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ATTITUDE, SUBJECTIVE NORMS, AND PERCEIVED BEHAVIORAL CONTROL TOWARDS FAST FASHION BUYING BEHAVIOR AMONG ADULTS IN KLANG VALLEY

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Abstract

The primary purpose of this study was to determine the correlation between attitude, subjective norms, and perceived behavioral control towards fast fashion buying behavior among adults in Klang Valley, Malaysia. Two hundred eleven adults participated in this study, and volunteers administered the participants. The data were collected through a set of self-administered questionnaires. The finding demonstrated that there is a significant relationship was found between attitude (r=.872, p=.000), subjective norms (r=.771, p=.000), and perceived behavioral control (PBC) (r=.766, p=.000) towards fast fashion buying behavior. Findings from this study suggest that personal factors like attitude, subjective norms, and PBC can significantly correlate with fast fashion buying behavior. Therefore, policymakers, activists, and consumers should collaborate to raise awareness and initiatives towards fast fashion buying behavior and its adverse impacts on our economy and environment. It is recommended for future research to consider other predictive variables that can influence fast fashion buying behavior.

Keywords: Fast fashion, Attitude, Subjective norms, Perceived behavioral control, behavior.

Abstrak

Tujuan utama kajian ini adalah untuk menentukan perkaitan antara sikap, norma subjektif dan kawalan tingkah laku terhadap tingkah laku pembelian fesyen pantas dalam kalangan orang dewasa di Lembah Klang. Terdapat seramai 211 orang dewasa telah mengambil bahagian dalam kajian ini di mana peserta menyertai secara sukarela. Data dikumpul melalui satu set soalselidik yang ditadbir sendiri. Dapatan kajian menunjukkan bahawa terdapat hubungan yang signifikan antara sikap (r=.872, p=.000), norma subjektif (r=.771, p=.000) dan kawalan tingkah laku yang ditanggapi (PBC) (r=.766, p=. 000) terhadap tingkah laku pembelian fesyen pantas. Dapatan kajian ini menunjukkan bahawa faktor peribadi seperti sikap, norma

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subjektif dan PBC boleh mempengaruhi orang dewasa ke arah tingkah laku pembelian fesyen pantas. Oleh itu, penjawat kerajaan, aktivis dan pengguna harus bekerjasama dalam meningkatkan kesedaran dan inisiatif ke arah keburukan tingkah laku pembelian fesyen pantas dan kesan negatifnya terhadap ekonomi dan alam sekitar kita. Selain itu, adalah disyorkan untuk penyelidikan masa depan untuk mempertimbangkan pembolehubah lain yang boleh mempengaruhi tingkah laku pembelian fesyen pantas.

Kata kunci : *Fesyen pantas, Sikap, norma subjektif, Kawalan tingkah laku, Tingkah laku*

Introduction

The fashion business is volatile, and some variables, including international sourcing to take advantage of lower labor costs, have fuelled this transformation (Kilduff, 2005). The fashion industry can no longer compete just on price, so it faces stiff competition from nations with low labor costs (Jones, 2002). Decisions must be made rapidly in fast fashion, and the innovation pushed into the shop complicates sourcing and purchasing decisions. Fashion consumers anticipate and thrive on continual change. Thus, new goods must be introduced regularly. This quick turnaround is done through recruiting new vendors with diverse interests and services, besides maintaining relationships with existing vendors who recognize the need for change and have the capacity to provide it. Buying activities play a critical part in fast fashion through supplier selection and product decision-making, and buying is shifting from merely operational to considerably more strategic.

The fashion retail market may be divided into three categories: luxury, high street, and supermarket/out-of-town discounter. The entry of supermarkets into the garment business has boosted competition and altered how consumers shop for clothing. Clients shop for apparel, with time-pressed customers able to make low-cost purchases. Instead of going to the high street, they buy attractive dresses for their weekly shopping. Indeed, quick fashion is becoming more popular in Malaysia, especially in the Klang Valley.

Fast fashion's beginnings are difficult to trace, but it gained popularity in the late 1900s and early 2000s, particularly in European nations. Fast fashion, which is thought to be distinct from the traditional fashion sector, has recently attracted the attention of researchers. According to Wang (2010), the fast fashion sector is relatively new, has been expanding into additional regions, and has seen a few major fashion brands dominate the marketing, making it challenging for newcomers and smaller brands to get into the market. Since the 1800s, there has been a revolution in quick-changing fashion. This is because consumers, particularly the younger generation, are switching from old, traditional clothing to new, affordable clothing that has exploded in the fashion sector. Osorno (2014) stated that consumers want affordable and fashionable garments, so the demand for fast fashion has skyrocketed. This has prompted fashion firms to devise strategies for growing consumer demand for affordable apparel; fast fashion is commonly regarded as having started with brands such as Zara and H&M, to name a few (Idacavage, 2016). H&M, Zara, and Primark, to mention a few, began as modest boutiques but have expanded significantly over the years.

Fast fashion problems are not new but have been exacerbated by technological innovation and globalization. Meanwhile, Qaisar (2020) expressed that the Malaysian public needs better awareness of fast fashion and its effects on our environment and society. Besides, Carvalho et al. (2022) are also concerned that fast fashion easily persuades consumers to purchase their clothing garments, even if they are not suitable for the environment, solely to stay on trend in the fashion industry. Most fast fashion consumers are women, most inventory is female clothing, and generally, women's fashion is a bigger market than men's. However, male fast fashion consumers are also prevalent, creating demand for a new target market with these companies. According to Rachel (2022), men's fast fashion is a new opportunity for more production, sales, and money. In addition, a study by Papadopoulou et al. (2022) concluded that different household incomes contribute to the fast fashion industry differently. From vast readings, the researcher has realized that little research has been conducted on the factors influencing fast fashion buying behavior, as much attention has always been given to the ordinary fashion industry. Having noted a gap, he thought it would be interesting to take up this topic and research the factors influencing fast fashion buying behavior with a concentration on different genders and household income, attitudes, subjective norms, and perceived behavioral control as factors.

Hence, the objective of this study was to determine the significant correlation between attitude, subjective norms, and perceived behavioral control towards fast fashion buying behavior among adults in Klang Valley.

Literature Review

Fast Fashion

Fast fashion has taken over the business, with more clothing accessible at lower prices than ever. According to Gabrielli et al. (2013), the rate at which fast fashion apparel is going would be impossible to manage since more and more individuals are purchasing items that they think to be inexpensive and up to date with current trends. He says that fast fashion shops would do whatever to reduce the time their products remain in the store because they care more about customer preferences than any ideology. Watson and Ruoh-Nan (2013) investigate the variations in decision-making between fast and slow fashion customers, noting that one of the distinctions is how the clothing is made. Price influences fast fashion, particularly among females. According to Wang (2010), fast fashion is distinguished by low production costs, resulting in low pricing and a short lead time for fashion-conscious buyers. Customers will respond to fashion based on product pricing, which is why some fast fashion businesses are more popular than others since price significantly affects how consumers purchase things (Rahmiati, 2016).

According to Saricam and Erdumlu (2016), the need for novelty has led many customers to acquire fast fashion apparel, demonstrating their conformance to a group of individuals and their originality through social or status image and distinctiveness. Meraviglia (2014), on the other hand, says that the recession that impacted most European nations resulted in a decrease in real income, which resulted in a decrease in consumer expenditure. This has increased customer desire for quick fashion apparel since they are trendy, of acceptable quality, and affordable. As more fashion information becomes available, customers become more autonomous, demanding, and fashion-conscious. This is owing to societal developments such as cultural and social changes, mainly due to the widespread use of the internet, media, and advertising. As a result, buyers want fashionable apparel that is also reasonably priced (Bhardwaj & Fairhurst, 2010). Fast fashion is impacted by elements such as time, pricing, and the fashion buying cycle, according to Barnes and Lea-Greenwood (2006). Fast fashion is impacted by the speed with which sourcing and purchasing choices are made, which fosters creativity and innovation, which is then integrated into retail outlets to attract customers. Consumers demand and thrive on keeping up with the newest trends. Therefore, retailers must guarantee they have fresh products on hand regularly. Fast fashion clothes have captured the attention of predominantly young girls from various socioeconomic backgrounds, and it may be claimed that technology has played a part in fast fashion customer behavior and merchant loyalty (Linden, 2016).

Buying Behavior

Buying behavior refers to a consumer's preferences, intentions, attitudes, and decisions while purchasing a product or service. According to Solomon and Lowrey (2017), consumer behavior is "the processes involved when people or groups select, acquire, utilize, or dispose of products, services, ideas, or experiences to meet wants and desires." Many factors influence consumer purchase behavior, and these elements are thought to influence consumer purchasing decisions (Dudovskiy, 2013). Every day, customers make purchasing decisions based on the amount of engagement in the purchase, i.e., high or low.

The distinction between the two is that high-involvement customers spend their time purchasing the product/service since a significant risk is associated with the transaction. In contrast, low-involvement people purchase quickly and without much thought (Ozeum et al., 2017). Fast fashion apparel is classified as a low-involvement purchase with minimal perceived risk since the buyer spends little time and effort deciding to buy the garments (Radder & Huang, 2008).

Attitude

The attitude of consumers is composed of a consumer's beliefs, feelings, and behavioral intentions towards a product or a service. These are interdependent and will influence how a consumer reacts to a product or service. Because of attitudes, consumers can choose a brand or retail shop over that of the competition (Onodugo et al., 2017). Although consumer attitudes towards fashion have been studied, few studies have covered the fast fashion industry, which is growing fast. A belief is a consumer's vision towards a product or a service that is ignited by past experience. A consumer can have either a positive or negative belief about a product or service (Nakalinda, 2018). For example, coffee tastes good, or coffee easily stains clothes. At other times, beliefs can be neutral, like Tea is black. Sometimes, consumers' beliefs may differ depending on their situation and experience; for example, a consumer may buy fast fashion clothes because of price but may opt to buy ordinary fashion clothes because of quality and durability (Rossiter, 2014). Additionally, family or friends may influence consumers' beliefs and, coupled with learning, will eventually lead to consumer buying behavior. Yinyin (2010) also mentioned that attitude is helpful for marketers in many ways, such as using campaigns to positively impact attitudes, even without influencing sales positively, and using attitudes to segment markets and choose target segments because the attitude will help the consumers to shape their final purchase behavior.

H_o1: There is no significant relationship between attitude and fast fashion buying behavior among adults in Klang Valley.

Subjective Norms

Subjective norms are the influence of external circumstances on consumer intentions, where beliefs play crucial roles in developing such intentions (Miller, 2005). Subjective norms are the "perceived social force" to do a specific behavior (Ajzen, 1991). According to Ajzen and Fishbein (1977), subjective norms are beliefs that people accept or disapprove of specific behaviors while assuming and carrying out the same. As previously stated, individuals not only execute behavior under social pressure rather than subjective rules and information concerning the acceptability of a proposed behavior (Jager et al., 2000). Subjective norms are said to impact autonomous purchasing intentions. (Robinson and Smith, 2002). For example, it would be prudent to define subjective norm dimensions such as descriptive norms and moral norms to improve the predictability of this construct inside the TPB (Theory of Planned

Behavior) model (Armitage & Conner, 2001; Donald & Cooper, 2001).

According to pragmatic studies, descriptive norms have put into the estimation of intention in competition with subjective norms (Tuu et al., 2008); as a result, the underlying concept of subjective norms emphasizes the possibility of gaining approval or disapproval from significant others for one's intentions and actions, whereas descriptive norms refer to perceptions of other people's behavior in the domain (Sheeran & Orbell, 1999). From Düffelmeyer's study (2012), it has been assumed that peer pressure and subjective norms strongly influence young consumers' purchasing behavior towards fast fashion.

H_o2: There is no significant relationship between subjective norms and fast fashion buying behavior among adults in Klang Valley.

Perceived Behavioral Control

Perceived Behavioral Control (PBC) refers to an individual's belief in his or her capacity to do a specific behavior. It is determined by thoughts about circumstances that may support or hinder behavior performance (Ajzen, 2006). Control beliefs are defined in this context as the presence of situations that might either help or hinder someone from doing behavior. Perceived behavioral control (PBC) highlights an individual's perspective on the ease or difficulty of doing a behavior (Ajzen, 1991, Olsen, 2004; Pawlak & Malinauskas, 2008). If a person is assumed to have more excellent resources and opportunities, it is assumed that he or she has substantial influence over his or her behavior (Olsen, 2004). In other words, control beliefs are the third set of salient beliefs that respond to behavioral control (Ajzen, 1991, 2001; Pawlak & Malinauskas, 2008). Many studies have examined this well-run consumer behavior process in various social and situational contexts (Ajzen, 2011).

However, it is infrequent that studies investigate and emphasize the antecedents and triggers that shape and establish consumers' attitudes, subjective norms, and perceived behavioral control (Choudhury et al., 2006), which is related to specific achievements, referred to as perceived behavioral control. In Negm's (2019) study, the empirical evidence documented that attitude toward the behavior, subjective norms, and perceived behavioral control have a significant, positive, and strong relationship with fast fashion purchasing intention.

H_o3: There is no significant relationship between perceived behavioral control and fast fashion buying behavior among adults in Klang Valley.

Theory of Planned Behavior

Theory of Planned Behavior (TPB) states that personal attitudes, subjective norms, and perceived behavioral control will together determine individual behavioral intentions and behaviors (Ajzen, 1985). TPB (Figure 1.1) extends the Theory of Reasoned Action. The theory is designed to predict and explain human behavior in specific contexts, as the original Theory of Reasoned Action failed to deal with behaviors over which people have incomplete volitional control.

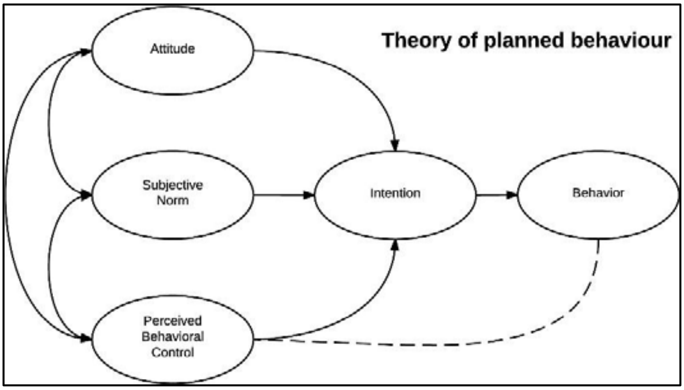

Figure 1.1: Theory of Planned Behavior Model (TPB)

The theory existed as many researchers argued that behavior intention cannot be the exclusive determinant of a behavior. This is especially true in cases where circumstances limit the actual behavior, i.e., Behaviors over which people have incomplete volitional control. As with the original Theory of Reasoned Action, the central factor in the Theory of Planned Behavior is the individual's intention to perform a given behavior. Meanwhile, intentions indicate how hard people are willing to try or how much effort they plan to exert to perform the behavior. It is assumed to capture the motivational factors that influence a behavior. Generally, the stronger the intention, the more likely the behavior will be performed. However, a behavior's performance can only occur if the behavior in question is under volitional control; that is, the person can decide at will whether to perform the behavior or not. This condition poses a problem as not all behaviors fulfill this requirement. The existence of non-motivational factors, such as the availability of requisite opportunities and resources such as time, money, skills, and cooperation of others, will also affect behavior. All the factors collectively represent a person's actual control over the behavior. In the Theory of Planned Behavior, perceived behavioral control is acknowledged as more important than actual control.

This added concept forms the Theory of Planned Behavior from the original Theory of Reasoned Action, which has only attitudes and subjective norms. Perceived behavioral control refers to the person's perception of the ease or difficulty of performing the behavior of interest. It can differ across situations and actions. According to the Theory of Planned Behavior, perceived behavioral control, together with behavioral intention, can be used to predict the achievement of a behavior.

Methodology

Research Design

According to Krbová & Pavelek (2015), doing any study necessitates selecting the appropriate design technique, which is critical in accurate data collection and analysis. He adds that there are three primary factors for selecting the correct design in research:

a. It does not only explain what research was performed, but also, research design justifies all the significant choices the researcher made throughout the writing process.
b. Secondly, it is straightforward for a thesis to gain or lose marks as the research design is the backbone and shows the depth of the thesis the researcher has undertaken.
c. Thirdly, research design is arguably the most challenging chapter of the thesis toget to grips with and write clearly and consistently.

Choosing a research strategy is mainly dictated by the researcher's research paradigm and the study he or she is attempting to undertake. Defining the research approach means determining whether to utilize primary data, secondary data, or both to reach findings on a particular issue. The research method employed in this field is the quantitative research method. The quantitative research method has benefits and disadvantages depending on the nature of the study and what the researcher hopes to accomplish after the investigation. The approach is detailed in-depth further down.

Research Location

The early development of what is now known as the "Klang Valley" was near the Klang River. The late-nineteenth-century development of tin mining towns would become known as the 'Klang Valley,' clustered along the river. Because of its proximity to development, the Klang River gave the valley its name. From the 19th century onward, the area developed quickly, expanding in east (Gombak) and westerly (Port Klang) directions, with urban areas growing towards the north (Rawang) and south (Negeri Sembilan). Today, Klang Valley hosts the tallest twin buildings in the world, the fourth tallest hotel, multiple shopping malls and complexes, office buildings, and several hotels. Therefore, being the center of multiple mega-developments and the heaven on earth for shopping malls, Klang Valley is the best choice for the research location.

Sampling Method

According to Sim et al. (2018), sampling is an approach that allows a researcher to decrease the quantity of data to be collected by only evaluating data from a subset rather than all potential cases or elements. With this knowledge, the researcher used a non-probability, voluntary response sampling method considering Saunders' description. In non-probability purposive sampling, the researcher will have a complete list of all the cases in the population from which the sample will be drawn. The target population for this study was adults who resided in Klang Valley for at least six months or more. All participants needed to be at least 21 years old to be qualified for the survey, and those who were not adults were disqualified. The population was 211 male and female respondents based in Klang Valley.

Instrument

The researcher used survey questionnaires to collect data for this topic. The justification for using this technique has already been discussed above. The researcher used an Internet survey and physically distributed questionnaires to the participants. The researcher used Google Forms to create the questionnaires, which were self-administered. The questionnaire was created to address the knowledge gaps mentioned in the literature review and the document, especially in the fast fashion industry. This instrument was implemented as the cost was low and covered a large population besides being less biased as all the respondents completed the questionnaires themselves. The questionnaire was written in English only, and a link was sent on Facebook posts, Instagram stories, LinkedIn messages, WhatsApp groups, or in person. The questions in the questionnaire consisted of three sections. Section A was the screening section for eligible participants with demographic profile questions (age, gender, ethnicity, household income, and employment status); these demographics are helpful in the analysis as they give the researcher an idea of, for instance, the most age group that participated in the survey and also the occupation of majority of participants, etc. Section B consisted of 10 questions adopted from previous research papers based on fast fashion buying behavior. In comparison, Section C consisted of 8 questions based on the independent variables such as attitude, subjective norms, and perceived behavioral control, respectively. The researcher in this study used a five-point Likert scale to measure the variables, and the scale was from 1 (Strongly disagree) to 5 (Strongly agree) for independent and dependent variables.

Data Collection

Data were collected by surveying Google Forms. The survey was performed using self-administered questionnaires answered by the respondents themselves. The survey items were rated on a 5-point Likert scale, and multiple-choice question type was used. The data collected physically and from Google Forms was helpful as it created tables, pie charts, and other analyses immediately after the respondent submitted an answer. The data was collected over four weeks, from the 10th of October 2022 to the 6th of November 2022.

Data Analysis

This research used SPSS (Statistical Package for Social Sciences) to check the statistical analysis of the data collected. The data was also analyzed by the hypothesis drawn from the beginning using the SPSS application to come up with concrete conclusions on the findings. The researcher used Pearson Correlation analysis to determine the relationship between the independent variables (attitude, subjective norms, and perceived behavioral control) and the dependent variable (fast fashion buying behavior). Besides, Multiple Linear Regression (MLR) analysis was also used to explore the potential association between the independent variables (attitude, subjective norms, and perceived behavioral control) and the dependent variable (fast fashion buying behavior).

Results and Discussion

Demographic Profile of Respondents

In this section, the questionnaire presents data based on the demographic profile of the respondents, such as the respondent's age, gender, ethnicity, employment status, and household income. The frequency distribution was used to understand the demographic information of the respondents in this study. The respondents are classified into four groups, aged 21 to over 50. The respondents aged between 21 and 30 are the majority, with 149 respondents constituting a total of 70.6%. There are 32 respondents aged 31-40, which represents a total of 15.2%. Next, the group of respondents aged between 41 and 50 has the least respondents, representing 6.6% of the total respondents. Lastly, 16 respondents were above 50, making up 7.6% of the total respondents. Females took a more significant part of the respondents, which summed up to 111 respondents, representing 52.6% of the overall respondents. Males come after females, with 100 respondents representing 47.4% of the total respondents.

There are four categories of respondents' ethnicity; most respondents are Chinese, with 101 representing 47.9%, followed by Malay, with a total of 69 respondents (47.9%). Besides, 38 respondents (18%) are Indian ethnic, and the least goes to Iban, with a total number of three constituting 1.4% of the total respondents only.

Most of the respondents are students, which makes up a total number of 75 (35.5%). Next, full-time employees made up a total number of sixty-four, representing 30.3% of the total respondents. Freelancers had a total number of 22 (10.4%). Besides, business owners and unemployed were represented by the same number of respondents, 18 (8.5%). Lastly, the least of the respondents are self-employed, comprised of fourteen respondents, representing 6.6% of the total respondents.

The respondents are classified based on their household income and divided into three categories, namely, B40, M40, and T20. There was a total of ninety-two respondents who are B40, making up the majority, with 43.6% of the total respondents. M40 came second and comprised 40.3% of the total respondents, with several 85 respondents. The least is T20, which only comprises 16.1% of the total respondents, with thirty-four respondents.

Descriptive Analysis

Attitude

Table 1 shows the mean and standard deviation for all attributes of attitude. The statement “In my opinion, fashion is pleasant” has the highest mean value with 4.1232 (SD=.84739). This indicates that the respondents agreed the most with the statement compared to the others. Meanwhile, “I could talk about fashion for hours” recorded the lowest mean value with 3.7014 (SD=1.12163).

Table 1: Descriptive Analysis: Attitude

Statements	Mean	SD
1. In my opinion, fashion is pleasant.	4.1232	.84739
2. Proper education is needed to have fashion knowledge.	3.8199	1.03085
3. I choose to be fashionable over plain wearable.	3.9005	1.03028
4. Fashion makes me dream.	3.9526	.93992
5. Fashion products make my life more wonderful.	3.9479	.93204
6. I could talk about fashion for hours.	3.7014	1.12163
7. I always shop at fashion outlets.	3.7915	1.06642
8. Today, everyone should have access to fashion.	3.9384	.91078

Subjective Norms

Table 2 shows the mean and standard deviation for subjective norms. For subjective norms, the highest attribute is “I like the attention given to me when I am fashionable,” with a mean value of 3.9289 (SD=.89956). This indicates that the respondents agreed the most with the statement compared to the others. However, the statement “I feel under social pressure to be fashionable” only recorded a mean value of 3.5355 (SD=1.18016), the least agreed upon among the other attributes.

Table 2: Descriptive Analysis: Subjective Norms

Statements	Mean	SD
1. I feel like I will not fit in if I do not know about fashion.	3.7062	1.15837
2. I like the attention given to me when I am fashionable.	3.9289	.89956
3. Most people who are important to me think it will be a good idea to be fashionable.	3.7393	.94784
4. My group of friends is always fashionable.	3.7299	.99905
5. My friends would want me to be fashionable.	3.7630	1.05142
6. Everyone around me knows how to dress themselves nicely.	3.8483	.91845
7. I feel like everyone will always watch how I dress myself.	3.8531	.97699
8. I feel under social pressure to be fashionable.	3.5355	1.18016

Perceived Behavioral Control (PBC)

Table 3 shows the mean and standard deviation for perceived behavioral control (PBC). For PBC, the highest attribute is “I feel confident when I dress nicely,” with a mean value of 4.1327 (SD=.90049). This indicates that the respondents agreed the most with the statement compared to the others. However, the statement “I know how to be fashionable” only recorded a mean value of 3.8768 (SD=1.05288), the least agreed upon among the other attributes.

Table 3: Descriptive Analysis: Perceived Behavioral Control (PBC)

Statements	Mean	SD
1. I think I should look good in fashion	4.0284	.86142
2. It is up to me to be fashionable or not	4.1137	.90835
3. I feel confident when I dress myself nicely	4.1327	.90049
4. I find it easy to buy fashion products	3.8815	.96619
5. I feel comfortable talking about fashion products to my friends	3.9242	.92784
6. I buy fashion products when I like	3.9242	.95316
7. I will buy fashion products to look good	3.8957	1.02749
8. I know how to be fashionable	3.8768	1.05288

Fast Fashion Buying Behavior

Table 4 shows the mean and standard deviation for fast fashion buying behavior. The highest attribute for fast fashion buying behavior was “Being fashionable makes me confident,” with a mean value of 4.0095 and a standard deviation of .86735. This indicates that the respondents agreed the most with the statement compared to the others. However, the statement “I spend much time on fashion-related activities” only got a mean value of 3.6161 and a standard deviation of 1.02331, which is the least agreed statement among the other attributes.

Table 4: Descriptive Analysis: Fast Fashion Buying Behavior

Statements	Mean	SD
1. Fashion is important to me	3.8957	.91471
2. I am aware of fashion trends	3.8673	.90049
3. I spend much money on fashion	3.6777	1.05579
4. I spend much time on fashion-related activities	3.6161	1.02331
5. I always have the urge to buy the latest fashion products	3.6493	1.12979
6. Being fashionable makes me confident	4.0095	.86735
7. Clothes are one of the most important tools to express my personality	3.9242	.86956
8. Because of my active lifestyle, I need a wide variety of clothes	3.7393	.96279
9. I spend a lot of money on fashion	3.9194	.91971
10. I spend a lot of time on fashion-related activities	3.7915	1.09289

Pearson Correlation Coefficient

This section aimed to determine if there is a significant relationship between the independent variables and dependent variables by using Pearson correlation analysis. Pearson correlation is a technique for assessing a possible two-way linear association between two continuous variables.

Correlation is a technique of assessing a possible two-way linear association between two continuous variables. In this research, the correlation coefficient developed by Karl Pearson is being used to measure the association between two variables. The correlation coefficient ranges between -1 and one and is labeled as ‘r.’ When the two variables have a perfect linear relationship, the correlation coefficient will be one or –1. However, no linear relationship between variables is reported when the correlation coefficient shows zero. Other than that, there is a positive linear relationship if the values are more significant than zero. A negative linear relationship exists if the correlation value is less than 0. Table 5 shows the relationship range between variables.

Table 5: Relationship Range between Variables

Value (range)	Association (Strength)
<0.2	Negligible
0.2 ˉ 0.4	Low

Table 5 (continues)

Value (range)	Association (Strength)
0.4 - 0.7	Moderate
0.7 - 0.9	High
>0.9	Very High

Ho1: There is no significant relationship between attitude and fast fashion buying behavior.

Table 6 indicates that the correlation between attitude and fast fashion behavior is .872. Thus, it is deduced that attitude has a highly positive relationship with fast fashion buying behavior. The significant value is .000, indicating a statistically significant correlation between attitude and fast fashion buying behavior. Therefore, Ho3 is rejected.

Ho2: No significant relationship exists between subjective norms and fast fashion buying behavior.

Table 6 indicates that the correlation between subjective norms and fast fashion behavior is .771. Thus, it is deduced that subjective norms have a highly positive relationship with fast fashion buying behavior. The significant value is .000, indicating a statistically significant correlation between subjective norms and fast fashion buying behavior. Therefore, Ho4 is rejected.

Ho3: No significant relationship exists between perceived behavioral control (PBC) and fast fashion buying behavior.

Table 6 indicates that the correlation between perceived behavioral control (PBC) and fast fashion behavior is .766. Thus, it is deduced that PBC has a highly positive relationship with fast fashion buying behavior. The significant value is .000, indicating a statistically significant correlation between PBC and fast fashion buying behavior. Therefore, Ho5 is rejected.

Table 6: Pearson's Correlation Analysis

Variables	S	M	SD	1	2	3	4
1. Attitude	211	3.8969	.8583	-			
2. Subjective Norms	211	3.7630	.8757	.834**	-		
3. Perceived Behavioral Control (PBC)	211	3.9721	.8278	.761**	.763**	-	
4. Fast Fashion Buying Behavior	211	3.8090	.8432	.872**	.771**	.766**	-

**. Correlation is significant at the level 0.01 level (2-tailed).

Discussion

This section discusses findings that have been attained from the analysis of the study.

There is A Significant and Positive Relationship between Attitude and Fast Fashion Buying Behavior

Based on this study's Pearson correlation analysis results, the correlation between attitude and fast fashion behavior is .872. Thus, the researcher deduced that attitude positively correlates with fast fashion buying behavior. Besides, the significant value is .000, indicating a statistically significant correlation between attitude and fast fashion buying behavior. Therefore, Ho3 is rejected. The result of this study further proves what Yinyin (2010) mentioned in her study that attitude is helpful for marketers in many ways, such as using campaigns to positively impact attitudes, even without influencing sales positively positively, and using attitude to segment markets and choose target segments. This is due to attitude, which will help the consumers to shape their final purchase behavior.

There is a Significant and Positive Relationship between Subjective Norms and Fast Fashion Buying Behavior

Based on this study's Pearson correlation analysis results, the correlation between subjective norms and fast fashion behavior is .771. Thus, the researcher deduced that subjective norms positively correlate with fast fashion buying behavior. Besides, the significant value is .000, indicating a statistically significant correlation between subjective norms and fast fashion buying behavior. Therefore, Ho4 is rejected. The result of the study further proves what Düffelmeyer (2012) mentioned in his study: peer pressure, therefore the subjective norm, strongly influences young consumers' purchasing behavior towards fast fashion.

A significant and positive relationship exists between perceived behavioral control (PBC) and fast fashion buying behavior.

Based on this study's Pearson correlation analysis results, the correlation between perceived behavioral control (PBC) and fast fashion behavior is .766. Thus, the researcher deduced that PBC positively correlates with fast fashion buying behavior. Besides, the significant value is .000, indicating a statistically significant correlation between PBC and fast fashion buying behavior. Therefore, Ho5 is rejected. The result of the study is supported by a study from Negm (2019) that perceived behavioral control has a significant, positive, and strong relationship with fast fashion purchasing intentions.

Conclusion

The primary purpose of this study was to determine the significant correlation factors towards fast fashion buying behavior among adults in Klang Valley. A total of 211 adults participated in this study, and the participants volunteered themselves for the study. The data were collected through a set of self-administered questionnaires. The questions were presented as statements on a 5-point Likert Scale Likert (1932). The finding demonstrated significant relationships between attitude, subjective norms, and perceived behavioral control (PBC) towards fast fashion buying behavior. This study is essential as the result of the data collected may help policymakers determine the need to develop policies or programs based on the factors studied. Understanding these aspects will aid policymakers in developing dynamic policies to educate consumers on the source of fast fashion buying behavior and its negative economic and environmental impacts. Besides, this study can also provide practical implications for the apparel industry by using the module's content to benefit their products. In addition, this study could also serve as a guideline to raise awareness among consumers in the context of how different factors correlate with their buying behavior towards fast fashion.

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