



Determining Factors Affecting The Repurchase Intention Of The Fast Fashion Industry

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Abstract

Research purpose:

This study aims to investigate the relationship between brand identity, social media marketing, fashion store atmosphere, and perceived customer relationships regarding repurchase intention in order to obtain insight into consumers' repurchasing behaviour in the fast fashion sector. The study focusses on Zara in particular. The results of the study will offer suggestions for improving consumers' intentions to buy in the fast fashion sector.

Research motivation:

The fast fashion industry has drawn attention in consumer behavior and brand loyalty research. However, there is still more to learn about the factors driving customers to repurchase. Product quality, price strategy, perceived value, brand image, customer satisfaction, social responsibility, and innovation are some of these variables..

Research design, approach, and method:

This research employs the stimulus-organism-response (SOR) model to understand user behavior using theoretical framework and quantitative research methods. Data was collected from 291 individuals who had bought fast fashion within the past month. The analysis utilized SPSS version 22 and Smart PLS 3.0.

Main findings:

According to the findings, social media marketing, brand identification, and the atmosphere of clothing stores have the greatest positive effects on repurchase intention. Perceived customer relationship comes in second. Furthermore, brand identity and social media marketing were shown to be the next best indicators of perceived customer relationship, with the atmosphere of fashion stores being the strongest..

Practical/managerial implications:

This study advances knowledge about the fast-fashion industry's consumer repurchasing behaviour. It offers valuable insights for businesses and lays the groundwork for future research.

Keywords: Fast Fashion, Repurchase Intention, Brand Identity, Social Media Marketing, Fashion Store Atmosphere, Perceived Customer Relationships.

1. INTRODUCTION

In the early 1990s, fast fashion emerged in Western Europe, and Asian markets, including China, India, and Vietnam, imported the trend widely (Hu & Shiao, 2015). Fast fashion attracts consumers as the latest fashion styles are quickly updated from the fashion shows to the market (Morgan & Birtwistle, 2009). There are a number of reasons for the emergence of this business model in the fashion sector, such as changing consumer behavior, sturdily held purchasing habits, and vertical manufacturing integration in low-cost countries.

Repurchase intention refers to a customer's attitude and desire to make more purchases from a specific brand or business. Modern marketing techniques concentrate on keeping their current clientele because gaining new ones is costly and highly competitive (Hallowell, 1996). For businesses like ZARA to create successful techniques to maintain their clients and their profitability over the long haul, they must comprehend the elements that businesses prioritise their clients in order to maximise their earnings and market share (Hafeez & Muhammad, 2012) as well as how repurchasing affects the fast fashion sector.

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The fast fashion industry has received extensive attention in consumer behavior and brand loyalty research. However, there is still much to learn about the specific factors that drive customers to repurchase in this sector. Numerous factors, such as product quality, brand image, pricing strategy, perceived value, customer satisfaction, social responsibility, and perceived innovativeness, may influence repurchase intentions in the fast fashion industry. To comprehend consumer loyalty and repeat business in this sector, more research is necessary to determine how these variables interact and how important they are, particularly for Zara.

This study examines the relationship between internal and external factors influencing fashion-oriented repurchasing behaviour, focusing on Vietnam as the target segment. The study will deepen our comprehension of the connection between fashion-focused repurchasing and its precursors. It aims to assist fashion merchants in creating profitable retail strategies to flourish in Vietnam's fiercely competitive fashion industry.

This research's primary goal is to uncover insight into consumers' repurchasing behavior in the fast fashion area by evaluate relationship among brand identity, social media marketing, fashion store atmosphere, and perceived customer relationships to repurchase intention, particularly focusing on Zara. From findings, the research provides the recommendation to enhancing the purchase intention in fast fashion industry.

2. LITERATURE REVIEW

2.1. Stimulus – Organism – Response (SOR)

The S-O-R (Stimulus-Organism-Response) model is a psychological framework that predicts and explains human behavior. The theory was developed by psychologist Robert Zajonc in the 1960s, and it continues to be widely used in a number of disciplines, like social science, behavioral science, governance, and promotion. The S-O-R model is a behavioural approach that focusses on how particular experiences affect people's psyche and cause them to react in different ways. The SOR model is a well-known global theory used to encourage purchases.

In 1974, Mehrabian and Russell developed the S-O-R framework, which describes the effect of external stimuli (S) on an object (O; consumers), which in return creates a response (R) (Ha & Lennon, 2010). The consumer, represented as (O), may exhibit positive reactions such as value, satisfaction, excitement, or confidence. This would result in actions such as searching for retail stores, intending to make purchases, and making repeat purchases. The SOR model is used in social psychology research to understand how external stimuli affect personal reactions and organizations. This model is also applied to study consumer behavior, which in turn affects purchasing decisions, post-purchase evaluations, and customer loyalty.

The S-O-R model provides a structured approach to analyzing the factors influencing repurchase intentions in the fast fashion industry. By examining the interaction between stimuli (brand identity, social media marketing, fashion store atmosphere), internal psychological processes (Perceived customer relationship), and consumer responses (repurchase intention), businesses can better understand and predict customer loyalty. In this competitive industry, brands must continually adapt their stimuli to evoke the desired consumer responses and build a sustainable business model centered around customer retention.

2.2. Repurchase Intention (RI)

Understanding customer retention is a critical aspect of evaluating the effectiveness of a business's marketing strategy (Zhang et al., 2024). Repurchase intention refers to a customer's likelihood of making repeat purchases based on product preferences (Dodds et al., 1991). Instead of focussing exclusively on bringing in new clients, many companies are now emphasising customer retention, which can be a cost-effective strategy. Repeat purchases demonstrate strong brand loyalty and loyal customers are more willing to recommend the brand to others. According to Rane et al. (2023), providing reliable and satisfactory services can also contribute to customer retention. Habits and individual experiences influence a customer's intention to purchase.

2.3. Perceived Customer Relationship (PCR)

Based on the S-O-R model, a buyer's decision to repurchase is influenced by their cognitive process. Customer repurchasing behavior in business transactions is linked to their recognition of the relationship with the seller (Khoa et al., 2020). According to the theory of relationship marketing, building a lasting relationship with a consumer depends on how the customer views the relationship. Successful customer relationships form a basis for customer loyalty and are associated with greater rewards for loyal customers (Kwiatek et al., 2020). Determining the ideal client segment and offering excellent service to your target market are essentials for ensuring customer satisfaction (Ilias & Shamsudin,

2020). An effective customer relationship management (CRM) strategy depends greatly on the strength of the relationships to maximise repurchasing behavior and company profitability (Grönroos, 2007). Trust and commitment are essential for the growth and maintenance of the buyer-seller relationship and are core components of CRM, positively influencing customer loyalty and intention to behave (Agarwal & Narayana, 2020). Loyalty and reliability are seen as "key mediating variables" in the relationship between client loyalty and relationship awareness. The survey also reveals that customers are more likely to continue purchasing fashion items if they know the designer's affiliation with a fashion store. Based on solid data from other investigations, this study offers a specific hypothesis:

H1: *Perceived customer relationships positively influence the intention to repurchase.*

2.4. Brand Identity (BI)

Brand identity includes the unique collection of characteristics that a brand seeks to create or maintain. These connections signify the commitment made by an organization to its customers and embody the brand's principles (Aaker, 1996). Essentially, a company shapes its brand identity. Apart from communicating what a brand pledges to its clients, brand identity also communicates its points of differentiation from competitors. (Wheeler, 2012) asserts that "brand identity is tangible and appeals to the senses, fuels recognition and amplifies differentiation."

Different brands resonate with consumer personality traits, such as youthfulness, trendiness, affluence, or distinctiveness, to which consumers can relate or aspire. A strong brand with identity and social elements should be effectively identified as powerful. This framework can be applied to develop a brand identity or evaluate the advantages and disadvantages of a brand. A brand's visual components—such as its colour, design, and logo—are frequently thought of as its identity. These components have been carefully selected to evoke a particular feeling and value in the consumer. Customers will, therefore, select a brand and logo that aligns with their personal beliefs and way of life. When a company's brand aligns with the values of its customers, trust is fostered (Karemu et al., 2023).

ZARA attracts customers who are interested in a cosmopolitan, elegant, and fashionable lifestyle. The brand offers unique and high-quality fashion products through both traditional and online stores. Even though ZARA follows the "Fast Fashion" model, it maintains high quality and reasonable costs, which contributes to the brand's credibility and builds confidence. Therefore, the following hypotheses can be proposed:

H2a: *Repurchase intent is positively impacted by Brand Identity.*

H2b: *Brand Identification is influenced by Perceived Customer Relationships.*

2.5. Social Media Marketing (SMM)

The quickly developing information technology field offers businesses numerous opportunities to leverage social media for marketing and connecting with a broader audience (Der Waldt et al., 2009). Entertainment in advertisements, as defined by Der Waldt et al. (2009), can enhance consumer experience and retention. Customization, crucial in social media marketing (Bilgin, 2018), demonstrates a brand's commitment to meeting consumer needs. Interactivity, defined as user engagement with advertising (Jaitly & Gautam, 2021), is vital in altering consumer perceptions. Social media also influences public opinion, consumer decision-making, and product trends (Godey et al., 2016). Consumer relationships and brand trust are greatly influenced by electronic word-of-mouth in social media communications (Al-Ja'afreh & Al-Adaileh, 2020).

Furthermore, electronic word-of-mouth provides authentic evaluations of businesses based on user experiences (Cheung et al., 2009). Social media marketing within the fashion industry positively influences consumer relationships and purchase intentions (Kim & Ko, 2010). Overall, the dynamic interaction between customers and enterprises underscores the significance of social media (Miller et al., 2009). The following hypotheses are made:

H3a: *Repurchase Intention benefits from Social Media Marketing.*

H3b: *Perceived Customer Relationship is positively impacted by Social Media Marketing.*

2.6. Fashion Store Atmosphere (FSA)

Kotler (1973) initially proposed the idea of "atmosphere," which is designing a retail space to elicit particular feelings in customers. Retailers invest significant effort in creating a pleasant atmosphere for the store because they consider the environment of their shops as a potential competitive advantage and an essential element of their marketing strategy. The

store's surroundings excitement acts as a mental signal and is positively correlated with the level of satisfaction experienced after a purchase (Khoa et al., 2020). The store's cheerful ambiance can cultivate a positive customer response, ultimately enhancing the overall customer experience. The environment of the store is probably going to inspire feelings (Nacass, 2018). Consumer preferences can be influenced by a fashion store's atmosphere, which stands for the hedonic value that satisfies their need for comfort, joy, and relaxation (Khoa et al., 2020). Therefore, there is a major relationship between the qualities of the store and the behaviour, attitude, and satisfaction of its customers. According to this analysis, it appears that:

H4a: *The environment of a fashion store influences Repurchase Intention favorably.*

H4b: *Perceived Customer Relationship is positively impacted by the atmosphere of fashion stores.*

3. METHODOLOGY

3.1. Research Design

Quantitative research was applied to this research. The conceptual model was constructed to identify the variables measured, and the data from the questionnaire were analysed to determine the theory (Sürücü & Maslakci, 2020). The purpose of this study is to identify the variables that affect consumers' desires to repurchase quick fashion. In order to reach the goal, a proposed research model is required. The research model is illustrated in Figure 1.

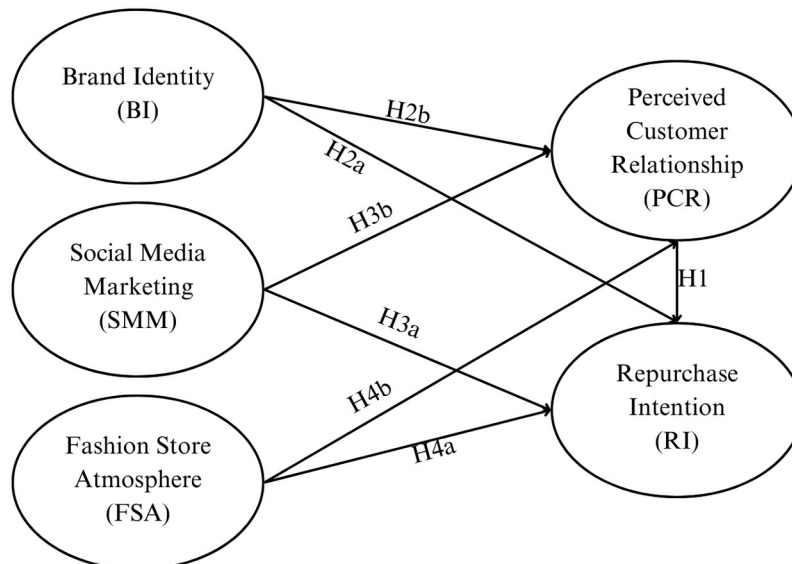


Figure 1. The Proposed Research Model

3.2 Sample selection

The number of participants chosen from the public to take part in the study is referred to as the sample size. This figure demonstrates how reliable and accurate the study's findings are. The number of respondents calculation is used to determine the study's sample size:

N = population size

e = Margin of error (percentage in decimal form)

z = z-score

p = standard of deviation

$$\text{Sample size} = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \left(\frac{z^2 \times p(1-p)}{e^2 N} \right)}$$

The current population of Vietnam in 2024 is 99,291,648 people, with a 95% level of confidence and a seven-point confidence interval. The calculation shows that the required number of participants is 196. In fact, 291 people actually provided the information for this study.

In this research, most participants are female, with 192 persons (66%), while males with 99 persons (34%). For the age, the age group 26 -30 is the highest with 96 people (33%), followed by the group 30 years old and up with 84 people (28.9%), 18-25 with 71 people (24.4%) and under 18 years old with 40 people (13.7%). The occupation is mostly officer, with 195 people (67%), 67 students (23%), and other jobs with 29 people (10%). For the frequency of buying from ZARA, once per 2 months took the highest percentage with 27.8%, followed by once per more than three months (22.3%) or per three months (19.6%), once per month (18.6%), twice per month (10%), and other than the listed rate (1.4%).

Table 1: Demographic of Respondents

Characteristics	Total	
	N	%
Number of respondents	291	
Gender		
Male	192	66
Female	99	34
Age		
Under 18	40	13.7
18-25	71	24.4
26-30	96	33
30 years old and up	84	28.9
Occupation		
Student	67	23.0
Officer	195	67.0
Other	29	10.0
Frequency of buying ZARA items		
2 times/month	29	10.0
1 time/month	54	18.6
1time/ 2 months	81	27.8
1 time/ 3 months	57	19.6
1 time/ more than 3 months	65	22.3
Others	5	1.7

3.3. Research instrument

The non-profitability method, also known as the convenience method, allows the participants to choose whether to participate in the study (Stratton, 2021). A survey-based questionnaire is employed in this study as a research tool to identify the variables in the topic and guarantee the accuracy and dependability of the collected information. The survey is sent to interviewees with letters of introduction and reference explaining the time spent completing it. Finally, the researcher sends out the online survey and assembles responses.

The data collected through the questionnaire survey supported the researcher in gathering enough primary information about the interviewees. The survey has two parts: one provides the demographic information of respondents, including age, gender, education level, and purchase frequency, and the other asks how customers' perceptions.

291 Vietnamese participated in this research and provided the necessary data. Afterwards, the information is carefully processed by the questionnaires and Partial Least Square (Smart PLS) and the Statistical Package for Social Science (SPSS) will be used for analysis.

4. RESULTS AND DISCUSSION

4.1. Measurement model

The reliability of the potential variable in the SEM model is tested using Cronbach's alpha and composite reliability coefficients. The table exhibits a high degree of reliability for the factors in the model, demonstrated by all of the Composite Reliability and Cronbach's alpha coefficients being greater than 0.7. As a result, the factors are considered reliable according to the criteria for both Cronbach's alpha and Composite Reliability coefficients, as indicated by Kennedy (2022). All Cronbach's alpha and Composite Reliability coefficients in the table are greater than 0.7, indicating the high reliability of the factors in the model. This is a positive sign as it demonstrates the consistency and dependability of the data, reinforcing the validity of the research findings.

To ensure the reliability of the SEM model, various factors such as correlation coefficients, outer loadings, and Average Variance Extracted (AVE) must be considered. The AVE value must exceed 0.5 or higher to demonstrate strong explanatory power for the latent variable (Purwanto, 2021). All AVE values in the table surpass 0.5, indicating the robust explanatory power of the latent variables in the model.

Table 2. Reliability and validity of the constructs

Construct	Item	Cronbach's alpha (CA)	Outer loading	Composite Reliability (CR)	Average Variance Extracted (AVE)
Brand Identity (BI)	BI1	0.889	0.864	0.923	0.751
	BI2		0.871		
	BI3		0.866		
	BI4		0.865		
Fashion Store Atmosphere (FSA)	FSA1	0.894	0.871	0.927	0.759
	FSA2		0.863		
	FSA3		0.858		
	FSA4		0.893		
Perceived Customer Relationship (PCR)	PCR1	0.880	0.824	0.917	0.735
	PCR2		0.864		
	PCR3		0.861		
	PCR4		0.879		
Repurchase Intention (RI)	RI1	0.841	0.882	0.904	0.759
	RI2		0.874		
	RI3		0.857		
Social Media Marketing (SMM)	SMM1	0.915	0.874	0.937	0.747
	SMM2		0.870		
	SMM3		0.847		
	SMM4		0.865		
	SMM5		0.865		

Note: RI – Repurchase Intention; PCR – Perceived Customer Relationship; BI – Brand Identity; SMM – Social Media Marketing; FSA – Fashion Store Atmosphere.

Source: Data processed by Smart-PLS 3

Table 3. Distinctiveness (Heterotrait-Monotrait Ratio - HTMT)

	BI	FSA	PCR	RI	SMM
BI					
FSA	0.724				
PCR	0.812	0.839			
RI	0.802	0.797	0.835		
SMM	0.789	0.748	0.790	0.778	

Note: RI – Repurchase Intention; PCR – Perceived Customer Relationship; BI – Brand Identity; SMM – Social Media Marketing; FSA – Fashion Store Atmosphere.

Source: Data processed by Smart-PLS 3

The difference between latent variables is evaluated using HTMT values in SEM analysis. For trustworthy discrimination, HTMT values of less than 0.85 are generally regarded as adequate. The latent variables may not accurately reflect separate features of the research phenomenon and may have a significant degree of association if the HTMT value exceeds this level, which suggests a potential problem (Dijkstra & Henseler, 2015). All the figures in the HTMT table surpass 0.85, which raises concerns about the accurate discrimination between the latent variables in the model.

Collinearity statistic (VIF)

A regression study is defined by multicollinearity when there is a significant degree of correlation between the independent variables. Regression coefficient estimation may become problematic as a result, decreasing the stability and dependability of the outcomes (Fox, 2015). Typically, a VIF value below 5 is considered acceptable to spot multicollinearity. Some studies explain that a VIF value below 3 ensures multicollinearity does not significantly affect the results (O'Brien, 2007). All values in the Collinearity statistics (VIF) table are less than 3, indicating no major multicollinearity issue in the model.

Table 4. VIF

	PCR	RI
BI	2.261	2.533
FSA	2.054	2.533
PCR		3.043
SMM	2.428	2.586

Note: RI – Repurchase Intention; PCR – Perceived Customer Relationship; BI – Brand Identity; SMM – Social Media Marketing; FSA – Fashion Store Atmosphere.

Source: Data processed by Smart-PLS 3

4.2. Structural model analysis

4.2.1. Hypothesis testing

As shown in figure 2 and table 5, all the direct path relationships were accepted at a significance level of 5%. Repurchase intention towards fast fashion was positively influenced by perceived customer relationship ($\beta = 0.246$, $p < 0.01$), brand identity ($\beta = 0.239$, $p < 0.01$), fashion store atmosphere ($\beta = 0.230$, $p < 0.01$) and social media marketing ($\beta = 0.184$, $p < 0.01$). thus, H1, H2a, H3a and H4a are validated. furthermore, perceived customer relationship was positively associated with fashion store atmosphere ($\beta = 0.397$, $p < 0.001$), brand identity ($\beta = 0.299$, $p < 0.001$) and social media marketing ($\beta = 0.228$, $p < 0.01$). Hence, H2b, H3b and H4b are accepted. out of all predictors, the perceived customer relationship had the strongest impact on repurchase intention, followed by brand identity, fashion store atmosphere, and social media marketing. The most powerful predictor of perceived customer relationship was the environment of fashion stores, which was followed by social media marketing and brand identity.

Table 5. Path coefficients

	Original sample (O)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Hypothesis (H)	Findings
BI -> PCR	0.299	0.068	4.380	0.000	H2b	Supported
BI -> RI	0.239	0.075	3.199	0.001	H2a	Supported
FSA -> PCR	0.397	0.073	5.410	0.000	H4b	Supported
FSA -> RI	0.230	0.078	2.954	0.003	H4a	Supported
PCR -> RI	0.246	0.073	3.350	0.001	H1	Supported
SMM -> PCR	0.228	0.071	3.223	0.001	H3b	Supported
SMM -> RI	0.184	0.079	2.318	0.020	H3a	Supported

Note: RI – Repurchase Intention; PCR – Perceived Customer Relationship; BI – Brand Identity; SMM – Social Media Marketing; FSA – Fashion Store Atmosphere.

Source: Data processed by Smart-PLS 3

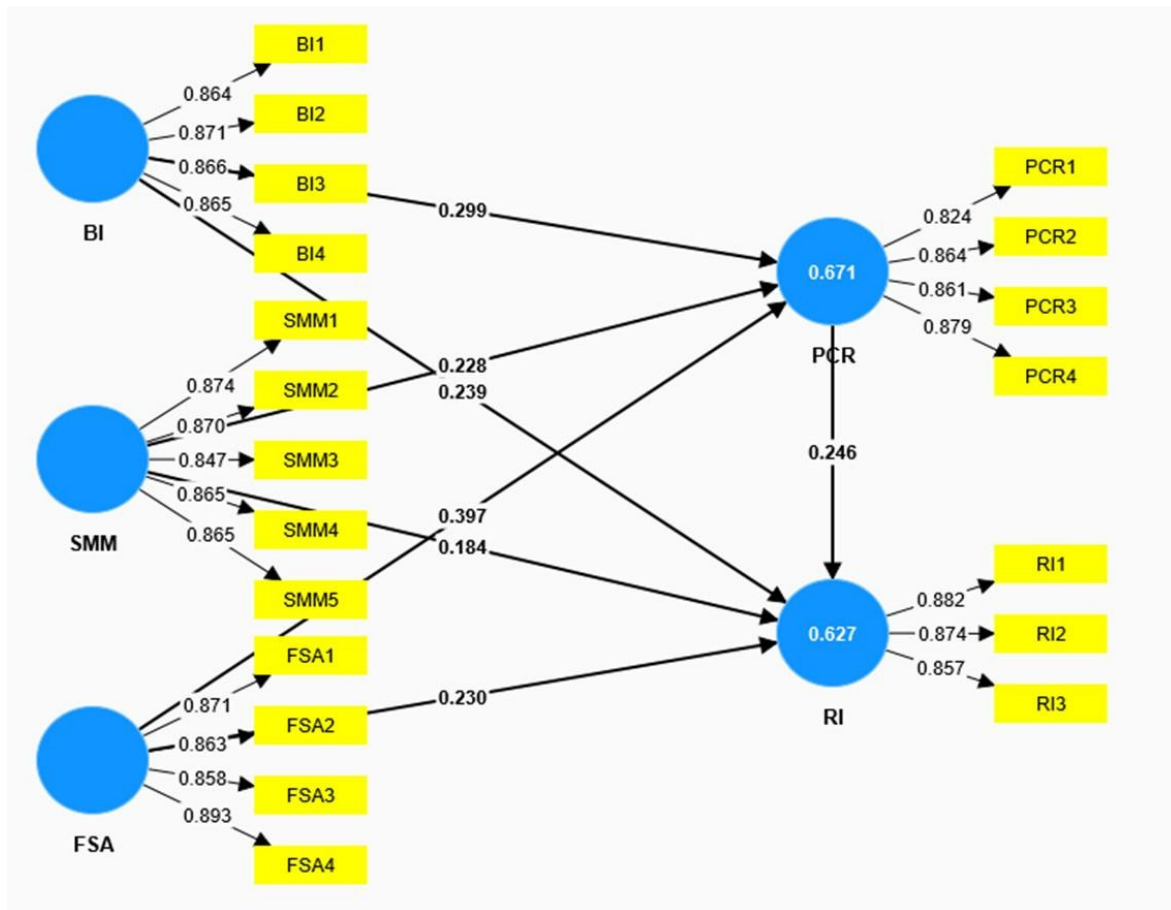


Figure 2. The result of the research model

4.2.2. R – Square

As shown in Table 8, the predictive accuracy was assessed based on the coefficient of determination (R^2), representing each endogenous latent variable's amount of explained variance (Hair et al., 2019). The R-squared values for PCR and RI factors are 66.8% and 62.2% respectively, indicating a substantial explanation of the variation in the dependent variable within the 60-80% range.

Table 6. R-Square

	R-square	R-square adjusted
PCR	0.671	0.668
RI	0.627	0.622

Note: RI – Repurchase Intention; PCR – Perceived Customer Relationship.

Source: Data processed by Smart-PLS 3

4.2.3. F – Square

Table 7. F-Square

	PCR	RI
BI	0.120	0.060
FSA	0.233	0.056
PCR		0.053
RI		
SMM	0.065	0.035

Note: RI – Repurchase Intention; PCR – Perceived Customer Relationship; BI – Brand Identity; SMM – Social Media Marketing; FSA – Fashion Store Atmosphere.

Source: Data processed by Smart-PLS 3

The F-square metric in variance analysis measures the relationship between the independent variable and the dependent variable in a model. It indicates how much the independent variable influences the dependent variable.

$f\text{-Square} < 0.02$: There is little to no impact or none at all.

$0.02 \leq f\text{ Square} < 0.15$: low effect.

$0.15 \leq f\text{ Square} < 0.35$: moderate effect.

Hence, the following impacts are shown in the results table:

- BI -> PCR: 0.120 low effect
- BI -> RI: 0.060 low effect
- FSA -> PCR: 0.233 moderate effect
- FSA -> RI: 0.056 low effect
- PCR -> RI: 0.053 low effect
- SMM -> PCR: 0.065 low effect
- SMM -> RI: 0.035 low effect

5. CONCLUSION

5.1. Summary and discussion

The purpose of this study is to assess the variables that affect the repurchase intention of fast-fashion items and suggest improvements. The research involves identifying customer characteristics, examining the factors that impact consumer engagement with the fast fashion sector, and concentrating on the repurchasing behaviour of Vietnamese consumers. Furthermore, the study proposes practical implications for sustainable development viability.

After the survey data was analysed, we examined the connections between internal variables like brand identity, social media marketing, and the ambiance of fashion stores and external traits like perceived customer relationship and repurchase intention. All these factors positively influence repurchase intention, with fashion store atmosphere having the most decisive impact (index of 0.397), showing that consumers' intentions to buy are greatly influenced by the fast fashion store's presentation and customer service. Brand identity follows with an index of 0.299, highlighting its role in driving purchases due to brand reputation and popularity. Social media marketing has an index of 0.239, showing its growing influence in projecting brand images and enabling customers to purchase products online without visiting stores.

Additionally, perceived customer relationship, an intermediate variable, positively affects repurchase intention with a value of 0.246. This study delivers significant clarity on the variables affecting consumers' intentions to make repeat purchases in the fast fashion sector. It identifies study limitations and suggests areas for further research, understanding consumer repurchase desires quickly, and offering principles for businesses in the industry.

The results emphasize the importance of brand identity in influencing repurchase intention. With its unique and trendy fashion styles and prestigious image, ZARA's strong brand identity fosters trust and loyalty, motivating repeat purchases. Social media marketing also plays a crucial role, with ZARA leveraging platforms like Instagram, Facebook, and Twitter to engage customers and encourage repeat purchases. Furthermore, ZARA's engaging store atmosphere, creatively designed spaces, and trendy displays enhance the shopping experience and motivate customers to return.

Perceived customer relationship significantly contributes to repurchase intention, with ZARA's high-quality customer service and efficient handling of requests building trust and connection. This study and similar studies examine the

variables that affect fast fashion consumers' intentions to make repeat purchases, such as social media marketing, branding, and customer relations. The study's conclusions and recommendations provide insights for businesses and suggest future research directions, offering a comprehensive overview of factors affecting the industry.

In the end, the study's main finding is repurchase intention. Repurchase intention is positively impacted by social media advertising, fashion store atmosphere, brand identification, and perceived customer relationship. Customers exhibit higher repurchase intentions when they know these factors and have positive experiences. The research suggests that customer relations have the strongest impact on repurchase intention, with good relationships and company support fostering loyalty and encouraging repeat purchases. The data analysis for the study was performed using structural equation modelling (SEM), and data reliability was ensured by using indices such as R-square, F-square, and hypothesis testing, as well as collinearity statistics.

5.2. Academic contribution

This research is among the undertakings delving into how several variables affect Vietnamese consumers' willingness to make additional purchases. Gaps found in earlier research are addressed. Previous studies have identified three main components: fashion retail atmosphere, social media marketing, and brand identity. This study is one of the few that looks at the correlation between perceived customer relationships and repurchase intention. Paying attention to the Vietnamese market offers valuable perspectives on the distinct incentives and inclinations of Vietnamese buyers. This study also addresses a relatively unexplored topic—the positive correlation between repurchase intention and perceived customer relationships—going beyond previous studies. It highlights the value of solid customer ties and how they positively affect customers' inclinations to make additional purchases.

5.3. Practical contribution

Retaining customers and encouraging repeat business is crucial for achieving long-term success in the fast fashion industry. Previous study has demonstrated that a company's performance is greatly impacted by its customer's tendency to make repeat purchases. Fast fashion retailers such as Zara must understand the elements that determine people's tendency to repurchase in order to create strategies that work for customer retention and long-term financial success. The purpose of this essay is to examine the connections between several external and internal elements that may affect consumers' propensity to repurchase in the fast fashion sector. The study discovered that in the fast fashion industry, a variety of factors can influence repurchase intention, including brand identification, social media marketing, store atmosphere, and perceived customer interactions.

Based on this study, the article suggests deeper consumer insights for marketers and researchers. Three primary factors decide whether consumers will repurchase fast-fashion items.

First, brand identity plays a critical role in encouraging customers to make repeat purchases. Retailers should concentrate on creating a distinctive and enduring brand identity that appeals to their target market. This could include investing in marketing campaigns that highlight the brand's unique values, sustainability efforts, and commitment to high-quality, trendy products. Regularly updating the brand image and aligning it with current fashion trends will help maintain consumer interest and loyalty.

Second, fashion store atmosphere significantly influences customers to make additional purchases. Retailers should create an in-store experience that is inviting and aligns with the brand's identity. This includes investing in store layout, lighting, music, and the overall ambiance to enhance the shopping experience. Offering in-store events, such as styling sessions or fashion shows, can also attract repeat customers.

Third, social media marketing also demonstrates a strong correlation with repeat purchases. Leveraging social media platforms more effectively to engage with customers can significantly boost repurchase intentions. Strategies could include using influencer marketing, creating engaging content such as private videos or fashion tips, and running targeted ad campaigns. Building strong customer relationships can also be achieved by consistently engaging with followers and answering their messages and comments.

Additionally, among the factors examined, perceived customer relationship was found to have the strongest effect on repurchase intention. This indicates that maintaining a robust and positive relationship with customers is crucial for fast fashion brands. In the context of Zara, it suggests that efforts to build trust and provide efficient, quality customer service lead to higher levels of customer loyalty and encourage repeat purchases. The results align with relationship marketing theories that emphasize the importance of trust and connection between buyers and sellers. Therefore, retailers need to

build customer relationship by personalization, loyalty program, customer feedback loops and agility in responding to trends.

These practical strategies can help fast fashion retailers like Zara increase repurchase intentions among their customers, leading to sustained growth and competitive advantage in the market.

5.4. Research limitation

This study offers insightful information on the elements influencing repurchase intention in the fast fashion business, although it should be noted that it has certain limitations:

The study's sample size, while sufficient for the statistical analysis, may not fully represent the broader population. The participants were primarily drawn from Vietnam, which limits the generalizability of the findings to other geographical regions with different cultural, economic, and fashion consumption behaviors.

The data collection method, which relied on self-reported surveys, may introduce response bias. Participants might have provided socially desirable answers or might not have fully disclosed their true purchasing intentions or perceptions. This could affect the accuracy and reliability of the findings.

The primary focus of the study was on internal characteristics, which included perceived customer interactions, social media marketing, fashion store atmosphere, and brand identification. Nevertheless, there was insufficient investigation of outside variables such as prevailing economic conditions, cultural influences, and rivals' tactics. In the fast fashion sector, these outside variables can also have a big impact on consumer behavior and intentions to make more purchases. Further investigation into these limitations could lead to a greater understanding of the variables affecting repurchase intention in the fast fashion sector and improve the applicability of the results in different contexts and demographics.

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