

ABSTRACT

The current research explored both pre-purchase and post-purchase factors of consumer behavior. Specifically, the purpose of this paper is to investigate the relationships that may exist among consumers perception of perishability, scarcity, low price, attitude, impulse buying behavior, negative emotions, and product returns behavior within the context of the fast fashion environments.

A total of 180 usable questionnaires completed by female undergraduate students in Java Island, who made directly purchases at fast fashion retailers (Zara, H&M, Uniqlo), were analysed in AMOS with Structural Equation Modelling method to test the hypotheses.

Findings – Consumers who are attracted to scarcity due to limited supply and scarcity due to time, referred to as perceived scarcity and perceived perishability, have a positive attitude towards the fast fashion retailers in which products are presented in scarce environments. Consequently, consumers who have a positive attitude towards the fast fashion retailers are likely to purchase products from them impulsively. Moreover, impulse buying behavior positively influenced some negative post-purchase emotional responses. In addition, perceived low price was not significantly related to participants attitude toward fast fashion retailers. Participant's negative emotions was not significantly related to product returns behavior as well.

Keywords: *fast fashion, scarcity, perishability, low price, attitude, impulse buying behavior, post-purchase emotional response, negative emotions, product returns behavior.*