

EXPLORING THE RELATIONSHIP OF BRAND
AVOIDANCE IN FAST FASHION PRODUCTS AMONG
GENERATION Z

BY

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LIST OF ABBREVIATIONS

COO	Country of Origin
ESG	Environmental, Social and Governance
GDP	Gross Domestic Product
PwC	PricewaterhouseCoopers
SPSS	Statistical Package for Social Sciences
TPB	Theory of Planned Behaviour
U.S.A.	United States of America
WTO	World Trade Organization

PREFACE

To officiate the completion of undergraduate studies, students of the Bachelor of International Business (HONOURS) in Universiti Tunku Abdul Rahman (UTAR) are required to undergo a research study under the subject named UKEZ3016 Research Project by the Department of Accountancy and Management from October 2023 to May 2024. The topic of this research project is titled “Exploring The Relationship of Brand Avoidance in Fast Fashion Products Among Generation Z”.

Globalisation has played a major role in the expansion of the fashion industry. To satisfy the massive demand for fashionable and affordable clothing, companies reduce their overall cost of production by moving the production overseas. This allows them to have easy access to low cost of raw materials and labour. Therefore, the companies are able to offer trendy clothing at an inexpensive price which contributed to the birth of a new fashion model - fast fashion. Fast fashion is characterised by its swift-changing fashion trends available at an affordable price with low quality. In short, the product life cycle of the products is becoming shorter as the fast fashion retailers are always keeping pace with demand for more and different styles. However, the fast fashion industry has been condemned for its harmful contributions to social and environmental issues such as inhumane labour conditions and increase of carbon dioxide emissions. As time goes by, the downside of fast fashion has become well-known to society. Generation Z being the largest consumers of fast fashion products is said to have exhibited brand avoidance behaviour as they are aware of the downside of fast fashion. Thus, this study aims to explore the relationship of brand avoidance in fast fashion products among Generation Z.

ABSTRACT

The fast fashion industry is a new fashion business model that emerged in recent years due to globalisation. It has been criticised for its harmful contributions to social and environmental issues which has contributed to the emergence of anti-consumption. This study aims to explore the relationship of brand avoidance in fast fashion products among Generation Z. Specifically, it explores a particular form of anti-consumption which is brand avoidance by using the brand avoidance model by Lee et al., (2009). The brand avoidance model consists of 5 dimensions which are experiential avoidance, identity avoidance, moral avoidance, deficit-value avoidance and advertising avoidance. The sample of this study are individuals aged between 18 to 27 years old, otherwise known as the Generation Z because they are considered the largest consumer group of fast fashion products. Data were collected from 350 individuals that are Generation Z and have experience buying from fast fashion brands before such as Zara and H&M through an online survey. IBM SPSS (Statistical Package for Social Sciences) Statistics version 29.0 is used to conduct the statistical analyses. The findings revealed that identity avoidance and advertising avoidance have a relationship in fast fashion products among Generation Z. In simple words, Generation Z avoids a certain brand when it does not fit their personality or personal values and the advertisements were found annoying or untrustable. Overall, this research helps to better clarify the understanding of the brand avoidance behaviour in Generation Z in Malaysia.

Chapter 1: Research Overview

1.1 Research Background

1.1.1 History of Fashion

Fashion is a broad term that encompasses clothing, accessories, trends or styles, and overall aesthetics that are popular within a certain culture or society at a particular time. It refers to the way people dress up and it can be influenced by various factors such as individual taste and cultural norms. Fashion is an integral part of the apparel industry as it shapes the way clothing is designed, produced, marketed and consumed. Apparel generally refers to the tangible clothing items like clothing whereas fashion refers to the creative styles and designs that drives the apparel industry.

The origins of the apparel industry can be traced back to Britain's history, notably the late 17th century, during the Industrial Revolution. The evolution allows the introduction of the ready-made garment when consumer class emerged and the preference for buying ready-made clothing increases (Linden, 2016). In the 19th century, fashion was being valued for its exquisite craftsmanship and exceptional quality, often accompanied by a hefty price tag (Ledezma, 2017). At the time, fashion houses were companies that specialised in designing high-fashion clothing and accessories, catering to the rich and sophisticated members of the upper class. This then led to the emergence of 'haute couture' where each piece of clothing is customized to fit the customers (Ledezma, 2017). Fashion houses created two clothing collections per year (spring/summer and autumn/winter) to showcase in cities like Paris, New York and London.

Throughout the 20th century, changes in the fashion industry have adapted to the shift by introducing ready-to-wear collections that were sold in standardized size and in bulk, making them relatively more affordable (Ledezma, 2017). The rise of globalization has contributed to the increase in clothing stores, catering to lower classes. This period brought about profound changes in the way fashion is consumed, creating more

opportunities for companies to offer stylish and fashionable clothing at a cheaper price (Ledezma, 2017).

1.1.2 The Fashion Industry in Today's World

As the massive demand for fashionable and cheap clothing increases, the fashion industry has been constantly innovating to cater to the needs of the society. Globalization is the biggest contributor to the growth of the fashion industry. This was made possible due to apparel companies being able to move production overseas, allowing them to reduce the overall cost of production (Linden, 2016).

Besides, the growing digitalization in today's world has also contributed to the growth of the fashion industry (Gazzola et al., 2020). Companies have used digital technology to sell their products on digital platforms to a global audience, expanding their reach beyond physical stores. Brands have used multiple strategies to multiply their revenue streams, such as engaging with consumers through social media, personalized online experiences and interactive marketing and advertising strategies.

According to Gazzola et al., (2020), the fashion industry in the 21st century is a global business that has a significant economic impact in every corner of the world. Based on the World Trade Organization (WTO) in their World Trade Statistical Review 2020, it was found that the global fashion industry has reached a sales value of \$791 billion dollars (Sumarliah et al., 2021). Besides, with a global economy worth \$1.3 trillion dollars, the fashion industry employs over 300 million people that contributes significantly to the Gross Domestic Product (GDP) of the globe (Gazzola et al., 2020). The fashion business has grown tremendously in recent years, leading to a dynamic market with a highly competitive environment.

1.1.3 Emergence of Fast Fashion

As mentioned before, due to globalisation and reduction in trade barriers, fashion retailers are able to bring down their overall cost by moving their production to other

parts of the world, especially Asian countries such as China, Bangladesh and Vietnam. This allows them to achieve cost efficiencies by accessing inexpensive raw materials and utilizing lower-cost labour. At the same time, the rise of urbanisation and growing middle class have prompted consumers to seek affordable trendy clothing to meet young consumers' desire to follow the current trend at a fast pace (Taplin, 2014). To fulfil their demand, retailers found new ways to provide much more product variety, cheaper in price and in smaller quantities through their supply chain. This new fashion business model is known as fast fashion.

According to Chaturvedi et al. (2020), **fast fashion** refers to the latest luxury fashion clothing trends that could be bought at an inexpensive price, which changes at a rapid pace, with today's newest styles turning into yesterdays in a blink of an eye. It is identified as a method that constantly puts out new products with low quality by offering low prices (Linden, 2016). To sum up, the product life cycle of clothing is becoming shorter as the fast fashion retailers are always keeping pace with demand for more and different styles (Bick et al., 2018). As Garg (2020) mentioned, the life cycle of fast fashion clothing is only two to four weeks. Today, fast fashion is growing rapidly as ever and it is dominating the fashion industry. To illustrate, about 80 billion pieces of new clothing were bought globally every year, amounting to \$1.2 trillion annually (Bick et al., 2018).

Some of the fast fashion retailers that dominate the fashion industry are Zara, H&M and Shein. In order to be profitable in the industry, these fast fashion retailers beat their competitors by offering 'speed' to their consumers (Bhardwaj & Fairhurst, 2010). They rely on their responsiveness towards offering the latest trends and designs to their consumers. The brand that has the fastest response towards the latest trends and designs will have the upper hand to attract consumers first. Another feature of fast fashion is that they also tend to store stocks in limited quantities which creates a sense that consumers have to buy now as it won't be here tomorrow. Therefore, encourages consumers to take immediate actions to purchase the limited edition fast fashion products and motivate frequent store visits (Taplin, 2014). Additionally, fast fashion

retailers are always keeping an eye on the fashion trends in the market. They are fashion-oriented, which allows them to have a comprehensive understanding of consumers' demand (Taplin, 2014). Besides, they are constantly on the lookout for minimizing the cost for both manufacturing and distribution network and achieving flexibility to satisfy their demands for product diversity.

The emergence of fast fashion has driven the fast fashion industry into constant innovation which has encouraged designers to create an array of styles for consumers. Compared to decades ago where consumers had limited choices, consumers now can shop for new clothes every week (Liu et al., 2021). Other than that, the affordability of fast fashion products allow lower income consumers to purchase and express their personality through the way they dress up. They also can wear styles comparable to those who are better off peers, increasing their self-esteem (Williams, 2022). However, the advantages of fast fashion can only go so far, as their downside outweighs the benefits.

1.1.4 Dark Side of Fast Fashion

Fast fashion has been criticized for its harmful contributions to social and environmental issues. It encourages consumers to get rid of 'the old' and replace it with 'the new', causing massive and ongoing consumption (Davis, 2021). One of the harmful environmental impacts of fast fashion is that the **manufacturing process** produces over 4 gigatons of carbon dioxide and 92 million tonnes of waste per year, contributing to about 35% of microplastic in the ocean and the leading cause of atmospheric pollution (Niinimäki, 2020). In simple words, environmental problems arise like global warming, depletion of ozone layer, increase of carbon dioxide emissions, species endangerment and farmland erosion (Kim et al., 2012). For instance, a pair of jeans requires 400 megajoules of energy, 1500 gallons of water and produces 71 pounds of carbon dioxide during the manufacturing process (Diddi et al., 2019). In Cambodia, it was found that the fashion industry is responsible for 60% of the air pollution and 345 chemical pollution (Liu et al., 2021).

Other than that, most fast fashion clothing is made from **polyester** which is a synthetic textile that undergoes the dyeing process that releases toxic substances, which in turn

pollutes the water system and harms the health of living things (Bick et al., 2018). In addition, the clothing produced is not made to last long. The cheap materials used to produce the clothing are more prone to fall apart after a few times of use, which in turn makes consumers buy new ones and throw out old ones very quickly, this is known as overconsumption (Ledezma, 2017). As a result, increasing waste in landfills and since synthetic materials are not biodegradable, the clothing will remain there for decades (Ledezma, 2017). Hence, textile waste has become a major concern as the fast fashion industry encourages consumers to view clothing as disposable (Bick et al, 2018).

Other than that, the **inhumane labour conditions** and **unethical firm practices** have been one of the heats of the talk. Due to poor political enforcement and organizational management, workers are left to work with hazardous chemicals without adequate safety tools and proper ventilation (Bick et al., 2018). To illustrate, cotton dust and synthetic air particles could result in respiratory hazards and cause health problems in textile factory workers such as lung cancer and skin irritation (Bick et al., 2018). An unfortunate incident in 2013 at the Rana Plaza factory brought awareness to the poor working conditions of the labourers. 1136 Bangladeshi workers were killed when the factory collapsed because of poor safety standards (Yoon et al., 2020). Another incident that occurred in Bangladesh in 2012 also shows the lack of ethical morals where over 100 workers were killed due to being locked inside the factory building with iron bars covering the windows. To survive, the workers had to jump from the air vents to escape the building (Lambert, 2014). This then results in debate and pressure on the industry's weak moral foundation.

Additionally, **child labour abuse** has also been discovered in developing countries such as India and China where firms try to lower their cost as possible, which led to further discrimination against the fast fashion industry. Firms with no ethical morals proceeded to hire children as factory workers although international and domestic labour laws hinder children from working under a certain age or for extended hours (Lambert, 2014). They receive significantly less than the already low minimum wage.

These children face great risks in countries like Bangladesh, India and Pakistan. Since child labour is illegal in most countries, children in the factories have to hide during inspections or worse, they have to work in 'underground' factories (Lambert, 2014).

Due to these environmental and societal injustice, various brands have incorporated sustainability and ethical practices into their business portfolio. Sustainability and ethical practices have been increasingly important in this modern day where consumers are becoming more educated and demand transparency (Gazzola et al., 2020), especially in developed countries like the U.S.A. and Europe. Hence, many fast fashion brands have put in the effort to attract consumers' attention with sustainable strategies in all stages, from production to marketing. Take an example, H&M introduced the Conscious Collection which uses organic materials for their products (Gazzola et al., 2020). Also, they are running a campaign where they encourage consumers to donate their unwanted clothing in return for vouchers. Besides, in response to public and consumer concern towards fair working conditions and labour wages, C&A, an European brand has joined the Accord and the Alliance for Bangladesh Worker Safety (Gazzola et al., 2020).

1.1.5 Who Consumes Fast Fashion Products?

Fast fashion is generally popular amongst younger and middle generations, which are Generation Y and Generation Z. Generation Y or Millennials, refers to individuals born between 1980 and 1995, who are aged between 28 years old to 43 years old (Niemi & Nerac, 2021); Generation Z consists of individuals born between 1996 and 2005, who are aged between 18 to 27 years old (Djafarova & Bowes, 2020). Generation Y and Generation Z are groups that are widely targeted by many fast fashion brands. Based on Gazzola et al., (2020), 30% of the total purchase of fast fashion is by these generations.

Generation X are individuals born between the year 1961 and 1979, who are aged between 44 years old to 62 years old (Niemi & Nerac, 2021), are less likely to purchase fast fashion products because they prefer high quality style (Rese et al., 2019). Additionally, this group of consumers are sceptical about technology, which decreases

the exposure of digital platforms and consequently, the world of fast fashion (Niemi & Nerac, 2021).

Generation Y is considered to be more open to new products and trends (Niemi & Nerac, 2021). Therefore, in a research by Rese et al., (2019), it shows that they prefer to buy fast fashion products compared to older generations. According to Rostiani and Kuron (2019), Generation Y often put in effort in dressing up to look good and to express their self-image and identity. Therefore, they tend to purchase trendy clothing to stay up to date on the current trends in the market. However, this group of consumers is not as large as compared to Generation Z.

Generation Z is the largest generation which constitutes about 32% of the global population (Djafarova & Bowes, 2020). They have a significant impact on global consumer sales in the clothing industry. This is because fashion is a large part of their identity. They tend to follow the trend to satisfy their need for social acceptance. They are placed in a social environment where fast fashion clothing is crucial in socializing and creating a sense of self, so they tend to turn to fast fashion (Davis, 2021). In addition, the cheap pricing of fast fashion products allows them to purchase clothes on a frequent basis.

1.2 Research Problem

In advanced countries like the U.S.A. and Europe, the downside of fast fashion is becoming well-known to the public. Generation Y does feel strongly about the environment and ethical concerns of fast fashion brands; however, the younger generation - Generation Z, are also highly concerned about the environmental and societal issues and will take actions upon it (Chaturvedi et al., 2020). According to Niemi and Nerac (2021), Generation Z are considered individuals who are both highly educated and technologically savvy. They are also regarded as the generation who is the most environmentally conscious generation (Vajkai & Zsoka, 2020). Therefore, they have solid moral and ethical values which urged them to question the unethical practices of fast fashion brands (Niemi & Nerac, 2021). Hence, Generation Z nowadays tend to make more informed purchasing decisions (Yoon et al., 2020).

Due to the increase in knowledge of environmental and societal issues caused by fast fashion brands, some behaviour associated with Generation Z consumers' resistance towards fast fashion products like anti-consumption, 'green' consumption movements and brand avoidance have emerged recently (Kim et al., 2012). **Anti-consumption** refers to the reduction in general consumption (Yoon et al., 2020). In this context, anti-consumption also involves mechanisms of reusing and recycling of products (Kim et al., 2012). It is a broad term that explains the emotions of dislike, hate, brand avoidance and brand rejection (Niemi & Nerac, 2021). This resistance can lead to acts of anti-consumption such as boycotting and intentionally excluding certain goods and services of a brand (Niemi & Nerac, 2021). If emotions of dislike and hatred is stronger in the consumers, it can evoke brand avoidance which will result in the decision to keep away or reject a brand. **Brand avoidance** is a special form of anti-consumption (Kim et al., 2012). While anti-consumption addresses the entire consumption process, brand avoidance displays resistance at the brand level (Kim et al., 2012). Brand avoidance is deliberate refusal of a specific brand and involves active rejection. Generation Z consumers with this behaviour are purposely showing it to prevent any undesirable consequences that come with using the products. For example, an environmentally conscious consumer will avoid buying apparels from a brand that uses unsustainable raw materials.

In much of the previous research, positive brand relationships such as brand loyalty have been studied more, compared to negative brand relationships (Knittel et al., 2016). With the rise of brand avoidance behaviour in Generation Z consumers, this research aims to explore why complete avoidance of such brands occurs. Additionally, existing research of brand avoidance towards fast fashion products are only focusing on countries like the U.S.A. and European market and most recently Korea and Spain by Yoon et al., (2020). Thus, this research aims to explore the relationship between brand avoidance in fast fashion products among Generation Z in Malaysia based on the brand avoidance model. It is to explore whether the Generation Z in Malaysia are having the same level of fast fashion knowledge and are exhibiting similar behaviour towards it in other developed countries.

1.3 Research Objectives

1.3.1 General Objective

To explore the relationship of brand avoidance in fast fashion products among Generation Z.

1.3.2 Specific Objectives

1. To explore the relationship of experiential avoidance in fast fashion products among Generation Z.
2. To explore the relationship of identity avoidance in fast fashion products among Generation Z.
3. To explore the relationship of moral avoidance in fast fashion products among Generation Z.
4. To explore the relationship of deficit-value avoidance in fast fashion products among Generation Z.
5. To explore the relationship of advertising avoidance in fast fashion products among Generation Z.

1.3.3 Research Questions

1. What is the relationship of experiential avoidance in fast fashion products among Generation Z?
2. What is the relationship of identity avoidance in fast fashion products among Generation Z?
3. What is the relationship of moral avoidance in fast fashion products among Generation Z?
4. What is the relationship of deficit-value avoidance in fast fashion products among Generation Z?
5. What is the relationship of advertising avoidance in fast fashion products among Generation Z?

1.4 Research Significance

In this research, the relationship of brand avoidance in fast fashion products among Generation Z are being studied. By conducting this research, it helps to explore the factors or reasons contributing to brand avoidance behaviour among Generation Z in Malaysia. Besides, it helps to find out whether Generation Z in Malaysia is as environmentally conscious and socially responsible as the Generation Z in other developed countries. The insights can aid in providing a more comprehensive understanding of the consumption trends in Malaysia, such as the way Generation Z shop for fashion products like thrifting at second-hand clothing shops or shopping for vintage goods. It is also important to identify if this brand avoidance in Generation Z is affecting the fast fashion market in Malaysia such as the fashion suppliers and manufacturers. It can help to recognize the impacts on the Malaysian fast fashion market, if it will be worse or better. Thus, fast fashion brands in Malaysia can also benefit from this research as it helps to identify whether it is significant to promote sustainable and ethical products. In addition, this research can signify the potential connections between the brand avoidance in fast fashion products and the implementation of ESG (Environmental, Social & Governance) in fast fashion companies. This is because nowadays companies are incorporating ESG into their business framework to help stakeholders understand their effort in managing risk and opportunities related to ESG. In conjunction to this, this research can assist in finding out the reasons why fast fashion companies are adapting ESG in their business.

Chapter 2: Literature Review

2.1 Underlying Theories

2.1.1 Theory of Planned Behaviour (TPB)

The theory of planned behaviour (TPB) was developed by Ajzen back in 1991. The theory proposes that a change in human's behaviour is encouraged by the intention to change, which is predicted by a person's attitude, subjective norms and perceived behavioural control (Soyer & Dittrich, 2021). Those who have stronger intentions tend to engage in a certain behaviour as they felt the motivation to do so (Shin et al., 2018). Attitude refers to the 'degree of which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question' (Shin et al., 2018). Subjective norms represent 'the perceived social pressure to perform or not to perform the behaviour' (Shin et al., 2018). Perceived behavioural control means 'the perceived ease or difficulty of performing the behaviour' (Shin et al., 2018).

However, this theory is not enough for this research because it does not consider the aspects of individuals' perceptions and experience that can also cause brand avoidance in consumers. According to Hansmann et al., (2020), the TPB model has its limitations and does not achieve perfect predictions of behaviour. Therefore, to understand better the brand avoidance behaviour, the brand avoidance model by Lee et al., (2009) is more compatible for this research as it includes a wider perspective of the brand avoidance behaviour.

2.1.2 Brand Avoidance Model

The brand avoidance model was developed by Lee et al., (2009). This model aims to test on a particular group where brand avoidance behaviour appears in an expressed form (Vajkai & Zsoka, 2019). It encompasses of 5 dimensions which are experiential avoidance, identity avoidance, moral avoidance, deficit-value avoidance and advertising avoidance.

This model by Lee et al., (2009) is a useful tool that can be applied in this research to examine the brand avoidance behaviour towards fast fashion products among Generation Z consumers. This is because the 5 dimensions explain their behaviour from various aspects that can provide insights into the factors that influence their purchasing decisions. That being the case, the brand avoidance in fast fashion products among Generation Z can be further understood.

2.1.3 Experiential Avoidance

Experiential avoidance often occurs after the use of a product. This type of avoidance happens in consumers because of unmet expectations and poor brand performance (Niemi & Nerac, 2021). The gap between the consumer's expectation and brand performance are associated with the promises given by brands. Brand promises are functioned to provide the consumers a set of expectations on what will happen when they purchase their products or services (Lee et al., 2009). However, when the consumer's expectations are undelivered, negative emotions towards the brand can form (Niemi & Nerac, 2021). Consequently, this dissatisfaction can lead to brand avoidance or even brand hatred. Additionally, consumers may be unsatisfied with the hassle involved in having to deal with the product failures and complaints that can lead to avoidance of the particular brand (Lee et al., 2009).

In the fast fashion industry, experiential avoidance happens when consumers who purchased products from fast fashion brands are not up to quality standards. According to Kim et al. (2013) on Korean consumers, it was found that poor performance was indeed one of the factors that contributes to brand avoidance. For fast fashion products, poor performance can be in terms of poor workmanship of stitching, low quality materials and low durability (Yoon et al., 2020). Since fast fashion products are designed to be delivered to consumers at a rapid speed, cheap materials are often used for the products; thus, decreasing the quality and value of the products. To illustrate, poor quality of materials can cause consumers to find the clothes uncomfortable to wear, resulting in brand avoidance due to the consumers' experience in purchasing products that are not met with their expectations. Besides, the hassle of having to return the product that they purchased due to dissatisfaction may result in avoidance.

Knoskova and Garasova's (2019) research shows that fast fashion brands produce designer-like products and sell at a cheap price to attract younger age groups of consumers who do not think twice to buy trendy and fashionable items. Their impulse buying is usually caused by the low prices of items, making it hard for younger consumers like Generation Z to avoid even if they are aware that the product is of low quality (Niemi & Nerac, 2021). Thus, experiential avoidance seems to be a minor effect on Generation Z. However, some Generation Z consumers appear to be sensitive to product quality. They are sensitive to issues such as transparency in clothing, as low-quality materials that cause garments to be see-through can lead to feelings of insecurity and dissatisfaction, ultimately driving them to avoid certain brands.

2.1.4 Identity Avoidance

Identity avoidance in consumers happens when brands fail to fulfil their symbolic identity requirements (Niemi & Nerac, 2021). Consumers will be motivated to avoid the brand if its symbolic meaning conflicts with their true selves. This is because the brand no longer can uphold or improve their desired self-image. For example, individuals will exhibit identity avoidance towards brands that are inconsistent with their personal values (Niemi & Nerac, 2021). According to Lee et al. (2009), consumers might avoid a brand if it represents a connection to a negative reference group. For instance, when the owner of a car brand is seen as status oriented, individuals might avoid the brand (Knittel et al., 2016). Hence, the avoidance related to negative reference groups might stem from a broad assumption about the typical user associated with a brand.

Other than that, identity avoidance is also associated with the inauthenticity of a brand. Replication or imitation of designs of famous brands is considered inauthenticity where styles are not original and have an overwhelming mass appeal (Yoon et al., 2020). As a brand gets popular, consumers might feel that the brand is not authentic enough. As Lee et al., (2009) argues, this process is known as deindividuation, referred to as the loss of identity through consuming certain brands. To illustrate, consumers may avoid popular brands that could cause them to experience deindividuation if they believe

that fast fashion clothing are all similar, lack creativity and that everyone shops at the same brands (Yoon et al., 2020).

The study by Kim et al. (2013) reveals that consumers of fast fashion products are aware that the brands they purchased from tend to imitate styles and trends from other fashion brands (Niemi & Nerac, 2021). Thus, these consumers are not so concerned about the inauthenticity of the brands and do not affect brand avoidance as much. However, the likelihood of brand avoidance will increase as consumers perceive that fast fashion products can lead to deindividuation, especially if the products are popular and have similar styles (Niemi & Nerac, 2021).

As mentioned before, Generation Z use fashion to showcase their personality. The clothes they wear are closely related to how they want to present and express themselves regardless of whether it's their actual or desired self. They also tend to use fashion as a tool for social acceptance by their peers. Therefore, they are more likely to buy similar clothing that has trendy and up-to-date styles so that they can fit in with other people their age. However, some who prefer to have their own individual style will avoid brands with mass appeal so that they can stand out from the crowd (Vajkai & Zsóka, 2020).

2.1.5 Moral Avoidance

Moral avoidance refers to the mismatch between an individual's ideology and the product (Lee et al., 2009), specifically political and socio-economic views. It includes moral issues such as unethical practices like forced labour and lack of transparency (Niemi & Nerac, 2021). Consumers who steer clear of brands that are involved in corporate irresponsibility or to prevent monopolies are an example of anti-hegemony (Knittel et al., 2016). Based on Sandiki and Ekici (2009), this avoidance is known as 'predatory globalisation', which is driven by the perception that global brands exploit working forces, harming the environment and increasing inequality gaps that can threaten and dominate those that are more vulnerable. Furthermore, moral avoidance is also associated with 'country effects', which are consumers' perception of the country of origin (COO) of a brand. Consumers use COO as an evaluation of a product's

quality. For instance, consumers may refuse to purchase products from a foreign countries but find it acceptable to purchase products from other foreign countries (Knittel et al., 2016).

As previously stated, the fast fashion industry has been critically condemned for its lack of environmental and social responsibility. This can impact the conception of consumers, allowing them to think that brands from certain countries are carrying out morally unacceptable practices like child labour, unfair wages and poor working condition. In addition, they may also reject products that are not manufactured in the country where the headquarter is located. For instance, products that are made in developing countries are usually viewed as having lower labour costs than advanced countries, although the skills are equivalent in both countries (Niemi & Nerac, 2021). Hence, consumers adopting a moral avoidance approach will see the brand's actions are not aligning with their moral standards.

As Generation Z nowadays are educated and are highly concerned about environmental and social issues, they will take actions upon it (Chaturvedi et al., 2020). One of the actions is to avoid brands that engage in unethical acts. Generation Z consumers are more inclined to be responsible about their purchasing decisions by taking into account brands' ethical responsibilities. Hence, they are also more willing to pay more to contribute positively to the world (Chaturvedi et al., 2020). They will also not support products that are made in countries where negligence of environmental and labour laws are known to the public; thus, increasing their moral avoidance. For example, Generation Z would not purchase products from Bangladesh as they faced scrutiny for its labour practices in the garment industry. The incident of Rana Plaza collapse in 2013 is an example of its unfair labour laws.

2.1.6 Deficit-value Avoidance

Lee et al. (2009) also found deficit-value avoidance to the three types of brand avoidance above. This type of avoidance occurs when consumers find that the cost to benefit trade-off to be unacceptable (Niemi & Nerac, 2021). In simple words, consumers tend to avoid brands when the price is not on par with the benefits, giving the impression that the products are of low quality, consequently, are deficient in value.

Moreover, unfamiliar brands can also lead to avoidance in consumers as they tend to choose to purchase from brands that they know (Niemi & Nerac, 2021). Other than that, the aesthetic of a product can impact brand avoidance. Consumers might use the appearance of a brand as an indicator of quality or value and avoid brands that provide unattractive packaging (Knittel et al., 2016). For instance, brands that lack aesthetic appeal, such as dull colours, are signs of aesthetic insufficiency, thereby suggesting a lower quality associated with the brands (Niemi & Nerac, 2021).

Consumers who find the price of fast fashion products do not match with its value, they will avoid the brand. This does not just apply to past negative experiences, but also the perceived values that the product gives. To give an example, brands that are pricey and not exactly practical in everyday life will make consumers see it as not a value buy; thus, encouraging them to avoid the brands. Unawareness of the brand also influences the perceived importance of the brand (Niemi & Nerac, 2021). If consumers are unaware of a brand's existence, they are less likely to purchase it, assuming it provides lesser value compared to more recognized brands.

With Generation Z being an environmentally conscious generation, they prioritise quality over price when purchasing clothing. This fact is backed up by PricewaterhouseCoopers (PwC) report where it was found that six out of ten respondents prefer quality over price, in which 37% with the willingness to spend more to buy a responsible product (Gazzola et al., 2020). Therefore, deficit-value avoidance becomes apparent when Generation Z consumers link the low price of a fast fashion product with poor quality. This is because they believe that paying a higher price ensures better quality, which represents added value compared to cheaper products.

2.1.7 Advertising Avoidance

Advertising avoidance is founded by Knittel et al., (2016), extending the brand avoidance model of Lee et al. (2009). It is a type of avoidance where consumers actively avoid a brand even if the brand is affordable and available. They deliberately avoid exposure to advertisements as they find it annoying (Niemi & Nerac, 2021). As the number of advertisements increases, the advertising avoidance behaviour in consumers

also increases. This is usually caused by scepticism and tendency not to trust the information of the advertisement (Niemi & Nerac, 2021).

When brands advertise their products with elements like music and celebrity endorsement, it can affect brand avoidance among consumers. Fast fashion brands that implement these marketing strategies can evoke both positive and negative feelings in consumers, especially around the celebrity endorser as the feelings can be transferred to the brands (Niemi & Nerac, 2021). To illustrate, a celebrity endorser with a positive image can form positive symbolic meanings whereas a celebrity endorse with a negative image can reflect dislike or hatred towards the brand, forming brand avoidance in consumers (Knittel et al., 2016).

Generation Z is the generation that grows up in a world filled with advertisements, so they are used to it (van der Goot et al., 2018). Hence, they have a more open attitude towards advertisements. In the case where advertisements have celebrity endorsement that they follow on social media, they are more prone to buy the clothes that they endorse (Niemi & Nerac, 2021). However, Generation Z consumers who are not familiar with the celebrity endorsers will avoid the advertisements and brands as they do not trust the information advertised. They tend to ignore advertisements such as skipping ads on YouTube and deleting pop-ups on the Internet (Pragathi & Saravanakumar, 2021). Therefore, increasing advertising avoidance.

2.2 Review of Variables

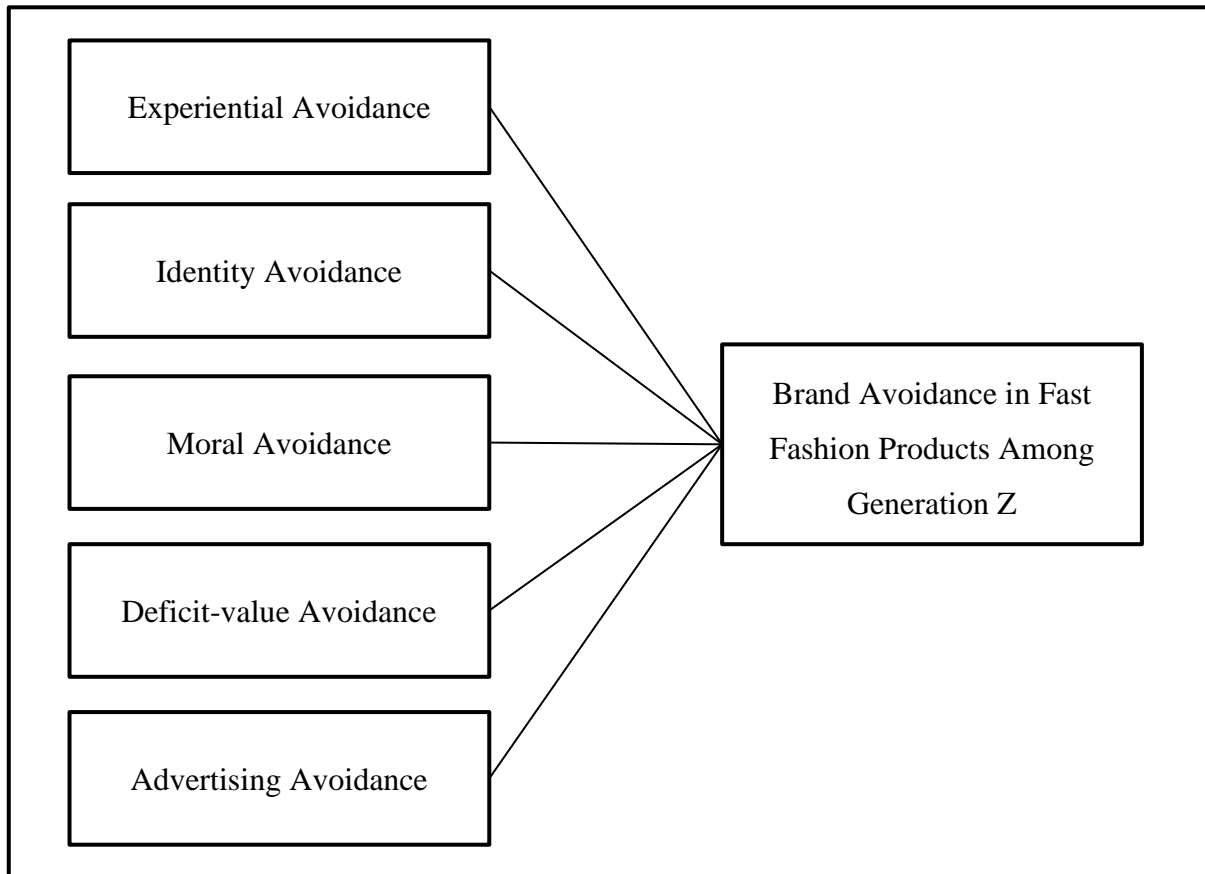
Dependent Variable: Brand Avoidance in Fast Fashion Products Among Generation Z

Independent Variables:

1. Experiential Avoidance
2. Identity Avoidance
3. Moral Avoidance
4. Deficit-value Avoidance
5. Advertising Avoidance

2.3 Conceptual Framework

Figure 2.1: Conceptual Framework



Based on the above literature reviews, a theoretical framework was developed.

2.4 Hypotheses Development

2.4.1 The Relationship of Experiential Avoidance in Fast Fashion Products Among Generation Z

Based on the literature review, experiential avoidance occurs because of unmet and poor brand performance. If Generation Z consumers are dissatisfied with the experience when they buy from a fast fashion brand, experiential avoidance will occur. Therefore, it is suggested that there is a relationship of experiential avoidance in fast fashion products among Generation Z. If the hypothesis fails, the statement will be rejected; if the hypothesis is confirmed, the statement will be accepted.

H1: There is a relationship of experiential avoidance in fast fashion products among Generation Z.

2.4.2 The Relationship of Identity Avoidance in Brand Avoidance of Fast Fashion Products Among Generation Z

As previously mentioned, identity avoidance happens when brands fail to fulfil their symbolic identity requirements. If Generation Z consumers feel that the fast fashion brand cannot fulfil their desired self-image, identity avoidance will happen. Thus, it is suggested that there is a relationship of avoidance in fast fashion products among Generation Z. If the hypothesis fails, the statement will be rejected; if the hypothesis is confirmed, the statement will be accepted.

H2: There is a relationship of identity avoidance in fast fashion products among Generation Z.

2.4.3 The Relationship of Moral Avoidance in Fast Fashion Products Among Generation Z

Moral avoidance is defined as the mismatch between an individual's ideology and the product which includes moral issues like unethical practices. Generation Z consumers who are environmentally and socially conscious will avoid brands that engage in unethical acts which contributes to moral avoidance. Hence, there is a relationship of moral avoidance in fast fashion products among Generation Z. If the hypothesis fails, the statement will be rejected; if the hypothesis is confirmed, the statement will be accepted.

H3: There is a relationship of moral avoidance in fast fashion products among Generation Z.

2.4.4 The Relationship of Deficit-value Avoidance in Fast Fashion Products Among Generation Z

Deficit-value avoidance happens when consumers find that the cost of the product is not on par with the benefits. The value of the fast fashion product that does not match with the price will evoke deficit-value avoidance in Generation Z consumers. On that account, there is a relationship of deficit-value avoidance in fast fashion products among Generation Z. If the hypothesis fails, the statement will be rejected; if the hypothesis is confirmed, the statement will be accepted.

H4: There is a relationship of deficit-value avoidance in fast fashion products among Generation Z.

2.4.5 The Relationship of Advertising Avoidance in Fast Fashion Products Among Generation Z

As stated before, advertising avoidance is a type of avoidance where consumers actively avoid a brand's advertisement on purpose. Generation Z consumers who find advertisement and celebrity endorsement that they are associated with are annoying tend to show advertising avoidance. As a result, there is a relationship of advertising avoidance in fast fashion products among Generation Z. If the hypothesis fails, the statement will be rejected; if the hypothesis is confirmed, the statement will be accepted.

H5: There is a relationship of advertising avoidance in fast fashion products among Generation Z.

Chapter 3: Methodology

3.1 Research Design

This research seeks to explore the relationship of brand avoidance in fast fashion products among Generation Z. Hence, **quantitative research** will be conducted to measure the Generation Z consumers' brand avoidance attitude or behaviour towards fast fashion products. The aim of this method is to examine and test a theory from which specific hypotheses have been formulated (Niemi & Nerac, 2021). In this case, the research of the phenomenon is based on Generation Z consumers' behaviours when it comes to avoiding fast fashion brands. Besides, the quantitative method allows a large sample size to be tested for this research as it is important to obtain more precise data. It can make results more accurate because it can help to remove outliers or other anomalies in the data. Quantitative method also uses well-structured data collection techniques such as surveys which can ensure consistency and can lead to more reliable and stable findings. For instance, the usage of surveys can eliminate biases since there is no collection of personal opinions while collecting the numerical data.

The title of this research suggests that it is a **causal research**. This particular research design is targeted at proving a hypothesis (Erickson, 2017). It is the only way to prove that some change will result in some outcome. In this case, the relationship of brand avoidance in fast fashion products among Generation Z is studied. Although this research design provides the most reliable results, it can be time-consuming while collecting data (Erickson, 2017).

3.2 Sampling Design

3.2.1 Target Population

The target population of this research is Malaysian Generation Z consumers who are aged between 18 to 27 years olds. Therefore, the data will be collected from university students and young working adults regardless of gender. Generation Z is chosen as the target population because they are the largest generation which constitutes about 32%

of the global population (Djafarova & Bowes, 2020). Based on Vajkai & Zsoka (2019), Generation Z think twice about what they are going to wear. Thus, this shows that fashion is a very large part of their identity and they are widely exposed to the fast fashion industry in today's modern world.

3.2.2 Sample Frame

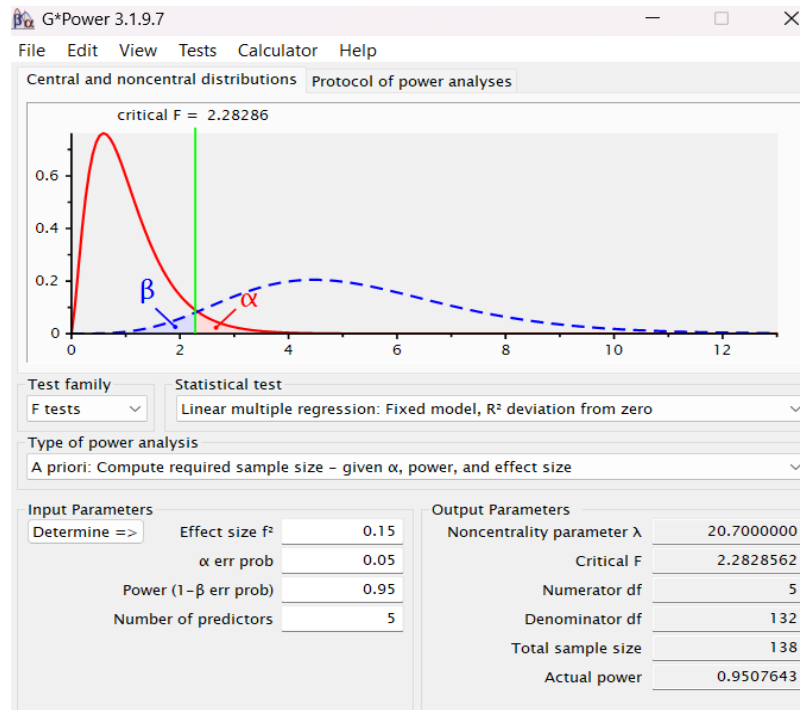
The sample frame for this research would be Generation Z consumers who bought from fast fashion brands before such as Zara, H&M, Shein, Forever 21, Mango and Uniqlo. These fast fashion brands provide stylish and trendy designs that capture young consumers' attention which causes the majority of their sales to be from Generation Z. They are the ones who are most likely to have purchased at least once from these fast fashion brands before.

3.2.3 Sampling Technique

The focus of this research is on convenience sampling, which is a non-probability sampling method. Respondents will be selected based on their availability and accessibility which is an easy and quick way to gather data. This method was selected because of the limited resources available in accessing the target population, and the cost-effectiveness. However, this sampling technique may impose bias on the sample as the participants might not constitute a representative of the larger population (Emerson, 2021). This may limit generalizability which can limit the research's validity. To overcome this, a larger sample size will be used to provide more reliable and generalizable results. Moreover, data can be collected from multiple sampling locations instead of relying on a single location. This helps to capture a more representative sample of the population.

3.2.4 Sample Size

Figure 3.1: G Power Sample Size



The sample size of 138 is determined using G Power statistical power analysis with an effect size value of 0.15, an alpha value of 0.05, and a power of 0.95. However, a larger sample size of 350 respondents will be used since other researchers (Niemi & Nerac, 2021; Yoon et al, 2020; Vajkai & Zsoka, 2019) also use a sample size between 300 to 550. In addition, a larger sample size will remedy the research as it can to improve the accuracy and reduce the margin of error, allowing a greater chance of achieving the expected effective sample size. Since it is an online survey, there are chances that respondents are not Generation Z and have not bought from fast fashion brands before. Hence, a larger sample size is needed in case of unusable responses that could affect the data. A larger sample size is also necessary as it can better represent the population of Generation Z in Malaysia and enhance generalizability (Andrade, 2020).

3.3 Data Collection Methods

The data collection methods for this research involves primary data. Primary data is collected via an online survey that will be distributed to Generation Z who are easily accessible. A survey is the best choice to collect primary data in terms of purpose, cost and time duration of the research (Niemi & Nerac, 2019). According to Niemi & Nerac (2021), surveys are the most common data collection method and are widely used by researchers. Hence, an online survey will be created to collect the data by using Google Form. Google Form is chosen for the survey because of its simple structure and most people have used it before, especially after the Covid-19 pandemic, where it was impossible to conduct face-to-face questionnaires. Besides, Google Form is relatively reliable and no cost will be incurred to create it. The survey will be distributed via social media like Instagram and Facebook.

The online survey consists of 27 questions, in which 19 questions are statements related to brand avoidance. The survey started with an acknowledgement of notice where respondents are required to select whether they understood that their personal information nor personal identity will be revealed and their participation in the survey is anonymous. Then, it is divided into 3 sections which are Section A, Section B and Section C. Section A is the Generation Z Classification where respondents are required to select their age range. Respondents who are 28 years old and above will not be able to proceed with the survey as they will be automatically directed to submit the Google form. This ensures that the survey is only filled up by respondents who are Generation Z. Next, Section B is the demographic profile that includes questions about gender, education level and occupation. Several general questions regarding the study were also included in this section. One of the questions is to determine whether the respondents have bought from fast fashion brands before, such as Zara, H&M and more. If respondents selected 'no', they will also be automatically directed to submit the Google form. This aids in filtering the qualified respondents before proceeding to Section C where there will be statements about brand avoidance. Respondents will need to rank the statements according to their degree of agreement, with 1 being the lowest and 5 being the highest.

The measurement scale for the survey includes nominal scale, ordinal scale and five-point likert scale. Nominal scale is used to collect data that lacks meaningful rankings or orders, such as

gender. As for ordinal scale, is it used to collect data that can be ranked or sorted such as age. The five-point likert scale is used in Section C to measure respondents' behaviour, attitudes or perception towards brand avoidance, which is the purpose of this research. The range of the scale used are Strongly Disagree = 1; Disagree = 2; Neutral = 3; Agree = 4; Strongly Agree = 5. The five-point Likert scale was preferred in the research because it was easy to administer and interpret, and also able to capture a range of responses without overwhelming the participants (Mcleod, 2023).

3.4 Proposed Data Analysis Tool

To test the hypotheses of this research, IBM SPSS (Statistical Package for Social Sciences) Statistics version 29.0 will be used to conduct the statistical analyses. To test the reliability of the online survey responses, Cronbach's alpha test will be used. Based on Niemi and Nerac (2021), the metric can range from 0 to 1, although in rare cases, a negative value may occur if items are negatively correlated with others in the scale. Ideally, alpha values should fall between 0.6 and 0.9, indicating good reliability. Items or groups of items with alpha values below this range should be excluded from further use due to their poor reliability. Values exceeding 0.9 indicates that the items have excellent content validity (Raharjanti et al., 2022).

To prove the hypotheses, multiple linear regression analysis will be conducted using 95% confidence interval. This technique is aimed to determine the degree of relationship between two or more variables (Chetty & Jain, 2019). It helps to estimate how the dependent variable changes as the independent variables change. The multiple linear regression calculates the coefficients, t-statistics and p value to find the best fit for each of the independent variables (Bevans, 2020).

3.5 Pilot Test

A total of 30 respondents participated in the online survey. Selection procedures were based on convenience. Out of 30 respondents, there is 1 respondent who is 28 years old and above; therefore, he or she could not participate in the online survey since the respondent is not Generation Z. From the demographic profile, it was also found that there are 2 respondents who responded that they have not bought from any fast fashion brands before. Hence, they also could not participate in the online survey. To sum up, the gathered data relevant to this research is only from 27 respondents. The objective of this pilot test is to assess the feasibility and practicality of this research. In addition, it is a necessary step to detect and eliminate any confusion and ambiguity that may affect the responses in the actual online survey. In other words, clarity and understanding of the research's instruments is ensured so that they align with the research objectives and hypotheses. Besides, it helps to estimate the time and resources needed for the research.

Table 3.1: Pilot Test - Demographic Profile and Characteristics of Respondents

Characteristic	Responses
Age	1 (3.3%) 18 - 20 years old; 23 (76.7%) 21 - 23 years old; 6 (20%) 24 - 27 years old
Gender	19 (65.5%) Female; 10 (34.5%) Male
Education Level	2 (6.9) SPM; 3 (10.3%) Foundation; 1 (3.4%) Diploma; 21 (72.4%) Bachelor's Degree; 2 (6.9%) Master's Degree; 2 (6.9%) Professional/Doctorate Program
Occupation	19 (65.5%) Student; 2 (6.9%) Unemployed; 6 (20.7%) Employed full-time; 2 (6.9%) Self-employed
I have a strong interest in fashion	2 (6.9%) Disagree; 12 (41.4%) Neutral; 11 (37.9%) Agree; 4 (13.8) Strongly Agree
I am very knowledgeable about fast fashion.	10 (34.5%) Disagree; 13 (44.8%) Neutral; 4 (13.8%) Agree; 2 (6.9%) Strongly Agree

I have an extensive knowledge of the environmental and social impacts of fast fashion.	1 (3.4%) Strongly Disagree; 10 (34.5%) Disagree; 3 (10.3%) Neutral; 13 (44.8%) Agree; 2 (6.9%) Strongly Agree
I have bought from fast fashion brands before (Zara, H&M, Shein, Forever 21, Mango, Uniqlo).	27 (93.1%) Yes; 2 (6.9%) No

To test the reliability of the questionnaire, Cronbach's alpha value was calculated for each independent variable. According to Niemi and Nerac (2021), values above 0.6 are deemed acceptable. Therefore, based on table 3.4 below, all of the variables are fairly reliable as all of the values are above 0.6.

Table 3.2: Pilot Test - Reliability Test's Result

Construct	Cronbach's Alpha	N of Items
Experiential Avoidance	0.614	4
Identity Avoidance	0.640	5
Moral Avoidance	0.780	4
Deficit-value Avoidance	0.734	3
Advertising Avoidance	0.609	3

Chapter 4: Data Analysis

4.0.1 Introduction

The total responses collected from the online survey is 350 but the usable responses are only 322. This is due to the reason that 7 respondents disagreed to participate in the online survey; 2 respondents are not qualified for the online survey as they are 28 years old and above; and 29 respondents claimed that they have not bought from any fast fashion brands before.

4.1 Descriptive Analysis

Table 4 shows a summary of the demographic profile and characteristics of the 322 respondents. According to the age group, respondents are dominated by the age between 21 to 23 years old, with 53.56%, followed by the age between 18 to 20 years old, with 32.19%. Over half of the respondents are female which is 55.56% whereas male respondents is 44.4%. As for education level, the majority of the respondents have a Bachelor's Degree, with 61.82%. Most of the respondents are also students, which comprise 90.31% of the respondents.

Next, 33.62% of the respondents showed that they have a strong interest in fashion. However, 29.63% of the respondents expressed a neutral stance regarding their knowledge about fast fashion. Nonetheless, 23.36% of them indicated that they are very knowledgeable about fast fashion. Subsequently, when asked about their understanding of the environmental and social impacts of fast fashion, 29.91% of respondents agreed to the statement, followed by 26.21% who remained neutral, suggesting a lack of clear opinion. Lastly, 322 respondents reported having purchased from fast fashion brands before while 29 respondents stated that they have not purchased from fast fashion brands before, indicating most of the population are more inclined towards fast fashion products consumption.

Table 4.1: Demographic Profile and Characteristics of Respondents

Characteristics	Frequency	Percentage
<u>Age</u>		
18 - 20 years old	113	32.19%
21 - 23 years old	188	53.56%
24 - 27 years old	50	14.26%
<u>Gender</u>		
Male	156	44.4%
Female	195	55.56%
<u>Education Level</u>		
SPM	16	4.56%
Foundation	73	20.80%
Diploma	31	8.83%
Bachelor's Degree	217	61.82%
Master's Degree	11	3.13%
Professional/Doctorate Degree	3	0.85%
<u>Occupation</u>		
Student	303	90.31%
Unemployment	9	2.28%
Employed full-time	23	6.27%
Self-employed	5	1.14%
I have a strong interest in fashion.	Strongly Disagree = 1 (9) Disagree = 2 (22) Neutral = 3 (94) Agree = 4 (108) Strongly Agree = 5 (118)	2.56% 6.27% 26.78% 30.77% 33.62%
I am very knowledgeable about fast fashion.	Strongly Disagree = 1 (19) Disagree = 2 (55) Neutral = 3 (104) Agree = 4 (91) Strongly Agree = 5 (82)	5.41% 15.67% 29.63% 25.93% 23.36%
I have an extensive knowledge of the environmental and social impacts of fast fashion.	Strongly Disagree = 1 (15) Disagree = 2 (50) Neutral = 3 (92) Agree = 4 (105) Strongly Agree = 5 (89)	4.27% 14.25% 26.21% 29.91% 25.36%
I have bought from fast fashion brands before (Zara, H&M, Shein, Forever 21, Mango).	Yes (322) No (29)	91.74% 8.26%

4.2 Inferential Analysis

4.2.1 Cronbach's Alpha Test Result

Table 4.2 below presents the reliability of the online survey responses using Cronbach's alpha test.

Table 4.2: Reliability Test's Result

Constructs	Cronbach's Alpha	N of Items
Experiential Avoidance	0.821	4
Identity Avoidance	0.877	5
Moral Avoidance	0.874	4
Deficit-value Avoidance	0.732	3
Advertising Avoidance	0.801	3

According to the table above, all of the independent variables are greater than 0.6, which signifies they are all reliable. It can be said that the items under each of the independent variables are reliable. Overall, the reliability criteria have been satisfied.

4.2.2 Linear Multiple Regression Analysis

Table 4.3 below shows the regression model summary for predicting the dependent variable from the independent variables (Rahmiati, 2016).

Table 4.3: Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.664 ^a	0.414	0.405	0.73511873638

- a. Predictors: (Constant), AA, EA, DA, MA, IA

Description: EA = Experiential Avoidance; IA= Identity Avoidance; MA = Moral Avoidance; DA = Deficit-value Avoidance; AA = Advertising Avoidance

Based on the table above, the **R value** of 0.664 is considered to be good as it is greater than 0.4. Next, the **R square value** of 0.414 in this model shows that the independent variables explain 41.4% of the variability of the dependent variable. According to Hemmert et al., (2018), values ranging from 0.2 to 0.4 is a reasonably good fit in the business setting. This indicates that it could explain almost half of the variability in the brand avoidance in fast fashion products among Generation Z, which is a relatively good fit of the regression model to the data. Therefore, it is quite effective in predicting the variability in the dependent variable.

Table 4.4 below shows the regression coefficients for the model which describes the contribution of each of the independent variables to the dependent variable (Nakalinda, 2018).

Table 4.4: Coefficients^a

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.077	.244		4.410	<.001
	EA	.032	.078	.025	0.146	.678
	IA	.544	.079	.517	6.846	<0.001
	MA	.073	.069	.076	1.058	.291
	DA	-.086	.078	-.074	-1.100	.272
	AA	.140	0.068	.140	2.050	.041

a. Dependent Variable: BA

Description: EA = Experiential Avoidance; IA= Identity Avoidance; MA = Moral Avoidance; DA = Deficit-value Avoidance; AA = Advertising Avoidance; BA = Brand Avoidance in Fast Fashion Products Among Generation Z

Referring to the table above, it can be seen that identity avoidance has a greater contribution to brand avoidance in fast fashion products among Generation Z. To sum up, only identity avoidance (IA) and advertising avoidance (AA) are statistically significant as the values are less than 0.05. Thus, it can be concluded that identity avoidance and advertising avoidance have a significant impact on the brand avoidance in fast fashion products among Generation Z. However, experiential avoidance (EA), moral avoidance (MA), and deficit-value avoidance (DA) do not have an impact on the dependent variable.

Table 4.5 explains the ANOVA result that shows the significant relationship between the independent variables and dependent variable.

Table 4.5: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.778	5	24.156	44.700	<0.001 ^b
	Residual	170.766	316	0.540		
	Total	291.545	321			

- a. Dependent Variable: BA
- b. Predictors: (Constant), AA, EA, DA, MA, IA

Description: EA = Experiential Avoidance; IA= Identity Avoidance; MA = Moral Avoidance; DA = Deficit-value Avoidance; AA = Advertising Avoidance; BA = Brand Avoidance in Fast Fashion Products Among Generation Z

As can be seen from the table above, the independent variables have a statistically significant impact on the brand avoidance of fast fashion products among Generation Z, with a significant level of less than 0.05. The **F value** of 44.700 is considered good as it is greater than 1 (Chetty & Jain, 2019). This means that the model is efficient.

Chapter 5: Discussions, Conclusion And Implications

5.1 Discussions of Major Findings

Table 5.1 below shows a summary of the hypotheses that are accepted and not accepted.

Table 5.1: Summary of Hypotheses Results

No.	Hypotheses	Accepted / Not Accepted
H1	There is a relationship of experiential avoidance in fast fashion products among Generation Z.	Not Accepted (p-value > 0.05)
H2	There is a relationship of identity avoidance in fast fashion products among Generation Z.	Accepted (p-value < 0.05)
H3	There is a relationship of moral avoidance in fast fashion products among Generation Z.	Not Accepted (p-value > 0.05)
H4	There is a relationship of deficit-value avoidance in fast fashion products among Generation Z.	Not Accepted (p-value > 0.05)
H5	There is a relationship of advertising avoidance in fast fashion products among Generation Z.	Accepted (p-value > 0.05)

5.1.1 Experiential Avoidance

Based on the result from the multiple linear regression test, it can be found that there is no relationship (p value = 0.678) of experiential avoidance in fast fashion products among Generation Z. This indicates that Generation Z is not likely to avoid a brand due to its unmet and poor brand performance. This result can be confirmed by Zsoka and Vajkai (2020) as it was found that experiential avoidance has a minor effect on the brand avoidance in fast fashion products among Generation Z. This could also be

supported by the research results of Gabrielli et al., (2013), who stated that Generation Z are more open in trying different styles rather than focusing on the poor experience with a particular brand. It is also found that Generation Z values uniqueness more than the poor experience with the brand in the past (Singh et al., 2023). For example, Generation Z will buy from a fast fashion brand if he or she found something that catches their eyes, regardless of whether they have encountered a poor experience with the brand before. Therefore, it can be concluded that the **hypothesis is not accepted** as there is no relationship of experiential avoidance in fast fashion products among Generation Z.

5.1.2 Identity Avoidance

According to the result from the multiple linear regression test, it was found that there is a relationship (p value = < 0.001) of identity avoidance in fast fashion products among Generation Z. This finding can be supported by the research of Niemi and Nerac (2021) that explained Generation Z care deeply about social acceptance. They tend to avoid products that have a mass-appeal because there is a desire to stand out in the crowd (Smaliukiene et al., 2019). Moreover, Generation Z also does not want to be associated with a particular group that does not reflect their personality, especially negative ones (Lee et al., 2008). To illustrate, Generation Z engage in brand avoidance because they do not want to portray an image that is inconsistent with their values such as buying inauthentic brands or products that are imitations of other brands. Hence, it is concluded that the **hypothesis is accepted** as there is a relationship of identity avoidance in fast fashion products among Generation Z.

5.1.3 Moral Avoidance

Referring to the result from the multiple linear regression test, it was tested that there is no relationship (p value = 0.291) of moral avoidance in fast fashion products among Generation Z. This can be related to the study by McNeill and Moore (2015) where it was found that Generation Z does not show particular concern for the society and environment when purchasing fast fashion products. This is not due to the lack of knowledge of the impacts of consumption of fast fashion products, but rather the lack

of effort in avoiding certain brands (McNeill & Moore, 2015). Moreover, some Generation Z may think that fast fashion brands who promote sustainable products are doing so for public relations rather than altruistic objectives (Lee et al., 2009). This leads to a lack of trust in fast fashion brands as they believe that there are other ways to contribute to society and the environment (Ly & Vigren, 2020). Hence, they are not inclined to avoid fast fashion brands because they think that it is just a marketing gimmick to attract consumers, rather than genuine actions to address unethical practices. Moreover, some Generation Z do not associate country of origin (COO) with unethical practices when purchasing fast fashion products (McNeill & Moore, 2015). Instead, they believe that purchasing fast fashion products from developing countries helps support local economies. Consequently, they will not avoid any fast fashion brands regardless of their contribution to society and environmental welfare. Thus, it is concluded that the **hypothesis is not accepted** as there is no relationship of moral avoidance in fast fashion products among Generation Z.

5.1.4 Deficit-value Avoidance

Based on the result from the multiple linear regression test, it was tested that that there is no relationship (p value = 0.272) of deficit-value avoidance in fast fashion products among Generation Z. This is backed up by the research of Raja & Muralidhar (2019) where they explained that members of Generation Z are more daring to try out new trends and styles, which prompts them to explore fast fashion brands, including those they are unfamiliar with. Generation Z consumers do not link price with quality, and they tend to prioritise desire over pricing and quality (Liu & Hei, 2021). If they like a fast fashion product which value is not on par with the price, they will still purchase it as long as it fulfils their desire to own that product. Overall, it can be said that Generation Z will not avoid a fast fashion brand if the price and value does not match. Therefore, it is concluded that the **hypothesis is not accepted** as there is no relationship of deficit-value avoidance in fast fashion products among Generation Z.

5.1.5 Advertising Avoidance

According to the result from the multiple linear regression test, it was found that there is a relationship (p value = 0.041) of advertising avoidance in fast fashion products among Generation Z. This result is consistent with the literature, where Knittel et al., (2016) mentioned that consumers actively avoid a brand even if the brand is affordable and available. This indicates that Generation Z consumers tend to avoid fast fashion brands if they find the advertisement by the brand is unpleasant or annoying. Unpleasant experience can evoke negative emotional responses that can contribute to brand avoidance among Generation Z consumers. Additionally, they will not purchase from the brand if a celebrity they are not familiar or do not like is used in the advertising. For instance, disliking a celebrity can be translated into disliking the advertised brand which can ultimately result in avoiding the brand (Niemi & Nerac, 2021). Lastly, the information in the advertisement is not trustable will motivate them to avoid the brand even more. Hence, it is concluded that the **hypothesis is accepted** as there is a relationship of advertising avoidance in fast fashion products among Generation Z.

Overall, these findings confirm the research problem in which the Generation Z in Malaysia exhibits different brand avoidance behaviour towards fast fashion brands than the other Generation Z in developed countries.

5.2 Implications of the Study

Firstly, this research enriches the existing literature on brand avoidance in fast fashion products among Generation Z by using the brand avoidance model by Lee et al., (2009). This research challenges the previous work done by other researchers and can help to better clarify the understanding of the reasons why Generation Z in Malaysia avoids fast fashion products. It helps researchers to gain valuable insights into the relationship of brand avoidance in fast fashion products among Generation Z in Malaysia. It highlights the differences in behaviour among Generation Z between developing countries and developed countries towards fast fashion products.

Secondly, this research can provide practical knowledge for fast fashion retailers and the fast fashion industry in Malaysia about the general behaviour and attitude of Generation Z. By understanding and addressing the emergence of brand avoidance among Generation Z consumers can assist them in tailoring their marketing strategies and product offerings to better appeal to this specific group of consumers. According to Lee et al., (2009), the reasons for brand avoidance are within the control of the companies. Thus, to deal with brand avoidance is to stop consumers from developing this behaviour in the very first place. With the proper actions, brands can strategically position themselves better in the market to target Generation Z consumers in Malaysia.

5.3 Limitations of the Study

This research did not focus on a specific fast fashion brand. Understanding the factors of brand avoidance among Generation Z might be clearer if a specific fast fashion brand is being studied such as Shein. Therefore, it is important for practitioners to take into consideration that the results of this research cannot be generalised on all fast fashion brands.

Furthermore, the use of quantitative method for this research limits the inferences that can be drawn on the factors contributing to brand avoidance among Generation Z. Since online survey was used to collect the data from respondents based on convenience, the responses collected may be altered to be socially desirable or it may be because of misunderstanding of the questions. Thus, the depth of the factors affecting brand avoidance may not be reviewed thoroughly.

5.4 Recommendations for Future Research

Based on the limitations mentioned above, for future research, focusing on specific fast fashion brands can help practitioners to gain deeper insights into brand avoidance of fast fashion products among Generation Z. By concentrating on individual brands, it can help uncover other unique factors that may have influenced brand avoidance behaviour in different platforms. This allows for a more thorough analysis as it considers the diverse range of products along with various marketing strategies employed by other fast fashion brands.

Lastly, practitioners should explore qualitative research method to gain a more comprehensive understanding of the relationship of brand avoidance in fast fashion products among Generation Z. Interviews and focus groups can create deeper and richer findings of this research by finding out more about individuals' thoughts and feelings towards brand avoidance in fast fashion products. Qualitative research can help identify emotions that may not be captured through quantitative method.

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APPENDIX

1.1 Google Form Questionnaire

Exploring The Factors Affecting the Consumption Pattern of Fast Fashion Products Among Generation Z

Dearest respondents,

I am Evelyn Chow Sum Yee, a final undergraduate student of Bachelor of International Business (HONOURS) at Universiti Tunku Abdul Rahman (UTAR), Sungai Long campus. I am currently conducting a research on 'The Factors Affecting the Consumption Pattern of Fast Fashion Products Among Generation Z' for my final year project as part of the requirement to complete my degree program. This research aims to explore the factors that are influencing the way Generation Z consumes fast fashion products.

Fast fashion refers to the latest luxury fashion clothing trends that could be bought at an inexpensive price that are changing at a rapid pace, turning today's newest styles into yesterdays (Chaturverdi et al., 2020). Some of the fast fashion retailers are Zara, H&M and Shein.

This questionnaire takes about 5 minutes to complete. It is split into 3 parts, respectively Section A, Section B and Section C. You will only be directed to Section B and Section C once you pass the requirements needed to participate in this questionnaire.

Your voluntary participation to complete the questionnaire will be greatly appreciated. Neither your personal information nor personal identity will be revealed. Your participation will be anonymous and all the information will be kept confidential and for academic purposes only. If you have any doubts or questions, please do not hesitate to reach out to me.

Thank you so much for your participation!

Yours sincerely,
Evelyn Chow
011-21361120
lyneve0306@1utar.my

Acknowledgement of Notice *

- I have been notified and that I hereby understood, consented and agreed per UTAR above notice.
- I disagree, my personal data will not be processed.

Next

Clear form

Section A: Generation Z Classification

In this section, you are required to select your age range. Please rest assure that your personal information will not be revealed. For ages 18 years old to 27 years old, you may proceed to fill up this questionnaire as this research focuses solely on Generation Z consumers. For ages 28 years old and above, thank you for your time, you may submit this questionnaire after selecting your age range below.

1. Age *

- 18 - 20 years old
- 21 - 23 years old
- 24 - 27 years old
- 28 years old and above

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Section B: Demographic Profile

In this section, you are required to provide your personal information. Please rest assure that your personal information will not be revealed.

1. Gender *

- Male
- Female

2. Education Level *

- SPM
- Foundation
- Diploma
- Bachelor's Degree
- Master's Degree
- Professional/Doctorate Degree

3. Occupation *

- Student
- Unemployed
- Employed full-time
- Self-employed

4. I have a strong interest in fashion *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

5. I am very knowledgeable about fast fashion. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

6. I have an extensive knowledge of the environmental and social impacts of fast fashion. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

7. I have bought from fast fashion brands before (Zara, H&M, Shein, Forever 21, Mango, Uniqlo). *

- Yes
- No

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Section C: Construction Measurement

This section aims to explore the factors that are affecting the consumption pattern of fast fashion products among Generation Z. The questions below are related to experiential avoidance, identity avoidance, moral avoidance, deficit-value avoidance, and advertising avoidance.

Please indicate your degree of agreement on the following statements and kindly choose the numbers that best represent your opinion given ranging from 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Dependent Variable: Experiential Avoidance *

	1	2	3	4	5
I would not purchase from a fast fashion brand if I think the product's quality is not good (cheap materials).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would not purchase from a fast fashion brand if I think the brand failed to meet its promised values.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I would not purchase from the same fast fashion brand if my expectations of the brand were not met.

I would not purchase from a fast fashion brand if the return process is a hassle.

Dependent Variable: Identity Avoidance *

1 2 3 4 5

1. I would not purchase from a fast fashion brand if it does not make me feel special or stand-out from the crowd.

2. I would not purchase from a fast fashion brand if it does not match my personality.

3. I would not purchase from a fast fashion brand if it is associated with a group I do not want to be identified with.

4. I would not purchase from a fast fashion brand if I think it is not authentic (imitation of other brands).

5. I would not purchase from a fast fashion brand if I think the products are too common in the market.

Dependent Variable: Moral Avoidance *

1 2 3 4 5

1. I would not purchase from a fast fashion brand that does not align with my personal beliefs.

2. I would not purchase from a fast fashion brand that is not socially responsible (adhere to labour laws).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I would not purchase from a fast fashion brand that is not environmentally responsible (use of unrecyclable materials).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I would not purchase from a fast fashion brand because of the country it manufactures from.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Dependent Variable: Deficit-value Avoidance *

	1	2	3	4	5
1. I would not purchase from a fast fashion brand if I find that the quality of the product is low compared to the price.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I would not purchase from a fast fashion brand if I am unfamiliar with the brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I would not purchase from a fast fashion brand if I think that it lacks the value associated with it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Dependent Variable: Advertising Avoidance *

	1	2	3	4	5
1. I would not purchase from a fast fashion brand if the advertising of it is unpleasant or annoying.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I would not purchase from a fast fashion brand if a celebrity I am unfamiliar with or do not like is used in the advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I would not purchase from a fast fashion brand if I find the information in the advertisement is not trustable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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1.2 Pilot Test Responses

Statements	Responses
<p>Experiential Avoidance I would not purchase from a fast fashion brand if I think the product's quality is not good (cheap materials).</p>	<p>(0, 0%) Strongly Disagree = 1 (2, 7.4%) Disagree = 2 (2, 7.4%) Neutral = 3 (13, 48.2%) Agree = 4 (10, 37%) Strongly Agree = 5</p>
<p>I would not purchase from a fast fashion brand if I think the brand failed to meet its promised values.</p>	<p>(0, 0%) Strongly Disagree = 1 (2, 7.4%) Disagree = 2 (10, 37%) Neutral = 3 (8, 29.6%) Agree = 4 (7, 26%) Strongly Agree = 5</p>
<p>I would not purchase from the same fast fashion brand if my expectations of the brand were not met.</p>	<p>(0, 0%) Strongly Disagree = 1 (1, 3.7%) Disagree = 2 (8, 29.6%) Neutral = 3 (11, 40.7%) Agree = 4 (7, 26%) Strongly Agree = 5</p>
<p>I would not purchase from a fast fashion brand if the return process is a hassle.</p>	<p>(1, 3.7%) Strongly Disagree = 1 (4, 14.8%) Disagree = 2 (4, 14.8%) Neutral = 3 (11, 40.7%) Agree = 4 (7, 26%) Strongly Agree = 5</p>
<p>Identity Avoidance I would not purchase from a fast fashion brand if it does not make me feel special or stand-out from the crowd.</p>	<p>(2, 7.3%) Strongly Disagree = 1 (7, 26%) Disagree = 2 (10, 37%) Neutral = 3 (7, 26%) Agree = 4 (1, 3.7%) Strongly Agree = 5</p>
<p>I would not purchase from a fast fashion brand if it does not match my personality.</p>	<p>(0, 0%) Strongly Disagree = 1 (2, 7.4%) Disagree = 2 (6, 22.22%) Neutral = 3 (16, 59%) Agree = 4 (3, 11.11%) Strongly Agree = 5</p>
<p>I would not purchase from a fast fashion brand if it is associated with a group I do not want to be identified with.</p>	<p>(0, 0%) Strongly Disagree = 1 (5, 18.6%) Disagree = 2 (8, 29.6%) Neutral = 3 (12, 44.4%) Agree = 4 (2, 7.4%) Strongly Agree = 5</p>
<p>I would not purchase from a fast fashion brand if I think it is not authentic (imitation of other brands).</p>	<p>(0, 0%) Strongly Disagree = 1 (4, 14.8%) Disagree = 2 (8, 29.6%) Neutral = 3 (10, 37%) Agree = 4 (5, 18.6%) Strongly Agree = 5</p>
<p>I would not buy from a fast fashion brand if I think the products are too common in the market.</p>	<p>(1, 3.7%) Strongly Disagree = 1 (4, 14.9%) Disagree = 2 (8, 29.6%) Neutral = 3 (8, 29.6%) Agree = 4 (6, 22.2%) Strongly Agree = 5</p>

<p>Moral Avoidance I would not purchase from a fast fashion brand that does not align with my personal beliefs.</p>	<p>(0, 0%) Strongly Disagree = 1 (4, 14.9%) Disagree = 2 (11, 40.7%) Neutral = 3 (7, 25.9%) Agree = 4 (5, 18.5%) Strongly Agree = 5</p>
<p>I would not purchase from a fast fashion brand that is not socially responsible (adhere to labour laws).</p>	<p>(0, 0%) Strongly Disagree = 1 (2, 7.4%) Disagree = 2 (11, 40.7%) Neutral = 3 (8, 29.7%) Agree = 4 (6, 22.2%) Strongly Agree = 5</p>
<p>I would not purchase from a fast fashion brand that is not environmentally responsible (use of unrecyclable materials).</p>	<p>(0, 0%) Strongly Disagree = 1 (4, 14.8%) Disagree = 2 (11, 40.7%) Neutral = 3 (7, 25.9%) Agree = 4 (5, 18.5%) Strongly Agree = 5</p>
<p>I would not purchase from a fast fashion brand because of the country it manufactures from.</p>	<p>(3, 11.1%) Strongly Disagree = 1 (9, 33.3%) Disagree = 2 (7, 25.9%) Neutral = 3 (4, 14.8%) Agree = 4 (4, 14.8%) Strongly Agree = 5</p>
<p>Deficit-value Avoidance I would not purchase from a fast fashion brand if I find that the quality of the product is low compared to the price.</p>	<p>(0, 0%) Strongly Disagree = 1 (0, 0%) Disagree = 2 (4, 14.8%) Neutral = 3 (11, 40.7%) Agree = 4 (12, 44.4%) Strongly Agree = 5</p>
<p>I would not purchase from a fast fashion brand if I am unfamiliar with the brand.</p>	<p>(2, 7.4%) Strongly Disagree = 1 (5, 18.5%) Disagree = 2 (9, 33.3%) Neutral = 3 (5, 18.5%) Agree = 4 (6, 22.2%) Strongly Agree = 5</p>
<p>I would not purchase from a fast fashion brand if I think that it lacks the value associated with it.</p>	<p>(0, 0%) Strongly Disagree = 1 (3, 11.1%) Disagree = 2 (7, 25.9%) Neutral = 3 (12, 44.4%) Agree = 4 (5, 18.5%) Strongly Agree = 5</p>
<p>Advertising Avoidance I would not purchase from a fast fashion brand if the advertising of it is unpleasant or annoying.</p>	<p>(2, 7.4%) Strongly Disagree = 1 (4, 14.8%) Disagree = 2 (10, 37%) Neutral = 3 (6, 22.2%) Agree = 4 (5, 18.5%) Strongly Agree = 5</p>
<p>I would not purchase from a fast fashion brand if a celebrity I am unfamiliar with or do not like is used in the advertising.</p>	<p>(5, 18.5%) Strongly Disagree = 1 (6, 22.2%) Disagree = 2 (7, 25.9%) Neutral = 3 (3, 11.1%) Agree = 4 (6, 22.2%) Strongly Agree = 5</p>
<p>I would not purchase from a fast fashion brand if I find the information in the advertisement is not trustable.</p>	<p>(0, 0%) Strongly Disagree = 1 (2, 7.4%) Disagree = 2 (6, 22.2%) Neutral = 3 (7, 25.9%) Agree = 4 (12, 44.4%) Strongly Agree = 5</p>

1.3 Online Survey Responses

Statements	Frequency	Percentage
Experiential Avoidance I would not purchase from a fast fashion brand if I think the product's quality is not good (cheap materials).	Strongly Disagree = 1 (1) Disagree = 2 (13) Neutral = 3 (32) Agree = 4 (111) Strongly Agree = 5 (165)	0.31% 4.04% 9.94% 34.47% 51.24%
I would not purchase from a fast fashion brand if I think the brand failed to meet its promised values.	Strongly Disagree = 1 (4) Disagree = 2 (16) Neutral = 3 (49) Agree = 4 (114) Strongly Agree = 5 (139)	1.24% 4.97% 15.22% 35.40% 43.17%
I would not purchase from the same fast fashion brand if my expectations of the brand were not met.	Strongly Disagree = 1 (1) Disagree = 2 (17) Neutral = 3 (46) Agree = 4 (102) Strongly Agree = 5 (156)	0.31% 5.28% 14.29% 31.68% 48.45%
I would not purchase from a fast fashion brand if the return process is a hassle.	Strongly Disagree = 1 (5) Disagree = 2 (25) Neutral = 3 (60) Agree = 4 (98) Strongly Agree = 5 (134)	1.55% 7.76% 18.63% 30.43% 41.61%
Identity Avoidance I would not purchase from a fast fashion brand if it does not make me feel special or stand-out from the crowd.	Strongly Disagree = 1 (16) Disagree = 2 (56) Neutral = 3 (80) Agree = 4 (83) Strongly Agree = 5 (87)	4.97% 17.39% 28.84% 25.78% 27.02%
I would not purchase from a fast fashion brand if it does not match my personality.	Strongly Disagree = 1 (2) Disagree = 2 (23) Neutral = 3 (63) Agree = 4 (113) Strongly Agree = 5 (121)	0.62% 7.14% 19.57% 35.09% 37.58%
I would not purchase from a fast fashion brand if it is associated with a group I do not want to be identified with.	Strongly Disagree = 1 (8) Disagree = 2 (35) Neutral = 3 (80) Agree = 4 (98) Strongly Agree = 5 (101)	2.48% 10.87% 24.84% 30.43% 31.39%
I would not purchase from a fast fashion brand if I think it is not authentic (imitation of other brands).	Strongly Disagree = 1 (10) Disagree = 2 (33) Neutral = 3 (81) Agree = 4 (92) Strongly Agree = 5 (106)	3.11% 10.25% 25.16% 28.57% 32.92%
I would not buy from a fast fashion brand if I think the products are too common in the market.	Strongly Disagree = 1 (13) Disagree = 2 (39) Neutral = 3 (70) Agree = 4 (89) Strongly Agree = 5 (111)	4.04% 12.11% 21.74% 27.64% 34.47%

Moral Avoidance I would not purchase from a fast fashion brand that does not align with my personal beliefs.	Strongly Disagree = 1 (12) Disagree = 2 (36) Neutral = 3 (80) Agree = 4 (78) Strongly Agree = 5 (116)	3.73% 11.18% 28.84% 24.22% 36.02%
I would not purchase from a fast fashion brand that is not socially responsible (adhere to labour laws).	Strongly Disagree = 1 (5) Disagree = 2 (28) Neutral = 3 (69) Agree = 4 (88) Strongly Agree = 5 (133)	1.55% 8.70% 21.43% 27.33% 40.99%
I would not purchase from a fast fashion brand that is not environmentally responsible (use of unrecyclable materials).	Strongly Disagree = 1 (12) Disagree = 2 (37) Neutral = 3 (72) Agree = 4 (74) Strongly Agree = 5 (127)	3.73% 11.49% 22.36% 22.98% 39.44%
I would not purchase from a fast fashion brand because of the country it manufactures from.	Strongly Disagree = 1 (21) Disagree = 2 (41) Neutral = 3 (66) Agree = 4 (70) Strongly Agree = 5 (124)	6.52% 12.73% 20.50% 21.74% 38.51%
Deficit-value Avoidance I would not purchase from a fast fashion brand if I find that the quality of the product is low compared to the price.	Strongly Disagree = 1 (3) Disagree = 2 (10) Neutral = 3 (49) Agree = 4 (108) Strongly Agree = 5 (152)	0.93% 3.11% 15.226% 33.54% 47.20%
I would not purchase from a fast fashion brand if I am unfamiliar with the brand.	Strongly Disagree = 1 (14) Disagree = 2 (44) Neutral = 3 (86) Agree = 4 (81) Strongly Agree = 5 (97)	4.35% 13.66% 26.71% 25.16% 30.12%
I would not purchase from a fast fashion brand if I think that it lacks the value associated with it.	Strongly Disagree = 1 (4) Disagree = 2 (20) Neutral = 3 (64) Agree = 4 (102) Strongly Agree = 5 (132)	1.24% 6.21% 19.88% 31.68% 40.99%
Advertising Avoidance I would not purchase from a fast fashion brand if the advertising of it is unpleasant or annoying.	Strongly Disagree = 1 (12) Disagree = 2 (24) Neutral = 3 (186) Agree = 4 (83) Strongly Agree = 5 (116)	3.73% 7.45% 26.71% 25.78% 36.02%
I would not purchase from a fast fashion brand if a celebrity I am unfamiliar with or do not like is used in the advertising.	Strongly Disagree = 1 (20) Disagree = 2 (44) Neutral = 3 (79) Agree = 4 (78) Strongly Agree = 5 (101)	6.21% 13.66% 24.53% 24.22% 31.37%
I would not purchase from a fast fashion brand if I find the information in the advertisement is not trustable.	Strongly Disagree = 1 (8) Disagree = 2 (14) Neutral = 3 (54) Agree = 4 (85) Strongly Agree = 5 (161)	2.48% 4.35% 16.77% 26.40% 50.00%

1.4 SPSS Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.821	4

Reliability Statistics

Cronbach's Alpha	N of Items
.877	5

Reliability Statistics

Cronbach's Alpha	N of Items
.874	4

Reliability Statistics

Cronbach's Alpha	N of Items
.732	3

Reliability Statistics

Cronbach's Alpha	N of Items
.801	3

1.5 SPSS Multiple Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.644 ^a	.414	.405	.73511873638

a. Predictors: (Constant), AA, EA, DA, MA, IA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.778	5	24.156	44.700	<.001 ^b
	Residual	170.766	316	.540		
	Total	291.545	321			

a. Dependent Variable: BA

b. Predictors: (Constant), AA, EA, DA, MA, IA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.077	.244		4.410	<.001
	EA	.032	.078	.025	.416	.678
	IA	.544	.079	.517	6.846	<.001
	MA	.073	.069	.076	1.058	.291
	DA	-.086	.078	-.074	-1.100	.272
	AA	.140	.068	.140	2.050	.041

a. Dependent Variable: BA

1.6 Ethical Approval for Questionnaire



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Re: U/SERC/78-212/2024

13 January 2024

Dr Fitriya Binti Abdul Rahim
Head, Department of International Business
Faculty of Accountancy and Management
Universiti Tunku Abdul Rahman
Jalan Sungai Long
Bandar Sungai Long
43000 Kajang, Selangor

Dear Dr Fitriya,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your students' research project from Bachelor of International Business (Honours) programme enrolled in course UKMZ3016. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	The Motivation for Purchasing Souvenirs Among the Domestic Tourists	Wan Shiuan Ling	Ms Annie Yong Ing Ing	13 January 2024 – 12 January 2025
2.	Factor Affecting Healthy Food Purchase Behaviours of Generation Z	Pe Kai Wen		
3.	Factors Affecting Customer Satisfaction Among Online Shoppers	Dion Teh Jee Wei		
4.	The Factors Influences on Customer Satisfaction and Loyalty in Business Performance	Tang Wei Ping		
5.	The Impact of Social Media Influencer on Youth Online Buying Behaviour in Klang Valley	Goh Pieh Ling	Ms Chin Wai Yin	
6.	A Study on E-commerce Factors that Influence Post-purchase Behaviour of Young Adults in Malaysia	Chan Chiew Kong	Dr Corrinne Lee Mei Jyin	
7.	Factors and Barriers to Attaining Mental Health Services	Chan Pei Xin		
8.	Factors Influencing the Customer Intention in Adopting Autonomous Vehicles (AVs)	Chye Chi Ern	Dr Eaw Hooi Cheng	
9.	Applying the Fraud Triangle Theory to Examine Fraudulent Cases from the Perspective of Working Adults	Alex Lau Chin Yeh		
10.	Examining the Influential Factors of Financial Fraud on Social Media from the Perspective of University Students	Bryan Wee Xin Jie		
11.	Factors Affecting Financial Fraud Awareness Among University Students	Liew Yoon Ler		
12.	The Impact of ChatGPT on E-commerce: The Case of Platform-based Business	Lee Siu Ying	Pn Ezatul Emilia Binti Muhammad Arif	

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
13.	Adoption Rate of Digital Channel among MSMEs Entrepreneurs. (A Comparison Between Social Commerce and E-Commerce Platforms)	Law Yung Khan	Pn Ezatul Emilia Binti Muhammad Arif	13 January 2024 – 12 January 2025
14.	Factor Affecting Consumers Behavioral Intention to Share Digital Footprints on Social Media	Jenny Leong Siew Yee	Pn Farida Bhanu Binti Mohamed Yousoof	
15.	Factors Affecting the Unemployment Crisis Among Fresh Graduate in Malaysia	Lim Say Siang		
16.	The Buying Behaviour on Green Products - From A Consumer Perspective	Lim Xiao Xuan		
17.	Factor Affecting Consumer Brand Loyalty on Personal Care Product	Ooi Xin Yi	Dr Foo Meow Yee	
18.	Drivers of Employee Retention: A Case Study in Health and Beauty Industry	Tan Chi Ying		
19.	Factors of Remote Work Influencing Remote Work Productivity of Employees in Malaysia	Lee YanZheng	Ms Hooi Pik Hua @ Rae Hooi	
20.	Exploring University Students' Readiness for the Industrial Revolution 4.0: A Conceptualised Framework	Poh Joe Yee	Dr Jayamalathi a/p Jayabalan	
21.	The Role of Artificial Intelligence on the Overall Success of SMEs in the E-Commerce Sector	Low Wai Ying	Ms K Shamini a/p T Kandasamy	
22.	Understanding the Impact of Short Video Advertising on Youth Consumer Behavior	Celine Tia Hui Lin		
23.	Influence of Corporate Social Responsibility (CSR) on Consumer Purchase Intention	Yeo Ai Ping	En Khairul Anuar Bin Rusli	
24.	The Impact of Green Marketing of Food and Beverages on Consumers' Purchase Intention	Yong Xin En		
25.	Factors that Influence the Acceptance of QR Payment Among Customers in Malaysia	Lee Hai Wen		
26.	To Study the Influences of Compensation, Work Environment, Motivation on Employee Satisfaction Among Industrial Trainees	Sam Li Ixing	Dr Komathi a/p Munusamy	
27.	The Influence of Celebrity Endorsements on Consumers' Purchase Intention Toward Sports Equipment	Chong Wei Ni		
28.	Investigating the factors of online payment technology in influencing consumer purchase behavior	Chua Jun Quan		
29.	The Impact of Utilizing ChatGPT in Higher Education	Lee Zi Wei		
30.	The Effectiveness of Duolingo's AI-Powered Language Learning Platform in Improving Second Language Acquisition Among Malaysia's Tertiary Students	Oh Fang Yan	Dr Law Kian Aun	
31.	The Effects of AI Tools on Undergraduates' Academic Writing Proficiency	Ng Shi Zhe		
32.	Consumer's Coping Strategies Toward Packaging Waste in Food Delivery Service	Tan Shin Rhu	Mr Lee Yoon Heng	
33.	Securing User Trust: A Study on Social Media Privacy, Information Protection, User Education, and Platform Reliability	Lim Jing	Ms Logeswary a/p Maheswaran	
34.	User Acceptance of Neobanks in Malaysia	Tang Sze Jun	Ms Loh Yin Xia	
35.	The Interplay of Digital Financial Literacy, Capability, Autonomy in the Financial Decision-making in Today's Digital Age	Wong Zheng Wah	Dr Low Mei Peng	
36.	Effects of In-store Factors Influencing Consumer Impulse Buying Behavior in Shopping Mall	Soh Xin Jie		
37.	Examining the Impact of Generation Z's Attitude Towards Counterfeit Footwear in Malaysia	Lim Su Kim	Dr Malathi Nair a/p G Narayana Nair	
38.	Young Adults' Intention to Use Mobile Payment in Malaysia	Alvin Chow Mun Sing		
39.	Consumer Motivation to Repurchase Organic Personal Care Products	Crystal Chow Weng Yann		

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
40.	The Impact of Worklife Balance on Employee Performance in Private Universities in Malaysia	Yeo Jing Wen	Dr Omar Hamdan Mohammad Alkharabsheh	13 January 2024 – 12 January 2025
41.	Determinants of Student's Satisfaction on AI Usage in Education	Chang Charng Jie	Ms Puvaneswari a/p Veloo	
42.	How Artificial Intelligence (AI) is Transforming Tourism Industry	Boon Yi Jean	Pn Raja Nurul Aini Binti Raja Aziz	
43.	Factors Affecting the Consumption Pattern of Fast Fashion Products Among Generation Z	Evelyn Chow Sum Yee	Dr Sia Bee Chuan	
44.	Antecedents and Consequences of Beauty and Cosmetic Products Impulse Purchase on TikTok	Kong Chi Kei	Dr Tang Kin Leong	
45.	Examining the Antecedents of Perceived Enjoyment and Flow Experience in Impulsive Buying Behaviour: A Study from the Perspective of TikTok User	Tan Hong Qing		
46.	Understanding the Determinants of Online Hotel Booking Intentions	Sharon Lian Sin Yee	Dr Tiong Kui Ming	
47.	A Study of Eco-Conscious Consumer Behavior on Green Products	Tan Sze Ting		
48.	Brand Loyalty Among Generation Z Towards Samsung Products in Malaysia	Chey Xin Hui	Dr Yeong Wai Mun	
49.	Factors Influencing the Adoption of Touch 'n Go eWallet Among Consumers in Malaysia	Lim Si Ting		

The conduct of this research is subject to the following:

- (1) The participants' informed consent be obtained prior to the commencement of the research;
- (2) Confidentiality of participants' personal data must be maintained; and
- (3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.
- (4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,



Professor Ts Dr Faidz bin Abd Rahman
Chairman
UTAR Scientific and Ethical Review Committee

c.c Dean, Faculty of Accountancy and Management
Director, Institute of Postgraduate Studies and Research