FAST FASHION: FASHION INVOLVEMENT AND IMPULSE BUYING – BASED H&M CONSUMER IN SAMARINDA

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Abstract: Indonesia is one of the countries that has significant retail development supported by the increasingly growth of retail in various fields, one of which is in the fashion sector. The high desire of the Indonesian people to follow fashion trends has encouraged various fashion brands from abroad to enter the Indonesian fashion industry, one of the fashion brands that entered Indonesia is H&M (Hennez & Mauritz AB). Because the competition between fashion brands in Indonesia is very tight, H&M must understand the desire of the Indonesian people to follow the development of fashion trends continues to increase so that H&M must innovate in order to continue compete with its competitors in the fashion industry. This research uses a quantitative method approach. The population in this study were consumers who had made purchases at H&M Samarinda. The sampling method used in this study was purposive sampling technique with the sample obtained totaling 120 respondents with data collection techniques using questionnaires. The data analysis technique used is descriptive statistical analysis using SPSS Ver.26 and a PLS-based SEM approach with Smart PLS 4.0.The results of this study indicate that fashion involvement, product quality and price discount have a positive and significant effect on positive emotion and impulse buying and show that positive emotion can mediate the relationship between fashion involvement, product quality and price discount on impulse buying.

INTRODUCTION

The high desire of Indonesians to follow fashion trends, many fashion brands from abroad enter and compete in the Indonesian clothing industry. It is proven by 60% of Indonesians prefer to purchase clothes from foreign brands rather than local brands (Yulistara, 2018).The level of fashion engagement in Indonesia is dominated by teenagers and adults because they always get information related to the latest fashion trends through the internet. Therefore, most teenagers today tend to have a westernized style of dress (Suliyanthini et al., 2021).The competition of foreign fashion brands that compete in Indonesia includes producing many fast fashion products. The beginning of fast fashion arose because of the encouragement

of consumers who wanted to have clothes with the latest trends but still at an affordable price (Kornelis, 2022). Fast fashion is a sector that produces clothes massively in order to follow the newest fashion models that are sold at affordable prices (Insani, 2020).

According to CNBC Indonesia (2019), the fashion industry's progress can contribute to the Indonesian economic sector by 18.01% or Rp 116 trillion. The fashion subsector was also one of the largest contributors in the previous year, namely in 2016 as much as 54.54%. Consequently, the fashion industry's potential in Indonesia is significant due to the strong interest in fashion among the Indonesian population. This motivates those involved in the fashion sector to maximize creativity and innovate so that they can still compete to maintain quality and consumers with other retail companies. To maintain existence in the fashion industry, business actors must know the factors that cause a decline in sales. According to Rizal et al., (2017) the main factors causing the decrease in sales of a product can be influenced by high consumer awareness of the interest of the growing fashion model so that consumer tastes are not fulfilled, competitors and product quality.

According to data from the Samarinda Statistics Agency (2023), Samarinda has a population of 850,629 people, where the population is dominated by productive age (15-64 years) of 604,201 people. This can give Samarinda the ideal potential for fashion industry players to introduce and expand the target market of the clothing industry in Samarinda. With this, the presence of a modern fashion retail industry can provide various benefits such as discount promotions, a supportive store atmosphere and attractive products such as clothes that keep up with the times from which positive emotions are created in consumers to make impulse buying.

One of the fast fashion industries that has developed and still exist in Indonesia today is the H&M (Hennez & Mauritz AB) brand. H&M is a Swedish company involved in the fast fashion sector. This business was established by Erling Persson in 1947 based in Stockholm, Sweden, and the current CEO of H&M is Helena Helmersson. The H&M company sells various types of fashion products for men, women, teenagers to children. H&M has around more than 5,000 retail outlets spread across 74 countries, one of which is Indonesia. This Swedish fashion retail company operates directly under PT Hindo as the third franchise owner and operations appointed by H&M for Indonesia.

Picture 1. Survey of Indonesia's Top 10 Favourite Fashion Products

Source: databoks (2022)

Based on sources from databoks (2022), the survey results place H&M products ranked 2nd as the favourite fashion brand of Indonesians after Adidas with a percentage of 39% and according to Interbrand (2023), H&M is in 56th position out of 100 global brands worldwide with a brand value of 13,649 million US dollars and +5% growth as 'Best Global Brand 2023'. The growth of fashion retail in Indonesia is growing rapidly, the company must understand the wants and needs of consumers by creating marketing strategies to maintain the loyalty of old consumers and attract new consumers to make purchases. The company need to be aware of and comprehend consumer behavior, particularly the phenomenon of impulse buying that frequently takes place in retail stores.

One of the factors that can encourage impulse purchases is fashion involvement, defined as a person's engagement with clothing products driven by interests, needs, values, and the belief that fashion carries a social responsibility. This involvement leads individuals to follow the latest trends (Natalie & Japarianto, 2019). Fashion involvement influences a person's emotional state while shopping and also contributes to impulse buying (Park et al., 2006)

The other important factor that contributes to influencing impulse buying is product quality. Product quality is a strategic weapon that has the potential to defeat competitors (Kotler & Amstrong, 2014:354). Product quality is also able to determine whether consumers are satisfied with this quality and consumers are inquisitive about making impulse buying. The H&M product quality is one of the biggest problems for these producers, including the existence of unattractive product designs, as well as the quality of product materials sold that are inadequate and not comparable to the prices offered (Ababil & Sari, 2022).

Price discount also have an impact on the phenomena of impulse buying, which can boost sales volume (Gumilang & Nurcahya, 2016). Providing price discounts is one of the strategies used by companies, discounts can encourage consumers to make purchases faster. Price discounts can create positive emotions so that consumers are encouraged to buy impulsively. Then, impulse purchases can create positive emotions that can be the key to strengthening the relationship between consumers and the products they buy (Ariyanti & Purba, 2023). Positive emotion is defined as an emotion or mood that a person feels, an impulse that cannot be controlled and continues to influence a person's behaviour (Alexander et al., 2021).

Therefore, H&M as a manufacturer engaged in fast fashion must be able to maintain its existence by continuing to update products that suit the tastes and needs of consumers where these products must of course keep up with the times. Also, the price of the products offered must be in accordance with the quality and variety of designs so that H&M is able to continue to innovate and compete with other clothing manufacturers, because currently there are more and more other producers who produce products with the same product design and quality, but the prices offered are more affordable.

RESEARCH METHODS

Researchers use a quantitative research approach that is associative. Then, the population in this research is Samarinda society who have made purchases at H&M Bigmall Samarinda. Because the population who shopped at H&M Samarinda was not known with certainty, the researcher used the Hair et al. formula (2019) and acquired 115 responders as the sample size, but to minimize the error rate, the sample size chosen by the researcher was 120 respondents. The sampling technique used is a non-probability sampling method with purposive sampling technique. Where respondent criteria are consumers who are at least 15 years old who live in the city of Samarinda and have spent at least 2 times shopping at H&M Samarinda. The data collection technique uses a questionnaire and Likert scale as a measuring tool to arrange several question items

The research uses descriptive analysis of respondents and variables using SPSS Ver.26 and SEM–PLS as data analysis methods. This step includes the outer model as the model which contains tests for validity and reliability, and then the inner model. To evaluate the hypothesis using the direct effect and indirect effect tests on Smart PLS 4.0.

In this research, researchers want to investigate the effect of fashion involvement, product quality and price discount that influence impulse buying at H&M Samarinda and then mediated positive emotion which is shown through the research framework in picture 2 as follows:

Picture 2. Research Framework
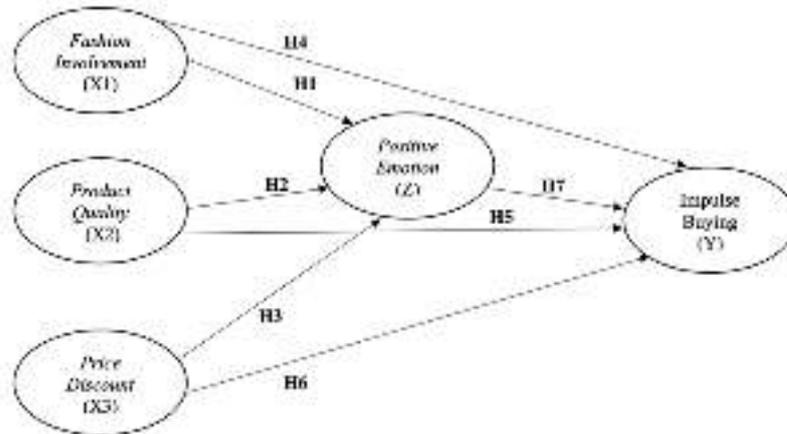
Source: Data processed by researchers, 2024

RESULT AND DISCUSSION

In this research, researchers had 120 respondents as sample size and they bought fashion products at H&M Samarinda. Most of the respondents in this research were women at 68%, while men were 32%. Respondents in this research were mostly between the ages of 21 – 25 53%, for the work of respondents dominated by students by 45%. Then, it was dominated by respondents who had a monthly income of (1) Rp 500,000 - 1,000,000 (26%), (2) Rp 2,500,000 - 3,000,000 (26%), (3) Rp> 3,500,000 (26%).

Descriptive Analysis Of The Variables

Descriptive analysis can be accomplished by knowing the mean value of each question item. The results of the respondents' answers received from the questionnaire on the four variables. In fashion involvement has an average total score of 3.68, which falls into the 'high' category. So, it is concluded that H&M can encourage consumer interest in being involved in following fashion trends. In the product quality has an average total score of 3.50 which falls into the 'high' category. So, it can said the quality of products offered by H&M is quite good and can influence consumers to make a purchase. In the price discount has an average total score of 3.58, which falls into the 'high' category. So, it is concluded that the price discount offered by H&M can persuade consumers to buy the products. In positive emotion has an average total score of 3.68, which falls into the 'high' category. So, it is concluded that H&M can create positive emotions in consumers. Then, in the impulse buying has an average total

score of 3.59, which falls into the 'high' category. So, it is concluded that H&M can encourage consumers to buy impulsively.

This research uses SEM - PLS data analysis techniques with the help of the Smart PLS ver 4.0. The process of data analysis is as follows:

1. Outer Model

Validity test carried out by the SEM - PLS method divided into two types, including convergent validity and discriminant validity.

Picture 3. *Outer Model* (PLS – Algorithm)
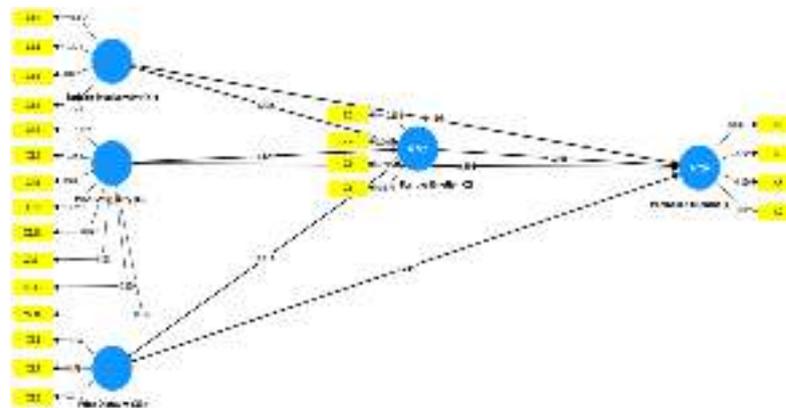
Source: data processed with Smart PLS 4 (2024)

The results of the data processing above, by eliminating several invalid indicators. Then, the value of the indicator above is valid because it fulfills the Rule of Thumb, that loading factor value must be ≥ 0.7. Convergent validity testing continued with looking at the AVE (Average Variance Extracted) value. A variable is valid if the variable has an AVE value ≥ 0.5, otherwise, if the variable has an AVE value ≤ 0.5, then the variable is invalid. The AVE values calculation results appear in the table as follows:

Table 1. AVE Value Measurement Results

Variable	AVE Value	Result
Fashion Involvement	0.728	Valid
Product Quality	0.733	Valid
Price Discount	0.776	Valid
Positive Emotion	0.799	Valid
Impulse Buying	0.742	Valid

Source: data processed with Smart PLS 4 (2024)

From Table 1 above, every variable has an AVE value ≥ 0.5, so all these variables are valid. Next, the reliability test is then conducted. In this research, it is known that each indicator

in the construct has a difference which is indicated by a higher cross loading value on the construct itself, and the cross-loading value is ≥ 0.7 and suggests that this research instrument has met the criteria according to the Rule of Thumb provisions. The reliability test is then conducted in PLS following the validity test.

Table 2. Cronbach's Alpha Value and Composite Reliability

Variable	*Cronbach's Alpha*	Composite Reliability	Rule of Thumb	Hasil
Fashion Involvement (X1)	0.875	0.877	0.700	Reliabel
Product Quality (X2)	0.948	0.949	0.700	Reliabel
Price Discount (X3)	0.855	0.868	0.700	Reliabel
Positive Emotion (Z1)	0.916	0.917	0.700	Reliabel
Impulse Buying (Y1)	0.884	0.889	0.700	Reliabel

Source: data processed with Smart PLS 4 (2024)

From Table 2, all Cronbach Alpha values in the above variables have a value ≥ 0.7, so the data can be said to be reliable, and each variable of composite reliability value is ≥ 0.7, so the model have high reliability.

2. *Inner Model*

The first step in the inner model is the Coefficient of Determination (R - Square) test. According to the research, the R-squared value is as follows:

Table 3. Value of the Coefficient of Determination (R - Square)

Variable	R-square	R-square adjusted	Model Category
Impulse Buying (Y)	0.760	0.752	Strong
Positive Emotion (Z)	0.722	0.714	Moderate

Source: data processed with Smart PLS 4 (2024)

The R - Square value in Table 3 is 0.760 on impulse buying, which means that the ability fashion involvement, product quality, and price discount, to explain the impulse buying variable is strong, which means 76%, while the remaining 24% is influenced by another independent variables not measured in thisresearch. Meanwhile, the positive emotion variable is 0.722, which means that the ability of the model on the independent variable to explain the positive emotion variable is moderate, which means 72.2%, and the remaining 27.8% are influenced by

other independent variables not measured in this research. Then, the Predictive Relevance (Q^2) test was conducted. This research model is seen from the Q - Square value. If the Q - Square value > 0 proves that the model has good predictive relevance. Meanwhile, the Q - Square value < 0 proves the model does not have poor predictive relevance. The calculation of the Q - Square value in this research is 0.933, which proves the total effect of the variables fashion involvement, product quality, and price discount on impulse purchases through positive emotion is 93.3%. While the remaining 6.7% is measured by other variables. Therefore, the value of Q^2 > 0 proves the model has good predictive relevance.

3. Hypothesis Test

This hypothesis test was using the bootstrapping procedure. The t-statistic value must be >1.96 and the p-value <0.05 if the hypothesis can be accepted. The hypothesis tests conclusions can be shown as follows:

1. Direct Effect Test

Table 4. Direct Effect Test

Variable	Original sample (O)	T statistics (|O/STDEV|)	P – values	Result
FI (X1) ➡ PE (Z)	0.235	3.352	0.001	Significant
PQ (X2) ➡ *PE* (Z)	0.422	4.025	0.000	Significant
PD (X3) ➡ *PE*(Y)	0.314	3.154	0.002	Significant
FI (X1) ➡ IB (Y)	0.166	2.716	0.007	Significant
PQ (X2) ➡ IB (Y)	0.296	2.778	0.005	Significant
PD (X3) ➡ IB (Y)	0.219	2.664	0.008	Significant
PE (Z) ➡ IB (Y)	0.308	3.021	0.003	Significant

Source: data processed with Smart PLS 4 (2024)

2. Indirect Effect Test

Table 5. Indirect Effect Test

Variabel	Original sample (O)	T statistics (|O/STDEV|)	P – values	Result
FI (X1) ➞ *PE* (Z) ➞ IB (Y)	0.097	2.001	0.045	Significant
PQ (X2) ➞ PE(Z) ➞ IB (Y)	0.130	2.489	0.013	Significant
PD (X3) ➞ PE (Z) ➞ IB (Y)	0.072	2.240	0.025	Significant

Source: data processed with Smart PLS 4 (2024)

The Research Results

1. The Effect of Fashion Involvement (X1) on Positive Emotions (Z)

The conclusion is fashion involvement has a positive and significant effect on positive emotions among H&M Samarinda consumers. When a person is highly involved in fashion, they are more likely to encounter positive emotions, when purchasing fashion items. The result of this research is supported by research conducted by Satria & Kaihatu (2022) and Pramestya & Widagda (2020), which found that fashion involvement has a positive and significant effect on positive emotion. Consumers with a high level of fashion involvement will exhibit more positive emotions while buying. It is because consumers will be satisfied when buying if the product given fulfills their needs.

2. The Effect of Product Quality (X2) on Positive Emotion (Z)

The conclusion is product quality has a positive and significant effect on positive emotions among H&M Samarinda consumers. The result of this research is supported by research conducted by Salam & Jayadi (2023), which proves that the better the quality of the product, the stronger the emotional response felt by consumers when purchasing a product because consumers feel satisfied if they pay for a product that has good quality and feels as desired.

3. The Effect of Price Discount (X3) on Positive Emotion (Z)

The conclusion is price discounts have a positive and significant effect on positive emotions among H&M Samarinda consumers. Consumers respond to price discounts with positive feelings because they feel they are benefiting by paying far from the normal price, thus

creating a pleasant shopping experience (Larasati & Yasa, 2021). The result of this research is supported by research conducted by Ariyanti & Purba (2023) which shows that discounts can make consumers feel satisfied and help consumers to fulfill needs and desires that were previously considered too expensive. Therefore, the effect of price discounts is not only considered as financial savings but also able to form positive emotions in consumers.

4.) The Effect of Fashion Involvement (X1) on Impulse Buying (Y)

The conclusion is fashion involvement has a positive and significant effect on impulse buying among H&M Samarinda consumers. The result of this research is supported by research conducted by Hasan & Dermawan (2023) which shows that fashion involvement has a positive and significant effect on impulse buying. This demonstrates that fashion involvement has a positive and significant impact on impulse buying. This suggests that consumers who are interested in fashion are more likely to be tempted to buy impulsively.

5. The Effect of *Product Quality* (X2) on Impulse Buying (Y)

The conclusion is product quality has a positive and significant effect on impulse buying among H&M Samarinda consumers. The result of this research is supported by research conducted by Fatmawati et al., (2022) which concluded product quality has a significant positive effect on impulse buying. This indicates that the better the quality offered in a product, the more consumers are encouraged to buy impulsively.

6. The Effect of *Price Discount* (X3) on Impulse Buying (Y)

The conclusion is price discounts have a positive and significant effect on impulse buying among H&M Samarinda consumers. The result of this research is supported by research conducted by Windyaningrum & Sudarwanto (2022) It means that price discount has a positive and significant influence on impulse buying. Impulse buying is one of the responses that often occur in the behavior of consumers. Impulse buying behavior will increase in proportion to the increase in the price discount offered.

7. The Effect of *Positive Emotion* (Z) on Impulse Buying (Y)

The conclusion is positive emotion has a positive and significant effect on impulse buying among H&M Samarinda consumers. The result of this research is supported by research conducted by Larasati & Yasa (2021) concluded that positive and significant influence between positive emotion on impulse buying. This happens because when consumers are experiencing positive emotions, it is more likely for consumers to make impulsive buying due to the emergence of unrestricted feelings when buying, so there is a desire to satisfy themselves in shopping.

8. The Effect of Fashion Involvement (X1) on Impulse Buying (Y) Through Positive Emotion (Z)

The conclusion is positive emotion can mediate the relationship between fashion involvement on impulse buying among H&M Samarinda consumers. The result of this research is supported by research conducted by Satria & Kaihatu (2022) which explains positive emotion can play a role in influencing fashion involvement in impulse buying. Consumers with high involvement in fashion have a direct influence on impulse buying behavior for fashion products and also, they tend to feel high positive emotions when buying because consumers feel enthusiastic and satisfied when a product can fulfill their desires.

9. The Effect of Product Quality (X2) on Impulse Buying (Y) Through Positive Emotion (Z)

The conclusions is positive emotion can mediate the relationship between product quality on impulse buying among H&M Samarinda consumers. The result of this research is supported by research conducted by Salam & Jayadi (2023) where the object of research is MR consumers. DIY Sumbawa, the research shows that the better the quality of a product offered by the company, it affects the emotional state which produces a dominant role, such as the feeling of pleasure and the emergence of consumer desire to buy impulsively.

10. The Effect of Price Discount (X3) on Impulse Buying (Y) Through Positive Emotion (Z)

The conclusions is positive emotion can mediate the relationship between price discounts on impulse buying among H&M Samarinda consumers. The result of this research is supported by research conducted by Ariyanti & Purba (2023), which states positive emotions generated by price discounts can encourage consumers to make impulse buying because positive emotions are not only able to increase consumer attractiveness for a product but also have the potential to increase the effectiveness of marketing strategies carried out by producers to encourage impulse purchases in consumers.

CONCLUSIONS AND RECOMMENDATION

CONCLUSIONS

The conclusions of this research are fashion Involvement, product quality, and price discounts have a positive and significant effect on positive emotions among H&M Samarinda consumers. Also, fashion Involvement, product quality, and price discount have a positive and significant effect on impulse buying among H&M Samarinda consumers, and positive emotion has a positive and significant effect on impulse buying among H&M Samarinda consumers.

Then, positive emotion can mediate the relationship between fashion involvement, product quality, price discount, and impulsive buying among H&M Samarinda consumers.

RECOMMENDATIONS

The recommendation that can be given by H&M Samarinda in this study is to increase fashion involvement among consumers, it is advisable for H&M Samarinda to regularly update each clothing collection. Then, for the models or designs of the products themselves, they need to be more updated so that the fashion products offered by H&M Samarinda have the latest and diverse models. Besides clothing, H&M should update and expand its collection of bags and shoes because H&M products have good designs, but the options are limited. For product quality, H&M Samarinda needs to improve the quality of its products. There are complaints regarding H&M's product quality, one of which is that the T-shirt products have stretchy material, making them prone to stretching over long-term use. This can also happen due to incorrect washing methods. To address this issue, H&M staff should be informative in providing instructions on the correct way to wash clothes when consumers make purchases at H&M Samarinda. Then, H&M Samarinda should always offer clothing quality that matches the price and increase the variety of product designs in the future. For price discounts, H&M Samarinda should offer price discounts more frequently to support the store's revenue. Like offering discounts during major holidays and certain events (double dates, Black Friday, National Shopping Day, etc.). For positive emotion, H&M Samarinda should always maintain the cleanliness and tidiness of the store, arrange fashion products in a more easily searchable manner, and further improve the quality of service so that the atmosphere created can make consumers feel comfortable. To increase impulse buying among consumers, H&M Samarinda should more frequently update fashion products according to the latest trends, offer more durable fashion products, and provide discounts more often.

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