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RESEARCH ARTICLE

Fast fashion: Consumptive behavior in fashion industry Generation Z in Yogyakarta

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Abstract: The fashion emergence is a trend that is closely related to generation Z. The easy access to social media is one of the most effective diffusion modes of fashion trends. In addition, there are marketing techniques used by business actors to spread products by involving figures that are loved by generation Z, such as politicians, celebrities, artists, and other public figures. These figures involvement is able to attract the followers to follow the trend. The reason is that following trends can show one's identity and increase self-confidence, it cannot be avoided by looking at the ways of fashion fans in Generation Z. Fashion trends that continue to roll quickly make them have consumptive behavior. This behavior must be taken seriously considering the waste impact generated from production can be a big problem for the environment.
Keywords: Fast fashion, Consumptive behavior, Generation Z

Abstrak*: Kemunculan fashion merupakan tren yang sangat erat kaitannya dengan generasi Z. Kemudahan akses media sosial menjadi salah satu cara penyebaran tren fashion yang paling efektif. Selain itu, terdapat teknik pemasaran yang digunakan oleh pelaku usaha untuk menyebarkan produk dengan melibatkan figur-figur yang digandrungi oleh generasi Z, seperti politisi, selebgram, artis, dan publik figur lainnya. Keterlibatan figur-figur tersebut mampu menarik para pengikutnya untuk mengikuti tren. Alasannya, mengikuti tren dapat menunjukkan jati diri dan meningkatkan rasa percaya diri, tidak dapat dihindari dengan melihat cara-cara penggemar fashion pada Generasi Z. Tren fesyen yang terus bergulir dengan cepat membuat mereka memiliki perilaku konsumtif. Perilaku ini harus disikapi dengan serius mengingat dampak limbah yang dihasilkan dari produksi dapat menjadi masalah besar bagi lingkungan.*
Kata kunci*: Fast fashion, Perilaku konsumtif, Generasi Z*

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1. Introduction

Nowadays, Generation Z has a significant role in society viability, where they are now at aged of 12-27 years. Their activities are inseparable from technology and social media. Social media is very attached to this generation's life as a forum for exchanging information. It can be seen that social media presence is also used as a place to show their identity, such as through fashion. Where in clothing which is part of a need, now its function is increasingly developing into a desire (need), like the style on clothes or fashion that are starting to have more and more variations. The diverse styles of clothing make the enthusiasts have the desire to continue follow the fashion movements (fashion trends) which are relatively fast. There are other reasons that support Generation Z's addiction to follow fashion trends.

Fashion is not only about clothing, however it is also the role and meaning of clothing in social action or it can also be said that fashion can be metaphorized as a social skin (Lestari, 2014) while in it carrying messages and lifestyles of a particular community which is also a part of social life. Self-appearance in fact experiences aestheticization, "the everyday life aestheticization", (Hendariningrum & Susilo, 2008) even the body/self in fact experiences body aestheticization and everyday life becomes a project, the sowing seeds of a lifestyle. "You are stylish, therefore you are exist!" The way people dress is closely related to how they value themselves and others (Arsita & Vicky, 2021). Clothing is also a social status symbol, how someone in a social class spends their time and money. The trend in fast fashion industry is the planned obsolescence strategy which is applied to influence consumer perceptions to buy fast fashion products. Marketed trends do not last long, in less than a month products with the latest trends will be marketed offline and online. This matter triggers consumers to upgrade their clothing to the newer model (Annual 2021). The goal of fast fashion business strategy is to shorten the time from the production process to consumption, so as to provide benefits for consumers, namely the latest fashion styles availability at the lowest possible prices (Joung, 2014).

Generation Z consumptive behavior towards fashion in Yogyakarta is now a sign that fast fashion has various implications that need attention. Stance is the first determinant of intention; the better a person's stance towards behavior, the stronger the individual's intention to carry out the behavior in question (Ajzen, 1991). Generation Z interest in a brand or commonly called brand nationality is one of the factors. Brand nationality, namely the nation branding which is reflected through its image, values and identity so that consumers build positive perceptions of the country (Sataøen, 2019). Brand schematicity is a representation of consumers who tend to process information according to brand schematics, such as people categorized in race or gender schemes (Grewal, 2012). Since this mater needs to be disclosed intensively, there are three problem formulations as follows; (1) Why is fast fashion trend happening among Generation Z in Yogyakarta? (2) Why is fast fashion trend easily accepted by Generation Z in Yogyakarta? (3) What is the consumptive impact of fast fashion trend in Yogyakarta? Regarding to these matters, the study of consumptive behavior of Generation Z towards the fashion world has a strong factor in the fanaticism of its fans. The factors that underlie this are ongoing and their existence is becoming stronger in every generation. Perceptions are formed that encourage the rise of fast fashion to continue.

2. Literature review

2.1. Fast fashion

According to research conducted by (Nadia & Suhartini, 2020) entitled The Impact of Fast Fashion and the Role of Designers in Creating Sustainable Fashion, using a

qualitative approach literature study method and obtaining the following results 1) Fast fashion industry is a contributor to textile waste that ends up in landfills, while synthetic materials cannot be decomposed. In addition, fast fashion is responsible for nearly 10% of gas emissions that result in global warming. 2) the role of designers in creating sustainable fashion is very beneficial in helping save planet earth. Furthermore, the findings from (Minanda et al., 2018) entitled Online Shopping Consumptive Behavior among Students of Faculty of Social and Political Sciences, University of Halu Oleo Kendari, used a mix-method and obtained the following results 1) Consumptive Behavior of online shopping for students of Faculty of Social and Political Sciences are reflected in behavior that shows spending to maintain one's appearance, shopping for discounts, shopping to follow fashion trends, and shopping influenced by advertisements. 2) The factors that encourage the students consumptive online shopping behavior of Faculty of Social and Political Sciences are a) in (Motivation, Perception) b) ex (community habits, friendship groups).

2.2. Consumptive

Based on research from (Musanna & Hismendari, 2016) entitled Analysis of Student Consumptive Behavior Impact on Online Shopping (Case Study of Student Shopping Using Social Media at the Faculty of Economics and Business, University of Syiah Kuala), using a case study method with a quantitative approach and obtaining the results that many conveniences offered by online shopping make them interested in conducting online shopping again so that online shopping is carried out continuously and sustainably. Respondents stated that the environment and association influenced them to shop online. Furthermore, based on research from (Padli et al., 2018) entitled Consumptive Behavior of Online Shopping for Students of IAIN Palangka Raya, using qualitative methods and obtaining the result that the form of student consumptive behavior dominates to fulfill fashion needs, this is indicated by the presence of students who are still in teenagers stage are fond of searching for self-identity through online shopping and later desire to satisfy themselves and follow trends in order to be accepted in their social group. Later, in addition to that the factors behind it are internal factors, there is a desire or encouragement from within and external factors are the influence of the social environment and technological advances.

2.3. Generation Z

According to research conducted by (Rastati, 2018) entitled "Media Literacy for digital natives: The perspective of generation Z in Jakarta" using a qualitative descriptive method with observation and in-depth interviews found that generation Z born between 1995-2010 had involvement very intimate on social media. They are born with easy access to technology and participate in growing together with technological developments. Therefore, it is not surprise if life in the real world and the virtual world in this generation has a very thin barrier. The activities carried out by generation Z on social media such as viralizing other people who have good and bad impacts require education that actions on social media are more controlled in an effort to suppress negative impacts. The steps that can be used to educate social media usage involve various parties for campaigning.

Supported by research conducted by (Christiani & Ikasari, 2020) entitled "Generation Z and Maintaining Inter-Generation Relations in a Javanese Cultural Perspective" using a qualitative descriptive research method with a phenomenological approach with result that generation Z has its own way of communicating which is different from previous generation. Generation Z's attachment to social media, this generation is very easily influenced by global society so that cross-cultural tolerance is seen as quite high. In this research, the focus is on how communication in Generation Z builds relationships with

previous generations. This is closely related to this research in looking at the interaction and culture influence which is later adopted by generation Z.

3. Method

This study was conducted at a time when fashion styles popularity was very much loved by various types of fashion gandre by generation Z in Yogyakarta. Clothing boutiques that emerge a lot to meet fashion needs in Yogyakarta indicates the consumptive nature of the fashion industry. Due to this matter, the phenomenon of Fast Fashion-consumptive behavior in fashion industry in generation Z in Yogyakarta is appointed as research focus based on the following reviews; 1) Consumptive behavior towards fast fashion in generation Z in Yogyakarta is the main focus that has not been studied exploratively from previous studies 2) Consumptive behavior towards the fashion industry needs to be understood contextually and analyzed in depth in order to identify the factors and impacts that occur. For this reason, the topic of consumptive behavior in the fashion industry in Generation Z in Yogyakarta is interesting for further study.

This study uses qualitative data types with data sources namely primary data sources and secondary data sources. At this stage, data was collected by means of interviews involving Generation Z in Yogyakarta as well as data collection from other sources as secondary data. This type of qualitative data is data obtained in the form of descriptions from opinions, statements, ideas, thoughts and feelings of informants who have been selected and considered relevant to the topic of issues regarding Fast Fashion: Consumptive Behavior in Fashion Industry in Generation Z in Yogyakarta. As for the acquisition of secondary data to complement the data obtained through literature review, namely books, journals, related and relevant documents.

Research data collection was carried out using interview techniques with predetermined informants. The informant population in this study is generation Z in Yogyakarta who have an interest in fashion world. In addition, literature review techniques are used to enrich and strengthen the primary data found in the field. Therefore. we need relevant reading materials related to the topic of study as secondary data. It can be sourced from books, journals, and documents. By collecting these data, it becomes the capital for the analysis stage. At this stage, the data interpretation stage is carried out from ideas obtained from field notes which are also reviewed with literature reviews and theories that support topics and patterns in research (Fernando et al.,2023). There are three stages that carried out: 1) Reducing data; 2) display data; and 3) verify data. These three stages are considered appropriate to obtain data interpretation results obtained in connection to Consumptive Behavior in Fashion Industry in Generation Z in Yogyakarta.

Table 1. Demographics of research informants

No	Name	Age (Years)	Domicile	Occupation
1	A	20	Sleman	University student
2	B	18	Sleman	University student
3	C	20	Bantul	University student
4	D	22	City of Yogyakarta	University student
5	E	23	City of Yogyakarta	Univ. student & *Freelancer*
7	G	27	Sleman	Univ. student & *Freelancer*
8	H	24	City of Yogyakarta	University student
9	I	26	Sleman	Univ. student & *Freelancer*
10	J	19	Sleman	University student
11	K	19	City of Yogyakarta	University student

4. Result

The results of the study show that there are three findings related to Fast Fashion phenomenon: Consumptive Behavior in Fashion Industry for Generation Z in Yogyakarta. The three findings are: (1) The fast trend of fashion in generation Z (2) There is acceptance of fashion trends as an identity (3) A lot of boutiques and fashion stores emergence. In the following, each finding will be described in detail.

4.1. Fast fashion trend in Generation Z

Fashion industry always innovates in upgrading fashion and style (Ayuningtyas & Wahyuni, 2022). This method is a form of expressing creative ideas for fashion designers which later become products that can be seen and enjoyed by fans. Later, it will become a fashion trend. This fashion trend also moves quite fast, every time the trend changes with a new trend as if there is no pause. This trend will be followed by fashion fans. At this time, generation Z has a very wide space for expression, since they are now at the age of 12-27 years. Therefore, we can observe that generation Z has made a major contribution to current fashion trend movement.

The following are interview quotations related to fashion trends that occur in Generation Z.

> “So far I have followed trends that I think suit my clothing style. Sometimes I see on Instagram that there are accounts that have ame taste in clothes as me, who are interested in buying a set. Especially if the clothes then become new, suddenly many people are wearing clothes that are similar in style and look up to date.” (A)

> “I usually go with the trend because of my friends, many friends are busy using a certain type of style, I think it’s really good or try it first with a friend, then feel it suits me not long after buying it. Sometimes it's also public figures influence that I like, because they use them and I think they’re good, so I want to follow along.” (B)

> “Usually I am interested in following trends because of social media. There are other people who wear fashionable clothes that are currently viral and then look cool, so they are even more tempted to buy. Especially if there’s a new fashion trend from influencers, artists or celebrities that I like to wear, I want to check it out at Shopee immediately.” (C)

> “I get bored easily when I wear the same clothes. Then feel like none of the clothes fit to go out with friends or attend an event. So I follow fashion trends, one of which is because I feel it suits the moment and is not outdated.” (D)

The results of quotations from interviews conducted with several informants. Based on the results of the interviews, there are interrelated responses related to fast fashion trends.

4.2. Trend fashion acceptance as identity

The existence of fashion trends in the current era is very much welcomed by fashion fans among generation Z (Syarafa, 2020), not infrequently fashion is very interesting to become an endless discussion among teenagers, particularly generation Z. As for the response of generation Z to the successive fashion trends change we can see one of them by looking at the clothing style they wear. Besides that, there are other reasons that also support how to follow fashion trends.

The following is an interview quotations regarding fashion trends acceptance among Generation Z.

> "I'm interested in following fashion trends, usually taking photos or making videos, then uploading them on Instagram or TikTok. Because I like this trend, so I follow it and for me it's a pleasure to have lots of likes. Moreover, our style becomes an inspiration." (C)

> "Following fashion trends is usually because I like it. First I saw the fashion trend of clothing. I myself like the mamba so when it goes viral, I interested in following it. Outside of that style, I usually lack confidence because it's not my character." (A)

> "I really like mix and match clothes. Usually I also diligently upload on Instagram or TikTok and then some people also respond with likes or comments, I feel happy when the comments ask where to buy the clothes, or praise and other positive responses. Followers also know that my taste in clothing has a characteristic." (E)

> "I really like fashion trends for me who are fashion lovers. Moreover, the fashion trend is in line with my character. If you wear a new outfit, your confidence will increase." (G)

> "Usually, I follow fashion trends that are currently viral from a certain brand, then upload them on social media, without forgetting to tag the brand's Instagram account. If it's re-posted by the brand account, it feels really good. It means my style is good." (I)

The quotations above show how fashion trends are considered positive by fashion fans among generation Z. They consider the fashion trends they follow to give satisfaction and show their identity. In addition, Generation Z also considers fashion trends as a place to express their identity on social media. It can also show the social layers of their followers. This is evidenced by how Generation Z chooses the fashion trends they follow. As the interview quotations as follows.

> "If I follow the trend, it depends on the type of style and product. For example, there is a celebrity who posts mix and match and is interested in seeing the brand first because Uniqlo or H&M their material is soft and comfortable to wear. I usually buy it, especially when I come directly to the store, I can check the type of fabric directly." (B)

> "Mostly I buy clothes or accessories that are trending more considering the quality. Usually there is a price in a way, sometimes if you want to buy a best seller item at Shopee, thousands of times think twice. Because I'm embarrassed to meet people in public areas, the outfit is the same." (F)

> "My type is following a certain brand. Usually on Instagram there are celebrities who become brand ambassadors for certain clothes. I follow that person, for example the trend of mountain clothes and the celebrity who is the model, I am very interested in following." (J)

The information above illustrates how fashion trends are responded to by fashion fans in Generation Z in Yogyakarta.

4.3. A lot of boutiques and fashion stores emergence

The fashion industry development can be seen from a lot of boutiques, fashion stores and clothing outlets emergence (Iddo Driantami & Prasetyo, 2022), as is the case in the city of Yogyakarta. Not only local brands, foreign brands are also competing to open fashion outlets. Certainly, the opening of these outlets has reasons, one of which is to make it easier for customers to shop directly at the nearest outlet. The number of fashion outlets

that have opened reminds us that there are many enthusiasts in the fashion industry. Each fashion outlet has characteristics that describe the identity of the products being sold. So that outlets have their respective devotees according to needs, the type of style offered, quality, and other reasons.

These fashion outlets continue to innovate to expand their business. We can see how fashion brands do marketing to attract old and new customers. Recently, several marketing techniques have been considered very successful in attracting generation Z, namely (1) Using social media and e-commerce (2) Providing discounts at certain moments (3) Involving idol figures or public figures as brand ambassadors or endorsements (4) Quiz or Give Away. The following are quotations from related interviews:

> "When there is a special discount, I usually use it for shopping because the discount is massive, quite usually I only buy 1 shirt. If there is a discount, I can buy 2 or more, moreover I get merchandise." (H)

> "If we follow the IG brand that I like, they usually hold discounts or buy defects. Sometimes if the defect is only a little flaw, it's almost invisible, but the price discount can be up to half the original price." (B)

> "Because I follow a celebrity that I admire, usually she receives clothing endorsements and when I wear them I think it's good. So there is an interest in buying, besides that sometimes there are shopping discount vouchers, that makes me even more interested in buying." (E)

The interview results description above shows how the strategies used by sellers to attract customers. The existence of fashion stores emergence in Yogyakarta is one of the factors to meet customer needs in maintaining appearance. This has certainly been seen as a very profitable opportunity for business actors. Also able to absorb labor, particularly in Yogyakarta. However, there is an impact that needs to be considered, namely textile waste generated from consumptive behavior in the fashion industry.

5. Discussion

From the results presentation above, we can see that fashion is a necessity to support their appearance. Generation Z is very familiar with communication technology and is inseparable from social media almost every day. Based on the interviews, it shows how generation Z follows fashion trends that are spread through social media such as Instagram or Tiktok. According to them, social media has an important role in spreading fashion trends or obtaining information related to fashion trends. They feel very helped by the existence of fashion trends to see fashion developments and find inspiration for dress styles. If you look at research conducted by (Enrico et al., 2021) it is stated that the millennial generation is a user of information technology and gadgets, particularly in the youngest age group, therefore social media usage such as Instagram, Twitter and YouTube will be very well targeted to increase brand awareness.

Fashion trends that spread on social media make their shopping desires higher (Anggraeni & Patrikha, 2021), supported by marketing techniques that utilize social media and public figures which are considered capable of spreading the value of fashion products so that they become trends. Implicitly, Generation Z is easily influenced by fashion styles promoted by public figures they admire or influences from their closest friends. They think that wearing trendy clothes or styles that are hype can increase their self-confidence. There is a sense of satisfaction when the clothes they wear are able to attract attention and many positive responses from their appearance.

The responses given by the informants regarding fashion trends show how Generation Z follows these trends. This shows that generation Z accepts the existence of these fashion trends and considers that the presence of fashion trends is one of the places that can be creative on social media (Farhani & Kurniadi, 2022). They are competing to show the best style (Wahyuni & Nugraha, 2022). The different assessments are used as a standard for a style value in every fashion fan. As for judging based on brand, price, mode, and quality. In the statements explained by the informants regarding fashion trends, there are consumptive behavior indications, as is the case with findings from (Santiana et al., 2022). Fashion needs in Yogyakarta are quite popular as evidenced by the number of clothing manufacturers that are growing rapidly. It is necessary to pay serious attention to the impact of fashion trends that are fast and always followed, particularly related to environmental pollution resulting from textile waste. Where the problem of waste and garbage still does not have an effective solution to solve.

Based on results of the information obtained during the interviews and results of previous findings, the responses obtained had continuity from one informant to another. Meanwhile, several striking explanations were found, such as (1) Do not want to be outdated. (2) Get positive attention. (3) Specialization based on brand. (4) Confidence. Based on these explanations, there are implicit meanings contained in them. The first meaning is that fashion becomes an identity, where generation Z convey their character through the style they wear. Second, fashion as a self-existence, generation Z considers that by using the latest fashion it becomes a point of view and is recognized for its existence on social media or in the real world. This is very relevant when viewed based on how generation Z displays characteristics in each style that tend to want to invite the attention or attention of others. By obtaining a positive response such as flattery, for them it is a sufficient payment for the style they use.

Third, fashion is able to show social layers, in wearing clothes, generation Z chooses fashion products, certainly, for one reason, one of which is fashion brands. Fashion brands certainly vary from domestic to foreign products, from cheap to fantastic prices. Each fashion brand has its own enthusiasts. By wearing the fashion brand they follow, they feel more confident and have a sense of satisfaction. Fourth, fashion can describe a group or know the characteristics of a community. The fast movement of fashion trends triggers fashion fans to continue to follow the trend. Generation Z behavior, which views fashion as closely related to them, has led to quite high consumption levels, particularly in Yogyakarta. Generation Z consumptive behavior towards the fashion industry requires self-control considering that in this country environmental issues, especially waste, are still unresolved.

6. Conclusion

Based on the various descriptions above, it can be concluded that generation Z has an important role in society. With easy access to the internet, they become influential actors in spreading fashion trends. The fashion they wear shows various symbols which are implicitly a way of communicating among themselves. In this study, it was also found that fashion and following fashion trends can shape social class status and build image. This research can be used as a reference for relevant studies. As well as being one way to solve social behavior that exists in society. In this study has limitations in data collection. Where is the limited time in conducting research and compiling data so that in extracting data more in-depth research is needed with a more adequate timeframe in order to obtain more diverse data variations with more up-to-date results.

Author Contribution Statement

Contributions of the authors in this article: Tika Widari contribute to collecting data dan drafters. Aliffiati contribute as an interpreters. Muhammad Indra contribute as critically revising the article. All authors agree to take responsibility for all aspects of this work.

Disclosure of Interests

No conflict of interest to declare

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