Analysis of factors affecting purchase intention of slow-fashion products by applying the extended theory of planned behavior

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A B S T R A C T

Slow fashion is a new movement in the textile industry, where slow production mode and more ethical business processes are highly considered. This movement is an alternative to buying fast fashion productsto achieve a sustainable pattern. The theory of planned behavior also includes attitudes, subjective norms, and perceived behavior control, which are commonly used to analyze the patterns of green attitudinal variables through other additional principles, namelythe willingness to pay a premium, consumer effectiveness, and environmental knowledge. Therefore, this study analyzed factors influencing purchase intention of slow-fashion products. In this analysis, a randomized questionnaire was implemented and distributed to 140 Generation Z people in West Java Province, Indonesia. Structural equation modelingwas also used to test the fit model and path analysis of attitudes mediating green products knowledge on the intensity of buying slow-fashion products. The results showed that the three main variables of TPB and other influential/significant expanding principles were observed, except consumers' perceived effectiveness did not affect purchase intention. The limitations also prioritized the need for more experimental loci capable of being developed at different points. Moreover, the results obtained were beneficial for both academic and managerial purposes. This proved that green product purchasing behavior analysis needs to be academically improved, specifically for slow-fashion in developing countries. Managerial suggestions also increased green knowledge of fashion products through descriptive analysis. These suggestions enhanced consumers' understanding of the effective reduction of textile waste by purchasing fashion products.

1. Introduction

The Indonesian fashion industry significantly increased in 2019 and was able to control 56% of creative economy exports (Abrar, 2021). This was because clothing industry trends were positively correlated with fashion retail patterns in the country (Aldilax et al., 2020). The export growth graph of the apparel textile industry also managed to increase in 2019(Kementerian Perindustrian Republik Indonesia, 2021), with the United Nations launching Sustainable Development Goal Number 12 regarding responsible consumption and production achievable by 2030 (United Nations, 2016). However, the total clothing consumption is expected to increase from 62-102 million tons in 2005 to 2030, respectively(Catarina Costa et al., 2020). These consumption statistics prove that rapid development stimulates the establishment of fast fashion, allowing low-cost retailers to provide the dressing codes supporting recent trends (Catarina Costa et al., 2020; Gazzola et al., 2020)(Sofiani & Saefuloh, 2019). The phenomenon also produces harmful chemicals, with cotton production requiring 200,000 and 8 million

tons of pesticides and fertilizer yearly, respectively. The production requirements are subsequently equivalent to 23% of pesticides and insecticides sold globally, supporting BCG and GFA Pulse of Fashion Industry analysis (Karaosman et al., 2017; Lehmann et al., 2019). In addition, pollution is stimulated by consumer and corporate behaviors (Cai et al., 2020; Lin & Niu, 2018), with fast fashion having a negative social impact on worker safety, working hours exploitation, and late distribution of wages (Gazzola et al., 2020; Shinta, 2018).

Based on environment and health, the feeling of anxiety commonly motivates people to buy organic clothing (Khare, 2015). This was in line with (Tesfay & Herrlin, 2023), where global consumers were more aware of the production patterns and locations of respective clothes, including other negative environmental impacts. However, the Consumer Survey on Sustainability (2021) showed that clothing was not environmentally friendly commodity mostly demanded by the Indonesian people (Bayu, 2021).Slow-fashion and organic products are also highly correlated through production ideas and products value (Aldilax et al., 2020). This explains that slow-fashion products, clothing, and accessories have longer life cycles, prioritize quality and higher prices, as well as require complete producers and consumers awareness to ease production and consumption processes (Štefko & Steffek, 2018). In 2020, a total of five slow-fashion brands were nationally recognized, including Sejauh Mata Memandang, Lanivatti, Rupahaus, Cinta BumiArtisans, and Osem (Young on Top Indonesia, 2021). Although the slow and sustainable fashion industry was increasing, the consumption of relevant products significantly remained undeveloped (Arbuthnott, 2009). The eco-friendly clothing market also decreased from $6.35 billion to $6.14 billion in 2019 and 2020, respectively. This decrease was observed at a compound annual growth rate (CAGR) of -3.24% and was expected to recover with a CAGR of 10.33% in 2023(Business Wire, 2020). In this context, Indonesian designers were committed to reducing waste through sustainable fashion, by establishing environmentally friendly clothing (Tanzil, 2017). Meanwhile, a tendency of high interest was significantly observed in fast fashion products. This was supported by a study in the second quarter of 2021, where the Inditex company coordinated eight brands, including ZARA, Pull & Bear, Massimo Dutti, Bershka, Stradivarius, Oysho, Zara Home, and Uterque (Inditex, 2019). The brand's coordination sustainably generated an increased profit of approximately Rp. 14.3 trillion, due to the rebound in the post-pandemic period (Abrar, 2021). According to the entire problematic symptoms, the average increase in buying environmentally friendly clothing did not exceed the growth within non-environmentally sociable apparel. In this case, an increase was found in consumer awareness of the fashion industry supply chain, prioritizing a low purchase intention toward environmentally friendly clothing.

Wang and Tsai (2014) found that purchase intention was determined by consumer benefits and value, focusing on relevant opportunities in the fashion industry. In implementing the opportunities, several businesses were expected to prioritize ethical and sustainable fashion (Gazzola et al., 2020). Knowledge of consumer behavior toward slow-fashion products should also be analyzed to address environmental concerns (Štefko & Steffek, 2018). Based on purchasing intentions for eco-friendly products, limited reports focused on younger generations in developing countries, specifically Generation Z (Gazzola et al., 2020; Khare, 2015; Yadav & Pathak, 2016). These reports prioritized the usefulness of Theory of Planned Behavior (TPB) in predicting young consumers' intention to buy environmentally friendly products. In the context, TPB was commonly used as a framework to predict pro-environmental intentions while being supplemented with environmental awareness and knowledge (Ateş, 2020; Kim & Seock, 2019). Therefore, this study aims to analyze factors influencing purchase intention of slow-fashion products. Several categories are also observed for the article, such as Section 2, which provides a review of relevant literature, including relevant hypotheses. Sections 3 and 4 subsequently present the implemented methodology and evaluate the results, respectively. This is accompanied by Section 5, where conclusions and future analysis suggestions are provided.

2. Literature review

2.1 Purchase Intention

Purchase intention is a tendency to buy a brand, prioritizing compatibility between considerable procurement motives, attributes, or trademark characteristics (Belch, 2003). This tendency is commonly determined by the benefits and value felt by consumers (Wang & Tsai, 2014). According to several previous studies, purchase intention was the main predictor in the TPB model (Yadav & Pathak, 2016). Paul et al. (2016) also proved that purchase intention positively contributed to environmental sustainability. In this context, consumers highly considered the environmental impact of products when making purchasing decisions (Chi et al., 2021). Moreover, knowledge of consumer purchase intention for sustainable products is important for brands and marketers, regarding the adjustment of the clothing industry momentum from fast fashion to a more expansive slow trend adoption (Štefko & Steffek, 2018).

2.2 TPB

TPB is the function of individual primary determinants, including attitude, subjective norms, and perceived behavior control (Ajzen, 2005). This explains that attitudes toward behavior are commonly determined by Behavior Beliefs (Ajzen, 2005). Subjective Norms also focus on the feeling of social pressure from influential people, such as family, peers, authority figures, and the media, regarding the performance of a specific behavior (Ajzen, 1991). Perceived behavior control is subsequently considered the ease of executing personal skills, resources, and opportunity to succeed in acting (Ajzen, 2005). Furthermore, TPB is empirically useful in determining factors underlying pro-environmental behavior (Pang et al., 2021). Theory also

focuses on understanding the relationship between consumer behavior and intention within several green industries, such as beauty products (Hsu et al., 2017), organic food (Ahmed et al., 2021; Pang et al., 2021), and eco-friendly clothing (Sobuj et al., 2021). This theory is highly relevant in several analyses prioritizing environmentally friendly textiles and clothing (Khare, 2015). TPB is subsequently proposed due to being highly accurate in predicting and explaining various human behaviors originating from beneficial attitudes, subjective normssocial, and different perceptions (Sofiani & Saefuloh, 2019).

2.3 Attitude

Ajzen (2005) stated that attitude was commonly determined by behavior beliefs, leading to the consideration of confidence as a major variable when relevant evaluation provided a favorable behavior (Ajzen, 1991). Positive public attitudes toward a brand also stimulated purchase intention (Mishal et al., 2017), where more personal and specific motive led to great behavior effects. Furthermore, Yadav & Pathak (2016) showed that attitude positively influenced purchase intention of green products among young consumers. These results were in line with the analyses in other developing countries, where the attitude toward organic food was the main variable directly influencing consumers' purchase intention (Pang et al., 2021). Attitudes toward green purchasing behavior also positively impacted relevant procurement motives (Abrar et al., 2021; Adialita & F. Sigarlaki, 2021; Bandrana et al., 2020; Sobuj et al., 2021). Therefore, the following statement is significantly formulated,

H₁: *Attitude positively and significantly affects purchase intention of Generation Z on slow-fashion products.*

2.4 Subjective Norms

Subjective norms (SN) is commonly determined through an individual social pressure feeling, regarding the performance of a specific behavior (Ajzen, 1991). This variable often obtains an individual perception about the relevant life efforts influenced by other people, such as family, peers, authority figures, and the media. Subjective norms also help to understand the moral responsibility of consumers when buying sustainable products (Nam et al., 2017). Based on several previous studies, consumer subjective norms positively influenced purchase intention for environmentally friendly or socially responsible products in the clothing industry (Bandrana et al., 2020; Costa et al., 2020; Weiner, 2020). This proved that subjective norms positively and strongly affected purchase intention of young consumers toward organic food products (Ahmed et al., 2021). In contrast to analysis in developed countries, subjective norms were the only variable that did not impact purchase intention of eco-friendly clothing products in Ho Chi Minh City (Ho et al., 2020) and the United States (Chi et al., 2021).

Consumers are commonly influenced by friends and family members, environmental activist groups, and social media when buying slow-fashion products, causing the active promotion of a positive environment from shopping activities (Chi et al., 2021). These descriptions lead to the formulation of the following statement,

H₂: *Subjective norms positively and significantly affect purchase intention of Generation Z on slow-fashion products.*

2.5 Perceived Behavior Control

Perceived behavior control (PBC) is the ease of executing personal skills, resources, and opportunities toward the performance of a specific behavior (Ajzen, 2005). This variable is conceptualized as a latent construct with two aspects, namely perceived capacity and autonomy, which represent different perspectives on similar questions during a specific behavior consideration (Yzer, 2012). The development of perceived behavior control also prioritizes skills development, decision making, or both elements (Yzer, 2012). Furthermore, perceived behavior control (PBC)commonly influences purchase intention (Adialita & Sigarlaki, 2021), due to being described as the ease or difficulty often experienced in carrying out specific behaviors (Ajzen, 2005). This was in line with a previous report, where PBC significantly and positively impacted consumers' purchase intention toward eco-friendly clothing in India (Bandrana et al., 2020). Ko & Jin (2017) also examined the effects of internal and external perceived behavior control on purchase intention for green clothing products in the United States and China, respectively. This analysis proved that US consumers were oriented toward nature and environmental knowledge, with the Chinese not showing similar natural orientation and attitudes. Meanwhile, (Sobuj et al., 2021) argued that perceived behavior control did not significantly affect purchase intention in Bangladesh. In the context, purchase intention for similar products varied between different countries through various influential factors, leading to the formulation of the following statement,

H₃: *Perceived behavior control positively and significantly impacts purchase intention of Generation Z on slow-fashion products.*

2.6 Willingness to Pay Premium

Willingness to pay a premium is responsible for playing a significant role in purchase intention of green products (Bandrana et al., 2020; Varah et al., 2021). This variable often positively affects purchase intention of young consumers when buying organic food (Ahmed et al., 2021). Setyawan et al. (2018) also stated that willingness to pay a premium positively correlated with purchase intention of the younger generation during the procurement of green products. In the context, the higher

willingness to pay a premium led to the greater motive to buy green products (Yadav & Pathak, 2016). Yadav and Pathak (2016) subsequently found a positive relationship between willingness to pay and purchase intention. Moreover, the proposed conceptual model prioritizing the payment variable assisted marketing professionals in engaging new consumers (Ahmed et al., 2021). These descriptions lead to the formulation of the following statement,

H₄: *Willingness to pay a premium positively and significantly influences purchase intention of Generation Z on slow-fashion products.*

2.7 Perceived Consumer Effectiveness

Perceived consumer effectiveness (PCE) was proposed by Kinnear et al. (1974), to evaluate environmentally conscious consumer behavior. This proposition found that consumers contributing to pollution reduction showed a greater willingness to change relevant environmentally friendly behaviors (Chi et al., 2021). Perceived consumer effectiveness is also a subjective assessment of an individual ability to influence environmental sustainability (Anggraeni & Balqiah, 2021). Based on several reports, a positive correlation was observed between perceived consumer effectiveness and purchase intention for environmentally friendly products (Chi et al., 2021; Zinoubi, 2020). This was in line with (Alzubaidi et al., 2021), where perceived consumer effectiveness significantly affected purchase intention in an extended TPB. Another report proved that perceived consumer effectiveness positively impacted the intention to visit green hotels in China (Wang et al., 2018; Wang et al., 2018). Therefore, a positive correlation was commonly found between perceived consumer effectiveness and purchase intention of Generation Z on slow-fashion products, as stated in the following hypothesis,

H₅: *Perceived consumer effectiveness positively and significantly affects purchase intention of Generation Z on slow-fashion products.*

2.8 Environmental knowledge

Environmental knowledge is the ability to identify ecological problems, as well as all relevant causes and consequences. This predictor is widely used for attitudes toward the environment and environmentally friendly consumer behavior. Environmental knowledge is also broadly studied as a predictor of ecological factors (Chi et al., 2021), with several education analyses supporting effective relevant development. Furthermore, the predictor is divided into two types, including subjective and objective knowledge. This explains that subjective knowledge prioritizes an individual perception of environmental understanding, while the objective aspect focuses on the actual intelligence possessed (Janmaimool & Khajohnmanee, 2019). Environmental knowledge is also the general understanding about facts, concepts, and relationships, prioritizing the natural environment and main ecosystems. Special environmental knowledge is subsequently relevant to specific ecological issues, such as understanding and behavior consequences (Fryxell & Lo, 2003). According to Indriani et al. (2019), attitude influenced the relationship between environmental knowledge and purchase intention for green products. This was in line with Choi & Johnson (2019), where environmental knowledge significantly impacted purchase intention. In the context, environmental knowledge positively affected attitude and consumer purchase intention toward environmentally friendly products (Lin & Niu, 2018), leading to the formulation of the following statements,

H₆: *Environmental knowledge positively and significantly affects purchase intention of Generation Z on slow-fashion products.*

H₇: *Environmental knowledge positively and significantly influences the attitude of Generation Z toward slow-fashion products.*

3. Study Method

Slow-Fashion Products were considered the analytical object, as the experiment prioritized hypothetical and descriptive analyses to describe the sample characteristics and assess individual variables. These analyses were initiated by designing questionnaires, obtaining data by using valid and reliable instruments, as well as processing information through structural equation modelling (SEM). The population characteristics were also males and females of West Java Province, with an age range from 18 to 24. Furthermore, Generation Z participants were specifically selected due to dominating the Indonesian population at 74.93 million people (27.94%) (IDN Media, 2022). The proposed age range was also selected because the appropriate analytical sample consisted of adults aged 18 years old or older (Paul et al., 2015). This age selection subsequently prioritized the possession of a more remarkable analytical ability required to compare, evaluate, and propose available options and decisions (Paul et al., 2015). The determination of participants was carried out using the convenience sampling method included in the non-probability category. This method was selected because the implemented population elements were not limited and bound to the experimental objectives (Sekaran & Bougie, 2016). The number of samples was also 140 people, with the data analyzed by using simple and multiple regression models. According to Chi et al. (2021), multiple regression analysis was applied to analyze the relationship between the dependent and independent variables. In this case, the multiple model was appropriately selected to test the proposed hypotheses. SEM test was also used to understand the pattern of

correlation or covariance between a set of variables, accompanied by the explanation of several variance (Fan et al., 2016). Additionally, PLS-SEM was a predictive model appropriately implemented to develop theory. Fig. 1 presents the proposed conceptual model (Chi et al., 2021).
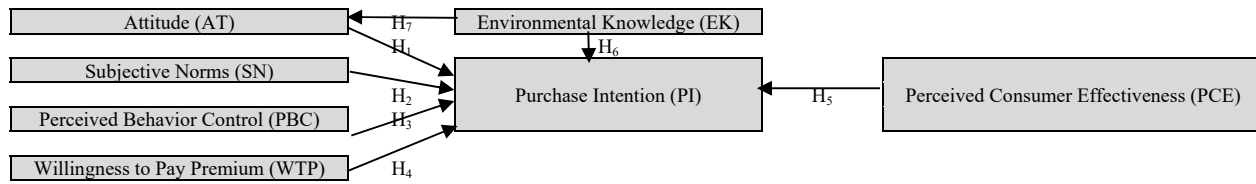

Fig. 1. Conceptual model

Table 1
Measurement scale question items

Variable	Item	Question
Attitude	AT 1	I agree with the idea of buying slow-fashion clothes.
	AT 2	Slow-fashion clothes are a good idea.
	AT 3	I have a positive attitude towards buying slow-fashion clothes.
Subjective Norms	SN 1	My close friends think that buying slow-fashion clothes is a good idea.
	SN 2	My family thought that buying slow-fashion clothes was a good idea.
	SN 3	Important people in my life influence me to buy slow-fashion clothes.
	SN 4	Important people in my life want me to buy slow-fashion clothes.
Perceived Behavior Control	PBC 1	Buying slow-fashion clothes is completely my own choice.
	PBC 2	I can buy slow-fashion clothes.
	PBC 3	I decide how many slow-fashion clothes I will buy for personal use.
Willingness to Pay Premium	WPP 1	I'm willing to pay more for familiar slow-fashion products.
	WPP 2	I am willing to pay more for high-quality slow-fashion products.
	WPP 3	I am willing to pay a higher price for slow-fashion clothing for products I have an emotional attachment to.
	WPP 4	I am willing to pay for slow-fashion clothing products that are unique at a higher price.
	WPP 5	I am willing to pay more because of the responsibility of slow-fashion clothing company that cares about
Perceived Consumer Effectiveness	PCE 1	I feel the positive impact on environment when I buy slow-fashion clothes.
	PCE 2	I feel the positive impact on environment when I buy slow-fashion clothes.
	PCE 3	I feel the positive impact on environment when I buy slow-fashion clothes.
Environmental Knowledge	EK 1	I consider myself as someone that has environmental knowledge.
	EK 2	I know that buying slow-fashion products is good for environment.
	EK 3	I understand various symbols and terms related to environment on clothing.
	EK 4	I know how to choose clothes that minimize the amount of waste.
Purchase Intention	PI 1	I intend to buy slow-fashion clothes.
	PI 2	I will try to buy slow-fashion clothes in the future.
	PI 3	I will manage to buy slow-fashion clothes in the future.
	PI 4	Whenever possible, I will buy slow-fashion clothes.

Note. The following items are questions distributed through an online questionnaire.

4. Results and discussion

Based on the results, the female gender was dominant at 70%, with 63.6% of the 140 West Java participants significantly understanding slow-fashion brands. Meanwhile the remaining 36.4% were expected to learn and understand the concept of the brand. This proved that 63.6% of the participants selected several slow-fashion trademarks, with the most popular being *Sejauh Mata Memandang* at 19.3%. The other trademarks also included *Sukkha Citta*, *Lanivatti*, *OSEM*, and *Rupahaus* at 4.3%, 7.1%, 5%, and 4.3%, respectively. Meanwhile, the remaining 60% need to learn about the existence of slow-fashion brands. The length of the interval class was subsequently calculated by Sekaran & Bougie (2016), using the following formula,

$$P = \frac{\text{Data Range}}{\text{Number of Class Interval}} \qquad (1)$$

where, P = the Interval class length. Data Range was also calculated by subtracting the Maximum Score from the Minimum Value. Since the number of Class Intervals was 1 to 5, a length of 0.8 was observed, leading to the collection of the following levels.

Table 2
Interval Level

Interval Score	Description
1.00 - 1.80	Very Low
1.81 - 2.60	Low
2.61 - 3.40	Moderate
3.41 - 4.20	High
4.21 - 5.00	Very High

Notes. The index of participants answers is presented in the following table.

Table3
Descriptive Analysis

Variable	Actual Score	Ideal Score	Index Average
Attitude	1.759	2.100	4.19
Subjective Norms	2.056	2.800	3.72
Perceived Behavior Control	1.713	2.100	4.08
Willingness to Pay Premium	2.563	3.500	3.64
Perceived Consumer Effectiveness	1.618	2.100	3.85
Environmental Knowledge	1.987	2.800	3.85
Purchase Intention	2.231	2.800	3.51

Notes. This information is obtained through data processing to determine each average index.

Based on Table 3, attitude had the highest average index score, proving that behavior of Generation Z in West Java positively influenced purchase of slow-fashion products. This was due to the belief that the procurement of the products was a good idea. The results also supported several previous reports, where green buying behavior positively impacted purchase intention (Abrar et al., 2021; Adialita & Sigarlaki, 2021; Bandrana et al., 2020; Sobuj et al., 2021). Meanwhile, willingness to pay a premium and purchase intention had the lowest average index scores at 3.51 and 3.64, respectively. Price was also important in purchasing any commodity (Varah et al., 2021), as the Generation Z in West Java were unwilling to pay high costs for slow-fashion products to reach a very high category. In purchase intention of the products, only an average index score of 3.85 was observed, becoming the second lowest value among all variables. Moreover, the Generation Z participants were dominated by students at 61.4%, with 50% having monthly income less than IDR 1,000,000. This proved that willingness to pay for slow-fashion products having premium quality and price was not completely approved with a very high score.

The results showed that perceived consumer effectiveness had an average index score of 3.85, with the West Java Generation Z perceiving a positive environmental impact by buying slow-fashion clothes.

Knowledge of the participants about environmentally friendly clothing also contributed a score of 3.85 (high category). Although the score was highly considered, knowledge of selecting waste-minimizing clothes and understanding the symbols/terms related to clothing eco-labels were still increasable.

Table4
Purchase Intention Average Index

Question Items	Actual Score	Ideal Score	Index	Index Average
PI 1	554	700	3.99	
PI 2	591	700	3.16	3.51
PI 3	565	700	3.37	
PI 4	521	700	3.72	

Notes. This information is obtained through data processing to determine the average index of purchase intention variable.

Based on the results, purchase intention had the lowest average index score of 3.51. The question item prioritizing intention to buy slow-fashion products also possessed the highest score of 3.99. This was accompanied by the question focusing on intention to frequently purchase slow-fashion products, with a score of 3.72. Meanwhile, the lowest item prioritized the trial and management to buy clothes in the future, at scores of 3.16 and 3.37, respectively.
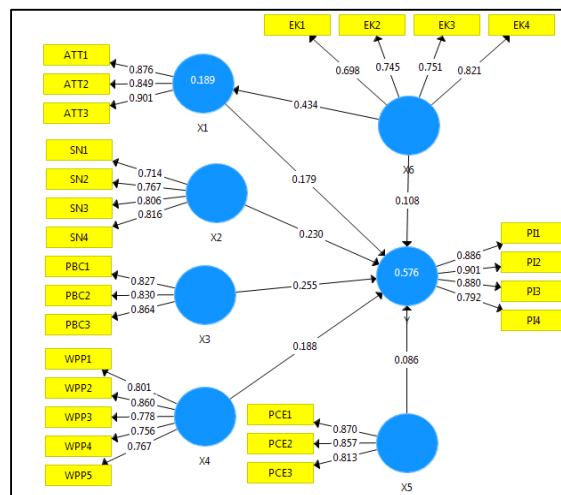
Fig. 2. Loading Factor SEM

Table 5
Inner ModelTest

Variable	AVE	R-Square
ATT	0.179	0.189
SN	0.230	
PBC	0.255	
WPP	0.188	
PCE	0.86	
EK	0.186	
PI	0.434	0.576
Average Score	0.223	0.383
AVE x R Square		0.851335714
GoF= √(AVE x R square)		0.292

Notes. Tests were carried out to calculate good-of-fit measurements for distribution accuracy.

Good-of-fit values were divided into three categories, namely small (0.10), medium (0.25), and large (0.36). Based on the results, the GoF number was 0.292, prioritizing a medium quadrant categorization. This was accompanied by calculating the coefficient of determination (R2) through weak (0.19), moderate (0.33), and strong (0.67) categories. In the context, attitude, subjective norms, perceived behavior control, willingness to pay premium, perceived consumer effectiveness, and environmental knowledge significantly influenced the formation of purchase intention for slow-fashion products by 0.576, leading to a moderate categorization. Additionally, the influence of environmental knowledge on attitude provided an R-squared of 0.189 with a weak category.

Table6
Path Coefficients Structural Equation Modeling Result

Variable	ATT	PI
Attitude		0.179
Subjective Norms		0.230
Perceived Behavior Control		0.255
Willingness to Pay Premium		0.188
Perceived Consumer Effectiveness		0.086
Environmental Knowledge	0.108	0.108
Purchase Intention		

Notes. This study rule of thumb is using a positive beta coefficient.

Based on Table 6, the direct positive effect of attitude on purchase intention was 0.179. This proved that purchase intention was increased by 17.9% when attitude was elevated by one unit. Subjective norms, perceived behavior control, willingness to pay premium, perceived consumer effectiveness, and environmental knowledge were also observed at 23%, 25.5%, 18.8%, 8.6%, and 10.8%, respectively. These variables positively and significantly affected purchase intention, with perceived consumer effectiveness having the lowest influential score. In addition, the calculation of SEM method was in line with multiple regression calculations, where perceived consumer effectiveness had the lowest score against PI.

5. Conclusion

In conclusion, average index scores with high categories were produced by all variables. This proved that environmental knowledge positively and significantly affected Generation Z attitude toward slow-fashion products in West Java. Attitude, subjective norms, perceived behavior control, and environmental knowledge also positively and significantly influenced purchase intentionof the products. Meanwhile, perceived consumer effectiveness did not significantly impact Purchase Intention within the province.

6. Academic Implication

The results were in line with Chi et al. (2021), where behavior intention to purchase environmentally friendly clothing products was analyzed in the United States. However, several differences were observed after the experimental performances in various settings, specifically developing countries. Distinctions were also found in analytical indicators and loci, which were the Generation Z in West Java Province. In this case, the different profiles and backgrounds of the participants produced various outcomes. Therefore, subsequent reports should analyze various factors influencing the buying behavior of green products, specifically slow-fashion and other indicators.

Relevant waste remained a major contributor with high negative environmental impact, despite the increasing number of textile industries in Indonesia. This proved that more manufacturers should effectively evaluate the scientific literature related to factors affecting purchase intention of slow-fashion products. Several limitations were also observed, such as the restriction of the sample to only 140 participants, which consisted of 18-24 years old Generation Z. Therefore, in-depth analysis needs

to be carried out in the future by examining the behavioral intentions of the younger generation. This analysis should subsequently determine the purchase intention of slow-fashion products through TPB, using more participants with various profiles.

7. Managerial Implication

The results showed that the purchase intention of slow-fashion products was positively influenced by attitude, subjective norms, perceived behavior control, willingness to pay premium, and environmental knowledge. However, perceived consumer effectiveness did not affect the perceptions of Generation Z in West Java. The calculation of the perceived consumer effectiveness average index score did not also represent the high score category at 3.85. In this case, consumers perceived that buying slow-fashion products was not necessarily effective in reducing environmental problems, as purchase intention was independent of the perception. Therefore, the producers of slow-fashion products should be more focused on establishing relevant attitude, by prioritizing the design of subjective norms and perceived behavior control on green buying behavior. In West Java, Generation Z subsequently possessed specific intention and positive attitudes toward slow-fashion products. This explained that the roles of the closest or significant people were used as references in promoting products. The younger generation also trusted the role of family, relatives, and authority figures in West Java, with a high average index. Based on the descriptions, purchase impressions and suitable recommendations were suggested to influence consumers toward affecting relevant family or relatives. The participants subsequently stated that the selection of slow-fashion clothes completely depended on personal decisions, as observed by the high average index score of 4.24.

The results showed that the willingness to pay premium and purchase intention variables only achieved low scores of 3.51 and 3.64, respectively. In this context, the purchasing power of Generation Z was low for environmentally friendly clothing products, using the student demographic characteristics. Therefore, producers need to review the price determination method, to enable the affordability of products. Appropriate communication patterns should also be established to promote the main and environmental benefits of relevant commodities. Several participants were subsequently perceived with environmental knowledge, which did not prioritize slow-fashion products. This was in line with the experimental outcomes, where only 63.6% of West Java Generation Z understood slow fashion and the difference between the fast trend. Based on the results, the manufacturers of slow-fashion products need to educate consumers about ethical business processes and eco-labels. Consumers were also expected to perceive higher benefits of products and willingly pay a premium toward increased purchase intention.

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