

THE INFLUENCE OF FASHION ORIENTATION ON THE CHOICE OF FAST FASHION AND SUSTAINABILITY FASHION ON THE BUYING INTENTION OF INDONESIAN CONSUMERS

Elgin Awdyfakhri¹, Erlita Ridanasti²

Universitas Islam Indonesia

Email: 20311394@students.uis.ac.id

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ABSTRACT

The emergence of fast fashion in the global fashion industry has changed consumer consumption patterns. However, unsustainable fast fashion consumption patterns pose a risk to environmental and social sustainability. Indonesia, as the fourth most populous country in the world, has many consumers who use fashion products, including fast fashion. However, the fashion orientation factors and intentions that consumers have always lead to certain behaviors. This study aims to examine the factors that influence Indonesian consumers behavior towards their choice of fashion products. Four hypotheses based on the theory of the influence of Fashion Oriented on the choice of Fast Fashion and Sustainability Fashion on Buying Intention of Indonesian consumers. Research was made to form a hypothesis system, as many as 150 valid questionnaires were collected by random sampling in several cities in Indonesia. Data analysis and hypothesis testing were conducted using SEM Amos statistical software. The results show that Indonesian consumers behavior towards fashion products tends to be positively influenced by fast fashion. In contrast, fashion orientation has a negative impact on sustainability fashion. On the other hand, fast fashion and sustainability fashion have a positive influence on purchase intention. The findings provide insights into the habits and knowledge of Indonesian consumers in choosing fashion products.

INTRODUCTION

Fashion is clothing or clothing that is used on the human body with the aim of protecting and beautifying the appearance that is owned. Fashion itself can be interpreted as fashion, style, manner, clothing and clothing. Fashion can be interpreted not only as a necessity, but also as an identity of the wearer and has become a person's lifestyle. To meet the diverse needs of fashion, the fashion industry will continue to try to meet market demand. Various models and types of fashion trends continue to emerge massively in every season, known as fast fashion. Fast fashion is a fast fashion production cycle that is a phenomenon that is currently happening. Fast Fashion is a business concept implemented by several brands to gain profits with a short production process.

The development of the fashion industry in the world is coupled with the presence of fast fashion production cycles that demand large and fast production to create new fashion trends. These fashion trends can be created from fashion week activities such as Milan fashion week, New York fashion week, and Paris fashion week which revive the world fashion industry. The impact in Europe is that people tend to buy more clothes than before due to cheaper prices and

models. Indonesia is also a country affected by the fast fashion phenomenon, there are many fast fashion department stores scattered in major cities of Indonesia. People who love to shop coupled with the advancement of technology that is very rapidly developing, encourages people's purchasing power to continue shopping. Sales of fashion and sportswear contributed 67% to the national shopping day (Harbolnas) (Yolandha, 2023). This illustrates that Indonesians love to shop for fashion products.

Consumers who often use fast fashion products will feel more trendy, up-to-date, and feel more in line with trends. Another feeling that also arises by shopping for fashion products is to provide a stimulus for feelings of pleasure. Consumers who do shopping activities are one of the intentional actions in order to control their mood, which was previously bad to be better (Elhajjar, 2023). Shopping activities are used as a reason that is very loved by the community as a response to relieve stress or bad thoughts caused after activities.

In its development, the fast fashion industry has both positive and negative impacts. Positively, with the increase in fast fashion, the economy also increases. The value of fast fashion globally is estimated to be around \$2.4 trillion in 2016 (Network., 2020). This value will continue to increase every year because of the rapid changes in fashion and high consumer desires that trigger massive growth in this industry. However, fast fashion also has a negative impact.

In 2018, approximately 2.31 billion tons of greenhouse gas emissions came from the global fashion industry, accounting for 4% of total global emissions. The fashion industry annually requires 79 billion cubic meters of water (about 20% of the world's total water consumption), produces 1.7 billion tons of CO₂ (almost 10% of the world's total CO₂ emissions), and generates 92 million tons of textile waste (Centobelli et al., 2022). Fast fashion companies like H&M, Zara, and Forever 21 have changed the way Americans consume clothes. They can produce new clothes every week or even every day, instead of previously producing four-season clothes (Wren, 2022). In addition to environmental concerns, they also use labor in developing countries because wages are relatively cheaper and the majority of these countries do not have strict regulations on employees or have clear laws to regulate the safety and health of workers. Producers of fast fashion can take advantage of this by exploiting them to reduce production costs by providing the cheapest possible wages and imposing working hours that exceed standards. The alternative to fast fashion products is sustainability fashion.

Sustainability fashion is a production system of a fashion industry that pays attention to environmental sustainability. This system is not only related to the environment, the sustainability system also prioritizes fairer social principles, including the welfare of employees or workers. In other words, companies that implement a sustainability system will think about aspects such as social, environmental and economic. Consumers abroad are already aware of this, they consider that this is their consideration when choosing a product, one of which is fashion products.

When compared to consumers abroad, they are already aware and care about it, but there are still relatively few sustainable fashion brands in Indonesia, even if there are high prices offered. This will be a point that makes a consumer's choice limited.

The fast fashion industry is indeed profitable for factory companies with minimal

production costs. However, its presence also causes various polemics and debates among consumers. In contrast to sustainability fashion, which considers environmental sustainability. This situation has created confusion for some people in determining their consumption of fashion products.

This research serves to find out how far consumer interest in fashion brands and the reasons behind the decision to choose fast fashion products. If consumers already know the impact that will arise from choosing fast fashion, whether consumers will continue to consume these brands or they will limit their choices. In addition, whether consumers' interest in fast fashion products will remain the same or will be different.

This study aims to investigate the various factors that influence consumers' decisions in choosing fashion products. First, this study will explore whether fashion orientation, which includes personal style, trends and aesthetic preferences, influences consumers' fashion choices. Second, this study will examine the extent to which consumers' interest in fast fashion influences their brand choice decisions, given that fast fashion offers trendy and affordable products. Third, this study will examine the influence of consumers' knowledge of sustainability, including aspects of eco-friendly materials and production ethics, on fashion brand selection decisions. Finally, this study will analyze whether the level of purchase satisfaction that consumers feel after making a previous purchase affects their decision to repurchase from the same brand or switch to another brand.

This research is expected to provide benefits for several parties. For the author, this research will enrich the knowledge of marketing science through direct study in the field. For future research, this research can provide a more comprehensive insight into the dynamics of the fashion industry and its contribution to economic and social development. For producers of fast fashion and sustainable products, this research can be used as evaluation material for changes in consumer demand that are increasingly diverse.

RESEARCH METHODS

Quantitative research methods are used to test certain theories by analyzing the relationship between the variables involved. A quantitative approach is used in this research through a survey method that utilizes data from questionnaires (Creswell, 2012).

Population includes all objects or subjects that are in an area and meet certain criteria related to research issues or individuals to be investigated within a certain scope (Martono, 2010). The target population in this study are users of fashion products in Indonesia. The reason is to find out the impact orientation that consumers have in choosing fashion products.

Samples are part of the population that has certain attributes or conditions that will be studied or can be interpreted as members of the population selected by certain methods to reflect the population as a whole (Martono, 2010). Convenience Sampling is a method of collecting samples by taking samples that are around the location or through internet services (Edgar & Manz, 2017). The sample studied to identify users of fashion products such as Zara, H&M, and Uniqlo. The sample was chosen because the three companies are the most dominant in Indonesia. By focusing on a sample population that has a diverse fashion orientation, this research will try to explore the factors that influence the purchase decision of fashion products. Through detailed analysis of consumer choices and their fashion orientation, the population

used is all Indonesians and uses the theory of (Ghozali, 2014). Based on SEM assumptions, it states that the number of representative samples ranges from 100 to 200. So the sample size used was taken the median of this figure of 150 respondents to fulfill the assumptions needed for the SEM test.

Descriptive analysis was conducted to summarize and simplify the raw data into a more understandable format. The data analyzed comes from responses obtained through questionnaires that have been distributed to a number of participants. According to (Salim & Syahrum, 2012) It is a tool used to analyze trends in social phenomena or events represented in the form of numbers. In this study using the Amos analysis tool.

RESULTS AND DISCUSSION

Fashion Orientation is positively related to Fast Fashion

the effect of Fashion Orientation on Fast Fashion is positive. This means that the better the Fashion Orientation, the more Fast Fashion will increase. Testing the relationship between the two variables shows a probability value of 0.045 ($p < 0.05$), indicating a significant influence so that the hypothesis stating that "Fashion Orientation has a positive and significant effect on Fast Fashion" is supported and can be accepted.

It is a person's tendency to pay attention to the clothes they wear. In an era of rapid fashion development, this encourages consumers to always follow the latest trends, which makes their interest in fast fashion even higher. This is in line with the findings conducted by (Gupta et al., 2019) which revealed that the higher the fashion orientation of consumers, the greater their interest in products or brands that present the latest trends, such as those offered by fast fashion.

Fashion Orientation is negatively related to Sustainability Fashion

The parameter estimate obtained is -0.115 and the C.R value of -2.044 shows that the effect of Fashion Orientation on Sustainability Fashion is negative. This means that the better the Fashion Orientation, the lower the Fashion Sustainability. Testing the relationship between the two variables shows a probability value of 0.041 ($p < 0.05$), indicating a significant influence so that the hypothesis stating that "fashion orientation has a negative and significant effect on sustainability fashion" is supported and can be accepted.

Consumers with higher fashion orientation tend to look for the latest trends, which means they may be less likely to consider environmental issues in an effort to choose more sustainable fashion. In line with the results of (Gupta et al., 2019). it shows that consumers with high fashion orientation are less interested in sustainability fashion. This is due to the perception that fashion consumption is one of the most visible ways of portraying social identity and desired status.

Fast Fashion is positively related to Buying Intention

The parameter estimate obtained is 0.132 and the C.R value of 2.353 shows that the effect of Fast Fashion on Buying Intention is positive. This means that the better Fast Fashion will increase Buying Intention. Testing the relationship between the two variables shows a probability value of 0.019 ($p < 0.05$) indicating a significant influence. So the hypothesis which states that "Fast Fashion has a positive and significant effect on Buying Intention" is supported and can be accepted.

In line with research conducted by (Li et al., 2023) Young consumers choose to buy fast fashion products with the aim of showing an attractive appearance and creating a positive impression on others. Through fashion products, they can shape their self-image and improve their social perceptions. The high interest in fast fashion is mainly due to the desire of young consumers to have quick access to the trendy and new items offered by the industry.

A similar phenomenon is also observed among consumers in Indonesia, where the majority of survey participants in this study who are consumers aged between 17 to 30 years old show a higher interest in fast fashion products, and make the first choice if they want to buy the latest fashion products. Fast fashion is attractive to individuals who want to try new clothing styles or need clothes for special events, as brands are constantly updating and changing trends, creating an exciting shopping experience (Sorensen & Johnson Jorgensen, 2019).

Sustainability Fashion is positively related to Buying Intention

The parameter estimate obtained is 0.869 and the C.R value of 5.634 shows that the effect of the influence of Sustainability Fashion on Buying Intention is positive. This means that the better Sustainability Fashion is, the more Buying Intention will increase. Testing the relationship between the two variables shows a probability value of 0.000 ($p < 0.05$) indicating a significant influence so that the hypothesis stating that "Sustainability Fashion has a positive and significant effect on Buying Intention" is supported and can be accepted.

This reinforces the findings conducted by (Sorensen & Johnson Jorgensen, 2019). Consumer awareness of sustainability has increased. However, knowledge about sustainability fashion or awareness of the environment does not necessarily encourage them to choose environmentally friendly clothing automatically. Consumers will choose other options.

Consumers also did not reduce their buying intention but shifted their choice, especially the majority of younger survey participants, who do not mind buying second-hand clothing, also known as thrift. This is based on the affordability of second-hand clothing, which is the reason why there are many thrift stores around campus to attract students who are looking for branded products at lower prices. At these stores, consumers can find a wide array of unique options at affordable prices (Sorensen & Johnson Jorgensen, 2019).

CONCLUSION

Based on the research conducted on the influence of fashion orientation on the choice of fast fashion and sustainable fashion on consumer purchase intention in Indonesia, the following conclusions can be drawn: First, there is a positive correlation between fashion orientation and fast fashion, which means that the higher consumers' fashion orientation, the higher their interest in fast fashion products. Second, there is a negative correlation between fashion orientation and sustainable fashion, indicating that the higher consumers' fashion orientation, the lower their interest in sustainable fashion products. Third, there is a positive correlation between fast fashion and purchase intention, which means that the higher consumers' interest in fast fashion, the higher their purchase intention. Fourth, there is a positive correlation between sustainable fashion and purchase intention, indicating that a high interest in sustainable fashion also increases consumers' purchase intention.

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