The Socio-Economic and Cultural Factors Influencing Fast Fashion Consumerism Among Saudi Females

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Abstract:
The topic of sustainable fashion has been widely discussed among researchers and practitioners in recent years. While numerous studies have been done on the topic, few studies, to date, have assessed the factors that encourage fast-fashion consumerism among Saudi females. Thus, the purpose of the present study was to identify the socio-economic and cultural factors influencing the consumerism of fast fashion among Saudi females. Understanding the factors influencing fast-fashion consumerism will contribute to raising awareness about sustainable fashion and reducing overconsumption. An online survey was developed to measure the variables, and the data were collected from 600 Saudi females from various social and cultural backgrounds. The data were analyzed using descriptive statistics, confirmatory factor analysis (CFA), and structural equation modelling (SEM). The results indicated that there are differences in the degree the factors influence fast-fashion consumerism, with economic factors (price) having the highest rate. Comparably, socio-economic variables related to age and education level significantly influence fast-fashion consumerism. On the contrary, there was no significant relationship between the cultural factors, such as customs and traditions, and fast-fashion consumerism. Findings from this study provide an understanding of the roles socio-economic and cultural factors play in influencing Saudi female consumers’ attitudes toward fast fashion products. The results of this study provide insights for sustainable fashion apparel retail brands in their strategic marketing and identifying their target market.

Keywords:
Consumerism, fast fashion, Saudi female, cultural factors, socioeconomic factors

References:


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