

KEY SUCCESS FACTORS IN THE FAST FASHION BUSINESS DURING A PANDEMIC

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Abstract - Fashion offers the ability to express one's lifestyle and personality. This study aims to determine the factors that influence people's purchasing preferences for fast fashion compared with slow fashion during the COVID-19 pandemic. Mixed-method research was conducted through literature reviews, interviews, focus group discussions, and a survey. The qualitative research findings reveal that consumers prefer purchasing fast fashion compared to slow fashion. Afterward, the quantitative research was performed on 245 data sets gained from online questionnaires. The respondents involve those who bought fast fashion in the last three months. Results from regression analysis using SPSS prove that price, style, social media, and brand positively affect purchasing preferences for fast fashion. This study offers a presage for the fashion industry to build the value of the brand by considering the concoction of price and style as well as communicating it through the proper social media.

Keywords: Fast Fashion; Price; Style; Social Media; Brand; Buying Preferences

1. INTRODUCTION

1.1. Background

The fashion industry includes the workforce that processes fiber and fabric manufacturing, design, production, distribution, and workers with various skills and talents. Fashion, as a major human need aside from food and shelter, plays an important role in a country's economy. Fashion is an industry that never dies and involves millions of people and aspects that create a variety of sensations through the work of designers, fantastic prices, and luxurious fashion shows attended by celebrities, fashion magazine editors, and fashion journalists (Stark, 2018). As a result, the fashion business remains in demand. However, the fashion industry typically faces challenges in regard to business sustainability (Hur and Cassidy, 2019; Goworek et al., 2018; Todeschini et al., 2017).

Despite the slowdown of growth in the pandemic era, the development of the fashion industry in Indonesia, as one of the 10 biggest markets in the world, is still predicted to reach US\$12.6 million in 2021, mainly driven by young people (ages 25–34 years) and e-commerce (Statista, 2021). Healthy lifestyles, athleisure, and street-style trends also contribute to the fashion industry's existence as a lifestyle and a means of consumers' self-expression (Euromonitor, 2021).

There are two types of fashion, i.e., fast and slow. Fast fashion refers to fast-response fashion driven by dynamic changes in market demand (trend), and unpredictably impulsive buying behavior that is generally available at department stores (Bhardwaj and Fairhurst, 2010). In contrast, slow fashion offers a long-lasting style, made from fair-trade fabrics, prioritizing quality over quantity, and using eco-friendly materials (Jung, 2014; Jung and Jin, 2014).

Many people are still willing to spend money on fast fashion, despite its weaknesses, when compared with slow fashion, in regard to environmental issues. This type of fashion attempts to build trust by offering new perspectives of sustainability and innovative technology to balance business, environment, and social impact (Binet et al., 2019). Statista (2022) stated that the buyer of fast fashion reduced 21%, however, the total number of fast fashion buyers still exceeds the number of slow fashion buyers.

Previous studies have explored issues in slow fashion consumption, such as future challenges (Štefko and Steffek, 2018), consumer perceptions (Şener et al., 2019), and self-concepts (Legere and Kang, 2020). Researchers have also investigated fast fashion aspects such as brand and sustainable consumption (Buzzo and Abreu, 2019; Binet et al., 2019), interaction among Instagram followers (Bonilla, et al., 2019), empowerment and materialism (Sobreira et al., 2020), altruistic attribution (Miotto and Youn, 2020), online video advertising (Teona et al., 2020), ethics, and personal value (Stringer et al., 2020).

This research aims to explore the main factors considered by consumers in the pandemic era that create buying preferences for fast fashion compared with slow fashion. The finding of direct factors is expected to offer substantive contributions to the fashion industry, both fast fashion and slow fashion, in order to gain insight and to prepare for a challenging market during the pandemic and post-pandemic eras.

1.2. Literature Review

Fashion is defined as a way to communicate the meaning of one's image (McNeill and Venter, 2019). Fashion, which includes clothes, skirts, dresses, trousers, and shoes, entails more than just clothing, as it offers various looks by combining different fashion items (Blanco et al., 2015). Hence, consumers might find their own style to express themselves and differentiate their appearance from others (Rocamora, 2011).

Fast fashion is a trendy fashion that adapts to a consumer's dress-up preferences at an affordable price (Choi, 2014; Jin et al., 2012; Su and Chang, 2018). Fast fashion is also produced in large quantities; fashion warehouses are usually located in developing countries to benefit the lower cost of production (Mintel, 2007). Further, fast fashion follows the latest trends, which affect the ways a fashion company will produce new models (Bhardwaj and Fairhurst, 2010; Štefko and Steffek, 2018). A popular fashion brand may need two weeks to produce a new model; others release new models every week (Shania, 2020). The rapid changes in new models affect people's mindsets in that they should buy them now or risk the store running out of that new model. Quality and environmental impact are not focal points in fast fashion companies; however, many people still buy fast fashion items despite knowing how they are made, the quality of raw materials used, the fast-changing trends, and the disposable behavior (Caro and Martínez-de-Albéniz, 2015). On the contrary, slow fashion is more concerned with sustainability (Şener et al., 2019). It is focused on quality over quantity; as such, slow fashion companies are less frequent in launching new models since they typically offer basic and long-lasting styles. As a result, slow fashion consumers do not need to keep buying new fashion, i.e., they can wear an item repeatedly and mix and match it with other items to create new looks.

Slow fashion is usually set at higher prices since it uses specific materials, such as eco-friendly fabrics, and goes through a thorough creation process with a high level of caution (Štefko and Steffek, 2018). Slow fashion brands are limited and slow in production and consumption, characterized by localism and exclusivity (Jung and Jin, 2014), which makes these items difficult to find in offline and online markets in general.

Customer preference for fast fashion refers to the condition when consumers choose options according to their own perceived value based on what they think and feel (Joy et al., 2012). In fact, many consumers still buy fast fashion, although they typically remain aware of the hedonism related to never-ending new trends and consumptive usage. Consumers today might purchase up to 60 fashion items a year; in previous decades, consumers purchased on average nine fashion items per year. According to Solér (2017), Swedish society purchased up to four items in a month.

1.2.1 Price

Price is an important factor in purchasing decisions. Slow fashion tends to be highly personalized and encourages the consumer to examine not only the end product but the origin of the item purchased. Buyers of slow fashion typically enquire about the nature of the product and the way it was produced (Štefko and Steffek, 2018). This is because a slow fashion consumer will consider the price and value of an item. Consumers typically want a product at a more affordable price, i.e., an appropriate value for the product (Legere and Kang, 2020).

Only 13% of people in the world possess the means to purchase slow fashion (KPMG, 2020). If the price of slow fashion was the same as fast fashion, 60% of people would purchase slow fashion (KPMG, 2020). Result of the question about the things that are considered the most when people purchase fashion items in the first place is price, with a total of 67% of people in the world. Lower prices encourage people to buy new items, even though they do not need them at that time (Joy et al., 2012). The higher price of slow fashion is the result of higher overhead and variable costs, as the price of fast fashion decreased because of price competition, which creates an increase in the number of people who wanted to buy fast fashion. Slow fashion may accept customized models requested by customers and certainly, producers set a high price (Štefko and Steffek, 2018). This state indicates the influence of price-to-consumer preferences on fashion.

1.2.2 Style/Model

Style is based on product characteristics. Fashion is meant to be a personal expression of individual style. In the age of commercialism, fashion has transformed into an industry in which carbon copies of clothing are mass-produced (Štefko and Steffek, 2018). Style has a significant effect on the purchase for fast fashion rather than slow fashion because fast fashion typically features up-to-date models with various models available.

Style or model of fashion items is the second factor, with a total of 41% of people (KPMG, 2020). A new model is launched every season, and consumers tend to leave previous trends to follow new trends to be accepted in a social environment (Niinimäki, 2011). Therefore, fast fashion offers more models that follow quick-changing trends rather than slow fashion, which places more focus on basic models that fit any occasion. Although society realizes that fast fashion is mass-produced, they tend to ignore this fact (Bhardwaj and Fairhurst, 2010). On the other hand, slow fashion creates more unique fashion items that add value and long-lasting style as a result of collaborations between producer and consumer. However, unique models with limited production reveal consumer preferences toward fashion choices (Štefko and Steffek, 2018).

1.2.3 Brand

By providing maximum service to consumers, a store brand can attract the attention of new consumers because they believe in the store's service and increase the intention to purchase from consumers, both old and new consumers (Choi et al., 2010). According to 24% of the people surveyed, brand is a consideration in purchasing fashion items (KPMG, 2020). Brand is also a symbol that will differentiate it from other companies. Brand image is a result of consumer perception (Keller, 2011). The relationship between brand and consumer depends on how much the brand is compatible with a consumer's style (Park and MacInnis, 2018).

Strong bonds of brand and consumer can generate consumer loyalty and make a consumer feel like an ambassador for the brand. As a brand produces styles that match consumers' taste, they will look for another style in the same brand and choose a brand that appeals to their emotions, expresses their identity, and helps to achieve personal goals (Kim and Sullivan, 2019). People often feel prestigious when wearing well-known fast fashion brands, which help them to feel accepted in social environments. So long as customers like the brand from the start, they will buy it. Companies should give the best services so customers have a good experience with a brand, which will help them to keep the brand name in their mind, i.e., repurchase of different models creates brand loyalty. Some people may not repurchase the same brand; however, they can still recommend a brand to others (Su and Chang, 2018). Although brand components such as features and attributes may not be memorable, personal experiences and feelings toward a brand can lead to customer loyalty (Kim and Sullivan, 2019).

1.2.4 Ease of purchase

Ease of purchase has a significant impact on consumers since they can find fast fashion products in department stores, malls, etc. effortlessly. According to the Oxford Dictionary, "ease" is a lack of difficulty or the state of feeling relaxed or comfortable without worries, problems, or pain. For this research, "ease" refers to a customer's convenience or ease to buy fashion items, offline and online. Offline stores sell more fast fashion products (Su and Chang, 2018) than slow fashion products. Notably, when consumers go to a shopping center, mall, or online store, they can easily find various choices. In addition, popular brands usually have

spacious stores with eye-catching features to attract consumers. In contrast with slow fashion items, those are much easier to be seen in pop-up stores, festivals, and bazaars, which exist over a short period of time and rarely have their own space. Purchase decisions are affected by this factor in a positive and significant way; in other words, when the ease or convenience of purchasing items is higher, it will be more likely for potential customers to buy the item (Djan and Adawiyyah, 2020).

Based on research, one of the keys to understanding consumers' shopping behavior is the weight placed on the convenience factor when selecting items (Kelley, 1958). Thus, it can be concluded that potential customers want convenience in their shopping experience. Consumers tend to be more exposed to fast fashion stores than slow fashion, since it is more difficult to find slow fashion items.

1.2.5 Social Media

Social media increasingly plays a critical role in social interactions. Many companies sell fashion products—from fast fashion to slow fashion—via social media. When viewed from social media, of course, often seen by many influencers who promote fashion, most of the fashion promoted by influencers is usually fast fashion. As such, social media has an influence over those who use it, thus increasing interest in fast fashion (Michaela, 2015).

Nowadays, society spends much time scrolling through social media to see what they want, which makes them places to search references for shopping. People will buy fast fashion, for example, because they saw an advertisement on social media like Instagram, influenced by the fashion online shop's marketing, and influencers on social media. Consumers also recognize new models of fashion items from people around them like family and friends; they have the willingness to imitate them, so they will purchase certain items (Barnes and Lea-Greenwood, 2010). The first thing that they do with social media is to ensure the credibility or the trustworthiness of the online shop then look at reviews to see the model or style and price of the item (Peng et al., 2016). Social media not only promotes a product but also connects the consumer with companies via interaction and feedback. A good review written by a buyer affects other buyers. No doubt, social media is a powerful tool for promoting fashion nowadays, utilizing influencers and public relations of the company itself (Kawaf and Istanbuluoglu, 2019).

1.3 Hypothesis Development

The research model describes the relationship among five independent variables: price; style/model; brand; ease to purchase; social media; and preferences toward fast fashion. Despite the literature review as the main source for building the research models, the findings of qualitative research involving 10 informants were also considered in determining the independent factors to be tested on the proposed hypothesis.

1.3.1 Price and Buying Preferences

Price is an important factor that drives purchase preferences in fashion (Štefko and Steffek, 2018; Legere and Kang, 2020). Large-scale production in fast fashion makes it possible to apply the affordable price for the market and increase the preferences to buy it, especially in low-middle-income countries (Bick et al., 2018). The price as the prediction of consumer attitude is also found in Zhang et al. (2021). The findings of qualitative research also support it.

“I prefer fast fashion because its price is affordable. People are not aware of what's going on behind fast fashion.”

“I want to be fashionable with a limited budget. Slow fashion is expensive, so I prefer fast fashion, although I know that slow fashion is more sustainable than fast fashion.”

Based on those findings, we propose the following hypothesis:

H1: Price affects people’s purchasing preferences for fast fashion rather than slow fashion.

1.3.2 Style and Buying Preferences

The consumers consider style that influence preferences to express their image (Štefko and Steffek, 2018). Currently, style become an important factor that give an impact to consumer preferences (Bhardwaj and Fairhurst, 2010). Eventhough style is considered both by fast fashion and slow fashion, but the lifecycle are more frequent on fast fashion than on slow fashion (Štefko and Steffek, 2018). The findings of qualitative research also support the literature review.

“Each person has its own style. I like the style that represents my personality. The material and color express the style. The style should be up-to-date and follow the trend.”

“When I see Korean drama and like the style, I just simply follow the style “

Thus, we propose the following hypothesis:

H2: Style affects people’s purchasing preferences for fast fashion rather than slow fashion

1.3.3 Brand and Buying Preferences

Brand bears the value of the product both in fast fashion and slow fashion. Fast-fashion brands varies among a lot of choices and different market segments, but usually offers agility to up-to-date and trendy. Meanwhile, slow fashion brand shows traditional, niche value and triple-bottom line approach in communicating with the target market (Štefko and Steffek, 2018). Compatibility of brand personality and consumer’s characteristics drives the consumer’s buying preferences (Park and MacInnis, 2018). Since the fast fashion is more frequent in releasing new product, brand influence buyer’s preferences in fast fashion compared to slow fashion.

“A lot of people prefer fast fashion brands, although slow fashion is environmentally friendly because fast fashion releases new collections in every season.”

“Familiar brand is more trusted and many of them are fast fashion”

So, we propose the following hypothesis:

H3: Brand affects people’s purchasing preferences for fast fashion rather than slow fashion

1.3.4 Ease of purchase and Buying Preferences

Fast fashion dominated both online and offline stores compared to slow fashion. It is easier for consumers to find fast fashion because of wide coverage and availability in many channels products (Su and Chang, 2018). The intensive display in many showrooms makes fast fashion drive stronger buying preferences than slow fashion does (Djan and Adawiyah, 2020). The insights of qualitative research are as follows:

“I prefer fast fashion because it is easy to find it on the market...it has many alternatives to choose/”

Thus, we propose the following hypothesis:

H4: Ease of purchase affects people’s purchasing preferences for fast fashion rather than slow fashion

1.3.5 Social media and Buying Preferences

Social media plays an important role to build consumer preferences of fashion by providing wide coverage marketing communication to the consumers (Chu and Seock, 2020). Consumers search for information through social media. On the other side, the product offered on social media are mainly fast fashion (Michaela, 2015). Companies also get benefits from social media to leverage consumer preferences through fashion endorsers and influencers (Kawaf and Istanbuluoglu, 2019). Consumers preferences are also influenced by the review of fashion brand in social media (Barnes and Lea-Greenwood, 2010).

“Usually I will search the information about fashion in Instagram.....see the review of fashion bloggers, then see the mix and match. I prefer to buy the fast fashion.”

So, we propose the following hypothesis:

H5: Social media affects people’s purchasing preferences for fast fashion rather than slow fashion.

2. RESEARCH METHODOLOGY

The research was conducted via mixed methods, starting with a literature review, followed by analyzing secondary data, in-depth interviews, focus group discussions, and consumer surveys. Mixed methods are performed by integrating qualitative and quantitative methods to produce leveraging added value through complementarity, development, and expansion of both approaches in order to gain understanding and contextual phenomenon (Molina-Azorin, 2016; Molina-Azorin et al., 2012).

First, the literature review and secondary data were evaluated to gain a general view of fast and slow fashion. All factors that have an impact on the preferences of fast fashion were listed. Afterward, qualitative research involving 10 informants was performed to determine the factors that reveal local informants and specific time of the pandemic. The recording of interview and focus group discussion written on transcripts were examined through content analysis. Then, the findings were determined as the variables to be tested in the quantitative research (Myers, 2019).

The quantitative approach constitutes the examination of a social problem based on testing a theory consisting of variables, quantifiable numbers, and analysis by statistical procedure to determine if the predictive generalization is true (Antwi and Hamza, 2015). This method aims to test hypotheses that describe the influence of price, style, brand, ease to purchase, and social media to consumers’ preference toward fast fashion. An online survey was performed using a questionnaire constructed via Google Form as an instrument. Non-probability judgmental sampling was chosen to obtain the expected data gained from the respondents who bought fashion items in the last three months.

The questionnaire was distributed on December 2020, shared through social media LINE and WhatsApp, to be filled out by respondents as a follow-up toward qualitative analysis from October to November 2020. A 5-point Likert scale was used to measure the items of variables in the main part of the questionnaire (1=strongly disagree; 5=strongly agree).

The collected data were processed by SPSS version 26. Validity and reliability tests were performed before using linear regression to test the hypothesis. Validity of the items was reflected by the KMO and component matrix at more than 0.5, while reliability was indicated by the Cronbach’s alpha at more than 0.6 (Zikmund et al., 2013).

3. RESULT AND DISCUSSION

A total of 296 data sets from respondents were gathered; however, those from 51 respondents did not meet the criteria, leaving 245 respondent data sets. They were dominated by females (65.3%), averaging 18 to 26 years old (89.4%). The respondents mostly live in DKI

Jakarta (47.8%), are mostly college students (84.1%), and have monthly expenditures of IDR 1-3 million (64.9%).

Results of the validity test described that the KMO for all variables and component matrix from each item is more than 0.5, which proves the validity of the data. The reliability of data, as indicated by Cronbach's alpha of more than 0.6 is also shown by all variables (Table 1).

Table 1. Validity and Reliability of the Data

Variable/Items	Component Matrix	Validity		Reliability Cronbach's Alpha
		KMO	Sig.	
Price		0.66	<0.001	0.724
-I am more willing to spend money on fast fashion items rather than slow fashion items	0.751			
-Fast fashion item's price is more affordable than slow fashion item's price	0.813			
-Fast fashion item's price is more suitable to my personal budget rather than slow fashion item's price	0.848			
Style		0.675	<0.001	0.75
-Models or variation offered by fast fashion brands are more stylish/ varied rather than those offered by slow fashion	0.852			
-Models or variation offered by fast fashion brands are trendier than those offered by slow fashion	0.777			
-Models or variation offered by fast fashion brands are more suitable to my personal taste than those offered by slow fashion	0.819			
Ease of purchase		0.678	<0.001	0.731
-I spot fast fashion item's stores more often rather than slow fashion item's stores (online stores)	0.778			
-I spot fast fashion item's stores more often rather than slow fashion item's stores (offline stores)	0.815			
-I notice that fast fashion item's stores are bigger in number rather than slow fashion item stores	0.838			
Brand		0.658	<0.001	0.729
-Fast fashion brands are more trusted rather than slow fashion brands	0.736			
-Fast fashion brands are more well-known to many people rather than slow fashion brands	0.846			
-More people wear fast fashion item brands rather than slow fashion item brands	0.851			
Social Media		0.674	<0.001	0.745
-I notice that social media offers more fast fashion items rather than slow fashion items	0.850			

Variable/Items	Component Matrix	Validity		Reliability Cronbach's Alpha
		KMO	Sig.	
-Public figures or influencers I like wear or promote fast fashion more often rather than slow fashion	0.814			
-I notice people on social media wear fast fashion items more often than slow fashion items	0.777			
Preference		0.688	<0.001	0.775
-I buy fast fashion items more often than slow fashion items	0.864			
-I will be more interested in buying fast fashion items than slow fashion items in the future	0.795			
-I have more fast fashion items than slow fashion items	0.839			

The main objective of this study is to find the direct influence of factors considered by fashion consumers toward their preferences of fast fashion compared with slow fashion. The regression analysis shows that price, style, brand, and social media have a significant positive influence; meanwhile, ease to purchase is not considered a strong factor in the preference for fast fashion.

Price is the most influential factor in the preference for fast fashion (standardized beta=0.317), followed by style, social media, and brand, respectively ($\beta=0.268$, 0.164, and 0.134). This result means that Hypotheses 1, 2, 3, and 5 are supported; however, Hypothesis 4 is not supported (Table 2). The adjusted R-square on the linear regression test indicates that the independent variables explain 53.3% of the dependent variable.

Price is the most important factor that affects consumer preference in buying fast fashion as opposed to slow fashion. Observation of the online market and respondent interviews strengthen this finding, which is in line with the previous findings (e.g., Bhardwaj and Fairhurst, 2010). The slow growth of the economy due to the pandemic could explain this phenomenon since consumers prioritize purchasing products for needs fulfilment. Competitive price has become an important factor for fast fashion to survive due to the economic slowdown during the pandemic.

Table 2. Result of Hypothesis Testing

Hypothesis	Standardized β	Sig.	Result
H1: Price affects people's purchasing preferences for fast fashion	0.305	<0.001	Accepted
H2: Style affects people's purchasing preferences for fast fashion	0.254	<0.001	Accepted
H3: Brand affects people's purchasing preferences for fast fashion	0.127	0.037	Accepted
H4: Ease to purchase affects people's purchasing preferences for fast fashion	0.078	0.212	Not accepted
H5: Social media affects people's purchasing preferences for fast fashion	0.155	0.009	Accepted

The second most influential variable is style, which includes varieties and adopted trends. Fast fashion is fast-moving fashion, always following the trends and remaining up to

date, so it has many choices for its model variation; meanwhile, slow fashion is known for its timely process production and the timeless fashion style, so it has limited choices for its model variation. This result was similar to the findings of Jin et al. (2012) and the respondent interview findings. The style that transforms over time makes fast fashion preferred by consumers because it offers more choices. The innovation in fast fashion style aligns it with the latest trends, including pandemics.

The influence of social media could not be ignored as the third factor that affects consumer preference. The influence of advertisements and influencers or public figures has a significant impact on consumer preference toward fast fashion. Celebrities typically have followers. When they look trendy and unique, it will strongly drive followers to use imitate their fashion choices. Online-based shops grow in number each year, and fast fashion businesses have increased on a small-, medium-, and large scale. This may affect people buying fast fashion items for intensive exposure on social media. Consumers typically enjoy exploring new fashion items through social media and are affected by what influencers are wearing. This finding is supported by the data from KPMG (2020).

The last factor that affects public preference is brand. Consumers consider brands important when they buy fashion items (Han and Choi, 2019). Technology and the digital world have changed the way fast fashion builds its brand. The disruption forces some established brands to close some offline stores and switch to online stores. On the other hand, new brands also offer numerous choices for consumers via similar models and look. This situation describes that the competition in the brand world becomes so fierce and weakens the power of some brands that do not show strong matching value with the consumer value. Moreover, shopping online makes it possible to compare some brands in regard to price, style, model, and appearance.

The regression analysis shows that the only independent variable that does not affect the dependent variable significantly is the ease of purchase, which reflects the convenience of purchasing fashion items both offline and online. This variable may not affect the dependent variable significantly because it has become the hygiene factor that almost all marketplaces offer the convenience to buy, including the easiness to find, choose, and buy the items as well as the payment method and delivery. It means that ease of purchase is not only offered by fast fashion exclusively, but also by slow fashion, and other products (eg: Karthik and Muthupandi, 2017; Soares et al., 2022).

The fact that students are most of the respondents to this research clearly explains the logic of the findings. Since the students still depend on funding from their parents, they have a limited budget including buying clothes, so price becomes the most important factor for them. On the other hand, students, as young people, want to express themselves by wearing stylish fashion from popular brands. This situation strengthens the findings that style and brand are the other important factors to consider in buying fast fashion. Furthermore, social media is the apparent tool for them to get information about the fast fashion that they want to buy.

4. CONCLUSION

This study contributes to the fashion industry in the context of emerging countries during pandemics. The significant factors that influence the preference for fast fashion compared with slow fashion during the pandemic era include price, style, social media, and brand, while ease to purchase shows an insignificant influence. Among those factors, price is the foremost factor that influences consumer preference toward fast fashion. Entrepreneurs in fast fashion can produce products at affordable prices and benefit from internet-based technology to show matching styles and models during the pandemic era.

Fashion businesses can maximize the features on social media to decode the right message to the right target market. They can also endorse their product using social media influencers and public figure services that are credible and suitable to their target audience in order to increase brand awareness since many people follow them and interact with their posts daily.

There is still a space in which to explore other aspects of fast and slow fashion, such as the way to increase the credibility of a fast-fashion brand and improve its weaknesses in order to make the fashion industry more compliant with current and future challenges, such as considering triple-bottom-line concept with a more holistic approach. On the other side, the studies of slow fashion could also be explored to increase its popularity regarding the embedded positive perception in the consumer's mind and heart.

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