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Factors Influencing the Purchase Intention and Behavior of Generation Y Women Towards Fashion Products in Chengdu, China

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Abstract

Purpose: This research aims examine relationships among brand, perceived quality, attitude, loyalty, trust, purchase intention, and purchase behavior. Furthermore, it intends to explore their influence on the purchasing decisions of female Generation Y consumers in Chengdu. **Research design, data, and Methodology:** The quantitative method of questionnaires was carried out to ensure representation from 500 female individuals belonging to Generation Y who had prior purchasing experience with three specific brands: UNIQLO, ZARA, and GAP. The researcher performed several statistical analyses to evaluate the reliability and validity of the constructs in the conceptual framework. Reliability analysis was employed to assess the consistency and stability of the measurement scales used in the questionnaire. The researchers employed confirmatory factor analysis (CFA) to assess the model's fit, reliability, and construct validity. Hypotheses were tested using structural equation modeling (SEM). **Results:** The study revealed that brand, attitude, loyalty, and trust influence customers' purchase intentions. Notably, purchase intention insets a significant impact on customer purchase behaviors. Nevertheless, perceived quality has no significant impact on purchase intention. **Conclusions:** This study seeks to offer valuable insights into the dynamics of female Generation Y consumers within Chengdu's fast fashion industry, underlying motivations driving their purchase intentions and behaviors.

Keywords : Fast Fashion Industry, Generation Y, Purchase Intention, Purchase Behavior, Chinese Market

JEL Classification Code: E44, F31, F37, G15

1. Introduction

The fast fashion industry has demonstrated its ability to swiftly adapt to market dynamics by providing a wide range of affordable and trendy clothing options. Originating from Western youth culture in the 1960s, it was heavily influenced by movements such as rock, hippie, and punk. Using globalization and technological platforms, the industry has relocated production and distribution processes to developing countries, resulting in shorter product renewal cycles. While disruptive to the traditional apparel market, fast fashion has brought new opportunities and vitality to local apparel businesses. As it continues to evolve, the industry is expected to thrive further and expand (Zotte, 2023).

This research examines the growth rates, performance,

and strategies of three prominent fast fashion brands—Uniqlo, Zara, and Gap—in the Chinese market. The analysis reveals that fast fashion brands effectively cater to consumers' desires for diversity, affordable prices, and fashionable offerings. Additionally, these brands leverage globalization and technology platforms to accelerate product updates and distribution processes. While fast fashion brands present a substantial challenge to the traditional apparel industry, they also bring new economic opportunities to the department store sector (Su, 2020). According to available data, it is projected that the combined global sales of these three companies will approach \$100 billion by 2025. These figures underscore the significance of researching the fast fashion industry. Notably, China's fast fashion market has witnessed remarkable expansion in recent years. Taking Uniqlo as an example, their revenue growth rate in China

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surpasses 30%, surpassing the company's global average growth rate of 14% (Early, 2023).

Despite extensive research on the economic factors impacting the fast fashion industry, there needs to be more understanding of consumer psychology. This study addresses this gap by focusing on Generation Y consumers (born between 1980 and 1994), who are significant fast fashion consumers despite their limited income (Zhang et al., 2021). The primary objective of this study is to identify the key factors influencing the purchase intentions and behaviors of Generation Y consumers in Chengdu, China, namely brand, perceived quality, attitude, loyalty, and trust. By understanding the factors that drive Generation Y consumers' purchase intentions and behaviors, the industry can enhance its ability to meet their expectations and foster long-term customer relationships.

2. Literature Review

2.1 Brand

Fernandez (2009) discovered that Generation Y consumers strongly favor brand consciousness. They are willing to invest more money in brands they recognize and prefer over others. Building on this, McColl and Moore (2011) highlighted the growing consumer demand for fashion products and emphasized the significant role branding plays in influencing purchase decisions. According to Giovannini et al. (2015), brand awareness positively influences purchasing behavior in fashion products. Ngai and Cho (2012) found that consumers prioritizing brands in their purchase decisions exhibit a higher demand for fashion brands than the average consumer. This is due to their belief that fashion brand goods can enhance their social status, as outlined by Bian and Moutinho (2011). Hence, a hypothesis is set:

H1: Brand has a significant impact on purchase intention.

2.2 Perceived Quality

Armstrong and Kotler (2003) proposed that perceived quality is a crucial factor influencing consumers' brand choices, particularly when they have limited knowledge about the product's brand. When consumers perceive that a product's quality exceeds their expectations, they repurchase and recommend it to others. In such cases, consumers form their brand perceptions based on intrinsic factors of the product, as well as external factors like price, origin, and image, all of which are encompassed within the concept of perceived quality (Yoo et al., 2006). Levy and Guterman (2012) argued that the formation of brand values among Generation Y consumers, especially when evaluating a

product, is more subjective and centered around perceived quality rather than objective quality. Lee et al. (2008) found that Generation Y consumers in the Americas establish a connection between the perceived quality of a U.S. fast-fashion brand, such as GAP, and their willingness to purchase. Dodds et al. (1991) mentioned that the implicit influence of perceived quality on the average consumer is significant enough to overshadow concerns about the product's price when making purchasing decisions. Hence, a hypothesis is set:

H2: Perceived quality has a significant impact on purchase intention.

2.3 Attitude

Consumer attitudes toward a brand hold a significant influence on their purchase behavior and brand loyalty, similar to perceived quality, brand awareness, brand image, and brand origin (Foroudi et al., 2018). Ko et al. (2008) identified attitude as one of the consumer-perceived attributes of a brand that directly impacts purchase intentions. When faced with an overpriced product, consumers' favorable attitude toward the brand can be crucial in determining their intent to purchase (O'Cass & Choy, 2008). Wu et al. (2010) found that consumers with positive attitudes toward a product are more inclined to demonstrate purchase intentions favoring the brand owner. Furthermore, Ajzen (1991) stated that a positive attitude towards a product expedites the purchase behavior prior to the consumer making a final purchase decision. Hence, a hypothesis is set:

H3: Attitude has a significant impact on purchase intention.

2.4 Loyalty

Existing literature indicates that consumer loyalty to a brand plays a crucial role in determining their purchase decisions (Das, 2014). Steenkamp and Dekimpe (1997) found that a favorable image of a retail store has a direct impact on brand loyalty, as evidenced by previous studies. Griffin and Herres (2002) concluded that repeat purchase behavior must be accompanied by brand loyalty based on their analysis of consumers' repeat purchase patterns. Pons and Souiden (2009) demonstrated that once consumers develop an emotional attachment and loyalty toward a brand, they are more likely to exhibit positive intentions. Saleem et al. (2017) argued that increasing loyalty and repurchase among users is crucial for the success of a fashion brand, and achieving this requires retailers at all levels to implement diverse brand campaigns. Hence, a hypothesis is set:

H4: Loyalty has a significant impact on purchase intention.

2.5 Trust

Consumers often associate trust in a brand with the brand's authenticity (Schallehn et al., 2014). Wu et al. (2010) found that Generation Y consumers, who have grown up in the Internet age, tend to develop initial trust in fashion brands sold online when making purchases. Generally, consumers trust fashion products only after receiving more information about them, leading to the development of purchase intentions (Han et al., 2017). Ma et al. (2012) concluded that brands with a fair-trade philosophy are more likely to be trusted, significantly influencing consumers' willingness to purchase. Fashion brands further enhance trust among consumers by offering sponsorships and rewards to those who already trust them (Chaudhuri & Holbrook, 2002). Hence, below hypotheses are indicated:

H5: Trust has a significant impact on purchase intention.

H6: Trust has a significant impact on purchase behavior.

2.6 Purchase Intention

Investigating consumers' purchase intentions holds significant value in understanding the increasing demand for fashionable goods among individuals (Ngai & Cho, 2012). Fashion brands have actively engaged in research on the purchase intentions of young customers in recent years. This research helps them formulate more effective marketing strategies and company development plans to attract an expanding consumer base (Mummalaneni & Meng, 2009). Hung et al. (2011) demonstrated that consumers' purchase intentions are influenced by both the social influence and the quality of merchandise associated with a brand. Additionally, Lee et al. (2008) concluded that perceived brand quality has the most substantial impact on consumers' purchase intentions. Furthermore, Cheng (2016) discovered that consumers' knowledge of the risks indirectly affects their purchase intentions. Hence, a hypothesis is set:

H7: Purchase intention has a significant impact on purchase behavior.

2.7 Purchase Behaviour

The theory of planned behavior (TPB) has been widely employed in the academic community to investigate consumer purchase behavior (Chiu & Leng, 2016). Zhang and Kim (2013) highlighted that in various country settings, consumer purchase intention consistently mediates between intention and actual purchase behavior. Companies often utilize market research to gain insights into consumers' purchase intentions, enabling them to develop sales strategies that align with current trends (Bagozzi & Yi, 1989). Moreover, due to the diverse nature of customer buying behavior, companies must continuously adapt and update

their sales efforts, creating a virtuous cycle that grows in response to market dynamics and consumer behavior (Ha & Jang, 2009). Findings from Vieira et al. (2008) indicate that purchase behavior is a subjective decision-making process that occurs when consumers develop a favorable impression of a product through learning about its quality, features, and other attributes.

3. Research Methods and Materials

3.1 Research Framework

The conceptual framework of this study is built upon a thorough examination of relevant literature. It incorporates several key variables, including brand, perceived quality, attitude, loyalty, trust, purchase intention, and purchase behavior. Various scholarly studies inform the relationships between these variables. For instance, Febriyartoro (2020) proposed a research framework that explores the impact of a brand on purchase intention. Nasreen et al. (2015) shed light on the association between perceived quality and purchase intention. Lim et al. (2017) provided empirical evidence for the influence of attitude on purchase intention. Anderson et al. (2014) laid the foundation for investigating the effect of loyalty on purchase intention. The effect of trust on purchase intention is derived from the research framework developed by Hannah et al. (2021). Alessandro et al. (2012) examined the relationship between trust and purchase behavior in their study on online shopping behavior among Americans. Haslam et al. (2015) contributed to the research framework by investigating the influence of purchase intention on purchase behavior. Drawing upon these studies, a comprehensive research framework has been established for this study, as depicted in Figure 1.

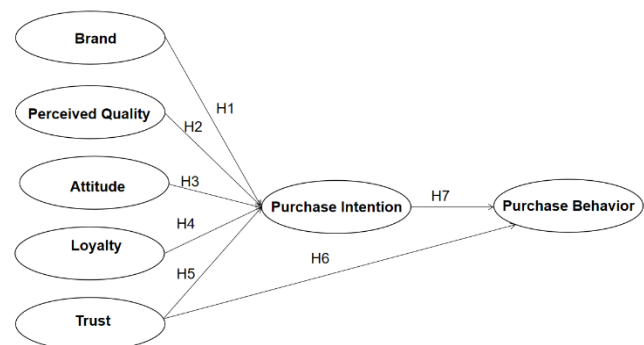


Figure 1: Conceptual Framework

H1: Brand has a significant impact on purchase intention.

H2: Perceived quality has a significant impact on purchase intention.

- H3:** Attitude has a significant impact on purchase intention.
H4: Loyalty has a significant impact on purchase intention.
H5: Trust has a significant impact on purchase intention.
H6: Trust has a significant impact on purchase behavior.
H7: Purchase intention has a significant impact on purchase behavior.

3.2 Research Methodology

The research method in this study is quantitative. A sample of 500 questionnaires was distributed to female Generation Y individuals residing in Chengdu, China. The distribution of the questionnaires aimed to reflect the proportion of the consumer population who had previous purchasing experience with three specific brands: UNIQLO, ZARA, and GAP. The research methodology employed for this study consisted of three phases.

In the first phase, a pilot test was conducted to evaluate the measurement items in the questionnaire. To enhance the questionnaire's reliability, a pilot study was carried out in Chengdu. The questionnaire was distributed to 30 respondents who shared similar characteristics with the target population. The distribution was facilitated using the "When Juan Xing" website. During the second phase, the pilot study underwent reliability and validity tests to refine the questionnaire and establish the final official version. The data collected from the pilot study were analyzed using SPSS Statistics. Cronbach's α values were calculated to assess the internal consistency and reliability of the questionnaire. All obtained α values were found to be greater than 0.7, meeting the study's requirements. This indicates that the questionnaire exhibited high reliability and consistency in measuring the intended constructs. The reliability and validity of the questionnaire were crucial aspects of the study, ensuring its scientific rigor. With the successful completion of the reliability and validity tests, the finalized questionnaire was deemed suitable for implementation in a large-scale survey, enabling the collection of robust and meaningful data from a representative sample. In the third phase, the questionnaire was distributed to the target respondents in Chengdu, resulting in 500 completed responses. The collected data were subjected to statistical analysis using SPSS and AMOS. Correlation and regression analyses were conducted to examine the relationships between variables. Confirmatory Factor Analysis (CFA) and other techniques were employed to assess the validity and reliability of the collected data. Furthermore, Structural Equation Modeling (SEM) analysis was performed to investigate and validate the hypotheses formulated in the research model. This analytical approach allowed for a comprehensive exploration of the interrelationships among the variables, providing a deeper understanding of the proposed conceptual framework.

3.3 Population and Sample Size

This study focuses specifically on female individuals from Generation Y residing in Chengdu, China, who have made annual purchases of at least ¥2,000 from UNIQLO, ZARA, or GAP. Following the recommendations of Blunch (2013) and Ainur et al. (2018), a fixed sample size was deemed beneficial to ensure reliable study results. To determine the appropriate sample size, the scale calculator for Structural Equation Modeling was utilized, resulting in a calculated minimum sample size of 444. However, to account for potential respondents who may not meet the questionnaire requirements, the sample size was set at 500.

3.4 Sampling Technique

The researchers employed a multistage sampling approach in this study. In the first stage, purposive or judgmental sampling was utilized to classify the target population based on the top three brands in China's fast fashion industry for 2021, namely Uniqlo, ZARA, and GAP. These brands were selected due to their significant popularity and prevalence in China, making them highly relevant for this study. In the second stage, stratification was applied. The researchers examined relevant information to determine the population sizes for each brand in Chengdu in 2021, which were found to be 421,500, 89,400, and 384,600, respectively. The sample sizes for each stratum were then calculated as 176, 163, and 161 individuals, respectively.

Table 1: Sample Units and Sample Size

Brand	Population Size	Proportional Sample Size
Uniqlo	421,500	176
Zara	389,400	163
Gap	384,600	161
Total	1,195,500	500

Source: Constructed by author.

4. Results and Discussion

4.1 Demographic Information

Table 2 provides an overview of the demographic characteristics of the 500 female respondents included in this study. The largest age group comprised individuals between 31 and 35 years old, totaling 362 respondents, which accounted for 72.40% of the total sample. The second highest age group was between 25 and 30, representing 14.40% of the respondents. Subsequently, 13.20% of the respondents fell within the age range of 36 to 40. Income was identified as a significant factor in this study. Among the respondents, 8.21%

reported earning less than RMB 80,000 per year, while the majority (85.11%) fell within the income range of RMB 80,000 to RMB 150,000 per year. A smaller proportion, 6.68%, reported earning more than RMB 300,000 annually. Regarding education, 2.77% of the respondents held a high school diploma as their highest qualification. The majority (74.80%) held a bachelor's degree, followed by 16.23% with a master's degree and 5.64% with a Ph.D. Regarding employment status, the largest respondents (65.78%) were classified as full-time workers. A smaller percentage (4.63%) identified themselves as part-time workers or freelancers, while 28.32% reported being self-employed. The remaining 1.27% indicated that they were unemployed.

Table 2: Demographic Profile

Demographic and General Data (N=500)		Frequency	Percentage
Age	25-30 years old	72	14.40
	31-35 years old	362	72.40
	36-40 years old	66	13.20
Income/Year	< ¥80,000	41	8.20
	¥80,000- ¥150,000	374	74.80
	¥150,000- ¥300,000	52	10.40
	> ¥300,000	33	6.60
Education level	High School Diploma	14	2.77
	Bachelor's degree	377	75.36
	Master's degree	81	16.23
	Doctorate degree	28	5.64
Employment	Full-time worker	329	65.78

Table 3: Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factors Loading	CR	AVE
Brand (B)	Chiu and Leng (2016)	3	0.772	0.691-0.777	0.775	0.535
Perceived Quality (PQ)	Lee et al. (2008)	6	0.885	0.700-0.793	0.886	0.566
Attitude (A)	Cham et al. (2021)	4	0.822	0.700-0.755	0.823	0.537
Loyalty (L)	Cham et al. (2021)	6	0.872	0.720-0.746	0.873	0.534
Trust (T)	Singh and Srivastava (2018)	5	0.846	0.683-0.755	0.847	0.525
Purchase Intention (PI)	Hassan et al. (2013)	4	0.824	0.708-0.770	0.832	0.555
Purchase Behavior (PB)	Hassan et al. (2013)	4	0.827	0.675-0.799	0.829	0.550

Table 4 provides evidence that the model meets the criteria for various fit indices, including GFI, AGFI, NFI, CFI, TLI, and RMSEA. This confirms the convergent and discriminant validity of the model. These measurements collectively demonstrate strong evidence for discriminant validity and support the validity of subsequent estimates in the structural model.

Table 4: Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	≤3.00 (Hair et al., 2006)	1.277
GFI	≥ 0.85 (Parasuraman et al., 1985)	0.935
AGFI	≥ 0.80 (Filippini, 1998)	0.923
NFI	≥ 0.90 (Hair et al., 2010)	0.983
CFI	≥ 0.90 (Hair et al., 2006)	0.981
TLI	≥ 0.90 (Arbuckle, 1995)	0.928

Demographic and General Data (N=500)		Frequency	Percentage
status	Part-time worker/freelancer	23	4.63
	Self-employed	142	28.32
	Unemployed	6	1.27
Age	25-30 years old	72	14.40
	31-35 years old	362	72.40
	36-40 years old	66	13.20

4.2 Confirmatory Factor Analysis (CFA)

In order to assess the significance of each variable, a Confirmatory Factor Analysis (CFA) was conducted. The purpose of this analysis was to evaluate the reliability and validity of the variables, ensuring that the proposed model settings were reasonable and scientifically sound, as suggested by Chin et al. (2013). To demonstrate significant differences between the two groups, it was required that all factor loadings exceed 0.50 and have a p-value of less than 0.05. The questionnaire comprised 28 questions, and the results of the analysis indicated that Cronbach's alpha coefficient exceeded 0.7 for all measured questions, indicating good internal consistency, following the guidelines of Fornell and Larcker (1981). Furthermore, the average factor loading was found to be greater than 0.5. Based on the data presented in Table 3, it can be inferred that all estimates demonstrate statistical significance.

Fit Index	Acceptable Criteria	Statistical Values
RMSEA	≤ 0.08 (Hooper et al., 2008)	0.024
Model Summary		Acceptable Model Fit

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = Goodness-of-fit index, AGFI = Adjusted goodness-of-fit index, NFI = Normed fit index, CFI = Comparative fit index, TLI = Tucker-Lewis index, and RMSEA = Root mean square error of approximation

According to the findings of Fornell and Larcker (1981), discriminant validity is confirmed when the square root of the average variance extracted (AVE) is greater than the correlation coefficients between the constructs. In this study, the results presented in Table 5 demonstrate that the square root of all AVE values exceeds the corresponding inter-construct correlation coefficients. This confirms the presence

of discriminant validity in the measurement model.

Table 5: Discriminant Validity

	B	PQ	A	L	T	PI	PB
B	0.731						
PQ	0.627	0.752					
A	0.511	0.690	0.733				
L	0.490	0.564	0.636	0.731			
T	0.619	0.692	0.634	0.615	0.725		
PI	0.555	0.554	0.622	0.596	0.639	0.745	
PB	-0.075	-0.146	-0.069	-0.067	-0.069	0.182	0.742

Note: The diagonally listed value is the AVE square roots of the variables
Source: Created by the author.

4.3 Structural Equation Model (SEM)

Structural Equation Modeling (SEM) is a comprehensive assessment used to determine whether the sample data supports the hypothesis. The model results include five statistical parameters that serve as fundamental indicators for evaluating the goodness of fit in SEM. According to the guidelines provided by Hair et al. (2006), an acceptable model fit is indicated by $CMIN/DF \leq 3.0$, $GFI \geq 0.85$, $TLI \geq 0.90$, and $CFI \geq 0.90$. Additionally, based on the recommendations of Filippini (1998), $AGFI \geq 0.80$ is considered acceptable. As per the evaluation criteria proposed by Arbuckle (1995), a model fit is deemed acceptable when $NFI \geq 0.90$. Furthermore, Hair et al. (2006) suggest that a model fit is acceptable if $RMSEA \leq 0.08$. Therefore, based on these criteria, the SEM model demonstrates a strong fit with the observed data.

Table 6: Goodness of Fit for Structural Model

Index	Acceptable	Statistical Values
CMIN/DF	≤ 3.00 (Hair et al., 2006)	1.395
GFI	≥ 0.85 (Parasuraman et al., 1985)	0.919
AGFI	≥ 0.80 (Filippini, 1998)	0.916
NFI	≥ 0.90 (Hair et al., 2010)	0.973
CFI	≥ 0.90 (Hair et al., 2006)	0.973
TLI	≥ 0.90 (Arbuckle, 1995)	0.910
RMSEA	≤ 0.08 (Hooper et al., 2008)	0.028
Model Summary		Acceptable Model Fit

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = Goodness-of-fit index, AGFI = Adjusted goodness-of-fit index, NFI = Normed fit index, CFI = Comparative fit index, TLI = Tucker-Lewis index, and RMSEA = Root mean square error of approximation

4.4 Research Hypothesis Testing Result

Based on the findings presented in Table 7, the variables of brand, attitude, loyalty, and trust demonstrate a significant effect on purchase intention at a significance level of 0.001. The regression coefficients associated with these variables are positive, indicating a positive and statistically significant impact on consumers' purchase intention. Notably, among

these variables, trust emerges as the most influential factor in consumers' purchase intention, with a coefficient of 0.271.

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-value	Result
H1: B→PI	0.174	2.976**	Supported
H2: PQ→PI	-0.019	-0.268	Not Supported
H3: A→PI	0.222	3.384***	Supported
H4: L→PI	0.187	3.281**	Supported
H5: T→PI	0.271	3.937***	Supported
H6: T→PB	0.412	5.414***	Supported
H7: PI→PB	0.437	5.505***	Supported

Note: *** $p < 0.001$, ** $p < 0.01$

Source: Created by the author

Table 7 reveals the following findings:

H1 has been validated, indicating that the brand has a significant and positive impact on customers' purchase intention, as supported by a standardized coefficient value of 0.174. The values and core beliefs embodied by a brand have the potential to align with consumers' values. When consumers perceive a connection between their values and those represented by a brand, they are likelier to choose their products or services (Delgado-Ballester & Munuera-Alemán, 2005). On the other hand, **H2**, which suggests a relationship between perceived quality and customers' purchase intention, did not yield a significant result. The standardized coefficient value is -0.019. This could be attributed to the fast fashion industry's reputation for rapidly introducing new styles and trends. As a result, consumers prioritize the fashionability and popularity of products over long-term value and durability when making purchase decisions (Zeithaml, 1988).

Regarding **H3**, the relationship between attitude and customers' purchase intention was significant, with a standardized coefficient of 0.222. This finding indicates that a more positive attitude towards a product increases customers' willingness to purchase it (Saleem et al., 2017). Enhancing consumers' understanding of the product and providing clear information about its concept can contribute to increasing their certainty and, subsequently, their purchase intention. **H4** proposes a significant impact of loyalty on customers' purchase intention, with a standardized coefficient value of 0.187. Loyalty is commonly associated with repeat purchase behavior. When consumers exhibit a high loyalty towards a fast fashion brand, they are more likely to make frequent purchases of the brand's products (Rundle-Thiele & Mackay, 2001). Trust, as addressed in **H5**, demonstrates a significant impact on customers' purchase intention, with a standardized coefficient value of 0.271. This finding supports that trust is pivotal in influencing consumers' purchase intention. When consumers develop trust in products and brands, it increases the likelihood of purchasing (Schoorman et al., 2007). Next, **H6**, which examines the impact of trust on customers' purchase behavior,

also shows a significant effect with a standardized coefficient value of 0.412. When consumers develop trust in a fast fashion brand, they are more inclined to engage in continued purchases of the brand's products, thereby shaping their purchase behavior (Gefen et al., 2003). In **H7**, the beta coefficient (β) of 0.437 suggests the strength and direction of the relationship between purchase intention and purchase behavior. In this case, the positive beta coefficient indicates that as purchase intention increases, purchase behavior tends to increase as well. The t-value of 5.505 indicates the significance of the beta coefficient. A higher t-value suggests a stronger significance of the relationship.

5. Conclusion and Recommendation

5.1 Conclusion and Discussion

The initial phase of this study focuses on investigating the factors that impact the purchasing intentions and behaviors of female Generation Y users in Chengdu, China, specifically regarding fast fashion products. Building on existing research, a conceptual framework was developed to guide this investigation, encompassing seven key factors: brand, perceived quality, attitude, loyalty, trust, purchase intention, and purchase behavior. A survey questionnaire was administered to female residents of Chengdu, China, aged between 25 and 40 years, who spend more than ¥2,000 annually on fast fashion products. To assess the model's reliability and validity, confirmatory factor analysis (CFA) was conducted. Subsequently, a structural equation model (SEM) was constructed to examine the causal factors and estimate their primary components and weights. Based on the evaluation findings, remedial measures and recommendations were proposed.

Drawing from the analysis of 500 valid surveys, the main findings of this research can be summarized as follows. Firstly, the statistical data indicate that consumers develop trust in both the product and the brand, influencing their purchase intention. The level of trust plays a significant role in shaping consumers' purchase intention and behavior, aligning with the conclusions drawn by Kumar and Manrai (2017) in their earlier study, emphasizing the impact of trust on individuals' product preferences. Additionally, this study confirms that loyalty is the second most significant factor in determining consumers' purchase intention, supporting the argument put forward by Kim et al. (2017) that loyal consumers tend to make consistent purchases of specific brands or products, maintaining their buying habits. They are more likely to repurchase trusted and favored brands instead of trying out competing products. Therefore, customers who

exhibit brand loyalty generally have a higher purchase intention.

The research findings also highlight a direct correlation between consumers' perceptions of a product and their purchase intention. However, it is important to note that consumers' decisions to purchase a product are influenced by multiple factors beyond just their attitude toward the product, in line with Fernandez et al. (2013). Numerous prior studies have established that brands have a substantial impact on consumers' inclination to make purchases. The brand image encompasses consumers' overall perception and emotional response to a brand. Purchase decisions are often influenced by the values and personality traits projected by a brand's image, as well as its alignment with consumers' own identity and lifestyle. Aaker (1991) further argues that a well-executed brand marketing strategy can capture consumers' interest and attention, ultimately fostering their willingness to engage in purchase intention.

In summary, brands, attitudes, loyalty, and trust are the primary drivers influencing consumers' purchase of fast fashion products. These factors are the key determinants of purchase intention and behavior among Generation Y fast fashion product users.

5.2 Recommendation

Based on the research findings, it has been established that brands, attitudes, loyalty, and trust are critical factors that influence the purchase intention of female Generation Y consumers in Chengdu regarding fast fashion products. Prioritizing these elements is recommended to enhance consumers' purchasing power.

Firstly, brands play a significant role in capturing and retaining the attention of female Generation Y consumers. Marketers should emphasize the unique value proposition of their brands, highlighting distinctive features and benefits that appeal to this specific consumer segment. Effective branding strategies, such as creating compelling brand narratives, engaging in influencer partnerships, and leveraging social media platforms, can enhance brand visibility and authenticity (Kim & Kim, 2005).

Secondly, shaping positive attitudes towards fast fashion products is essential.

5.3 Limitation and Further Study

The current body of research primarily focuses on specific cultural or regional contexts, which limits the generalizability of the findings. To overcome this limitation, future studies could explore how cultural and regional differences influence purchase intention in diverse markets.

By investigating these variations, researchers can gain a more comprehensive understanding of the factors influencing purchase intention.

Moreover, most studies have examined the immediate impact of brand, attitudes, loyalty, and trust on purchase intention. However, it would be valuable for future research to investigate the long-term effects of these factors on consumer behavior. This could involve exploring post-purchase satisfaction, repeat purchases, and brand loyalty over an extended period. Understanding the long-term impact of these factors will provide deeper insights into consumer decision-making processes and the sustainability of purchase intention.

Additionally, the growing influence of social media platforms on consumers, especially through online content and peer recommendations, is an area that deserves further exploration. Future research should delve into the role of social media in shaping purchase intention for fast fashion products and how factors such as brand, attitudes, loyalty, and trust interact with social media influence. Understanding the interplay between these factors and social media will help marketers develop effective strategies to engage consumers and enhance purchase intention.

By addressing these limitations and conducting additional studies, researchers can achieve a more comprehensive understanding of the factors that influence purchase intention for fast fashion products. This understanding will enable the development of comprehensive strategies to enhance consumers' purchasing power in the fast fashion market across different cultural contexts and in the evolving landscape of social media influence.

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