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MEASURING THE FACTORS IMPACTING CONSUMERS' PURCHASE INTENTIONS OF FAST FASHION

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Abstract

This study investigates what factors influence fast fashion purchase intentions. This study focuses on: (1) hedonic and rational clothing attributes; (2) media exposure to the fashion world: (3) attitude, subjective norm, and perceived behavioral control based on TPB. This study tries to answer the following research questions: Does hedonic and rational factors impact attitude formation towards fast fashion purchasing intentions? Do media communication trigger consumers' attitude formation, subjective norms and perceived behavior control? Do attitude, subjective norm, and perceived behavioral impact consumers' fast fashion purchasing intentions? This study used a quantitative research approach. This study used the SPSS to analyze 400 administrated questionnaires. Results showed a significant, positive, and strong relationship between hedonic shopping elements and attitude formation. The rational shopping elements proved to be insignificant when it comes to attitude formation towards fast fashion. This study indicated that purchase intentions for fashion apparel are supported by media communication. Media communication impacts attitudes toward the behavior, subjective norms, and perceived behavioral control in a significant, positive and strong manner. Finally, the analysis showed that attitudes toward the behavior, subjective norms, and perceived behavioral control have a significant, positive and strong relationship with fast fashion purchasing intentions.

Keywords

Consumer Behavior, Fast Fashion, Hedonic Values, Media Communication, Theory of Planned Behavior, Utilitarian Values

1. Introduction

The fashion industry is a multibillion-dollar global enterprise (Euromonitor International, 2016). Fashion reflects the styles of clothing and accessories worn by people (Remy *et al.,* 2016). Throughout the years, the industry has significantly evolved due to globalization (Bhardwaj & Fairhurst, 2010). There is a decrease in mass production, increase in number of fashion seasons, and modified structural characteristics in the supply chain. Fashion products are open to new creations regarding design, quality, delivery, and speed to market (Cline, 2012). Moreover, the industry has become very competitive (Agu & Onuoba, 2016). These progressions spawned the fast-fashion era (Remy *et al.,* 2016). Fashion retailers have: *"revolutionized the fashion industry by following the fast fashion strategy, democratizing couture and bringing trendy, affordable items to the masses"* (Sull & Turconi, 2008, p.5).

The fast-fashion concept is an important part in today's fashion industry (Cline, 2012). Many fashion establishments no longer regard it as a niche concept, but a common practice (Bhardwaj & Fairhurst, 2010). Fast fashion indicates that retailers adjust their business strategies to get the latest trends into the store in shortest possible way and with low costs (Barnes and Lea-Greenwood, 2010). Fast fashion leads to time reduction in the supply chain and increased consumer choice by constant merchandise replacements (Remy *et al.,* 2016).

Fashion is an area of interest in consumer research (Wang, 2014). Fashion is a major factor of popular culture that is progressive and dynamic (Solomon, 2018). Thus, up-to-date, information is needed to present a desirable context that helps students, practitioners, and scholars understand how fashion shapes the consumers' everyday world (Remy *et al.,* 2016). The majority of existing research in fashion does not separate fast fashion from ordinary fashion (Remy *et al.,* 2016). Moreover, many research have looked at various aspects of the buyer-supplier relationship with fast fashion (Bhardwaj & Fairhurst, 2010). Consumer behavior towards fast fashion is overlooked (Caro & Marta, 2014). There appears to be a gap in the literature focusing on the overall concept of fast fashion that has emerged in the fashion industry from the perspective of consumers (Bhardwaj & Fairhurst, 2010). Fast Fashion is a newly emerged affair, so there is a need to form an appropriate theory environment around this topic (Agu & Onuoba, 2016).

The Theory of Planned Behavior (TPB) is a widely researched model for predicting behavioral intentions by social psychologists (Ajzen, 2011; Solomon, 2018). TPB suggests that beliefs and their corresponding attitudes, subjective norms, and perceived behavioral control influence intentions, which drive actual behavior (Ajzen & Fishbein, 2005). Many studies have examined this well-run process of consumer behavior in various social and situational contexts (Ajzen, 2011). However, it is infrequent that studies investigate and emphasis the antecedents and triggers that shape and establish consumers' attitudes, subjective norms, and perceived behavioral control (Chaudhuri, 2006; Solomon, 2018). Accordingly, this study proposes to further augment existing literature and contribute academically by defining the aspects that prompts and initiates the variables that grounds the theory of planned behaviors.

This paper is a quantitative study of the factors that consumers use to select, use, and dispose of fast fashion products that satisfy their needs. The objective of this research is to investigate what factors influence fast fashion purchase intentions. This research identifies and ranks the key factors shaping and influencing fashion buyers' behavior. The factors of focus included: (1) hedonic and rational clothing attributes; (2) media exposure to the fashion world; and (3) attitude, subjective norm, and perceived behavioral control based on TPB. Thus, this study tries to answer the following research questions: Does hedonic and rational factors impact attitude formation towards fast fashion purchasing intentions? Do media communication trigger consumers' attitude formation, subjective norms and perceived behavior control? Do attitude, subjective norm, and perceived behavioral impact consumers' fast fashion purchasing intentions?

2. Theoretical Framework

A brief review of the literature serves to systemize and appraise the existing work and to develop a proposed research framework for this study's analysis. This section attempts to provide a good theoretical base and a better understanding of fast fashion as a consumer-driven approach, reflecting buying behavior linked by various beliefs.

The TPB is a model intended to predict human behavior. It is the extension of the Theory of Reasoned Action (TRA), which aims to provide a better explaining of individual's behavior process, due to the inexistence of volitional control in the previous theories (Ajzen, 2011). TPB assumes that individual behaviors can be predicted by attitudes toward the behavior, subjective norms, and perceived behavioral control. Since its introduction, TPB has become a frequently used

model for predicting human behavior in various social and commercial contexts (Ajzen & Fishbein, 2005). In this study, the researcher applies the TPB in the fast fashion context.

In accordance to the TPB, attitudes are the internal beliefs or psychological emotion that people possess. People form beliefs according to specific attributes and association with various subject matters that can be valued as positive or negative (Solomon, 2016). In this way, people tend to create favorable behaviors if they are considered to have desirable consequences, and vice versa, people tend to create unfavorable attitudes if they are considered to have undesirable consequences (Chaudhuri, 2006). Thus, the research developed ***Hypothesis One:*** *Consumers' Attitude towards Fast Fashion shopping is a significant predictor of purchase intentions*

According to Negm *et al.* (2013), there are hedonic and utilitarian antecedents that impact people's attitude and their psychological emotional state, which leads to a positive or negative evaluation of engaging in certain behaviors. According to Solomon (2018), rational (utilitarian) aspects of goods refer to consumers purchasing goods for their practical uses and are based on the consumer's needs. Forney *et al.* (2005) research stated that: *"image, quality, color /style, and design"* of fashion products are important rational elements to consider when evaluating apparel and home furnishings. Laiwechpittaya and Udomkit (2013) expanded the research with additional factors on presentation and personnel. In their research they found that the most desired attributed for consumers in fashion are: *"comfort, durability, value, and quality".* When it comes to hedonic factors, Solomon (2018) stated that consumers usually evaluate the purchasing of a product that inspire luxury purposes, allowing the consumer to feel pleasure, fun, and enjoyment from buying the product. Rajagopal (2010) explained that: "*Fashion apparel should demonstrate sensory appeal and fun; fashion apparel demonstrate uniqueness and value added social image; Fashion apparel are purchased to exhibit value and life style to highlight personality traits".* Accordingly, the researcher developed ***Hypothesis Two:*** *Hedonic shopping elements have a significant impact on consumers' attitude formation towards fast fashion purchase intention;* ***Hypothesis Three:*** *Utilitarian shopping elements have a significant impact on consumers' attitude formation towards fast fashion purchase intention.*

Referring back to the TPB, there are two other determinants of behavior intentions: Subjective norms and perceived behavioral control. The subjective norms are the perceived opinions of significant others who are close and important to an individual and who influence decision-making - approve or disapprove the intended behavior (Rogers, 2003). Moreover, subject norms can relate to the individual feeling of responsibility or moral obligation of performing or

not a specific behavior (Ajzen & Fishbein, 2005). Perceived behavioral control reflects an individual's perception of the possible difficulties when performing specific behavior (Ajzen, 2011). Basically, this factor reflects people's control over behavior. Considering that if a person has the required opportunities and resources, and the willing to perform a behavior, this person will develop intentions in the performance of it (Solomaon, 2018). For this reason, the researcher developed ***Hypothesis Four:*** *Consumers'* subjective norms *is a significant predictor of Fast Fashion purchase intentions;* ***Hypothesis Five:*** *Consumers' perceived behavioral control is a significant predictor of Fast Fashion purchase intentions.*

Several studies have stated that purchase intentions for fashion apparel are supported by media communication (Solomon, 2016). Media in many circumstances acts as an influencer or reference (Rogers, 2003). Individuals are reactors toward these external stimuli (Jacoby, 2002). They acquire as much information as possible of what they already know about a product (Solomon & Rabolt, 2009). Media influence fashion. Media is able to develop public interest and excitement in the latest styles and trends. This is done through the wide publication of glamorous photographs, celebrity endorsements, and informative articles (Remy *et. al*, 2016). Moreover, it shows and enlightens audience about the changing fashion elements reflective of the iconic views and lifestyles of popular celebrities, public figures, and role models (Caro and Marta, 2014). Research rationalized: *"fashion shows on television, fashion advertisements, in-store displays, and fashion events in the urban shopping malls have influenced the Transnational cosmopolitanism among consumers"* (Rajagopal, 2010, p3). Likewise, due to the Internet penetration, the public is given an up-close, personal view of the fashion world (Panda and Swar, 2014). Photographs, celebrity posts, editorial comments, and fashion advice provide online audiences with inspiration and expose them to cutting-edge runway trends that influence personal style choices (Cline, 2012). Hence, the researcher developed: ***Hypothesis Six:*** *Media Communications have a significant impact on consumers' attitude formation towards fast fashion purchase intention;* ***Hypothesis Seven:*** *Media Communications have a significant impact on consumers' subjective norms towards fast fashion purchase intention;* ***Hypothesis Eight:*** *Media Communications have a significant impact on consumers' perceived behavioral control towards fast fashion purchase intention.*

This research identifies the key antecedents shaping and influencing fashion buyers' behavior. The factors of focus included: (1) hedonic and rational clothing attributes; (2) media exposure to the fashion world; and (3) attitude, subjective norm, and perceived behavioral control based on TPB. Figure One clarifies the proposed research model.

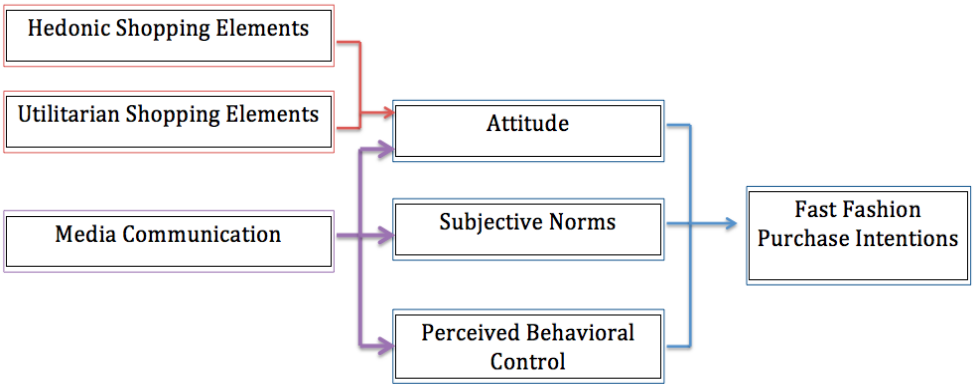

Figure 1: *The Proposed Conceptual Framework*

3. Methodology

The quantitative approach was applied in this study to measure the (1) hedonic and utilitarian shopping attributes; (2) attitude, subjective norm, and perceived behavioral control based on TPB; and (3) media exposure to the fashion world with intentions to purchase fast fashion. Administrated questionnaires aided the researcher to collect data from consumers in the buying behavior process.

3.1 Population and Sampling

Globalization has triggered the growth of fashion industry. It also aided in the shift of the shopping values, consumer preferences, and purchase intentions towards fast fashion have occurred worldwide (Remy *et. al*, 2016). This study takes place in the *Egyptian context*. Egypt's fashion scene is on the rise, and it's the capital of Arab fashion (Barlow, 2016). Furthermore, over the past couple of decades, the fashion sector in Egypt has become westernized to a great extent, with retail fashion from big, multinational brands taking center stage (Abaza, 2007). *Using Mall-intercept method*, the researcher distributed 470 questionnaires to customers that sited in different shopping malls (filled with fast fashion global and local retails) during the summer of 2017 (June, July, and August). The researcher decided to collect data in malls located in *Cairo.* According to research, in the Middle East, Cairo as a fashion capital, reach similar international recognition as western cities, such as London, New York, and Paris (Abaza, 2007).

The respondents were approached and asked if they were willing to participate in a research study. Those who agreed to participate in the study (the volunteered respondents) were given a brief description of the research aim. Then, they were given an administrated questionnaire to fill out on the spot (while the researcher stood far).

3.2 Method of Data Collection

The questionnaire used in this study contained six sections. The first section of the questionnaire included five introduction questions: *How often do you go shopping? What is your favorite global clothing retail store? How often do you dispose of your last season wardrobe? What features do you seek from fashion clothing?* The second section of the questionnaire assessed consumers' opinion about various hedonic and utilitarian shopping attributes. The third section of the questionnaire measured consumers' attitudes, subjective norms, and perceived behavioral control based on TPB (in regards to the context of fast fashion). The fourth section evaluated the impact of media exposure of the fashion world. The fifth section considered consumers' intentions to purchase fast fashion. The final section consisted of items assessing demographic information, such as age, gender, education, occupation, marital status, and average monthly household income. The scales for all the variables in the study were adapted from measures contained in previous studies (of different academic context) using 7-point scale. These scales were altered to fit the fast fashion subject. The Table One shows the scale source, references, and the number of items of constructs used in each scale in this study.

Table 1: *Adoption of Questions*

Construct	Scale Items	Previous Studies' Cronbach's Alpha	Scale Reference from Previous Studies
Hedonic Shopping Values	13	0.932	Mooradian and Olver (1996)
Utilitarian Shopping Values	9	0.933	Mooradian and Olver (1996); Guido (2006)
Media Communication	3	0.9186	De Pelsmacker *et al.* (2002)
Attitude Formation	8	0.943	Fitzmaurice (2005); De Cannière (2009)
Subjective Norms	6	0.923	Fitzmaurice (2005); Han et al (2010)
Perceived Behavior Control	5	0.832	Fielding *et al* (2008); De Cannière (2009)
Purchasing Intention	8	0.926	Fielding *et al* (2008)

To ensure the validity of the study, a pre-test involving a sample of fifty people was conducted to refine and adjust the mentioned statements. The final questionnaire contained specific instructions and brief demonstrations on how to respond to the various scales (the operationalization of the variables was discussed for each investigated dimension). In addition, clear conceptual definitions were stated before all scales in order to assure the respondents' comprehension of the matter. The questionnaire was offered in both the English and Arabic language (as Arabic is the native language of the consumers). The researcher used the back-

translation process to ensure that the language conversion was done accurately. Bryman (2012) inspired the questionnaire development approach.

3.3 Data Analysis

The final data analysis included 400 completed questionnaires, with an overall response rate of 85%. This study used Statistical Package for Social Sciences version 20 to analyze the collected data. The researchers applied various tests, such as the descriptive statistics, the reliability analysis (Cronbach's alpha), Pearson bivariate correlation analysis, and the multiple regression analysis.

4. Research Results

In this study, the reliability analysis was conducted first before any other tests. The reliability analysis indicated the firmness, consistency, and the level of errors of the items in each instrument that measured the variables in the study. Reliability of scales used was measured using Cronbach's Alpha (a) reliability measure. If it's equal or more than 0.6 then the scale is reliable (Bryman, 2012). In this study, all the scales used were reliable and can be depended on them to measure the intended variables as shown in Table 2.

Table 2: *Reliability Analysis*

Construct	Scale Items	Cronbach's Alpha
Hedonic Shopping Values	13	.903
Utilitarian Shopping Values	9	.920
Media Communication	3	.620
Attitude Formation	8	.953
Subjective Norms	6	.945
Perceived Behavior Control	5	.937
Purchasing Intention	8	.688

Source: *Primary Source from the SPSS*

In this study, the frequency analysis was used to calculate the percentage of the occurrences of various answers that arose in certain questions (Bryman, 2012). This analysis was conducted on the introduction questions and on the questions related to the respondents' socio-demographic traits. According to the frequency analysis, the respondents were of different socio-demographic backgrounds. The following table (Table 3) presents the structure for the actual sample analyzed in this study.

The frequency analysis was also conducted on the introduction questions. The frequency analysis indicated that the majority of the respondents shop on a weekly basis (45%). The

remaining participants either shopped on a monthly basis (25%) or during occasions (30%). The respondents indicated that Zara and H&M are the two international brands most strongly connected to the concept of shopping for fashion -fast fashion. The majority of the respondents indicated that dispose of their clothing on annual bases (61%) or biannually (25%) or randomly (14%). When shopping the respondents looked for price (15.3%), chicness (19%), style (34.9%), convenience (6.8%), and quality (24.3%). The following table (Table 4) illustrates the responses of the introduction questions.

Table 3: *The Respondents Socio-demographic Trait*

Socio-demographic Trait	f	%	Socio-demographic Trait	f	%
Age			**Gender**		
o 18-21	113	28.3	o Female	218	54.5
o 22-25	108	27.0	o Male	182	45.5
o 26-29	98	24.5			
o 30-33	81	20.3			
City of Residence			**Marital Status**		
o Cairo	244	61.0	o Single	161	40.3
o Alexandria	152	38.0	o Married	224	56.0
o Other	4	1.0	o Divorced	6	1.5
			o Widowed	9	2.3
Occupation			**Monthly Household Income**		
o Student	74	18.5	o 501-1000	61	15.3
o Housewife	54	13.5	o 1001-5000	76	19.0
o Professional	50	12.6	o 5001-10000	119	29.8
o Private sector	112	28.0	o 10001-15000	27	6.8
o Public sector	64	16.0	o 15001-20000	97	24.3
o Unemployed	30	7.5	o 20001-25000	11	2.8
o Other	16	4.0	o 25001-35000	9	2.3

Source: *Primary Source from the SPSS*

Table 4: *Introduction Questions*

Socio-demographic Trait	f	%	Socio-demographic Trait	f	%
How often do you go fashion shopping?			**Favorite global clothing retail store?**		
o Daily	0	0	o Gap	61	15.3
o Weekly	180	45.0	o Bershka	76	19.0
o Monthly	100	25.0	o Zara	119	29.8
o Occasions	120	30.0	o Pull & Bear	27	6.8
			o H&M	97	24.3
			o Mark and Spenser	11	2.8
			o Other	9	2.3
How often do you dispose of your last season wardrobe?	0	0	**What features do you seek from fashion clothing?**		
o Weekly	0	0	o Price	61	15.3
o Monthly	4	1.0	o Chic	76	19.0
o Biannually	100	25.0	o Style	139	34.9
o Annually	244	61.0	o Convenience	27	6.8
o Other	56	14.0	o Quality	97	24.3

Source: Primary Source from the SPSS

The next analysis conducted is the Correlation coefficient analysis. It was used to measure the direction, strength, and significance of the relationships between the independent in each hypothesis. This analysis helped test whether the each hypothesis was support or not. According to the analysis, some hypotheses were supported while others were rejected (Bryman, 2012).

In this study, the research hypothesized that there are hedonic and utilitarian antecedents that impact people's attitude and their psychological emotional state, which leads to a positive or negative evaluation of engaging in purchasing intention towards fast fashion. Pearson correlation proved that there is a significant, positive, and strong relationship between hedonic shopping elements and attitude formation (0.674**). However, the rational shopping elements proved to be insignificant when it comes to attitude formation towards fast fashion (0.281). Table 5 summarizes the results. This study indicated that purchase intentions for fashion apparel are supported by media communication. Media acts as a trigger or reference to human behavior. Individuals are reactors toward media stimuli. Thus, media communication impacts attitudes toward the behavior, subjective norms, and perceived behavioral control. Pearson correlation results proved that media communication was linked to the elements in the TPB in a significant, positive and strong manner. Table 6 summarizes the outcomes.

The next group of hypotheses is related to the TPB model assuming that individual intention behaviors can be predicted by attitudes toward the behavior, subjective norms, and perceived behavioral control. Since its introduction, TPB has become a frequently used model for predicting human behavior in various social and commercial contexts (Ajzen and Fishbein, 2005). In this study, it has been proven to predict purchasing intention towards fast fashion. The attitudes toward the behavior, subjective norms, and perceived behavioral control have a significant, positive and strong relationship with purchasing intentions. Table 7 illustrates the Pearson correlation.

Table 5: *Hedonic and Rational Shopping Values and Purchasing Intentions*

		Attitude Formation
Hedonic Shopping Values	Pearson Correlation	.674**
Utilitarian Shopping Values	Pearson Correlation	.281

**. Correlation is significant at the 0.01 level (2-tailed).

Table 6: *Media Stimuli and TPB Pearson Correlation*

		Media Communication
Attitude	Pearson Correlation	.631**
Social Norms	Pearson Correlation	.673**
Perceived behavior Control	Pearson Correlation	.589**

**. Correlation is significant at the 0.01 level (2-tailed).

Table 7: *TPB Pearson Correlation*

		Purchase Intention
Attitude	Pearson Correlation	.581**
Social Norms	Pearson Correlation	.663**
Perceived behavior Control	Pearson Correlation	.533**

**. Correlation is significant at the 0.01 level (2-tailed).

Source: *Primary Source from the SPSS*

The final analysis conducted was the Multiple Regression analysis. This analysis provided further exploration of the interrelationship among the studied set of variables. In order to conduct the multiple regression analysis, the data had to undergo certain statistical tests, which checked if the data contained inaccuracies (data leading the multiple regressions analysis to have errors or over/under-estimations of significance) (Bryman, 2012).

The researcher began to test the methodological assumptions. The results showed that the data met the assumptions required for multiple regressions to give valid results. The variables in this study suggested the inexistence of multicollinearity. Based on the results, there was no high collinearity between the variables. Furthermore, there was also no clear or systematic pattern to the residuals (a specified wavy or more points on one side than the other). Results showed that the deviations did not suggest violation of the assumptions (data was correct). Accordingly, the Thus, multiple regression analysis can be conducted.

The researcher examined the multiple regression **ANOVA** (Analysis Of Variance). This analysis confirmed whether the overall regression model was a good fit for the data. The results showed that the variables in the model predicted the dependent variable (purchase intention). The variables were significant with an ANOVA value of 0.000.

Next, the researcher examined the **adjusted R Squared value** (coefficient of determination). This test examined how much of the variance in the dependent variable was

explained by the model (Bryman, 2012). The results showed that the variables in the model explained 42% of the variance to predict purchase intention towards fast fashion. This is a respectable result in social science (Bryman, 2012).

The researcher used the multiple regressions to also explain each variable's contribution in predicting purchasing intention towards fast fashion through the use of the **Beta coefficients (B)**. Based on the analysis, the variables with the strongest contribution, impacting the purchasing intention towards fast fashion, are successively: Attitude formation (B= 0.222), subjective norms (B= 0.205), and perceived behavior control (B= 0.197).

Based on the results of this study, the proposed conceptual framework was modified to suit the analysis. Since the rational shopping elements proved to be insignificant when it comes to attitude formation towards fast fashion, it was removed from the model. This discovery added to the theoretical base of this study when it comes to attitude formation towards fast fashion. The following figure, Figure 2, illustrates the newly developed research model.

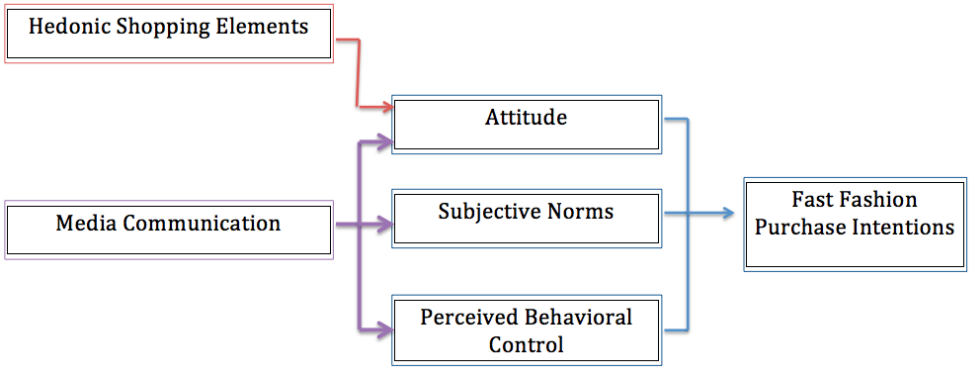

Figure 2: *The Adjusted Proposed Conceptual Framework*
Source: *Primary Source from the SPSS*

5. Research Discussions and Conclusion

To effectively serve fashion consumers globally, it is necessary to recognize, comprehend, and explain the key factors influencing consumer behavior towards fashion products (Solomon & Rabolt, 2009). Therefore, the objective of this research was to investigate what factors influencing fast fashion purchase intentions. This research identified and ranked the key factors shaping and influencing fashion buyers' behavior. The factors of focus included: (1) hedonic and rational clothing attributes; (2) media exposure to the fashion world; and (3) attitude, subjective norm, and perceived behavioral control based on TPB. This study developed the following research questions: Does hedonic and rational factors impact attitude formation towards fast fashion

purchasing intentions? Do media communication trigger consumers' attitude formation, subjective norms and perceived behavior control? Do attitude, subjective norm, and perceived behavioral impact consumers' fast fashion purchasing intentions?

The quantitative research approach was applied in this study to answer the research questions. Administrated questionnaires were employed to collect data from consumers. The Statistical Package for the Social Sciences (SPSS) software version 20 was conducted to analyze the collected data.

The *first research question* assumed that there are hedonic and utilitarian antecedents that impact people's attitude and their psychological emotional state, which leads to a positive or negative evaluation of engaging in purchasing intention towards fast fashion. The empirical evidence in this study proved that there is a significant, positive, and strong relationship between hedonic shopping elements and attitude formation. However, the rational shopping elements proved to be insignificant when it comes to attitude formation towards fast fashion. The *second research question* suggested that purchase intentions for fashion apparel are supported by media communication. Results on this study showed that media acts as a trigger or reference to human behavior. Individuals are reactors toward media stimuli. Thus, media communication impacts attitudes toward the behavior, subjective norms, and perceived behavioral control. Pearson correlation results proved that media communication was linked to the elements in the TPB in a significant, positive and strong manner. The *third research question* is related to the TPB model assuming that individual intention behaviors can be predicted by attitudes toward the behavior, subjective norms, and perceived behavioral control. In this study, the empirical evidence documented that attitudes toward the behavior, subjective norms, and perceived behavioral control have a significant, positive and strong relationship with fast fashion purchasing intentions. Nevertheless, each variable varied in contribution strength. Based on the analysis, the variables with weighty stimulus impact on intention are successively: Attitude formation, subjective norms, and perceived behavior control.

The outcomes in this study hold several theoretical and practical implications. The resulting fast fashion purchase behavior is a response to the different stimuli. *"The increased disposable income, access to information, and competition has empowered consumers to demand more and to have higher expectations. They are no longer driven by their needs for a product but are instead driven by their wants which is quite characteristic of the fashion market"*.

This study exemplifies that hedonic values act as triggers to the formation of attitude. This

outcome implies that the meaning that fashion clothing has for consumers varies, and one individual's attachment may be quite different from their relatives and friends in sense of hedonic values that the product embraces. Consumers purchase apparels and change their wardrobe habitually not to be clothed but for hedonic and intangible reasons – to be modern and attractive. Fashion is based on emotions as being: *"aesthetically beautiful, conquering others, the emotional factors being on the basis of consumer's feelings and emotions"*. Most consumers do not choose fashion items due to comfort, durability, value, and quality. They mostly choose items that express certain social images, color /style, and design, as mentioned by Forney *et al.* (2005). Consumers choose across different brands and combine them in order express their individuality, uniqueness, and personality, creating their own style. Thus, hedonic factors play a strong influence on consumers' behavior in fashion clothing. Consumers may choose a product simply by: *"reliance, mood, personal style, celebrities' influence or brand image"*.

This study shows that media communications act as triggers to the formation of attitude, subjective norms, and perceived behavior control. This result implies that consumers are keenly aware of fashion trends. Their awareness is due to information being easily accessible to consumers through different media channels. Thus, it altered consumers' motivation behind fashion consumption. The media is a vast global market place for the promotion, discussions, and illustrations of a wide assortment of fast fashion products. Mass media (TV, movies, magazines, internet) influences consumers and their purchasing behaviors in every society. Furthermore, the media aids in the widespread transmission of news of celebrity ideals, which influence consumers' buying behavior. Celebrities have become the leaders in fashion. What a celebrity is wearing on the red carpet award show or on the cover of a magazine can influence a person's decision to buy the latest fashion.

Every research has limitations. This study contained some research limitations that might prevent the result from be perfectly generalizable. There are many factors triggering fast fashion purchasing intentions. This study didn't examine all factors influencing shopping behavior. Thus, future researchers can examine other variables that can act as antecedents to the theory of planned behavior in regards to fast fashion shopping. The second limitation faced in this study is regarding the data collection method. Using questionnaire as data gathering tools, the respondents may not answer the questions exactly according to what they think and behave. Accordingly, future research can add on to this study using qualitative research approach to develop further in-depth insights. The current researcher distributed the questionnaires using a nonprobability sampling

method – *Mall-intercept method*, in which the percentage of socio-demographic traits of the participants was not equally balanced. Thus, this study conclusion might not accurately be generalized. Future study should address this issue as by using probability sampling. This study focused on Egyptian point of views neglecting other nation's outlooks. It is obvious that people in other countries with different cultures have different characteristics and behaviors. Consequently, the result of this study may have lack of generalizability to other countries. Therefore, future studies can consider the proposed model in this study in other country contexts.

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