Sustainable Fashion Trends: What Drives Gen Z's Slow Fashion Buying Decision in Indonesia?

Review of Integrative Business & Economics Research

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ABSTRACT

The textile industry is regarded as one of the sectors that has the most harmful effect on the environment. Slow fashion is seen as a potential remedy to the environmental issues brought about by the textile industry. This study investigates what drives consumers to purchase slow-fashion items by utilizing the theory of consumption values, with environmental concern and attitude as additional factors. This study included 437 participants familiar with slow-fashion items but had not made any purchases. Partial least squares were utilized to analyze the gathered data. The study's findings indicate that attitude is influenced by functional value, emotional value, epistemic value, and environmental concern. In contrast, social value and conditional value do not show a notable impact on attitude. It has been demonstrated that attitude plays a substantial role in influencing purchasing interest. This study's findings offer a more in-depth insight into the factors that may motivate Indonesian consumers to transition to environmentally friendly products like slow fashion items. These research findings can aid the government in environmental conservation decision-making and assist business owners in developing strategies for their environmentally friendly products.

Keywords: Theory of Consumption Values; Environmental Concern; Attitude; Purchase Intention.

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1. RESEARCH BACKGROUND

Nowadays, environmental problems have become global problems (Tian et al., 2019) and attracted the attention of not only policymakers but also businesses, consumers, and their stakeholders (Coronel & Santos, 2024; M. T. Liu et al., 2020). Increased attention to these issues is due to the emergence of various environmental problems, ranging from emission problems to overconsumption problems (Whitley et al., 2018). Based on research conducted

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by Ipsos Global, the three main environmental problems that respondents are most worried about are climate change, extreme climate, and waste problems (Cayaban et al., 2023).

In Indonesia, the waste problem is one of the most challenging environmental issues. According to information gathered from the National Waste Management Information System (SIPSN) for 2022, Indonesia's annual waste accumulation is 18.30 million tons, with 4.16 million tons, or 22.72 percent, left unattended. (Joy et al., 2012).

The fashion industry is one of the industries that contributes to waste that is difficult to decompose. Waste generated by the textile industry is the second worst water polluter after other industrial wastes (Bailey, Basu, and Sharma, 2022). This waste comes from the production process and the rapid turnover of clothes, where of the total 200 billion clothes produced per year, 85% of them end up as waste (Shedlock & Feldstein, 2023). The reason clothing waste is increasing is the proliferation of fast fashion, which is interpreted as a garment industry product intended for a short use time. Fast fashion is produced relatively quickly, using low-quality raw materials so that the price is lower . As a result, fast fashion products are usually not durable and end up in waste faster (Ramadani, 2022)

One solution to overcome the problems faced by fast fashion is to switch to slow-fashion products (Niinimäki & Armstrong, 2013). Slow fashion is a concept introduced by Fletcher (2010), which is a shift in focus from quantity to quality. Slow fashion focuses on producing quality and durable products so they can be used in the long term and do not become waste quickly (Pookulangara & Shephard, 2013). Slow fashion has excellent potential as the increasing environmental awareness alters people's lifestyles and consumer choices. (Young et al., 2009). Additionally, consumers are increasingly choosing sustainable fashion due to growing awareness of the environmental and social effects of clothing decisions. (Niinimäki & Armstrong, 2013)

Although slow fashion is considered as a solution to environmental problems, little research still focuses on aspects of consumer behavior, especially what factors can make consumers switch from fast to slow fashion (Domingos, Vale, and Faria, 2022). Understanding consumers' purchase intentions is essential as this intention can predict behavior in the future (Paul et al., 2016). Moreover, according to Han and Kim (2010), predicting factors affecting consumer behavior is essential before designing the strategy. In the past, the research on environmentally friendly products focused mainly on organic food (Yadav, 2016). Meanwhile, research focusing on environmentally friendly fashion products has been lacking (Kim & Chung, 2011), especially in the context of developing countries (Khare, 2015)

Therefore, this study aims to examine what factors can encourage consumers to buy slow fashion products, reviewed from contextual-related factors, namely consumption values and environmental concerns in the context of Gen Z in developing countries, specifically Indonesia. The theory of consumption values is seen as a comprehensive model that combines consumer values from different theories and suggests that consumer purchasing decisions are influenced by various consumption values (Amin & Tarun, 2021). Gen Z is chosen because this demographic represents future consumers and has the potential to create an impact in the upcoming decades (Gutfreund, 2016; Phan & Nguyen, 2024). While Gen Z consumers show concern for social and environmental issues related to the fashion industry, their willingness to adopt responsible and sustainable products or consumption habits requires more investigation (Liu, Bernardoni, and Wang, 2023). Moreover, limited studies examine the buying behavior of young consumers, like Gen Z, towards environmentally friendly products in developing countries (Setyawan et al., 2018), including Indonesia. Therefore, studying this particular group of consumers, not only in

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Indonesia but also in other developing countries, is highly intriguing and will offer valuable insights into understanding the purchasing behavior of environmentally conscious products

2. LITERATURE REVIEW

2.1 Functional Value

Functional value is “the perceived utility acquired from an alternative’s capacity for functional, utilitarian, or physical performance." (Sheth, Newman, and Gross, 1991, p. 160). Functional value reflects a product's quality, price, value for money, reliability, and durability (Göçer & Sevil Oflaç, 2017). Regarding environmentally friendly products like slow fashion products, functional value is essential because consumers now consider environmental impact to be one of the values of the product. They are willing to pay more for environmentally friendly products for this environmental reason (M. T. Liu et al., 2020). Past studies have found a significant effect of functional value on attitude (Maichum et al., 2016). It is found that consumers would be more likely to form a good evaluation over an environmentally-friendly product if they prioritize their needs or desires for safety, quality, availability, and convenience, as well as when they understand that these products can address environmental issues (Taufique & Vaithianathan, 2018). According to Yadav (2016), consumers assess products based on the price they are willing to pay, as the perceived value of the price plays a significant role in product selection, including environmentally-friendly products like slow fashion. Hence, the following hypothesis is proposed:

H1: Functional value has a positive effect on attitude towards buying slow fashion product

2.2. Social Value

Social value is “the perceived utility acquired from an alternative’s association with one or more specific social groups” (Sheth et al., 1991, p. 161). Consumers generally base their consumption choices on the impact of their environment, such as family, friends, peers, neighbors, or coworkers. (Gilg et al., 2005). Likewise, consumers may think that the behavior is favored by family, friends, colleagues, and others, which can influence their beliefs (Zhang & Dong, 2020). As also asserted by Ali et al (Zhang & Dong, 2020) and Ghufran et al, (Amin & Tarun, 2021), consumers rely on personal experiences and recommendations from friends, colleagues, and family members who share similar demographic, socioeconomic, and cultural backgrounds when deciding on a new product to purchase. Social value also helps consumers to identify as part of a specific social group (Sheth et al., 1991). In the context of this study, consumers' attitudes and behaviors toward environmentally friendly products are significantly impacted by the importance placed on social value. Consumer decisions are increasingly influenced by the desire to establish and enhance one's identity and social status through particular purchasing behaviors (Mason et al., 2023). This idea extends to eco-friendly products, where consumers opt for slow fashion over fast fashion to present themselves positively to their environment (Tanrikulu, 2021). Past studies also found social value influences attitude, which in turn influences purchase intention for environmentally friendly products (Biswas & Roy, 2015b). Therefore, the following hypothesis is formulated:

H2: Social value has a positive effect on attitude towards buying slow fashion product

2.3 Emotional Value

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Emotional value is "the perceived utility acquired from an alternative's capacity to arouse feelings or affective states"(Sheth et al., 1991, p. 161). The emotional value of a product lies in its ability to resonate with consumers and evoke favorable emotions (Tanrikulu, 2021). Previous studies indicate that emotional responses are closely linked to product attributes and services, as these aspects encompass utilitarian and hedonistic dimensions (Amin & Tarun, 2021). The appeal of a product or service includes rational and emotional factors, with emotions impacting every purchase decision. (Jung et al., 2020). Past research has proven that the ability of a product to evoke positive emotions could favorably influence consumers' attitude (Jung et al., 2020). Certain positive emotions, such as curiosity, fun, joy, happiness, and relaxation, affect how consumers evaluate and choose a product (Zeithaml, 1988).

Moreover, consumers will develop a favorable perception of products with more positive feelings. In the context of this study, the key factors in sustainable fashion consumption, like slow fashion, are self-worth, self-fulfillment, and self-expression. Consumers' interpretation of this outcome indicates their anticipation of emotional benefits (Yadav & Pathak, 2017). Some studies found a relationship between emotional value and attitude toward purchasing an environmentally friendly product (Sheth et al., 1991) Hence, in the context of this study, the following hypothesis is proposed:

H3: Emotional value has a positive effect on attitude towards buying slow fashion product

2.4 Epistemic Value

Epistemic value is "the perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge"(Sheth et al., 1991, p. 162). It is determined by "how well a product or service can spark curiosity, evoke a sense of novelty, and satisfy the desire for knowledge" (Choe & Kim, 2018, p. 2). Epistemic value is the capacity of a product to communicate knowledge and a feeling of exploration (Dangelico et al., 2022; J. Han et al., 2017; Şener et al., 2019; Zhao et al., 2018). In the context of this study, the epistemic value of environmentally friendly products is determined by how well they meet consumer needs, as assessed by consumers' overall satisfaction with their net benefit from using environmentally friendly products, which is influenced by their perception of information or disclosures on environmentally friendly product packaging (Sheth et al., 1991). Past research found that epistemic value was crucial in influencing attitude and intention to purchase environmentally-friendly products. (Amelia & Ronald, 2023; Pickett-Baker & Ozaki, 2008; Suki, 2013). It has been proven that consumers' desire for information about product features, compatibility, disclosures, and innovation positively influences their behavior. Insufficient product information frequently leads to discrepancies between consumers' environmental beliefs and purchasing actions (Pavlou & Chai, 2002). Therefore, the following hypothesis is made

H4: Epistemic value has a positive effect on attitude towards buying slow fashion product

2.5 Conditional Value

Conditional value is "the perceived utility acquired by an alternative as the result of the specific situation or set of circumstances facing the choice maker" (Sheth et al., 1991, p. 162). It refers to the value consumers acquire from certain external factors, such as the quality of life offered by a particular option (Rahnama & Rajabpour, 2017b). Conditional value can also involve the situational factors that consumers encounter when they react to

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stimuli related to their desires and requirements (Ali et al., 2019; Ghufran et al., 2022). In the context of environmentally friendly products like slow fashion products, conditional value can be defined as the overall benefit gained from choosing environmentally friendly products instead of conventional options, influenced by individual willingness to receive personal advantages like discounts or perceptions of situational factors (Sheth et al., 1991). For slow fashion products, the situational factors can be related to global warming issues, environmental threats (Suki, 2013) or the government's legal regulations or incentives (Suki, 2013). These conditional values were proven to influence consumers' attitudes toward buying environmentally friendly products (Awuni & Du, 2016; Lin & Huang, 2012; Woo & Kim, 2019), which in turn will influence their buying decision (Suki, 2013). Therefore, the following hypothesis is proposed

H5: Conditional value has a positive effect on attitude towards buying slow fashion product

2.6 Environmental Concern

Environmental concern is "the degree to which consumers are concerned about environmental problems and support efforts to solve them". (Dunlap & Jones, 2002, p. 485). It is also a condition in which individuals are actively and personally engaged in finding solutions to environmental issues and supporting conservation efforts (Paul et al., 2016). Having environmental concerns means feeling responsible for protecting the environment, which is demonstrated through emotional connection and active participation in environmental protection efforts at the individual level (Hartmann & Apaolaza-Ibáñez, 2012). Environmental concerns can be categorized into two groups: concern for specific environmental issues such as soil pollution and broad concern for various environmental problems (Yue et al., 2022). Some research conducted in the past has found a relationship between environmental concern and attitudes toward buying environmentally friendly products (Diamantopoulos et al., 2003; Felix et al., 2018; Hartmann & Apaolaza-Ibáñez, 2012). Consumers with heightened environmental concerns are more likely to form positive feelings toward environmentally friendly products and are more likely to purchase them as well (Hedlund, 2011; Laheri et al., 2024; Smith & Paladino, 2010). As asserted by Yadav and Pathak (2017), The greater one's environmental concern, the more favorable their attitude towards environmentally friendly products will be. Hence, this hypothesis is proposed:

H6: Environmental concern has a positive effect on attitude towards buying slow fashion product

2.7 Attitude towards Buying Slow Fashion Product

Attitude toward the behavior is the "degree to which a person has a favorable or unfavorable evaluation of the behavior in question" (Ajzen, 1991, p. 188). Attitude is a mental feeling based on consumers' assessments and, when favorable, leads to more positive behavioral intentions (Chen & Tung, 2014). A consumer's attitude will likely indicate their psychological evaluation of a product (Bonne et al., 2007). Attitude involves evaluating if the behavior is positive or negative and determining if the person desires to engage in the behavior (Leonard, Graham, and Bonacum, 2004). In the context of environmentally friendly products, attitudes towards the behavior are reflected in the level of concern shown for the possible impacts of environmental degradation on individuals' commitment to behavior, in which feelings and attitudes significantly impact how people choose to buy environmentally friendly products. (Paul et al., 2016). A strong relationship exists between

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attitude and intention in various cultures and products (Paul et al., 2016). People with higher environmental attitudes have more positive views and find more value in using environmentally friendly products (Laroche, Bergeron, and Barbaro-Forleo, 2001) and thus would have a higher likelihood of forming an intention to buy the environmentally friendly products (Borusiak et al., 2020). Attitude is also considered one of the strongest predictors of intention to buy an environmentally-friendly product. Therefore, the following hypothesis is made.

H6: Attitude has a positive effect on intention to buy slow fashion product

3. METHOD

As the objective of this study is to confirm rather than explore, the descriptive research method with a quantitative approach is deemed more suitable. This study employed a purposive sampling method to gather data through a web-based questionnaire. Items to measure functional value and social value were adopted from Sweeney and Soutar (2007), items to assess emotional and epistemic value were adopted from Rahnama and Rajabpour (2017a) and items to measure conditional value were adopted from Biswas and Roy (2015b). Meanwhile, items to measure attitude were adopted from Yadav and Pathak (2017) and items to measure environmental concern and intention to purchase were adopted from Paul *et al* (2016). Every item will be evaluated using a 5-point likert scale, which includes options from strongly disagree to strongly agree. 504 participants took part in this study by completing the questionnaires. Following the removal of invalid responses, 437 valid responses were further analyzed. The sampling population comprises Gen Z, who is familiar with slow fashion brands in Indonesia but has yet to make a purchase. This study chooses Gen Z as they typically are a part of the consumer segment that prioritizes environmental consciousness and responsibility, with specific habits and experiences related to buying environmentally friendly products (Fernandez-Manzanal et al., 2007). Moreover, Gen Z, as younger consumers, shows a greater interest in sustainable fashion consumption than the earlier generations like Gen X and Millennials (C. Liu et al., 2023). Numerous research studies have found that Gen X consumers are more knowledgeable about their consumption and seek out unique product and service values than other age groups (Gutfreund, 2016). They are considered the most environmentally conscious generation, demonstrating a willingness to invest in sustainable products.. The data analysis will be conducted using the two-stage variance-based partial least squares method with the smartPLS software.

4. RESULTS AND DISCUSSION

4.1 Respondents' Profile

The following table shows the summary of respondents' profiles including their gender, age, occupation, prior buying experience for environmentally-friendly products, and familiarity regarding slow fashion brands in Indonesia. Most of the respondents are female (68%), aged between 17-18 years old (24.3%) and university students (63.8%). The categories of environmentally friendly products that they ever bought are mostly food and beverages, and makeup and skincare.

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Table 1. Summary of Respondents' Profile

	Percentage	Frequency
Gender		
Female	68%	296
Male	32%	141
Age Group		
17-18	24.3%	106
19-20	21.3%	93
21-22	21.7%	95
23-24	14.4%	63
25-26	18.3%	80
Occupation		
University Student	63.8%	279
Private Company Employee	25.9%	113
Public Company Employee	5.5%	24
Entrepreneur	3.7%	16
Others	1.1%	5
Types of Environmentally Friendly Products ever Bought		
Electronics	8.5%	37
Accessories	21.5%	94
Food and Beverages	56.3%	246
Makeup and Skincare	55.4%	242
Toiletries	29.3%	128
Clothing	28.1%	123
Shoes	18.8%	82
Others	11.4%	50

4.2 Measurement Model Evaluation

Before testing the research hypotheses, the measurement model evaluation is conducted to gauge each construct's convergent validity, discriminant validity, and reliability. As can be seen from Table 2 below, our findings showed that all constructs' factor loadings were above 0.5, indicating they met the item reliability test (Hair et al., 2021). Furthermore, the research also showed that the average variance extracted (AVE) from each construct was higher than 0.5, indicating convergent validity (Hair et al., 2021). In summary, the convergent validity test showed the research model's proposed constructs were sufficient.

Table 2. Result of Convergent Validity and Reliability Assessment

Variable	Items	Outer Loadings	CA	CR	AVE
Functional Value	8	0.705 – 0.806	0.89	0.912	0.566
Social Value	4	0.817 – 0.879	0.869	0.91	0.718
Emotional Value	3	0.825 – 0.853	0.79	0.877	0.704
Epistemic Value	4	0.811 – 0.867	0.86	0.905	0.704
Conditional Value	3	0.828 – 0.837	0.798	0.88	0.71
Attitude	5	0.787 – 0.822	0.869	0.905	0.656
Environmental Concern	5	0.778 – 0.850	0.883	0.915	0.682
Purchase Intention	5	0.731 – 0.832	0.854	0.895	0.632

In terms of reliability, this research evaluated Cronbach's alpha and composite reliability scores, both of which need to exceed the minimum threshold of 0.7. Our findings indicated that the composite reliabilities (CR) and Cronbach's Alpha of all constructs

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surpassed the recommended 0.7 (0.877– 0.915 for composite reliability and 0.79 – 0.89 for Cronbach's alpha) cut-off value proposed by Fornell and Larcker (Hair et al., 2021).

Table 3. Cross-Loadings

	ATT	CV	EPV	EV	FV	EC	PI	SV
ATT1	0.835	0.486	0.553	0.677	0.635	0.609	0.663	0.519
ATT2	0.801	0.542	0.616	0.627	0.606	0.521	0.662	0.551
ATT3	0.822	0.421	0.534	0.667	0.615	0.577	0.65	0.496
ATT4	0.787	0.453	0.497	0.631	0.59	0.635	0.586	0.393
ATT5	0.804	0.463	0.57	0.679	0.595	0.575	0.6	0.493
CV1	0.467	0.828	0.533	0.479	0.448	0.378	0.452	0.498
CV2	0.562	0.863	0.527	0.526	0.54	0.455	0.482	0.465
CV3	0.431	0.837	0.603	0.425	0.463	0.324	0.419	0.493
EPV1	0.525	0.633	0.811	0.537	0.559	0.416	0.541	0.608
EPV2	0.619	0.563	0.867	0.549	0.578	0.512	0.579	0.507
EPV3	0.513	0.498	0.817	0.484	0.517	0.466	0.547	0.521
EPV4	0.625	0.505	0.858	0.581	0.587	0.477	0.61	0.54
EV1	0.675	0.397	0.48	0.825	0.603	0.547	0.564	0.475
EV2	0.682	0.486	0.586	0.84	0.622	0.57	0.623	0.534
EV3	0.682	0.552	0.551	0.853	0.631	0.509	0.635	0.623
FQ1	0.521	0.409	0.448	0.502	0.711	0.455	0.511	0.397
FQ2	0.567	0.41	0.509	0.565	0.788	0.522	0.558	0.439
FQ3	0.535	0.453	0.498	0.552	0.76	0.51	0.576	0.458
FQ4	0.558	0.409	0.516	0.525	0.766	0.475	0.562	0.465
FQ5	0.545	0.435	0.518	0.506	0.705	0.396	0.478	0.464
FQ6	0.551	0.401	0.462	0.55	0.736	0.494	0.54	0.429
FQ7	0.63	0.51	0.558	0.625	0.806	0.528	0.574	0.522
FQ8	0.605	0.443	0.511	0.602	0.743	0.501	0.569	0.47
EC1	0.619	0.394	0.495	0.574	0.568	0.849	0.537	0.389
EC2	0.569	0.358	0.4	0.49	0.485	0.805	0.461	0.28
EC3	0.612	0.412	0.475	0.562	0.562	0.85	0.568	0.36
GA4	0.568	0.406	0.43	0.518	0.502	0.844	0.531	0.322
GA5	0.6	0.342	0.502	0.517	0.544	0.778	0.577	0.39
PI1	0.543	0.391	0.493	0.549	0.532	0.485	0.731	0.427
PI2	0.625	0.494	0.558	0.578	0.585	0.447	0.808	0.522
PI3	0.628	0.439	0.558	0.568	0.589	0.496	0.832	0.514
PI4	0.697	0.431	0.567	0.616	0.602	0.57	0.824	0.491
PI5	0.599	0.38	0.563	0.522	0.577	0.579	0.775	0.443
SV1	0.464	0.446	0.505	0.522	0.488	0.273	0.493	0.817
SV2	0.513	0.5	0.541	0.584	0.522	0.38	0.514	0.874
SV3	0.54	0.457	0.569	0.563	0.541	0.37	0.527	0.879
SV4	0.533	0.537	0.579	0.517	0.503	0.401	0.513	0.817

Analysis on the cross loading and Fornell-Larcker criterion was conducted to assess discriminant validity. All items need a score above 0.7 for cross-loading (Hair et al., 2012). It can be seen in Table 3 that the score of every item exceeds the minimum requirement. According to the Fornell-Larcker criterion evaluation on Table 4, it is evident that discriminant validity has been established since the average variance extracted (AVE) scores exceed the squared correlations between constructs (Hair et al., 2012).

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Table 4. Fornell-Larcker Criterion

	ATT	CV	EV	EPV	FV	EC	PI	SV
Attitude	0.81							
Cond. Value	0.584	0.843						
Emo.Value	0.81	0.57	0.839					
Epist.Value	0.684	0.653	0.643	0.839				
Func.Value	0.752	0.578	0.738	0.669	0.753			
Env.Concern	0.72	0.464	0.646	0.559	0.646	0.826		
Purchase Intentionn	0.781	0.538	0.724	0.68	0.727	0.649	0.795	
Soc.Value	0.607	0.573	0.649	0.645	0.607	0.423	0.604	0.847

4.3 Structural Model Evaluation

After performing an assessment of the measurement test, the structural model was evaluated using the bootstrapping method with 5000 resamples to test the proposed research hypotheses. The findings of hypothesis testing can be seen in Table 5.

In this study, 5 out of 7 proposed hypotheses were significant. Our result revealed three consumption values, namely functional value ($\beta = 0.166$, $p < 0.005$), emotional value ($\beta = 0.396$, $p < 0.000$), and epistemic value ($\beta = 0.128$, $p < 0.05$), can impact attitude towards buying slow fashion product. Additionally, our added variable, environmental concern, has also been proven to influence attitudes toward buying slow fashion products. Attitude towards buying slow fashion also significantly affects purchase intention or slow fashion products. Meanwhile, 2 out of 5 consumption values were insignificant, which are social value ($p > 0.05$) and conditional value ($p > 0.05$).

Table 5. Path Analysis and Hypothesis Testing

Hypothesis	Path	Beta	p-value	Decision	Adj R^2
H_1	FV→ ATT	0.166	0.002	Reject H_0	0.756
H_2	SV→ ATT	0.036	0.414	Do Not Reject H_0	
H_3	EV→ ATT	0.396	0.000	Reject H_0	
H_4	EPV→ ATT	0.128	0.006	Reject H_0	
H_5	CV→ ATT	0.041	0.214	Do not Reject H_0	
H_6	EC→ ATT	0.251	0.000	Reject H_0	
H_7	ATT → PI	0.781	0.000	Reject H0	0.610

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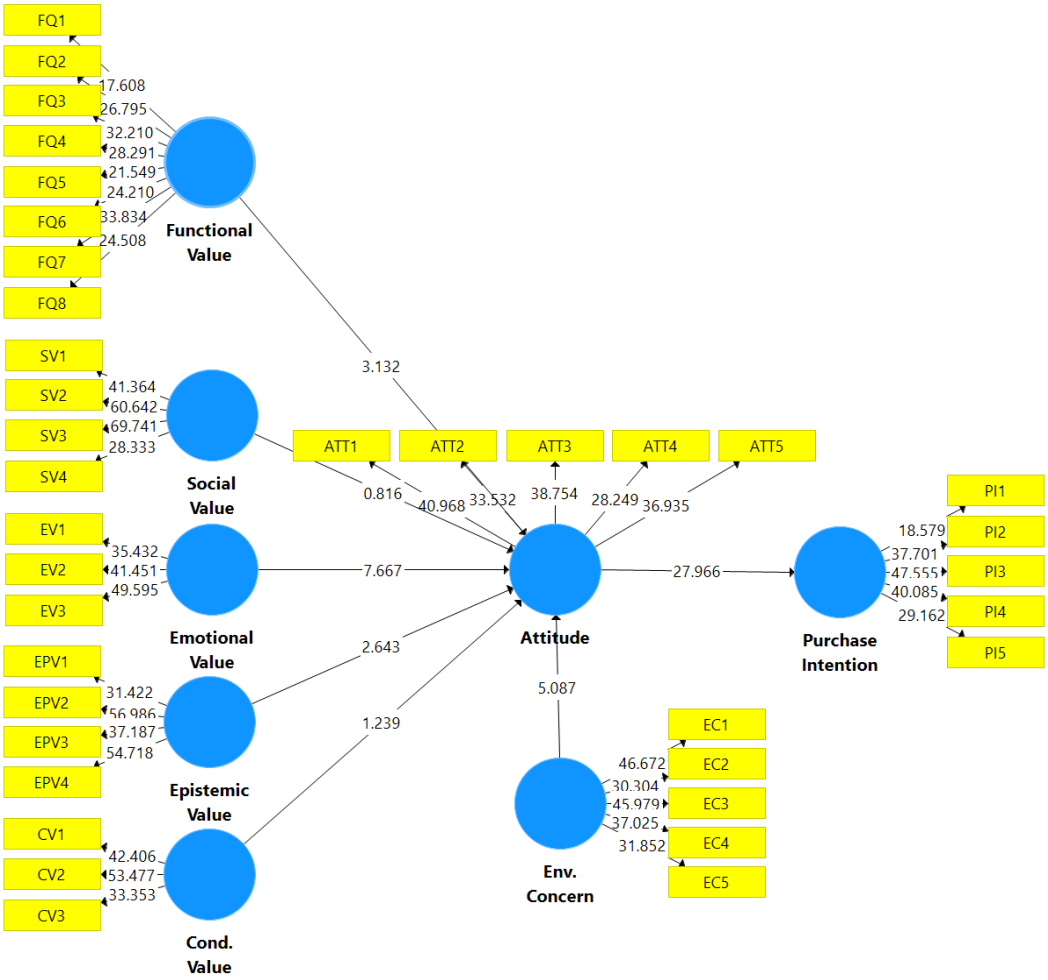

Figure 1. Structural Model

4.4 Discussion and Recommendation

This study found that functional value plays a part in influencing attitudes toward buying slow fashion products. The result of this study is similar to the result of several past studies from Muhamed *et al*. (2019), Baek and Oh (2021), and Lee *et al*. (2021). The result of this study implies that environmentally conscious consumers prefer more environmentally friendly products, such as sustainable, eco-friendly, organic, and made from natural ingredients without animal testing. Hence, consumers' decision-making process in selecting, purchasing, and embracing green products over conventional and harmful ones is significantly impacted by critical factors such as price and quality, which are the key elements of functional value (Yadav & Pathak, 2017). As the significance of functional value in consumer decision-making lies in the tangible attributes that provide utilities and benefits to consumers, businesses producing slow fashion products must be able to emphasize the practical advantages obtained by consumers such as longevity, fashion, high-quality materials, and ease of use.

Regarding emotional value, the result is consistent with previous research (Mason et al., 2023) This research also discovered that emotional value plays the most significant role in influencing attitudes toward buying slow fashion products compared to other significant variables. One of the possible reasons that people who engage in environmentally friendly actions feel good is because they know they are helping protect the environment and its resources. Ali et al (2019) asserted that emotions, whether good or bad, are ingrained in

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people in all aspects of their day-to-day existence. Therefore, businesses producing slow fashion products must consider the emotional aspect when developing and promoting them. It is essential to ensure that the consumers experience good emotions upon discovering and considering to buy the product.

The influence of epistemic value on attitudes towards buying slow fashion products has also been demonstrated. Previous studies have found that consumers are interested in environmentally friendly products and desire innovation (Ghufran et al., 2022; Karjaluoto et al., 2019). The information gained during this phase is essential throughout the decision-making process, particularly when considering options and deciding whether to buy eco-friendly products (Ali et al., 2019). These findings recommend that businesses producing slow fashion products should aim to provide products with adequate details on their environmental impact, adherence to regulations, and proper disposal methods after use (Biswas & Roy, 2015a). They should also focus on informing consumers about how they can contribute to the environment by purchasing environmentally friendly products (Yadav & Pathak, 2016). This can be achieved by thoroughly labeling ingredients and their environmental effects. Another option is to label the products with green certification to guarantee environmental safety.

Concerning environmental concern, this study's findings align with previous research, suggesting that environmental concern plays a vital role in shaping consumers' attitudes toward purchasing environmentally friendly products. Hence, businesses creating slow fashion products should actively seek ways to elevate environmental concerns, which could ultimately help cultivate a positive attitude toward buying slow fashion products in the future.

The findings also found that individuals' attitudes toward buying slow fashion products significantly affect their purchase intention. This finding is consistent with prior studies that show how individuals' opinions on environmentally friendly items influence their decision to purchase them (Borusiak et al., 2020; Laroche et al., 2001). When someone receives positive feedback about their actions, they are more inclined to maintain a positive attitude and persist in carrying out that action. Simply put, consumers are more likely to intend to engage in a behavior if they have a positive attitude towards that behavior. Businesses creating slow fashion products need to ensure consumers feel good when they buy them. This can be achieved by emphasizing the advantages of purchasing the products, not just for the consumers, but also for the environment (H. Han et al., 2010)

In this study, social and conditional values were insignificant in influencing attitudes toward buying slow fashion products. This result is in line with previous research, which found that social value (Amin & Tarun, 2021; Lin & Huang, 2012) and conditional value (Awuni & Du, 2016) were not the determining factors in influencing attitude towards buying environmentally friendly products. For social value, one of the possible explanations is that consumers believe that the approval of "significant others" is not a very important consideration when purchasing green products (Amin & Tarun, 2021). In this sense, consumers did not receive any encouragement or support from their friends, family members, or peer group to purchase environmentally friendly products. Hence, consumers believe that embracing eco-friendly products may not be socially acceptable conduct.

Moreover, consumers may not believe that being environmentally friendly leads to higher social acceptance or positive perception (Lin & Huang, 2012). They also believe that the government and big corporations should be responsible for protecting the environment, not themselves. As for conditional value, one of the potential reasons for this insignificant result could be that trust in pricing and awareness of environmental issues diminish the

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significance of situational factors in influencing the intention to purchase slow fashion products (Biswas & Roy, 2015b)

5. CONCLUSION

The fashion industry is infamous for its negative impacts and significant environmental footprint. The fashion industry has started to adopt more sustainable practices, such as creating slow fashion items, due to the growing recognition of environmental problems caused by the industry among younger consumers. The current study has demonstrated the effectiveness and relevance of utilizing the theory of consumption values to ascertain consumers' attitudes and purchase intentions for slow fashion products in Indonesia which can also be applied to other developing countries that has same consumers' characteristics as Indonesia's. Emotional values were the most important factor influencing consumers' attitudes towards buying slow fashion products, with functional and epistemic values also playing a role. Additionally, the results have supported the incorporation of environmental concern, as adding this variable has enhanced the predictive power of the theoretical model in assessing consumers' attitudes and willingness to purchase slow fashion products.

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