

# Determinants of Brand Loyalty for Fast Fashion Products: A Study on Millennial Generation in Indonesia

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## Abstract

The fashion industry engenders intense competition, particularly in the fast fashion sector. Companies with fast fashion brands must remain vigilant to every shift in apparel collections, ensuring they possess the ability to comprehend customer preferences in order to retain their consumer base and prevent them from defecting to rival companies. The appeal of fast fashion products to young people is mostly due to their affordability and wide range of clothing options. Therefore, the focus of this research will be on the millennial generation in Indonesia. Nevertheless, the retail business perceives the millennial generation as disloyal. This research will utilize the Customer-Based Brand Equity (CBBE) model and employ the Structural Equation Modeling (SEM) analysis approach to identify the key characteristics that have a major impact on the brand loyalty of the millennial generation in the fast fashion industry. The survey was disseminated through Google Form and garnered 526 responses from the millennial demographic in Indonesia. The research findings indicate that brand awareness, perceived quality, perceived value, and brand originality have a major impact on the brand loyalty of the millennial generation towards fast fashion brands. rapid fashion brand marketers can utilize the findings of this research to enhance their sales and thrive amongst the intense competition in the rapid fashion business.

**Keywords:** Brand Loyalty, Customer-Based Brand Equity, Fast Fashion, Millennial Generation

## Introduction

The expenditure of Indonesian individuals on the fashion sector exhibits a consistent annual growth, primarily driven by the rise in per capita income and the expanding middle-class population. Fast fashion is a fashion category that consistently undergoes substantial growth and progress. This phenomenon has led to the widespread adoption of fast fashion in the retail industry, prompting numerous enterprises to transition to fast fashion models and concepts that have been embraced by influential players in the market and industrial sectors

(Barnes & Lea-Greenwood, 2010). Fast fashion refers to a business model that offers current fashion trends in response to consumer demand, while keeping costs accessible (Su & Chang, 2017). Nevertheless, fast fashion firms have witnessed a decrease in sales in recent years as a result of intense rivalry within the fashion industry. According to McKinsey's 2018 report, the profits in this business were primarily controlled by a small group of 20 companies, accounting for 97 percent of the total. Most of these companies were luxury brands. Fast fashion brands appeal to young people due to their tendency to wear fashionable and current clothing. At this point of the life cycle, appearance is crucial for social interaction (Su & Chang, 2017). According to a survey of retail industry leaders, around 40 percent expressed concern about the lack of loyalty in this generation. However, research conducted in America suggests that this generation can be highly loyal when they feel they are being served adequately (Donnelly & Scaff, 2013). This study will employ the Customer-Based Brand Equity model to analyze brand loyalty using six key factors: brand awareness, brand distinctiveness, brand personality, perceived quality, perceived value, and organizational associations. This study will employ the Customer-Based Brand Equity model to analyze brand loyalty using six key factors: brand awareness, brand distinctiveness, brand personality, perceived quality, perceived value, and organizational associations. The purpose of this study was to mitigate the risk of financial losses for fast fashion firms. This study aims to analyze the determinants of brand loyalty in the clothing sector, considering the fierce rivalry that necessitates the retention and growth of a loyal customer base. By identifying the key elements that influence brand loyalty, managers can subsequently concentrate their marketing efforts on these influential factors.

### Literature Review

In the current business environment, there exists a high level of rivalry among companies. The initial action that marketers need to undertake is to concentrate their marketing strategy on cultivating brand recognition by enhancing the connection between consumers and the brand or product. When consumers have doubts about the characteristics of a product, the brand can be utilized to educate them about the product's positioning and to persuade them that the assertions about the product are reliable (Su & Chang, 2017). According to Wang *et al.* (2008), when doubts about a product are minimized, it leads to a decrease in information costs and customer risk perceptions. However, it also results in an increase in consumer expectations regarding the usefulness of the product. The proliferation of media platforms such as the internet, television, music videos, cellphones, and magazines has led to a rise in global fashion consciousness among young individuals (Sasmita & Suki, 2015). Brand awareness influences how consumers perceive fast fashion products and affects their preferences, emotional connection, and loyalty towards fast fashion brands. Thus, this study presents the following hypothesis to investigate the influence of brand awareness on brand loyalty that led to the construction of **Hypothesis 1: Brand awareness (BA) influences the brand loyalty (BL).**

Perceived quality, from the perspective of consumers, refers to the evaluation made by customers regarding the overall excellence, respect, and superiority of a brand. The literature generally agrees that perceived quality is the foundation for differentiation and brand expansion. It is also recognized that charging a higher price can give a company a competitive advantage. Consumer preferences and purchasing intents are influenced by perceived

quality, as it provides consumers with a compelling reason to make a purchase. Thus, the subsequent hypothesis is put forward: **Hypothesis 2: The perception of quality (PQ) influences the brand loyalty (BL).**

Perceived value is challenging to quantify, making it more abstract than the specific features or benefits associated with a brand. Consumer value perception refers to the comprehensive evaluation of the functional, experiential, and symbolic characteristics and advantages in relation to the costs and efforts incurred by customers (Su & Chang, 2017). Prior studies have established that perceived value plays a crucial role in determining consumer loyalty. When customers have interactions with a product or brand that they are already familiar with, it enhances their understanding of the brand, leading to increased customer loyalty and a higher likelihood of making repeat purchases (Hwang & Hyun, 2012). A study conducted by Kim *et al.* (2010) found that all aspects of perceived value (including social, utilitarian, emotional, and financial worth) have an influence on brand loyalty. **Hypothesis 3: The perception of value (PV) strongly influences the brand loyalty (BL).**

A well-defined and powerful brand personality can offer advantages to marketers and consumers, fostering a connection between them that can ultimately result in customer brand loyalty. The organizational association refers to the perception of consumers that the corporation promoting a brand is characterized by honesty, trustworthiness, and concern for consumers (Netemeyer *et al.*, 2004). The level of consumers' awareness of a firm can significantly affect their perceptions and opinions towards a product or brand, ultimately influencing their loyalty and likelihood to make a purchase (Brown & Dacin, 1997; Chen, 2001). **Hypothesis 4: The brand personality (BP) influences the brand loyalty (BL).**

Brand associations are the fundamental factors that influence purchasing decisions and brand loyalty (Chen, 2001). According to Sasmita and Suki (2015), a product is more likely to be recalled by consumers if it has a stronger brand association. Consumer brand loyalty is influenced by the impact of organizational associations, since consumers who remember a brand are more likely to continue purchasing at that brand. **Hypothesis 5: The organizational association (OA) influences the brand loyalty (BL).**

Consumers have a greater inclination towards exceptional features, since these distinctive attributes offer convenience when they are faced with the task of selecting from available options (Netemeyer *et al.*, 2004). Consumer brand perception is influenced by the acquisition of knowledge and the desire for a brand's distinctiveness, which is derived from individual experiences (Keller, 2010). Fast fashion retailers like Zara, H&M, Pull&Bear, and Uniqlo provide distinctive characteristics and possess powerful brand assets. Distinctive rapid fashion apparel can cater to the preferences of those seeking originality. Consumers inherently desire to differentiate themselves from others, thereby fostering the development and enhancement of their self-image and social standing. Fast fashion firms have expanded their market share and improved their ability to attract and retain loyal customers. Consumers want products from the most recent fast fashion businesses that are distinctive due to their ability to offer popular items and establish distinctiveness in the fashion industry through limited production. Perceiving a brand as distinctive can enhance brand awareness

and consumer buy intentions, enabling the brand to demand a higher price in the market. Thus, the research hypothesis is as follows:

**Hypothesis 6: The brand uniqueness (BU) influences brand loyalty (BL).**

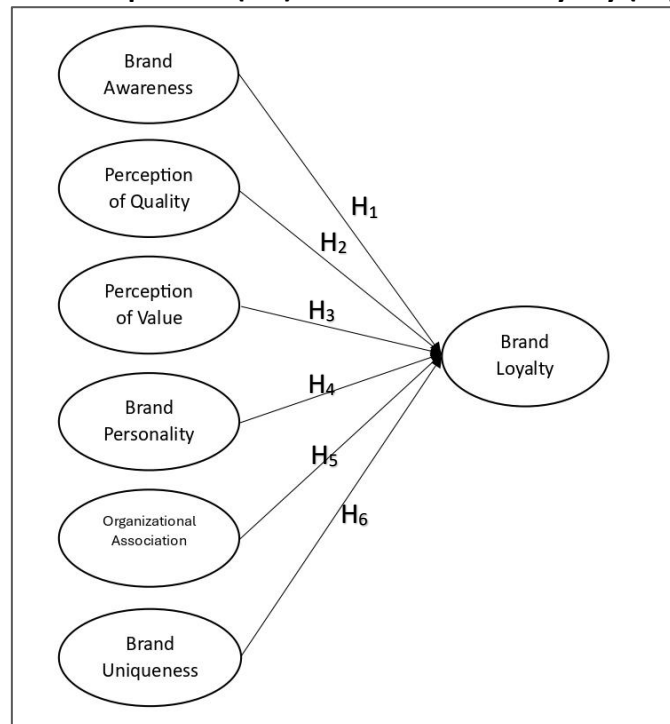


Figure 1. Theoretical Framework

### Research Methodology

This study is a rigorous and organized sort of quantitative research. The study focused on the millennial demographic, specifically individuals aged 19-39, residing in Indonesia, who have made purchases at a fast fashion retailer during the past six months. The study aimed to collect data from a sample of 384 respondents. This sample size was determined using a confidence level of 95% and a confidence interval of 5% (Creative Research Systems, 2019). This study used a questionnaire as the main instrument for collecting primary data, utilizing a survey methodology. The most effective method of disseminating the questionnaire is through the utilization of the Instagram story function, as well as distributing it via Line and WhatsApp groups. Next, the data is subjected to processing and analysis utilizing the Structural Equation Modeling (SEM) methodology. Initially, it is important to establish the precision of the measurement model. Construct validity assesses the extent to which a scale exhibits a positive correlation with other measures that evaluate the same construct. Validity testing can be conducted by assessing the factor loading and Average Variance Extracted (AVE) values (Malhotra, 2010). Furthermore, construct reliability assesses the degree of consistency in the measurement of the construct when it is repeatedly measured. In order to assess reliability, one can employ the measures of Composite Reliability and Cronbach's Alpha. Furthermore, this research employs the goodness of fit measure in its structural model. A model can be considered excellent when there is a high level of consistency between the structural model and the measurement model (Malhotra, 2010). Furthermore, hypothesis testing is conducted with a confidence level of 95%. If the p-value is less than or equal to 0.05, then the hypothesis in this study is accepted.

Table 1  
*Operational Variables and Indicators Articulations*

Variables	Indicators	Questionnaire Statements
Brand Awareness (BA): (Smith & Aaker, 1992)	BA1: Brand Awareness	I am familiar with brand X
	BA2: Top of mind brand	When the term fast fashion is used, brand X is one of the brands that comes to mind
	BA3: Brand familiarity	Brand X is rapidly growing fashion brand that I am well familiar with
Perceived of Quality (PQ): (Zeithaml, 1988)	PQ1: Product Quality	Brand X provides products of high quality
	PQ2: Quality Consistency	Brand X provides products exhibit unwavering excellence
	PQ3: Reliable Product	Brand X provides dependable products
Perceived of Value (PV): (Netemeyer <i>et al.</i> , 2004)	PV1: Good Value on product	Brand X offers the most advantageous benefits in relation to the amount of money invested.
	PV2: Best brand to buy	Brand X is a worthwhile purchase
	PV3: Reasonable pricing	In my opinion, the value I received from Brand X was commensurate with the amount I paid for it
Brand Personality (BP): (Aaker, 1997)	BP1: Excitement	I perceive Brand X is radiating joy
	BP2: Attractiveness	Based on my opinion, I am drawn to Brand X
	BP3: Up-to-datedness	Based on my assessment, I believe that Brand X is now modern and in line with the latest standards and trends
	BP4: Sophistication	Based on my perception, I find the Brand X to be contemporary and up-to-dated
Organizational Association (OA): (Netemeyer <i>et al.</i> , 2004)	OA1: Trust on company	I have confidence in the manufacturer of brand X
	OA2: Favor on company	I am fond of the manufacturer of the Brand X
	OA3: Perceived on company credibility	I am sure of Brand X's manufacturer possess credibility
Brand Uniqueness (BU): (Netemeyer <i>et al.</i> , 2004)	BU1: Differentiation among other brands	Brand X distinguishes itself from other brands
	BU2: Brand Leadership	Brand X is exceptionally distinctive when compared to other brands
	BU3: Brand Uniqueness	Brand X stands apart from other brands due to its distinctiveness
Brand Loyalty (BL): (Oliver, 1999)	BL1: Loyal for the brand	I perceive myself as being devoted to brand X
	BL2: Primary consideration when making a purchase decision.	When it comes to fast fashion labels, Brand X is my top preference
	BL3: Intention to repurchase the products.	I plan to persist in purchasing Brand X

## Results and Discussions

### *Descriptive Analysis*

The study was carried out in Indonesia between February and July 2019. Table 2 displays the demographic characteristics of the respondents, with women comprising the majority at

89.4%. The age group of 19-23 years accounted for 38.8% of the respondents, while civil servants and private employees made up 44.3% of the sample. Additionally, 58.9% of the respondents possessed a bachelor's degree. In addition, the fast fashion brand that is commonly bought is Uniqlo, accounting for 53.4% of purchases. The average amount spent each transaction ranges from IDR 250,000 to IDR 500,000, and customers typically buy at Uniqlo 4-6 times every 6 months.

Table 2  
*Sample Description*

Criteria		Frequency	Percentage (%)
Age	19-23 years old	204	38,8
	24-28 years old	185	35,2
	29-33 years old	100	19
	34-39 years old	37	7
Gender	Male	56	10,6
	Female	470	89,4
Occupation	Students	181	34,4
	Public/ Private Sector	233	44,3
	Entrepreneur	30	5,7
	Teacher/ Lecturer	14	2,7
	Others	68	12,7
Latest Education	High School	126	24,0
	Vocational	31	5,9
	Bachelor	310	58,9
	Postgraduate	59	11,2
Most Frequently Purchased Fast Fashion Brands	Zara	63	12,0
	H&M	172	32,7
	Mango	7	1,3
	Topshop	1	0,2
	Forever 21	2	0,4
	Uniqlo	281	53,4
Mean expenditure per transaction	< IDR 250.000	57	10,8
	IDR 250.000-500.000	252	47,9
	IDR 500.001-750.000	127	24,1
	IDR 750.001-1.000.000	61	11,6
	> IDR 1.000.000	29	5,5
Shopping occurs with a frequency of once every 6 months.	1 time	64	12,2
	2-3 times	293	55,7
	4-6 times	113	21,5
	> 6 times	56	10,6

Table 3 presents a descriptive analysis of the research data, indicating that the mean distribution value falls within the range of 3.65-4.69, while the standard deviation distribution value is within the range of 0.56-1.05. In addition, the skewness value falls within the range of -1.547 to -0.024, while the kurtosis distribution value ranges from -0.571 to 1.479. Based on the skewness and kurtosis values, which fall within the range of  $\pm 2$ , it can be concluded that all variables are still following a normal distribution (Hair et al., 2010).



Table 3  
*Descriptive Analysis*

Variable	Indicators	Mean	Standard Deviation	Skewness	Kurtosis
Brand Awareness (BA)	BA_1	4,69	0,56	-1,547	1,479
	BA_2	4,31	0,82	-0,952	0,231
	BA_3	4,63	0,59	-1,232	0,523
Perceived Quality (PQ)	PQ_1	4,36	0,70	-0,697	-0,337
	PQ_2	4,33	0,74	-0,836	0,233
	PQ_3	4,35	0,72	-0,792	0,106
Perceived Value (PV)	PV_1	3,96	0,83	-0,379	-0,505
	PV_2	4,00	0,80	-0,470	-0,197
	PV_3	4,12	0,77	-0,595	0,041
Brand Personality (BP)	BP_1	3,96	0,82	-0,276	-0,571
	BP_2	4,31	0,63	-0,345	-0,360
	BP_3	4,21	0,77	-0,537	-0,538
	BP_4	4,34	0,68	-0,695	0,128
Organization Association (OA)	OA_1	3,77	0,92	-0,306	-0,440
	OA_2	3,65	0,90	-0,024	-0,527
	OA_3	3,84	0,90	-0,325	-0,404
Brand Uniqueness (BU)	BU_1	3,80	0,96	-0,445	-0,374
	BU_2	3,70	0,94	-0,225	-0,673
	BU_3	3,71	0,94	-0,321	-0,452
Brand Loyalty (BL)	BL_1	3,67	1,05	-0,416	-0,560
	BL_2	3,94	0,99	-0,804	0,261
	BL_3	3,89	0,94	-0,615	-0,081

Table 4  
*The Result of Validity and Reliability Construct Test*

Variables	Indicators	Factor Loading	AVE	Cronbach's Alpha	Composite Reliability
<b>Cut-Off Value</b>		<b>0,50</b>	<b>0,50</b>	<b>0,60</b>	<b>0,60</b>
Brand Awareness (BA)	BA_1	0,60	0,68	0,69	0,72
	BA_2	0,65			
	BA_3	0,78			
Perceived Quality (PQ)	PQ_1	0,86	0,84	0,88	0,88
	PQ_2	0,84			
	PQ_3	0,83			
Perceived Value (PV)	PV_1	0,81	0,78	0,87	0,87
	PV_2	0,86			
	PV_3	0,82			
Brand Personality (BP)	BP_1	0,57	0,71	0,83	0,83
	BP_2	0,63			
	BP_3	0,86			
	BP_4	0,87			
Organization Association (OA)	OA_1	0,88	0,82	0,91	0,91
	OA_2	0,93			
	OA_3	0,84			
Brand Uniqueness (BU)	BU_1	0,80	0,74	0,88	0,88
	BU_2	0,81			
	BU_3	0,90			

Brand Loyalty (BL)	BL_1	0,80	0,70	0,88	0,85
	BL_2	0,80			
	BL_3	0,81			

Table 5

*The Result of Goodness-of-Fit Test*

Index	Cut-off Value	Value	Description
PNFI (parsimony normed-of-fit index)	0,60-0,90	0,70	Good Fit
PGFI (parsimony goodness-of-fit index)	0,50-1,00	0,56	Good Fit
NFI (normed-of-fit index)	≥ 0,90	0,80	Marginal Fit
CFI (compared-of-fit index)	≥ 0,90	0,82	Marginal Fit

Table 6

*Hypotheses Testing*

Hypothesis	Standardized Coefficient	P-Value	Articulation
H1: Brand Awareness → Brand Loyalty	0,105	0,011	Accepted
H2: Perceived Quality → Brand Loyalty	0,081	0,000	Accepted
H3: Perceived Value → Brand Loyalty	0,082	0,000	Accepted
H4: Brand Personality → Brand Loyalty	0,070	0,129	Rejected
H5: Organization Association → Brand Loyalty	0,055	0,566	Rejected
H6: Brand Uniqueness → Brand Loyalty	0,051	0,000	Accepted

**Discussion**

This study validates that a higher level of brand awareness and brand recall among consumers has a favourable effect on the interaction between customers and the brand, ultimately influencing consumer loyalty to the brand. This research supports the previous study of Su and Chang (2017). The proliferation of fast fashion retail establishments in Indonesia, along with the widespread use of social media by fast fashion labels, has led to a growing familiarity among the millennial generation with these brands, resulting in a significant influence on their buying habits. According to Malik et al. (2013), the repeated exposure of consumers to retail stores and marketing of fast fashion brands will lead to brand recognition and subsequent brand loyalty among customers. This study presents contrasting findings to prior research, indicating that the millennial cohort in Indonesia places significant importance on the aspect of quality when making purchasing decisions. Forbes (2018) has shown evidence that offering good quality products or services can enhance consumer loyalty and help in retaining them. However, a study by Totkali (2008) suggests that quality does not have a significant impact on brand loyalty among student consumers in the United States. When considering the advantages received (such as functional, emotional, and symbolic benefits) and the resources expended (including time, money, and purchasing effort), fast fashion clothing offers the most favourable value proposition. The regular release of new models, wide range of options, and limited-edition products, together with quick availability and reasonable prices, make this industry appealing to young customers (Joy, Sherry, Venkatesh, Wang, & Chan, 2012). Brand uniqueness refers to the distinctiveness of a brand in comparison to other brands. This uniqueness can have a favourable influence on consumers' preferences for the brand and their willingness to pay a higher price (Netemeyer *et al.*, 2004). The millennial age is renowned



for their fashion consciousness, leading them to avidly embrace current trends and distinctive and fashionable attire. Nevertheless, this study did not discover any significant impact of fast fashion brand personalities characterized by excitement, attractiveness, being up-to-date, and modernity on the loyalty of the millennial age. In addition, the brand as an entity does not exert a substantial influence on brand loyalty. This phenomenon is said to arise from the lack of awareness among the millennial age regarding the entities responsible for fast fashion firms.

### Conclusions

Irrespective of their monthly income, education, and employment, millennials in Indonesia exhibit consistent spending behaviours. The majority of individuals will allocate an amount ranging from IDR 250,001 to 500,000 for a single transaction involving fast fashion goods. Nevertheless, fast fashion firms must initiate alterations to their production processes and prioritize the well-being of their employees. Fast fashion brand loyalty for millennials is heavily influenced by four factors: brand awareness, quality perception, value perception, and brand distinctiveness. Indonesian millennials are inclined to purchase things that are perceived to have a significant influence on their environment. Therefore, fast fashion firms need to demonstrate greater awareness and responsiveness to the concerns around them. The constraint of this study is the predominance of some respondent criteria, specifically the underrepresentation of male respondents compared to women, which may introduce potential discrepancies in the research findings. Further investigation can validate the findings of this study based on specific criteria of the participants. Furthermore, another subject that can be discussed is slow fashion, which refers to ecologically conscious fashion. This concept has gained traction as individuals become more cognizant of the detrimental impacts of fast fashion.

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