Conference Paper

The Antecedents of Slow Fashion Product Purchase Decision Among Youth in Bandung, Jakarta, and Surabaya

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Abstract

The global trend of apparel industry is having positive correlation with Indonesia fashion retail trend. Recently, there has been growing in awareness among Indonesia consumer about environment make slow fashion product become more popular. However, there are lack of empirical evidence about Indonesian consumers' slow fashion purchase decision and environment-friendly attitudes.

This research aim to investigate the influencing factor of slow fashion product purchase decision among Indonesian youth. Based on the result, researcher can determine influencing factor of slow fashion product purchase decision. This research used quantitative approach through questionnaire with total 250 respondents ranging age 18-24 in 3 major cities in Indonesia which is Bandung, Jakarta, and Surabaya. In investigating the influencing factors, researcher gain four hypothesis from literature review. The factor tested in this research are personal environmental norms, past environmental friendly behaviour, green marketing, and peer influence in green context. The result of the study shows only peer influence in green context has significant correlation to slow fashion product purchase decision. This study is important to understand customer behaviour in slow fashion product and help marketer to find right marketing strategy.

Keywords: Purchase Decision; Slow Fashion; Indonesian Youth; Green Behavior; Environmental Friendly Attitudes

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1. Introduction

Over the past decade, the global supply chain in the textile and apparel sector has undergone significant changes (Doerring & Saxe, 2008). The global trend of apparel industry is having positive correlation with Indonesia fashion retail trend. It was reasonable given the textile and fashion industry is a primary need of Indonesian society (Maizer, 2016). As a matter of fact that Indonesia has 4th largest population in Indonesia (Worldometers, 2018). The largest number of population, make Indonesia become one of country with big potential customer. As we may know, big customer is center of

How to cite this article: Dandy Aldilax, Pri Hermawan, and Lidia Mayangsari, (2020), "The Antecedents of Slow Fashion Product Purchase Decision Among Youth in Bandung, Jakarta, and Surabaya" in *International Conference on Economics, Business and Economic Education 2019*, KnE Social Sciences, pages 849–864. DOI 10.18502/kss.v4i6.6647

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attention many big company and or new start-up to begin with. Fashion industry, which is one of the 16 creative industry groups, in Indonesia contributed to the national GDP of 3.76% as well as number of export reached USD13.29 billion in 2017 (Kemenperin, 2018).

Apparel market are moving toward more fashionable items (Pashigian, 1988) as economic trend and prosperous and consumer demand diversifies (Lee, 2000). It indicates apparel industry need to produces more variety and alternatives to fulfill their customer needs and wants. The current trend in fashion, some expert define two difference of fashion made. There are fast fashion and slow fashion. Fast fashion is most commonly referenced as a business strategy that creates an efficient supply chain in order to produce fashionable merchandise rapidly while quickly responding to consumer demand (Levy & Weitz, 2008). Slow fashion is suggested to be the opposite of fast fashion. Recently, there has been growing in awareness among Indonesia consumer about environment. To encounter fact of Indonesia disposal in plastic use has created many movement in supporting sustainable environment. Correspond with this fact, many producer create eco-friendly product, especially in apparel. Slow Fashion is a part of this trend. Many designer recently has shifted to provide consumer with more environmental-friendly product. Lack of empirical evidence about Indonesian consumers' slow fashion purchase decision and environment-friendly attitudes makes Indonesia an interesting region for research. An examination of Indonesian consumers' organic clothing buying behavior can help in understanding slow fashion consumer environment-friendly attitudes and behavior.

Slow fashion and organic apparel has high correlation in term of the idea of producing and value in it. Lack of study in consumer purchase behavior in slow fashion product, makes researcher take a look deeper in organic apparel previous study. Concerns about environment and health are the major motivators for the purchase of organic apparel (Khare & Varshneya, 2017). It is likelihood the same motivators for slow fashion product. Slow fashion product try to promote higher value on each product to make consumer will value their product higher. One of the slow fashion movement from Livia Firth, imply messages to slow fashion consumer to consider before making your next purchase, conjure up a mental image of your closet and try to pair the clothing item in your hand with the pieces that you already own. Slow fashion is basically slows down the pace of shopping and consumption (Kowalski, 2018). In early 2018, there are, at least, 5 slow fashion brand that recognize nationally. All of the slow fashion brand emphasizes in sustainable manufacturing processes and materials. Many apparel brands have introduced the concept of "Eco Labelling" that enable consumers

to differentiate between sustainable and non-sustainable products (Khare & Varshneya, 2017).

The changing trend in fashion has attract some group of people to pay more attention. Youth as young generation of nation tend to follow fashion changing and trend. It can ascribed from lifestyle and willingness to pay. Analyzing youth preference in slow fashion product would help slow fashion to formulate right marketing strategy. As of 2018, CIA stated Indonesian youth that belong to age group of 15 to 24 years old is occupied 16.94% of total population. Their concern and number of population makes Youth as promising segment of slow fashion product. One of young slow fashion brand in Indonesia, Sukku Collective, indicates that all of their consumer ranging from age 16 to 24 (Aldilax, Lazuardi, & Chrisdira, 2018). However, understanding psychological event before consumer buy slow fashion product will help slow fashion brand to target their consumer. Therefore, this research aimed to explore and find some psychological factor affecting slow fashion product purchasing behavior.

2. Literature Review

There are only several journals discuss about slow fashion product in the purchase decision studies. However some studied examined the antecedents of green buying behavior (Khare, 2005), organic clothing (Khare & Varshneya, 2017). Lack of empirical evidence on Indonesian consumer of slow fashion product purchase decision and environmental-friendly attitudes makes research about slow fashion product is needed.

2.1. Slow fashion

The concept of slow fashion has derived from slow food movement. Originally from 1986, Carlo Petrini in Italy links food and pleasure to awareness and responsibility. Linking to the current world, slow fashion is an counteract of fast fashion. Fletcher (2007) described slow fashion as not time-based but quality based. Fletcher further explain that slow isn't the precise opposite of fast but a different approach, process and manufacturing, in which designers, buyers, retailers and consumers are more conscious of the further impacts of products on workers, communities, and environment. Slow fashion is highly associated with customization and processed. Correspond with the example given by Holt (2009) there are several places that we can custom our dress or jacket that offer us with handmade, yet high quality product. Slow fashion items are becoming popular as

designers begin to forgo the high frequency fashion industry and adopt flexible, season-less designs (Cordero, 2008). Term eco, sustain, and ethical is highly associated with this industry and it is proven by materials, process, and disposal of slow fashion products.

2.2. Purchase Decision

According to Bettman, 1979, the consumer purchase decision-making process can be explained by an information processing approach (Bettman, 1979). Consumers find the information, evaluate it and make a choice (Karimi, 2013). The concept of purchase decision correspond to many consumer behavior and marketing construct. Understanding the ways in which consumers' involvement levels influence how they use different cues to make purchase decisions has been a topic of research for several decades (Keshari & Kumar, 2011).

2.3. Influence of Values and Norms

Manchiraju & Sadachar (2014) applied TPB to explore whether personal values predict consumer behavior intention to engaged in ethical fashion consumption. The result of the study is support Fritzsche Model that state an individual's personal values influence his/her ethical behavior intention. The study propose that to promote ethical fashion, company need to deliver message that hinder openness to experience values. This indicates that values from consumer become strong predictor to their ethical fashion behavior. Personal trait play important role to determine consumer intention in purchase behavior. Kalafatis, Pollard, East, & Tsogas (1999) applied TPB to gain understanding about green product buying intention in UK and Greece. For British consumer, social norms were important predictors of their intention to purchase green products. However, perceived behavioral control was relevant in predicting Greek consumers' intentions to purchase green products.

2.4. Environmental Concerns and Awareness

The extensive of the model was applied by Khare and Varshneya (2017). They applied TPB model to examine predictor of green buying intention in emerging country. The result of the study suggest that green self-identity, peer influence, and past green buying behavior influence the decision to purchase green product. It is strongly suggest that self-consciousness has determined consumer to their purchase behavior. Zabkar &

Hosta (2013) also try to extend the model environmentally conscious consumer behavior. They found that 'concern' is positively related to willingness and both willingness and information are positively related to behavior, while prosocial status perceptions moderate behavior. The point of willingness is their awareness to environment. It appears that personal values influence consumer to engage in ethical fashion consumption. As the slow fashion is one of ethical fashion, it can be strong predictor for consumer intention to buy slow fashion product. The extensive of study in social norms was also relevant to know consumer behavior in slow fashion purchasing behavior. As an emerging country, applied the theory to examine the past environmental friendly buying behavior is relevant.

2.5. Green Marketing

The increasing of environmental awareness among consumer, create many green campaign have been utilized by company. Many study has found that green marketing has positive impact to consumer green product behavior (Bailey, Mishra, & Tiamiyu, 2016; Suki, 2016; Wei, Lee, Kou, & Wu, 2014; Huang, Huang, & Wei, 2015). The impact of green marketing has direct and indirect influences purchase intention. As part of green apparel, slow fashion might be have same predecessor of green buying purchase intention. Bailey, Mishra, & Tiamiyu (2016) assessed Indian consumer's respond to green marketing. The extensive penetration of global focus on environmental issues has bring awareness of Indian consumer toward green marketing and green product. The study found that green marketing, specifically advertising, mediated the relationship between green consumption values and green brand attitude. In other word, green can enhance understanding of consumer intentions. The result also suggested that marketers should develop a holistic green marketing communication rather than only green advertising. The study support by the finding from Suki (2016) that green brand knowledge as found to be the most significant influences of green buying behavior. Green brand knowledge also the determinant to consumer develop positive awareness of green marketing. It indicates that green marketing has indirect influences toward consumer green buying behavior.

2.6. Social and Peer Influences

There are several studies to find influencing factors of green product purchase decision. Several studies have been conducted to examining relationship peer influence toward

consumer purchase decision to wide-ranging of product (Jorgensen, 2015; Reiter, 2015; Khare,2005; Khare & Varshneya, 2017). However, some studies shows strong relation between green marketing and its influence to environmental-friendly product behavior (Bailey, Mishra, & Tiamiyu, 2016; Suki, 2016; Wei, Lee, Kou, & Wu, 2014; Huang, Huang, & Wei, 2015). Peer group is usually integrated by the same goals, social-status, economy-status, or any related similarity among the member. Many researcher has proved that peer group can influence purchase intention in wide-range of product (Jorgensen, 2015; Reiter, 2015). Khare (2014) was examined peer influence in green buying decision specifically in emerging countries. Her finding was peer influence has positive influence to green buying decision. Social influence was also the most important predictor affecting consumers' green purchase behaviour (Khare, 2005). From the recent findings and literature review, it indicates tendencies that peer influences will also affect slow fashion product purchase decision.

3. Methodology

3.1. Research Design

The method used in this research is exploratory. This research used quantitative method. The method was used to find the right preferences of slow fashion brand and generate right strategy for SMEs of slow fashion brand in Indonesia. Data being analyzed with classical assumption to make sure all of the variables has passed the classical assumption. Then, data further analyze using multiple linear regression method.

3.2. Research Hypothesis

Based on the literature review, the following set of hypotheses regarding the influencing factor of customer purchase decision in slow fashion product were formulated for examination.

- H1: Personal environmental norms would influence slow fashion product purchase decision
- H2: Past environmental friendly behavior would influence slow fashion product purchase decision
- H3: Green marketing would influence slow fashion product purchase decision
- H4: Peer influences in green context would influence slow fashion product purchase decision

3.3. Conceptual Framework

To illustrates the process and simplified research of consumer purchase decision in slow fashion product, Figure 1 will interpret the factors that influenced customer purchase decision. The following set of hypotheses regarding the influencing factor of customer purchase decision in slow fashion product were formulated for examination.
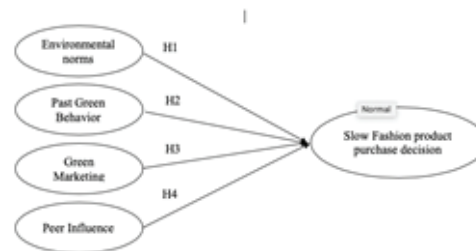

Figure 1: Conceptual Framework

3.4. Data Collection

Data collected by distributed questionnaire in Bandung, Jakarta, and Surabaya. A questionnaire is used in this research as the techniques of data collection. To gathering the data, researcher will use Non-Probability sampling with convenience sampling type. Convenience sampling type use because it is easiest way to approach the respondent and the author did not consider selecting subject that are representative the population. Moreover, questionnaires were distributed randomly that involved 250 respondents with age range between 18- 24 years old, also, in this research level of confidence set to 90%. And, for determine the sample size, researcher referred to Slovin Method. The formula is $n = N/(1+Ne2)$ where n is the sample size, N is the population size, and e is the margin of error. $n = N/(1+Ne2) = 2,589,638/ (1 + 2,589,638. 0.12) = 99.938$ or approximately at least 100 person.

3.5. Data Analysis

In order to answer the hypothesis, the research use multilinear regression method by f-test and t-test. The objective of the research is to investigate influencing factor of customer purchase decision in slow fashion product. This study will also show the frequency of analysis to be able to find the average response on each question in a variable. The classical assumption test is performed to test whether data can be used

or not to be analyzed by multi linear regression. There are 5 types of tests to be done on the classical assumption test, including:

1. Normality test

   Normality test is done to know how normal the distribution of the data is;

2. Multicollinearity test

   Multicollinearity is conducted to know the correlation between independent variables which may disturb the relationship between independent and dependent variable. Multicollinearity is basically way to find the indication between of correlation between independent variables. Independent variables is can not have high correlated. It will indicates our interpretation is likelihood incorrect. Besides, in the worst case, if the variables perfectly correlated, the regression can not be computed. There are 2 ways to prove correlated in independent variables, which is: a. Analyzing the correlation matrix among Ivs. If there is any high correlation (>0.90), then that is the indication of multicollinearity; b. Assess the tolerance score (<0.10) and variance inflation factor (VIF) ($\geq$10), then multicollinearity exist.

3. Autocorrelation test

   Autocorrelation is a test to evaluate if any correlation exists among residual at t period and t-1 period (prior). On the other hand, we want to minimize the problem occurs due to period of observation. In presence of auto-correlation, regression parameter's estimates may wrongly be interpreted as significant.

4. Heteroscedasticity

   Heteroscedasticity test is conducted to identify variance differences from residual in an observation with other observations, and last. A good regression model is the one that has similar residual from all observations (Homoscedasticity). In contrast, Heteroscedasticity takes place and reduce the quality of the model resulted. In this part, we required to concern on see a graph.

5. Linearity test

   Linearity is a test to find out whether the model that had been built s linear or not.

After pass all the classical assumption test, data were performed by multiple linear regression to see whether independent variable has correlation with dependent variable.Multiple linear regression as on one of the most common form of linear regression analysis is a statistical method used to explain the relationship between one dependent

variable from two or more independent variables. It is used to show the association of each independent variable with a value of the dependent variable.

4. Findings and Argument

4.1. Descriptive Statistics

The main requirement of respondent in this study is man and woman, college student, age ranging from 18 to 24 years old, domicile in Bandung, Jakarta, and Surabaya. Respondents have been collected to questionnaire distributed on social media such as Instagram, Line messenger, and WhatsApp. The number of respondents's gender in this research is proportional between male and female. Frequency both of male and female is 125 each given the percentage of 50% in each gender. Domicile of the respondent is different from one to another city. The most respondent coming from Bandung with 163 respondents or 65,2% and followed by Jakarta with 52 respondents or 20,8% also Surabaya with 35 respondents with 14%. Most respondents is having age 21 years old with 32%. Followed by 25% of respondent aged 20 years old, 20% of respondent aged 22 years old, and 13% of them aged 19 years old. However, 10% of respondent having age 18 and 23 years old with 5% of each category. Income per Month in this research is to see the money income per month on each individual. There are 5 categories of income in this research which is below Rp 1.000.000, Rp 1.000.000 – Rp 2.500.000, Rp 2.500.000 – Rp 3.500.000, Rp 3.500.000 – Rp 5.000.000, and higher than Rp 5.000.000. The data shown that income of respondent dominated with Rp 2.500.000 – Rp 3.500.000 with 37,60%, followed by Rp 3.500.000 – Rp 5.000.000 with 23,60%, and higher than Rp 5.000.000 with 14,80%. However, there is 7,60% of respondent have income Rp 1.000.000 – Rp 2.500. 000 and only 16,40% of respondent have income less than Rp 1.000.000.

4.2. Classical Assumption Test

Before the data analyse with Multiple Linear regression Method. The data need to passed classical assumption test. The normality test of the data show Asymp.Sig. value is 0.200 which categorized as normal because higher than 0,05. Based on the output data, the VIF value (Variance Inflation Factors) of each independent variables are 1,172; 1,348; 1,569; 1,600 which means lower than 10, and Tolerance value of each independent variables are 0,853; 0,742; 0,637; 0,625 which means higher than 0,1. That output

concludes that there is no multicollinearity occur in this data. the Durbin-Watson value = 1,895, which is between the two critical values of du 1.768 and 4-du 2.232. So it is concluded that there is no auto correlation in the data. the obtained value of Significance are 0.231, 0.964, 0.713 and 0.418 which is higher than 0.05. So it can be concluded that there is no heteroscedasticity problem. Based on the output data, shows that the significant linearity value of each independent variables are lower than 0,05 and the significant deviation from linearity of each independent variables are higher than 0,05. It show all of these variables are linear and can be used to measure the effect of consumer purchase decision as a dependent variable.

4.3. Multiple Linear Regression Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.387ª	.149	.136	12.2387

a. Predictors: (Constant), GreenMarketing, PeerInfluence, PastBehavior, EnvironmentalNorms

Figure 2: Multiple Linear Regression

Based on the output data, the value of R Square is 0,149 or 14,9% of the variation of the slow fashion product purchase decision can be explained by four variables of Personal Environmental Norms, Past Environmental Friendly Behaviour, Peer Influences in green context and Green Marketing. Another 85,1% can be explained in other factors that exclude the factors in this research. According to Anum Hussain (2017) summary, there are lot of other factors can influenced purchase decision. Other factors usually coming from the product and the services offer by the seller. For instance, product quality has big influence when someone decided to purchase a product. Free shipping and easy return are the example of services that can influence customer purchase decision. Other complimentary services also influence someone to purchase product. Customer reviews of the product is also important for the customer know the product better from other customer experience.

4.4. F-Test

Based on the output data, the significant value of the test is 0.00 < 0.05 and F value is 10.760 > 1.944 (F-table) which means the there is a simultaneously significant impact of Purchase Decision with Peer Influences, Past Environmental Friendly Behavior, Environmental Norms, and Green Marketing in slow fashion product.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6446.828	4	1611.707	10.760	.000ᵇ
	Residual	36697.256	245	149.785		
	Total	43144.084	249			

a. Dependent Variable: PurchaseDecision
b. Predictors: (Constant), GreenMarketing, PeerInfluence, PastBehavior, EnvironmentalNorms

Figure 3: F-Test

4.5. Hypothesis Analysis

TABLE 1: Hypothesis Analysis

Hypothesis	β-Value	t-value	p-value	Decision
H1: Personal environmental norms would influence slow fashion product purchase decision	0.563	0.965	0.336	Rejected
H2: Past environmental friendly behavior would influence slow fashion product purchase decision	0.202	1.181	0.239	Rejected
H3: Green marketing would influence slow fashion product purchase decision	0.235	1.072	0.285	Rejected
H4: Peer influence in the green context would influence slow fashion product purchase decision	2.047	4.461	0.000	Accepted

Based on t-value and significant values, peer influences in green context influenced purchase decision in slow fashion product with t-value 4.461 and significant level 0.000. Therefore H4 was accepted. The result of hypotheses testing indicated that H1, H2, and H3 were rejected because the t-value is less than t-table value and significant level above 0.005. Hence, personal environmental norms, past environmental friendly behavior, and green marketing do not influence slow fashion product purchase decision. Peer Influence in Green Context is the strongest influencing factors to slow fashion product purchase decision than any other variables with T value is 5.179 and significant value of 0.00. But for green marketing are not able to give a significant influence. This indicates that respondents consider green marketing not become important thing to be their consideration to decide when purchase slow fashion product.

Peer among youth in college students were apparently important to influence other in purchase slow fashion product. The result support earlier studies where peer influence in green context also influence youth in green buying behavior. Khare (2014) conduct studies in India where she tested influencing factor of Indian's youth in green buying behavior. The study were relevant with the findings in this study, we can conclude peer influence among youth has strong predictors to determine their purchase decision and behavior.

Manchiraju & Sadachar (2014) applied TPB to explore whether personal values predict consumer behavior intention in USA to engaged in ethical fashion consumption. The result of the study is support Fritzsche Model that state an individual's personal values influence his/her ethical behavior intention. However, Kalafatis *et al* (1999) had find social norms and societal acceptance was important for British consumers, but they were not relevant to Greek consumers. It can concludes that personal norms might affected by geographical factors. The findings from Handoyo (2018) also found that environmental conscious still growing in Indonesia. It imply the growing itself still on process and not everyone got affected directly. It is correlated with past environmental friendly behavior. Past behavior was coming towards individual conscious to save their environment. Study from Khare & Varshneya (2017) found pat behavior were influenced youth in India in green buying behavior. It also along with findings from Zabkar & Hosta (2013) found that 'concern' is positively related to willingness and both willingness and information are positively related to behavior in USA. The current status quo of the environment consciousness create a narrative that Indonesian's youth were not having much concern in environmental friendly behavior in the past. Similar conclusions could be drawn from the current research and situation. Thus, H1 and H2 were rejected.

The increasing of environmental awareness among consumer, create many green campaign have been utilized by company. Many study has found that green marketing has positive impact to consumer green product behavior (Bailey, Mishra, & Tiamiyu, 2016; Suki, 2016; Wei, Lee, Kou, & Wu, 2014; Huang, Huang, & Wei, 2015). The impact of green marketing has direct and indirect influences purchase intention. As part of green apparel, slow fashion might be have same predecessor of green buying purchase intention. However, The implication of the study suggest that marketers need to more highlighting their green benefit of the product. The findings in this study shows opposite result from the current research. Writer can conclude that marketers in Indonesia has not been highlighting green context and benefit on their advertisement. It creates different perceived value from customer in Indonesia and other country. Indonesian youth might generalize advertisement as a set of content to sell product without paying any attention in the message imply. Based on the current findings and analysis it can conclude that Indonesia youth have not influenced by green marketing because they generalize any marketing content in selling product. Thus, H3 were rejected.

5. Conclusions

The objective of this study was to understand factors that influence Indonesian youth in slow fashion product purchase decision. In total, four factors were found to explain purchase decision in slow fashion product. Four factors were examined to see if there's a positive and significant factors influence Indonesian youth purchase decision. Past environmental friendly behavior, environmental norms, green marketing, and peer influence in green context tested to Indonesian Youths. The result was only peer influence in green context significantly influence Indonesian youth in slow fashion product purchase decision. Peer influence has biggest correlation for affecting Indonesian youth. Peer usually influences direct and indirect ways that is close to their habit in talking about current trend or any events happen in their environment. Youth also believe in customer review that might influence their decision to buy or not to buy something. It indicates that increase satisfaction of customer can more influence other to buy slow fashion product. Thus, company need to maximize their strategy to boost sales through actions that might affect peer influences such as review. Other three factors which is past environmental friendly behavior, environmental norms, and green marketing has no significant influence towards Indonesia youth purchase decision in slow fashion product. The situation happen because there is geographical factors that might affect youth awareness of environment. So, company need to strategically plan action to boost sales in necessary factors.

5.1. Suggestion

This research has limitation on demographical aspects. Researcher only studied Indonesian youth which limited to college student age 18 to 24. Other educational background might shown different result. However, the study only cover 3 major cities in Indonesia which is Jakarta, Bandung, and Surabaya. In terms of the factors, the research only focus on four factors that become independent variables in order to examine the influences on Indonesian youth purchase decision, and the result show that these variables only has 14.9 % and there are another factor that can be find in other variables. The research also does not consider about the difference of youth's lifestyle in urban and rural area, geographical factor of West, Central, and East Indonesia, and Economic condition of the youth which means the researcher assumes that every person has same opinion about their perception of personal environmental norms, past green behavior, green marketing and peer influence to purchase decision.

For further research, a researcher should broaden the factors that might be influencing on consumer purchase decision. Considering product and company's service would be good factor to be tested in the future research. Secondly, the area of the population in the research should be broader and the age should be wider, so the data will represent and accommodate many target segments. Therefore, the researcher should consider difference of youth's lifestyle in urban and rural area, geographical factor of West, Central, and East Indonesia, and Economic condition of the youth where the researcher compares each opinion with different respondent's profile.

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