**FAST FASHION TECHNOLOGY AND PRODUCTS: STUDENT PERCEPTIONS OF YOGYAKARTA STATE UNIVERSITY**

Resi Sepsilia Elvera1†, Moh. Adam Jerusalem2, Laila Nurul Himmah3, Chytra Mahanani4

*1 Fashion Design Study Program, Faculty of Engineering, Yogyakarta State University Jalan Karang Gayam, Caturtunggal, Kec. Depok, Sleman Regency, Special Region of Yogyakarta 55281*

*2 Fashion Design Study Program, Faculty of Engineering, Yogyakarta State University*

*3 Fashion Design Study Program, Faculty of Engineering, Yogyakarta State University*

*4 Fashion Design Study Program, Faculty of Engineering, Yogyakarta State University*

*Correspondence Email* *resisepsiliaelvera@uny.ac.id*

***Abstract.****The rapid advancement of information technology requires us to always keep abreast of the times in the current global era, the ease of information from various technologies, especially internet technology in internet access services so that it directly facilitates information about fast fashion products that provide many advantages and convenience in following the latest fashion trends. especially youth fashion among students as part of self-existentialization efforts, thus making them behave consumptively. The aims of this study are (1) to find out the latest technology in fast fashion (2) to find out what factors influence students' consumption behavior towards fast fashion. In this study, the population was UNY students, with a sample size of 382 students who were taken randomly. This type of research is descriptive with a quantitative approach. This research took place in February 2021 - June 2021. The measuring instrument used was a questionnaire in the form of a questionnaire with statements consisting of fast fashion consumption behavior. Questionnaires were distributed to respondents online. The results of the study show that (1) internet technology through social media significantly influences buying decisions for fast fashion products. (2) consumer behavior based on the theory of planned behavior in terms of Attitude Toward Behavior, Subjective Norm, Perceived behavior control on average, female undergraduate students of the Faculty of Engineering, who are between the ages of 20 have a higher tendency to consume fast fashion products. The measuring instrument used was a questionnaire in the form of a questionnaire with statements consisting of fast fashion consumption behavior. Questionnaires were distributed to respondents online. The results of the study show that (1) internet technology through social media significantly influences buying decisions for fast fashion products. (2) consumer behavior based on the theory of planned behavior in terms of Attitude Toward Behavior, Subjective Norm, Perceived behavior control on average, female undergraduate students of the Faculty of Engineering, who are between the ages of 20 have a higher tendency to consume fast fashion products. The measuring instrument used was a questionnaire in the form of a questionnaire with statements consisting of fast fashion consumption behavior. Questionnaires were distributed to respondents online. The results of the study show that (1) internet technology through social media significantly influences buying decisions for fast fashion products. (2) consumer behavior based on the theory of planned behavior in terms of Attitude Toward Behavior, Subjective Norm, Perceived behavior control on average, female undergraduate students of the Faculty of Engineering, who are between the ages of 20 have a higher tendency to consume fast fashion products. The results of the study show that (1) internet technology through social media significantly influences buying decisions for fast fashion products. (2) consumer behavior based on the theory of planned behavior in terms of Attitude Toward Behavior, Subjective Norm, Perceived behavior control on average, female undergraduate students of the Faculty of Engineering, who are between the ages of 20 have a higher tendency to consume fast fashion products. The results of the study show that (1) internet technology through social media significantly influences buying decisions for fast fashion products. (2) consumer behavior based on the theory of planned behavior in terms of Attitude Toward Behavior, Subjective Norm, Perceived behavior control on average, female undergraduate students of the Faculty of Engineering, who are between the ages of 20 have a higher tendency to consume fast fashion products.*

***Keywords: fast fashion, consumption behavior, fashion, technology***

# PRELIMINARY

## Fashion is now an inseparable part of daily appearance and style in the global era of technology. This fashion industry then affects the increasing trend of student consumption patterns because indirectly the role of students is very influential on the global fashion industry, as a reserve asset, the hope of the nation, therefore students must have a basic reference in behaving in terms of dress, attitude, behavior. and kind words[1]. which ultimately shape consumer behavior that is consumptive towards fashion products. Consumer behavior is defined as the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process in the preparation and determination of certain activities.[2]. Many trend factors can influence consumer behavior[3]. This trend has finally become a great opportunity for fashion business people. because fashion products are not just a body covering but have become a beauty enhancer and are able to cover the wearer's shortcomings, besides that fashion is also a communication tool to convey personal identity to support one's appearance in the latest fashion trends.[4].

## The development of increasingly sophisticated technology through the internet, social media, accelerates the process of developing fast fashion products among student youth, where the marketing of fashion products can penetrate every part of the world in a relatively short time to fulfill the consumption desires of modern society, especially among college students.[5].Consumers in the masses are now becoming more fashion conscious and adapting to the latest fashion trends[6]Students compete in following trends by looking for the latest clothing models through various social media from television technology, radio, Instagram, Facebook, Twitter and so on. that's what makes the concept of fast fashion is currently growing rapidly.



Figure 1. Online shop technology

Source: Kompas Lifestyle

## *Fast fashion* is a phenomenon of fashion trends that change quickly and are mass-produced with a ready-to-wear concept, the main characteristics of fast fashion are affordable prices and products that are always up to date. [7], as for several brands of fast fashion products that are of interest to teenagers.



Picture 2. Fast Fashion brand

Source: Chosmopolitan Indonesia

## *Fast fashion* is a type of fashion industry that produces clothing in bulk, is sold at relatively affordable prices, and encourages the faster changes in world fashion trends [8]. This causes the high consumer behavior of students, including UNY students. The fast fashion change cycle is approximately one month. In addition to increasing designs and new products sold in every shop[9]. *Fast fashion* is also a modern term used by the fashion industry to refer to designs that go from fashion show to shop with a short period of time to capture the latest trends in the market.[10]In addition, fast fashion, which always produces products with the latest trends, creates a consumptive attitude from consumers who want to continue to follow fashion trends. Consumer behavior is a condition when someone is in the process of searching, selecting, and evaluating products to meet their needs and desires. Fast fashion strategy for retail provides great benefits. So that retail can grow faster and more easily dominate market share. Besides being able to benefit retail, the fast fashion concept can also benefit consumers. This is because consumers can continue to follow the latest trends from the fashion world.[5]The rapid growth of the fast fashion industry also has a negative impact on the environment and even humans. Fast fashion has an effect on environmental pollution due to the use of chemicals in the coloring process,The problem that arises from the fast fashion industry is the toxic pollution it produces and the waste that is difficult to decompose. The fast fashion industry makes a major contribution to global warming. Waste generated during production will be discharged into rivers or the sea, so that the waste will pollute the oceans and the living things in them. The content of chemicals can also cause pollution in the air so that it supports global warming.[10]

## Based on these facts, the purpose of this study is (1) to find out the latest technology related to the rapid development of fast fashion. (2) to determine consumer behavior based on the theory of planned behavior in terms of Attitude Toward Behavior, Subjective Norm, Perceived behavior control. Elements of excellence in this research PROCEDURE*INTERNATIONAL CONFERENCE ON TECHNOLOGY AND VOCATIONAL TEACHER*(ICTVT)This research is about Fast Fashion Technology and Yogyakarta State University students' perceptions of Fast Fashion products. This research can provide recommendations and input for teenagers and business people, especially in the field of fast fashion.

# Research methods

## This type of research is descriptive with a quantitative approach. This research took place in February 2021 - June 2021 in this study the population was UNY students with a total sample of 382 respondents who were taken randomly. The measuring instrument used is a questionnaire in the form of a questionnaire with a statement consisting of fast fashion consumption behavior. Sampling was carried out by simple random sampling method, namely taking samples from members of the population at random without regard to strata and demographic characteristics (Attitude Toward Behavior, Subjective Norm, Perceived behavior control) in the population.

## The measuring instrument used in this study is a questionnaire distributed to respondents online, a questionnaire containing 32 question items consisting of three parts, namely attitudes towards fashion consumption behavior, subjective norms of fashion consumption behavior, perceived behavior control in fashion consumption, fashion consumption intentions. fashion, Behavior on fashion consumption, with each item containing 6-8 questions. Input from respondents is a reduction in the number of statement items from 50 statements to 32 statements only.

## Based on these reasons, the researchers took the decision to reduce the number of questionnaires to 32 statements representing each section. The form of the measurement scale used in this study is a Likert scale (including direct scale), which is a scale that is filled in directly by the respondent. When responding to questions on a Likert scale, respondents determine their level of agreement with a statement by choosing one of the available options. In measuring students' fast fashion consumption behavior, the questionnaire consists of several constructs that will be obtained from an in-depth theoretical study. in interpreting the Model theory of planned behavior in each section can refer to Figure 3.

*Attitude*

(Attitude)

*Subjective Norm*

(Subjective Norm)

*Perceived Behavioral Control*

(Behavior Control)

*Intention*

*Behavior*

(Behavior)

Figure 3. Model theory of planned behavior

# Results

## Based on the process of data analysis and processing, the following results were obtained:

## Age Variable

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Figure 4. Number and Percentage of Respondents Characteristics of Age Variables

## Based on the summary of the number and percentage of respondents with the characteristics of the age variable, it is known that the age of 20 years has the highest number of respondents, namely 102 respondents with the highest percentage of 19%, while age > 30 years has the least number of respondents, namely 11 respondents with the lowest percentage of 0.6%.

1. ****Gender variable

## Figure 5. Number and Percentage of Respondents Characteristics of Gender Variables

## Based on the summary of the number and percentage of respondents, the characteristics of the gender variable are known that the majority of respondents, namely women, are 93.5% of the total number of respondents 537 respondents.

## Atitude Toward Behavior

## Figure 6. Percentage of planned behavior theory in the category of Atitude Toward Behavior

## Based on the summary of the percentage of planned behavior theory in the Atitude Toward Behavior category from 535 respondents, 249 respondents with a percentage of 23% agreed, 237 respondents with a percentage of 22% disagreed, 27 respondents with a percentage of 3% stated strongly agree, 25 respondents with a percentage of 2 % stated strongly disagree. From the presentation, it can be seen that the statement of agreeing is the highest presentation while strongly disagreeing has the least number of respondents' statements.

1. *Subjective Norm*

## Figure 7. Percentage of planned behavior theory in categories *Subjective Norm*

## Based on the summary of the percentage of planned behavior theory in the Subjective Norm category of 535 respondents as many as 344 respondents with a percentage of 64% disagreeing, 121 respondents with a percentage of 23% agreeing, 58 respondents with a percentage of 11% strongly disagreeing, 12 respondents with a percentage of 2 % stated strongly agree. From the presentation, it can be seen that the statement of disagreeing is the highest presentation while strongly agreeing has the least number of respondents' statements.

1. *Perceived Behavior Control*

## Figure 8. Percentage of planned behavior theory in the Perceived Behavior Control category

## Based on the summary of the percentage of planned behavior theory in the Perceived Behavior Control category from 535 respondents, 430 respondents with a percentage of 81% agreed, 60 respondents with a percentage of 11% disagreed, 43 respondents with a percentage of 8% stated strongly agree, 2 respondents with a percentage of 0 % stated strongly disagree. From the presentation, it can be seen that the statement of agreeing is the highest presentation while strongly disagreeing has the least number of respondents' statements.

1. The theory of planned behavior

## Figure 9. Percentage of Theory of Planned Behavior

## Based on the summary of the percentage of the theory of planned behavior in the Attitude Toward Behavior category, the most frequent agreeing statements with an average of 2.56%, in the Subjective Norm category, disagreeing statements that often appear with an average of 2.33%, in the category Perceived behavior control statements agree that often appear with an average of 2.75%. From the presentation, it can be seen that the statement of agreement is the highest presentation.

## The results obtained by researchers is the average score. The age of 20 years has the highest number of respondents, namely 102 respondents with the highest percentage of 19%, while age > 30 years has the least number of respondents, namely 11 respondents with the lowest percentage of 0.6%. 93.5%, in the Atitude Toward Behavior category the statement agrees to be the statement with the highest percentage of 23% while strongly disagree has the least respondents with a percentage of 2%, in the Subjective Norm category the statement disagrees becomes the highest statement with a percentage of 64% while the statement strongly disagree to be a statement at least with a percentage of 2%,

# CONCLUSION

# Based on the results of the study, it can be concluded that the average undergraduate student of the faculty of engineering, yogyakarta state university has a higher consumption behavior of fast fashion in the age category of 20 years with the highest percentage of 19%, gender is known that the most respondents, namely women as much as 93.5%, it is known that the faculty of engineering has the highest number of respondents, namely 484 respondents with the highest percentage of 90.3%, in the atitude toward behavior category the statement agrees to be a statement with the highest percentage of 23% while strongly disagree has the least respondents with a percentage of 2%, in the category subjective norm the statement of disagree being the highest statement with a percentage of 64% while the statement of strongly disagreeing being the least statement with a percentage of 2%,in the perceived behavior control category, the statement agrees to be the highest statement with a percentage of 81% while the statement strongly agrees to a statement that has almost no respondents with a percentage of 0%. At the age between 20 years have a higher tendency to consume fast fashion products.those aged between 20 years have a higher tendency to consume fast fashion products.those aged between 20 years have a higher tendency to consume fast fashion products.higher tendency to consume fast fashion products.those aged between 20 years have a higher tendency to consume fast fashion products.

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