intention among younger consumers of fast-fashion products.

3. Perceived behavioral controls and purchase intentions

Ajzen (1991) stated that the greater the perceived behavioral control, the stronger the individual's intention to carry out the behavior under consideration. Research conducted by Ling (2009, in Jain et al., 2017) found that perceived behavioral control had a significant positive influence on the purchase intention of luxury goods among Chinese consumers, and was the most important determinant when explaining the purchase intention. Several previous studies, with various contexts, also prove that there is a significant positive relationship between perceived behavioral control and purchase intention (Lee and Ho, 2002; Teo and Pok, 2003; Shih and Fang, 2004; May, 2005 in Jain et al., 2017). Jain et al. (2017), however, concluded that the relationship between perceived behavioral control and purchase intention was not significant for Indian consumers' behavior, in the context of their consumption of luxury fashion products. This is contrary to the findings of most studies, which state that there is a significant positive relationship between perceived behavioral control and the purchase intention (Kang et al., 2006; Lim and Dubinsky, 2005; Ling, 2009; Son and Jin, 2013 in Jain et al., 2017). The third hypothesis is proposed as follows:

H3: Behavioral controls are perceived to have a positive and significant effect on the purchase intention among younger consumers of fast-fashion products.

4. Perceived behavioral control and purchase behavior

The TPB model has tried to predict behavior by combining perceived behavioral and intentional controls simultaneously, and the results show that the two variables correlate quite well with behavior (Ajzen, 1991). Perceived behavioral control could be illustrated by the opportunities and/or resources (time, money, skills, etc.) that

individuals have (Miller, 2005 in Jain et al., 2017). The direct relationship that is created between perceived behavioral control and behavior may be caused by the increased opportunities and resources a person has, so that the individual's self-confidence increases about him/her performing a certain behavior (Gopi and Ramayah, 2007).

Further, Gopi and Ramayah (2007) found that the intention to use internet stock trading among Malaysian investors showed the significant effect of perceived behavioral controls on the behavior of using the Internet for stock trading. Several past studies with different settings have also found a significant positive relationship between perceived behavioral control and purchase behavior (Ajzen, 1991; Lynne et al., 1995 in Jain et al., 2017). Jain et al. (2017) studied consumer behavior in India and found that perceived behavioral control had a positive influence on consumers' purchasing behavior toward luxury fashion products. The fourth hypothesis is proposed as follows:

H4: Perceived behavioral control has a positive and significant effect on the purchase intention among younger consumers of fast-fashion products.

5. Physical vanity and consumer purchase intentions

Physical vanity is the first factor that reflects a person's pride. The trait of vanity has an influence on consumer purchase intentions (Hung et al., 2011). According to Wang and Waller (2008, in Soh et al., 2017),individuals have an internal desire to express their physical vanity by purchasing luxury goods. The greater the level of physical vanity a person has, the greater the person's intention to carry out purchasing behavior that can meet his/her physical appearance needs. Mamat et al. (2016, in Soh et al., 2017) found that physical vanity

had a significant positive effect on Malaysian consumers' purchase intention of luxury bags with foreign brands. Further, research by Hung et al. (2011) conducted in Taiwan found that physical vanity had a significant positive effect on consumers' purchase intentions of products with luxury brands. Soh et al. (2017) also found that physical vanity had a significant positive influence on Generation Y's purchase intentions toward luxury fashion products in Malaysia. Durvasula et al. (2001, in Hung et al., 2011) states that physical vanity has a strong connection with the consumption of luxury fashion brands. The fifth hypothesis is proposed as follows:

H5: Physical vanity has a positive and significant effect on the purchase intention among younger consumers of fast-fashion products

6. Achievement vanity and consumer purchase intention

Research conducted by Workman and Lee (2013) and Sedikides et al. (2007, in Soh et al., 2017) about aspects of vanity and public self-awareness explains that purchasing fashion items is not only motivated by the consumers' desire to improve their physical appearance, but also to improve their professional achievements. Just like physical vanity, individuals also have an internal desire to express their achievement vanity by purchasing luxury goods (Wang and Waller, 2008 in Soh et al., 2017). The greater the level of vanity achieved by a person, the greater the intention of that person is to perform purchase behavior to reflect their professional achievements.

Hung et al. (2011) found that achievement vanity had a significant positive effect on Taiwanese consumers' purchase intentions of luxury branded products. Soh et al. (2017) also confirms that achievement vanity has a significant positive effect on Gen-Y's purchase

intentions of luxury fashion products in Malaysia. However, in research undertaken with in the context of buying fast-fashion products, the researcher wanted to prove a positive relationship was formed between achievement vanity and the purchase intentions of Gen-Y for fast-fashion products, however it is unclear if this relationship formed. The sixth hypothesis is proposed as follows:

H6: Achievement vanity has a positive and significant effect on the purchase intention among younger consumers of fast-fashion products.

7. Purchase intention and purchase behavior

Intention is a factor that motivates a person to perform the behavior desired by that person (Ajzen, 1991), where the greater the individual's intention to behave is, the greater the likelihood is of the individual carrying out the intended behavior. Research by Campbell and Fairhurst (2016, in Soh et al., 2017) found that the purchase intention has a significant positive influence on the purchase behavior for organic food. Research by Lai and Cheng (2016, in Soh et al., 2017) also found that the purchase intention had a significant positive effect on Gen-Y's purchase behavior in Hong Kong. Previous research with a variety of different settings also proved that the purchase intention had a significant positive effect on purchasing behavior (Jin and Kang, 2011; Bian and Forsythe, 2012; Li et al., 2012; Zhang and Kim, 2013 in Jain et al., 2017).

In the context of purchasing luxury fashion products in India, Jain et al. (2017) found that the relationship between the purchase intention and purchase behavior was not significant. This finding contradicts previous findings, which state that the purchase intention has a significant positive effect on purchasing behavior (Gomley, 1974; Young et al., 1998 in Jain et al., 2017). As

previously explained, a positive and significant relationship between intention and a consumer's purchase illustrates that one's intention motivates one's purchase behavior. Thus the seventh hypothesis is proposed as follows:

H7: Purchase intention has a positive and significant effect on the purchasing behavior toward fast-fashion products among younger consumers.

8. Research model

This research model is a modification of the theory of planned behavior (TPB) model by adding the role of the trait of vanity, which influences the purchase intention. The TPB model in this study was used to prove the determinant factors of the intention and behavior of younger consumers in purchasing fast-fashion products. Factors such as perceived attitudes, subjective norms, and behavioral controls act as conceptually independent variables that have a positive influence on purchase intentions. The model is shown in Figure 1.

METHOD, DATA, AND ANALYSIS

This study has a quantitative approach, utilizing an online survey as its primary method for collecting data. The population in this study is younger consumers who are categorized as being Gen-Y, with high mobility. Potential respondents are purposively sampled as Gen-Y members who have ample experience in shopping for fast-fashion products for at least six months. Gen-Y refers to those who tend to be educated, smart in using the Internet, and passionate about shopping (Soh et al., 2017). In terms of age range, Gen-Y are those who were born between 1980 and 1994. Gen-Y tends to spend money freely when they have spare cash (Mamat et al., 2016 in Soh et al., 2017). This sample is considered congruent to the population of young people with high mobility. The fast-fashion
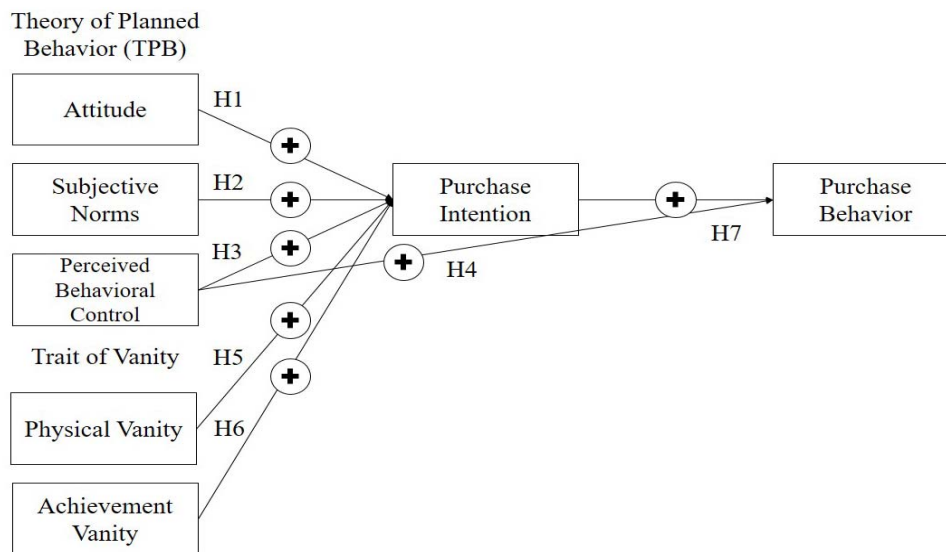
Figure 1. Research Model

context is chosen because its products exploit the young consumer segment by offering the latest designs and direct satisfaction from the identity that is formed when using the product (Barnes and Lea-Greenwood, 2006; Carpenter and Fairhurst, 2005; Jin et al., 2012; Joung, 2014; Joy et al., 2012; Kim et al., 2013; Watson and Yan, 2013, in Su and Chang, 2018). Fast-fashion products can be easily and quickly adopted by young consumers, especially Gen-Y, although they may have limited financial resources, they still want to wear clothes that are trendy and visible in their social environment (Joung, 2014; Park and Sullivan, 2009 in Su and Chang, 2018).

Data were collected over a one-week time period utilizing an online questionnaire consisting of 29 questions and a demographic profile. The questionnaire was distributed through various kinds of social media such as Line, WhatsApp, and Instagram. We were able to collect data from 349 respondents, but only 336 (96.3%) of their replies were valid for further analysis. Before conducting the analysis, a validity and reliability test was performed to ensure the accuracy and consistency of the research instruments (Sekaran and Bougie, 2016).

There were two validity tests conducted in this study: for convergent and discriminant validity. To fulfill the convergent validity requirement, the outer loading value must be greater than 0.7 and the average variance extracted (AVE) value must be greater than 0.5 (Hair et al., 2010). To fulfill the discriminant validity, the cross loading value must be greater than 0.7 in one variable (Hair et al., 2010) and the AVE root value for each construct must be greater than the latent variable's correlation value (Hair et al., 2010), and the heterotrait–monotrait ratio of correlationsshould be under 0.90 (Henseler et al., 2015). The result of the validity and reliability test is summarized in Table 1 and Table 2. The result showed that the factor loading, AVE, AVE roots, and HTMT value all fulfilled the requirements (Hair et al., 2010). Thus, the discriminant validity in each measurement item is fulfilled.

To fulfill the construct's reliability, Cronbach's alpha value must be greater than 0.6 and the composite reliability value must be greater than 0.7 (Hair et al., 2008). Table 1 presents that each construct has a Cronbach's alpha value greater than 0.6 and each construct has a composite reliability value greater than 0.7 (Hair et al., 2010). This proves that each construct has fulfilled the rule of thumb for reliability testing, so that reliability is fulfilled.

Table 1 Validity and reliability test result

		Cross Loading	AVE	AVE Roots	Alpha	CR
SI	SI1	0.810	0.612	0.782	0.787	0.863
	SI2	0.720				
	SI3	0.786				
	SI4	0.809				
NS	NS1	0.927	0.823	0.907	0.787	0.903
	NS2	0.887				
KK	KK2	0.866	0.725	0.852	0.811	0.888
	KK3	0.823				
	KK4	0.865				
KF	KF1	0.792	0.661	0.813	0.828	0.886
	KF2	0.841				
	KF3	0.869				
	KF5	0.746				
KP	KP1	0.816	0.641	0.800	0.817	0.877
	KP2	0.829				
	KP3	0.825				
	KP4	0.727				
NP	NP1	0.866	0.768	0.876	0.849	0.909
	NP2	0.886				
	NP3	0.877				
PP	PP1	0.837	0.722	0.850	0.872	0.912
	PP2	0.860				
	PP3	0.877				
	PP4	0.825				

Description: SI = Attitude; NS = Subjective Norms; KK = Perceived Behavioral Control; KF = Physical Vanity; KP = Achievement Vanity; NP = Purchase Intention; PP = Purchasing Behavior
Source: Primary Data, 2018

Table 2. HTMT result

	SI	NS	KK	KF	KP	NP	PP
SI							
NS	0.645						
KK	0.722	0.689					
KF	0.692	0.749	0.783				
KP	0.730	0.862	0.663	0.839			
NP	0.658	0.731	0.746	0.629	0.874		
PP	0.897	0.743	0.626	0.711	0.627	0.772	

Description:
SI = Attitude; NS = Subjective Norms; KK = Perceived Behavioral Control; KF = Physical Vanity; KP = Achievement Vanity; NP = Purchase Intention; PP = Purchasing Behavior
Source: Primary Data, 2020

The valid data were further analyzed through structural modeling on PLS to get a thorough understanding of the research model. PLS is chosen to compare the multiple independent variables and multiple dependent variables, with the aim of predicting the effect of the independent variables on the dependent variable, and explaining the theoretical relationship between the two variables (Hair et al., 2012).

RESULT AND DISCUSSION

1. Characteristics of Respondents

Table 3provides a detailed profile of our respondents. It can be clearly seen that most of the respondents are female (60.1 percent), in the age group of 18-25 years old (96.7 percent), they are high school graduates (54.5 percent),and most are now students (78.3 percent), having a monthly income of USD106 to USD177 (36.9 percent) and reside in Yogyakarta. The demographic characteristics fit with the profile of younger consumers, thus it is expected that this study will contribute to the understanding of younger consumers' behavior. However, careful interpretation is needed since this study is not a representation of the whole of Indonesia as a country.

With ubiquitous fast-fashion brands in the market, we want to identify which brands our respondents frequently purchase. Table 4 shows that H&M is most frequently bought (67.3 percent) by our respondents, followed by Pull & Bear (53 percent), Uniqlo (45.8 percent) and Zara (45.2 percent). This is in line with the facts obtained from a survey of the best-selling fashion brands by Fe Male Radio (2017), where H&M ranked second, Zara was third, and Uniqlo was sixth in the top ten best-selling fashion brands in Indonesia. Table 4 also presents the average transaction value for our respondents regarding their monthly expenditure on fast-fashion items. Most of our respondents spent USD18 to USD35 to buy fast-fashion items per month and it implies that there are limitations on the financial resources amongst the respondents, which may limit their ability to obtain their favorite fast-fashion items. With that range of expenditure, Gen-Y can only buy a maximum of one item of fast-fashion clothing plus one accessory item, or several items but not clothing.

Table 3. Profile of respondents

Respondents' Characteristics	Description	Number of Respondents	
		Frequency	Percentage
Gender	Female	202	60.1%
	Male	134	39.9%
Age	18-25 years	325	96.7%
	26-35 years	7	2.1%
	36-40 years	4	1.2%
Formal education	High school	183	54.5%
	Diploma	5	1.5%
	Bachelor	148	44%
Job	Student	3	0.9%
	College student	263	78.3%
	Employee	49	14.6%
	Entrepreneur	12	3.6%
	Others	9	2.7%
Monthly income	< USD105	93	27.7%
	USD106 – USD177	124	36.9%
	USD178 – USD250	46	13.7%
	> USD251	73	21.7%
Residence	Jakarta	57	17%
	Banten	5	1.5%
	West Java	37	11%
	Central Java	15	4.5%
	East Java	29	8.6%
	Yogyakarta	193	57.4%

Source: Primary Data, 2018

Table 4. Respondents' shopping experience

	Description	Number of Respondents	
		Frequency	Percentage
Most favored	Zara	152	45.2%
fast-fashion	Pull & Bear	178	53%
brand	Stradivarius	100	29.8%
	Bershka	58	17.3%
	Mango	45	13.4%
	Topshop	25	7.4%
	Cotton On	70	20.8%
	New Look	21	6.3%
	Forever 21	60	17.7%
	H&M	226	67.3%
	Uniqlo	154	45.8%
Average	< USD17	58	17.3%
transaction value	USD18 – USD35	182	54.2%
	USD36 – USD53	60	17.9%
	USD54 – USD70	24	7.1%
	> USD71	12	3.6%

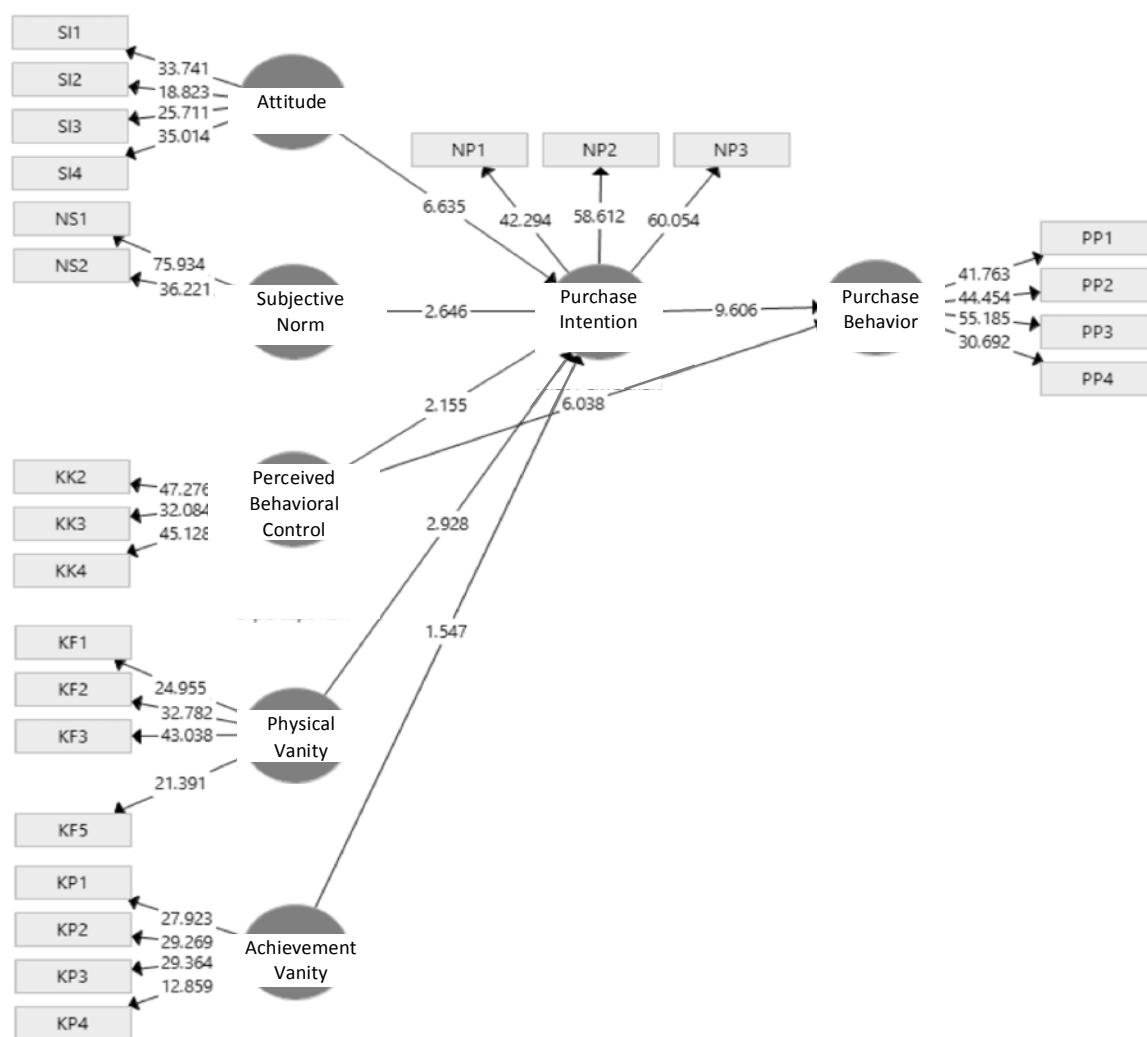*Sourc e:* Primary Data, 2018

2. Analysis of Structural Model Testing (Inner Model)

Structural model testing is done to predict causality relationships between the variables; this is also known as hypothesis testing (Jogiyanto and Abdillah, 2014). In this section, the structural model is evaluated using the coefficient of determination (R-square) for the dependent construct, and uses the path coefficient value (T-statistic) to test the level of significance between constructs. The results show that the purchase intention and purchase behavior have an R-square value of 0.409 and 0.406 respectively. The results implied that the model could explain 40.9 percent of the purchase intention mechanism and 40.6 percent of the purchase behavior mechanism.

In testing the structural model, bootstrapping was carried out to conduct the hypotheses testing with the help of Smart PLS (Efron and Tibshirani, 1994 in Streukens and Leroi-Werelds, 2016). A one-tailed hypothesis testing method is used so the T-statistic value must be greater than 1.64 to conclude that a hypothesis is significant under an alpha value of five percent. The output from the bootstrapping process on structural models can be seen in Figure 2. It can be concluded that all T values for all the paths are higher than 1.64, as required.

The results of the path coefficient measurements in the structural model's testing can be seen in Table 4. From the seven hypotheses, one is not supported.

Description:
SI = Attitude; NS = Subjective Norms; KK = Perceived Behavioral Control; KF = Physical Vanity; KP = Achievement Vanity; NP = Purchase Intention; PP = Purchasing Behavior
Source: Primary Data, 2018

Figure 2. Structural model output

Table 5. Path coefficient on structural model testing

	Original Sample	Sample Mean	Standard Deviation	T Statistics	p values	Hypotheses
SI → NP	0.360	0.358	0.054	6.635	0.000	H1 supported
NS → NP	0.130	0.130	0.049	2.646	0.004	H2 supported
KK → NP	0.119	0.119	0.055	2.155	0.016	H3 supported
KK → PP	0.276	0.280	0.046	6.038	0.000	H4 supported
KF → NP	0.161	0.161	0.055	2.928	0.002	H5 supported
KP → NP	0.086	0.090	0.056	1.547	0.061	H6 is not supported
NP → PP	0.471	0.469	0.049	9.606	0.000	H7 supported

Description:
SI = Attitude; NS = Subjective Norms; KK = Perceived Behavioral Control; KF = Physical Vanity; KP = Achievement Vanity; NP = Purchase Intention; PP = Purchasing Behavior
Source: Primary Data, 2018

Positive effect of attitude on purchase intentions

This study succeeded in proving that attitude has a significant positive effect (β = 0.360 and p value < 0.05) on the purchase intention among younger consumers, in the context of their consumption of fast-fashion. This finding supports previous research (Jain et al., 2017) in the context of luxury fashions among Indian consumers, as well as other previous studies (e.g. Choo et al., 2004; Ling, 2009; Son and Jin, 2013 in Jain et al., 2017), which state that attitudes determine younger consumers' purchase intentions.

This finding is in line with the characteristics of younger consumers, as they tend to quickly adapt to fast-fashion products. Young consumers have a positive outlook and attitude towards fast-fashion products because they are considered to be an affordable price, according to the younger generations' limited resources, while still being trendy and visible when socializing with others (Joung. 2014; Park and Sullivan, 2009 in Su and Chang, 2018). For the shopping experience profile of our respondents, it was stated that most of our respondents have limited resources, approximately IDR250,000 to IDR500,000 which implies they only get to buy one item of fast-fashion clothing and one accessory at most per month. With this constraint, younger consumers would look for the best choice of clothing that is perceived to be beneficial for them. Fast-fashion had become their best choice because it provides the latest trends so that younger consumers can express their individual styles through their clothing.

Positive effect of subjective norms on purchase intentions

This study succeeded in proving that subjective norms positively influence (β = 0.130 and p value < 0.05) younger consumers' purchase intention of fast-fashion products. This result is consistent with those found by Jain et al. (2017). Although only having a small effect, the subjective norm is still considered to bean important variable that determines younger consumers' intention to purchase fast-fashion products in Indonesia.

According to Hofstede (1991, in Septarini and Yuwono, 2010) Indonesia is a country with a relatively high culture of collectivism. People in a collective cultural environment tend to consider the influence of other people during decision-making processes (Sinha, 1990 in Jain et al., 2017). As such, subjective norms become one factor that influences younger consumers by shaping their purchase intention of fast-fashion products. This finding is also consistent with previous studies, which found that subjective norms significantly influence the purchase intention (Ramayah et al., 2004; Summers et al., 2006; Zhang et al., 2007; Xu et al., 2004. in Jain et al., 2017).

Positive effect of perceived behavioral control on purchase intention

In this study, perceived behavioral control is proven to have a positive and significant (β = 0.119 and p value < 0.05) effect on the purchase intention among younger consumers, in the context of fast-fashion purchasing. Although this result supports several previous studies (e.g the work of Kang et al., 2006; Lim and Dubinsky, 2005; Ling, 2009), it does not support the findings from the study by Jain et al. (2017), where perceived behavioral control does not significantly affect the purchase intention of Chinese consumers when buying luxury products.

Perceived behavioral control is mainly based on two things: past experiences and information from proximate people (Gopi and Ramayah, 2007). Past experience and information provide stimulus for consumers' perception into thinking

whether the obstacles to obtaining something are difficult or relatively easy. In a condition where individual resources are scarce, this variable would play an important role in deciding the individual's intention that leads to behavior. In this study, younger consumers with limited resources are proven to still support the hypotheses that perceived behavioral control have a significant and positive effect on the purchase intention of fast-fashion items. This is also proven by the limited quantity of fast-fashion items younger consumers can buy monthly, yet they continue to regularly consume fast-fashion.

Positive effect of perceived behavioral control on purchase behavior

As a continuation of the previous hypotheses, this study succeeded in proving that perceived behavioral control has a significant and positive direct effect ($\beta = 0.276$ and p value < 0.05) on purchase behavior. This result supports the previous study conducted by Jain et al. (2017) where the direct impact is evident in the mechanism of the effect between perceived behavioral control and purchase behavior for luxury products.

In fast-fashion's context, although limited resources are one of the younger consumers' characteristics, they are still willing to spend their resources (money, time, effort) to obtain the product they want. In addition, changes in perception regarding the limited resources have a relatively higher valence to affect younger consumers to purchase fast-fashion items. When there is an increase in resources, younger consumers would decide to purchase fast-fashion products, without the need for a mediating role from the purchase intention. In other words, younger consumers may purchase fast-fashion products without first intending to do that.

Positive effect of physical vanity on purchase intentions

Physical vanity is proven to have a positive and significant effect ($\beta = 0.161$ and p value < 0.05) on the purchase intention among younger consumers, in the context of fast-fashion's consumption. This finding supports previous findings from Hung et al. (2011) about the antecedents of purchasing intentions of luxury brand products among Taiwanese consumers. Similar research by Soh et al. (2017) regarding the structural model of intention and purchase behavior toward luxury fashion products in Malaysia also stated that there is a positive relationship between physical vanity and the purchase intention.

A previous study bySoh et al. (2017) also mentioned that the reason for buying luxury products, especially fashion, is to enhance the individual's physical appearance in front of others. This fact can also be attributed to the context of fast-fashion products. Younger consumers intend to buy fast-fashion items because fast-fashion brands can provide support and make them feel more physically attractive in the eyes of others.

Positive effect of achievement vanity of purchase intentions

In this study, achievement vanity is not found($\beta = 0.086$ and p value > 0.05) to affect the purchase intention among younger consumers, in the context of the fast-fashion industry. This result is not supportive of previous findings by Hung et al. (2011) where achievement vanity significantly and positively affects the purchase intention for luxury product purchases by consumers in Taiwan.

In this study, as stated by its characteristics, fast-fashion is not considered to be a luxury product, thus younger consumers do not have the

intention to use fast-fashion items to actually display their achievement vanity trait. Further, the target consumers for the fast-fashion market are the younger population with limited financial resources, thus no sense of achievement is found among younger consumers when consuming fast-fashion.

Positive effect of purchase intention on purchase behavior

The purchase intention is found to be an important determinant of purchase behavior. This study found supportive evidence for that premise among younger consumers in the context of the fast-fashion industry, where purchase intention has a significant and positive effect (β = 0.471 and p value < 0.05) on purchase behavior. Although not supportive of the findings of a study by Jains et al. (2017), this study supports other previous studies (Gormley, 1974; Kumar and Sethi, 2005).

CONCLUSION AND SUGGESTION

The theory of planned behavior (attitude, subjective norms, and perceived behavioral control) is seen to be able to explain the purchase intention and purchase behavior of younger consumers in the context of fast-fashion's consumption in Indonesia, yet only physical vanity from the trait of vanity's concept is proven to affect the purchase intention. The purchase intention then served as a strong predictor for purchase behavior. Attitude and perceived behavioral control are variables which relate directly to each individual's internal influences that affect purchase intentions, while the subjective norm and physical vanity tend to place a bigger emphasis on external influences.

This study found that attitude and perceived behavior have greater valence in predicting purchase intention. Younger consumers are more likely to develop a greater purchase intention

because they like, and have positive views about, fast-fashion and they also think that the obstacles to obtaining the products are not so challenging. As such, the drive to consume fast-fashion is likely to originate from themselves through their individual values. On the other hand, the subjective norm and physical vanity are variables that relate directly to external influences. When these variable functions meet in an individual mechanism, younger consumers would consider other people's views as the important determinant, and these views affect their individual purchase intention for fast-fashion products. In this study, internal influence, as reflected in attitude and perceived behavioral control, is proven to have a greater influence on the purchase intention of younger consumers when consuming fast-fashion, compared to the external influences, as represented by the subjective norm and physical vanity variables.

Knowing these results, marketers should change their strategies to focus more on the personal orientation of younger consumers. In developing a marketing communication strategy, marketers can place more emphasis on personal values than social values, in the form of benefits from the material aspects provided by fast-fashion, such as comfort and quality. By doing so, it is expected that marketers can enhance Gen-Y's attitude that drives their intention and purchase of fast-fashion items.

The subjective norm, although having a significantly lower beta value in the model, is actually seen as important in influencing younger consumers' purchase intentions and behavior. Marketers can design a marketing strategy by keeping in mind that other people who are in their social environment influence younger consumers when forming their purchase intentions. Marketing effort scan be made by increasing direct marketing activities, in the form of fast-fashion catalogs on social media

that allow direct interaction between marketers and consumers, and consumers with consumers. Thus, increasing positive word of mouth (e-WOM) communication between consumers can shape consumers' purchase intentions for fast-fashion products that later determine Gen-Y's purchase behavior.

This study also found that perceived behavioral control has a greater magnitude in affecting purchasing behavior compared to its effect on the purchase intention. When there is an increase in resources that represents an increase in perceived behavioral control, Gen-Y would tend to purchase immediately and skip the intention stage. In other words, intention is bypassed so that the purchasing decision is conducted more quickly. Marketing efforts need to be done, by holding sales promotions in the form of price discounts at retail stores on a regular basis to stimulate Gen-Y consumers to form their purchase intentions or even encourage them to buy fast-fashion products directly.

Lastly, physical vanity in this study is found to be a factor that influences younger consumers' purchase intentions and behavior toward fast-fashion products. Consequently, marketing communications for fast-fashion should pay more attention to the content related to physical appearance, compared to the need for social acceptance.

The result of this study shows that younger consumers are generally more motivated by internal factors when purchasing fast-fashion. They tend to want to look good because they want to look good, and not because others told them to look good. Having this internal motivation activated during the process shows that fast-fashion, as a product category, is not a sufficient stimulus by itself for others to give recommendations, references or even pressure towards individuals. This finding adds to further the understanding that products in the shopping goods category are bought due to their functionality, albeit that fashion is normally bought for more hedonistic reasons (e.g. social acceptance). While previous research focuses on luxury category goods, this study contributes by revealing how younger consumers decide to spend their money on product categories such as fast-fashion, which are expected to enhance their image and social status.

Limitations and Directions for Future Research

This study is not without limitations. Firstly, the results of this study cannot be generalized to other fashion products, both generic fashion products and specific types of fashion products. Future research could be carried out on more generic or specific types of fashion such as Muslim fashion, vintage, ethnic, or luxury fashion. Secondly, this study was carried out by only considering TPB and thetrait of vanity concept, thus other factors outside the model might have a considerable effect on purchase intentions and behavior. Subsequent research can investigate the role of other factors that influence consumers' purchasing intentions and behavior, such as brand awareness, perceived quality, social influence, and the need for uniqueness (Soh et al., 2017). In addition, further research can also investigate the role of culture, country of origin, and other demographic factors that can act as moderators or mediators in the model to see which factors strengthen or weaken consumers' purchase intentions and behavior.

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Appendix

Questionnaire (in Bahasa)

Kode	Pertanyaan	Skor				
	Sikap	1	2	3	4	5
SI1	Sikap saya terhadap pembelian produk *fast-fashion* adalah positif					
SI2	Produk *fast-fashion* berharga					
SI3	Produk *fast-fashion* bermanfaat					
SI4	Saya merasa membeli produk *fast-fashion* adalah ide yang baik					
	Norma Subjektif	1	2	3	4	5
NS1	Orang-orang yang penting bagi saya berpikir bahwa sebaiknya saya membeli produk *fast-fashion*					
NS2	Keluarga saya berpikir bahwa sebaiknya saya membeli produk *fast-fashion*					
NS3	Orang-orang di sekitar saya memiliki produk *fast-fashion*					
NS4	Saya merasakan tekanan sosial untuk membeli produk *fast-fashion*					
NS5	Orang-orang yang saya dengarkan dapat mempengaruhi saya untuk membeli produk *fast-fashion*					
	Kontrol Keperilakuan yang Dipersepsikan	1	2	3	4	5
KK1	Diri saya sendiri yang memutuskan untuk membeli produk *fast-fashion*					
KK2	Saya memiliki uang untuk membeli produ k*fast-fashion*					
KK3	Mudah bagi saya untuk membeli produk *fast-fashion*					
KK4	Memungkinkan bagi saya untuk membeli produk *fast-fashion*					
	Kesombongan–Fisik	1	2	3	4	5
KF1	Saya memberi penekanan yang tinggi pada penampilan saya					
KF2	Penampilan saya sangat penting bagi saya					
KF3	Sangat penting bagi saya untuk terlihat baik					
KF4	Saya akan merasa malu jika saya berada di sekitar orang dan tidak terlihat baik					
KF5	Saya akan berusaha untuk terlihat baik					
	Kesombongan–Pencapaian	1	2	3	4	5
KP1	Pencapaian saya sangat dihargai oleh orang lain					
KP2	Saya ingin orang lain memandang saya karena pencapaian saya					
KP3	Pencapaian profesional adalah obsesi saya					
KP4	Mencapai kesuksesan yang lebih besar dari rekan sebaya saya adalah hal yang penting bagi saya					
	Niat Pembelian	1	2	3	4	5
NP1	Saya akan mencoba untuk membeli produk *fast-fashion* di masa depan					
NP2	Saya berniat untuk membeli produk *fast-fashion* dalam satu tahun ke depan					
NP3	Kemungkinan saya untuk membeli produk *fast-fashion* dalam satu tahun ke depan adalah tinggi					
	Perilaku Pembelian	1	2	3	4	5
PP1	Saya sering membeli produk *fast-fashion*					
PP2	Ketika saya pergi berbelanja, saya sering mencari produk *fast-fashion*					
PP3	Ketika saya mempertimbangkan untuk membeli suatu produk, saya sering mencari produk *fast-fashion*					
PP4	Saya sering memilih untuk membeli produk *fast-fashion*, meskipun harganya lebih mahal dari produk fesyen lain					