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# THE INFLUENCE OF ATTITUDES, SUBJECTIVE NORMS, AND BEHAVIOURAL CONTROL ON THE BUYING INTEREST OF UNY MALE STUDENTS IN FAST FASHION PRODUCTS

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**Abstract**

The development of the fashion industry in Indonesia background this research. The purchase of fast fashion products at affordable prices has become common in modern society, one of which is students as part of self-essentialization efforts, thus making behaviour consumptive. This study aims to test the influence of attitudes, subjective norms and behavioural control on the buying interest of UNY male students in fast fashion products. Data collection techniques using online questionnaires. The sample selection technique used stratified random sampling and obtained 30 respondents of UNY male students from various faculties. Data analysis techniques use multiple regression analysis using SPSS. The results of this study show that the attitude variable significantly influences the buying interest of UNY male students in fast fashion products ($\beta = 0.438$, $p < 0.05$). The subjective norm variable significantly influences the buying interest of UNY male students in fast fashion products ($\beta = 0.373$, $p < 0.05$). As well as behavioural control variables significantly affect the buying interest of UNY male students in fast fashion products ($\beta = 0.461$, $p < 0.05$). And the variables Attitude, Subjective norm, and Perceived Behaviour Control jointly significantly influenced the buying interest of UNY male students in fast fashion products ($R^2 = 0.368$, F-hit = 6,024, $p < 0.05$). This research provides benefits to increase understanding of fast fashion products.

Keywords: attitudes, subjective norms, behavioural control, buying interest, fast fashion

## 1. INTRODUCTION

Containing Students are a potential market for producers because of high consumption patterns, and are usually easily persuaded by advertising seduction, like to follow fashion trends. They want to show that they follow the current circulating fashion so that fashion becomes an inseparable part of everyday looks and styles in the global era. This fashion industry then affects increasing the tendency of student consumption patterns, ultimately forming consumptive consumer behaviour towards fashion products. This trend is an excellent opportunity for fashion business people because fashion products are not just body coverings but become beauty enhancers and can make up for the shortcomings of the wearer. Besides that, fashion is also a communication tool to convey personal identity.

Fashion is not only about fashion and jewellery accessories such as necklaces and bracelets; other functional objects combined with sophisticated and unique design elements become tools to show and boost appearance. Fast fashion provides the latest fashion quickly and at affordable prices, which causes higher consumption behaviour of students, including UNY students. Therefore, many manufacturers are increasing their production to meet these market segments due to the increasing demand for fashion products, indirectly affecting the production chain and the lengthy processes that must be carried out. The more mass the production of such clothing, the more natural resources and labour are needed.

## 2. LITERATURE REVIEW

Everyone has unique behaviour. Peach et al. (2006) and Wellington et al. (2006) states that the Theory of Planned Behaviour is a behavioural theory that can identify a person's belief in control of something that will happen from the results of behaviour, thus distinguishing between the behaviour of a person who wants and who does not want to.

Ajzen (2002) posits that the Theory of Planned Behaviour has emerged as one of the most influential frameworks and concepts popular in research on humanity. According to this theory, human behaviour is guided by 3 types of considerations:

a. Beliefs regarding the possible consequences or other responses of behaviour (behavioural beliefs).
b. Beliefs regarding normative expectations of others and motivations for agreeing to expectations – expectations that are held based on normative beliefs.
c. Belief in the presence of factors that may be further transverse than behaviour (control trust).

### Attitude

According to Ajzen (2005), an attitude is a disposition for a positive or negative response to objects, people, institutions or events. According to Kotler (2009), an attitude is an evaluation, emotional feeling, and a tendency to beneficial or unfavourable and enduring actions of a person towards an object or idea.

### Subjective Norms

According to Kreitner and Kinicki (2010), subjective norms are social factors that indicate the perceived pressure to perform or not perform behaviours, a component of subjective norms. According to Fishbein and Azjen (2005), subjective norms generally has the following two components:

1. Normative beliefs.

Perceptions or beliefs about other people's expectations of themselves become a reference for displaying behaviour. Beliefs related to the opinions of other figures or people that are important and influential to the individual or role model figure, whether or not the subject should perform a certain behaviour.

2. Motivation to comply.

Individual motivation to meet those expectations. Subjective norms can be seen as the dynamic between the impulses that individuals perceive from those around them and the motivation to obey in doing or not doing these behaviours.

### Behaviour Control

Behaviour control includes two components. The first component reflects the availability of the necessary sources to realize the behaviour, such as access to money, time, etc. The second component reflects the respondent's belief in his ability to do things (Taylor & Todd,1995). According to Ajzen (1991), perceived behavioural control is the control of beliefs, including the perception of individuals showing ease or difficulty performing behaviours. Behavioural control as a person's perception of the ability to control their behaviour. The magnitude of the control ability is judged based on a person's ability for their behaviour. Consumers have the control to engage in a behaviour and have the control to prevent from performing a behaviour (Bonne et al., 2007).

### Buying Interest

Willingness to buy is part of the behavioural component in the attitude to consuming. Consumer buying interest is the stage where consumers choose among several brands that are members of the device of choice. Ultimately purchase an alternative that they like the most or the process consumers go through to buy a good or service based on various considerations (Pramono, 2012 p. 136). The definition of buying interest is, according to Kotler and Keller (2009:15), "Buying interest is a behaviour that arises as a response to an object that indicates the consumer's desire to make a purchase". A consumer does not by himself have a decision in the purchase of goods or services. First, consumers

seek information from the closest or trusted person to help them make decisions. According to Ferdinand (2006), Buying interest can be identified through the following indicators:

a. Transactional interest: A person's propensity to buy products
b. Referenced interest: A person's tendency to recommend products to others.
c. Preferential Interest: an interest that describes the behaviour of a person with a primary reference to the product. This preference can only be replaced if something happens with the product of its reference.
d. Exploratory interest: An interest that describes the behaviour of a person who is always looking for information about the product he is interested in and looking for information to support the favourable properties of the product.

**Student**

According to Santoso (2012), a student is a person who studies in a college, whether a university, institute or academy. Being registered as a student at a college or university is only an administrative requirement to be a student, but being a student contains a broader understanding than just an administrative matter itself. Etymologically, students consist of two words, namely "maha" and "student". Maha means very and big, while a student means student or learner. Students are also regarded as intellectuals or scholars by society.

**Fast Fashion**

Fast Fashion is a term used by the textile industry that has a variety of fashion models that alternate one after another in a short time and use raw materials of poor quality, so they are not durable. The fast fashion industry often pays little attention to the adverse impacts on the environment and sacrifices the safety of its workers. Most fast fashion industries are in Asia and developing countries, such as Bangladesh, India, and even Indonesia.

**Research Framework**

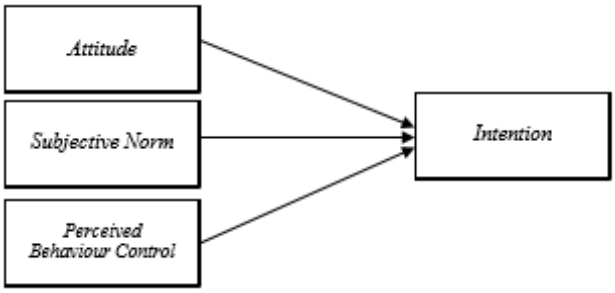


Figure 1. Research Framework

Hypothesis

H1: Attitude has a positive and significant effect on buying interest
H2: Subjective Norms has a positive and significant effect on buying interest
H3: Behavioural Control has a positive and significant effect on buying interest

## 3. METHOD

This research is a type of quantitative research. The population in this study were male students of Yogyakarta State University from various faculties who used fast fashion products. The sample selection technique using purposive sampling produced 30 respondents or samples. The data used are primary data. Data collection techniques use questionnaires that are distributed online. Data analysis techniques use multiple linear regression with SPSS through descriptive analysis tests, KMO tests, validity tests, reliability tests and hypothesis tests, including R2 tests, t-tests and F tests.

To measure respondents' answers, the questionnaire was prepared with scalable answer choices from a scale of 1 to 4, which had four answer choices, namely SS (Strongly Agree), S (Agree), TS (Disagree), and STS (Strongly Disagree). If the student answers in the SS column is given a score of 4,

the S column is given a score of 3, the TS column is given a score of 2, and the STS column is given a score of 1. The higher the score obtained by the respondent means the higher the consumption behaviour, and vice versa, the lower the score obtained by the respondent means the lower the consumption behaviour.

Table 1. Categorization Table

| Kategori | Interval |
|---|---|
| Low | 1.00 – 1.75 |
| Low enough | >1.75 – 2.50 |
| High enough | >2.50 – 3.25 |
| High | >3.25 – 4.00 |

(Paul et al., 2013:21)

The research data were qualified in four categories according to the questionnaire answer scale. The width of the categorization interval is calculated based on the normal distribution: interval = (4-1)/4 =0.75 (Willard, 2020:42). Four categorizations were used: 1) Low for average answer score 1 – 1.75, 2) Low Enough for average answer score >1.75 – 2.5, 3) High Enough for average answer score >2.5 – 3.25, and 4) High for average answer score >3.25 – 4.

## 4. RESULTS AND DISCUSSION

### KMO and Bartlet

The ability of the instrument's measuring function is evaluated with a statistical tool of factor analysis. The test results obtained a Kaiser Meyer Olkin (KMO) coefficient of more than 0.5, verifying the need for the number of samples required for factor analysis to be met; Obtaining the Bartlett coefficient with $p < 0.05$, interpreting the meaningfulness of the resulting data reduction (Backhaus, 2021: 391; Denis, 2021: 475).

Table 2. KMO and Bartlet Results

| Parameters | Result | P | Recommended |
|---|---|---|---|
| Kaiser-Meyer-Olkin (KMO) | 0.570 | | Hasil > 0.5 |
| Bartlett's Test of Sphericity | 724.257 | 0.017 | P < 0.05 |

### Validity

The reduction resulted in four questions grouping the first group of question-members prepared to measure the intent variable; The second group consisted of questions prepared to measure attitude variables; the third group consists of questions prepared to measure subjective norm variables; The fourth group consisted of questions prepared to measure perceived behaviour control variables (table 2). The four groups are variables that the instrument can explain.

The factoring charge on the intention variable is 0.776 – 0.907. A gain of more than 0.4 indicates that all questions that measure the intention variable are valid (Hair. Et al., 2019: 173). The factoring charge on the other three variables is shown in table 3 below, all over 0.5, indicating all queries are valid.

Table 3. Factor Analysis Reduction Results

| Group | Number Question | | Factor Payload |
|---|---|---|---|
| | Plan | Test Result | |
| Intention | 19, 20, 21, 22, 23, 24 | 19, 20, 21, 22, 23, 24 | 0.776 – 0.907 |
| Attidude | 1, 2, 3, 4, 5, 6 | 1, 2, 3, 4, 5, 6 | 0.626 – 0.867 |
| Subjective Norm | 7, 8, 9, 10, 11, 12 | 7, 8, 9, 10, 11, 12 | 0.503 – 0.867 |
| Perceived Behaviour Control | 13, 14, 15, 16, 17, 18 | 13, 14, 15, 16, 17, 18 | 0.765 – 0.894 |

**Reliability**

The instrument reliability test (questionnaire) results of the intention variable obtained a Cronbach's Alpha coefficient of 0.951, a gain of more than 0.7, indicating reliability (Hair. Et al., 2019: 122). Tests on three other variables found Cronbach's Alpha coefficient to be more than 0.7 or more reliable (table 4).

Table 4. Reliability Test Results

| No. | Variable | Cronbach's Alpha | Information |
|---|---|---|---|
| 1 | Intention | 0.951 | Reliable |
| 2 | Attitude | 0.918 | Reliable |
| 3 | Subjective Norm | 0.896 | Reliable |
| 4 | Perceived Behaviour Control | 0.876 | Reliable |

**Normality**

Parametric (regression) statistics assume normally distributed data. Testing the form of data distribution obtained a Kolmogorov-Smirnov coefficient of 0.131 ($p > 0.05$), verifying customarily distributed data. The results of testing against other variable data are shown in table 5 below. All three are normally distributed.

Table 5. Distribution Form Test Results

| No | Variable | Coefficient K-S | P |
|---|---|---|---|
| 1 | Attitude | 0.131 | 0.134 |
| 2 | Subjective Norm | 0.138 | 0.088 |
| 3 | Perceived Behaviour Control | 0.142 | 0.072 |
| 4 | Intention | 0.147 | 0.053 |

**Linearity**

First-order regression assumes independent and dependent variables bivariate linearly patterned. Testing this assumption by testing F between the attitude variable and intention gets the coefficient F= 1.067 ($p > 0.05$), indicating that both are linearly patterned. Bivariate testing of others obtains a coefficient with $p > 0.05$, describing all independent pairs with linearly patterned dependencies.

Table 6. Linearity Test Results

| No | Variable | Coefficient F | P |
|---|---|---|---|
| 1 | Attitude – Intention | 1.067 | 0.428 |
| 2 | Subjective Norm – Intention | 0.643 | 0.783 |
| 3 | Perceived Behaviour Control – Intention | 1.256 | 0.310 |

**Multicollinears**

Independent variables in the double regression function are assumed to be strongly interconnected or not multicollinear. The test results obtained a VIF (Variant Inflation Factor) coefficient of less than 10, and a tolerance of more than 0.1, indicating no violation of multicollinear assumptions with other free variables (Hair Jr. et al., 2019, p. 320) (see table 7).

Table 7. Multicollinear Test Results

| | | |
|---|---|---|
| Attitude | 0.999 | 1.001 |
| Subjective Norm | 0.999 | 1.001 |
| Perceived Behaviour Control | 1.000 | 1.000 |

**Results**

**Regression Testing**

The influence of Attitude, Subjective Norm, and Perceived Behaviour variables on Intention was evaluated using multiple regression statistical tools. A summary of the test results is shown in table 8 below.

Table 8. Double Regression Test Results

| Variable | β | t-count | p |
|---|---|---|---|
| Constant | -1.620 | -0.365 | 0.718 |
| X1 – Attitude | 0.438 | 2.534 | 0.017 |
| X2 – Subjective Norm | 0.373 | 2.503 | 0.018 |
| X3 – Perceived Behaviour Control | 0.461 | 2.308 | 0.028 |
| Dual Correlation (R) | 0.607 | | |
| Coefficient of Determination ($R^2$) | 0.368 | | |
| F-count | 6.024 | | 0.002 |

**1. Simultaneous Influence**

The contribution of all independent variables to the dependent is indicated by their coefficient of determination ($R^2$) of 0.368 (table 4.16). Explained that Attitude, Subjective Norm, and Perceived Behaviour contributed 36.8% to changes in intention. His contribution is significant, characterized by a coefficient F-count with $p < 0.05$.

**2. Partial Influence**

The influence of free variables partially explains the contribution of one variable simultaneously as the other variable. The magnitude of the partial contribution can be explained by the coefficient of each variable in the resulting regression equation: Y = -1.620 + 0.438x1 + 0.373x2 + 0.461x3. The resulting t-count explains the significance of each variable.

**a. Influence of Attitude**

The Attitude variable significantly affects intention partially, thit= 2,534, and $p < 0.05$. Having a coefficient of 0.438 in the regression function, interpreting for every change, Attitude can affect the intention by 0.438 units in caters paribus (other variables are considered fixed). A positive coefficient indicates that the direction of influence is unidirectional, meaning that an increase in Attitude can increase intention, and a decrease in Attitude can decrease intention.

**b. Subjective Norm Influence**

The Subjective Norm variable significantly affects intention partially, thit= 2.503, and $p < 0.05$. Having a coefficient of 0.373 in the regression function, interpreting for every single change of Subjective Norm can affect an intention of 0.373 units in various manners. The positive coefficient indicates that the direction of influence is unidirectional.

**c. Influence of Perceived Behaviour Control**

The Perceived Behaviour variable significantly affects partial intention, thit= 2,308, and $p < 0.05$. Having a coefficient of 0.46sdsd1 in the regression function, interpreting for every single change in the Perceived Behaviour determination can affect the intention by 0.461 in a catering various manner. The positive coefficient indicates that the direction of influence is unidirectional.

**Discussion**

**The Effect of Attitude Towards Buying Interest**

The Attitude variable (attitude) has been proven to facilitate the consumption behaviour of fast fashion UNY students. In the pragmatic view, an attitude exists because it is necessary to serve a function. Hence the attitude is determined by individual motives. Consumers who hope that they will need to deal with similar information in the future will be more likely to begin to form attitudes in anticipation of an event (Solomon, 2020, p. 292). Several individuals can have the same attitude towards

an object but for different reasons. As a result, it can be helpful for marketers to know why an attitude is maintained before trying to change it.

The ability of attitudes to influence the consumption behaviour of fast fashion students can at least be explained through four attitude functions.

a. Utilitarian function. It deals with the basic principles of reward and punishment. Consumers (students) develop some attitudes towards the product based solely on whether this product provides pleasure or pain. If fast fashion behaviour is fun, it will encourage a positive attitude.
b. Value expression functions. Attitude expresses the central value or self-concept of the consumer. A person forms an attitude toward products not because of their objective benefits but because of what the product says about them as a person. For example, fast fashion behaviour expresses the present.
c. The defense function of the ego. The attitude formed to protect the person from external threats or internal feelings performs the function of ego defense. For example, deodorant campaigns emphasize the terrible and embarrassing consequences of body odor.
d. The function of knowledge. Some attitudes are formed due to the need for regularity, structure or meaning. This need often arises when someone is in an ambiguous situation or faced with a new product, such as fast fashion.

**The Effect of Subjective Norms on Buying Interest**

As social beings, humans cannot wholly ignore social normative pressures or peer beliefs that they should or should not perform certain behaviours. This causes the student to be unable to be free from subjective norms, his perception of certain behaviours is influenced by the judgment of significant others (e.g. parents, spouses, friends, teachers).

Subjective norms have a consequence on the individual's beliefs about the presence of factors that can facilitate or hinder the performance of behaviour. For example, if fast fashion behaves it becomes more accepted by the environment because it corresponds to the mainstream of fashion. This leads to the perceived control of behaviour, the ease or difficulty with which the individual perceives performing certain behaviours. It is assumed that perceived behavioural control is determined by the total set of accessible control beliefs (Smith, 2020, p. 121).

**The Effect of Behavioural Control on Buying Interest**

Perceived Behaviour Control describes the perception of the difficulty of enacting a behaviour. Conceptually, the control of perceived behaviour is similar to self-efficacy. Both constructions refer to a person's belief that the behaviour is controlled. However, operationally, the perceived behavioural control is often judged by the ease or difficulty of behaviour. For example, although students have a positive attitude towards fast fashion behaviour, they will not behave in fast fashion if they do not have the resources needed. Meanwhile, self-efficacy is operationalized by the individual's belief to be able to carry out behaviour in the face of mitigating circumstances. For example, students have a positive attitude towards fast fashion behaviour and believe it can be realized.

## 5. CONCLUSION

The attitude variable significantly positively influences the buying interest of UNY male students in fast fashion products ($\beta = 0.438$, $p < 0.05$). The Subjective norm variable partially has a significant positive influence on the buying interest of UNY male students in fast fashion products ($\beta = 0.373$, $p < 0.05$). The Perceived Behaviour Control variable partially has a significant positive influence on the buying interest of UNY male students in fast fashion products ($\beta = 0.461$, $p < 0.05$). Attitude Variables, Subjective norms, and Perceived Behaviour Control jointly significantly influence the buying interest of UNY male students in fast fashion products ($R^2 = 0.368$, F-hit = 6,024, $p < 0.05$).

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