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Fast Fashion In Indonesia: The Influence Of Negative Knowledge, Materialistic Motivation And Responsibility Ascription On Consumer Purchase Intention

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ABSTRACT

The emergence of fast fashion in the global fashion industry has changed consumer consumption patterns. However, unsustainable fast fashion consumption patterns carry risks to environmental and social sustainability. Indonesia, as the fourth most populous country in the world, has many consumers who use fashion products, including fast fashion. However, fashion orientation factors and consumer intentions always lead to certain behaviors. This study aims to examine the factors that influence Indonesian consumer behavior towards their choice of fashion products. . Four hypotheses based on the theory of the influence of negative knowledge of fast fashion, materialistic motivation and ascription of responsibility on fast fashion purchase intentions in Indonesia. The study was conducted to form a hypothesis system, as many as 131 valid questionnaires were collected by random sampling in several cities in Indonesia. Data analysis and hypothesis testing were carried out using SEM Amos statistical software. The results of the study indicate that Indonesian consumer behavior towards fast fashion products tends to be positively influenced by negative knowledge of fast fashion. Then there is a positive correlation between Materialistic motivation and Consumer Attitude. There is a positive correlation between Ascription of responsibility and Consumer Attitudes. There is a positive correlation between Consumer Attitudes and Purchase Intention.

INTRODUCTION

Fashion is a form of self-expression through the choice of clothing, accessories, and appearance styles by following ever-changing trends (Bhardwaj et al,. 2010). In the context of this study, the main focus will be directed at the aspect of clothing in the world of fashion . Clothing is

not only a functional need to cover the body, but also a means to express oneself, create identity, and reflect cultural and social values. In order to meet the diverse needs of fashion clothing, the fashion industry will continue to strive to meet market demand, in the fashion clothing industry the fast fashion industry was born (Mesjar et al,. 2023) .

Fast fashion has a meaning in English which means "fast" or style of dress (fashion) . This business model involves producing clothing quickly and cheaply and following the latest trends. In addition, the very fast production circulation can be seen from the time the clothes are designed, produced, and sold in a short time, to respond to rapid changes in fashion trends in the market (Mufida, 2023a).

Major changes in the fashion industry in the late 20th century sparked the emergence of fast fashion with high consumer demand for clothing that was fast, cheap, and in line with the latest trends. The first company to implement the fast fashion model was Zara, founded by Amancio Ortega in 1975 in Spain. Zara produces more than 840 million pieces of clothing each year and releases around 11,000 different designs. Each Zara store receives shipments of products twice a week, and its stock turns over in around 11 days (Wren, 2022). The success of this model encouraged other brands such as H&M and Forever 21 to follow suit in the 1980s. The demand for fast fashion continued to increase, until the industry growing rapidly in 2000-2025. (Kelleher, 2023). fast fashion industry contributes to the growth of the world economy. This is indicated by the estimated global fast fashion value in 2023 reaching around $39.90 billion, then in 2024 around $114.17 billion and in 2025 possibly $163.21 billion to $245.07 billion (The, 2024). These figures illustrate the estimated total revenue or turnover generated by the fast fashion sector globally in the years mentioned. The rapidly growing fast fashion industry contributes to economic growth through job creation, increased consumption, and contribution to global GDP. The large market value indicates high demand and international trade, which drives investment flows and economic relations between countries (Herold & Prokop, 2023a).

Fast fashion does play a big role in driving the growth of the world economy. However, the negative impacts it has on the environment are much worse and difficult to repair. This industry is increasingly damaging the earth's ecosystem, while the damage to nature takes a very long time to recover. On the other hand, the economy can continue to be repaired and adjusted to a more sustainable approach, but nature that has been damaged by excessive exploitation by fast fashion is difficult to restore in the near future.

The environmental damage caused is, firstly, this industry can produce harmful gas emissions. Gas emissions arising from the processing of fast fashion clothing itself. Gas emissions from the world's fashion industry amount to around 2.31 billion tons, which accounts for 4% of total global emissions. This is equivalent to driving 56 km. Secondly, the waste of clean water that should be used for everyday life and also waste from its products. The fashion industry requires 79 billion cubic meters of water per year (around 20% of total global water consumption), and produces 92 million tons of textile waste (CNN, 2020). Thirdly, it can damage the environment. In 2020, garment workers in Leicester for Boohoo were paid as little as £3.50 per hour. This highlights the severe exploitation to meet the demand for fast fashion , which hinders social development. (Herold & Prokop, 2023a).

The many issues of the negative impacts of the fast fashion industry have raised concerns among environmental observers about the sustainability of nature. In addition, companies also need to pay attention to this concern as a form of social responsibility. Consumers also play an important role in maintaining balance in terms of economic growth and environmental sustainability. Therefore, awareness and understanding of negative knowledge about fast fashion need to be educated to all stakeholders. Consumers are one of the parties that can play a role in supporting environmental sustainability by reconsidering materialistic motives and having an ascription of responsibility when consuming fast fashion. Furthermore, this study will test, analyze and discuss negative knowledge, materialistic motivation and attribution of responsibility in influencing purchase intention.

Negative knowledge about fast fashion is an understanding of the negative impacts of fast fashion production. Because one of the most affected by fast fashion activities is the environment. Fast fashion is one of the largest contributors to air pollution, and this industry contributes around 10% of CO2 emissions, making it the second largest polluting industry after the oil industry. (Kompas, 2023).

Materialistic motivation is a motivation that arises because of the fulfillment of a materialistic style. Materialism itself is an attitude or point of view in life that tends to prioritize material or physical things rather than spiritual or non-material aspects. In this context, materialism is often associated with a consumerist lifestyle, excessive desire for possessions, and ignorance of more abstract values (Hoshino, 2023). Motivation is a driver, motivator or energy within a person that encourages the spirit to act, step and determine the direction in doing something so that certain results or goals are achieved that provide satisfaction (Nouval, 2023). So here the meaning of materialistic motivation is the motivation to fulfill hedonism.

Ascription of responsibility or attribution not quite enough answer . Attribution is the core of the perception process human . Human bound in the psychological process that connects experience subjective they with various existing objects . Then, the various objects are cognitively reconstructed to become sources of the effects of perceptual experience. On the other hand, when people try to imagine an object, they will connect the experience into their minds (Kompas, 2015). Then Responsibility is a state of being obliged to bear everything, so being responsible is being obliged to bear, shoulder responsibility, bear everything, and give answers and bear the consequences. Responsibility can also be said to be something that must be done or carried out wholeheartedly. So it can concluded that Ascription of responsibility is a process of perception For do A not quite enough answer.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

Study related fast fashion often use Theory of Planned Behavior (TPB) for explain intention buy consumers . One of the relevant research is study by Negm et al. (2013) which investigated the factors influencing purchase intention in fast fashion . This study adopted TPB by integrating attitude , subjective norm , and perceived behavioral control factors as the main determinants influencing consumer purchase intention in the context of fast fashion. Then, this study added variables such as materialistic motivation and environmental awareness to expand the TPB model.

Research is also relevant to fast fashion research that explains consumer purchase intentions. The more positive a person's attitude, the stronger the subjective norm that supports it, and the greater the control they feel, the greater the intention to carry out the behavior. These researchers show how TPB can be used to integrate psychological, social, and environmental factors in understanding purchase intentions in fast fashion .

Negative knowledge (negative knowledge)

Negative knowledge in the context of fast fashion refers to consumers' understanding of the negative impacts of the industry, such as environmental issues, labor exploitation, and overproduction. Although consumers are increasingly aware of these issues, many still make purchases due to low prices and fast-changing fashion trends. Consumer behavior in fast fashion shows that some consumers find it difficult to abandon fast consumption due to attractive trends and prices, even though they understand the negative impacts (Yoon et al., 2020).

Negative knowledge here referring to about issue about impact negative from fast fashion. Negative knowledge about fast fashion that is like understanding about waste difficult clothes decomposed and abundant . According to the Environmental Protection Agency United States

Environment 2018 , in " less of 20 years , the volume of clothing that Americans throw away every year year has folded double from 7 million to 14 million tons, or 80 pounds per person," with about 84% of clothes are not wanted end up in place disposal waste (Cavender, 2018).

Consumers must understand the negative impacts of the fast fashion industry because the industry is very detrimental to the environment such as pollution from its waste and producing gas emissions from its manufacturing process, so this industry is considered unsustainable. Fast fashion and its various stakeholders are aware of the negative environmental and social externalities produced by the industry. Fashion capitals such as London accommodate innovative business models, which are expected to be pioneers of sustainability (Joy, 2012).

Materialistic motivation

Materialism is a school of thought that argues that feelings of pleasure and recognition in showing status can be overcome by having something. A person with a materialistic nature assumes that wealth is not just a commodity, but also a position in showing off wealth and his throne (Laksana & Suparna, 2015). Materialistic motivation in the context of fast fashion is related to consumers' desire to gain status, social recognition, or personal satisfaction through purchasing fashionable but affordable products. Several studies have shown that consumer behavior in fast fashion is often driven by the urge to improve self-image and social status through visible and unique consumption (Gawior et al., 2022). According to Saricam et al. (2016) materialism is one of the factors causing impulsive buying, the most common reason for buying new clothes " fast fashion" is because of the need for an event, with underlying hedonistic motivation. Modern consumption is often hedonistic, instead of fulfilling needs, consumption actually fulfills the desire for emotion and pleasure.

Suparna et al . (2015) linked impulsive behavior with the desire to appear different and create a unique impression through the products purchased. However, this phenomenon also raises a dilemma between consumerism and sustainability awareness. Given the large number of fast fashion product purchases that ultimately have a negative impact on the environment, it reveals that people with materialistic motivations like to buy fast fashion. Because they like the compliments they get when wearing new clothes, if they wear the same clothes at the next event they will not get the compliments (Herold et al., 2023b).

Ascription of responsibility (perception process) For responsible)

Ascription of responsibility refers to the extent to which consumers feel responsible answer on impact social and environmental from decision shopping they . In the context of fast fashion , concept This related with awareness consumer about effect negative like exploit work and pollution , as well as whether they consider self they play a role in repair problem the through decision more purchases ethical . This study shows that when consumers feel responsible, they are more likely to switch to sustainable fashion products (Hong et al., 2024). Ascription of responsibility or attribution not quite enough answer . Attribution which is the core of the perception process human beings . Ascription of responsibility can interpreted as a process of perception For do A not quite enough answer . The process of perception here that is after existence knowledge negative knowledge in consumers (Yoon et al., 2020). Clearly in literature about consumer highly involved fashion that There is lack of awareness general or lack of ascription of responsibility good , or sense of responsibility low answer about impact production and consumption that is not sustainable created by the product fast fashion .

This can be explained by several factors. First, although the recent increase in media coverage of sustainability challenges (e.g., climate change, resource depletion) has contributed to increased consumer awareness of these macro-level issues, messages that could limit consumption, a key driver of economic growth in society, have been severely limited. Yet fast fashion purchases in America are still high due to high levels of self-centeredness. The second factor that influences consumer awareness is the absence of a body that regulates sustainability

in the clothing industry as exists in other sectors such as the US food sector, for example the USDA and cosmetics, for example the FDA (Cavender, 2018).

Consumer attitudes toward fast fashion

Consumer attitudes **towards** fast fashion goods refers to the evaluation, feelings, and behavioral tendencies of consumers towards fast fashion products . This variable reflects how consumers view and evaluate fast fashion goods , both positively and negatively. A survey conducted by IPSOS (2019) on behalf of the World Economic Forum, revealed that Spain is ranked eighth among countries, where people have changed their daily routines to combat climate change. With 76% of Spanish consumers actively involved in the effort (Blazquez et al., 2019).

In terms of the relationship between environmental awareness and the fashion industry, a survey conducted by IBM (2020) in Spain highlighted that 81% of participants expressed concern about textile waste, with 68% emphasizing the importance of sustainable fashion (especially women). Furthermore, 37% of Spanish consumers expressed their willingness to pay a premium of 1%–5% for sustainable fashion products (Jimenez-Fernandez et al., 2023). Chi and Wojdila (2024) explored the factors influencing Gen Z consumers' attitudes and purchase intentions towards fast fashion . The main findings include the role of industry leadership and environmental awareness. Although materialism did not have a significant impact, the rise of fast fashion positively shaped Gen Z's attitudes and purchase intentions. Furthermore, the study highlighted the importance of influencers in promoting fast fashion trends . Despite sustainability concerns, the desire for uniqueness and affordable fashion remains strong among these consumers, although increasing awareness is slowly shifting some towards more sustainable options (Wojdyla., 2024). Ly (2020) discusses how consumers' positive attitudes towards fast fashion are driven by affordability, the influence of social media, and the appeal of trendy items. In their research they also discuss environmental and ethical issues related to fast fashion , such as labor exploitation and high textile waste. Consumers in developed countries are becoming more ecologically conscious, but they often struggle to balance this awareness with the appeal of fast fashion . This tension reflects the complex attitudes that consumers hold, as while they value sustainability, their behaviors are not always aligned with these ideals due to the affordability and accessibility of fast fashion (Ly., 2020). Although consumers are increasingly aware of sustainability issues and want more environmentally friendly products, they remain skeptical of green marketing practices (Fagerhus, 2020).

Purchase intention

Purchase intention refers to a consumer's tendency or intention to purchase a product or service in the future. In the context of fast fashion , purchase intention is often influenced by factors such as brand awareness, perceived quality, product image, and consumer attitudes toward the product. Consumers usually consider how well the product reflects the latest trends and whether it is affordable.

METHODS

Descriptive Analysis

Descriptive analysis is conducted to summarize and simplify raw data into a more understandable format. The data analyzed comes from responses obtained through questionnaires that have been distributed to a number of participants. Descriptive analysis is a method in statistics used to describe and summarize data in a simple way, such as through measures of center (mean, median, and mode), measures of spread (range, standard deviation, and variance), and visual representations such as histograms and frequency tables. This analysis

aims to provide an overview of the pattern or distribution of data, without further generalization or hypothesis testing (Febriani, 2022)

Statistical Analysis

(Training et al., 2021) Is a tool used to analyze the tendency of social phenomena or events represented in the form of numbers. In this study, the Amos analysis tool was used.

RESULTS

Validity Test

In this study, validity was tested using the CFA (Confirmatory Factor Analysis) tool which is one of the features of AMOS. Indicators of the variables are considered valid if the estimated value is > 0.50. However, if the value is < 0.50, then it is considered invalid (Ghozali, 2017). The results of the validity test using AMOS are shown in the following table:

Table 1 Validity Test Results

Variables	Indicator	*Factor Loading*	Limit	Information
Negative Knowledge	NK1	0.792	0.5	Valid
	NK2	0.834		Valid
	NK3	0.867		Valid
Materialistic Motivation	MM1	0.779	0.5	Valid
	MM2	0.816		Valid
	MM3	0.797		Valid
	MM4	0.819		Valid
	MM5	0.779		Valid
Ascription Of Responsibility	AOR1	0.846	0.5	Valid
	AOR2	0.810		Valid
	AOR3	0.798		Valid
	AOR4	0.814		Valid
Variables	Indicator	*Factor Loading*	Limit	Information
Customer Attitude	CA1	0.702	0.5	Valid
	CA2	0.737		Valid
	CA3	0.777		Valid
Purchase Intention	PI1	0.785	0.5	Valid
	PI2	0.752		Valid

Source : Processed data using AMOS.

Reliability Test

Reliability test shows the reliability of a measuring instrument. Reliability testing in this study uses CR (Construct Reliability), which has a criterion if the CR value is > 0.7 then the variable can be said to be reliable. For test reliability that is use formula as following :

Table 2 Reliability Test Results

Variables	CR	Limit	Information
Negative Knowledge	0.869	0.70	Reliable
Materialistic Motivation	0.896		Reliable
Ascription of Responsibility	0.889		Reliable
Customer Attitude	0.784		Reliable
Purchase Intention	0.742		Reliable

Source : Processed data using AMOS

According to Ghozali (2017), results testing considered reliable if own higher construct reliability value big of 0.70. The test results show that the CR value of the five research variables is > 0.70. Based on these findings, it can be concluded that the research instrument as a whole is considered reliable and can be used in this study.

Table 3 Descriptive Variables Negative Knowledge

Item	N	Min	Max	Mean	Std. Deviation
NK1	131	4	6	5.28	0.682
NK2	131	4	6	5.19	0.681
NK3	131	4	6	5.21	0.731
Average				5.22	0.698

Source : Processed data using SPSS 25

Table 4 Descriptive Variable Materialistic Motivation

Item	N	Min	Max	Mean	Std. Deviation
MM1	131	1	3	1.84	0.677
MM2	131	1	4	1.84	0.721
MM3	131	1	4	1.83	0.703
MM4	131	1	5	1.82	0.707
MM5	131	1	3	1.84	0.654
Average				1.83	0.692

Source : Processed data using SPSS 25

The average of the Materialistic Motivation variable is 1.83 with a minimum value of 1 and a maximum value of 5 and a standard deviation of 0.692.

Table 5 Descriptive Variables Ascription of Responsibility

Item	N	Min	Max	Mean	Std. Deviation
AOR1	131	4	6	5.31	0.619
AOR2	131	4	6	5.25	0.637
AOR3	131	4	6	5.27	0.618
AOR4	131	4	6	5.24	0.630
Average				5.26	0.626

Source : Processed data using SPSS 25

Table 6 Descriptive Customer Attitude Variable

Item	N	Min	Max	Mean	Std. Deviation
CA1	131	1	4	1.40	0.565
CA2	131	1	4	1.66	0.615
CA3	131	1	4	2.04	0.625
Average				1.70	0.601

Source : Processed data using SPSS 25

Table 7 Descriptive Variables Purchase Intention

Item	N	Min	Max	Mean	Std. Deviation
PI1	131	1	4	1.34	0.535
PI2	131	1	4	2.02	0.568
Average				1.68	0.551

Source : Processed data using SPSS 25

Table 8 Validity and Reliability Test Structural Model

Variables	Item	Factor Loading	Information	Construct Reliability	Information
Negative Knowledge	NK1	0.792	Valid	0.869	Reliable
	NK2	0.834	Valid		Reliable
	NK3	0.867	Valid		Reliable
Materialistic Motivation	MM1	0.779	Valid	0.896	Reliable
	MM2	0.816	Valid		Reliable
	MM3	0.797	Valid		Reliable
	MM4	0.819	Valid		Reliable
	MM5	0.779	Valid		Reliable
	AOR1	0.846	Valid		Reliable
Variables	Item	Factor Loading	Information	Construct Reliability	Information
Ascription of Responsibility	AOR2	0.810	Valid	0.889	Reliable
	AOR3	0.798	Valid		Reliable
	AOR4	0.814	Valid		Reliable
Customer Attitude	CA1	CA1	Valid	0.784	Reliable
	CA2	CA2	Valid		Reliable
	CA3	CA3	Valid		Reliable
Purchase Intention	PI1	PI1	Valid	0.742	Reliable
	PI2	PI2	Valid		Reliable

Source : Processed data using AMOS.

Input Matrix and Model Estimation

In this study, the covariance and correlation matrix inputs were used. The estimation of the applied model is estimate *maximum likelihood* (ML) with assumption as following :

1. Sample Size
   In this study, there were 131 respondents as samples. Therefore, the sample size has met the assumptions required for the SEM test.
2. Data normality test
   The normality test was performed using the z value (critical ratio or CR on AMOS output) of the skewness and kurtosis of the data. The critical value is ± 2.58 at a significance level of 0.01 (Ghozali, 2017).

Table 9 Normality Test Results

Variable	min	max	skew	cr	kurtosis	cr
PI2	1,000	4,000	,256	1,195	,984	2,299
PI1	1,000	4,000	1,589	7,426	3,314	7,743
CA3	1,000	4,000	,164	,764	,134	,314
CA2	1,000	4,000	,549	2,565	,421	,983
CA1	1,000	4,000	1,277	5,966	2,030	4,743
AOR4	4,000	6,000	-,228	-1,068	-,632	-1,477
AOR3	4,000	6,000	-,239	-1,115	-,616	-1,439
AOR2	4,000	6,000	-,267	-1,246	-,669	-1,563
AOR1	4,000	6,000	-,304	-1,421	-,653	-1,525
MM5	1,000	3,000	,174	,811	-,699	-1,632
MM4	1,000	5,000	,785	3,670	1,783	4,166
MM3	1,000	4,000	,378	1,765	-,452	-1,055
MM2	1,000	4,000	,372	1,737	-,592	-1,384
MM1	1,000	3,000	,204	,954	-,827	-1,932
NK3	4,000	6,000	-,338	-1,579	-1,067	-2,492
NK2	4,000	6,000	-,254	-1,189	-,848	-1,981
NK1	4,000	6,000	-,419	-1,959	-,832	-1,943
Multivariate					20,463	4,608

Source : Processed data using AMOS

Table 10 Test Results Hypothesis

N	Hypothesis	Estimat	SE	CR	P	Results
H	Negative Knowledge > onsumer Attitude	-0.436	0.068	-6,434	0,00	Influential
H	Materialistic Motivation > onsumer Attitude	0.309	0.06	5,178	0,00	Influential
H	Ascription of Responsibility Consumer Attitude	-0.414	0.066	-6,266	***	Influential
H	Consumer Attitude > rchase Intention	0.914	0.12	7,626	***	Influential

Source : Processed data using AMOS

DISCUSSION

Negative Knowledge Influential To Consumer Attitudes

Estimation parameters obtained of -0.436 and the CR value of -6.434 > 1.97 with p value is 0.000 < 0.05 which means that Negative Knowledge Has an Influence To Consumer Attitudes Fast Fashion Indonesia. This means that the higher the level of negative consumer knowledge about the fast fashion industry, the more negative the consumer attitude towards the products purchased. Negative knowledge held by consumers regarding issues related to the fast fashion industry, such as environmental impacts, worker exploitation, or product quality inconsistencies. The results of this study are explained based on the Cognitive Dissonance Theory, which states that individuals tend to feel uncomfortable when the knowledge or information received is contrary to consumer behavior.

Materialistic motivation influences consumer attitudes

The estimated parameter obtained was 0.309 and the CR value was 5.178 > 1.97 with a p value of 0.000 < 0.05, which means that Materialistic Motivation has an Influence Towards Consumer Attitudes of Fast Fashion Indonesia. This means that the higher a person's materialistic motivation, the stronger the consumer's attitude towards fast fashion. A person who is motivated by materialism tends to collect material goods or seeks to achieve social status through ownership of goods. Consumers who have materialistic motivations will be more likely to have a positive attitude towards fast fashion products.

Description of responsibilities Influential To Consumer Attitudes

Estimation parameters obtained of -0.414 and the CR value of -6.266 > 1.97 with p value is 0.000 < 0.05 which means that Ascription of Responsibility Influential To Consumer Attitudes Fast Fashion Indonesia. This means that the higher the level of ascription of responsibility felt by consumers, the more it will lead to a negative attitude towards the fast fashion industry. Ascription of Responsibility can be understood as the consumer belief that individuals have a responsibility for the social and environmental impacts of their consumption behavior. When consumers feel responsible for issues such as sustainability, environmental impact, or labor exploitation in the fast fashion industry, more negative attitudes tend to emerge toward fast fashion brands that are perceived as not supporting these principles. The negative relationship between Ascription of Responsibility and Consumer Attitudes towards fast fashion shows that the greater the sense of responsibility consumers have regarding social and environmental issues, the greater the tendency to develop negative attitudes towards the fast fashion industry. This emphasizes the importance for fast fashion companies to pay more attention to sustainability and ethics in their operations, in order to build positive attitudes among consumers who are increasingly aware of the social and environmental impacts of their consumption choices.

Consumer Attitudes Influential To Purchase Intention

Estimation parameters obtained of 0.914 and the CR value of 7.626 > 1.97 with p value is 0.000 < 0.05 which means that Consumer Attitude has an influence to Purchase Intention Fast Fashion Indonesia. This means that the more positive the consumer's attitude towards fast fashion products, the more likely the consumer is to intend to buy the product. This is in accordance with previous research findings that show that consumer attitudes towards fast fashion products, such as quality, design, price, and conformity to trends, have a major influence on purchase intention. The results of this study are in line with the Theory of Planned Behavior (TPB), which states that attitudes toward an object, subjective norms, and perceived behavioral control are factors that influence a person's intention to perform an action. In this context, consumer attitudes toward fast fashion products act as the main factor influencing the intention

to make a purchase. Positive attitudes toward product quality, price, or product diversity can increase the likelihood of consumers making a purchase.

CONCLUSION

Based on research conducted on the negative influence of fast fashion knowledge , materialistic motivation and ascription of responsibility on purchase intentions for fast fashion purchases in Indonesia, the following conclusions can be drawn:

1. There is a positive correlation between Negative Knowledge and Consumer Attitudes. This means that the higher the level of negative consumer knowledge about the fast fashion industry , the more negative the consumer's attitude towards the products purchased.
2. There is a positive correlation between Materialistic motivation and Consumer Attitude. This means that The higher a person's materialistic motivation, the stronger the consumer's attitude towards fast fashion .
3. There is correlation positive between Ascription of responsibility towards Consumer Attitudes. This means that the higher the level of ascription of responsibility felt by consumers, the more it will lead to a negative attitude towards the fast fashion industry .
4. There is a positive correlation between Consumer Attitudes and Purchase Intention. This means that the more positive the consumer's attitude towards fast fashion products, the more likely the consumer is to intend to buy the product.

LIMITATION

The limitations of the author's research are:

1. This study was conducted with a focus on consumers in Indonesia, so the results may not be fully applicable to cultural contexts or markets in other countries. Differences in cultural values, social norms, and consumer preferences may affect the relationship between the variables studied.
2. Quantitative research methods tend to emphasize statistical relationships between variables, but do not delve deeply into the reasons behind consumer attitudes and behaviors. Further studies using a qualitative approach can provide more complete insights into consumer motivations and perceptions.
3. Study This only focus on three variable independent (negative knowledge, materialistic motivation, and ascription of responsibility) and mediator (attitude) for explain purchase intention. There are still other factors, such as price, product quality, or social influence, which may also have a significant impact on consumer purchase intention but are not analyzed.
4. The study was conducted over a period of time, which may not reflect future changes in consumer trends or preferences. The dynamics of the fast fashion market are changing rapidly, so these results need to be reviewed periodically to ensure their relevance.

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