

“Sorry, I Couldn’t Give Up Shopping!” How Live Streaming Urge Consumers towards Impulsive Fast Fashion Purchases

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Abstract

The emergence of the fast fashion industry that promising consumer to stay “in vogue” and “in-styles”, lead to impulsive purchase behaviour, which poses the greatest challenge for the nation in promoting sustainable consumption practices. Hence, the existence of the social media live streaming platform creates a waste and diachronic consumption phenomenon as consumers engage in splurge and irrational buying behaviour while joining the livestreaming. This conceptual paper is intended to explore the role of social media live streaming and impulsive purchase behaviour in fast fashion consumption. Following the literature review, consumers’ involvement in fast fashion consumption is driven by the intense feeling of intimacy during the livestreaming, which create an urge feeling to purchase fast fashion goods impulsively. Furthermore, this paper provided a basis to further explore consumers’ cognitive and affective states in order to rationalise their excessive consumption patterns during real-time interactivity, which could impede sustainable fashion consumption practices.

Purpose: The purpose of this paper is to uncover fashion consumers’ coping strategies in dealing with impulsive purchase behaviour from the Cognitive Dissonance Theory.

Design/methodology/approach: This paper is conceptual paper which presents a framework of coping strategies and cognitive processes on consumers’ impulsive purchase behaviour. This study explores the role of livestreaming e-commerce platform towards impulse purchase behaviour in the context of fast fashion which impede towards sustainable fashion consumption. This paper also utilizing Cognitive Dissonance Theory (CDT) to discuss how consumers justify their impulsive purchase behaviour as a rationale consumption practice.

Findings: The paper provides new insights into the concept of coping strategy of fashion consumers’ impulse purchase by utilizing Cognitive Dissonance Theory (CDT), and the role of livestreaming e-commerce in promoting the unsustainable consumption practice.

Research limitations/implications: The paper is a conceptual paper and researchers are encouraged to conduct empirical study to explore the propose framework and concept further.

Practical implications: The paper provides the insights on consumers level of awareness on sustainable consumption to policy makers and government in educating and enhance consumers and society’s awareness on the importance of sustainable fashion consumption.

Originality/value: The coping strategy and fashion consumers’ cognitive processes framework on impulsive purchase, as well as to extend literature on fast fashion and sustainable fashion.

Keywords: Impulsive purchase, Fast fashion, Sustainable consumption, Livestreaming, Cognitive dissonance

Introduction

The phenomenon of overproduction and overconsumption of fashion goods becomes a barrier for Malaysia to achieve SDG 12, as both manufacturers and consumers are not concerned with their actions, as they only care to satisfy their material needs and wants. Factors such as an inexpensive price motivate consumers to keep purchasing and consuming the latest design and collection of fashion goods, and consumers are able to replenish their wardrobe instead of thinking about how to discard or dispose of the existing fashion goods without creating a harmful effect on the environment. According to Kloth Cares, the first textile recycling movement in Southeast Asia, Malaysia dumped a staggering 195,300 metric tonnes of fabric into landfills, and the amount of textile waste that ends up in landfills has doubled from 2.8% in 2012 to 6.3%, contributed by the development of the fast-fashion industry (Malay Mail, 2019). They also reveal that the youth are a major market segment for fast fashion, and the fashion industry itself is the second largest polluter after oil and gas. Apparently, consumers themselves are not aware of how their overconsumption practices contribute to the major destruction of the environment and also to an individual's wellbeing.

In a different vein, The National Sustainable Consumption and Production Blueprint, 2016–2030, outlines one of the mechanisms towards developing a circular economy waste system: consumers, which have been defined as waste holders, should be responsible and join hands with the waste generator, the manufacturer, to phase out conventional landfilling by 2030 (The National SCP Blueprint 2016–2030, (2016). Hence, it is expected that consumers will keep discarding their clothes, and more than 150 million metric tonnes of fashion waste will clog landfills by 2050 (The Malaysian Reserve, 2022). Therefore, consumers themselves need to change their attitudes, consumption, and disposal patterns to save the environment instead of relying on the initiative taken by the government or a non-governmental organisation. To date, a lot of initiatives and campaigns have been implemented, such as the bin adoption program, recycling and upcycling clothes, and turning waste into other products, but they are still not enough to solve this environmental problem.

This paper reveals that how fashion manufacturers and industries, particularly fast-fashion, exploiting the existence of livestreaming e-commerce platform to urge consumers towards impulsive purchase and engage in waste consumption. The next section of this paper will discuss on fast fashion and the concept of sustainable consumption, followed by impulse purchase and cognitive dissonance theory. Then, the paper will discuss the role of livestreaming towards consumers' impulse purchase, before the framework of consumers' coping strategy is presented to explain the cognitive processes of the consumers.

Literature Review

Fast Fashion and Sustainable Consumption

The fast fashion business model offers low-cost premium fashion imitations with a limited shelf life. The sensation of urgency that comes with purchasing fast fashion is based on recurring consumption and impulse purchases. Apparently, rapid fashion consumption reinforces the consumer behavioural trend of purchasing more while using products less frequently, raising concerns about its social and environmental implications. Hence, fast fashion consumption has a negative impact on the environment, where the trash of obsolete or undesirable clothing amounts to around 17 million metric tons, according to Environmental Protection Agency estimates (Geyer & Law, 2017). As a result, fast fashion is one of the most polluting businesses, requiring a large number of raw materials, causing water pollution, and

accounting for 10% of global CO₂ emissions through its "just-in-time" production strategy and supply chain (Brewer, 2019). According to prior studies, fast fashion products are hedonistic and might drive impulsive purchasing behaviour due to their high degree of symbolism (Gawior et al., 2022). Emotions produced by the act of shopping for fashion, emotional pleasure, the development of positive mood states, and fashion participation are all internal variables involved in impulsive buying of quick fashion.

Unfortunately, the skyrocketing demand of fast fashion resulted in increasing textile waste, cause environmental degradation (Islam et al., 2020), thus, leading towards the ecological and social problem such as climate change, the scarcity of natural resources and the overuse of chemicals (Ertekin and Atik, 2020; Ertekin and Ozdamar, 2016). Meanwhile, post-production and consumption waste issues such as discarding the unwanted garments, piling up the landfilled as the markets are oversaturated by second-hand garments and clothing (Niinimäki et al., 2020). According to Eco-stylist (2022), fast fashion consumers purchase 60 percent more clothes compare to 20 years ago and the consumption only last less than one year, which over 50% of the clothes end up in a landfill. In fact, the turnaround from consumption to post-production waste is rapid due to the current business model and concept of fast fashion that promoting short life-cycles. Apparently, fashion and apparel industries itself are responsible towards the environmental destruction, as the ever-increasing production and sales, fast manufacturing, low product quality and short product life cycles (Niinimäki et al., 2020). enable them to maximises sales and profits. Therefore, under the Sustainable Development Goals 12, lifestyles and fashion industries has been urged to collaborate and engage in any activities particularly to protect the climate changes, and responsible production and consumption besides sustainable innovation (United Nations, 2022).

Fast fashion which promoting impulsive purchase behaviour, has been designed to lure materialist consumers that concern with trend and styles that believe enables them to project their self-image and identity with minimal investment. Joy et al. (2012), discovered a concept of "Today's Treasures, Tomorrow's Trash" denotes how fashion consumers easily replenish and discard their apparel without having financial risk and limitation. Furthermore, the concept of fast fashion itself, emphasizing on limited and low durability, leading to the obsolescence, promoting consumers to do massive purchase and discard their fashion items rapidly (Ellen MacArthur Foundation, 2017). In fact, the concept of fashion which previously associated with exclusivity, prestige, glamour and luxury has been deteriorated by the emergence of fast fashion which promoted "masstige" and "massclusivity" consumption (Kumar et al., 2020; Ko & Megehee, 2012), describe the phenomenon of "McFashion" because of the rapid production. Furthermore, consumers that concern with self-image and identity, enjoy the quick pace of fast fashion which offer them self-gratification within their financial mean and low-cost investment. Conversely, slow fashion scholar, argue that fashion consumers should seek satisfaction while using or wearing it instead of purchase the fashion items, thus, which should be worn and valued longer (Magnuson et al., 2017)

Prior literature found that fashion consumers define sustainability and responsible consumption practice as only related to protecting and saving environment and not applicable to their fashion consumption practice (Joy et al., 2012; Solomon and Rabolt, 2004), which explain the level of consumers awareness on sustainable consumption at the infancy stage. Thus, government and non-government organization that concern with the SDG need to explore more further on the consequences of livestreaming commerce strategies in promoting fast fashion that greatly motivate consumers towards unsustainability fashion consumption.

Impulse Purchase and Cognitive Dissonance

Fashion goods has been found as the most likely to drive impulsive purchase which is unexpectedly made without a prior plan. It also occurs when a customer responds to a combination of internal and external marketing stimuli by making a snap decision to purchase fashion things without considering the repercussions (Rook, 1987). Impulsive purchasing is unplanned, careless, haphazard, and complexly hedonistic. The consumer's willingness to make unintended, hasty, spur-of-the-moment purchases based on internal and/or external cues is known as impulsivity. Specifically, impulse buying is tied to searching, both from a hedonistic and psychological perspective when it comes to apparel and accessories (Park et al., 2006; Beatty & Ferrell, 1998). According to Madhavaram and Laverie (2004), the Internet encourages people to explore products for hedonic, or pleasure, searching reasons as well as informational, or utilitarian, searching purposes, thus, demonstrating the importance of the hedonistic factor in driving consumer behaviour during online shopping (Lee et al., 2009). To date, the disruption of technology that created not only various e-commerce platform but also credit facilities with the concept of “buy now, pay later”, leading towards irrational consumption behaviour such as impulsive and compulsive purchase (Raj et al., 2023).

Many studies in the consumers behaviour, lend support to the idea that making impulsive purchases can reduce feelings of stress and other unfavourable emotions (Atalay and Meloy 2011), heighten feelings of excitement and pleasure (Verplanken and Sato, 2011), and elicit hedonistic feelings of high-arousal pleasure (Ramanathan and Menon 2006). Consequently, the hedonic values enable consumers to keep up with the newest fashion and trend contribute towards some detrimental effect on sustainability and harms the environment. Hence, prior literature investigates and identified credit card usage, shopping for immediate satisfaction, and shopping for novelty have a significant impact on impulsive purchase (Secapramana et al., 2021).

Indeed, fashion consciousness was found to affect impulse buying positively (Wiranata & Hananto, 2020). Apparently, consumers always ponder the underlying reasons that caused them to make the purchase, instead of thinking on it just after the purchase has been made. Impulse purchase has been described as an irresistible desire or urge to purchase something which leads the consumers to a phase of psychological imbalance, associated with self-control mechanism. Consequently, consumers are having financial trap due to inability to control their spending pattern and haunted by long-term financial commitment due to the escalating credit card bills (Musadik & Azmi, 2020) and the introduction of Buy Now Pay Later payment option, leading towards repetitive episode of impulsive purchase (Natswa, 2021). Hence, consumers are experiencing post-purchase dissonance due to their impulsiveness, such as having regret, guilt on unnecessary spending (Brockman, Taylor, & Brockman, 2008; Lee & Kacen, 2008; Pirog & Roberts, 2007; Rook, 1987). In response to encounter those unpleasant and discomfort feeling, organization and brands are coming-up with various strategies to minimize and reduce those negative feeling by reassuring consumers are making a wise and right purchase decision making (Redine et al., 2022; Chen et al., 2020; Lazim et al., 2020), thus, promoting consumers to engage in impulsive and excessive consumption behaviour.

Often, consumers rationalise what they have purchased is worthy, on the unwanted or unnecessary items as long as they able to grab a great deal and cost saving, keeping up with the trend and aspired celebrities or influencers, to avoid the regret sentiment associated with missing a cost-saving opportunity (Iyer et al., 2020) and minimizing psychosocial risks such

as “left-behind” and “fear of missing-out” from the society. Prior literature found individuals that concern to “saving their face” obsessed on making social comparison prone to engage in impulsive purchase behaviour (Sharif et al., 2022). Although, consumers aware the purchase of this unwanted goods only last shortly in satisfying their utilitarian needs, consumers are smart in “excusing” their purchase action to eliminate the discomfort and regret feeling (Pradhan et al., 2018).

According to the cognitive dissonance theory (Festinger, 1957), asserted that humans have inner drives. They hold attitudes and beliefs in harmony, while trying to prevent disharmony or dissonance. This theory upholds the capability of humans to alter their cognition in seeking consistency between attitudes and behaviour (Gawronski, 2012). Humans are motivated to minimise the discrepancy between cognition and discomfort through several rationalisation strategies (George & Yaoyuneyong, 2010; Jeong et al., 2019). Cognition is composed of prior knowledge, information, beliefs, and perceptions that are disrupted due to internal conflict. The mental inconsistency between actual individual action and cognition causes psychological discomfort, such as guilt, as one thinks that he is violating his own existing belief (Gawronski, 2012; Telci et al., 2011). As a result, the person is motivated to make “excuses” to rationalise his actions and behaviour. The rationalisation strategy enables individuals to reduce the inconsistency, which offers opportunities to modify their actions and behaviour, thus enabling them to rectify dissonant, unpleasant, and guilty feelings (Telci et al., 2011). Individuals attempt to resolve mental discomfort either by changing behavioural cognitive elements, changing environmental cognitive, or by adding a new cognitive element (Festinger, 1962).

In the context of fashion goods, which have been characterised as quickly fading and having a short lifecycle (Juggessur & Cohen, 2009), a feeling of deprivation arises when consumers notice any new design or collection of fashion goods has been introduced by the aspired social group members in the social media. Consumers are experiencing "a feeling of lacking" if they could not purchase, signifying the internal tension that urged them to keep fashion goods. This ‘inadequate’ state describes consumers’ insufficient feelings, which can turn into "a must" for them to purchase "new styles" immediately to overcome their negative emotions such as anger, sadness, anxiety, and regret (Ozdamar Ertekin et al., 2020). Hence, phenomenon of “fear of missing-out” which causes a negative psychological health such as anxiety feeling drive consumers to stay in-trend which motivate them towards impulsive purchase behaviour (Good and Hyman, 2021; Hodkinson, 2016). Furthermore, exposure to positive reviews on the recommended brand or product (Chetioui et al., 2020; Eslami and Ghasemaghaei, 2018), high credibility and trusted sources of the reviewers (Shen, 2021) and scarcity persuasion (Lo et al., 2022), reinforce the reason on why consumers need to do immediate impulse purchase, thus justify why they could not resist the offer. In light of this irrational consumption practice, yet absence of a viable explanation on consumers coping strategies in minimizing psychological discomfort and unpleasant state. The rationalisation strategy enables individuals to reduce the inconsistency, which offers opportunities to modify their actions and behaviours, thus enabling them to rectify dissonant, unpleasant, and guilty feelings (Telci et al., 2011), to resolve mental discomfort.

As consumers urge to make a quick and immediate purchase decision, consumers are prone to experiencing post-purchase anxiety on their sudden purchase, questioning own self on the reasons and choices of their purchase action and behaviour. According to Festinger (1962), when consumers experiencing undesirable state, the tendency to ignore and omit inconsistent information from the existing cognition dissuades uncomfortable feelings and motivates

individuals to keep rationalising their behaviour. Hence, consumers are motivated to sustain their behaviour by altering and modifying the existing contradiction, especially upon discovering the alternative to deal with heterogenous cognition that causes mental discomfort, thus, choosing to rationalize their purchase behaviour is wise and worth it.

This present study is inspired by similar work in the area of cognitive dissonance as the integration of cognitive and affective elements outlines the underlying meaning of consumers' rationalization strategies on how they dissuade unpleasant and discomfort feeling, once they aware they purchase on the unwanted and unnecessary fashion goods. Previous studies mainly highlighted on how organization and popular brand dealt with consumers' post-purchase dissonance, by ensuring they are making a right and rationale choices. However, there is a dearth on the study exploring consumers' cognitive processes on how consumers rationalize their purchase decision making on the "unwanted" fashion goods and compensate their dissonance feelings towards their unplanned purchase behaviour and re-engage in impulse purchase.

Livestreaming and Impulse Purchase

The existence of livestreaming which causes by the global prevalence of digital platform, lead to immersive online shopping channel characterized by interactivity and informativeness. Due to the high interactivity of this shopping channel, online retailers and brands, proactively exploiting consumers impulsive behaviour which urge consumers to emotionally purchase instead being rational. Instead of reading a review and comments leave by the other buyers, livestreaming e-commerce enable consumers to visualize human touch due to the real-time engagement with the streamers, host or brand that is more powerful to urge consumers toward impulse purchase (H. Chen et al., 2023). Past studies found that consumers loss their self-awareness as they experiencing an enjoyment which causes consumers to lose their sense of time due to concentration during the shopping activities, describing consumers are in a state of flow (Nakamura and Csikszentmihalyi, 2014). Hence, the ability of livestreaming channel to establish parasocial interaction between the viewers and the social actors, affect consumers emotional response, thus, influence consumers' attitudes and beliefs, besides enhance shopping enjoyment (Gong and Li, 2017; Sokolova and Kefi, 2020; Xiang et al., 2016). Parasocial relationships exists when individuals experiencing a state of psychological relationship with the live streamers, which believe satisfying relatedness and affiliation needs. The capability of this platform to create an "illusion" of face-to-face relationship, enable viewers to imagine themselves being attach and affiliated with their desired celebrities or influencer (Chen et al., 2020). Consequently, any persuasive message and reviews made by these influencers and live streamers create a feeling of urge which enhance hedonic and utilitarian needs, influence consumers cognitive and affective behaviour (Chung et al., 2017; Zhong et al., 2022).

Prior literature found consumers which plays a role as viewers no longer act as a passive actor, thus reinforce two-way communication (Lim et al., 2020), hence being affiliated with others which "being in the same room" during the livestreaming session (Lo et al., 2022). Due to the real-time interaction, it enables viewers to satisfy social and affiliation needs by sharing similar interest, activities and purchase behaviour (Park and Lin, 2020). Apparently, livestreaming become a powerful platform to contagion others' emotion and feeling, lead to impulsive purchase behaviour. As discovered by prior studies, emotions of viewers who are "being in the same room" could be transmitted to others, thus, strongly influence consumers' willingness and intention to purchase recommended product during the livestreaming (Luo et al., 2020).

Accordingly, the arousal of hedonic feelings such as pleasure, admiration, emotional trust while interacting through screen bullets during the livestreaming (Meng et al., 2021) promote the impulsive purchase behaviour. To illustrate, the sensation feeling such as enjoyment, happiness, excitement gain by consumers while joining the livestreaming, develop a social bonding among the viewers through the sharing and exchanging ideas and knowledge (Kim and Kim, 2020). Therefore, consumers believe that joining livestreaming session enable them to have high social presence, hence, contribute towards basic psychological needs through satisfaction of autonomous and affiliation needs (Park and Lin, 2020). According to Deci and Ryan (2000), when people engage in interesting activities, they can control themselves and be their own selves, feel capable and effective in performing activities, and get connected with others involved in the same activities. Satisfaction is a basic psychological needs component that reinforces and is accompanied by other fulfilment of needs, which can enable consumers to experience self-growth and development (Evans et al., 2013; Tamborini et al., 2011).

Additionally, livestreaming commerce become a tool for oneself to showcasing themselves and being noticeable in a communication environment (Lombard and Ditton, 1997; Ying et al., 2021). Prior literature found that consumers believe that joining livestreaming session enable them to be visible to others, thus, create trust, customer loyalty and influence consumers purchase intentions (Bao and Wang, 2021; Lu et al., 2016; Tsai et al., 2021). Consequently, high social presence will lead consumers towards emotional purchase behaviour that arouse from admiration, trust and pleasure (M. Meng et al., 2021). This notion supported by prior studies that discovered consumers when viewing Instagram, the pleasure and arousal evoked in consumers mediate the effect of visual complexity on consumer purchase intentions (Kusumasondjaja and Tjiptono, 2019). Align with the past studies, the presence of others has an arousal effect on one's consumption behaviour (Kang et al., 2020), and consumers able to adapt and interact with the environment they belong to. Consequently, virtual atmosphere of online shopping enables individual to alter their physical and emotional states (Kang et al., 2020; Sun et al., 2019), shows how intrinsic needs connected to social presence and positive emotions (Huang et al., 2014; Kang et al., 2020). According to Self-Determination Theory, the need to feel connected and affiliated with others in a meaningful manner (Deci & Ryan, 2014), describe how social presence enhance consumer immersion experience (Z. Huang et al., 2022), experiencing high sense of self-control and self-autonomous (Fredrickson, 2013). Moreover, consumers believe that social presence deliver a feeling of enjoyment (Liu et al., 2020) and enhance social learning process (Li and Hua, 2021) which later affect purchase intention (Gefen and Straub, 2003; Zhang et al., 2020).

In a nutshell, consumers involvement in any chosen activity, which characterised by pleasure maximization through positive emotional feelings such as enjoyment and excitement enable consumers to enhance their life happiness and satisfaction through the route of attainment of hedonic well-being. As mentioned by Seligman (2003), an individual has three options in improving their well-being, and by pursuing the pleasure of life, which describes happiness as maximising pleasure and minimising pain, it enables an individual to craft their meaning of life through the satisfaction of positive emotional experiences (Peterson et al., 2005). Excitement can produce a novel and meaningful experience for consumers involved in any activity, wherein this positive emotional feeling makes up a memorable experience for consumers to engaged in livestreaming commerce. This explains how positive emotional feeling such as pleasure and excitement stimulated by immersive experiences and social interaction, affect consumers' cognitive and affective state, motivate consumers towards impulsive purchase behaviour. As a result, livestreaming commerce has greatly enhanced consumers' sense of

belonging, affection and affiliation, thus promoting them to become more impulsive and irrational in their consumption.

To conclude, livestreaming which provide immersive experience and parasocial relationship, plays crucial roles in shaping consumers spending pattern and purchase behaviour. Therefore, there is a need to investigate more deeper on how this virtual communication enabling consumers to alter and modified their cognitive processes in rationalising their purchase behaviour as rationale instead of unnecessary, leading to unsustainable consumption.

Propose Conceptual Framework

Past studies found that consumers are prone to impulsive purchases due to positive emotional experiences, such as pleasure and enjoyment, which describe hedonic motivation (Alba and Williams, 2012). Pleasure is a dimension of hedonic consumption linked with irrational purchases and closely related to impulsive consumption, which determines the level of dissonance. George and Yaoyuneyong (2010) claimed that the more impulsive the purchase behaviour, the less the sense of dissonance, as consumers anticipate the possible dissatisfaction from impulse purchase behaviour. Nonetheless, higher consumer involvement in livestreaming, associated with hedonic feelings, motivates consumers to engage continuously in livestreaming sessions. Livestreaming has been discovered as a platform for consumers to fulfill affiliation and relatedness needs (Chen et al., 2020), develop parasocial interaction due to the immersive environment (Gong and Li, 2017; Sokolova and Kefi, 2020; Xiang et al., 2016) and enable consumers to have a high social presence (Park and Lin, 2020) which play a crucial role towards individual self-esteem. As consumers believe this virtual relationship is meaningful to their lives, other social group members in the livestreaming “room” greatly influence individual purchase decision-making, leading consumers towards impulsive purchase behaviour.

Consequently, consumers excessively spend on “unwanted” goods while joining livestreaming, have a feeling of regret and guilt for unnecessary spending (Brockman, Taylor, Brockman, 2008; Lee & Kacen, 2008; Pirog & Roberts, 2007; Rook, 1987). Instead of being haunted by guilt and mental discomfort, consumers tend to rationalise their purchase action as a “good deal and bargain”, which could not be resisted during the livestreaming, besides escaping from a feeling of “fear of missing-out”. According to Jeong et al., (2019), selective exposure and affective behaviour aid one to minimise negative and unpleasant feelings upon exposure to contrasting cognition. The tendency to ignore and omit inconsistent information from the existing cognition dissuades uncomfortable feelings and motivates individuals to keep rationalising their behaviour (Matin & Metin, 2011). Individuals are motivated to sustain their behaviour by altering and modifying the existing contradiction, primarily upon discovering the alternative to deal with heterogonous cognition that causes mental discomfort. Therefore, consumers involved in impulsive purchases often rationalise their purchase decision and compensate with hedonic and positive emotional experiences, which explain how consumers are involved in repetitive and endless purchase behaviour.

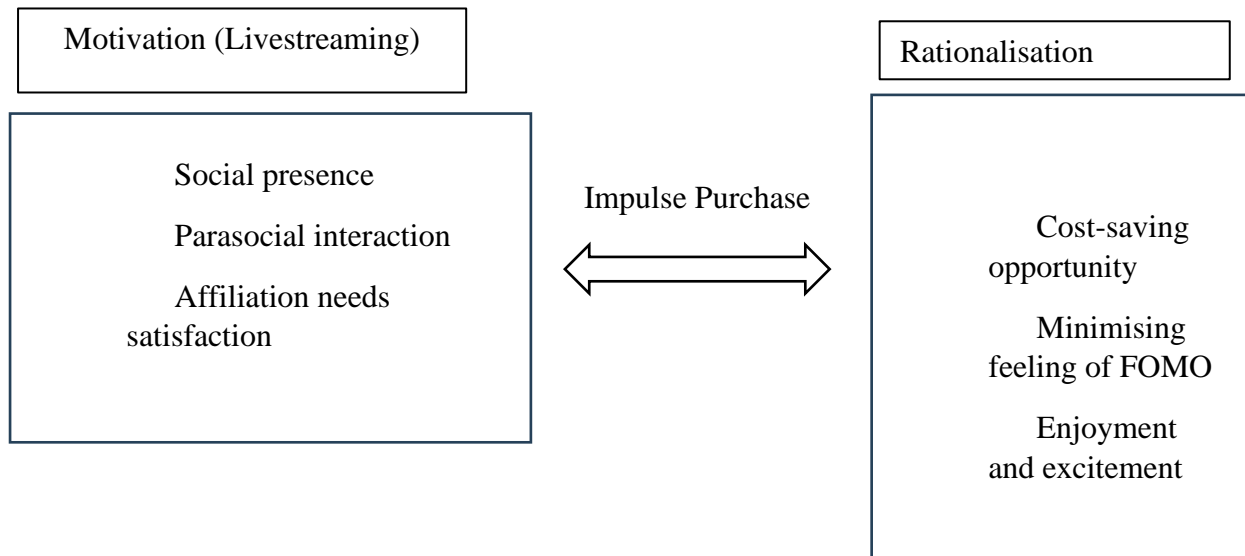


Figure 1: Conceptual Framework of Coping Strategies of Fast Fashion Consumers on Impulse Purchase Behaviour

Conclusion

This paper proposes to uncover consumers' coping strategies related to the impulsive purchase behaviour and how livestreaming e-commerce platform enable consumers dissuade unpleasant feeling of spending their money on unnecessary fashion goods. As livestreaming platforms exert great influence on consumers purchase behaviour due to the immersive experience leading to a strong sense of bonding, consumers believe that sharing similar activities, interest and consumption pattern enable them to satisfying their relatedness needs. Conversely, this technology which supposed to contribute benefits to society's well-being, lead to major destruction not only to the planet but also to the human as Malaysian fashion consumers unaware on the consequences of fast fashion market. More importantly, this paper not only contributes to the impulse purchase and sustainable fashion literature, but also extends the literature of cognitive dissonance theory by proposing a framework of consumers' cognitive processes by disclosing the rationalization strategy on how consumers dealing with impulsive purchase behaviour.

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