

Fast Fashion Product Purchase Decisions : the Impact of Digital Marketing Interaction and Youth's Social Preferences in Semarang City

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The rapid growth of the fast fashion industry has encouraged companies to utilize digital marketing strategies to attract young consumers. Current consumer preferences for a fashionable appearance encourage fashion entrepreneurs to quickly adapt to consumer tastes. This study used a descriptive qualitative method with a closed-ended survey. Data were collected using a questionnaire from 40 respondents living in Semarang City aged 18-24 years and actively shopping for fast fashion products. The results show that young consumers have a strong preference for digital purchasing channels, especially social media and e-commerce platforms, to obtain fast fashion products. Young consumers make fast fashion purchases at low to moderate levels within one month. This indicates the existence of behavioral control and value considerations in fast fashion product purchasing decisions. A visual and applied approach is also important in digital marketing strategies, especially in the fashion sector, which relies heavily on aesthetic perception and style relevance.

Keywords:

Digital marketing, Consumer, Entrepreneur

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1. Introduction

Behavior consumers in making decision purchasing is one of the aspect important in the study marketing. Buying decision No only influenced by needs consumer just but also factors emotional, social and symbolic meanings attached to the product (Kadafi et al., 2023) . In the context of people young decision purchase often involves a search process identity, search personal image and within the scope social (Sumarjoko & Nurahmah, 2020) . Phenomenon This become the more complex when associated with dynamics consumption product fashion that is fast, dynamic with a trend that always changed.

Fashion is clothing or clothes worn by humans with the aim is to protect and beautify appearance. Fashion Alone interpreted as fashion and style which shows identity the user as well as become style life somebody (Awdyfakhri & Ridanasti, 2024) . Fashion industry Keep going try fulfil market demand to meet need diverse fashion. Various models and types trend fashion Keep going popping up in every the next season known with terms fast fashion has become a main part from style life people young moment This.

Fast fashion is a business model in the fashion industry that emphasizes the production of clothing in a way fast, cheap and compliant trend moment This Where draft This allows brand fashion for always sell collection latest in time short so that consumers Can always change style (Purnamawati et al., 2024) . Fast fashion is a concept business implemented by several brands to gain profit with a short production process, sold with price affordable. However behind convenience the there is pressure social that encourages consumer young to continue follow trend latest to stay relevant in the environment social. Fast fashion No Again just fulfil need will clothes However has become status symbol, expression self and tools to build context social.

In the digital marketing era product fast fashion experience significant transformation with existence digital marketing such as advertising on social media, endorsements, content and other things that are possible consumers to interact direct with seller. Consumer No only just become recipient message However can follow and in the distribution trend. This digital interaction can strengthen Power pull product fast fashion through visual narratives as well testimonials that are spread wide on the platform like Instagram, TikTok or live streaming on the marketplace.

Preference social people young become factor important in understanding decision purchase product fast fashion. In the environment increasingly social connected digitally, style get dressed Friend peers, opinions community online and expectations social play role important in forming perception mark to something products. Young people tend adopt moderate style trend moment this is so that you can recognized in the environment social his. Phenomenon This show that decision purchase No only individual in nature but also influenced by dynamics complex social research This become relevant to reveal pattern consumption people young in the digital age.

The uniqueness of the study, entitled "FAST FASHION PRODUCT PURCHASE DECISIONS: THE IMPACT OF DIGITAL MARKETING INTERACTIONS AND TEENAGERS' SOCIAL PREFERENCES IN SEMARANG CITY," lies in a combination of several specific factors that make it relevant and different from other similar studies:

Focus on Teenagers in Semarang City: Much consumer behavior research focuses on large metropolitan cities like Jakarta. This study specifically targets the teenage population in Semarang, providing contextual insights into how local dynamics and specific urban environments influence fast fashion purchasing decisions.

Key Variable Combination: This study integrates two of today's most dominant drivers of consumer behavior: Digital Marketing Interactions: Examines in-depth how platforms like Instagram and TikTok (which are extremely popular among teenagers) manipulate purchasing decisions through advertising, reviews, and influencers.

Social Preferences: Considers the role of peers, reference groups, and the need for social status in driving fast fashion consumption. Relevant Fast Fashion Topics: Fast fashion issues have significant environmental and social impacts, and this study examines these consumer behaviors in the context of teenagers, the market segment most susceptible to trends.

Multiple Impact Analysis: This study does not simply examine the influence of digital marketing or social preferences separately, but analyzes the simultaneous interaction between the two, providing a more comprehensive understanding of the complexity of teenagers' purchasing motivations.

Overall, this study's uniqueness lies in its holistic approach, incorporating a specific geographic location (Semarang), a demographic segment (teenagers), and the complex interplay of digital and social factors within the context of the dynamic fast fashion industry. According to the Central Statistics Agency (BPS) the category age young people who often used in publications and statistics employment refers to a group aged 15-24 years (<https://www.bps.go.id/id/statistics-table/2/NzE1IzI=/jumlah-penduduk-usia-15-tahun-ke-atas-menurut-golongan-umur.html>).

Formulation Problem

Based on background behind the formulation problems in research this is : How form interaction digital marketing that influences decision purchase product fast fashion among people young ?. How preference social specifically style get dressed Friend peers, contribute to decision purchase product fast fashion ?.

How people young interpret decision purchase product fast fashion in context social and digital that they are experience ?

Research purposes

Study This aims to : Identify and describe form interaction influential digital marketing to purchase product fast fashion by the masses young. Analyze role preference social specifically influence Friend peers in forming decision purchase product fashion. Dig cognition people young to decision purchase product fast fashion as part of construction identity their digital social.

2. Literature Review

Buying decision

Purchasing decisions are the consumer's process of evaluating various available options then decide choice the become A decision until Finally consumer truly buy (Lestari & Widjanarko, 2023). Purchasing decisions are also a psychological process. behavior consumers in choosing and buying product or service based on preferences, needs and available information. Purchasing decisions related with individual activities that are direct involved in obtaining and using product or services that involve the search process information and evaluate every alternatives that can solve problems and fulfill need they (Pardede et al., 2023) .

The process of taking decision purchase consists of of five stages main (Solomon & Bamossy, 2006) namely:

- a. Recognition of Needs
- b. Stage beginning of the retrieval process the decision is there need or existence problems that must be completed or filled with something product or service.
- c. Search information
- d. Consumer Then will gather information from various source related with product or services required to complete problem the.
- e. Evaluation alternative
- f. From various information obtained so consumer will compare product or brand based on relevant attributes
- g. Buying decision
- h. Consumer will choose and do purchase to suitable product with need
- i. Evaluation post purchase
- j. Consumer will do evaluation after use product or service related with satisfied or whether or not consumers who can influential to decision future purchases come.

Fast Fashion

Fast fashion refers to the business model in the sector clothes so that the priority is speed mode change as well cheap prices. Fast *fashion* has several advantages like affordable prices, changing fashion trends in a way fast in accordance preference consumer as well as improvement profitability for perpetrator business *fashion* (Khairunnisa et al., 2025) . In Indonesia, this includes product *fast fashion* among them are Zara, Uniqlo and H&M.

Characteristics *fast fashion* is:

- 1) Fast design changed
Collection clothes change very quickly follow global trends
- 2) Affordable prices

Product for sale with price affordable so that you can accessible all market segment

3) Minimum quality

Materials used tend No durable, pushing consumers to buy Again.

4) Mass production

Produced in quantity big, often utilise power work in developing countries with wages low.

Impact *fast fashion*

1) Environment

Donate waste textiles, water pollution and emissions carbon tall

2) Social

Exploitation power Work especially if factory No fulfil standard safety Work in accordance regulation.

3) Consumerism

Cause style life consumptive and cyclical purchases that are not sustainable

Digital Marketing

Digital marketing is a marketing strategy that uses digital *platforms and media* in doing so promotion for products or services include use of the internet, social media, mobile phones and *online platforms* others in reaching the target audience (Sasikirana et al., 2024) . In digital marketing activities there are a series of promotional and distribution activities products, services or brand that is done through internet -based digital media to create communication integrated, targeted and measurable which helps get while retaining customers while build deeper relationship deep with they.

Digital marketing is a current idea that offers system new for consumers and companies to interact with each other communicate, exchange information, do transaction business so that it is possible braid emotional between consumers and sellers always awake (Mahwati & Sabayu, 2024) . Digital marketing helps marketers make it easier interaction with its consumers or between customer in a way real time use digital devices such as smartphones, computers and the internet. Digital marketing strategies can customized with preference individual through consumer data.

Digital marketing has role strategic in forming connection between companies and consumers through media- based technology information. In the context digital economy, main function digital marketing does not only limited to promotions but also includes strengthening identity brand, improvement involvement consumer as well as sales process optimization in a way efficient and measurable. In terms of as means two- way communication, digital marketing allows company to build *brand awareness* in a way wide and fast through various digital *platforms* as well produce relevant prospects with market segmentation.

3. Method

Study This using a qualitative approach descriptive with closed survey method. The instrument used in the form of digital questionnaire consists of from eight question choice double, spread to 40 respondents active 18-24 year olds shop product fast fashion as well as living in Semarang City. In several questions, respondents allowed to choose more from One answers so that the total answer Can exceed amount respondents. Taking technique sample done by purposive sampling with criteria respondents who have experience shop product fast fashion in three month last. Data analyzed in a way descriptive use tabulation frequency and pie chart visualization to identify pattern preference consumers.

4. Results And Discusion

Based on results data collection on 40 respondents aged 18-25 years in Semarang City, obtained the results that follow arranged based on answer from data questions as following :

- a. Affordable price = 10 people
- b. The design that follows trend = 9 people
- c. Inspired from social media = 11 people
- d. Convenience access in store or online = 10 people

Based on diagram 1 above can seen that the most dominant reason is the influence of social media with presentation by 29.3%. This shows that exposure to digital content such as Instagram and TikTok have role significant in shaping preference consumer to fast fashion which is seasonal. This is in line with study Sriastini et al., (2025) who emphasized the role of social media in shaping perception values and style life consumer young. 26.7% of respondents state that convenience access become factor key in the decision purchase. This is show that its area distribution and convenience transaction become factor important in marketing strategy fast fashion which also demands efficiency and comfort. As many as 24.1% of respondents chose a design that followed trend as reason main. This reflects characteristics responsive fast fashion to global fashion dynamics and capable present product latest in time short. Meanwhile that's 20.0% of respondents prioritize an affordable price as consideration main. This is confirm that fast fashion remains in demand by sensitive market segments to price, especially circles young.

- a. Physical stores in malls = 9
- b. E-commerce platforms (Shopee, Tokopedia, etc.) = 15
- c. Social media (Instagram, TikTok) = 12
- d. Reseller or dropshipper = 4

Survey results of 40 respondents shows 15 people (37.3%) most often buy product fast fashion through e-commerce platform which is a percentage highest in the data distribution so it can be concluded that factor convenience transactions, variations products, online customer reviews and ratings become Power pull main consumers. This is in line with research by Nugroho et al., (2021) which states that e-commerce give experience fast and efficient shopping. Social media chosen by 12 respondents as channel main purchases (30.0%) show that social media No only just as platform communication but also supports interactions and transactions effective business. A total of 9 respondents (22.5%) chose the shop physical at the mall as method buy product fast fashion signify that experience directly in seeing and trying product Still own Power pull alone although There is improvement sharp in digitalization. Lastly, resellers or dropshipper chosen by 4 respondents (10%) showed existence preference to informal networks or community seller. This path often offer higher price flexible and a more personal approach.

- a. 1 time = 21
- b. 2-3 times = 18
- c. 4-5 times = 1
- d. More out of 5 times = 0

Survey results on 40 respondents shows 21 people (52.5%) stated buy product fast fashion as much as once a month. Meanwhile, 19 respondents (47.5%) stated buy as many as two to three times a month. There is n't any respondents who chose frequency purchase four up to five times or more than five times a month. Findings This show that majority consumer young own pattern relative consumption moderate to product fast fashion. Although industry fast fashion known with fast production characteristics and price affordable, consumers No show behavior excessive purchasing. This is can associated with increasing awareness to consumption sustainability and impact values more social reflective. This is in line with Hanandita, (2022) in his research stated that that usage brand fast fashion by generation young No solely driven by desire impulsive but also by necessity will representation identity socially relevant self.

- a. Price and discount = 18
- b. Design and color = 11
- c. Recommendation friends = 4
- d. Influencers on social media = 7

The survey results show that majority respondents (18 people, 45%) chose price and discount as factor main influencing factors decision purchase clothes fast fashion. This means respondents are greatly influenced by aspects economical in the consumption process they. Findings This in line with study Sriastini et al., (2025) stated that consumer young Indonesians are very responsive to promotions and prices discount especially in the context of competitive digital economy.

As many as 11 respondents (27.5%) stated that design and color as consideration main show that aspect aesthetics and power fixed visual appeal become element important in the selection product fashion although No as strong as influence price or social. Recommendations Friend chosen by 4 respondents (10%) showed that influence social and environmental closest play a role significant in shaping preference consumers. Meanwhile, 7 respondents (17.5%) chose the most influential social media influencers. to decision buy clothes fast fashion.

- a. The design that follows trend = 23
- b. Stitching quality and product details = 9
- c. Campaign ethical from brand = 3
- d. Information about material friendly environment = 5

The survey results show that following design trend occupy position most chosen respondents, namely 23 people (57.5%). Preferences This reflect that consumer fast fashion still very much influenced by the dynamics of fashion and the need to appear with trend latest. This is in line with invention Tashella Nazha et al., (2024) stated that people young do decision purchase of products fast fashion Because always own innovation design product the latest capable support appearance they.

Stitching quality and product details chosen by 9 respondents (22.5%) showed that although fast fashion identical with mass production and price affordable However consumer still put attention to aspects technical and aesthetic related products with quality. Next information about material friendly environment 5 respondents (12.5%) were selected and showed that part consumer start consider aspect environment in decisions purchase they. Campaign ethical from brand chosen by 3 respondents (7.5%) Indicates the existence of improvement awareness consumer to values sustainability and responsibility answer social the company that will influential to preferences and intentions behavior consumer especially in the context of fast fashion that is starting adopt narrative sustainability.

- a. Yes, often = 14
- b. Sometimes = 11
- c. Rare = 13
- d. Never = 2

The survey results stated as many as 14 respondents (35%) stated often buy product fast fashion Because inspired by influencers or celebrity. Findings This show that influence public figure to decision purchase Enough significant although No nature general. This is in line with study Dwi et al., (2024) stated that support influencer own influence significant to interest buy consumer product fast fashion Good in a way partial and simultaneously. A total of 11 respondents (27.5%) answered sometimes, 13 respondents (32.5%) answered rarely and only 2 respondents (5%) stated No ever. Proportion respondents who answered rare and not Once show that No all consumer influenced by the public figures. Some consumers still maintain preferences personal and do purchase based on need or appetite

personal. This indicates that marketing strategy based influencer need customized with more market segmentation specific.

- a. Engaging and interactive social media ads = 7
- b. Website design or easy application used = 3
- c. Review customer and product rating = 22
- d. Promotional emails and notifications discount = 8

The survey results showed that 22 respondents (55%) chose reviews. customer and product ratings as element the most influential digital marketing decision purchase they. This is indicate that consumer fast fashion tend depend on proof social and experience other users before do purchase. In line with this is a discovery (Vina Andita Pratiwi et al., 2023) who stated that trust in digital reviews becomes factor dominant in forming perception value and risk consumer young at purchasing fast fashion.

Temporary it's promotional emails and notifications discount chosen by 8 respondents (2%), social media advertising chosen by 7 respondents (17.5%) and design website or easy application used 3 respondents were selected. The low influence design website and social media advertising show that aesthetics and power visual appeal yet enough to push decision purchase without support information based experience real.

- a. Because they show method use product in a way real = 17
- b. Because they own style the life you want I copy = 4
- c. Because they give promo code or discount = 13
- d. Because they considered expert in trends fashion = 6

The survey results show that 17 respondents (47.5%) chose the reason show method use product in a way real as factor main influence content influencer to decision purchase they. Promo code or discount chosen become the answer by 13 respondents (32.5%) while 6 respondents (15%) chose to be considered expert in trends fashion and as many as 4 respondents (10%) chose style the life you want I imitate.

Findings the show that visual and applicative aspects from content influencer own Power the strongest pull in influencing decision purchase consumers. Consumers tend more believe in capable influencers show use product in a way direct compared to with narrative style life or image celebrities. This is in line with research by (Vina Andita Pratiwi et al., 2023) which states that content that is demonstrative and contextual will more effective in forming perception value and relevance products to consumers young.

Preference to promo code also shows that consumer fast fashion No only look for inspiration style but also value Economical. Marketing strategy based discounts made influencer proven capable increase intensity purchase. Meanwhile That low choice to style life as reason main show that consumer the more critical in sorting relevant content in a way functional,

- a. Absolutely not influential = 8
- b. No effect = 7
- c. Neutral = 8
- d. Influential = 12
- e. Very influential = 5

The survey results showed that 12 respondents (30%) stated that style get dressed Friend peers influential to decision they buy product fast fashion. Findings This state that style get dressed Friend peers become factor dominant in decisions purchase. This is in line with research by Fatikasari & Umami, (2023) which states that there is influence Friend peers in decisions purchase product digitally. Respondents who chose the answer very much influential and neutral, each of which is 8 people (20%)

indicating that style get dressed Friend peers is not factor dominant in decisions purchase they. Respondents who behave neutral signify existence autonomy in decisions purchase they.

Answer No influential selected by 7 respondents (17.5%) indicates that in context fast fashion preference personal and digital access to global trends seem to be more decisive than pressure social in a way directly. The low respondents who answered that it was very influential were 5 people (12.5%) indicating that identity fashion No fully shaped by the environment social but rather by individual preferences influenced by social media and values. functional product.

- a. To be seen relevant in the environment social = 9
- b. Because there are many Friend I also use it = 9
- c. To increase trust self in social interactions = 17
- d. Because I want to follow style celebrities = 4

The results of the survey above shows 17 respondents (42.5%) answered to increase trust oneself in social interactions. This becomes reason dominant that for part big respondents fashion No just question clothes but is a tool to grow a sense of trust self moment socialize. This is in line with research by Wibawa & Surya, (2024) which concluded that fast fashion has become style life public young people who form identity and culture they.

Furthermore, there were 9 respondents (22.5%) who answered that it was visible. relevant in the environment social and because Lots Friend I also use it. Second reason This reflect existence pressure from environment social. Someone tend feel need to follow trend so as not to left behind and the same with his friends or his group. Answer least respondents there is because want to follow style celebrities, namely 4 respondents (10%). Although Lots influencers and celebrities on social media, motivation main respondents No only just imitate idols but feel believe self in interaction daily with environment closest, not follow public distant figure.

5. Conclusion

Behavior purchase product fast fashion among consumer young influenced by various interrelated factors interact. Social media become trigger main in forming preferences. Consumers also have strong preference to channel digital purchases, especially social media and e-commerce platforms in obtaining product fast fashion. Although thus shop physical and informal networks such as reseller still play a role important in forming experience shopping consumers. Consumer young do purchase fast fashion be at the level low until in one month. This is indicates existence control behavior and consideration value in decisions purchase product fast fashion. The main influencing factors to purchase product fast fashion is price and discount show that consumer more influenced by considerations economic and social compared to purely digital influence. Consumer young start balance between need aesthetics and considerations value in decisions purchase they. This is show that need the existence of a communication strategy brand No only highlight design and price but also integrate quality and sustainability. In addition consumer young people also care about credibility and power pull social influencers in shaping interest purchase. Purchase decision fast fashion on the youth Young people are also greatly influenced by reviews customers and product ratings thus strengthening the importance of marketing strategy based proof social and experience users in building trust consumers. Visual and applied approaches are also important carried out in digital marketing strategies, especially in the sector fashion that relies heavily on perception aesthetics and relevance style. In addition decision purchase product fast fashion more influenced by internal and digital factors rather than pressure social in a way direct. Motivation main behind purchase product fast fashion on social media No just imitate idols but There is a strong urge to feel accepted, relevant and trusted self in the environment social they.

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