

PURCHASE INTENTION OF YOUNG PEOPLE'S FASHION PRODUCTS

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Abstract:

This study examined the relationship model of various social identity factors that influence the purchase intentions of young people in Indonesia towards fashion products. The study involved 1404 young people who were selected by purposive sampling technique because they liked fashion as their social identity. After testing the validity with factor analysis and reliability with Cronbach Alpha, we tested the relationship between the variables of this study. The results of the correlation test between variables found that religious commitment was not related to purchase intentions and materialism. Based on multiple linear regression testing results, social values, normative beliefs, materialism and product knowledge had a significantly positive effect on purchase intentions, while religious commitment actually reduced purchase intentions. However, the effect is only 22.6%. The most fit relationship model with the data according to structural equation modeling (SEM) with a two-step approach is the effect of religious commitment and social values on purchase intentions was not directly but was mediated by normative beliefs, materialism and product knowledge. For producers and marketers, product knowledge, normative beliefs and materialism should receive priority attention to increase fashion sales.

Keywords: purchase decision, religious commitment, social values, normative beliefs, materialism, product knowledge.

1. Introduction

Interest in buying a product is still interesting to study because it is a very strong predictor of actual purchases (Liu et al., 2021). Purchase intentions is influenced by various factors, both internal and external factors. Consumers make plans regarding the product they will buy by evaluating the product according to their perspective. Fashion can satisfy the needs and motives to appear in accordance with the figure that young people idolize or imagine. Because fashion aims to win appearances, social values is a consideration in purchasing decisions (Hennings et al., 2012). Based on social identity theory (SIT), individuals will buy fashion products that match the identity they feel (Ma et al., 2021).

Furthermore, although it is still being debated, product knowledge is related to and influences the intention to buy fashion products (Said et al, 2014). The results of previous research found a weak relationship between product knowledge and the

decision to buy the product (Hamdan et al., 2013). Meanwhile, as a religiously devout young person, religious commitment is also a consideration in choosing fashion products. Religion has a stronger influence than the influence of product knowledge on purchase intentions on fashion products (Ahlam, 2015). There have been many studies that prove the effect of religiosity on purchase intentions (e.g., Bupalan et al., 2019; Jashim et al., 2020; Mortimer et al., 2020).

Meanwhile, religious commitment affects espoused values (Minton et al., 2019). These individual values and attitudes influence behavior, including individual purchasing and consumption behavior which is consistent with Ajzen and Fishbein (1980). Both personal value and social values are predictors of consumer behavior (Nwanko et al., 2014). Social values prioritize warm relationships and mutual influence. This relationship affects the choice of product to be purchased. The effect of this perceived value on purchase intentions has also been widely demonstrated (e.g., Cuong, 2020; Calvo-Porrall & Levy-Mangin, 2017; Khan & Razzaque, 2015), but most research is concerned with PV.

The choice of fashion is also inseparable from the personality of consumers. materialism is the perspective, ideology, and personality traits of consumers who tend to buy goods to show their status (Akbar et al., 2016; Talukdar & Yu, 2020). Materialism tends to be rated negatively in marketing which also has a negative impact on life satisfaction and subjective well-being of young people (Froh et al., 2011). Materialism includes concentration of ownership, ownership of happiness, and ownership of success (Liao & Wang, 2009). The results of previous studies found that materialism had a positive effect on compulsive buying (Manolis & Roberts, 2012). According to Zhang and Kim (2013), there is still little research on materialism associated with fashion products. In general, materialism is associated with luxury goods (Ma et al., 2021).

Purchasing behavior is also inseparable from the normative beliefs that individuals believe (Pena-Garcia et al., 2020). Normative beliefs drives what is important and unimportant which is influenced by the environment, such as friends, family, or the culture of the community or group to which the individual belongs (Sandve & Ogaard, 2014). Purchase intentions often gets social pressure from their environment which forms an individual normative beliefs. Previous studies have found a mixed effect of normative beliefs on purchase intentions. Some researchers found normative beliefs to be unrelated to purchase intentions (Kumar et al., 2017), while other researchers found a positive effect of normative beliefs to purchase intentions (Ham et al., 2015).

2. Literature Review

Purchase intentions is the desire or intention of consumers to buy products or services in the future (Wu et al., 2011). Purchase intentions is also the opportunity to make a purchase (Martins et al., 2019) which is influenced by attitudes, subjective norms or normative beliefs and the opportunity to make a purchase (Shen, 2015). Consumers who are aware of the positive implications of purchasing a product will definitely make a purchase (Liu et al., 2021). Based on social identity theory (SIT), fashion can satisfy the needs and motivation to identify oneself as someone who is admired (Ma et al., 2021). Therefore, individuals are interested in fashion products because these products are in accordance with their self-concept and according to their ideal (Japutra et al., 2019).

Furthermore, the beliefs, attitudes, and behavior of consumers are often influenced by their religion (Hirschman et al., 2011). Religion is an aspect of social identity that can influence the intention to buy a product, namely the attitude towards the quality of one's life. If religion is used as an identity, religion will influence behavior, including buying behavior. In Indonesia, religion plays a role in society and is influential in everyday life (Ma et al., 2021). Religion also influences how individuals view happiness, satisfaction, achievement, and the meaning of life (Ma et al., 2021). However, the influence of religion on individual life is very diverse (Teng & Wan Jusok, 2013). According to Yaakop et al. (2021), religiosity provides a sense of security and zest for life. However, research on religion and consumer behavior is still developing today (Minton et al., 2019; Montoro-Pons & Cuadrado-Garcia, 2018). Researchers have previously found a role for religion in product selection (e.g., Mathras et al., 2016; Raggiotto et al., 2018; Schneider et al., 2011).

Related to religion, religious commitment refers to the extent to which individuals adhere to their religious values and beliefs and practice them in everyday life (Worthington et al., 2003). Religious commitment indicates the level of individual attachment to religious values, beliefs, and practices in everyday life (Ma et al. 2021). Religious commitment is able to provide cognitive and normative directions regarding what to consume, when to consume, and how many products are consumed (Mathras et al., 2016). Religious commitment influences purchase intentions (Ahlam Nuwairah Ahmad, 2015; Rasid, 2016). Religious commitment has also been shown to influence ethical buying models (e.g., Andersch et al., 2019; Arli et al., 2019; Wenli & Chan, 2019). According to Yeo et al. (2018), RC has an effect on satisfaction with the product, then this satisfaction will drive the decision to buy or not to buy. Therefore, the proposed hypothesis is:

H1: religious commitment has a positive effect on purchase intentions.

Religious commitment is related to materialism (Hennigs et al., 2012; Mainolfi, 2020). Religious commitment plays a role in individual life through beliefs, knowledge, and attitudes (Said et al., 2014). Therefore, religious commitment affects attitudes towards materialism and quality of life (Kassim & Zain, 2016) and influences attitudes towards risk, social responsibility, and charity towards others (Ma et al., 2021; Vitell, 2015). According to Alsaad et al. (2021), religious commitment determines beliefs, attitudes, and behavior. Other researchers suggest that religious commitment reduces materialism values (Casabayo et al., 2020). Materialism is related to luxury and prestigious goods, so materialists will consume these products to increase their materialism (Zhang & Kim, 2013).

Furthermore, materialism is a perspective and ideology as well as personality traits which are often connoted as negative characteristics, but are the core constructs of buying behavior (Islam et al., 2017). Materialistic individuals tend to be less happy, less satisfied, and have low self-actualization (Mueller et al., 2011). Materialism is also the extent to which individuals are too interested in money and material goods that play too big a role in their lives (Maison & Adamczyk, 2020). Materialism is an individual perspective regarding the importance of material possessions for individuals (Lang & Armstrong, 2018). Materialism drives individual consumption excessively and hinders sustainable consumption (Manchiraju & Krizan, 2015). Therefore, the proposed hypothesis is:

H2: materialism has a positive effect on purchase intentions.

Apart from materialism's personality, other internal factors that influence purchase intentions are the values held by individuals. These values are the driving

force of the desire to buy, both in Western and Eastern countries (Shukla, 2012). These values include internal-personal values and external-social values (Nwanko et al., 2014). In addition, there are three values that a product has, namely objective-material values, individual-subjective values, and social-collective values (Roux et al., 2017). Social values is seen as the most important value because it refers to status or impression in social groups (Hennigs et al., 2012). This is also supported by collective cultural factors in Eastern countries who buy products to gain social recognition (Zhang & Kim, 2013). Social values reflect interpersonal relationships of mutual belonging and respect, while personal values include pleasure, happiness, security, achievement, self-esteem and self-fulfillment (Nwanko et al., 2014). Based on the theory of planned behavior (TPB), behavior is influenced by beliefs about social resources and social values (Phau et al., 2009). Previous studies have found a positive effect of social values on purchase intentions (Chen & Zhang, 2021; Hu et al., 2016). Therefore, the proposed hypothesis is:

H3: social values have a positive effect on purchase intentions.

Product knowledge is reality, feeling, experience, and awareness of products that can affect purchase intentions (Abd Rahman et al., 2015). This knowledge will drive purchase intentions through their attitude towards the product (Briliana & Mursito, 2017). This knowledge also raises awareness of the product (Hassan & Harun, 2016). Product knowledge becomes an important factor in the customer's decision about the product to be purchased. Customers will make choices and decisions after obtaining information about the product. According to the persuasion knowledge theory (Friested & Wright, 1994), knowledge about the product delivered by the provider influences trust, quality, liking, then on purchase intentions. Knowledge influences the way consumers think and feel their needs. Therefore, purchase intentions can be manipulated with customer information and emotions because knowledge affects purchase intentions (Ghahtarani et al., 2020). Product knowledge of fashion when it is in the store is important for consumers to make purchasing decisions (Chaney et al., 2016). Therefore, the proposed hypothesis is:

H4: product knowledge has a positive effect on purchase intentions.

Furthermore, based on the theory of reasoned action (TRA, Ajzen & Fishbein, 1980), purchase intentions is a form of behavioral intention which is a function of likes and subjective norms or normative beliefs that are adhered to. Normative beliefs are individual's belief to do or not do something, make a purchase or not make a purchase (Kim & Seock, 2019; Ong et al., 2021; Shahzad et al., 2021). TPB also assumes that the factors that influence intention are attitudes toward behavior, normative beliefs, and control over behavior (Ajzen, 1991). Normative beliefs have indeed been shown to influence purchase decisions (e.g., Cazacu et al., 2014; Stylos et al., 2016; Yadav & Pathak, 2017). Therefore, the proposed hypotheses is:

H5: normative beliefs has a positive effect on purchase intentions.

3. Research objectives

There are many factors that influence the choice of fashion products for young people. This study emphasizes the effect of social identity on purchase intentions. The purpose of this study was to examine the effect of religious commitment, social values, normative beliefs, product knowledge, and materialism on the purchase intentions of young people in Indonesia on fashion products.

3.1 Methodology of research

This research was conducted on young people who like fashion products in Indonesia, especially those who live in the city of Yogyakarta and its surroundings. The selection of the city of Yogyakarta was based on the large number of young people in the city whose status as students came from all regions in Indonesia. The research was conducted by survey using a questionnaire as a measurement. The number of samples was determined using multivariate criteria, namely five times the number of question items or a minimum of 155 people (Hair et al., 2010). Because the size of the population was unknown, non-probabilistic sampling was used. The sample selection criteria were young fans of fashion products aged 20 to 30 years. A total of 2000 questionnaires were distributed to young people who like fashion products, while 1404 questionnaires were completely filled out (response rate 70.2%). Data collection was carried out for 9 months (June 2023 to March 2024). Completely filled questionnaires were tested for the validity and reliability of the instrument.

Validity testing was carried out using factor analysis with a Kaiser-Meyer Olkin (KMO) value above 0.5 and a loading factor of more than 0.5 (Sekaran & Bougie, 2013). Meanwhile, the reliability test used internal consistency with Cronbach's alpha with criteria of more than 0.6 or is called good enough reliability (Zikmund et al., 2010). Subsequent tests were tests for normality, multicollinearity, and heteroscedasticity as a condition for testing multiple linear regression (Cooper & Schindler, 2008). Testing the relationship between variables was carried out using bivariate correlation, while multiple linear regression was used to examine the direct effect of the independent variables on the dependent variable. Because the effect of the independent variables was too small, there was a suspicion that there was a mediating variable in the model. This required further testing. Next, the relationship model was tested using SEM with a two-step approach. Testing of the relationship model was carried out both for the initial model (i.e., the direct influence of the independent variables on the dependent variable) or modification of the model according to the underlying theory.

3.2. Measurements

The collection of research data was carried out using primary data with a questionnaire. The questionnaire was taken from previous research which was translated into Bahasa Indonesia so that it was easy for the respondents to understand. Religious commitment questionnaire adapted from Swimberghe et al. (2009), for example, my religious beliefs underlie my entire approach to life. Five question items were valid (KMO = 0.806, loading factor 0.678 to 0.814) and reliable ($\alpha = 0.778$ or good reliability). Social values questionnaire adapted from Hennings et al. (2012), for example, it is important to know what other people think about people who wear certain fashion products. Six of the seven question items were valid (KMO = 0.802, loading factor 0.614 to 0.712) and reliable ($\alpha = 0.753$ or good reliability).

The product knowledge questionnaire was adapted from Zhan and He (2012), for example, I consider myself knowledgeable about fashion product brands. Three question items were declared valid (KMO = 0.689, loading factor 0.808 to 0.817) and reliable ($\alpha = 0.743$ or good reliability). The normative beliefs questionnaire was adapted from Casidy et al. (2016), for example, people who are important to me think that I should not buy fashion products that are not Eastern. Four question items are valid (KMO = 0.755, loading factor 0.704 to 0.916) and reliable ($\alpha = 0.8666$ or very good reliability).

Materialism questionnaire was adapted from Phau et al. (2009), for example, I would be happier if I could afford to buy more things. Five of the seven question items were valid (KMO = 0.703, loading factor 0.521 to 0.762) and reliable ($\alpha = 0.651$ or quite reliable). Meanwhile, the purchase intentions questionnaire was adapted from Shukla and Purani (2012), for example, I will buy a famous brand fashion product just to have status. The five question items were valid (KMO = 0.767, loading factor 0.681 to 0.807) and reliable ($\alpha = 0.800$ or very good reliability).

4. Results and discussion

A Questionnaire items that meet the criteria of validity and reliability are used for further testing. Correlation testing was carried out to test the relationship between research variables. The results of correlation, mean, standard deviation, and composite reliability tests are presented in Table 1.

Table 1. Correlation, Mean, Standard Deviation, and Composite Reliability

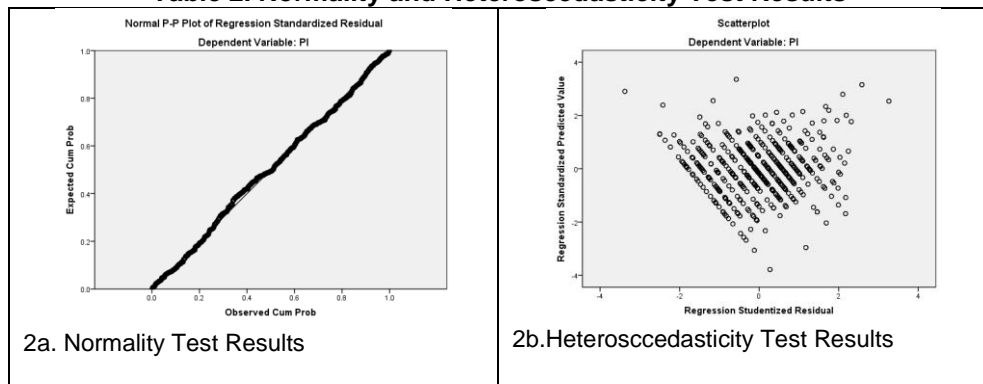
	RC	SV	PK	NB	MT	PI
Religious Commitment (RC)	1					
Social Values (SV)	0.176**	1				
Product Knowledge (PK)	0.113**	0.433**	1			
Normative Beliefs (NB)	0.126**	0.142**	0.113**	1		
Materialism (MT)	0.014	0.299**	0.219**	0.086**	1	
Purchase Intention (PI)	0.007	0.293**	0.350**	0.113**	0.369**	1
Mean	4.086	3.546	3.026	2.677	3.280	2.058
Std. Dev.	0.570	0.601	0.675	0.742	0.634	0.674
Composite Reliability	0.908	0.876	0.870	0.935	0.811	0.897

** Sign. $P < 0.01$

Source: Data processing results, 2024

The correlation test results show that there are no relationship between religious commitment and materialism and between religious commitment and purchase intentions. Meanwhile, other variables have a significant positive correlation with each other. Purchase intentions is correlated with all variables, except religious commitment. The correlation between variables is weak (less than 0.50). The mean of these variables are in various categories. The mean of purchase intentions is low (less than 2.34), the average of social values, product knowledge, normative beliefs, and materialism are moderate (between 2.34 to 3.66), while the mean of religious commitment is high (more than 3.67). Furthermore, multiple linear regression tests were carried out to test the direct effect of the independent variables on the dependent variable. As a condition of multiple linear regression testing is the classic assumption test which includes normality, heteroscedasticity, and multicollinearity tests. The results of normality and heteroscedasticity tests are presented in Table 2.

Table 2. Normality and Heteroscedasticity Test Results



Source: Data processing results, 2024

Table 2a shows that the research data is normal. This is shown by the data that is along the diagonal line. Meanwhile, Table 2b shows the results of the heteroscedasticity test. The results of the heteroscedasticity test indicated that the data fulfilled heteroscedasticity because the data were scattered and did not show a particular relationship pattern. Furthermore, the results of the multicollinearity test are indicated by the value of the variance inflation factor (VIF) which is less than 10. The results of the multicollinearity test are presented in Table 3.

Table 3. Multicollinearity Test Results

		Coefficients ^a						
		Unstdzd. Coeff.		Stdzd. Coeff.			Col. Stat.	
Model		B	Std. Err.	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.003	.155		-.018	.985		
	RC	-.063	.028	-.053	-2.214	.027	.954	1.048
	SV	.111	.031	.099	3.633	.000	.741	1.349
	GK	.251	.026	.252	9.570	.000	.799	1.252
	NB	.072	.022	.079	3.303	.001	.963	1.039
	MT	.296	.026	.278	11.222	.000	.896	1.116

a. Dep. Var.: PI

Source: Data processing results, 2024

Table 3 shows the VIF values of all independent variables less than 10, so no multicollinearity was found between the independent variables in this study. Table 3 also describes the effect of the independent variables on the dependent variable. The effect of social values, product knowledge, normative beliefs, and materialism on the purchase intentions of fashion products is significantly positive (significance ≤ 0.05 and standardized beta positive coefficients). This means that these four variables can increase the purchase intentions of Indonesian youth towards fashion products (H2, H3, H4, and H5 are supported). Meanwhile, religious commitment actually makes young people have no intention of buying fashion products. In other words, religious commitment decreased purchase intentions (H1 is not supported). Furthermore, the results of multiple linear regression testing are presented in Table 4.

Table 4. Multiple Linear Regression Test Results

Model Summary									
Model	R	R Sqr.	Adj. R Sqr.	Std. Err. of the Est.	Change Statistics				
					R Sqr. Change	F Change	df1	df2	Sig. F Change
1	.478 ^a	.229	.226	.59320	.229	82.843	5	1398	.000

a. Predictors: (Constant), MT, RC, NB, GK, SV

ANOVA ^b						
Model		Sum of Sqrs.	Df	Mean Sqr.	F	Sig.
1	Regression	145.755	5	29.151	82.843	.000 ^a
	Residual	491.932	1398	.352		
	Total	637.687	1403			

a. Predictors: (Constant), MT, RC, NB, GK, SV
 b. Dependent Variable: PI

Source: Data processing results, 2024

Table 4 show that the effect of the independent variable on the dependent variable is significantly positive, but the effect is only 22.6%. There are many other variables that influence purchase intentions (78.8%) but were not tested in this study. It is possible that the small effect of the five independent variables on the purchase intentions is due to the mediating variable. Next, a model test of the relationship between religious commitment, social values, materialism, product knowledge, and normative beliefs were carried out as the independent variable and purchase intentions as the dependent variable. Testing was carried out with a two-step approach of SEM. The results are presented in Table 5.

Table 5. Results of Testing the Direct Effect

	β	CR
RC → PI	- 0.065	- 1.657
SV → PI	- 0.015	- 0.245
NB → PI	0.108**	2.833
MT → PI	0.312**	6.485
PK → PI	0.403**	7.412

Chi-Square = 0.000
Chi-Square/df = -
GFI = 1.000
AGFI = -
CFI = 1.000
NFI = 1.000
IFI = 1.000
TLI = 1.000

Source: Data processing results, 2024

Table 5 shows that the effect of religious commitment and social values on purchase intentions is not significant. Purchase intentions can be upgraded with normative beliefs, product knowledge and materialism. However, the relationship model does not fit the data because the GFI value exceeds the expected value range, which is between 0 - 1, and is expected to be ≥ 0.90 (Byrne, 2010). Meanwhile, the

AGFI value could not be detected as expected ≥ 0.90 . The same thing applies to the cut-off criteria for NFI, IFI, and TLI which are close to 1, but not the same as 1. The model is then modified according to the modification index and the underlying theory. The results of the model modification are presented in Table 6.

Table 6. Model Modification Test Results

	B	CR
RC → NB	0.162**	4.057
SV → NB	0.108**	2.616
SV → MT	0.401**	8.917
SV → PK	0.579**	14.393
NB → PI	0.081**	2.257
MT → PI	0.318**	7.324
PK → PI	0.386**	9.558
RC → SV	0.219**	5.331
Chi-Square = 20.687 Chi-Square/df = 2.955 GFI = 0.993 AGFI = 0.978 CFI = 0.975 TLI = 0.946 NFI = 0.963 IFI = 0.975		

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    graph TD
      RC((RC)) -- s --> NB((NB))
      RC -- s --> SV((SV))
      RC -- s --> PK((PK))
      SV -- s --> NB
      SV -- s --> MT((MT))
      SV -- s --> PK
      NB -- s --> PI((PI))
      MT -- s --> PI
      PK -- s --> PI
  
```

Source: Data processing results, 2024

Modification of the model aims to minimize the Chi-square value and minimize the difference between GFI and AGFI and must be based on existing theory (Byrne, 2010). Table 6 is the result of the modification of the best model and is based on theory in testing the effect of religious commitment, social values, normative beliefs, materialism and product knowledge on purchase intentions. The model produces a minimum Chi-square value, GFI and AGFI above 0.95, and model suitability index (TLI) above 0.90 as suggested by Byrne (2010). Table 6 also shows that religious commitment and social values have no direct effect on the purchase intentions of youth fashion products in Indonesia, especially in Yogyakarta. Purchase intentions is directly influenced by materialism, product knowledge, and normative beliefs. The results of the modification of the model also found that religious commitment also increases the social values and normative beliefs that are held by individuals in determining the purchase of fashion products. Purchase intentions was not directly influenced by religious commitment and social values. The variables that have a direct effect on purchase intentions were normative beliefs, materialism, and product knowledge.

Fashion products (clothing, shoes, bags, watches, and various accessories) are product categories that can project self-image and individual style, especially for young people in Indonesia and around the world. Therefore, the desire to buy the product is influenced by various factors, both internal and external when deciding whether to buy or not to buy the product. In addition, fashion products are often classified as luxury goods because the product brands that make them are expensive and classified as luxury goods. This study examines the influence of individual internal factors on the purchase intentions of fashion products which are often associated with individual social identities.

The correlation test results found that purchase intentions had a significantly positive relationship with social values, product knowledge, normative beliefs and materialism. However, purchase intentions is not correlated with religious

commitment. The results of this study do not confirm the results of previous studies (such as Bupalan et al., 2019; Jashim et al., 2020; Mortimer et al., 2020). Tests using multiple linear regression found that religious commitment decreased the purchase intentions of fashion products for young people in Indonesia. While the results of model testing using SEM found that the effect of religious commitment on purchase intentions is mediated by many social identity factors such as social values, normative beliefs, product knowledge, and materialism. This may be consistent with research in America, but not the same as research conducted in Thailand (Ma et al., 2021). Religious commitment escalates purchase intentions through several mediating variables.

Meanwhile, this study also found that religious commitment was not related to materialism. In testing the model using SEM it was found that religious commitment had no effect on materialism. This is consistent with the notion that materialism prefers worldly goods as an identity of happiness and success, while religious commitment places more emphasis on happier, non-worldly identities (Casabayo et al., 2020). This study contradicts Hennings et al. (2012) and Mainolfi (2020) who found that religious commitment is related to materialism. Previous researchers stated that religious commitment determines beliefs, attitudes and behavior (Alsaad et al., 2021). In testing the relationship model using SEM with a two-step approach, religious commitment has an effect on normative beliefs and social values. Religious commitment will move individual beliefs to make a purchase or not to make a purchase. Religious commitment also influences the values that society believes to be good or bad.

Furthermore, social values is correlated with purchase intentions, but has no direct effect on purchase intentions. This does not support the results of Cuong's research (2020), Calvo-Porrall et al. (2017), and Khan et al. (2015). Social values also correlate with religious commitment, normative beliefs, product knowledge, and materialism. Meanwhile, the results of testing the relationship model also show that social values have a good effect on normative beliefs, materialism, and product knowledge. Confidence to buy or not to buy fashion products is influenced by value pressures that are recognized and accepted by society. The values that are recognized and accepted by society also influence the tendency of individuals to buy and own luxury goods. Product knowledge is also influenced by social values, because buyers will receive product-related knowledge if it is in accordance with the values held in society.

This study found that the purchase intentions of fashion products for young people was mainly influenced by product knowledge, normative beliefs and materialism. Understanding about fashion products will be very important. Therefore, the sales assistant at the fashion counter must be friendly and nimble. Prospective buyers will cancel their desire to buy if they have to deal with counter staff who are unable to serve customers properly. In addition, as a consideration for buying or not buying fashion products, young people in Indonesia still look to society's normative values or beliefs. Fashion products that are contrary to the norms that exist in society will not attract young people in Indonesia.

The final consideration in buying fashion products is materialism. Fashion products are considered as luxury goods for young people in Indonesia. They think that fashion is their way of actualizing themselves. Young people in Indonesia will be satisfied and happy if they wear fashion that can express themselves and earn

praise from those around them. Fashion really shows its identity with the clothes they wear and are able to tell that the wearer is a person who is well off.

5. Conclusions

This study further strengthened TRA and TPB that behavior intention is influenced by attitudes, norms, beliefs, and values. The purchase intentions of young people in Indonesia towards fashion products is still based on these theories. However, the desire to buy fashion products is not directly based on their religion. Religion underlies normative beliefs and social values, so the role of religion cannot be ignored. Providers of fashion products still have to pay attention to the five variables if they want their products to be accepted by young Indonesians.

Providers of fashion products in Indonesia should understand what factors influence consumer decisions, especially young people. That way, they can develop marketing strategies for fashion products correctly and according to the expected targets. An understanding of the values and normative beliefs that are adhered to and what fashion shows the identity of young people needs to be known by providers of fashion products. In addition, it is necessary to understand whether young people, especially in Indonesia, have materialistic tendencies that are always dissatisfied with themselves or are they realistic. Providers also need to be adept at providing an understanding of the products they offer.

Some of the weaknesses of this study are the number of samples that do not represent the number of young people in Indonesia. In the future, the number of samples can be increased to represent the population of young people in Indonesia. In addition, cross-sectional data collection used in testing the mediation model needs to be strengthened with longitudinal data for the independent, mediating, and dependent variables.

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