UNDERSTANDING FACTORS AFFECTING FAST FASHION PRODUCT PURCHASE INTENTION

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ABSTRACT

This study investigated different determinants of purchase intention for fast fashion products. This study is a pioneering study that employed empirical quantitative analysis to investigate fast fashion phenomenon from the consumers’ perspective. The theory and results provide better understanding of the determinants of purchase intention for fast fashions goods. We used logistic regression to test the model and hypothesized relationships between the constructs. This study found a positive impact for fashion involvement and impulse purchase tendency on purchase intention of fast fashion products. We also found that perceived risk resulted in lower purchase intention. The paper also discusses both theoretical and managerial implications of the findings. The findings of this study in a new area will help guide future researchers interested in this fast fashion and will help managers to gain insights that they can use to develop suitable marketing strategies.

Keywords: Fast Fashion, Retail, Consumer