

THE ROLE OF FAST FASHION CONSUMPTION PATTERNS IN MEDIATING SELF-CONGRUITY AND BRAND IMAGE ON PURCHASING DECISIONS

Makitta Widi Samudra

Directorate of Postgraduate Management, University of Muhammadiyah Malang, Indonesia

Correspondence		
Email: widimakitta@gmail.com	No. Telp:	
Submitted: 5 Februari 2024	Accepted: 16 Februari 2024	Published: 17 Februari 2024

ABSTRACT

The fast fashion industry emerged at the end of the 20th century in response to consumers' desire to get clothes with the latest trends at affordable prices. The tendency of consumptive patterns and changes in trends that change quickly led to the emergence of the concept of ready to wear, namely fast fashion. This study aims to examine the role of consumption patterns in mediating self-congruity and brand image on purchasing decisions. Self-congruity is self-conformity to the brand. Then brand image is a consumer perception formed from information obtained about the brand. This research is descriptive quantitative and uses non-probability purposive sampling techniques. The sample in this study was customers of fast fashion products and amounted to 120 people. Data was collected using an online questionnaire with likert scale and processed using partial least square analysis techniques. The tool for processing data in this study is SEM-PLS 3.0 Software. The results of this study are self-congruity and brand image affect purchasing decisions and consumption patterns. Then consumption patterns are able to mediate self-congruity and brand image on purchasing decisions.

Keywords: Brand Image, Self-congruity, Consumption Pattern, Purchase Decision.

A. INTRODUCTION

The fast fashion industry emerged at the end of the 20th century in response to consumers' desire to get clothes with the latest trends at affordable prices. The tendency of consumptive patterns and changes in trends that change quickly lead to the emergence of the concept of ready to wear, namely fast fashion (Leman et al., 2020). Fast fashion is described as a collection of cheap fashion that follows trends and fast production times (Debrilian & Muslichah, 2018). The evolution of production, distribution, and communication technologies played a role in changing the way the clothing industry operated. The fast fashion business model is characterized by a very fast production cycle, where product designs are developed and produced in a very short time to meet the demands of constantly changing market trends. The traditional fashion cycle has been replaced by more frequent and rapid product updates in the fast fashion industry.

The advantage of fast fashion business lies in the ability to catch the latest trends and offer products at relatively low prices. However, risks include overproduction, overconsumption, and significant environmental impacts. The move of clothing production to countries with cheap labor costs has become a hallmark of fast fashion, allowing manufacturers to keep production costs low. Social media has a huge role to play in accelerating the spread of fashion trends and fueling consumer demand for the latest products viewed on various platforms. The rapid growth of the fast fashion industry has had significant social and environmental impacts, including ethical issues of production, textile waste, and the constant need for natural resources. Rapid changes in fashion and the availability of reasonably priced products have created more impulsive and often unplanned consumption patterns.

Technological advancements and increasing e-commerce penetration have accelerated the distribution of fast fashion products, allowing consumers to easily access and purchase products online. Internet usage in Indonesia also continues to grow along with technological developments. This is evidenced by the data collection results, that 62.10 percent of Indonesians have accessed the internet in 2021. This is inseparable from the rapid development

of cellular phones. In 2021, 90.54 percent of households in Indonesia owned or used at least one mobile phone number (Central Bureau of Statistics, 2021). According to Kominfo (2019) Indonesia ranks number one in the world in online buying and selling transactions (e-commerce) with a growth of 78 percent. The growth of e-commerce has made fast fashion business people create websites to be closer to their market potential, one of which is Zalora e-commerce.

Fast fashion consumers tend to have paradigms such as buy and throw away, meaning consumer attitudes against clothing as a temporary wearable. A 2017 survey by Brand Finance of all global fashion brands ranked H&M, Zara and Uniqlo second, third and sixth in demand worldwide (Ngantung, 2017). These three fast fashion brands are the most popular brands in Indonesia (Arman, 2020). Reported in Kompas in June 2016, Inditex which operates eight fast fashion brands, including Zara, Pull & Bear, Massimo Dutti, and Bershka has more than 7000 outlets in 90 countries (Setiawan, 2016). Then Matahari which houses various fast fashion brands such as Nevada has more than 150 outlets spread across 70 cities in Indonesia.

Today, Gen Z and Millennials have great potential in the fast fashion industry. Data released by the Central Bureau of Statistics on the 2020 Population Census shows The generation born between 1997 and 2012 (Gen Z) dominates with around 74.93 million people, or 27.94% of the population. While the generation born between 1981 to 1996 (millennials) followed with around 69.38 million people or 25.87% of the population. (Rainer, 2023). The growth of e-commerce has made fast fashion business people create websites to be closer to their market potential, one of which is Zalora ecommerce in 2022 which states that 70% of total transactions are dominated by the age group of 17-37 years (Ayu, 2022). This shows that Gen Z and Millennials make the internet an important medium in carrying out daily activities, including those related to fashion.

Gen Z and Millennials are looking for brands that are unique, but still in line with idealism, personal style, and can represent themselves (self-congruity). According to Sugianto and the Brahmins (2018) Self-congruity is Self-alignment refers to the similarity between brand attributes and consumers' personal identity attributes. Self-congruity includes values, personality, and lifestyle. Gen Z and Millennials have a high level of awareness about the importance of buying an item because of their desire to form a personal image (Wiangga, 2016). This shows that personal characteristics and self-concept are factors that influence fashion style and self-actualization needs.

Consumers often look for products that reflect their identity and provide a sense of conformity to their lifestyle or personal values. In fast fashion, the ability to keep abreast of the latest trends can be an important factor in building consumer identity. A brand that matches the consumer's self-image can be a powerful tool of expression. Consumers feel that a brand reflects who they are and what they value.

In addition, brand image plays a key role in influencing consumer perception of a product (Machfiroh, 2018). In the context of fast fashion, brand image is often related to the brand's ability to respond and adopt the latest fashion trends quickly. The ability to present up-to-date products can strengthen the brand's image as an innovative brand leader in the industry. The brand image of fast fashion is also related to the actual product design and wide variety in the collection. Product diversity allows brands to appeal to different segments of consumers with different tastes and preferences.

Many fast fashion brands are active in digital marketing, especially through social media. Brand image is often shaped through engaging and interactive marketing campaigns on platforms like Instagram, Twitter, and TikTok. The brand image of fast fashion is also influenced by the online shopping experience (Amstrong et al., 2012). A user-friendly website or mobile app interface and an effective e-commerce strategy can enhance brand image. Some

fast fashion brands choose to improve the quality of their products to compete with premium brands and build a more durable brand image.

Fast fashion consumers often engage in more frequent and impulsive consumption patterns. Repeat purchases and the alternation of fast fashion can be characteristic of this consumption pattern. Consumers tend to adopt more diverse and flexible styles. Consumers often look for clothing that allows them to express their identity and personal style. Consumers tend to prefer shopping online and are looking for an easy and fast shopping experience. They love the fast delivery options and handy online shopping features (Ulya & Djumena, 2021).

Due to the rapid fashion cycle and constantly changing trends, consumers tend to make purchases more frequently and update their clothes regularly. Some consumers may engage in fast fashion purchases as a form of instant gratification and an enjoyable shopping experience. They can be swayed by the desire to try the latest trends or unique styles.

The phenomenon of self-congruity, brand image, and fast fashion consumption patterns on purchasing decisions is very interesting to examine. But the extent to which fast fashion consumption patterns act as mediators in the relationship between brand image, and self-conformity to purchasing decisions. Identifying the role of mediators in fast fashion consumption patterns can provide deeper insight into the dynamics involved in consumer purchasing decisions. This can be useful for the development of the economic sector.

1. Research Objectives

- 1) Does self-congruity affect the purchase decision of fast fashion products?
- 2) Does brand image affect the purchase decision of fast fashion products?
- 3) Does self-congruity affect the consumption pattern of fast fashion products?
- 4) Does brand image affect the consumption pattern of fast fashion products?
- 5) Do consumption patterns affect the purchase decision of fast fashion products?
- 6) Can consumption patterns mediate self-congruity in purchasing decisions for fast fashion products?
- 7) Can consumption patterns mediate brand image in purchasing decisions for fast fashion products?
- 8)

B. LITERATURE REVIEW

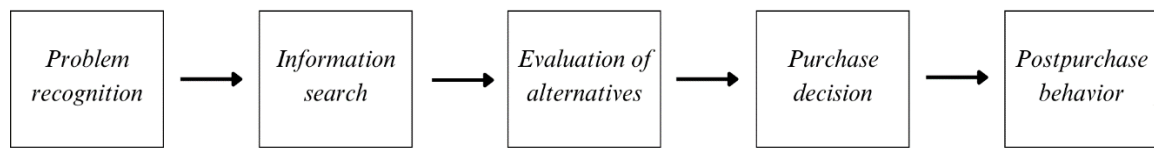
1. Theory

a. Purchase Decision

Purchasing decisions are behaviors made by customers in evaluating various product options available (Kotler & Keller, 2016). It is Describe if the customer will determine the choice of product to be purchased by considering various existing brands. Kotler & Keller (2016) Explaining the purchase decision can be interpreted as the final decision on the brand most liked by customers and consideration of the risk factors of the product to be purchased. In making a purchase decision, there are stages that will be passed in the decision-making process. This can be seen at the stages of purchasing decisions below:

1) Purchasing Decision Levels

The stages that will be passed in the decision-making process can be seen in figure 1 below:

Figure 1. Purchase Decision Process

Source: (Kotler & Armstrong, 2014)

There are five stages in the purchase decision-making process (Kotler & Armstrong, 2014), among others:

- 1) Problem recognition (problem identification)
- 2) Information search
- 3) Evaluation of alternatives (evaluasi alternatif)
- 4) Purchase decision (keputusan pembelian)
- 5) Postpurchase behavior

In making a purchase decision on a product, there are indicators according to Kotler & Armstrong (2014), among others:

1. Steadiness in a product
2. Buying because you love the brand
3. Buy because you want and need
4. Buy because it is recommended

b. Self-congruity

According to Sugianto and the Brahmins (2018) Self-congruity is defined as a person's effort to evaluate the suitability of a product or brand with brand image and self-concept. While according to Klipfel, et al (2014), self-congruity leads to similarities between self-concept and the product that consumers want to use. These similarities include similarities in terms of products, similarities of activities, and so on. In addition, self-congruity is defined as part of the function of brand personality because the selection of a product is able to reflect the personality of the consumer (Klipfel et al, 2014). In previous research, it was also found that self-congruity plays an important role in shaping purchase intention behavior and loyalty to a brand (Sugianto and Brahmin, 2018).

Self-congruity indicators include actual self-image, ideal self-image, personal self-image, and social self-image (Suryadinata, 2019), defined as follows:

1. Actual self-image is the real self-concept.
2. The ideal self-image is the ideal self-concept. Consumers with high social needs tend to determine purchasing decisions and product preferences on the ideal of self-image.
3. Personal self-image is a personal self-concept. Consumers tend not to think about how the social environment judges them and not to think about the ideal self-concept.
4. Social self-image is the self-concept of the social environment. Social self-image greatly influences a person's purchase decision or consumption behavior, because with social self-image consumers feel like they want to be viewed according to their wishes by others or their social environment.

c. Brand Image

Brand image is a consumer perception that is formed from information obtained through experience when using a brand. According to Kotler & Keller (2012) Brand image is defined as the perceptions and beliefs held by a consumer. Where the perception

and belief in a brand is based on the good and bad of the brand in consumer memory. Brand image can also be interpreted as an association that arises when customers remember a particular brand.

Brand image is a holistic form of brand association related to consumer perceptions and beliefs (Amstrong et al., 2012). The information gathered by consumers and the experiences consumers have create a brand image in the consumer's memory. A positive brand image is built from a positive perception. The formation of a good image can be used by the company as a force to attract potential customers and retain them, because customers tend to make brand image as a reference before buying a product.

According to (Kotler & Keller, 2013) There are dimensions that make up a brand image, including:

1. Brand Identity, which is a physical identity related to the brand.
2. Brand Personality, which is a distinctive character in a brand.
3. Brand Association, which is the specific things attached to the brand.
4. Brand Attitude and Behavior, namely the attitude and behavior shown by the brand.
5. Brand Benefit and Competence, namely the value of excellence offered by brands to consumers.

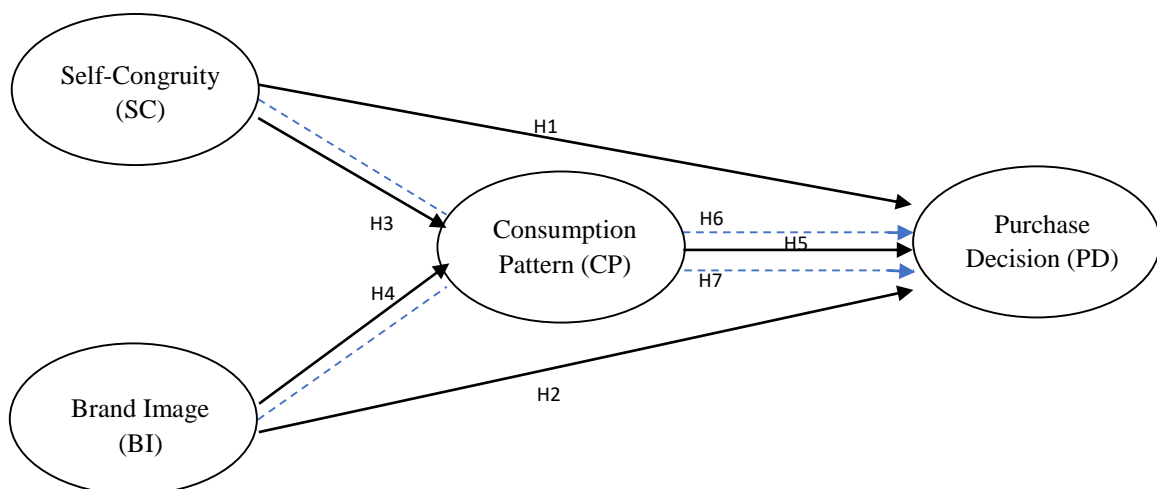
d. Consumption Patterns

According to Yousif and Al-Kahtani (2014), consumption patterns refer to consumer tendencies and behaviors in buying, using, and spending resources to meet their needs and desires. Consumption patterns include a number of aspects, including the types of goods and services consumed, the frequency of purchases, the way of purchase, and factors that influence consumer decisions.

According to Duesenberry's theory in Pujoharso (2013) There are dimensions that form a pattern of consumption, including:

- 1) Consumer income and production.
- 2) Generational consumption patterns.
- 3) Environmental awareness and sustainability.
- 4) Lifestyle and identity.
- 5) Brand experience and perception.

2. Research Framework



Gambar 2. Research Framework

3. Hypothesis

- 1) Hypothesis 1: Is there an influence between self-congruity and purchasing decisions on fast fashion products?
- 2) Hypothesis 2: Is there an influence between brand image and fast fashion product purchase decisions?
- 3) Hypothesis 3: Is there an influence between self-congruity and consumption patterns of fast fashion products?
- 4) Hypothesis 4: Is there an influence between brand image and consumption patterns of fast fashion products?
- 5) Hypothesis 5: Is there an influence between consumption patterns and purchasing decisions for fast fashion products?
- 6) Hypothesis 6: Is there an influence between consumption patterns in mediating self-congruity on purchasing decisions for fast fashion products?
- 7) Hypothesis 7: Is there an influence between consumption patterns in mediating brand image on purchasing decisions for fast fashion products?

C. RESEARCH METHODS

1. Types of Research

This research is a type of quantitative descriptive research.

2. Population, Sample, and Sampling Techniques

The population in this study is Gen Z and Millennials who have consumed fast fashion products. The criteria set in this study and must be met, namely:

- 1) Respondents are Gen Z and Millennials, aged between 17 – 37 years.
- 2) Respondents have purchased fast fashion products in the last 3 months
- 3) Respondents buy fast fashion products on e-commerce and offline stores.

The sample in this study was determined based on opinion Fraenkel & Red Light District (2012) That is, the minimum sample size for descriptive research is as many as 100 respondents. So the sample in the study amounted to 100 respondents.

3. Data Collection Methods

The method of data collection in this study was by using questionnaires. This questionnaire is distributed online using a google form. The questionnaire distributed to respondents used a five-point Likert scale as a measurement of data.

4. Data Analysis Techniques

Data is processed using PLS (Partial Least Square) program with SmartPLS 3.0. The variables used are independent variables, namely cell-fcongruity variables and brand image, dependent variables are purchasing decisions, and mediation variables are consumption patterns.

D. RESULTS AND DISCUSSION

1. Result

a. Respondent Demographics

The demographic description of respondents in this study is as follows:

Table 1. Respondent Demographics

Variable	Demographics	Category	Frequency	Percentage
Profile Responden	Gender	Woman	82	82 percent
		Man	18	18 percent
	Age	17 – 20	35	35 percent
		21 – 25	33	33 percent
		26 – 30	23	23 percent

Variable	Demographics	Category	Frequency	Percentage
Work/ Status		31 - 37	9	9 percent
		Student	22	22 percent
		Civil	13	13 percent
		servants/SOEs		
		Private		
		Employees	28	28 percent
		Entrepreneurial	16	16 percent
Guru/Cans	11	11 percent		
Income		IRT	10	10 percent
		<IDR 2,000,000	30	30 percent
		IDR 2,000,000 – IDR 5,000,000	46	46 percent
		>IDR 5,000,000	24	24 percent

Source: Processed Data, 2023.

b. Convergent Validity Test

The results of the convergent validity test in this study are in the table below.

Tableau 2. Convergent Validity Test Result

Variable	Indicator	Outer Loadings	Information
Purchase Decision (PD)	PD1	0,854	Valid
	PD2	0,850	Valid
	PD3	0,810	Valid
	PD4	0,670	Valid
	PD5	0,715	Valid
	PD6	0,566	Valid
	PD7	0,578	Valid
	PD8	0,739	Valid
	PD9	0,451	Invalid
	PD10	0,613	Valid
Self-congruity (SC)	SC1	0,669	Valid
	SC2	0,475	Invalid
	SC3	0,690	Valid
	SC4	0,700	Valid
	SC5	0,674	Valid
	SC6	0,811	Valid
	SC7	0,441	Invalid
	SC8	0,661	Valid
	SC9	0,791	Valid
	SC10	0,720	Valid
Brand Image (TWO)	BD1	0,525	Valid
	BD2	0,849	Valid
	BD3	0,853	Valid
	BD4	0,830	Valid
	BD5	0,592	Valid
	BD6	0,738	Valid
	BD7	0,553	Valid
	BD8	0,857	Valid
	BD9	0,742	Valid
	BD10	0,849	Valid
Consumption Pattern (CP)	CP1	0,733	Valid
	CP2	0,772	Valid
	CP3	0,858	Valid
	CP4	0,744	Valid
	CP5	0,796	Valid
	CP6	0,826	Valid

Variable	Indicator	Outer Loadings	Information
	CP7	0,710	Valid
	CP8	0,642	Valid
	CP9	0,552	Valid
	CP10	0,649	Valid

Source: Processed Data, 2023.

Based on the Confirmatory Factor Analysis test in table 2, PD9, SC2, and SC7 indicators are rejected because the loading factor value is less than 0.5. As a result, the indicator must be removed and recalculated using the PLS Algorithm. After removal and recalculation, a loading factor value of > 0.5 was obtained and was considered suitable for the formation of the main indicator. Below is table 3 recalculation of research instruments.

Table 3. Convergent Validity Retest Results

Variable	Indicator	Outer Loadings	Information
Purchase Decision (PD)	PD1	0,866	Valid
	PD2	0,858	Valid
	PD3	0,815	Valid
	PD4	0,671	Valid
	PD5	0,706	Valid
	PD6	0,559	Valid
	PD7	0,576	Valid
	PD8	0,737	Valid
	PD10	0,624	Valid
	Self-congruity (SC)	SC1	0,686
SC3		0,731	Valid
SC4		0,737	Valid
SC5		0,620	Valid
SC6		0,840	Valid
SC8		0,599	Valid
SC10		0,829	Valid
Brand Image (TWO)	BD1	0,524	Valid
	BD2	0,849	Valid
	BD3	0,853	Valid
	BD4	0,830	Valid
	BD5	0,593	Valid
	BD6	0,737	Valid
	BD7	0,554	Valid
	BD8	0,857	Valid
	BD9	0,742	Valid
	BD10	0,784	Valid
Consumption Pattern (CP)	CP1	0,731	Valid
	CP2	0,774	Valid
	CP3	0,858	Valid
	CP4	0,743	Valid
	CP5	0,796	Valid
	CP6	0,826	Valid
	CP7	0,706	Valid
	CP8	0,643	Valid
	CP9	0,554	Valid
	CP10	0,652	Valid

Source: Processed Data, 2023.

Based on table 3 above, each data has an outer loading value of > 0.5 . This indicates that all of the above data is valid and can be used to continue the measurement.

c. Composite Reliability Test

Composite Reliability Test Results are carried out to test the overall reliability of indicators on the measured variables. To find out Internal Consistency, you can see the value of composite reliability. The composite reliability test in this study is described in table 4 below.

Table 4. Composite Reliability Test Result

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted	Information
Purchase Decision	0,905	0,923	0,551	Reliable
Self-congruity	0,902	0,920	0,538	Reliable
Brand Image	0,880	0,905	0,520	Reliable
Consumption Pattern	0,871	0,899	0,530	Reliable

Source: Processed Data, 2023.

Based on table 4 above, each variable has a Cronbach alpha value of > 0.6 and an AVE value of > 0.5 . This shows that all the above data is credible and can be used to continue the measurement.

d. Inner Model Testing

The strength of the model and the extent to which exogenous variables explain endogenous variables, can be determined by R Square testing. Table 7 below shows the results of the R Square test.

Table 5. Inner Model Test Results (R-Square)

Variable	R Square value	Adjusted R Square
Purchase decision	0,640	0,637
Consumption Pattern	0,528	0,520

Source: Processed Data, 2023.

Table 5 shows that exogenous characteristics such as self-congruity and brand image account for 64.0% of purchase decisions, while other factors account for the remaining 36.0%. Then other exogenous characteristics such as consumption patterns explain 52.3% in purchase decisions. If categorized, the R Square value is included in the moderate category.

e. Hypothesis Test

1) Direct Effect Hypothesis Test

The measure of significance can be seen from the p-value or t-statistic, so a hypothesis can be accepted if the value of the t-statistic $>$ from the t-table or p-value < 0.05 . The results of the hypothesis test of direct influence on this study are described in table 6 below.

Table 6. Direct Effect Hypothesis Test Results

Hypothesis	Original Sample	Standard Deviation	T Statistics	P Values
Hypothesis 1	0,247	0,069	3,575	0,000
Hypothesis 2	0,429	0,057	7,593	0,000
Hypothesis 3	0,468	0,123	3,807	0,000
Hypothesis 4	0,308	0,126	2,444	0,015
Hypothesis 5	0,346	0,057	6,064	0,000

Source: Processed Data, 2023.

The results of hypothesis testing in table 6 show that hypothesis 1 is accepted, that self-congruity has a positive and significant effect on

purchase decisions (t stat 3.575 > 1.96). Then hypothesis 2 is accepted, that brand image has a positive and significant effect on purchase decisions (t stat 7.593 > 1.96). Then hypothesis 3 is accepted, that self-congruity has a positive and significant effect on the consumption pattern (t stat 3.807 > 1.96). Furthermore, hypothesis 4 is accepted, that brand image has a positive and significant effect on consumption patterns (t stat 2.444 > 1.96). Then hypothesis 5 is accepted, that the consumption pattern has a positive and significant effect on the purchase decision (t stat 6.064 > 1.96).

2) Indirect Effect Hypothesis Test

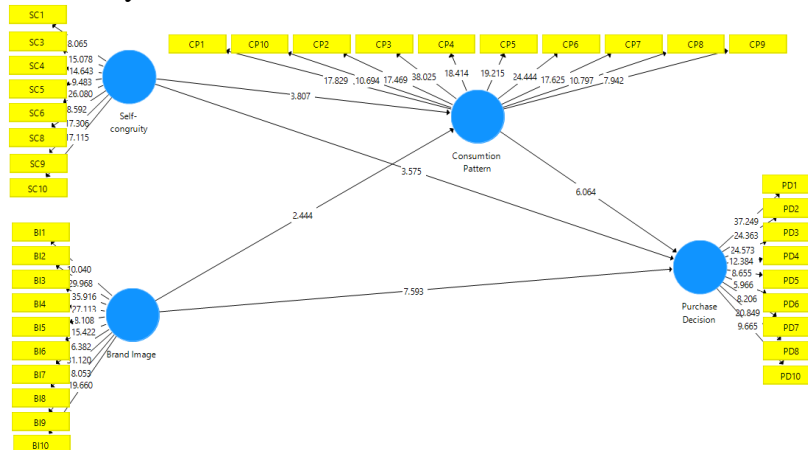
The results of the hypothesis test of direct influence on this study are described in table 7 below.

Table 7. Results of the Indirect Effect Hypothesis Test

Hypothesis	Original Sample	Standard Deviation	T Statistics	P-values
Hypothesis 6	0,162	0,052	3,137	0,002
Hypothesis 7	0,106	0,048	2,212	0,027

The results of hypothesis testing in table 7 show that hypothesis 6 is accepted, that consumption patterns can mediate self-congruity to purchase decisions with positive and significant directions (t stat 3.137 > 1.96). Then hypothesis 7 is accepted, that consumption patterns can also mediate brand image towards purchase decisions in a positive and significant direction (t stat 2.212 > 1.96).

3) Path Analysis Results



2. Discussion

This research shows that self-congruity and brand image affect purchasing decisions on fast fashion products. This influence shows if the brand image of fast fashion products greatly affects consumer consideration in buying products or not. This is in line with research Haryanti & Iskandar (2022) and Hermiyenti & Wardi (2018) which shows the results that brand image has a positive and significant influence on purchasing decisions. Brand image is considered to be a determining role for consumers in purchasing decisions so that brand image becomes one of the important factors in consumer purchasing decisions.

Brand image is considered to be an important factor in influencing consumer views of a product. This research shows that fast fashion products have advantages in brand

image that make consumers decide to buy their products. Starting from brand identity, brand personality, and brand attitudes and behaviors, to the benefits and competencies of the brand can influence consumer purchasing decisions. So it shows that the better the self-congruity and brand image, the higher the consumer's purchase decision to buy fast fashion products.

Then self-congruity and brand image affect consumption patterns in fast fashion products. This is in line with research Zulfikar, et al (2022) which mentions the influence between brand image on consumption patterns. In addition, in research (Solihin et al., 2021) also explained that the better the brand image, the more it will increase consumer consumption patterns.

Consumption patterns can mediate the influence of self-congruity and brand image on purchasing decisions on fast fashion products. This is in line with research Febriyanti (2016) which states that brand image influences purchasing decisions. Self-congruity and brand image are considered capable of influencing consumer consumption patterns which result in the creation of purchase decisions. That is, the better the image built by the brand, it will increase consumer consumption patterns and then result in the creation of purchasing decisions on fast fashion products. A brand must have a positive image in order to trigger consumer consumption patterns for its products and then cause purchasing decisions.

E. Conclusion

The conclusions in this study are:

- 1) Self-congruity influences purchasing decisions in a positive and significant direction.
- 2) Brand image influences purchasing decisions in a positive and significant direction.
- 3) Self-congruity affects consumption patterns in a positive and significant direction
- 4) Brand image influences consumption patterns in a positive and significant direction.
- 5) Consumption patterns influence purchasing decisions in a positive and significant direction.
- 6) Consumption patterns can mediate self-congruity to purchasing decisions in a positive and significant direction.
- 7) Consumption patterns can mediate brand image of purchasing decisions in a positive and significant direction

References

- Amstrong, G., Kotler, P., Saunders, J., & Wong, V. (2012). *Principles Of Marketing. Prentice Hall, 2nd Europe.*
- Arman. (2020). The Favorite Fast Fashion Clothing Store of 2020. *Orderonline*, 1–2. <https://Orderonline.Id/Blog/2020/02/27/Toko-Baju-Fast-Fashion-Yang-Digemari-Tahun-2020/>
- Ayu, S. J. R. (2022). Analysis of Zalora's Marketplace Marketing Business Management Strategy to Survive in E-Commerce Competition in Indonesia. *Kompasiana*, 1–4. <https://Www.Kompasiana.Com/Silvia3173/630f1ccc08a8b53e1e4a7575/Analisis-Strategi-Manajemen-Bisnis-Pemasaran-Marketplace-Zalora-Untuk-Bertahan-Dalam-Persaingan-E-Commerce-Di-Indonesia>
- Central Bureau of Statistics. (2021). Indonesia Telecommunication Statistics 2021. *Bps.Go.Id*. <https://Www.Bps.Go.Id/Publication/2022/09/07/Bcc820e694c537ed3ec131b9/Statistik->

- Telekomunikasi-Indonesia-2021.Html
- Debrilian, V. M., & Muslichah, I. (2018). Analysis of factors affecting consumer loyalty to fast fashion brands in Indonesia. *Islamic University of Indonesia*, 1(1), 1–10.
- Febriyanti, R. S. (2016). The influence of celebrity endorsers and brand image on purchasing decisions through buying interest. *Journal of Management Science and Research*, 5(5), 1–18.
- Fraenkel, J. R., & Wallen, N. E. (2012). How To Design And Evaluate Research In Education (8th Ed.). In *New York: Mcgraw Hill*.
- Haryanti, R., & Iskandar, D. A. (2022). The influence of brand image and perceived value on purchasing decisions in subscribing to the Netflix service. *Kalbisiana*.
- Hermiyenti, S., & Wardi, Y. (2018). A Literature Review On The Influence Of Promotion, Price And Brand Image To Purchase Decision. *2nd Padang International Conference On Education, Economics, Business And Accounting*, 64.
- Klipfel, J. A. L., Barclay, A. C., & Bockorny, K. M. (2014). Self-Congruity : A Determinant Of Brand Personality. *Brand Personality*, 8(3), 130–143.
- Kominfo. (2019). Ministry of Communication and Information: Indonesia's E-Commerce Growth Reaches 78 Percent. *Kominfo.Go.Id*. https://www.kominfo.go.id/content/detail/16770/kemkominfo-pertumbuhan-e-commerce-indonesiacapai-78-persen/0/sorotan_media
- Kotler, P., & Keller, K. L. (2012). Marketing Management. *Edition 13, 1 and 3* (Jakarta: Rajawali).
- Kotler, Philip., Keller, K. L. (2013). Marketing Management. *Jakarta: Erlangga*, 2, 137.
- Kotler, Philip, & Armstrong, G. (2014). Principle Of Marketing: 15th Edition. *New Jersey: Pearson Pretice Hall*.
- Kotler, Phillip, & Keller, K. L. (2016). Marketing Management Edition 12 Volumes 1 & 2. *Jakarta: Pt. Index*.
- Leman, F. M., Soelityowati, & Purnomo, J. (2020). The impact of fast fashion on the environment. Inside: Product Design and Fashion Business. *Proceedings of the 2020 Division National Seminar; Surabaya*, 1(1), 128–136.
- Machfiroh, I. S. (2018). The relationship between brand image and price to purchasing decisions at Fried Chicken Pelaihari. *Journal of Humanities and Technology*, 4(1), 25–30.
- Ngantung, D. (2017). Top 10 Most Valuable Fashion Brands In The World In 2017. *Wolipop*, 1–5. <https://wolipop.detik.com/fashion-news/d-3444785/10-merek-fashion-paling-berharga-di-dunia-pada-2017>
- Pujoharso, C. (2013). Application of Keynes's Consumption Theory to Indonesian Food Consumption Patterns. *Universitas Brawijaya Repository*, 1(1), 1–10.
- Rainer, P. (2023). BPS Census: Currently Indonesia is dominated by Gen Z. *Good Stats*, 1–3. <https://data.goodstats.id/statistic/pierrerainer/sensus-bps-saat-ini-indonesia-didominasi-oleh-gen-z-n9kqv>
- Setiawan, S. R. D. (2016). Rely on outlets and "online" the profit and sales of Zara owners increased. *Compass*, 1–5. <https://money.kompas.com/read/2016/06/16/150000326/Andalkan.Gerai.Dan.Online.Laba.Dan.Penjualan.Pemilik.Zara.Meningkat>
- Solihin, D., Ahyani, & Setiawan, R. (2021). The Influence Of Brand Image And Atmosphere Store On Purchase Decision For Samsung Brand Smartphone With Buying Interest As Intervening Variables. *International Journal Of Social Science And Business*, 5(2), 262–270.
- Sugianto, R. V., & Brahmin, R. K. (2018). The influence of self-congruity, curiosity, and shopping well-being on fast fashion consumption patterns in the millennial generation in Surabaya. *Agora*, 6(1), 1–6.

- Suryadinata, E. (2019). The influence of self congruity and brand personality on brand community to increase brand loyalty. *Petra Business & Management Review*, 5(1).
- Ulya, F. N., & Djumena, E. (2021). Research: People shop more online than offline. *Compass*, 1–5. <https://Money.Kompas.Com/Read/2021/10/22/211000926/Riset--Masyarakat-Lebih-Banyak-Belanja-Online-Dibanding-Offline>
- Wiangga, L. S. (2016). Retail Sector: Consumer Spending Dominance, Millennials Are Starting to Be Mentioned. Who are they? *Business Economics*, 1–6. <https://Ekonomi.Bisnis.Com/Read/20160927/100/587332/Sektor-Ritel-Dominasi-Belanja-Konsumen-Generasi-Millennial-Mulai-Disebut.-Siapa-Mereka>
- Zulfikar, T., Aprianti, I., & Rachmawati, E. (2022). Digital Marketing And Brand Image To Increase Consumer Purchase Interest. *Jurnal Manajemen Industri Dan Logistik*, 6(1), 21–29.