pISSN: 1906 - 6406 The Scholar: Human Sciences
eISSN: 2586 - 9388 The Scholar: Human Sciences
http://www.assumptionjournal.au.edu/index.php/Scholar

Determinants of Purchase Intent and Behavior of Male Generation Y Consumers in Fast Fashion Sector in Chengdu, China

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Received: October 31, 2023. Revised: March 21, 2024. Accepted: February 18, 2025.

Abstract

Purpose: This study explores the factors impacting male Generation Y consumers' purchase intention and behavior in the fast fashion market in Chengdu, China. It establishes a conceptual framework that elucidates the interconnections among brand, perceived quality, attitude, loyalty, trust, purchase intention, and purchase behavior. **Research design, data, and methodology:** A total of 500 questionnaires were distributed to male individuals belonging to Generation Y and living in Chengdu. The distribution of questionnaires was conducted in a manner that ensured representation from the consumer population who had prior purchasing experience with three specific brands, namely UNIQLO, ZARA, and GAP. To evaluate the model fit, reliability, and validity of the constructs, the researchers utilized confirmatory factor analysis (CFA). Structural equation modeling (SEM) was applied to test hypotheses. **Results:** The study's findings demonstrated that brand, attitude, loyalty, and trust was pivotal in shaping customers' purchase intentions. In addition, trust and purchase intention significantly impact purchase behavior. Nevertheless, perceived quality has no significant impact on purchase intention. **Conclusions:** This research provides valuable insights into the dynamics of male Generation Y consumers within Chengdu's fast fashion industry, which sheds light on the driving forces behind 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 can quickly respond to market dynamics by offering diverse, affordable, and popular apparel. The trend originated in Western youth culture in the 1960s and was deeply influenced by trends such as rock, hippie, and punk. By leveraging globalization and technology platforms, it has shifted production and distribution processes to developing countries, thereby shortening the time cycle for product renewal. While it has impacted and challenged the traditional apparel market, it has brought new possibilities and vitality to local apparel businesses. It will continue to grow and expand in the future (Schlossberg, 2019).

This paper examines the growth rates of three fast fashion brands, Uniqlo, Zara, and Gap, in the Chinese market and analyzes their performance and strategies. The analysis reveals that fast fashion brands can satisfy consumers' demand for diversity, low prices, and fashion. At the same time, they leverage globalization and technology platforms to speed up product updates and distribution. Fast fashion brands pose a significant challenge to the traditional apparel industry while at the same time bringing new economic options to the department store industry. According to data, Zara grew by more than 14% between 2018 and 2020, while Uniqlo grew by more than 10%. As a result, by 2025, it is anticipated that the three companies combined global sales will be close to $100 billion. Because of this, researching the fast fashion industry is highly recommended. In recent years, China's fast-fashion market has likewise expanded at an astounding rate. If we use Uniqlo as an example, their revenue growth rate in China is above 30%, significantly

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greater than the company's 14% global average growth rate (Ruan et al., 2022; Yi, 2021).

Consumer behavior can vary significantly between different demographic groups. By focusing exclusively on male Generation Y consumers, researchers can delve deeper into the unique preferences, motivations, and decision-making processes of this specific segment of the population. This targeted approach allows for more precise insights that can inform marketing strategies tailored to this demographic. The fast fashion sector has seen rapid growth and evolving consumer preferences, particularly among younger demographics. Generation Y, also known as millennials, are a key consumer segment driving trends in fashion and retail. Understanding their purchasing behavior in the fast fashion sector can provide valuable insights for companies looking to capitalize on this market.

Although many researchers have extensively studied the factors that affect the industry's economy, there needs to be more research on consumer psychology. This study focuses on Generation Y (born between 1980 and 1994), the main fast fashion consumers despite their limited income. This study identifies brand, perceived quality, attitude, loyalty, and trust as the main factors influencing purchase intention and purchase behavior of Generation Y consumers in Chengdu, China. Valuable insights are provided to design and marketing teams in the fast fashion industry to meet market demands. Consumer needs better, and to develop effective and feasible sales strategies to achieve desired sales goals.

2. Literature Review

2.1 Brand

Groth and McDaniel (1993) found that higher brand positioning or high-quality products promoted consumer purchase intentions. Fashion brand exclusivity as a pricing strategy can support higher purchase intentions (Nia & Zaichkowsky, 2000). Some consumers consider brand value an asset when purchasing (Mazodier & Merunka, 2012). Fashion or luxury goods add prestige to consumers beyond their functional value (Grossman & Shapiro, 1988). According to Nagashima (1970), consumers associate the country of origin with the product, and a positive brand image increases purchase intentions. Thus, this study put forwards a hypothesis:

H1: Brand has a significant impact on purchase intention.

2.2 Perceived Quality

Lee et al. (2008) found that Generation Y values the perceived quality of fashion brands more, and their liking for the brand increases with perceived quality. Mummalaneni and Meng (2009) argued that Generation Y prioritizes perceived quality over actual functionality when purchasing clothing from fashion brands. Boulding et al. (1999) argued that when choosing similar products, people make comparisons based on perceived quality, influencing their purchase intentions. Jaafar et al. (2012) also emphasized the positive correlation between perceived quality and trust, highlighting the importance of perceived quality in maintaining an emotional connection with the user. Thelen et al. (2006) added that, for a given product, better-textured fashion brands are preferred by consumers. Therefore, this study posits a hypothesis:

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

2.3 Attitude

According to Ajzen (1991), consumers' positive or negative attitudes toward products affect their behavioral tendencies and purchase intentions. Lynch et al. (2001) emphasized the importance of attitudes in fast fashion, where brand attitudes influence consumers' purchase intentions. Consumers' attitudes toward their favorite fashion brands are important in determining their purchase intentions. Shiller (2003) found that brand attitudes are reflected in factors such as product information, customer service, privacy, and safety. Bashir et al. (2019) argued that consumers with positive attitudes toward owning a product are more likely to take action to fulfill that desire, which suggests that there is a positive correlation between attitude and purchase intention. Lee et al. (2008) found that consumers have positive attitudes toward the country of origin of goods, especially towards specific countries associated with certain products, and that such positive attitudes go beyond product characteristics to influence purchase intentions. Therefore, this study posits a hypothesis:

H3: Attitude has a significant impact on purchase intention.

2.4 Loyalty

Customer loyalty to a brand lead to higher repurchase intentions and sustained profits for the brand owner (Sivadas & Jindal, 2017). Studies have shown that loyal customers are more likely to repurchase than those loyal to other brands (Liao et al., 2007). In order to retain customers and prevent them from choosing competing products, brand owners focus on fostering consumer loyalty (Khan et al., 2015; Mantey & Naidoo, 2017). Cho's (2015) study showed that brand loyalty drives customers' willingness to repurchase. When a brand's price or features change, consumer loyalty affects the likelihood that purchase intentions will shift to competitors (Aaker, 1991). Therefore, this study posits a

hypothesis:
H4: Loyalty has a significant impact on purchase intention.

2.5 Trust

Trust is a key factor influencing consumers' willingness to buy (Fukuyama, 1995). The level of trust consumers has in a product affects their purchasing behavior (Bonn et al., 2016). Research has consistently shown that Trust positively affects consumers' purchase intention and behavior (Chen & Barnes, 2007; Pavlou, 2003; Wei et al., 2009). Trust is important in facilitating economic interactions and reducing uncertainty (Hassan et al., 2013; Nuttavuthisit & Thøgersen, 2017). For consumers who lack product identification skills, Trust in the brand becomes a key factor in forming purchase intention and behavior (Lundblad & Davies, 2016). Therefore, this study suggests below hypotheses:
H5: Trust has a significant impact on purchase intention.
H6: Trust has a significant impact on purchase behavior.

2.6 Purchase Intention

Purchase intention refers to the consumer's evaluation and desire to exchange goods through subjective evaluation (Hsu et al., 1987). Dodds et al. (1991) suggested that purchase intention indicates the consumer's desire to purchase a product and represents the likelihood of purchase. Purchase intention is often used to predict consumer behavior, providing insight into the likelihood of a consumer purchasing a product (Morwitz et al., 2007). Smith and Murphy (2015) demonstrated that purchase intention is an important predictor of brand consumer behavior and relies on capturing a consumer's subjective intentions during regular consumption. Cheong et al. (2014) defined consumer purchase intention as a subjective probability usually expressed as a favorable perception of a particular brand. Therefore, this study posits a hypothesis:
H7: Purchase intention has a significant impact on purchase behavior.

2.7 Purchase Behaviour

Purchase behavior includes finding, selecting, purchasing, and using products to satisfy consumer needs and is a combination of subjective mental processes and objective material actions (Ajzen, 1991). When consumers make a purchase, they go through a decision-making process that aims to satisfy their own needs and the needs of the environment in which they live (Riley et al., 2006). Fishbein and Ajzen (1975) emphasized the link between consumer purchasing behavior and mental activity. According to Ryan (1982), the intricate neural system in the brain guides consumers to make appropriate purchases. Various factors, including subjective aspects and external social evaluations, influence consumer purchase behavior. This behavior is interactive, dynamic, variable, impulsive, and transactional (Assael, 1992).

3. Research Methods and Materials

3.1 Research Framework

The conceptual framework of this study is constructed based on an extensive review of relevant literature, incorporating key variables such as brand, perceived quality, attitude, loyalty, trust, purchase intention, and purchase behavior. The relationships between these variables draw upon findings from various scholarly studies. Venny and Febriyantoro (2020) proposed a research framework that underpins the effect of brand on purchase intention. Nasreen et al. (2015) shed light on the association between perceived quality (PQ) and purchase intention. Lim et al. (2017) established empirical support for the impact of attitude on purchase intention. Anderson et al. (2014) laid the groundwork for exploring the influence 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 focused 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. Based on the studies above, a comprehensive research framework, as depicted in Figure 1, has been established for this study.

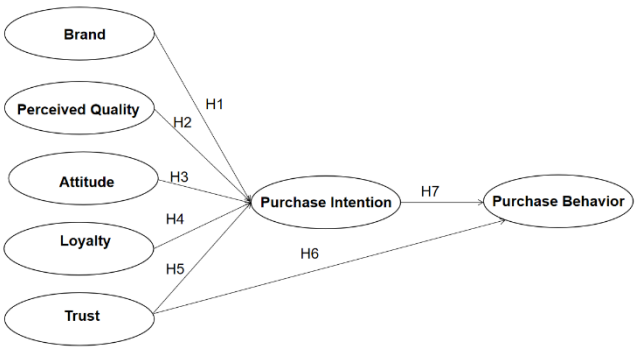

Figure 1: Conceptual Framework

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

A total of 500 questionnaires were distributed to male individuals belonging to Generation Y and residing in Chengdu. The distribution of the questionnaires was designed to mirror the proportion of the consumer population who had previous purchasing experience with three specific brands, namely UNIQLO, ZARA, and GAP. The research methodology employed in this paper can be broadly divided into three phases. The first phase involved a pilot test to evaluate the measurement items in the questionnaire. To enhance the questionnaire's reliability, a pilot study was conducted in Chengdu. The questionnaire was distributed to 30 respondents who shared similar characteristics with the target population. The distribution was carried out using the "When Juan Xing" website.

During the second stage of the study, the pilot study underwent reliability and validity tests to refine the questionnaire and establish the final official version. The collected data from the pilot study were subjected to analysis using SPSS Statistics. The calculations of Cronbach's α values were performed to assess the internal consistency and reliability of the questionnaire. All the obtained α values were found to be greater than 0.7, meeting the study's requirements. This indicates that the questionnaire exhibited a high level of reliability, demonstrating its ability to measure the intended constructs consistently. The reliability and validity of the questionnaire were crucial aspects of the study, ensuring its scientific and methodological 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 stage of the study, the questionnaire was distributed to the target respondents in Chengdu, resulting in a total of 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. Additionally, 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 on Generation Y male individuals residing in Chengdu, China, who have made annual purchases of at least ¥2,000 from UNIQLO, ZARA, or GAP. In line with the recommendations of Blunch (2013), a fixed sample size was deemed advantageous for obtaining reliable study results. To determine the appropriate sample size for this study, a calculation was performed using the scale calculator for Structural Equation Modeling. The calculated minimum sample size was determined to be 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 adopted a multistage sampling approach for this study. In the first stage, purposive or judgmental sampling was used to classify the target population corresponding to the top three brands in China's fast fashion industry for 2021, namely Uniqlo, ZARA, and GAP. These brands were selected based on their significant popularity and prevalence in China, making them highly relevant for this study. The second stage of sampling involved stratification. The researchers examined relevant information to determine the population sizes for each brand in Chengdu in 2021, which were determined as 421,500, 89,400, and 384,600, respectively. The sample sizes for each stratum were then calculated as 248, 169, and 83 individuals, respectively. In the final stage, convenience sampling was employed. The researchers distributed questionnaires to the eligible target population through web-based platforms, enabling convenient access and participation in the study.

After a 6-month data collection period in October 2022, the researchers successfully obtained the required data for the study. During the data collection process, the researchers utilized the "Wen Juan Xing" website to create the questionnaires, which were then disseminated through social media platforms and online forums. Once the collected data was received, the researchers meticulously screened it to ensure the respondents met the specified criteria. Specifically, the participants had to be Chinese individuals between the ages of 25 and 40, residing in Chengdu, and with a minimum expenditure of ¥2,000 on the top three fast fashion goods brands. This rigorous screening process aimed to guarantee that the final dataset obtained adhered to the study's requirements.

Table 1: Sample Units and Sample Size

Brand	Population Size	Proportional Sample Size
Uniqlo	421,500	176
Zara	389,400	163

Brand	Population Size	Proportional Sample Size
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 male respondents in this study. The largest age group was between 31 and 35 years old, comprising 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. Following that, 13.20% of the respondents were aged between 36 and 40. Income was found to be 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 had 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 full-time workers. A smaller percentage (4.63%) identified themselves as part-time workers or freelancers, while 28.32% were self-employed. The remaining 1.27% reported being 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	High School Diploma	14	2.77%
level	Bachelor’s degree	377	75.36%
	Master’s degree	81	16.23%
	Doctorate degree	28	5.64%
Employment status	Full-time worker	329	65.78%
	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)

To verify the significance of each variable, a Confirmatory Factor Analysis (CFA) was performed. The objective of the analysis was to assess the reliability and validity of the variables, ensuring that the proposed model settings were both reasonable and scientifically sound (Lee et al., 2008). For significant differences between the two groups to be demonstrated, it was required that all factor loadings exceed 0.50 and the p-value be less than 0.05. The questionnaire consisted of 28 questions, and the test results indicated that Cronbach's alpha coefficient exceeded 0.7 for all measured questions, indicating good internal consistency (Fornell & Larcker, 1981). Additionally, the average factor loading was greater than 0.5. Based on the data presented in Table 3, it can be inferred that all estimates show statistical significance.

To assess the significance of each variable, a Confirmatory Factor Analysis (CFA) was performed. The study also aimed to evaluate the reliability and validity of the variables, ensuring the rationality and scientific basis of the hypothesized model settings (Chin et al., 2013). Significant differences between the two groups were considered when factor loadings exceeded 0.50, and the p-value was less than 0.05. The questionnaire comprised 32 questions, and the obtained results demonstrated that Cronbach's alpha coefficient exceeded 0.7 for all measured questions, indicating strong internal consistency (Fornell & Larcker, 1981). Additionally, the average factor loading was greater than 0.5. Based on the data presented in Table 3, it can be concluded that all estimates exhibit statistical significance.

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	0.779	0.701-0.802	0.784	0.548
Perceived Quality (PQ)	Lee et al. (2008)	6	0.882	0.694-0.789	0.883	0.559
Attitude (A)	Cham et al. (2021)	4	0.817	0.700-0.752	0.818	0.539
Loyalty (L)	Cham et al. (2021)	6	0.868	0.703-0.743	0.868	0.523
Trust (T)	Singh and Srivastava (2018)	5	0.845	0.682-0.752	0.846	0.523
Purchase Intention (PI)	Hassan et al. (2013)	4	0.815	0.698-0.838	0.832	0.555
Purchase Behavior (PB)	Hassan et al. (2013)	4	0.828	0.685-0.767	0.817	0.527

Table 4 demonstrates that the model meets the criteria for various fit indices, including GFI, AGFI, NFI, CFI, TLI, and RMSEA. This validates both the convergent and discriminant validity of the model. Overall, these measurements provide strong evidence for discriminant validity and support the validity of subsequent structural model estimates.

Table 4: Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	≤3.00 (Hair et al., 2006)	1.384
GFI	≥ 0.85 (Parasuraman et al., 1985)	0.918
AGFI	≥ 0.80 (Filippini, 1998)	0.915
NFI	≥ 0.90 (Hair et al., 2010)	0.973
CFI	≥ 0.90 (Hair et al., 2006)	0.974
TLI	≥ 0.90 (Arbuckle, 1995)	0.909
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

As shown in Table 5 below, it is significant that the AVE square root of all variables is greater than the factor correlation value to judge the effectiveness of factors.

Table 5: Discriminant Validity

	B	PQ	A	L	T	PI	PB
B	**0.740**						
PQ	0.599	**0.748**					
A	0.499	0.684	**0.734**				
L	0.469	0.543	0.629	**0.723**			
T	0.587	0.671	0.627	0.623	**0.723**		
PI	0.541	0.549	0.623	0.610	0.641	**0.745**	
PB	-0.034	-0.111	-0.046	-0.033	-0.077	0.210	**0.726**

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 of whether the sample data supports the hypothesis. The five statistical parameters in the model results are fundamental indicators for evaluating the goodness of fit in SEM. According to Hair et al. (2006), an acceptable model fit is indicated by CMIN/DF ≤ 3.0, GFI ≥ 0.85, TLI ≥ 0.90, and CFI ≥ 0.90. Additionally, based on Filippini (1998), AGFI ≥ 0.80 is acceptable. As per the evaluation criteria suggested by Arbuckle (1995), a model fit is deemed acceptable when NFI ≥ 0.90. Furthermore, Hair et al. (2006) propose that a model fit is acceptable if RMSEA ≤ 0.08. Therefore, the SEM model exhibits 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)	1.221
GFI	≥ 0.85 (Parasuraman et al., 1985)	0.936
AGFI	≥ 0.80 (Filippini, 1998)	0.923
NFI	≥ 0.90 (Hair et al., 2010)	0.986
CFI	≥ 0.90 (Hair et al., 2006)	0.985
TLI	≥ 0.90 (Arbuckle, 1995)	0.930
RMSEA	≤ 0.08 (Hooper et al., 2008)	0.021
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

According to Table 7, brand, attitude, loyalty, and trust exhibit a significant effect on purchase intention at a level of 0.001. The regression coefficients for these variables are positive, indicating a positive and significant impact on consumers' purchase intention. Among these variables, trust has the strongest effect on consumers' purchase intention, with a coefficient of 0.264.

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-value	Result
H1: B→PI	0.164	2.950**	Supported
H2: PQ→PI	-0.001	-0.016	Not Supported
H3: A→PI	0.198	3.099**	Supported
H4: L→PI	0.209	3.717***	Supported
H5: T→PI	0.264	3.949***	Supported
H6: T→PB	0.383	5.015***	Supported
H7: PI→PB	0.459	5.682***	Supported

Note: *** p<0.001, ** p<0.01
Source: Created by the author

Table 7 reveals the following findings:

H1 has been confirmed, indicating that the brand has a significant impact on customers' purchase intention, as evidenced by a standardized coefficient value of 0.164. Brand positively influences and enhances customers' purchase intention. As stated by Delgado-Ballester and Munuera-Aleman (2005), the values and core beliefs of a brand have the potential to align with the values of consumers. When consumers find a connection between their values and those represented by a brand, they are more inclined to purchase their products or services. Based on the findings of **H2,** the relationship between perceived quality and customers' purchase intention is not significant, as evidenced by a standardized coefficient value of only -0.01. This can be attributed to the fast fashion brands' reputation for rapidly introducing new styles and fashion trends.

Consequently, consumers prioritize the fashion ability and popularity of products during their purchase decisions instead of considering long-term value and durability (Zeithaml, 1988). **H3** proposes a significant impact of attitude on customers' purchase intention, as indicated by a standardized coefficient value of 0.198 and a positive relationship between the two (Bashir et al., 2019). This finding implies that when consumers have a more positive attitude towards a product, their willingness to purchase it increases. To enhance consumers' purchase intention, it is important to improve their understanding of the product and provide clear information about its concept, which can increase their certainty regarding the product. **H4** suggests a significant impact of loyalty on customers' purchase intention, with a standardized coefficient value of 0.209. Loyalty is commonly linked to repeat purchase behavior, meaning that when consumers exhibit a high level of loyalty towards a fast fashion brand, they are more inclined to make frequent purchases of the brand's products (Rundle-Thiele & Mackay, 2001). Trust in customers' purchase intention exhibits a standardized coefficient value of 0.264, supporting the significant impact of **H5.** The research

Confirmed that trust plays a pivotal role in influencing consumers' purchase intention. Consumers tend to develop trust in products and brands, leading to an increased purchase intention (Schoorman et al., 2007). Meanwhile, trust exhibits a standardized coefficient value of 0.383, supporting the significant impact of **H6.** When consumers develop trust in a fast fashion brand, they are more inclined to engage in continued purchases of the brand's products, thereby forming their purchase behavior (Gefen et al., 2003).

5. Conclusion and Recommendation

5.1 Conclusion and Discussion

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

Based on the analysis of 500 valid surveys, the primary findings of this research can be summarized as follows. Firstly, the statistical data indicate that consumers establish trust in both the product and the brand, subsequently influencing their purchase intention. The level of trust plays a significant role in shaping consumers' purchase intentions and behavior. This observation is consistent with the conclusion drawn by Manrai (2017) in their earlier study, where they emphasized the impact of trust on individuals' product preferences. Furthermore, the study confirms that loyalty is the second most significant factor determining consumers' purchase intention. This supports the argument put forward by Kim et al. (2017) that loyal consumers tend to make consistent purchases of specific brands or products without easily changing their buying habits. They are likelier to repurchase brands they trust and favor instead of trying out competing products. Therefore, customers who exhibit brand loyalty generally have a greater purchase intention. The research findings indicate a direct correlation between consumers' perceptions of a product and their purchase intention. However, it is worth noting that there are multiple factors influencing consumers' decision to purchase a product beyond just their attitude toward the product (Fernandes et al., 2013). This observation aligns precisely with the findings of this study. A wealth of prior research has established that brands have a substantial impact on consumers' inclination to make purchases. The brand image encompasses consumers' overall perception and emotional response towards a brand. Consumers often base their purchase decisions on the values and personality traits projected by a brand's image, as well as its alignment with their own identity and lifestyle. Aaker (1991) further contends that a well-executed brand marketing strategy can capture consumers' interest and attention, ultimately fostering their willingness to engage in purchasing 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 discovered that brands, attitudes, loyalty, and trust are crucial factors influencing the purchase intention of Generation Y male consumers in Chengdu regarding fast fashion products. Therefore, to enhance consumers' purchasing power, it is recommended to focus on the abovementioned elements. Firstly, brands play a significant role in attracting and retaining the attention of Generation Y male consumers. Marketers should emphasize the unique value proposition of

their brands, highlighting the distinct features and benefits that appeal to this specific consumer segment. This can be achieved through effective branding strategies, such as creating compelling brand stories, engaging in influencer partnerships, and leveraging social media platforms to enhance brand visibility and authenticity (Kim & Kim, 2005). Secondly, shaping positive attitudes towards fast fashion products is essential. Marketers should emphasize the affordability, trendiness, and convenience aspects of these products, aligning them with the preferences and aspirations of Generation Y male consumers in Chengdu. Targeted marketing campaigns, such as personalized advertisements and engaging content, can help shape favorable attitudes and generate product interest (Ganesan, 1994). Thirdly, fostering loyalty among consumers is crucial. Brands should establish strong customer relationships by providing exceptional customer experiences, personalized services, and incentives for repeat purchases. Loyalty programs, exclusive discounts, and rewards can be effective strategies to encourage repeat business and enhance the overall loyalty of Generation Y male consumers (Chen & Su, 2011). Lastly, building trust is paramount in influencing purchase intention. Brands should prioritize transparency, ethical practices, and sustainable initiatives to gain the trust of Generation Y male consumers. Sharing information about the sourcing, manufacturing processes, and social responsibility efforts can help build credibility and foster trust among this consumer segment (McKnight et al., 2002). By focusing on these factors - brands, attitudes, loyalty, and trust - marketers can effectively enhance the purchase intention and buying behavior of Generation Y male consumers in Chengdu, ultimately increasing their purchasing power in the fast fashion market.

5.3 Limitation and Further Study

The existing research primarily focuses on specific cultural or regional contexts, limiting the generalizability of the findings. Future studies could investigate how cultural and regional differences influence the factors that affect purchase intention in diverse markets. Additionally, most studies concentrate on the immediate impact of brand, attitudes, loyalty, and trust on purchase intention. It would be valuable for future research to examine the long-term effects of these factors on consumer behavior, encompassing post-purchase satisfaction, repeat purchases, and brand loyalty over an extended period.

Furthermore, the increasing influence of social media platforms on consumers through online content and peer recommendations warrants further exploration. Future research should delve into the role of social media in shaping purchase intention for fast fashion products and how factors like brand, attitudes, loyalty, and trust interact with social media influence.

By addressing these limitations and conducting additional studies, we can gain a more profound 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 this market.

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