



# The Determinants of Fast Fashion Consumption Among Generation-Z Muslim Consumers in Indonesia

Resfa Fitri<sup>1</sup>, Devina D. Kusumaningrum<sup>2</sup>, M. Iqbal Irfany<sup>3</sup>  
<sup>1,2,3</sup> IPB University, Indonesia

This study explores the characteristics and key determinants influencing fast fashion consumption among Generation Z Muslim consumers, focusing on factors such as FOMO, fashion trends, and religious values. Using a descriptive and logistic regression approach, a questionnaire with 40 questions was distributed to 200 Generation Z participants across five Indonesian provinces. Logistic regression analysis identified age, gender, FOMO (Fear of Missing Out), fashion trends, price, product design, and product quality as significant factors influencing purchasing decisions. Education, income, religiosity, and E-WOM (Electronic Word of Mouth) were not significant. This research is unique in examining variables such as religiosity, fashion trends, and Generation Z Muslims in relation to fast fashion purchasing, using logistic regression for analysis. Fast fashion producers who prioritize design, quality, and affordability to meet Gen Z preferences can achieve business success in Indonesia, where this generation dominates the population.

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\*Correspondence:  
 Mohammad Iqbal Irfany  
[iqbal.irfany@apps.ipb.ac.id](mailto:iqbal.irfany@apps.ipb.ac.id)

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## INTRODUCTION

Indonesia's population reached 278.7 million in 2023, with an increasing trend in consumer activities, particularly in online shopping, contributing to environmental degradation. E-commerce has driven mass consumerism, especially in the fast fashion industry, which produces significant textile waste. Indonesia generated 2.3 million tons of textile waste in 2021 alone, accounting for 12% of household waste. The rise of online shopping platforms, where 178.9 million Indonesians shopped in 2022-2023, has led to a spike in consumer demand for cheap, disposable fashion, exacerbating environmental damage (We Are Social, 2023).

As fast fashion gains popularity, it poses both social and environmental challenges. Not only does it create significant waste, but its carbon footprint is one of the largest, contributing more to greenhouse gases than the aviation and shipping industries combined (Sanders & Mawson, 2019). This situation stands in contrast to Islamic principles, which emphasize moderation and responsibility in consumption. In the Qur'an, Surah Al-Isra, verses 26-27, Muslims are prohibited from engaging in wasteful behavior (*israf*), underscoring the importance of sustainable consumption.

Waste remains a major and complex issue that continues to be addressed by relevant agencies, given the resulting threats to humans. The amount of waste generated in Indonesia in 2023 reached 13.65 million tons, a significant increase from the previous year's 791.27 thousand tons. Textile waste in Indonesia amounted to 2.3 million tons in 2021, equivalent to 12% of household waste (Sistem Informasi Pengelolaan Sampah Nasional 2024). In fact, Indonesia was the fifth largest waste-producing country in the world in 2020 (World Bank 2023).

The increase in textile waste is attributable to the massive shopping behavior of people through e-commerce. A total of 178.9 million Indonesians shopped online from 2022 to early 2023. This figure increased by 12.8% (We Are Social 2023). The majority of Indonesian adults discard at least one piece of clothing in a year, and three out of ten Indonesians have thrown away clothing after wearing it only once (YouGov 2017). The total value of Indonesia's online shopping in 2022 reached 55.97 billion US dollars, with the fashion category ranking third at 8.74 billion US dollars (We Are Social 2023). The ease of access to online shopping platforms enables people to shop

anywhere, resulting in increased consumerism in the fashion industry (Deasastika and Nugrahani 2021). E-commerce is one of the triggers for massive shopping every year. E-commerce makes it easy for consumers to choose or buy clothes online without needing to come to the store anytime and anywhere (Widiati 2019).

The fast fashion industry creates large amounts of waste which causes damage to the environment, resulting in a large impact on the environment (Brewer 2019). This waste pollutes the homes of certain living creatures and affects the quality of the ecosystem (Jaya 2022). Over 500 billion US Dollars are wasted each year due to underutilization of clothing and lack of recycling practices (Ellen MacArthur Foundation 2017).

Fashion requires large amounts of raw materials, creates enormous amounts of pollution, leaves a significant carbon footprint, and produces an alarming amount of waste (Brewer 2019). Waste produced by fashion products, such as chemicals, textiles, and dyes, has a negative impact on the environment and increases pressure on climate change. The carbon footprint of fashion products is currently one of the largest and produces more greenhouse gases than the aviation and shipping industries combined because almost all fashion products are imported and transported internationally. The fashion industry is estimated to be responsible for 3.3 billion tons or 10 percent of global CO<sub>2</sub> emissions and 20 percent of global waste streams (Sanders and Mawson 2019).

The fast fashion trend has triggered an increase in demand for cheap disposable clothing. In fact, fast fashion in its production process is carbon intensive, and fast fashion products often end up in landfills (YouGov 2021). A Muslim should avoid wasteful behavior. Al-Qur'an *surah* Al-Isra verses 26-27 stated regarding the prohibition of wasteful behavior. This verse prohibits Muslims from wasting their wealth wastefully because it is satanic behavior. Wasteful or *israf* refers to human behavior that exceeds reasonable limits, has a meaning that is almost identical to *mubazir* or *tabdzir*. Waste is defined as the act of wasting wealth without receiving appropriate compensation or reward (Qardhawi 2001). A Muslim is advised to shop moderately because every Muslim's actions will be accounted for, every action will be accounted for in the afterlife, including the clothes he owns. This is explained in Surah Al-Zalzalah verses 7-8.

The variety of fashion trends shown on various social media is the cause of increasing consumption culture (Nisak and Sulistyowati 2022). The existence of fast fashion has encouraged consumers to always be updated and follow the latest fashion trends on the

market even though the clothes they own are still in good condition (Philip *et al.* 2020). Reducing the use of fast fashion products can help make the SDGs (Sustainable Development Goals) a success because there are many things related to fast fashion, one of which is SDGs 12 "Responsible Consumption and Production" (Vijayarasa and Liu 2022). In addition, SDGs 13 "Tackling Climate Change", SDGs 14 "Ocean Ecosystems", and SDGs 15 "Land Ecosystems" can also be related to the fast fashion industry (Thakker and Sun 2023).

## LITERATURE REVIEW

### Islamic Perspectives on Consumer Behavior

Islamic consumption theory emphasizes the need to balance material and spiritual values in consumer decisions. According to Syahrir (2022), consumption in Islam should maximize benefits (maslahah) while ensuring that goods are halal and tayyib (Laila *et al.*, 2021). Unlike conventional utility theory, which focuses on maximizing personal satisfaction, Islamic consumption aims to benefit the broader community. This difference is particularly relevant when evaluating consumer behavior in industries like fast fashion, where short-term gratification often leads to long-term environmental harm.

Consumer behavior is an analysis of how individuals, groups and organizations make decisions to select, buy, use and exploit available goods, services, ideas or experiences to meet their needs and desires (Kotler and Keller 2008). Consumptive behavior refers to a person's action in consuming something that occurs because of desire, not because of need. This urge arises because of the luxury of the items purchased or because they follow current trends (Sustiyo 2020).

The aim of consumption in conventional consumption theory is to obtain satisfaction (utility) from what is consumed (Syahrir 2022). Utility according to conventional theory is defined as an effort to control or own goods and services that aim to fulfill human desires. The level of satisfaction obtained is subjective, where each individual achieves satisfaction in accordance with the standards and criteria determined by themselves. All economic activities, including production and consumption processes, originate from the drive to achieve utility (Adriansyah 2023).

Consumption theory in Islam prioritizes maximizing benefits for consumption purposes. Benefits need to fulfill three aspects, namely halal, *tayyib*, and not causing harm (Syahrir 2022). Mannan (1997) in

Sopiah (2021) explains that there are five principles of consumption in Islam, namely:

1. The principle of justice emphasizes the importance of seeking halal sustenance and avoiding everything that is prohibited by Islamic law.
2. The principle of cleanliness directs the selection of goods that are good and suitable for consumption, ensuring that the goods are not dirty or disgusting.
3. The principle of moderation emphasizes that consumption should not be excessive, but also not too little so that it can affect physical and mental health, so just do it in moderation.
4. The principle of generosity emphasizes that halal goods, which are provided by God, do not carry harm or sin because they come from His mercy.
5. The principle of morality highlights that the purpose of consumption is not only immediate, but also has the ultimate goal of increasing spiritual and moral values. A Muslim is taught to always mention the name of Allah in every activity and use of something, so that he feels the presence of God when meeting his physical needs. Thus, Islam encourages a combination of material and spiritual life values to achieve happiness.

The difference between benefit and utility can be explained as follows (Adriansyah 2023):

- a. The concept of benefit is related to needs, while utility is related to desires.
- b. Utility or satisfaction is individualistic, while benefits can be felt by individuals or by other people or community groups.
- c. Benefits tend to be more objective because they are based on objective assessments and considerations such as halal or good criteria, while utility relies more on subjective criteria, so there are differences between individuals.
- d. Individual benefits tend to be consistent with social benefits, while individual utility often contradicts social utility.
- e. If benefit is the goal of all economic actors, such as producers, consumers and distributors, then all of society's economic activities, including production, distribution and consumption, will achieve the same goal, namely prosperity. In contrast, in conventional economics, utility is assessed based on the level of consumer satisfaction and optimizing profits for producers and distributors, so the goals to be achieved are different.

## The Fast Fashion Industry: A Global Overview

Fast Fashion is a term used in the fashion world to describe a clothing design business model that changes quickly in a short period of time, often using low quality materials that make the clothing not durable. This term first appeared in the early 1990s to describe Zara's business model, but since then fast fashion has dominated the fashion industry (Diantari 2021). The fast fashion business model relies on the speed of change in consumer demand. This business model employs a quick response production system to restock popular styles and introduce new ones. This business model has become popular in recent years following the success of companies, such as Zara and H&M, and aided by the rise of e-commerce platforms (Long and Nasiry 2019).

The characteristics of the fast fashion business model are as follows (Nidia and Suhartini 2020a):

1. Manufacturers market their products to the market as soon as possible by increasing the number of retailers in various parts of the world to increase the number of consumers.
2. Efforts are needed to link customer desires with various operational aspects, such as initial design, suppliers, production processes and distribution.
3. Fast fashion requires short development periods, rapid prototyping, and abundant variations so that consumers can find the latest designs in limited quantities.
4. The supply network in this business model is very fast, lightning and responsive.

Generation Z chooses to wear fast fashion products as a means of expressing their self-image because the prices are affordable for Generation Z, especially those with low incomes but still want to look fashionable according to current fashion trends. Apart from that, prestige is also an important factor, because Generation Z wants to be seen as individuals who are always up-to-date or contemporary in their appearance by using fashion items that are currently popular (Farhani and Kurniadi 2022).

## Impacts of Fast Fashion on the Environment

The fashion industry is considered the second most polluting sector worldwide (United Nation 2019). Environmental risks will arise during the fashion production process, especially related to global textile supplies, both using natural and synthetic fibers (Bick et al. 2018).

Cotton cultivation requires the use of large amounts of water and pesticides, which contributes to

environmental pollution. On the other hand, synthetic fibers come from non-renewable petroleum. The textile dyeing process also produces hazardous waste that pollutes water and soil. In addition, garment industry production often faces problems related to labor and safety standards (Nidia and Suhartini 2020a). The social costs resulting from fast fashion production include environmental damage, negative impacts on human health, and violations of human rights at every stage of the production chain (Kapp 1978).

The fast fashion industry has reduced production costs by sacrificing ethical standards, employing unfair labor practices, using inefficient energy supply chains, and distribution practices to remain competitive in order to meet consumer demand for cheap fashion goods (Carey and Cervellon 2014). There are three main impacts on the environment from the fashion industry, namely (1) accelerated changes in fashion trends, (2) decreased clothing prices, and (3) low production costs in developing countries. The fast fashion cycle has progressed faster than any other fashion industry, resulting in increased wear rates (Haug and Busch 2016).

The emergence of the fast fashion phenomenon is often associated with socio-cultural changes in consumer lifestyles, where consumers continuously receive knowledge about new fashion trends and feel the need to adapt to them. This requires the fashion industry to respond quickly and change fashion trends according to consumer demand. The increase in fashion purchases has given rise to the new phenomenon of throwing away clothes after only being worn a few times (Nidia and Suhartini 2020b).

Fast fashion stores such as H&M, Zara, and Uniqlo focus on efficiency and low production costs to produce the latest collections in line with trends so that the collections can be updated every 6-8 weeks. However, this has a negative impact on the environment. Fast fashion can cause water pollution and environmental damage due to the use of toxic chemicals. The fashion industry often ignores the dangers of chemicals in their products in favor of cheaper materials and faster production of goods. For example, the process of dyeing clothes, printing motifs, and finishing products often uses toxic chemicals (Leman et al. 2020).

## Purchasing Decision

Sugiarto et al. (2010) say that demand refers to the number of goods or services sought by the market. The assumption is that every individual has needs that must be met. This need triggers a demand for goods or

services as a way to fulfill this need. Consumer needs can be a driving force for purchasing behavior.

Kotler and Keller (2008) say that consumer behavior is influenced by various factors, including culture, social, personal and psychological factors. This shows that consumer behavior is influenced by various internal and external factors. Culture influences consumers' views, values, and attitudes toward certain products and brands. Social factors involve interactions between individuals, groups, and the social environment that influence consumer behavior. Personal factors, such as age, income, education level, and social status, influence how individuals understand and decide to purchase products. Meanwhile, psychological factors include individual feelings, motivation and perceptions of products and brands.

Kotler and Keller (2009) suggest that there are five stages in the purchasing decision making process, namely problem identification, information search, alternative assessment, purchasing decision making, and post-purchase evaluation. This process begins before a purchase is made and can continue for quite a long period after the purchase transaction occurs. Marketers do not only focus on the purchasing decision stage alone, but must also pay attention to the entire purchasing process.

### Product Attributes

Product attributes refer to elements that customers consider important and form the basis for purchasing decisions (Tjiptono 2020). Sumarwan (2011) explains that product attributes refer to the characteristics or features of a product that consumers consider important and influence the decision-making process. Product attributes involve developing a product or service by determining the benefits that will be provided, then conveying them through quality, features and product design. What is meant by product attributes are as follows (Kotler and Armstrong 2008):

1. Product quality shows the ability of a product to carry out its function well.
2. Product features are an important tool in competitively differentiating a company's products from those of its competitors.
3. Design is not only related to style, but also includes broader concepts.

### Fear of Missing Out (FOMO)

Syafaah and Santoso (2022) stated that FOMO has a significant effect on a person's intention to purchase a product. Bläse et al. (2024) shows that FOMO

has a significant positive effect on purchase intentions. FOMO can act as a moderator between consumer behavior variables and purchasing decisions (Suhartini and Maharani 2023). FOMO in the scientific literature has been defined as two main components, namely: a) the fear that others will gain valuable experiences that one does not have, and b) a persistent desire to stay connected with people in one's social network (Przybylski et al. 2013; Elhai et al. 2020).

FOMO syndrome can encourage individuals to present virtual versions of life that seem interesting because they want to avoid feeling left behind. As a result, individuals often share various aspects of life on social media, such as concerts, places to eat, weddings, vacations, children, and even personal details often become uploaded content. When individuals feel they have nothing interesting to share from life, individuals often feel there is a lack in their lives (Aisafitri and Yusrifah 2020).

H1. FOMO has a positive impact on purchasing decision.

### Religiosity

Attitudes of religiosity include a complex integration between religious knowledge, feelings and religious actions in individuals. Religiosity is an individual's relationship with God, the Most Gracious and Merciful, which encourages desire and obedience to carry out His will and avoid His prohibitions. This harmonious relationship between the individual and God allows the individual to see God's goodness in others. Individuals who love their God produce love for fellow creatures, both humans and God's other creations, thus creating an attitude of mutual love and respect (Divianjella et al. 2020).

Wulandari (2021) states that religiosity has a significant positive effect on purchasing decisions. The results of these findings show that factors related to religious beliefs are highly valued by consumers. Kurniawan et al. (2022) suggests that religiosity positive and significant effect on buying interest which is mediated by the attitudes of fashion consumers.

H2. Religiosity has a positive impact on purchasing decision.

### Electronic Word of Mouth (E-WOM)

Kotler and Keller (2016) define E-WOM (Electronic Word of Mouth) as efforts made by consumers to convey information about a product or

service online. E-WOM is considered very important in promoting products in society because it can increase consumer confidence in the offers provided by sellers. E-WOM is an evolution from traditional communication to online communication that occurs in electronic networks.

Ilhamah *et al.* (2023) states that E-WOM has a significant positive effect on purchasing decisions for fashion products. Electronic word of mouth in this research includes intensity, content, positive opinions and negative opinions. Intensity in this research includes how intense the influencer is in offering directly via social media. Tiara and Nuvriasari (2023) and Zalfa *et al.* (2024) also explains that EWOM has a significant positive effect on purchasing decisions.

H3. E-WOM has a positive impact on purchasing decision

### Fashion Trend

Fashion trends are the implementation of clothing or accessories that suit changing times. Fashion trends always change over time and continue to create new, innovative models. The presence of the internet and online media such as Instagram, which displays a lot of inspiration related to current trending fashion, allows users to follow trends easily. This provides an opportunity for consumers to make purchasing decisions that make themselves look fashionable (Arsita 2021).

Khoerunnisa *et al.* (2023), and (Haryanti *et al.* 2020) state that consumers can be influenced by fashion trends in purchasing decisions for clothing products. Fast-changing fashion trends make people try to always keep up with developments.

H4. Fashion Trend has a positive impact on purchasing decision

### Price

Price is the amount of money paid to obtain a product or service. Prices also reflect the value that consumers exchange to gain benefits from owning or using the goods or services. There are four price indicators: price affordability, price match with product quality, price competitiveness, and price match with benefits (Kotler and Armstrong 2008).

Putri (2021), Verrelie and Agustiono (2022), and Karnawati and Santoso (2023) state that price is a factor that has a big influence on purchasing decisions. Price

not only functions as a medium of exchange, but also plays an important role in consumer purchasing decisions and as a determining factor in the profits of a business (Trihastuti 2020).

H5. Price has a positive impact on purchasing decision

### Product Design

Azany (2014) explains that product design can be defined as a process of improvement or simplification. Improvements in design include adding functions or uses to the product, while simplification aims to make it easier to use the product. Style only reflects the appearance of the product and does not necessarily guarantee comfort. However, design is the essence of the product itself. Design not only affects the appearance, but also the performance of the product. Effective design starts from a deep understanding of customer needs (Kotler and Armstrong 2018). Product design involves all elements that influence the appearance, sensation and performance of the product, which are designed according to customer needs (Kotler and Keller 2009).

Pertiwi and Rahayu (2020) state that product design is the second factor considered by consumers when making a decision to buy a fashion product. Putri (2021) stated that product design has a positive effect on purchasing decisions.

H6. Product design has a positive impact on purchasing decision

### Product Quality

Kotler and Armstrong (2018) say that the definition of quality is a combination of attributes of a product or service that influences the ability to meet needs, both expressed and implied. Kotler and Armstrong (2008) say that product quality has a direct impact on product or service performance. Consumers tend to choose high quality products to avoid the risk of damage in a short period of time which may force them to replace the product.

Research conducted by Pertiwi and Rahayu (2020) and Hardani (2023) states that product quality influences a person's decision to buy fast fashion products, because a person's interest in buying arises because of good product quality.

H7. Product quality has a positive impact on purchasing decision

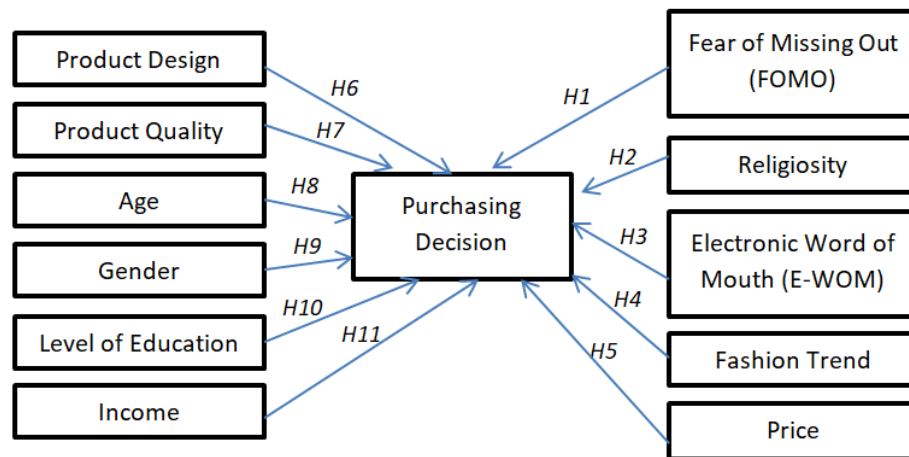


Figure 1. Model and Hypothesis

The following hypothesis was proposed:

- H8.* Age has a positive impact on purchasing decision  
*H9.* Gender has a positive impact on purchasing decision  
*H10.* Level of Education has a positive impact on purchasing decision  
*H11.* Income has a positive impact on purchasing decision

## METHOD

This study employed a quantitative descriptive approach, using a structured online questionnaire to gather data from 200 Generation Z Muslim consumers in five provinces. The questionnaire, distributed via Google Forms, included 40 questions covering 11 variables. Respondents were selected using purposive sampling, with criteria including age (16-27 years) and frequency of purchasing fast fashion. Data analysis involved descriptive statistics using SPSS 26 and logistic regression to identify the factors influencing purchasing decisions. The sample size of 200 respondents was determined using Hair et al.'s (2012) guideline, ensuring a sufficient number for reliable analysis.

Logistic regression is a statistical and machine learning method used to model the relationship between one or more independent variables (features) and a binary dependent variable (an outcome with two possible values, e.g., yes/no, 0/1, success/failure). Unlike linear regression, which predicts a continuous value, logistic regression predicts the probability that a data point belongs to a particular class (usually coded as 1). It uses the logistic (sigmoid) function to map any real-valued number into a value between 0 and 1.

## ANALYSIS

The research results show that the characteristics of the respondents are very varied. The number of female respondents dominated with 136 people, more than male respondents who only numbered 64 people. The majority of respondents were aged 22-24 years and 19-21 years with a total of 86 and 76 respondents. Based on educational background, the majority of respondents had a senior high school, totaling 114 respondents or 57 percent. Based on marital status, the majority of respondents were unmarried, namely 179 respondents or 89.5 percent. Then, based on occupation, respondents were dominated by students who were students, reaching 111 respondents or 55.5 percent. Apart from that, there are several jobs such as government employees, private employees, entrepreneurs, and others. Apart from that, based on income, the highest income of respondents was in the income range < IDR 1,000,000.

The validity test shows that the value of the Pearson correlation for all questions is greater than the  $r$  table which is 0.361 ( $N=30$ ). In addition, the Sig value. (2-tailed) for all questions is 0.000 and 0.001 which is smaller than the real level (5 percent) which is 0.005. Therefore, all question indicators were declared valid and worthy of being given to other respondents for research. The reliability test shows that the Cronbach's Alpha value for all variables is greater than 0.6. Therefore, this research questionnaire was declared reliable because the resulting Cronbach's Alpha value was above 0.6.

Table 1 Characteristics Respondent

Characteristic	Category	Purchase		Total (person)	Percentage (%)
		Frequently	Infrequently		
Gender	Male	24	40	64	32,0
	Female	76	60	136	68,0
Age	16-18	8	13	21	10,5
	19-21	39	37	76	38,0
	22-24	44	42	86	43,0
	25-27	9	8	17	8,5
Area	Banten	3	6	9	4,5
	West Java	47	36	83	41,5
	DKI Jakarta	21	11	32	16,0
	Central Java	10	19	29	14,5
	East Java	19	28	47	23,5
Level of Education	Junior high school	3	4	7	3,5
	Senior high school	62	52	114	57,0
	Diploma	5	7	13	6,5
	Bachelor	29	37	66	33,0
Marital Status	Married	9	12	21	10,5
	Not married yet	91	88	179	89,5
Work	Student	53	58	111	55,5
	Government employees	6	2	8	4,0
	Private employees	22	10	32	16,0
	Businessman	7	11	18	9,0
	Other	12	19	31	15,5
Income	<Rp1.000.000	43	49	93	46,5
	Rp1.000.000-Rp2.000.000	27	26	53	26,5
	Rp2.000.001-Rp3.000.000	11	8	19	9,5
	Rp3.000.001-Rp4.000.000	8	5	13	6,5
	Rp4.000.001-Rp5.000.000	7	4	11	5,5
	Rp5.000.001-Rp6.000.000	2	3	5	2,5
	Rp6.000.001-Rp7.000.000	1	3	4	2,0
	>Rp7.000.000	1	1	2	1,0
Purchase frequency	0	-	-	52	26,0
	1-2	-	-	48	24,0
	3-4	-	-	63	31,5
	>4	-	-	37	18,5
Expenses for 1 <i>fast fashion product</i>	Rp0	0	52	52	26,0
	Rp1-Rp50.000	6	2	8	4,0
	Rp50.001-Rp100.000	37	17	54	27,0
	Rp100.001-Rp150.000	36	11	47	23,5
	Rp150.001-Rp200.000	16	9	25	12,5
	>Rp200.000	5	9	14	7,0
Type of <i>fast fashion product</i>	Clothes	92	39	131	65,5
	Pant	88	27	115	57,5
	Bag	8	1	9	4,5
	Shoes	13	6	19	9,5
	Accessories	7	0	7	3,5



Table 2 contains the results of the omnibus test of the model which shows that the significance value of the model is smaller than the real level value of 5 percent, amounting to  $0.000 < 0.05$ . This shows that

simultaneously there is at least one explanatory variable in the model that has a real influence on Generation Z Muslim consumers' decisions in choosing fast fashion products.

Table 2 Omnibus Test of Model Coefficient

	<i>Chi-square</i>	<i>df</i>	<i>Sig.</i>
<i>Step</i>	81.317	11	0.000
<i>Block</i>	81.317	11	0.000
<i>Model</i>	81.317	11	0.000

Table 3 presents the results of the logistic regression analysis, highlighting seven significant factors influencing the purchasing decisions of Generation Z Muslim consumers. Age, gender, FOMO, fashion trends, price, product design, and product quality were all significant predictors. For example, the odds ratio for

fashion trends (35.596) indicates that consumers heavily influenced by fashion trends are 35 times more likely to purchase fast fashion products than those who are not. In contrast, variables such as religiosity, income, and education did not significantly impact purchasing decisions.

Table 3 Variables in the Equation

	<i>Parameter</i>	<i>Sig.</i>	<i>Odds Ratio</i>
Age	0.635	0.019*	1.887
Gender	1.281	0.006*	3.601
Level of Education	-0.137	0.482	0.872
Income	-0.091	0.463	0.913
<i>Fear of Missing Out (FOMO)</i>	0.780	0.033*	2.181
Religiosity	0.038	0.933	1.039
E-WOM	-0.605	0.228	0.546
<i>Fashion trend</i>	3.572	0.000*	35.596
Price	-2.781	0.000*	0.062
Product Design	1.072	0.038*	2.921
Product Quality	1.628	0.002*	5.093

## DISCUSSION

These findings support previous research by Syafaah and Santoso (2022) that FOMO significantly affects purchasing decisions, particularly among Generation Z consumers. However, unlike prior studies that emphasized the role of religiosity in Muslim consumer behavior (Divianjella et al., 2020), our results show that religiosity does not significantly influence fast fashion purchases. This discrepancy may be due to the younger generation's prioritization of social trends over religious considerations when making fashion-related decisions.

The results of research by Herve and Mullet (2009) also support the findings of this study, which states that a person's age has a significant positive effect on consumer decisions. Age is a crucial factor in marketing strategy because it can create significant

differences in consumer preferences and consumption patterns (Rani 2014). Based on this, it can be concluded that someone who is older tends to have the opportunity to buy fast fashion products.

The finding of this research related to gender variable, which is significantly positive influence on the decision to purchase fast fashion products, is in line with research conducted by Mizfar and Sinaga (2015). This is also in line with research conducted by Rizkitania et al. (2022). Oktovina (2011) suggests that, however, gender partially has a negative and significant influence on consumer involvement in purchasing fashion products. Nazha et al. (2024) stated that women tend to use more fast fashion products.

Regarding the fashion trend variable, it also has a significant positive influence on the decision to purchase fast fashion products. This is supported by research conducted by Khoerunnisa et al. (2023), and Haryanti et al. (2020) which states that consumers can be

influenced by fashion trends in purchasing decisions for clothing products. Fast-changing fashion trends make people try to always keep up with developments. External factors that influence fashion purchases are the environment that encourages consumers to always follow styles that are currently popular. A branded bag, trousers, expensive shoes, clothes, luxury jewelry, and the latest accessories can quickly reflect a person's social status (Pera 2021). This shows that the relationship between fashion trends is directly proportional to the decision to purchase fast fashion products. However, the price variable has a significant negative influence on the decision to purchase fast fashion products, this shows that the relationship between price is inversely proportional to the decision to purchase fast fashion products. This finding is in line with research by (Putri 2021), Verrelie and Agustiono (2022), Karnawati and Santoso (2023) which states that price is a factor that has a big influence on purchasing decisions. Price not only functions as a medium of exchange, but also plays an important role in consumer purchasing decisions and as a determining factor in the profits of a business (Trihastuti 2020).

The product design and product quality variables also have significant positive influence on the decision to purchase fast fashion products among Generation Z Muslim consumers. The former findings is in line with research conducted by Putri (2021), Pertiwi and Rahayu (2020) which states that product design is the second factor considered by consumers when making a decision to buy a fashion product. Elements that must be considered to improve purchasing decisions through product design include design variations, comfort when worn, new clothing models offered, use of durable materials, and attractive product styles (Wijaya et al. 2024). The latter finding is in line with research conducted by Harandi (2023) and Pertiwi and Rahayu (2020) which states that product quality influences a person's decision to buy fast fashion products, because a person's interest in buying arises because of good product quality factors. Consumers want to buy products that have good product quality, namely materials that are comfortable, not hot, absorb sweat well, and there are no defects in the product. The higher

## CONCLUSION

This study provides valuable insights for marketers targeting Generation Z Muslim consumers. The key factors influencing purchasing decisions include age, gender, FOMO, fashion trends, price, product

design, and product quality. Fast fashion companies should focus on offering affordable yet stylish products that align with current trends to capture this demographic's attention. Moreover, efforts to educate consumers on sustainable fashion practices, in line with Islamic principles, are crucial for reducing the environmental impact of fast fashion consumption.

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## APPENDIX

Tabel 4 Validity Test

Variable	Question	<i>Pearson Correlation</i>	<i>Sig. (2-tailed)</i>	N
<i>Fear of Missing Out (FOMO)</i>	Question 1	0.879	0.000	30
	Question 2	0.935	0.000	30
	Question 3	0.835	0.000	30
	Question 4	0.935	0.000	30
	Question 5	0.639	0.000	30
Religiosity	Question 1	0.582	0.001	30
	Question 2	0.899	0.000	30
	Question 3	0.907	0.000	30
	Question 4	0.912	0.000	30
	Question 5	0.875	0.000	30
E-WOM	Question 1	0.754	0.000	30
	Question 2	0.788	0.000	30
	Question 3	0.792	0.000	30
	Question 4	0.799	0.000	30
	Question 5	0.717	0.000	30
<i>Fashion trend</i>	Question 1	0.810	0.000	30
	Question 2	0.885	0.000	30
	Question 3	0.819	0.000	30
	Question 4	0.715	0.000	30
	Question 5	0.876	0.000	30
Price	Question 1	0.723	0.000	30
	Question 2	0.635	0.000	30
	Question 3	0.681	0.000	30
	Question 4	0.660	0.000	30
	Question 5	0.689	0.000	30
Product Design	Question 1	0.741	0.000	30
	Question 2	0.777	0.000	30
	Question 3	0.679	0.000	30
	Question 4	0.783	0.000	30
	Question 5	0.716	0.000	30
Product Quality	Question 1	0.856	0.000	30
	Question 2	0.613	0.000	30
	Question 3	0.712	0.000	30
	Question 4	0.853	0.000	30
	Question 5	0.737	0.000	30

Table 5 Reability Test

	<i>Cronbach's Alpha</i>	<i>N of Items</i>
<i>Fear of Missing Out (FOMO)</i>	0.885	5
Religiosity	0.898	5
E-WOM	0.845	6
<i>Trend</i>	0.878	5
Price	0.701	5
Product Design	0.787	5
Product Quality	0.808	5