# Fast Fashion and Purchase Intention for Batik: A Behavioral Approach with AI-Informed Strategic Implications

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Abstract—This study employed an approach based on the Theory of Planned Behavior by investigating the effect of Exposure to Fast Fashion on Purchase Intention for Batik among young Indonesian consumers. The mediating role of Attitude Toward the Behavior, Subjective Norm, and Perceived Behavioral Control is analyzed using quantitative methods via PLS-SEM. Data were gathered using a purposive sampling technique and supplemented with secondary data, consisting of 260 valid responses from individuals aged 18 to 35 years who regularly engage with fashion trends on social media and have purchased batik and fast fashion within the past six months. The results indicate that EFF significantly influences the three psychological constructs of TPB that impact PIB, although the impact is indirect. This study contributes to sustainable consumption and digital fashion by proposing an Explainable AI technique, enabling batik designers to modify visual aspects to satisfy digital customers' preferences while preserving cultural values.

Index Terms—fast fashion, theory of planned behavior, purchase intention for batik, young consumer behavior, explainable AI

# I. INTRODUCTION

The fast fashion industry is growing rapidly worldwide, with a market value reaching USD 2.5 trillion, following market trends and large-scale garment production [1]. Indonesia's fashion revenue is projected to reach USD 4.32 billion in 2025 and is expected to grow at a CAGR of 5.16% from 2025 to 2029, according to the data collected by Statista [2]. This phenomenon is establishing a new consumption pattern among the younger generation, allowing cultural items such as batik to appear in a more modern and relevant style [3]. Batik possesses historical value and national identity, which has been acknowledged as an intangible cultural heritage by UNESCO since 2009 [4]. However, batik must adapt to be more accessible and align with fashion market trends in order to reach Gen Z and Millennials who are young and technologically savvy consumers influenced by social media algorithms [5], [6]. The data findings align with this shift. Gen Z (ages 18-25) contributed 23% of purchases, and millennials (ages 26-35) dominated fashion and accessories purchases by 48% in 2021, according to a Kredivo survey in 2022 [7]. According to a survey by McKinsey conducted in 2020, 67% of young consumers are aware of the importance of choosing batik and environmentally friendly products [8].

The Theory of Planned Behavior (TPB) is often used to observe purchasing behavior in studies regarding sustainable fashion consumption [9], [10]. However, research on how Exposure to Fast Fashion (EFF) impacts positive attitudes, Ono Supriadi, Ph.D. Creativepreneurship Program, BINUS Business School Undergraduate Program, Bina Nusantara University Bandung, Indonesia 40181 <u>ono.supriyadi@binus.edu</u>

behavioral control, and social norm that drive the Purchase Intention for Batik (PIB) remains limited. It is important to conduct a deeper investigation into the impact of fast fashion on consumer purchasing intentions towards cultural products, as young consumers significantly influence the dominant role in the Indonesian fashion market [3]. Previous researchers have shown inconsistent results. According to research in Gazzola et al (2020) [11], indicates that EFF can reduce the desire to buy local products such as batik. On the other hand, research also found that fast fashion serves as an effective media to introduce cultural products like batik to a broader audience [12]. Therefore, this study aims to fill the gap and objectively understand the role of fast fashion in the utilization of batik by young consumers. This is accomplished by analyzing the influence of psychological factors in TPB as a mediator between EFF and PIB, which has thus far been inadequately comprehended. The contradicting findings about the impact of fast fashion on batik suggest that developing cultural preservation initiatives need a more adaptable, datadriven approach. In this case, AI-based policies and marketing tactics are especially important since they can effectively respond to the changing habits of digitally active young consumers. strategy aims not only to sustain batik as a vital element of Indonesia's cultural heritage but also to leverage market shifts driven by globalization and fast fashion trends [13]. This aspect will be discussed further in the implications section.

#### II. RELATED WORK

# A. Theory of Planned Behavior (TPB)

One of the most widely used models to understand consumer behavior is the Theory of Planned Behavior (TPB), established by Ajzen in 1991 [14]. This model can be employed in cultural and sustainable aspects of product purchases. The three main constructs of TPB are Attitude Toward Behavior (ATE), Subjective Norms (SN), and Perceived Behavioral Control (PBC). All constructs influence on purchasing intention [14]. ATE shows a person's opinion about a particular cation, in the context of batik, it can be a positive view of sustainability, cultural values, or aesthetics [15]. Social influences, including environmental pressure or public figures, affect how an individual makes a purchasing decision [16], [17]. However, PBC measures an individual's ability to control specific actions. Factors such as price, availability, and ease of access fall into this category. Consequently, TPB serves as an effective tool for analyzing the purchasing intentions of the younger generation regarding both cultural and contemporary fashion products [13], [18].

# B. Purchase Intention for Batik (PIB)

Purchase intention is a significant factor influencing consumers' decisions regarding cultural products like batik [18]. However, personal preferences, product availability, and economic conditions also affect purchase intention [13]. The primary attraction of batik lies in its cultural appreciation, sustainability value, and visual richness. However, factor such as accessibility, relevant designs and patterns, and financial ability remain crucial for successful purchases. Therefore, it is important to further investigate the psychological factors that influence these purchase intentions.

# C. Theory of Planned Behavior (TPB) towards Purchase Intention for Batik (PIB)

As shown in the previous study, TPB constructs increase the desire to purchase batik. A positive views of batik are influenced by cultural values, sustainability awareness, and unique motifs [15]. Moreover, the symbolic value and positive perception of batik increase when the consumers understand how the batik is produced [19]. Additionally, in a collectivist culture, social norms play an important role [20]. It can be seen in Indonesia, where the purchasing decisions are often influenced by public figures or by close social circles [20]. Ease of access, such as the online product availability, increases consumers' perceptions of their control when purchasing batik [17], [21]. Several studies found that PBC had no significant effect [22]. However, most studies found a positive relationship between the three TPB constructs and PIB [19], [23].



Fig. 1. Conceptual Framework of the Study

# D. Exposure to Fast Fashion (EFF) on Purchase Intention for Batik (PIB)

The development of fast fashion has changed the landscape of fashion consumption globally. EFF, particularly through social media, creates rapid, visually based, and highly dynamic consumption patterns [11]. Young consumers have become accustomed to products that are fast, aesthetically appealing, and affordable, but in a local context, there is potential for batik to gain a place if packaged in a contemporary way [6], [16]. Previous studies have indicated that EFF does not necessarily have a negative impact on consumer preferences for cultural products. In some cases, fast fashion actually functions as a medium to expand the reach of batik to new audiences, as long as the design and style are packaged according to digital visual trends [24], [25].

# E. Exposure to Fast Fashion (EFF) on Purchase Intention for Batik (PIB) Mediated by Theory of Planned Behavior (TPB)

In this study, exposure to fast fashion (EFF) is considered to have a direct influence on Purchase Intention for Batik (PIB) through three main constructs of the Theory of Planned Behavior (TPB): Attitude toward Behavior (ATE), Subjective Norms (SN), and Perceived Behavioral Control (PBC), as shown in Fig. 1. A more comprehensive approach indicates that psychological factors, as described in TPB, often play a role in the influence of EFF on the intention to purchase batik [14]. Research in Rostiani & Kuron (2019) [16] showed that EFF can form a positive attitude (ATE) toward cultural products when consumers view batik in a modern visual context. EFF also has the ability to create new social norms (SN). For instance, when celebrities or public figures wear batik in their content, which creates the perception that batik is socially relevant and worth of being imitated [20]. Additionally, EFF also influences perceived behavioral control (PBC) because consumers are more accustomed to the various design options available through digital platforms, the speed of transactions, and accessibility [19], [21]. Therefore, when EFF can foster positive attitudes, supportive social norms, and high perceptions of control, consumers' willingness to purchase batik tends to increase as a result of the mutually reinforcing psychological impact within the TPB framework.

#### III. METHODOLOGY

#### A. Survey Design and Data Collection

This study used a purposive sampling method to collect data from young Indonesian consumers, specifically Gen Z and Millennials, who are exposed to fast fashion trends and perceive batik as a local cultural product. This method is generally used in qualitative research, but it can also be employed in quantitative research when the targeted population possesses specific characteristics that are relevant to the research objective, as demonstrated by the study referenced in Andrade (2021) [26]. The purposive sampling produces more precise and representative data and helps to provide a better understanding of the phenomenon compared to random sampling [27]. This study utilized the Poplite by Populix in order to collect data through an online questionnaire. According to research in Hartono et al (2023) [28] and Kusumawardhani et al (2024) [29], this platform is recognized for its high credibility and is widely used in both industry and academic research to recruit respondents who fulfil specific criteria. The distributed questionnaire consists of two sections. The first part contains screening questions that cover demographic information, whereas the second part contains measurement items for all research variables, including the main constructs of TPB. In this study, Fig. 2 shows that the respondents consisted of individuals aged 18-35 who had purchased fast fashion and/or batik at least once in the past six months and who actively follow fashion trends on social media. The result data shows that the demographic characteristics of the majority of respondents were male (54.2%), aged 25-30 years (39.2%), and living in the Jabodetabek urban area (48.5%). In terms of employment, most respondents worked full-time (60.8%), while in terms of socioeconomic status (SES) was dominated by the middle category (48.5%).



Fig. 2. Demographic Data of Respondents

#### B. Measures

The research instrument employed a five-point Likert scale from "strongly disagree" to "strongly agree". This gave respondents the opportunity to express their level of agreement with each question in the questionnaire. In March 2024, the data collection phase generated 260 valid responses from eligible respondents. The survey was conducted anonymously so that participants did not reveal their personal identities to maintain its accuracy and prevent social bias. Anonymity was employed to enhance the authenticity of responses and reduce desirability bias, which is the tendency to provide responses that are considered socially acceptable [13]. Table 1 shows that all constructs are considered reflective, and the measurements and indicators in the expanded TPB model refer to adapted findings from several previous studies [13], [15], [16], [17], [20], [21].

TABLE I. OUTER LOADINGS OF INDICATORS

Items	Indicators	Loadings	
EFF1	Exposure to fast fashion content	0.905	
EFF2	Participant in fast fashion	0.873	
EFF3	Fast fashion product recommendation	0.853	
PIB1	Intention to purchase batik	0.836	
PIB2	Plan to add batik to wardrobe	0.785	
PIB3	Willingness to pay more for batik quality	0.851	
PIB4	Willingness to pay for batik's culture value	0.856	
PIB6	Personal commitment to support batik industry	0.831	
ATE1	Belief in batik's cultural representation	0.875	
ATE2	Perception of batik's crafting techniques	0.828	
ATE3	View of batik as sustainable fashion	0.806	
ATE4	Interest in batik artistic value	0.855	
ATE5	Appreciation of batik artisanship	0.863	
SN1	Peer influence on batik purchase	0.926	
SN2	Family influence on batik purchase	0.937	
PBC2	Ease of buying batik online	0.811	
PBC3	Ease of accessing batik information	0.845	
PBC5	Perceived control over batik purchase	0.844	

#### C. Structural Equation Model (SEM)

Fig. 3 explains the stages of Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis used in this study. To ensure that the quantitative analysis methods employed met the research requirements, an initial evaluation was conducted [30]. The evaluation results revealed that the Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS) is a suitable choice because it does not require the data to be normally distributed and is capable of handling complex model [13]. This method can also be employed in exploratory research that focuses on theory development [30]. SmartPLS 4 software was employed to conduct this analysis. This software supports bootstrapping techniques for nonparametric analysis as well as user-friendly graphical visualizations. Before advanced analysis, SPSS was utilized to process demographic data and respondent profiles, filter responses, and impute any missing data.



Fig. 3. Schematic Diagram of PLS-SEM Analysis

# IV. EXPERIMENTAL RESULT

#### A. Measurement and Structural Model Evaluation

Using the three TPB psychological constructs (ATE, SN, and PBC), this study tested a PLS-SEM model to evaluate the impact of EFF towards the PIB. Both the measurement and structural models were employed to evaluate the model, followed by predictive testing and model fit tests. All model constructs demonstrated adequate validity and reliability, as indicated by the evaluation of the measurement model. With the lowest contribution to the PIB2 indicator at 0.785, all outer loading values are above the minimum threshold of 0.7, as presented in Table 1 [30]. Table 2 shows the AVE EFF (0.770), ATE (0.715), SN (0.868), PBC (0.695), and PIB (0.693) values with a minimum limit of 0.5, so that each construct is able to explain more than half of the variance of its indicators [31]. Moreover, both the Cronbach's Alpha and Composite Reliability (CR) values of the construct as a whole

are above the threshold of 0.7, indicating the stability and consistency of the construct in measuring latent variables [31]. The highest reported Heterotrait-Monotrait Ratio (HTMT) value is 0.726, far below the threshold of 0.9, confirming that discriminant validity among the constructs has been achieved [31]. In the structural model, the Variance Inflation Factor (VIF) values were used to test for collinearity among the constructs [32]. All VIF values are below the threshold of 5, with the highest value is 1.903 on the PBC  $\rightarrow$  PIB path and the lowest value of 1.000 on the EFF  $\rightarrow$  ATE, EFF  $\rightarrow$  SN, and EFF  $\rightarrow$  PBC paths. This indicates that collinearity among the constructs is unlikely to occur [30], [31].

After verifying the absence of multicollinearity, the path coefficient analysis reveals that the three constructs of TPB significantly affect batik purchase intention, with a p-value < 5% [13]. ATE exerts the biggest influence ( $\beta = 0.445$ , p = 0.000), followed by PBC ( $\beta = 0.361$ , p = 0.000), and SN ( $\beta = 0.114$ , p = 0.000). In contrast, based on Table 3, EFF to PIB (H4) is not significant ( $\beta = 0.027$ , p = 0.636), indicating that EFF does not directly drive PIB. However, EFF is proven to have a significant positive effect on ATE ( $\beta = 0.611$ , p = 0.000), SN ( $\beta = 0.284$ , p = 0.000), and PBC ( $\beta = 0.560$ , p = 0.008), which will ultimately affect PIB. This indicates that TPB fully mediates the effect of EFF, not directly. The mediation relationship EFF  $\rightarrow$  ATE  $\rightarrow$  PIB produced the

largest effect ( $\beta = 0.272$ , p = 0.000), followed by EFF  $\rightarrow$  PBC  $\rightarrow$  PIB ( $\beta = 0.202$ , p = 0.023), and EFF  $\rightarrow$  SN  $\rightarrow$  PIB ( $\beta = 0.032$ , p = 0.000).

# B. Predictive Power and Model Fit

Table 3 illustrates the PIB construct showing a substantial model with  $R^2$  value of 0.632. This is according to study Hair & Alamer (2022) [31] which shows  $R^2$  values of 0.75, 0.50, dan 0.25 as substantial, moderate, and weak.  $R^2$  on the ATE (0.373) and PBC (0.314) constructs are indicated as moderate, while SN (0.080) is quite low.

The general guideline for assessing  $f^2$  is 0.02, 0.15, and 0.35, representing small, medium, and large effect sizes [31]. The contribution effect ( $f^2$ ) shown in Table 3 indicates that ATE (0.255) and PBC (0.177) as moderate contributions to PIB, whereas SN only contributes a little ( $f^2 = 0.031$ ). In addition, EFF has a large effect on ATE ( $f^2 = 0.595$ ) and PBC ( $f^2 = 0.457$ ), but a small effect on SN ( $f^2 = 0.088$ ). The Q<sup>2</sup> values for all endogenous constructs are above zero (PIB = 0.270, ATE = 0.360, PBC = 0.299, SN = 0.069), and the Standardized Root Mean Square Residual (SRMR) for the model is below the conservative threshold of 0.08 (saturated = 0.060; estimated = 0.073), indicating that the model exhibits a good fit and strong predictive capability [13], [31].

TABLE II. VALIDITI AND RELIABILITI CONSTRUCT								
Constuct	ATE	EFF	PBC	PIB	SN	Alpha	CR	AVE
ATE	0,846	0,611	0,664	0,726	0,218	0.900	0.903	0.715
EFF	0,611	0,877	0,560	0,533	0,284	0.850	0.851	0.770
PBC	0,664	0,560	0,834	0,709	0,322	0.781	0.783	0.695
PIB	0,726	0,533	0,709	0,832	0,335	0.889	0.889	0.693
SN	0,218	0,284	0,322	0,335	0,932	0.848	0.851	0.868

TABLE II. VALIDITY AND RELIABILITY CONSTRUCT

Relationships	VIF	β	Т	Р	Decision	Significant?	f <sup>2</sup>	$\mathbb{R}^2$	$Q^2$
H1: ATE $\rightarrow$ PIB	1.790	0.445	6.016	0.000	Accepted	Yes	0.255		0.270
H2: SN $\rightarrow$ PIB	1.116	0.114	9.960	0.000	Accepted	Yes	0.031		0.270
H3: PBC → PIB	1.903	0.361	8.373	0.000	Accepted	Yes	0.177		0.270
H4: EFF $\rightarrow$ PIB	1.746	0.027	0.474	0.636	Rejected	No	0.001	0.632	0.270
H5: EFF $\rightarrow$ ATE	1.000	0.611	4.268	0.000	Accepted	Yes	0.595	0.373	0.360
H6: EFF $\rightarrow$ SN	1.000	0.284	4.713	0.000	Accepted	Yes	0.088	0.080	0.069
H7: EFF $\rightarrow$ PBC	1.000	0.560	2.670	0.008	Accepted	Yes	0.457	0.314	0.299
H8: EFF $\rightarrow$ ATE $\rightarrow$ PIB		0.272	4.425	0.000	Accepted	Yes			
H8: EFF $\rightarrow$ SN $\rightarrow$ PIB		0.032	5.108	0.000	Accepted	Yes			
H8: EFF $\rightarrow$ PBC $\rightarrow$ PIB		0.202	2.278	0.023	Accepted	Yes			

TABLE III. INNER MODEL COLLINEARITY, PATH COEFFICIENTS, AND STRUCTURAL MODEL EVALUATION

#### C. Discussion and Interpretation

This study found that EFF does not directly enhance the PIB among young consumers (H4) ( $\beta = 0.027$ , p = 0.636). However, EFF significantly contributes to the development of psychological mechanisms such as ATE ( $\beta = 0.611$ , p = 0.000), SN ( $\beta = 0.284$ , p = 0.000), and PBC ( $\beta = 0.560$ , p = 0.008). These results indicate the opposite, that fast fashion is not a direct trigger of behavior, but functions as a catalyst that forms consumers' perspectives, values, and perceptions of batik. This shows a contradiction with previous research in Gazzola *et al* (2020) [11], which stated that EFF can directly reduce consumers' desire to purchase local cultural products, including batik. This study indicates that EFF operates indirectly within the TPB framework through mediated psychological pathways. Therefore, the impact of fast fashion on batik consumption is more complex and cannot be regarded as an immediate threat. Instead, it is more of an external factor that helps shape how consumers think about batik. The idea that fast fashion does not directly influence or diminish batik purchase intention is not supported by research Backs *et al* (2021) [24]; Andansari *et al* (2023) [25]; Hartono *et al* (2023) [28]. With the right approach, fast fashion may even serve as an effective means of promoting batik.

This study places EFF as an external factor that influences batik purchase intention through changes in attitudes and social norms caused by exposure to digital content, aligning with research [11]. This is different from previous studies that tend to focus on internal attributes of batik or local market preferences [13], [17], [18]. ATE identified the strongest mediation pathway ( $\beta = 0.272$ , p = 0.000), demonstrating that young consumers are more receptive to batik when it is presented through visual and narrative formats aligned with digital trends. The primary factor of purchase intention is the increased impression of batik as an appealing, modern product that continues to embody cultural values. Through the perception of accessibility, style flexibility, and competitive prices, contributes to an increase in PBC, which was significantly proved in this study ( $\beta = 0.202$ , p = 0.023), in contrast to previous studies Maleknia & ChamCham (2024) [21] and Sunarjo et al (2021) [22] which showed that PBC did not have a significant influence on purchase intention. SN has the weakest influence ( $\beta = 0.032$ , p = 0.000), indicating that batik has not become a standard of daily clothing for the younger generation.

#### V. LIMITATIONS AND FUTURE WORKS

The TPB framework has been widely employed, but psychosocial factors such as cultural identity or consumer egocentrism may influence the strength of the relationship between TPB constructs and PIB. Furthermore, the symbolic meaning and narrative attached to the perception of batik have not been revealed by the quantitative method employed in this study. To explore the emotional motivations and how young consumers interpret batik within their cultural identity in the midst of the fast fashion era, future research can apply a qualitative or mixed-method approach.

#### VI. CONCLUSION

This research is grounded in the TPB, which reveals that EFF significantly affects the attitudes, subjective norms, and perceived behavioral control of young consumers. The impact of EFF ultimately affects their decision to purchase batik. However, PIB is not directly influenced by EFF. However, PIB is not directly influenced by EFF. Based on this study, the psychological mediation pathway is the main mechanism that interacts with EFF and PIB. Therefore, fast fashion functions as an external influence that shapes consumer perceptions and values towards batik, not as an inhibiting factor. These findings strengthen the reliability of TPB in explaining PIB in the middle of the dominance of fast fashion trends, especially among young Indonesian consumers. In the model, ATE serves as the strongest mediator, followed by PBC and SN. However, the weak influence of SN shows that batik has not fully become part of the social norms in the daily lives of young consumers, thus, digital engagement can still rebuild batik's social image. Thus, there is an opportunity to employ AI-based marketing strategies that more closely align with the characteristics of digitally active young consumers while simultaneously supporting the sustainability of the batik industry amid modernization. This topic will be further discussed in the implications section.

#### IMPLICATIONS

The study's result shows that strategic solutions are necessary to address the young consumer behavior, which is significantly shaped by digital trends. The marketing of batik should concentrate on attractive, accessible, and visually relevant framing because exposure to fast fashion shapes consumers' visual perception of batik. The diminishing impact of social norms underscores the necessity of enhancing the perception of batik in the digital realm via a strategy that promotes collective participation and integrates batik into the daily lives of the youth. The formulation of these implications is not only grounded in the primary findings of the survey but also is further strengthened by the analysis of respondent profiles, which offer a comprehensive understanding of their digital preferences and activities.

Based on the findings in Fig. 4, TikTok (43.8%) and Instagram (29.6%) are the main platforms for discovering fast fashion trends, with the most dominant motivations for purchasing being the availability of varied designs (35.0%) and the influence of social media trends (20.4%). On the other hand, the decision to purchase batik is driven more by its cultural and historical value (39.6%) as well as product quality and uniqueness of the product (31.5%). Nevertheless, the majority proportion of responders (60.8%) exclusively only wear batik for formal occasions, and it is very rarely used in casual or everyday lifestyle contexts. This indicates that although batik is symbolically valued, it still fails to become part of the everyday visual expression of young consumers in the digital space.



#### Fig. 4. Respondent Profile

These findings align with the research of Sajja et al (2020) [33], which demonstrates that the instinct or historical value of a product and the ability of the product to stand out visually on digital platforms are important factors in decision-making within the fashion industry. The study emphasizes that visual features such as color, cut, and pattern are essential for predicting a product's sales potential, even for new products that lack a market history. This was done utilizing an explainable AI approach. In the context of batik, it suggests that design and marketing approaches should consider the visual preferences of the younger generation and provide a variety of styles that suit their personal expression. The Explainable AI-based approach proposed by Sajja et al (2020) [33] offers great potential to direct batik design to be more responsive towards digital visual trends. By utilizing models such as XGBoost and SHAP to analyze product attributes, designers are able to find the visual components that most influence customer appeal without compromising their inherent cultural values.

Digital trials of batik designs before the production can be executed using counterfactual analysis and what-if simulations. According to Sajja et al (2020) [33], even minor modifications such as changes in color or neckline shape can significantly enhance the Sales Through Rate (STR). Similar methods can be used by batik manufacturers to test the acceptance of new designs, for example by changing traditional motifs to minimalist patterns in pastel color palettes. They can do this without taking the physical risk of making the product. This not only increases the efficiency of the product manufacturing process but also supports the sustainability of the fashion industry. In the same study, an Explainable AI-based system has been implemented by a fashion retail industry partner and is actively utilized for previous season analysis and pre-season planning, which has been shown to increase success within new product launches and strengthen collaboration between designers and buyers. In this context, batik is positioned not merely as a cultural symbol, but also as a content asset that is ready to compete with the rapidly evolving visual trends. The courage to experiment visually with the data-driven strategies support is needed to revive the consumer interest in batik.

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