

## Determinants of Fast Fashion Purchase Behavior in Social Commerce

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### ABSTRACT

The growth of social commerce and digital platforms has significantly transformed fast fashion consumption behavior. Through platforms such as TikTok, Instagram, and Shopee, consumers are continuously exposed to influencer marketing, live-stream shopping, trend-driven promotions, and interactive digital content that stimulate purchasing behavior. This study aims to explore the major determinants influencing fast fashion purchase behavior in the social commerce era through a conceptual literature review approach. Data were collected from previous studies related to fast fashion, social commerce, consumer behavior, and digital marketing published between 2015 and 2025. The findings indicate that fear of missing out (FOMO), influencer credibility, hedonic shopping motivation, social media engagement, impulsive buying tendency, trend consciousness, and social influence are dominant factors shaping consumers' fast fashion purchasing behavior. The study highlights that social commerce environments encourage emotionally driven and socially influenced consumption patterns rather than purely functional purchasing decisions. This study contributes to the literature by providing a broader conceptual understanding of fast fashion consumption in contemporary digital marketplaces and offers insights for future research related to digital consumer behavior and social commerce.

Keywords: Fast Fashion, Social Commerce, FOMO, Influencer Marketing, Impulsive Buying, Consumer Behavior

### ABSTRAK

Perkembangan social commerce dan platform digital telah mengubah perilaku konsumsi fast fashion secara signifikan. Melalui platform seperti TikTok, Instagram, dan Shopee, konsumen terus terpapar pada influencer marketing, live-stream shopping, promosi berbasis tren, dan konten digital interaktif yang mendorong perilaku pembelian. Penelitian ini bertujuan untuk mengeksplorasi faktor-faktor utama yang memengaruhi perilaku pembelian fast fashion di era social commerce melalui pendekatan literature review konseptual. Data diperoleh dari berbagai penelitian sebelumnya terkait fast fashion, social commerce, perilaku konsumen, dan pemasaran digital yang dipublikasikan antara tahun 2015–2025. Hasil penelitian menunjukkan bahwa fear of missing out (FOMO), kredibilitas influencer, motivasi belanja hedonis, keterlibatan media sosial, kecenderungan pembelian impulsif, kesadaran tren, dan pengaruh sosial merupakan faktor dominan yang membentuk perilaku pembelian fast fashion konsumen. Studi ini menunjukkan bahwa lingkungan social commerce mendorong pola konsumsi yang lebih dipengaruhi oleh emosi dan validasi sosial dibandingkan kebutuhan fungsional semata. Penelitian ini berkontribusi dalam memberikan pemahaman konseptual yang lebih luas mengenai konsumsi fast fashion di marketplace digital kontemporer serta memberikan wawasan bagi penelitian selanjutnya terkait perilaku konsumen digital dan social commerce.

Kata Kunci: *Fast Fashion, Social Commerce, FOMO, Influencer Marketing, Pembelian Impulsif, Perilaku Konsumen*

## INTRODUCTION

The development of digital technology and social media has significantly transformed consumer purchasing behavior in contemporary marketplaces. The emergence of social commerce has changed online shopping from a purely transactional activity into an interactive, entertainment-oriented, and socially connected experience (Hajli, 2015). Through platforms such as TikTok, Instagram, and Shopee, consumers are continuously exposed to live-stream shopping, influencer marketing, personalized recommendations, and trend-driven promotional content. These developments have created highly engaging digital environments that strongly influence consumer emotions, preferences, and purchasing decisions (Sun et al., 2019; Wongkitrungrueng & Assarut, 2020).

One industry that has experienced substantial growth within digital marketplaces is the fast fashion industry. Fast fashion refers to the rapid production and distribution of trendy and affordable fashion products designed to quickly respond to changing consumer preferences and fashion trends (Cachon & Swinney, 2011). The fast fashion business model emphasizes speed, affordability, and frequent product updates, encouraging consumers to purchase fashion products more frequently. Global fashion brands such as Zara, H&M, and Shein have successfully utilized digital platforms and social media marketing strategies to strengthen consumer engagement and stimulate purchasing behavior.

The growth of fast fashion consumption is closely associated with the increasing influence of social commerce and digital consumer culture. Previous studies indicate that social media platforms significantly shape consumers' fashion preferences, lifestyle aspirations, and purchasing decisions through visual content, influencer endorsements, and peer interactions (Lu, Chen, & Law, 2021). Consumers are not only purchasing clothing for functional purposes but also for emotional satisfaction, social identity, and trend participation. In social commerce environments, fashion products are frequently promoted through entertaining live-stream sessions, influencer collaborations, limited-time offers, and personalized advertisements that stimulate consumers' emotional responses and purchasing intentions (Chen & Lin, 2018).

Several psychological and social factors have been identified as important determinants influencing fast fashion purchase behavior in digital environments. One of the most significant factors is fear of missing out (FOMO), which refers to consumers' anxiety that they may miss attractive trends, social experiences, or promotional opportunities if they fail to act immediately (Hodkinson, 2019). Social commerce platforms often intensify FOMO through flash sales,

countdown timers, exclusive promotions, and viral fashion trends. As a result, consumers may feel pressured to make quick purchasing decisions to maintain social relevance and trend participation. In addition, influencer credibility has become an important factor affecting consumer purchasing behavior within social commerce environments. Influencers are widely perceived as relatable and trustworthy individuals who provide fashion inspiration, product recommendations, and lifestyle guidance through social media platforms (Lou & Yuan, 2019). Research indicates that influencer endorsements significantly affect consumers' attitudes, purchase intentions, and impulsive buying tendencies, particularly among younger consumers who actively engage with digital content (Lim, Cheah, & Wong, 2020). In the fast fashion industry, influencer marketing has become one of the most effective promotional strategies for encouraging trend adoption and increasing product visibility.

Another important determinant is hedonic shopping motivation, which refers to consumers' tendency to shop for pleasure, excitement, entertainment, and emotional gratification rather than purely functional needs (Arnold & Reynolds, 2003). Social commerce platforms create immersive shopping experiences through visually attractive content, interactive communication, and entertainment-based marketing strategies that stimulate consumers' emotional engagement. Consequently, consumers often perceive fast fashion shopping as an enjoyable activity associated with self-expression and lifestyle enhancement.

Furthermore, impulsive buying tendency and social media engagement also play crucial roles in shaping fast fashion purchase behavior. Digital marketplaces provide consumers with instant access to products, seamless purchasing systems, and continuous promotional exposure, which reduce cognitive control and encourage spontaneous purchasing behavior (Akram et al., 2018). Social media engagement through likes, comments, shares, and fashion-related content exposure also increases consumers' awareness of emerging trends and strengthens purchasing desires.

Despite the growing popularity of fast fashion and social commerce, existing literature remains fragmented regarding the determinants influencing fast fashion purchase behavior in digital environments. Previous studies have often focused separately on social commerce, impulsive buying, influencer marketing, or online consumer behavior without providing an integrated understanding of the major determinants driving fast fashion consumption. Moreover, many studies primarily emphasize purchase intention and customer engagement while giving relatively limited attention to broader behavioral and psychological factors influencing fast fashion purchasing decisions.

This gap becomes increasingly important as fast fashion consumption continues to expand alongside the rapid growth of social media usage and digital marketplaces, particularly among younger consumers. Understanding the determinants of fast fashion purchase behavior is essential for explaining how digital environments shape consumer decision-making processes and consumption patterns. Such understanding may also contribute to broader discussions regarding digital consumer culture, overconsumption, and responsible marketing practices in contemporary marketplaces.

Therefore, this study aims to explore the major determinants influencing fast fashion purchase behavior in the social commerce era through a literature review approach. Specifically, this study examines the roles of fear of missing out (FOMO), influencer credibility, hedonic shopping motivation, social media engagement, and impulsive buying tendency in shaping consumer purchasing behavior toward fast fashion products. By synthesizing previous studies related to digital consumer behavior and social commerce, this study seeks to provide a broader conceptual understanding of fast fashion consumption within contemporary digital marketplaces.

## **LITERATURE REVIEW**

### ***Fast Fashion***

Fast fashion refers to a business model characterized by the rapid production and distribution of trendy, low-cost fashion products that imitate current fashion trends and are quickly introduced to the market (Cachon & Swinney, 2011). The fast fashion industry emphasizes speed, affordability, and frequent product updates to encourage continuous consumer purchasing behavior. Brands such as Zara, H&M, and Shein have transformed fashion consumption patterns by offering fashionable products at relatively affordable prices and continuously adapting to changing consumer preferences.

Recent studies indicate that fast fashion consumption is increasingly influenced by digital platforms and social media environments (Niinimäki et al., 2020). Consumers are frequently exposed to fashion trends, influencer promotions, and personalized product recommendations through social commerce platforms, which accelerate purchasing decisions and trend adoption. Consequently, fast fashion purchasing behavior has become closely associated with social influence, emotional consumption, and impulsive buying tendencies.

### ***Social Commerce***

Social commerce refers to the integration of social media technologies and online commercial activities that facilitate interactive shopping experiences and consumer engagement (Hajli, 2015). Unlike traditional e-commerce, social commerce combines entertainment,

communication, social interaction, and purchasing activities within digital platforms such as TikTok, Instagram, and Shopee.

The growth of live-stream shopping, influencer marketing, and user-generated content has transformed online shopping into a socially interactive activity (Sun et al., 2019). Previous studies suggest that social commerce environments significantly influence consumers' emotional responses, purchasing intentions, and impulsive buying behavior (Wongkitrungrueng & Assarut, 2020). In the context of fast fashion, social commerce platforms encourage consumers to follow trends, engage with fashion-related content, and make spontaneous purchasing decisions.

### ***Fear of Missing Out (FOMO)***

Fear of Missing Out (FOMO) refers to consumers' anxiety that they may miss valuable experiences, trends, or opportunities if they fail to participate immediately (Hodkinson, 2019). In digital environments, FOMO is often stimulated by limited-time promotions, flash sales, influencer content, and social comparison processes.

Studies indicate that FOMO significantly influences online purchasing behavior because consumers tend to make impulsive decisions to avoid feeling excluded from popular trends or social experiences (Przybylski et al., 2013). Within fast fashion contexts, consumers are continuously exposed to rapidly changing fashion trends and promotional campaigns, increasing urgency and encouraging repetitive purchasing behavior.

### ***Influencer Credibility***

Influencer credibility refers to consumers' perceptions regarding the trustworthiness, attractiveness, and expertise of social media influencers promoting products or brands (Lou & Yuan, 2019). Influencers play a significant role in shaping consumer attitudes and purchasing behavior because they are often perceived as relatable and authentic sources of information.

In fast fashion marketing, influencers frequently showcase outfit trends, fashion recommendations, and product reviews through social media platforms. Previous research demonstrates that influencer credibility positively affects consumers' purchase intentions and impulsive buying tendencies (Lim, Cheah, & Wong, 2020). Consumers who trust influencers are more likely to imitate fashion styles and purchase recommended products.

### ***Hedonic Shopping Motivation***

Hedonic shopping motivation refers to consumers' tendency to shop for pleasure, entertainment, excitement, and emotional satisfaction rather than purely functional needs (Arnold & Reynolds, 2003). Digital shopping environments often stimulate hedonic motivations through visually appealing content, entertainment features, and interactive experiences.

Previous studies suggest that consumers with strong hedonic motivations are more likely to engage in impulsive and excessive purchasing behavior (Ozen & Engizek, 2014). In fast fashion contexts, shopping activities are frequently associated with self-expression, enjoyment, and trend exploration, making hedonic motivation an important determinant of purchase behavior.

### ***Impulsive Buying Tendency***

Impulsive buying tendency refers to consumers' predisposition to make spontaneous and unplanned purchasing decisions without careful evaluation (Rook, 1987). Digital marketplaces and social commerce platforms increase impulsive buying behavior by providing instant access to products, seamless payment systems, and emotionally stimulating content (Akram et al., 2018).

Several studies indicate that fast fashion products are highly associated with impulsive buying because they are trend-sensitive, visually attractive, and frequently promoted through urgency-based marketing strategies such as flash sales and limited-time offers (Li, Li, & Hudson, 2022). Consequently, consumers often purchase fast fashion products based on emotional reactions rather than rational necessity.

### ***Fast Fashion Purchase Behavior***

Fast fashion purchase behavior refers to consumers' tendency to purchase trendy, affordable, and rapidly changing fashion products through online or offline marketplaces. Consumer purchasing behavior in fast fashion is influenced by multiple psychological, social, and technological factors, including social influence, emotional engagement, and digital marketing exposure (Niinimäki et al., 2020).

Recent literature suggests that social commerce environments intensify fast fashion consumption by continuously exposing consumers to trends, influencer recommendations, and interactive promotional content (Zhang et al., 2024). As a result, fast fashion purchasing behavior has become increasingly driven by emotional gratification, social validation, and digital engagement rather than purely functional clothing needs.

## **METHODS**

### ***Research Design***

This study employs a qualitative approach using a literature review method to explore the determinants of fast fashion purchase behavior in the social commerce era. The study aims to synthesize and critically examine existing literature related to fast fashion consumption, social commerce, digital consumer behavior, and online purchasing tendencies. A literature review approach is considered appropriate because it enables researchers to identify major determinants, theoretical perspectives, and emerging trends discussed in previous studies (Snyder, 2019). This

method is also useful for developing conceptual understanding and identifying research gaps within an emerging research area (Tranfield, Denyer, & Smart, 2003).

This study specifically adopts a conceptual literature review approach, which focuses on analyzing and integrating findings from prior studies to develop a broader understanding of the factors influencing fast fashion purchase behavior in digital environments.

### ***Data Sources***

The study uses secondary data derived from peer-reviewed journal articles, conference papers, books, and reputable academic publications related to fast fashion, social commerce, consumer behavior, influencer marketing, FOMO, impulsive buying, and digital marketing. Previous studies suggest that digital platforms and social commerce environments significantly influence modern fashion consumption behavior (Hajli, 2015; Lu, Chen, & Law, 2021).

Relevant literature was collected from major academic databases, including Scopus, Google Scholar, ScienceDirect, Emerald Insight, Web of Science. The selected articles mainly consisted of studies published between 2015 and 2025 to ensure relevance with the rapid growth of social media platforms, live-stream shopping, and social commerce activities during the last decade.

### ***Data Analysis Technique***

The collected literature was analyzed using thematic analysis. Thematic analysis is a qualitative analytical method used to identify, analyze, and interpret recurring themes within a dataset (Braun & Clarke, 2006). This method is considered appropriate for literature review studies because it enables researchers to synthesize findings from various studies and identify dominant conceptual patterns.

The analysis process involved Reading and reviewing selected articles, Identifying frequently discussed determinants, Grouping similar concepts into thematic categories, Interpreting relationships between determinants and fast fashion purchase behavior, Through this process, several dominant determinants were identified, including: Fear of Missing Out (FOMO), Influencer Credibility, Hedonic Shopping Motivation, Social Media Engagement, Impulsive Buying Tendency, Trend Consciousness, and Social Influence.

Previous studies have demonstrated that these determinants significantly influence consumer purchasing behavior in digital marketplaces and social commerce environments (Akram et al., 2018; Leung, Sun, & Bai, 2022; Li, Li, & Hudson, 2022).

### ***Research Validity***

To improve the credibility and reliability of the review, this study used multiple academic databases and applied clear inclusion and exclusion criteria during article selection. The use of

multiple data sources helps reduce publication bias and improve literature coverage (Tranfield et al., 2003). In addition, findings from different studies were compared and critically evaluated to identify consistent patterns and conceptual relationships related to fast fashion purchase behavior. Overall, this literature review approach provides a comprehensive understanding of the major determinants influencing fast fashion purchase behavior in contemporary digital marketplaces while also identifying emerging issues related to social commerce and digital consumer behavior.

## CONCLUSION

This study explores the major determinants influencing fast fashion purchase behavior in the social commerce era through a literature review approach. The findings indicate that factors such as fear of missing out (FOMO), influencer credibility, hedonic shopping motivation, social media engagement, impulsive buying tendency, trend consciousness, and social influence significantly shape consumers' purchasing behavior toward fast fashion products.

Social commerce platforms create interactive and emotionally engaging shopping environments that encourage consumers to follow trends, seek social validation, and make spontaneous purchasing decisions. As a result, fast fashion consumption is increasingly driven by emotional gratification and digital engagement rather than purely functional needs.

This study contributes to the literature by providing a broader conceptual understanding of fast fashion consumption within digital marketplaces. The findings also offer practical insights for marketers and digital platforms in understanding consumer behavior in the fast fashion industry. Future research is recommended to empirically examine the relationships between these determinants and fast fashion purchase behavior in different consumer contexts.

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