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Slow Fashion Orientation and Consumer Attitude on Purchase Intention and Willingness to Pay a Premium Price

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Abstract

The rapid growth of the global fashion industry has made it the world's third highest contributor to waste and pollution. In recent years, the slow-fashion movement has been oriented towards sustainability issues to reduce the negative impact of fast fashion. This study aims to analyze the effect of Slow-Fashion Orientation (SFO) on Attitude, Purchase Intention, and Willingness to Pay Premium. Primary data collection was conducted through a survey of 251 respondents spread across various regions of Indonesia through purposive sampling using the Populix research panel service. The results showed that slow-fashion orientation (SFO) has a direct and significant effect on Attitude, Purchase Intention, and respondents' willingness to pay more for slow-fashion products (Willingness To Pay Premium). Attitude, directly and as a mediator, is proven to significantly influence Purchase Intention, and respondents' willingness to pay more for slow-fashion products (willingness to pay premium).

Keywords: Slow-Fashion Orientation, Attitude, Purchase Intention, Willingness to Pay Premium.

1. Introduction

The fashion industry has undergone remarkable transformation in the past few decades, becoming one of the most influential sectors globally. With a total economic contribution of more than USD 1.5 trillion and employment of over 75 million people worldwide (Ikram, 2022), fashion is no longer simply about fulfilling basic human needs. In modern society, clothing has become a significant medium for self-expression, lifestyle representation, and even social status (Ni Kadek, 2021). Fashion is now intertwined with cultural identity, aspiration, and fast-changing consumer behaviour, especially among urban consumers.

In the Indonesian context, the fashion industry is among the top contributors to the creative economy. According to the Head of the Indonesian Creative Economy Agency (BEKRAF), the fashion sector accounts for approximately 18.15% of Indonesia's creative economy Gross Domestic Product (GDP), following the culinary and craft sub-sectors (Iza, 2017). This sector continues to grow in tandem with rising middle-class purchasing power, digital access, and exposure to global fashion trends through social media and international platforms. Events such as Jakarta Fashion Week have also helped raise public interest and consumer literacy around fashion choices, aesthetics, and style.

However, this growth is not without significant trade-offs. The booming demand for fast, affordable, and trend-driven apparel has led to the proliferation of fast fashion, a business model that prioritises rapid production and low cost over sustainability and quality. Major global brands such as Zara and H&M have set the pace for fast fashion, opening new stores worldwide and frequently updating product lines. For instance, Inditex (Zara's parent company) operated over 6,000 stores globally by 2014, a significant increase from the previous decade (Su, 2016). H&M, similarly, was opening new stores almost daily in 2013, further intensifying the reach of fast fashion.

Fast fashion's impact, however, is alarming. It is associated with a surge in textile waste, unethical labour practices, overconsumption, and declining product lifecycles (Rukhaya et al., 2021; Roozen & Raedts, 2020). Products are manufactured cheaply, worn briefly, and discarded quickly. Consumers are encouraged to keep buying, rather than repairing, due to low prices and aggressive promotional strategies. This has led to overwhelming volumes of textile waste. In the United States alone, approximately 80 pounds of clothing per person are discarded annually (Bick et al., 2018). Globally, the United Nations has reported that the fashion industry produces around 92 million tons of waste and contributes 8% of global carbon emissions, ranking it as the second-largest industrial polluter (Bailey et al., 2022). The sector also consumes 93 billion cubic meters of water annually, making it an environmentally intensive industry.

Social issues are equally pressing. The 2013 Rana Plaza factory collapse in Bangladesh, which killed more than 1,000 garment workers, highlighted the exploitative labour conditions prevalent in many fast fashion production hubs. Issues such as underpayment, long working hours, unsafe environments, and lack of job security remain widespread. These ethical lapses have fueled criticism against the fast fashion industry and

have prompted discussions about alternative models that are more just and sustainable.

In response, the slow fashion movement has emerged as a counter-narrative. First introduced by Kate Fletcher in 2007, slow fashion promotes ethical production, environmental sustainability, and mindfulness in consumption. Unlike fast fashion, which is driven by trends and rapid turnover, slow fashion values quality, durability, fair labour, and the preservation of traditional techniques and local resources (Fletcher, 2007; Suhud et al., 2020). Consumers and producers are encouraged to make intentional choices that align with long-term social and ecological goals.

Slow fashion also resonates with the Sustainable Development Goals (SDGs) introduced by the United Nations in 2015. Specifically, SDG 12 (Responsible Consumption and Production) calls for substantial changes in how resources are used, including within the fashion industry. The Indonesian government has demonstrated commitment to the SDGs through Presidential Regulation No. 59 of 2017. However, there is still limited regulation that directly governs sustainability practices in the fashion sector. While there are growing numbers of local designers promoting eco-friendly materials and ethical practices, such as Sejauh Mata Memandang, Sukkha Citta, SARE/Studio, and Kana Goods; consumer participation in slow fashion remains modest and under-researched.

One of the key challenges in promoting slow fashion lies in consumer orientation and attitude. While global studies have examined consumer perceived value of sustainable fashion (Jung & Jin, 2016; Silva et al., 2022), less is known about the underlying personal values that influence consumer attitudes and behaviour, particularly in emerging markets such as Indonesia. To address this gap, this study adopts the concept of Slow Fashion Orientation (SFO) developed by Jung and Jin (2014). SFO refers to the degree to which consumers align with the principles of slow fashion, measured through five dimensions. First, Equity that is concerns for fair labour and ethical production. Second is Authenticity, relates to the preference for unique, handmade, or traditionally crafted items. Third is Functionality, that is seen asvaluing usefulness and durability. Fourth is Localism that supports for local materials, production, and craftsmanship. The fifth dimension is Exclusivity which refers to the appreciation for limited, non-mass-produced designs.

This conceptual framework developed in this study is grounded in the Value-Belief-Norm (VBN) Theory, which posits that individual behaviour is influenced by personal values, beliefs about the environment, and internalised moral norms (Stern et al., 1999). In the fashion context, consumers who value equity and sustainability are more likely to develop positive attitudes toward slow fashion, which in turn can lead to stronger purchase intentions and a willingness to pay a premium price.

A preliminary informal study was conducted with six Indonesian consumers who had purchased slow fashion products. When asked why they chose such products, most participants cited durability, quality, and a sense of contributing to environmental protection. Interestingly, these consumers also expressed less concern about paying more, indicating that they associated higher prices with greater value and ethical contribution. These findings suggest the presence of strong slow fashion values among a niche segment, but broader research is necessary to determine whether such orientations exist more widely in the Indonesian consumer base.

Therefore, this study seeks to fill the existing research gap by examining the relationship between Slow Fashion Orientation, consumer attitude, purchase intention, and willingness to pay a premium. Specifically, this research investigates whether consumers who exhibit a stronger orientation toward slow fashion are more likely to hold positive attitudes toward slow fashion products. Furthermore, it explores whether these positive attitudes lead to a higher intention to purchase slow fashion products and a greater willingness to pay a premium price for them. It is anticipated that this study would contribute to the growing body of knowledge on sustainable fashion behaviour in emerging markets. The findings are expected to offer practical insights for fashion entrepreneurs, marketers, and policymakers who wish to support the development of a more ethical and sustainable fashion industry in Indonesia. By focusing on the values that shape consumer behaviour, this research offers a nuanced understanding of the motivations and barriers to adopting slow fashion in a society that is still heavily influenced by fast fashion practices. Ultimately, the study hopes to support the transition toward more sustainable consumption habits in line with the global SDGs agenda.

2. Literature Review

There are two grand theories underlying the research, namely Value Belief Norm (VBN) and Theory Planned Behavior (TPB). TPB is an important theory underlying Attitude, Purchase Intention, and willingness to pay premium variables and is supported by VBN theory to explain the antecedents of Attitude, namely Slow Fashion Orientation. Value Belief Norm (VBN) theory is a theory introduced by Stern et. al. (1999), this theory arises as a result of the environmental movement which emphasizes changes in individual views and actions. Such as the values held, the perspective of human relations with the environment, and beliefs about environmental pros (Kim, Kim, &

Jung, 2016). According to Kim et. al (2016), VBN theory is that support for the environmental movement is not only based on personal values and beliefs but also based on social norms.

Slow fashion is a movement to fight fast fashion where the impact of fast fashion that pollutes the environment on earth if not handled properly will scatter the environment even worse. Consumers with awareness of the impact of fast fashion products must be an example for other communities as a movement to prevent environmental pollution from the impact of fast fashion, consumers who realize that buying slow fashion products is one of the movements to reduce environmental pollution and has advantages that must be introduced and carried out. According to Cavender, Lee, and Wesley (2021) and Jung and Jin (2016) in the orientation of consumers who hold slow fashion values can be reflected in five dimensions, namely equity, authenticity, localism, functionality, and exclusivity. Equity, or social equality, where slow fashion products promote social equality with a focus on improving the quality of life of workers by producing fashion products at a slower pace. Social equity also includes the importance of fair trade for consumers. Meanwhile, Authenticity, meaning that slow fashion products in the eyes of consumers are perceived as clothing products that have a link to increasing the value of the product through craft-based production methods with high skills, the time required, and the story behind the making of the product. Moreover, Localism relates to how consumers perceive that slow fashion products are producers who care about local brand clothing, including local workers, production. Functionality is where consumers who have a Slow Fashion Orientation prioritise quality over quantity. This functional dimension is also seen in how consumers use slow fashion clothing products after purchase. For example, consumers can keep the clothes they buy for a long time, use clothes in many events, and choose timeless designs. Exclusivity emphasizes the value of products that are produced in small quantities in slow fashion compared to fast fashion which produces in large quantities.

According to Silva et al. (2022) the concept of sustainability consists of 3P (people, profit, planet) to achieve sustainability. In SFO with 5 dimensions, it has a relationship with 3P (people, profit, planet) such as the dimensions of equity and authenticity included in people, where equity pays attention to the quality of life of its workers, and authenticity pays attention to the skills of craftsmen. In addition, localism and functionality are included in the planet, where localism supports the use of local raw materials and local workers. Functionality emphasizes long-lasting products and reducing waste. Finally, covering profit is localism and exclusivity. Localism in profit emphasizes supporting the local economy. Exclusivity emphasizes high quality and limited-quantity products.

2.1. The Effect of Slow Fashion Orientation on Attitude

Consumer knowledge and awareness of environmentally friendly products have a significant positive impact on individual attitudes towards environmentally friendly products (Maziriri et. al, 2023). According to Ajzen (1991), Attitude is important, if individuals have a positive Attitude towards a behavior, they will have a greater chance of doing this behavior. Further, Brandão and Costa (2021) conducted a survey and found that young consumers' intention to buy environmentally friendly textile and clothing products is positively predicted by Attitude and subjective norm, but not perceived behavioral control. From the discussion above, it can be concluded that a positive Attitude towards fashion products encourages consumers to consume slow fashion products. Based on this previous research, the first hypothesis is formulated as follows:
H_1: Slow Fashion Orientation affects Attitude.

2.2. The Effect of Attitude on Purchase Intention and Willingness to Pay a Premium

According to Maziriri et al. (2023), Attitude has a positive impact on Purchase Intention on environmentally friendly products. According to Rostiani and Kuron (2019), the more positive the Attitude of a person will affect they behavior to do something. In the context of purchasing a product or service, a positive Attitude towards a behavior can influence Purchase Intention for environmentally friendly products (Kaur & Bhardwaj, 2021).

Furthermore, Zhang, Xiao, and Zhou (2020) adopted the Theory of Planned Behavior, explaining that behavioral intention is determined by individual Attitude. The more someone likes an action, the more likely it is to take that action. Attitude influences individual behavior in various situations, including willingness to pay a premium. According to Shin et al. (2017), individuals who have an Attitude that cares about the environment can encourage the purchase of environmentally friendly products and show a willingness to pay more. From the discussion above, it can be concluded that a positive Attitude of an individual can affect the willingness to pay premium. Based on the discussion above, the following hypotheses are proposed:
H_2: Attitude affects Purchase Intention.
H_3: Attitude affects Willingness to Pay Premium Price.

2.3. The Effect of Slow Fashion Orientation on Purchase Intention and Willingness to Pay Premium

According to Maziriri et al. (2023), awareness of environmentally friendly products has a positive and

significant effect on Purchase Intention. Awareness of the aspects that support environmental friendliness is one of the predictors of the desire to buy environmentally friendly products so that awareness is significantly and positively correlated with Purchase Intention for environmentally friendly products.

Furthermore, Ottenbacher et al. (2019) in research on QSR customer sustainability behavior, that environmentally friendly characteristics are important from restaurants and have an effect on consumer attitudes. In addition, in research on customer willingness to pay more to support environmentally friendly practices. It was found that there is a positive relationship between four factors-age, previous experience, involvement and self-perception. The study noted that customers have a tendency to pay for green products if they are aware of the green brand image. According to Elmanadily and El-Deeb (2022), consumers who show ecological concern for fashion production tend to consume more environmentally friendly fashion clothing. The feeling of responsibility that consumers have in protecting the planet is a motivation to buy environmentally friendly clothing. From the discussion above, it can be concluded that individual Slow Fashion Orientation can have an influence on willingness to pay premium. On this basis, the following hypotheses are offered:

H_4: Slow Fashion Orientation affects Purchase Intention.

H_5: Slow Fashion Orientation affects Willingness to Pay Premium Price.

2.4. The Mediating Role of Attitude on Purchase Intention and Willingness to Pay Premium

According to Maziriri et al. (2023), Attitude has a significant and positive influence on the desire to buy environmentally friendly products, confirming that Attitude plays an important role as a link between the desire to buy and other relevant predictor variables. The desire to buy is built on consumer attitudes, judgments, and external factors which basically make it a crucial factor in predicting consumer behavior. According to Shin et al. (2017), the value-Attitude-behavior model shows that values are fundamental in forming attitudes that lead to certain behaviors.

Furthermore, Zhang, Xiao, and Zhou (2020), in a study on energy consumption, stated that many studies have found that Attitude is important in the context of saving employee energy, household energy, and purchasing green electricity. Consumers are willing to pay a higher price for energy-efficient devices. According to Shin et al. (2017), in research on organic food stated that behavioral intention is the best predictor as a direct determinant of real behavior. Previous research has supported the value-attitude-behavior model in an organic context. The study assumes that values influence their attitudes towards the environment, and create behavioral intentions, such as the willingness to pay more for organic menus in restaurants. From this discussion, this study proposes these following hypothesis:

H_6: Attitude mediates the influence on Purchase Intention.

H_7: Attitude mediates the effect on Willingness to Pay Premium Price.

2.5. Research Model

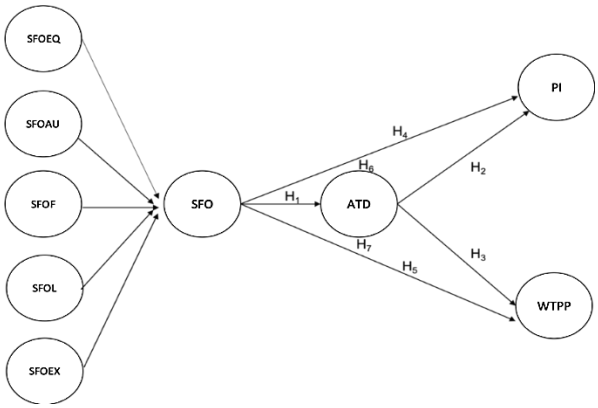

Figure 1. Research model

Remark: SFO=Slow Fashion Orientation; SFOEQ=Slow Fashion Orientation Equity; SFOAU=Slow Fashion Orientation Authenticity; SFOF=Slow Fashion Orientation Functionality; SFOL=Slow Fashion Orientation Localism; SFOEX=Slow Fashion Orientation Exclusivity; ATD=Attitude; PI=Purchase Intention; and WTPP=Willingness To Pay Premium.

3. Methods

The population in this study is all Indonesian consumers who have an interest in fashion. The two criteria for taking samples are as follows:

1. Respondents with male and female gender, minimum age of 17 years. The selection with a minimum age of 17 years is because with this age the respondent is considered an adult and can make decisions with sufficient maturity.
2. Have been directly involved in the decision-making process of purchasing fashion products both for themselves and for others. This criterion is considered important because the variables studied indirectly reflect the factors and processes of consumer decision making, namely the tendency of Attitude (Attitude) to Purchase Intention (Solomon, 2018) towards slow fashion concept products.

Primary data collection was conducted using a survey method using a questionnaire as the data collection instrument. The questionnaire was distributed online using the services of the research company Populix, which has a database of panelists in accordance

with the research sample criteria. In addition, some questionnaires were distributed via Google Form to the researcher's network. The questionnaire distributed to respondents online contained a video that displayed a brief explanation of the concept of slow fashion and fast fashion to help respondents have a common perception before being asked for their assessment. The measurement scale that will be used in this study is a Likert scale with a range of values, namely 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree. Data analysis using Partial Least Square (PLS) statistical techniques.

4. Result

A total of 251 respondents participated in filling out the questionnaire distributed through the survey conducted on March 14-28, 2024. Of the total 251 responses received, 19 questionnaires could not be used because they contained answers with the same number from the beginning to the end of the question (e.g. all 5 answers). The decision to exclude such questionnaires followed the recommendation of Hair et al. (2017) that if there are the same answers to some questions, or called straight lining. After data cleaning, 232 questionnaires could be used for further processing.

Table 1. Demographic profile of respondents

Demographic Attributes	Frequency (n)	Percentage (%)
Gender		
Men	42	18.10%
Women	190	81.90%
Age		
≤ 30	165	71.12%
31-50	61	26.29%
≥ 51	6	2.58%
Domicile		
Java Island	203	87.5%
Bali Island	3	1.29%
Sumatra Island	13	5.60%
Sulawesi Island	3	1.29%
Borneo Island	10	4.31%
Jobs		
Working full-time	85	36.64%
Active student	80	34.48%
Not working	43	18.53%
Business owner/self-employed	24	10.34%

4.1. Convergent Validity and Reliability Test

Convergent validity is measured through the results of outer loading and AVE (Average Variance Extracted). From the results of the calculations carried out, the results show that the outer loading value is below 0.70 while the AVE value is less than 0.50 which indicates that convergent validity has not been fulfilled. Researchers decided to remove several indicators indicators whose values were below 0.70. There are 2 indicators that have a value smaller than 0.708, namely indicator SFOF2 (I tend to keep clothes as long as possible rather than throwing them away immediately) of 0.678 and indicator SFOF3 (I prefer simple clothing designs) with a value of 0.661. The researcher then deleted one indicator that had the smallest value, namely SFO3. After eliminating SFOF3, the value of SFOF2 increased by 0.713.

The next outer model test is the reliability test by looking at the composite reliability value which is used to measure the internal consistency of the indicators that make up the construct. Acceptable values in composite reliability range from 0 to 1, as well as values ≥ 0.7 (Hair et al., 2019). It can be seen that the results of the composite reliability test of all variables have a value ≥ 0.7 which means reliable.

Table 2. Reliability and convergent validity

Variables	Dimensions	Indicator	Outer Loading	Chronbach's Alpha	Composite Reliability (rho_a)	AVE
Slow Fashion Orientation	Equity	SFEQ1	0.822	0,711	0,718	0.633
		SFEQ2	0.761			
		SFEQ3	0.808			
	Authenticity	SFAU1	0.776	0,746	0,752	0.664
		SFAU2	0.845			
		SFAU3	0.821			
	Functionality	SFOF1	0.779	0,617	0,621	0.565
		SFOF2	0.713			
		SFOF4	0.762			
	Localism	SFOL1	0.826	0,757	0,762	0.675
		SFOL2	0.870			
		SFOL3	0.765			
	Exclusivity	SFOEX1	0.860	0,837	0,838	0.754
		SFOEX2	0.885			
		SFOEX3	0.860			
Attitude		ATD1	0.844	0,812	0.813	0.727
		ATD2	0.896			
		ATD3	0.816			
Purchase Intention		PI1	0.881	0,828	0.837	0.744
		PI2	0.885			
		PI3	0.820			
Willingness to Pay Premium		WTTP1	0.754	0,871	0.883	0.722
		WTTP2	0.891			
		WTTP3	0.867			
		WTTP4	0.881			

Table 3 shows the result of the Heterotrait-Monotrait Ratio (HTMT) value. Based on the data from Table 3 the results of the value of the heterotrait-monotrait ratio (HTMT) test meet the criteria. The heterotrait-monotrait ratio (HTMT) value is considered to meet the criteria because the value is not greater than 0.85 (Hair et al., 2017).

From Table 4 it can be concluded that all R^2 values for the dependent variable are greater than zero. The R^2

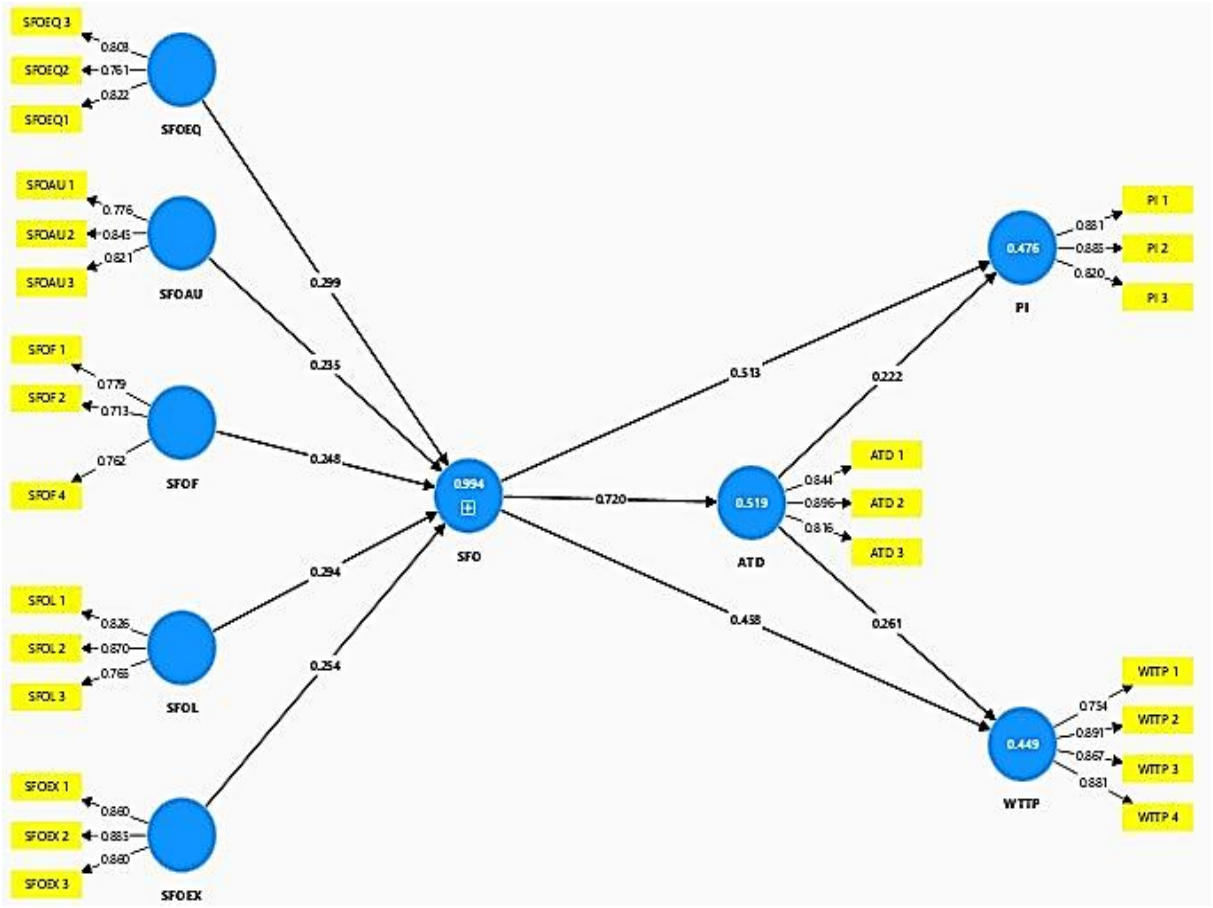

Figure 2. Outer loading results after reduction

Table 3. Heterotrait-Monotrait Ratio (HTMT) test results

Variables	ATD	PI	SFOAU	SFOEQ	SFOEX	SFOF	SFOL	WTTP
ATD								
PI	0.715							
SFOAU	0.574	0.605						
SFOEQ	0.880	0.735	0.642					
SFOEX	0.502	0.502	0.410	0.579				
SFOF	0.771	0.785	0.562	0.773	0.551			
SFOL	0.704	0.590	0.668	0.709	0.513	0.685		
WTTP	0.697	0.819	0.483	0.740	0.536	0.621	0.574	

result for the Attitude variable is 0.519, indicating that the impact of Slow Fashion Orientation on Attitude is 51.9%, while the remaining 48.1% is caused by other factors not studied. Furthermore, the R^2 result for the Purchase Intention variable is 0.476 and the R^2 for the willingness to pay premium variable is 0.449, which indicates that the respondents' Attitude towards slow fashion products on Purchase Intention is 47.6% and the impact of Attitude on willingness to pay premium is 44.9%. so that the remaining 7.5% is influenced by other variables. The Slow Fashion Orientation variable has an R^2 result of 0.994, which indicates that the effect of the slow fashion dimension on Slow Fashion Orientation is 99.4% and the remaining 0.6% is influenced by other factors.

Table 4. R^2 and Q^2 test results

Variables	R^2	Q^2 predict
Attitude	0.519	0.506
Purchase Intention	0.476	0.448
Slow Fashion Orientation (SFO)	0.994	0.994
Willingness to Pay Premium	0.449	0.405

A Q^2 value greater than zero for a particular reflective endogenous latent variable indicates the predictive relevance of the path model for that particular dependent construct. As a relative measure of predictive relevance, values of 0.02, 0.15, and 0.35 indicate that predictive relevance is small, medium, or large, respectively, for a particular endogenous construct (Hair et al.,

2017). As seen in Table 4, the Q^2 result of the Attitude variable is 0.506, which indicates that Slow Fashion Orientation is relevant in predicting Attitude. The Q^2 result of the Purchase Intention variable is 0.448 which indicates that Slow Fashion Orientation and Attitude are relevant in predicting Purchase Intention. The Q^2 result of the willingness to pay premium variable is 0.405 which indicates that Slow Fashion Orientation and Attitude are relevant in predicting willingness to pay premium.

4.2. Hypothesis Test

Hypothesis testing is carried out to provide an explanation of the direction of the relationship between variables. This hypothesis testing is carried out by applying the bootstrapping method in PLS. In this study, the significance level used was 5%, with a T-statistic of 1.96. If the T-statistic value exceeds 1.96, the hypothesis is accepted and if the T-statistic value is less than 1.96, the hypothesis is rejected. In H1, the coefficient value of the effect of Slow Fashion Orientation on Attitude is 0.720 with a positive coefficient direction and a t-statistic of 17.775 (the value exceeds the t-table value of 1.96) so that the hypothesis is accepted. In H2, the coefficient value of Attitude towards Purchase Intention is 0.222 with a positive coefficient direction and a t-statistic of 3.244 (the value exceeds the t-table value of 1.96) so that the hypothesis is accepted. In H3, the coefficient value of Attitude towards willingness to pay premium is 0.261 with a positive coefficient direction and a t-statistic of 3.000 (the value exceeds the t-table value of 1.96) so that the hypothesis is accepted. In H4, the coefficient value of Slow Fashion Orientation on Purchase Intention is 0.513 with a positive coefficient direction and a t-statistic of 7.434 (the value exceeds the t-table value of 1.96) so that the hypothesis is accepted. In H5, the coefficient value of Slow Fashion Orientation on willingness to pay premium is 0.458 with a positive coefficient direction and a t-statistic of 6.369 (the value exceeds the t-table value of 1.96) so that the hypothesis is accepted.

Regarding the indirect effect of Slow Fashion Orientation (SFO) on Purchase Intention with Attitude mediation (H6) and Slow Fashion Orientation (SFO) on willingness to pay premium with Attitude mediation. Both hypotheses are accepted. In the original sample H6 value is 0.160 with a t-static of 3.160 (greater than 1.96). The original sample value of H7 is 0.188 with a t-static of 2.943 (greater than 1.96).

Based on the VAF (Variance Accounted For) value, the VAF value in Table 6, that the mediating role of Attitude in the relationship between SFO and Purchase Intention is partial mediation. It can be seen from the VAF value which is in the range of 20% - 80%, namely 50% which is the mediating effect of Attitude in the relationship between SFO and Purchase Intention. The mediating role of Attitude in the relationship between SFO and willingness to pay premium is partial mediation. The VAF value of Attitude mediation is 50%, which means that 50% of the influence of SFO on willingness to pay premium.

Table 5. Direct effect test results

	Hypothesis	Path Coefficients	T-Statics	P Value	Results
H1.	Slow Fashion Orientation → Attitude	0.720	17.775	0.000	Accepted
H2.	Attitude → Purchase Intention	0.222	3.244	0.001	Accepted
H3.	Attitude → Willingness to Pay Premium	0.261	3.000	0.003	Accepted
H4	SFO → Purchase Intention	0.513	7.434	0.000	Accepted
H5	SFO → Willingness to Pay Premium	0.458	6.369	0.000	Accepted

Table 6. Indirect effect test results

	Hypothesis	Path Coefficients	T-statistic	P Value	Results	VAF	Description
H6	SFO→ Attitude → Purchase Intention	0.160	3.160	0.002	Accepted	50%	Partial Mediation
H7	SFO→ Attitude → Willingness to Pay Premium	0.188	2.943	0.003	Accepted	50%	Partial Mediation

5. Discussions

The development of the fashion industry in recent years has grown rapidly. Along with public awareness of the environment, sustainable fashion products have emerged. Some sustainable fashion products with slow fashion elements have been widely used. The Slow Fashion Orientation movement is growing because it has the aim of measuring how much consumer orientation towards slow fashion products. In this study, Slow Fashion Orientation is a formation of five dimensions namely equity, authenticity, functionality, localism, and exclusivity. This research uses an approach with two theories, namely Value Belief Norm (VBN) and Theory Planned Behavior (TPB). TPB is an important theory underlying the variables of Attitude, Purchase Intention, and Willingness To Pay Premium. The VBN theory was utilised to explain the antecedents of Attitude, namely Slow Fashion Orientation.

5.1. The Effect of Slow Fashion Orientation on Attitude

Slow Fashion Orientation is formed by five dimensions, namely equity, authenticity, functionality, localism, and exclusivity (Jung and Jin, 2016). The results of this study indicate that of the five dimensions, there are three dominant dimensions (with the highest coefficient value) in shaping consumers' Slow Fashion Orientation, namely, exclusivity, localism, and authenticity. Exclusivity emphasizes the limitations of fashion products that are not mass-produced, like most fast fashion products. The Localism dimension emphasizes slow fashion products that are produced using local materials and workers. Authenticity focuses on the value of slow fashion products and the skills of artisans, to the story behind the fashion products sold. The dominance of these three dimensions may reflect an overview of Slow Fashion Orientation from the perspective of Indonesian consumers. These three dimensions indicate a positive view of consumers that slow-fashion products are indeed related to caring for the surroundings and the environment.

Furthermore, when analyzed more specifically, each dimension has indicators with the highest outer loading results. In the equity dimension, the indicator "reasonable compensation for clothing manufacturers is important to me when buying clothes (SFEQ1)". This indicates respondents' awareness that purchasing decisions for clothing products cannot only consider low prices or aesthetics, but when choosing a clothing brand, respondents care about producers who support the survival of their workers (decent wages and working conditions). Furthermore, the indicator with the highest outer loading value in the authenticity dimension is "Craftsman skills are an important element in the final result of a garment" (SFAU2). This shows that respondents are interested in the creativity and novelty of a product to be different from others. For the functionality dimension, the indicator with the highest outer loading is "I often enjoy wearing the same clothes in different ways (SFOF1)". This may reflect respondents' preference for designs that can be worn in a variety of different styles and occasions. Furthermore, the indicator with the highest outer loading value is the localism dimension is "I believe that clothes made from locally produced materials have higher value" (SFOL2). This shows that respondents like clothing products from local materials and production because they feel that using local clothes has its own pride and have a desire to encourage local products to advance. Furthermore, the indicator with the highest outer loading value for the exclusivity dimension is "I am interested in fashion products that are rarely found" (SFOEX2). This indicates that respondents' preferences for fashion products are personalized and not the same as most people.

Regarding hypothesis testing, the results of the first hypothesis test (H1) show that Slow Fashion Orientation has a positive and significant effect on Attitude. This means that the higher the knowledge and concern of the public about slow fashion products, the higher the influence in forming a positive Attitude towards slow fashion products. For example, from the results of the highest outer loading in the localism dimension, "I believe that clothes made from locally produced materials have a higher value" (SFOL2). From this finding, it can indicate that when respondents know and are proud of slow fashion products including local goods, people will tend to have a positive Attitude to prefer products that come from local sources over foreign products. The results confirm that Slow Fashion Orientation is important in determining attitudes towards environmentally friendly products. For example, when consumers know and understand Slow Fashion Orientation, such as materials, manufacturing processes, fair labour, and reducing waste, it will positively influence how consumers act. In-depth knowledge will help consumers understand the benefits gained when using products that support sustainability. This confirms research conducted by Maziriri et al. (2023) that environmental awareness is the main thing that leads a person to buy environmentally friendly products. In addition, knowledge strengthens beliefs in the knowledge of benefits obtained from environmentally friendly products. According to Brandão and Costa (2021), a lack of consumer knowledge can hinder the creation of positive intentions for sustainable fashion consumption.

5.2. The Effect of Attitude on Purchase Intention and Willingness to Pay a Premium Price

The results showed that in the Attitude variable, the indicator with the highest outer loading value was "In general, I have a good Attitude towards environmentally friendly versions of clothing" (ATD2). This means that respondents have an awareness of environmental impacts and want the environment to be better. Respondents who support environmentally friendly products can be interpreted as a commitment to care more about the surrounding environment. While the indicator with the highest result on Purchase Intention, "I will buy slow fashion products in the near future" (PI2). This shows that respondents have plans to buy slow fashion products. It can be concluded from the two variables above that with a positive Attitude, such as public awareness and desire for a better environment, it will influence to buy products that have environmentally friendly elements such as slow fashion products. In this study, the results of testing the second hypothesis (H2) show that Attitude has a positive effect on Purchase Intention. This finding indicates that an individual's positive Attitude has an important role in the desire to buy.

Respondents who have a positive Attitude towards environmentally friendly fashion products tend to see the product as an option to protect the environment. If a positive Attitude towards slow fashion products is considered, it will strengthen the respondent's intention to purchase slow fashion products. For example, a consumer who knows the value of slow fashion products will have the intention to buy products with environmentally friendly materials, high quality, and pay attention to environmental aspects from the manufacturing process to the end. This confirms research conducted by Maziriri et al. (2023) that consumer attitudes towards environmentally friendly brands have a positive and significant influence on the intention to buy environmentally friendly products. In addition, a positive Attitude towards an environmentally friendly lifestyle will encourage the purchase and use of products that are environmentally responsible. According to Kaur and Bhardwaj (2021), in research on sustainable clothing, that Attitude also has a positive and significant influence on Purchase Intention.

Like Purchase Intention, Attitude also influences Willingness to Pay Premium Price positively. In the Willingness to Pay Premium Price indicator, there is the highest outer loading result, "I am ready to pay a higher price to buy slow fashion products" (WTTP2). This shows that respondents have a readiness to pay high prices for slow fashion products. The higher price on slow fashion products is because slow fashion products pay attention to all the factors around them. The knowledge and awareness that people have can lead to a positive Attitude that will influence the desire to pay a higher price for slow fashion products. Thus, the results of the third hypothesis test (H3) show a positive effect of Attitude on Willingness To Pay Premium. These results indicate that individuals who have a positive Attitude towards environmentally friendly products such as slow fashion products also have a readiness to pay more. Respondents' attitudes towards environmental sustainability and awareness of the impact of the fashion industry on the world greatly influence to pay more for sustainable products. So that the more positive attitudes respondents have about slow fashion products, the more it will encourage respondents to buy at high prices. For example, a consumer comes to look for clothes at a local store that produces clothes in collaboration with local MSMEs and is produced with high quality and small quantities. The consumer still buys the clothes even though it has a higher price because it is considered comparable to the quality provided. This has been confirmed by Zhang, Xiao, and Zhou (2020), in a study that discusses energy saving appliances, which states that positive consumer attitudes in purchasing energy-efficient household products influence the stronger the willingness to pay more. According to Shin et al. (2017) in their research on organic food consumption, state that when consumers have a concern and sense of responsibility for the environment, they are more likely to spend more money to buy organic menus.

5.3. The Effect of Slow Fashion Orientation on Purchase Intention and Willingness to Pay Premium

The influence of Slow Fashion Orientation on Purchase Intention gets attention in this study. The results of the fourth hypothesis test (H4) show a positive effect of Slow Fashion Orientation on Purchase Intention. This identifies that respondents who have an awareness of slow fashion values can influence their desire to buy slow fashion products. For example, when someone is aware that a brand provides higher quality clothing than other brands, the consumer will be more likely to buy clothes with good quality because they realize that the product can be used for a long time and has good quality materials and stitching. This consumer awareness of sustainable products strengthens the consumer's desire to buy. This confirms research conducted by Maziriri et al. (2023) that consumers who care about the environment often make purchasing decisions that are directly influenced by awareness of brand image.

Slow Fashion Orientation, besides having an influence on Purchase Intention. Slow Fashion Orientation also has an influence on willingness to pay premium. The results of the fifth hypothesis test (H5) show a positive effect of Slow Fashion Orientation on willingness to pay premium. This finding identifies that respondents show a higher tendency to pay for slow fashion products if they understand and have awareness of slow fashion products. For example, a person is more willing to buy more for fashion products that have a handmade, high quality, and environmentally friendly elements. This confirms the research conducted by Ottenbacher et al. (2019), that willingness to pay premium is basically influenced by internal customers themselves rather than externals such as companies. According to Elmanadily and El-Deeb (2022), the willingness to pay is more influenced by the level of concern for environmentally friendly fashion. In addition, consumers show concern and knowledge of being environmentally friendly and perform behaviors that are willing to pay more for environmentally friendly clothing.

5.4. Attitude's Role as a Mediator

In the sixth hypothesis, it is explained that the role of Attitude as a mediator has an important role in this study. Through the test results of the sixth hypothesis

(H6), it shows that there is a positive influence of Attitude in influencing Slow Fashion Orientation on Purchase Intention. This means that respondents who have a strong orientation towards slow fashion products tend to have a positive Attitude to commit to sustainable practices. This positive Attitude leads to a commitment that will encourage the desire or intention to buy slow fashion products. For example, when consumers know information about the adverse impacts of fast fashion products, especially those related to labour exploitation and waste pollution. This information will help to increase awareness and a positive Attitude towards the intention to buy slow fashion products. This confirms the research conducted by Maziriri et al. (2023) that understood values can influence a person's belief to consider purchasing environmentally friendly products.

Besides having a role as a mediator between Slow Fashion Orientation and Purchase Intention, the Attitude variable is also proven to be a significant mediator between Slow Fashion Orientation and Willingness to Pay Premium. The results of the seventh hypothesis test (H7) show a positive influence of Attitude in influencing Slow Fashion Orientation on Willingness To Pay Premium. This means that the values that respondents have regarding slow fashion not only support having a positive Attitude but also increase respondents' willingness to pay more. For example, individuals who consider slow fashion products to have high value because they can reduce environmental waste, and employ workers properly, so that consumers will focus on the values and quality of the products obtained, and this makes consumers consider the price worth the product obtained. As stated by Shin et al. (2017), when customers have concern for the environment and feel responsible, they will tend to spend more on organic menus. According to Zhang, Xiao, and Zhou (2020), the environmental, emotional, and equipment quality values of energy saving are the strongest aspects of consumer perception. Thus, perception can encourage purchasing attitudes and willingness to buy at a higher price because it is commensurate with the existing function and quality.

What is interesting about this study is that Attitude is proven to have a significant positive effect on Purchase Intention and Willingness to Pay Premium. The coefficient value for the effect of Attitude to Purchase Intention is 0.222, while Attitude to Willingness to Pay Premium is greater at 0.261. This is also confirmed by the value of descriptive statistics (mean, BTB, and TTB) where this value shows the tendency of respondents' answers who not only have the intention to buy but also have the willingness to buy at a premium price. This means that respondents who have a positive Attitude towards slow fashion products are not only interested in buying slow-fashion products but also have a willingness to buy these slow-fashion products at premium prices because they believe they will get good value.

6. Conclusions

Based on the results of the research and discussions that has been presented, the following conclusions and recommendations can be drawn:

1. Awareness of Slow Fashion Orientation (SFO) has a significant influence on Indonesian consumers' attitudes towards purchasing slow fashion products. This can be emphasised that the knowledge and awareness that consumers have of slow fashion products can form positive perceptions of these environmentally friendly fashion products. Several things to prevent environmental pollution in SFO, which arouse awareness such as equity, authenticity, localism, functional, exclusivity.
2. In this study, Attitude has a role to form a positive Attitude to make intentions to buy and pay more. The more positive the Attitude towards slow fashion products, the higher the likelihood of buying products and paying more.

This research still shows some limitations that need to be considered and become the main focus of future research, namely ,

1. There are still few studies that discuss Slow Fashion Orientation, especially in Indonesia. So, there is still a lot of room that can be studied from the other side about Slow Fashion Orientation such as replicating the research model for further research. So, in this study the researcher has a focus on consumers but in this study has a majority of Gen Z so that in the next study can focus on taking research on other generations or differences between generations.
2. In further research, it can also add other variables to be studied. Such as the variables of perceived customer value, fashion involvement, because understanding these variables can help find out what customers want.
3. Future research can measure the effect of Purchase Intention variables on willingness to pay premium.

Based on the results of this study, there are several recommendations that can be given to entrepreneurs or designers that can be applied in the fashion industry in Indonesia:

1. The results of this study indicate that among the 5 dimensions that form consumer orientation towards slow fashion products, the most dominant result in outer loading is exclusivity, so that entrepreneurs or designers who are involved in the fashion world can use this opportunity to expose to the outside world

and highlight their brand. By creating a fashion collection that has a limited quantity design.

2. This effort can be supported by a strong branding strategy. Because the highest result of outerloading between the 5 dimensions shows that respondents prefer if the brand raises the element of exclusivity.
3. Entrepreneurs or designers can increase the socialization of slow fashion in several places such as seminars in schools and talk shows in public places. When socialization is often carried out, it will increase public awareness of the importance of using environmentally friendly products such as slow fashion products. In addition, this can help educate the community in the long term with the aim of achieving a better life in the future.
4. The results confirm the willingness of Indonesian consumers to pay for slow-fashion products (Willingness To Pay Premium) which is a very good opportunity, especially for business sustainability, preservation of natural culture, and improvement of workers' welfare. Therefore, it is recommended for fashion industry entrepreneurs to more intensively and structurally use the storytelling approach on various digital platforms for their slow-fashion brands where storytelling can be emphasized more on the process of making fashion clothes produced that pay attention to the three pillars of sustainability, namely people, planet, and profit. Storytelling is a marketing communication technique that can educate consumers to build awareness, desire to buy, and willingness to buy slow-fashion products at a higher price.

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