Slow Fashion in Indonesia: Drivers and Outcomes of Slow Fashion Orientations

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Abstract

This study aims to measure the willingness to pay premium price in the case of slow fashion by employing consumers' slow fashion orientation, perceived valued, fashion involvement, and ethical purchase intention as predictor factors. Slow fashion is a fashion that is designed, produced, and consumed ethically by considering environmental, social, and humanitarian issues. Data were collected using an online survey and participants were approached conveniently. In total, 521 participants took part in this study consisting of 360 females and 161 males. The authors applied exploratory factor analysis and structural equation model to analyse the data. This study tested six hypotheses. As a result, slow fashion orientation significantly affected perceived value. Further, a perceived value significantly impacted fashion involvement, ethical purchase intention, and willingness to premium. Also, fashion involvement had a significant effect on ethical purchase intention, and ethical purchase intention had a significant influence on willingness to pay a premium price. This study shows a potential market of slow fashion in a developing country.

Keywords: slow fashion, perceived value, fashion involvement, ethical purchase intention, willingness to pay premium price

1. Introduction

The high demand for clothing gave rise to a clothing industry that can produce clothes quickly and cheaply. On the one hand, clothing manufacturing can be a solution. But on the other hand, there are many negative issues. Ping (2008) predicted that slow fashion can be a trend in the future and this trend is influenced by consumer value and lifestyle. Barnes, Lea-Greenwood, and Yan (2013) indicate that slow fashion encompasses apparel products that are prepared through environmentally, socially, and ethically responsible practices throughout the production cycle, which are generally made for offering basic designs and more long-lasting materials at higher prices.

Slow fashion "aims to assemble eco, ethical and sustainable fashion into one movement, in order to meet fundamental human needs, while allowing for the earth's natural regenerations to take place" (Cataldi, Dickson, & Grover, 2010, p. 4). However, the slow fashion movement has not arisen with the cohesiveness of the slow food movement (Fletcher, 2010). Clark (2008) describes slow fashion as a collaborative method working along with the progress fashion system in line with the inclusion of three essential dimensions: valuing of local resources and economies; transparent production systems with fewer intermediations between producer and customer; and sustainable and sensorial products.

Kim, Choo, and Yoon (2013) reveal three main reasons why people avoid fast fashion including unmet expectation, symbolic incongruence, and ideological incompatibility. The unmet expectation includes poor performance, overly trendy style, big store discomfort, and lack of personal help. The symbolic incongruence includes deindividuation and inauthenticity. The ideological incompatibility includes irresponsibility and foreignness.

There is a movement that promotes slow fashion so that more consumers are willing to buy and put on these products. In Indonesia, the 'back to nature' movement has long been heard. The Government has special attention to the creation of a slow fashion ecosystem. They provide training on the use of natural dyes to business-people engaged in the textile sector, especially micro and small businesses (Khamelia, 2015).

Sustainable fashion has attracted scholars to research this field of study. Some of the scholars focus on slow fashion. Slow fashion is claimed as a practice of sustainable fashion. Existing studies have gleaned consumer behaviour relating to slow fashion. For example, Jung (2014) initiated to examine the impact of customer orientation to slow fashion on perceived value. There are other terms closely relating to slow fashion, including sustainable fashion, green fashion, and ethical fashion. Characteristic of ethical fashion is the sustainable way entrepreneurs take care of social and environmental issues.

This study aims to measure the influence of slow fashion orientation, perceived value, and fashion involvement on ethical purchase intention and willingness to pay premium price. There are limited studies including these variables to predict ethical purchase intention and willingness to pay premium price in a quantitative approach in the case of slow fashion. Results of this current study are expected to broaden the study field of slow fashion consumption.

2. Literature Review

2.1 Theoretical Background

2.1.1 Customer Orientation to Slow Fashion

Fletcher (2007) illustrates slow fashion as stages of designing, producing, consuming and living better. Slow fashion is not time-based but quality-based. Slow is not the opposite of fast – there is no dualism – but a different approach in which designers, buyers, retailers and consumers are more aware of the impacts of products on workers, communities and ecosystems.

Shepard & Pookulangara (2014) develop a model that can delineate a process of slow fashion. This process consists of three main steps, including design process, production process, and consumption process. This current study, however, focuses on the last process. In the consumption process, there are two prominent activities, namely sustainable retail and consumption in favour of long-term relationship and investment. This explanation is quite different with the one described by Štefko and Steffek (2018). These scholars develop a fashion matrix dividing fashion into slow and fast. This division is based on price, quality, cost of production, style, and service. According to them, slow fashion includes *pret-a-porter*, *pret-a-couture*, and *houte couture.*

In his study, Jung (2014). reveals the five dimensions of slow fashion orientation including equity, authenticity, functionality, localism, and exclusivity. Further, this scholar measures the influence of each these dimensions directly on perceived customer value. As a result, only exclusivity that significantly affects perceived value.

2.1.2 Customer Value

Zeithaml (1988) defines perceived value as the consumer's overall assessment of the usefulness of an item, service or other product category, based on perceptions of what the consumer receives and what the seller or service provider provides, or an exchange between perceived benefits and perceived costs. According to this author, the perceived value of the consumer is (a) a low price for the product they want, (b) everything desired by the consumer, (c) the quality corresponding to the price paid, and (d) things that consumers get from what they have provided.

In the study of Sweeney and Soutar (2001), perceived value has four dimensions including quality, emotion, price, and social. Petrick (2002) mentions the dimensions of perceived value include quality, emotional response, monetary price, behavioural price, and reputation.

Several studies document the effect of perceived value on other variables, such as perceived satisfaction and loyalty (Yang & Peterson, 2004), product involvement and ethical fashion purchase intention (Hashmi, Abdullah, & Anees, 2016). In this current study, perceived valued is linked to fashion involvement, ethical purchase intention, and willingness to pay a premium price.

Consumers choose slow fashion as they are influenced by "self-interest and personal values" (Karaosman, Morales-Alonso, & Brun, 2014, p. 10). Further, scholars have connected personal value with ethical fashion consumption (Manchiraju & Sadachar, 2014). Bhaduri and Stanforth (2017) employ clothing involvement and cues to predict customer perceived value. In their study, perceived value contains price value, social value, emotional value, and quality value.

2.1.3 Fashion Involvement

Prior studies have employed product involvement to predict various variables, for example, subjective product knowledge and consumer confidence (O'Cass, 2001). This scholar selects subjective knowledge, subjective expertise, confidence decision ability, and confidence to make right choice as predicted variables. Further, product involvement is applied by (Schivinski, Łukasik, & Dabrowski, 2015) to test brand equity and purchase intention. In addition,

(Hourigan & Bougoure, 2012) predict recreational shopper identity, ongoing information search, market *mavenism,* and purchase decision involvement by using fashion clothing involvement as the predictor.

O'Cass (2001) applies fashion clothing involvement to predict fashion clothing product involvement and fashion clothing purchase decision involvement. Observing various studies above, some use 'product involvement' including 'fashion involvement' or 'fashion clothing involvement' whereas some other use 'consumer involvement'. In his study, O'Cass (2000) use consumer involvement instead which is used to assess product involvement, advertising involvement, purchase decision involvement, and consumption involvement. He claims product involvement is one of the consumer involvements dimensions. However, in this current study, the authors adopt 'fashion involvement' or 'fashion clothing involvement'.

2.1.4 Ethical Purchase Intention

Some consumers buy products not just because of the quality of the product, price, or other factors. However, sometimes consumers buy a product because of the value equation that he or she professes, with the value that the manufacturer by the product. For example, when a person loves the environment, he or she may have more appreciation for the environmentally friendly products that tend to buy the product. In the field of marketing, this behaviour is called ethical consumer behaviour (Schiffman & Wisenblit, 2015).

Ethical consumer behaviour can be affected by ethical purchase intention. Ethical purchase intention can be affected by perceived risk, product knowledge, perceived quality, environmental concern, attitude towards purchase, and perceived value (Chen, Tsai, & Hsieh, 2017; Maichum, Parichatnon, & Peng, 2016). In the case of ethical fashion, ethical purchase intention is influenced by attitude towards buying ethical fashion (Pollari, 2016). According to Poldner (2013, p. 9) ethical fashion is "synonymously used with expressions such as green apparel, eco fashion, sustainable fashion and socially and environmentally friendly produced clothing."

Studies have explored ethical consumer behaviour in some cases, including the purchase of organic food (Young, Hwang, McDonald, & Oates, 2010). Some others focus on the purchase of slow fashion products (Reimers, Magnuson, & Chao, 2016)

2.2 Theoretical Framework

2.2.1 Slow Fashion Orientation and Perceived Customer Value

Jung and Jin (2014) say that customer orientation to slow fashion has five dimensions. These are equity, authenticity, functionality, localism, and exclusivity. Their study shows only exclusivity dimension has a significant influence on PCV. However, this current study links slow fashion orientation with perceived value without separating the dimensions.

H₁ – Slow fashion orientation will have a significant impact on perceived customer value

2.2.2 Perceived Customer Value and Fashion Involvement

Hashmi et al (2016) research the influence of personal value on product involvement. As well as the impact of product involvement on ethical fashion purchase intention. Although O'Cass (2000) mention that product involvement is a dimension of consumer involvement, however, product involvement can be used to represent consumer involvement. Hashmi et al. (2016) present that personal values significantly affect product involvement and ethical fashion purchase intention. Also, product involvement significantly influences ethical fashion purchase intention.

2.2.3 Customer Value and Fashion Involvement

H_2 – Perceived customer value will have a significant effect on fashion involvement

Hashmi et al. (2016) research the influence of personal value on ethical fashion purchase intention. Based on their calculation, there is a significant impact of personal value on ethical fashion purchase intention. In addition, Wang, Yeh, and Liao (2013) look at the intention of consumer to purchase online content services. They use perceived value as mediator variable. They also select perceived usefulness, perceived enjoyment, technicality sacrifice, and perceived fee to be used for predicting perceived value. One of the findings they present that perceived value has a significant effect on purchase intention.

2.2.4 Perceived Customer Value and Ethical Purchase Intention

Furthermore, Taushif and Gupta (2013) measure the consumer intention to adopt mobile internet. They claim that perceived value significantly influences adoption intention. Schivinski et al. (2015) investigate the impact of perceived co-creation, perceived empowerment, perceive community, and perceived self-concept on consumer

involvement relating to user-generated content (UGC). Further, they link involvement with UGI to brand equity and purchase intention. One of the findings they carry out was that involvement with UGI has a significant impact on purchase intention.

H_3 – Perceived customer value will have a significant influence on ethical purchase intention

2.2.5 Perceived Customer Value and Willingness to Pay Premium

In the study of Zhang, Jahromi, & Kizildag (2018), perceived customer value is linked to willingness to pay premium price. However, they split the three dimensions of perceived value as functional, social, and emotional value. These scholars show a significant effect of perceived value dimensions on willingness to pay premium price.

H_4 – Perceived customer value will have a significant effect willingness to pay price premium

2.2.6 Fashion Involvement and Ethical Purchase Intention

Shang, Chen, and Shen (2005) measure the consumer intention relating to shopping online by applying the technology acceptance model. They fashion involvement as additional predictor. They show a significant effect of fashion involvement on online purchase intention. Furthermore, taking place in Pakistan, Rahman, Saleem, Akhtar, Ali, & Khan (2014) investigate the influence of fashion innovativeness, consumer innovativeness, fashion involvement, and social values on intention to adopt new fashion. One of the findings they carry out is that fashion involvement significantly affect new fashion adoption intention.

H_5 – Fashion involvement will have a significant impact on ethical purchase intention

2.2.7 Ethical Purchase Intention and Willingness to Pay Premium

Some studies employ purchase intention and willingness to pay premium price in their proposed models. However, there are limited studies testing the impact of purchase intention, particularly ethical purchase intention, on willingness to pay premium price. Hultman, Kazeminia, and Ghasemi (2015) measure the intention of tourists to be involved in ecotourism and its impact on willingness to pay premium price. They show a significant influence of ecotourism intention on willingness to pay premium price. Hashmi et al. (2016) study the impact of personal value on product involvement on ethical fashion purchase intention. They claim that product involvement has a significant effect on ethical fashion purchase intention.

Jung and Jin (2014) examine the effect of purchase intention on willingness to pay premium. They state that purchase willingness significantly influences willingness to pay premium price. Furthermore, Choi et al. (2012) examine the impact of ethical fashion on consumer behaviour. These researchers linked willingness to pay a premium with a higher willingness to pay for products from socially responsible business (SRB) and environmentally responsible business (ERB).

H_6 – Ethical purchase intention will have a significant effect on willingness to pay price premium

Based on the studies discussed above, these hypotheses have been formulated. Figure 1 is the proposed model to be measured, built using the hypotheses statements.
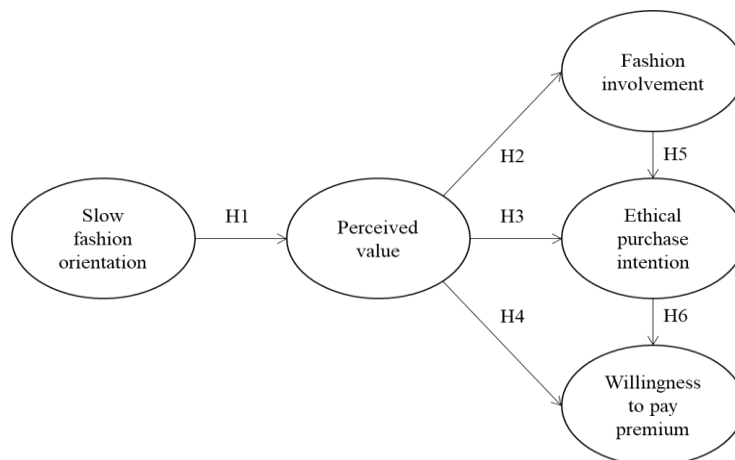

Figure 1. The proposed research model

3. Methods

3.1 Sample

There were no specific criteria in recruiting participants for this current study. They were chosen using a convenient sampling technique. Participants were approached and asked using an online application platform to complete an online survey. Once they agreed, the link was given. In total, there were 521 usable data and it was almost 90% participants completed the questionnaire.

3.2 Measures

In total, there were five variables included in this current study. Indicators from previous studies were adapted to measure all the variables. Slow fashion orientation, ethical purchase intention, and willingness to pay premium were measured using indicators adapted from Jung (2014). Indicators from O'Cass (2004) were adapted to measure fashion involvement, and indicators from Sweeney and Soutar (2001) were adapted to measure perceived value.

3.3 Data Analysis

The authors analysed the quantitative data in three stages. In the first stage, the authors ran the SPSS program and operated exploratory factor analysis (EFA). This EFA is aimed to develop dimensions of variables and sustain only valid indicators. A valid indicator should have factor loadings of 0.4 or larger. This stage aims to establish the dimensions of each variable if it exists and maintains valid indicators. Valid indicators should have factor loadings of 0.4 or more. According to (Hair, Black, Babin, Anderson, & Tatham, 2006) the score of 0.4 related to the number of participants. In this current study, total of the participants was 521, and 0.4 for factor loadings was manageable.

In the second stage, a reliability test was applied on constructs of each variable. The authors decided to follow (Hair et al., 2006) for selecting only constructs with Cronbach's alpha scores of 0.7 that were included in hypotheses testing.

In the third stage, the proposed model was tested using structural equation model (SEM). By applying SEM, the authors built a fitted model. To obtain a fitted model, indicators of each construct were eliminated. A fitted model must have a probability score of 0.05 (Schermelleh-Engel, Moosbrugger, & Müller, 2003) and CMIN/DF score of ≤ 2 (Tabachnick, Fidell, & Ullman, 2007). Additionally, a fitted model also must have a CFI score of ≥ 0.97 (Li-tze Hu & Bentler, 1995) and RMSEA score of ≤ 0.05 (Li-tze Hu & Bentler, 1999).

4. Results and Discussion

4.1 Participants

Table 1 shows the profile of the participants of this current study. This study attracted 521 participants with 360 females (69.1%) and 161 males (30.9%). In term of level of education, they had completed, predominant of participants (62.6%) held a high school certificate, and it was followed by those who held an under-grad certificate (26.1%). Further, predominantly, participants were under 20 years old (42.6%) and unmarried participants (80.4%). Most of them worked full time (46.4%).

Table 1. Profile of participants

		Frequency	Percent
Sex	Female	360	69.1
	Male	161	30.9
	Total	521	100.0
Education level completed	Less than high	13	2.5
	High school	326	62.6
	Diploma	41	7.9
	Under-grad	136	26.1
	Post-grad	5	1.0
Age	<20	222	42.6
	20-24	178	34.2
	24-29	46	8.8
	30-34	33	6.3
	35-39	4	.8
	40-44	18	3.5

	45-49	13	2.5
	50 and older	7	1.3
Marital status	Married	94	18.0
	Separated	2	.4
	Unmarried	419	80.4
	Widow/widower	6	1.2
Occupational status	Full-time	242	46.4
	Part-time	178	34.2
	Self-employed	82	15.7
	Unemployed	2	.4
	Looking for a job	17	3.3
	Total	521	100.0

4.2 Validity and Reliability Tests

Table 2 presents the result of EFA analysis. Fashion involvement formed two dimensions. The first dimension consisted of nine indicators with a Cronbach's alpha score of 0.937 and the second dimension contained three indicators with a Cronbach's alpha score of 0.677. Further, fashion involvement had nine indicators with Cronbach's alpha score of 0.937. Perceived value shaped three dimensions. These dimensions had six, two, and five indicators respectively. They had Cronbach's alpha scores of 0.833, 0.821, and 0.773 respectively. Further, ethical purchase intention consisted of two indicators with a Cronbach's alpha score of 0.755. Lastly, willingness to purchase premium survived four indicators with a Cronbach's alpha score of 0.784.

Table 2. Result of EFA analysis

Indicators	Factor Loadings	Cronbach's alpha
Slow fashion (1)		**0.729**
lSF4　I appreciate clothes made with traditional techniques	0.778	
SF3　I believe that the clothing made from materials produced by domestic companies is more valuable	0.705	
SF5　I prefer a simple clothing design	0.702	
SF9　We need to support the brand-they are domestic clothing	0.610	
SF7　I prefer to buy clothes made in Indonesia	0.608	
SF6　Handmade apparel is more valuable than mass produced	0.443	
Slow fashion (2)		**0.677**
SF1　I am very interested in clothing produced in limited quantities	0.815	
SF2　I am enjoying a clothing model that others do not enjoy	0.773	
SF10　Clothes produced in limited quantities have a special appeal to me	0.710	
Fashion involvement		**0.937**
F6　For me personally, fashion is an important product	0.870	
F4　Fashion is important to me	0.860	
F1　Fashion means a lot to me	0.838	
F9　Fashion is an important part of my life	0.822	
F7　I think a lot about fashion	0.814	
F3　I am very involved in fashion	0.805	
F5　I am interested in fashion	0.798	
F2　I found fashion as a very relevant product in my life	0.790	
F8　I regard fashion as a major part of my life	0.788	
Perceived value (1)		**0.833**
V4　Clothes that will make me feel good	0.830	
V3　Clothes that will help me feel welcome in the community	0.820	

V6	Clothes that will give me pleasure	0.761	
V5	Clothes that will make me relax while wearing them	0.761	
V9	Clothes that I can enjoy while wearing them	0.608	
V2	Clothes that will have a good impression for others	0.524	
	Perceived value (2)		**0.821**
V11	Clothes that have a poor working process	0.899	
V10	Clothes that will not last long	0.885	
	Perceived value (3)		**0.773**
V13	Clothes that have acceptable quality standards	-0.841	
V15	Clothes that well-made outfit	-0.790	
V14	Clothes that have a value	-0.767	
V7	Clothes that have consistent quality	-0.557	
V12	Clothes that will make me want to wear it	-0.511	
	Intention to purchase slow fashion		**0.755**
IN2	I will buy clothes that are produced responsibly	0.899	
IN1	There is a strong possibility that I will buy clothes that are produced responsibly	0.899	
	Willingness to purchase premium		**0.784**
W2	I plan on buying clothes from socially responsible clothing sellers	0.809	
W3	I am willing to pay a higher price for clothing produced in accordance with sustainable garment production standards	0.786	
W4	I plan to buy clothes from a clothing store that is environmentally responsible	0.782	
W1	I am willing to pay a higher price for clothing produced in accordance with a fair labour standards law	0.777	

4.3 Hypotheses Test

Figure 2 demonstrates a structural model of hypotheses testing. This model achieved a fitness with a probability score of 0.416, CMIN/DF score of 1.030, CFI score of 0.999, and RMSEA score of 0.091.
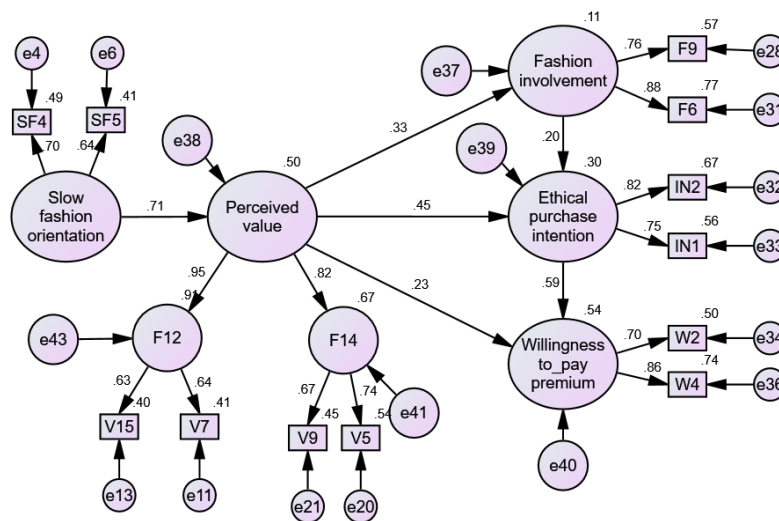

Figure 1. The structural model of the hypotheses testing

Table 3 presents results of the hypotheses testing. In total there were six hypotheses examined. All hypotheses obtained a C.R. score greater than 2.0 indicating significances.

Table 3. Summary results of the hypotheses testing

				C.R.	P	Result
H₁	Slow fashion orientation	→	Perceived value	7.452	***	Accepted
H₂	Perceived value	→	Fashion involvement	5.369	***	Accepted
H₃	Perceived value	→	Ethical purchase intention	6.495	***	Accepted
H₄	Perceived value	→	Willingness to pay premium	3.547	***	Accepted
H₅	Fashion involvement	→	Ethical purchase intention	3.375	***	Accepted
H₆	Ethical purchase intention	→	Willingness to pay premium	7.940	***	Accepted

4.4 Discussion

Collectively, the consumer perceived value construct is a very significant element in the consumer value literature, and it has been considered as one of the most important measures for earning a competitive advantage (Demirg inescedil, 2015). Previously, Jung (2014) mentioned slow fashion orientation had five dimensions. These five dimensions were used to predict customer perceived value. Although adapting the same indicators promoted by Jung (2014), this study resulted only two dimensions instead. However, this study brought an innovation by measuring the impact of slow fashion orientation without splitting the dimensions on perceived customer values as conducted by Jung and Jin (2016).

The first hypothesis predicted the effect of slow fashion orientation on perceived value. The SEM calculation produced a C.R. score of 7.452. In general, fashion orientation can affect mall personality, credit card use, shopping value, and convulsive buying (Park & Burns, 2005; O. Rahman, Wong, & Yu, 2016). Many consumers have a certain fashion orientation. However, not all of them have a slow fashion orientation. As previously predicted, this study agrees with what has been reported by previous studies (Jung & Jin, 2016; O. Rahman et al., 2016) regarding the important role of fashion orientation towards shopping value. Consumers who are oriented towards slow fashion will prioritize their values to execute perceptions before the product purchase process. For these consumers, value becomes one of the guardians before they take further action.

In this study, perceived value played a major role in measuring three other variables. In the second hypothesis, third hypothesis, and fourth hypothesis, perceived value predicts fashion involvement, ethical purchase intention, and willingness to pay premium, respectively. These three hypotheses are significant with the C.R. 5,369, 6,495, and 3,547, respectively. As documented by Hashmi, Abdullah, and Anees (2016) document, perceived value affected fashion involvement. According to Sullivan, Kang, and Heitmeyer (2012), better understanding how consumer perceived value and involvement affect their patronage behaviour assists retailers' segment and market to consumers worldwide. However, Eroglu, Machleit, and Davis (2003) indicated that consumer involvement was connected to consumer perceived value. Whereas Tigert, Ring, and King (1976) postulate that consumer involvement helps to understand the fashion behavioural intentions and market segmentation. In the study of Jung and Jin (2014), perceived valued significantly influenced ethical purchase intention. Ethical purchase intention is often employed in research on green products and corporate social responsibility activities (Carrington, Neville, & Whitwell, 2010; Isa, Chin, & Liew, 2019).

Furthermore, the fifth hypothesis tested the impact of fashion involvement on ethical purchase intention. This path achieved a C.R. score of 3.375 indicating a significance. This finding is relevant with existing studies (Hashmi et al., 2016; Rahman, Mohamed, Rezai, Shamsudin, & Sharifuddin, 2014; Shang, Chen, & Shen, 2005). Thus, Hashmi et al. (2016) suggested that product involvement and individuals have a positive intention to purchase ethical fashion products. Previous studies have shown the effect of fashion involvement on purchase intention. In the case of slow fashion, fashion involvement creates ethical purchase intention. As previously mentioned, slow fashion products are only in demand by a group of consumers, who not only enjoy the beauty and function of these products, but also consider how the manufacturing process is and the impact of the manufacturing process of these products.

The sixth hypothesis assessed the effect of ethical purchase intention on willingness to pay premium price. The path gained a C.R. score of 7.940. This finding supports the studies of Hultman et al. (2015) and Jung and Jin (2016). In the same vein, Kim and Lee (2018) state that "customers have a willingness to pay a price premium for ethical purchasing behaviour, so that a strategy for extending supply chain management sustainability can lead to financial performance".

5. Conclusion

This study aimed at measuring the impact of slow fashion orientation, perceived value, fashion involvement, and ethical purchase intention on willingness to pay premium price. The findings indicated a significant effect of slow fashion orientation on perceived value and a significant impact of perceived value on fashion involvement ethical purchase intention, and willingness to pay premium price. Further, there was a significant influence of fashion involvement on ethical purchase intention and a significant effect of ethical purchase intention on willingness to pay premium.

The findings of this study have significant implications for the understanding of slow fashion perception and involvement. According to Pookulangara and Shephard (Pookulangara & Shephard, 2013), earlier studies have suggested that customers do not feel that they have enough knowledge about slow fashion to do an informed purchase (Pookulangara & Shephard, 2013). Additionally, the pertinent literature indicates that the issue of slow fashion in Indonesia has received little attention, therefore, the findings add to our understanding of the slow fashion movement in Indonesia.

In this study, respondents were chosen conveniently. This technique can be considered as one of the limitations of this study, which, convenient sampling cannot generalise the results of the study. The scope of tourists' locations was restricted to consumers in Indonesia. Thus, this research concentrated on case studies in Indonesia, which rather deters the generalization of the research findings.

The findings of this study have a number of implications for future practice. A further study could investigate the relationship between slow fashion dimensions with the different demographic variables. Further research might explore the differences and difference of slow fashion perception and involvement between cultures or countries. Further studies need to be carried out to in order to explore the different motives and attitudes for consumers seeking slow fashion products.

Acknowledgement

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