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**CULTURAL AND PERSONAL VALUES: DETERMINANTS
OF SLOW FASHION CONSUMPTION**

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**CULTURAL AND PERSONAL VALUES: DETERMINANTS
OF SLOW FASHION CONSUMPTION**

Orientador: Prof. Edvan Cruz Aguiar, Dr.

Dissertação apresentada como pré-requisito para obtenção do grau de Mestre em Administração pelo Programa de Pós-Graduação em Administração da Universidade Federal de Campina Grande.

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RENAN ARAÚJO VIEIRA

"CULTURAL AND PERSONAL VALUES: DETERMINANTS OF SLOW FASHION CONSUMPTION"

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RESUMO

A indústria da moda está em constante evolução, impulsionada pelas mudanças nos valores e preferências dos consumidores. Há uma crescente preocupação em relação aos impactos ambientais e sociais gerados pela produção em massa e pelo consumismo. Neste contexto, surge o movimento Slow Fashion, que propõe uma abordagem consciente e sustentável, enfatizando o consumo de produtos de moda que valorizem a qualidade e a durabilidade, em contraposição ao Fast Fashion. Embora pesquisas anteriores evidenciem a importância dos atributos dos produtos Slow Fashion e das características individuais dos consumidores na formação da percepção de valor e intenções de compra, pouco se conhece acerca do papel que valores culturais e pessoais exercem sobre o consumo Slow Fashion. Ademais, a direção do efeito do preço sobre o consumo Slow Fashion ainda não é consensual. O preço pode servir como uma barreira, mas também pode sinalizar valor e gerar intenção de compra. Neste sentido, esta dissertação se propôs a investigar de que modo valores e características individuais influenciam comportamentos de consumo Slow Fashion, considerando os atributos desta categoria de produto. Para alcançar este objetivo, foram conduzidos três estudos. O primeiro correspondeu a uma revisão sistemática da literatura a fim de mapear fatores sociais e características individuais que precedem o comportamento de consumo Slow Fashion. O segundo estudo envolveu a aplicação de um survey, compreendendo 356 respondentes (Estados Unidos = 208; Brasil = 148), para analisar a associação entre valores pessoais e comportamento de compra Slow Fashion em diferentes contextos culturais. O terceiro estudo compreendeu a realização de um experimento de delineamento fatorial (entre sujeitos) que visou examinar o efeito do preço e das características dos produtos Slow Fashion na percepção de valor e na intenção de compra. Desse modo, os estudos permitiram: 1) identificar fatores sociais e características individuais que impulsionam o consumo Slow Fashion; 2) revelar como os valores moldam os comportamentos de consumo Slow Fashion em diferentes contextos culturais; 3) destacar o papel mediador da percepção de valor nas intenções de compra, demonstrando que, embora o preço impacte negativamente as intenções de compra, ele não as desestimula significativamente, especialmente entre aqueles que associam o preço à qualidade. A presente dissertação oferece uma análise abrangente do consumo de Slow Fashion, aprofundando a compreensão da natureza multifacetada desse fenômeno. Esta pesquisa contribui para o avanço teórico e prático no campo do consumo dessa categoria de produtos, possibilitando o desenvolvimento de estratégias mais eficazes e conscientes tanto para os consumidores quanto para a indústria da moda.

Palavras-chave: Slow Fashion, Valores Culturais, Valores Pessoais, Intenção de compra

VIEIRA, Renan Araújo (2024). *CULTURAL AND PERSONAL VALUES: DETERMINANTS OF SLOW FASHION CONSUMPTION*. Master Dissertation in Management - Federal University of Campina Grande, Paraíba. 145p.

ABSTRACT

The fashion industry is in constant evolution, driven by changes in consumer values and preferences. There is a growing concern about the environmental and social impacts caused by mass production and consumerism. In this context, the Slow Fashion movement emerges, advocating a conscious and sustainable approach, emphasizing the consumption of fashion products that prioritize quality and durability, as opposed to Fast Fashion. Although previous research highlights the importance of Slow Fashion product attributes and individual consumer characteristics in shaping value perception and purchase intentions, little is known about the role that cultural and personal values play in Slow Fashion consumption. Moreover, the effect of price on Slow Fashion consumption remains inconclusive. Price can act as a barrier but can also signal value and generate purchase intention. In this regard, this dissertation aimed to investigate how values and individual characteristics influence Slow Fashion consumption behaviors, considering the attributes of this product category. To achieve this objective, three studies were conducted. The first study was a systematic literature review to map social factors and individual characteristics that precede Slow Fashion consumption behavior. The second study involved a survey, comprising 356 respondents (United States = 208; Brazil = 148), to analyze the association between personal values and Slow Fashion purchase behavior in different cultural contexts. The third study involved a between-subjects factorial design experiment to examine the effect of price and Slow Fashion product characteristics on value perception and purchase intention. These studies allowed for: 1) identifying social factors and individual characteristics that drive Slow Fashion consumption; 2) revealing how values shape Slow Fashion consumption behaviors in different cultural contexts; 3) highlighting the mediating role of value perception in purchase intentions, demonstrating that although price negatively impacts purchase intentions, it does not significantly deter them, especially among those who associate price with quality. This dissertation provides a comprehensive analysis of Slow Fashion consumption, deepening the understanding of the multifaceted nature of this phenomenon. This research contributes to theoretical and practical advancements in the field of consumption of this product category, enabling the development of more effective and conscious strategies for both consumers and the fashion industry.

Key-words: Slow Fashion, Cultural Values, Personal Values, Purchase Intention

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LIST OF ABBREVIATIONS/ACRONYMS

ADO - Antecedents, Decisions and Outcomes
ANOVA - Analysis of Variance
AVE - Average Variance Extracted
BRT - Behavioral-Reasoning Theory
CO - Conservation
COSF - Consumer Orientation to Slow Fashion
COVID-19 - Corona Virus Disease 2019
CR - Composite Reliability
CSR - Corporate Social Responsibility
ESS - European Social Survey
FOMO - Fear of Missing Out
HAT - Hedonic Attitude
HTMT - Heterotrait-Monotrait Ratio
LOHAS - Lifestyle of Health and Sustainability
MLR - Multiple Linear Regression
OC - Openness to Change
PCA - Principal Component Analysis
PERMA - Model's Well-Being Domains (Positive Emotion, Engagement, Relationships, Meaning, and Accomplishment)
PLS - Partial Least Squares
PUI - Purchase Intention
SEM - Structural Equation Modeling
SPAR-4-SLR - Scientific Procedures and Rationales for Systematic Literature Reviews
ST - Self-Transcendence
TCCM - Theory, Context, Characteristics and Methods
TPB - Theory of Planned Behavior
TRA - Theory of Reasoned Action
UAT - Utilitarian Attitude
VAB - Value-Attitude-Behavior
VBN - Value-Belief-Norm
VIF - Variance Inflation Factor
VSM - Values Survey Module
WOM - Word of Mouth

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CHAPTER 01: INTEGRATIVE INTRODUCTION

1. INTEGRATIVE INTRODUCTION

The fashion industry has undergone significant transformations in recent decades, driven by changes in consumer values and preferences (Pencarelli *et al.*, 2020; Pookulangara & Shephard, 2013), particularly regarding the inherent impacts of mass production and consumerism. In contrast to the industry's *modus operandi*, the Slow Fashion movement emerges as a more conscious and sustainable approach to fashion consumption, emphasizing the quality of products, local production, fair labor, and awareness of the environmental and social impacts of the fashion industry (Fletcher, 2007; Oliveira *et al.*, 2022).

It is argued that understanding the Slow Fashion consumption phenomenon goes beyond analyzing the demographic profile of consumers in this product category. Studies, such as the one conducted by Policarpo and Aguiar (2020), which investigate green consumption, suggest that the underlying motivations for sustainable consumption choices are influenced by factors such as subjective norms, environmental concern, and self-expressive benefits. Additionally, they highlight the importance of social factors as determinants of green purchasing behavior.

When examining the relevant literature on consumer behavior in the context of Slow Fashion, it becomes evident that cognitive aspects occupy a prominent position. In this regard, the findings of Sobreira *et al.* (2020) suggest that materialism can lead people to value foreign brands more and devalue local products. Since materialism is associated with the pursuit of symbols of social status, in this case, they may be seen as more prestigious than local brands.

Furthermore, social factors play a relevant role in the adoption of Slow Fashion. The influence exerted by reference groups, such as friends and family, can motivate consumers to adopt this type of consumption (Lira & Costa, 2022). The desire to belong to a sustainability-engaged community and to be recognized as someone who cares about environmental issues also influences the decision to choose this type of product.

It is important to note that the body of studies investigating the demand perspective and consumer behavior in the context of Slow Fashion is still incipient, especially regarding determining factors, such as social and individual aspects (Domingos *et al.*, 2022). Given this knowledge gap, there is a need for a systematic literature review to map social factors and individual characteristics preceding Slow Fashion consumption behavior.

Schwartz's values theory (Schwartz, 2012, 1992) emerges a relevant theoretical framework for understanding the factors that influence consumer attitudes and behaviors. An in-depth analysis of how cultural and personal values shape behavioral intentions becomes relevant in the specific context of Slow Fashion consumption. Consumer attitudes, in turn, reflect the affective and cognitive evaluations they establish regarding a particular object or behavior (Voss *et al.*, 2003).

Regarding Slow Fashion consumption, it is evident that attitudes can take on both hedonic and utilitarian characteristics. Thus, conducting empirical studies that thoroughly investigate the interrelationships between these types of attitudes in the specific context of purchasing Slow Fashion products is relevant.

The relationship between price and the purchase decision of sustainable products has been extensively researched in the academic literature (Lin *et al.*, 2023). It is recognized that price plays a significant role in this process, as it affects consumers' perception and purchase intention. In this sense, it is understood that the perception of price can vary among consumers, influenced by individual and social factors.

An important consideration is an association some consumers establish between higher prices and the idea of luxury or inaccessibility of sustainable fashion products (Lin *et al.*, 2023), as well as Slow Fashion products. Studies like Sobreira *et al.* (2020) have highlighted this negative perception, emphasizing that price can represent a barrier to adopting and consuming these products for certain individuals. This perception can be attributed to the association between higher prices and the conventional conception of luxury products, where sustainability is not necessarily a preponderant factor.

It is essential to deepen the understanding of the role of price in consumers' perception. The study conducted by Gupta *et al.* (2019), has shown that some consumers value the expression of their personal values more than sustainable consumption itself. In this sense, the higher price of Slow Fashion products can be interpreted positively, seen as an indicator of quality and authenticity.

Studies have supported the idea that a higher price can positively contribute to the purchase decision of Slow Fashion products (Sung & Woo, 2019). Castro-López *et al.* (2021) argue that a higher price can enhance the consumer's perceived value and, consequently, their purchase

intention. Additionally, Jung and Jin (2016a) found that conscious consumers concerned with ethical and sustainable issues are willing to pay a higher price for sustainable, durable, and ethical products. Therefore, it is valid to examine the effect of price on perceived value and consumer purchase intention.

It is understood that Slow Fashion consumption is influenced by the complex interaction between consumer values and individual characteristics. Furthermore, there is a knowledge gap regarding the specific role of these factors in shaping Slow Fashion consumption behavior, especially considering the distinct attributes inherent in this product category. Based on the above, the following research question is formulated: **What role do values and individual characteristics play in Slow Fashion consumption behavior, considering the attributes of this product category?**

To achieve the objective of this work, it was initially necessary to conduct a literature review relevant to Slow Fashion consumption behavior. This stage allowed for outlining the research, which will be presented in detail in the subsequent sections.

1.1. Research Questions

The present research, developed in the form of articles, originated from the central research problem for the formulation of its objectives (general and specific). The general objective encompasses the entire scope of the investigative proposal. The specific objectives, on the other hand, serve as steps towards achieving the general objective, with each corresponding to an article. It is important to emphasize that the three works complement each other as a dissertation. Therefore, each article represents independent research with its own methodology and results, but interconnected and complementary.

1.1.1. Main Objective

Investigate how values and individual characteristics influence Slow Fashion consumption behaviors, considering attributes of this product category.

1.1.2. Specific Objectives

- i.* Map social factors and individual characteristics preceding Slow Fashion consumption behavior.
- ii.* Analyze the association between personal values and Slow Fashion purchasing behavior in different cultural contexts.
- iii.* Examine the effect of price and Slow Fashion product characteristics on perceived value and purchase intention.

1.2. Justification

In recent years, the concept of Slow Fashion has gained considerable attention in scientific literature as a sustainable alternative to the conventional fashion industry (Domingos et al., 2022). Slow Fashion products distinguish themselves from their traditional counterparts not only in terms of the materials used but also in how they are produced, consumed, and discarded (Fletcher, 2007). However, engaging in Slow Fashion consumption poses a challenge for many consumers due to the constant cycle of trend renewal and the widespread encouragement of consumption. Additionally, accessibility to Slow Fashion products may not be universally direct or feasible. Therefore, it is imperative to investigate the influence of social factors and individual characteristics on consumer behavior regarding Slow Fashion.

To understand the importance of sustainability in purchasing decisions, the 11th edition of the EY Future Consumer Index 2022 (FCI) was conducted by EY Parthenon in 21 countries, including Brazil. This study revealed that sustainability plays a significant role in consumer decision-making processes. In the Brazilian context, 32% of the respondents stated that sustainability is the most important aspect in their consumption intentions (EY Future Consumer Index, 2022). These findings highlight the growing relevance of sustainability as a determinant of consumer behavior, especially in the fashion industry.

Despite the increasing awareness and intentions related to sustainability in fashion consumption, financial constraints can limit consumer choices (Pookulangara & Shephard, 2013). It is pertinent to emphasize that a significant portion of the population may face limitations in their purchasing power, making it difficult to opt for more sustainable products. Even when individuals

aspire to make environmentally conscious choices, their financial situations can pose challenges that ultimately affect their consumption behaviors.

Given the current scenario, consumers have shown a growing concern about the negative impacts generated by the fashion industry (Castro-López *et al.*, 2021). Consequently, there is a need to expand research efforts focused on understanding the factors that influence consumer behaviors towards Slow Fashion consumption. Additionally, it is relevant to understand how consumers have access to accurate and transparent information about the products they purchase. This includes understanding the environmental and social effects associated with their production and disposal (Legere & Kang, 2020). By providing comprehensive knowledge, consumers can make informed decisions aligned with their values and contribute to sustainable fashion practices.

Interestingly, some consumers are willing to allocate a higher budget to acquire products that exhibit sustainable characteristics. This willingness stems from the recognition that such actions can generate long-term benefits for the environment and society (Musova *et al.*, 2021; Şener *et al.*, 2019). As a result, companies that invest in sustainable practices can gain a competitive advantage in the market by cultivating a portfolio of loyal and conscious customers (Şener *et al.*, 2019).

From a theoretical standpoint, investigating the social factors and individual characteristics that influence Slow Fashion consumption behaviors is important to advance knowledge in the field of consumer behavior. By understanding how these factors and characteristics relate in the context of Slow Fashion product consumption, it is possible to grasp the phenomenon at hand. The analysis of social factors involves considering external influences such as social norms, reference opinions, and interpersonal interactions that shape consumers' choices regarding Slow Fashion.

Furthermore, investigating consumers' individual characteristics is relevant in that it allows us to understand how their needs, personalities, and personal values influence their consumption decisions. In this sense, it is possible to identify specific patterns and trends within the Slow Fashion market by exploring the interaction between social factors and individual characteristics. For example, it may be discovered that consumers with higher environmental awareness are more likely to choose sustainable products, while those who value exclusivity may prefer unique and handmade pieces.

These findings have important implications for both marketing professionals and policymakers. Marketing professionals can more effectively target their audience by adapting their communication strategies and brand positioning to attract consumers who identify with Slow Fashion values. On the other hand, policymakers can use this information to promote sustainable practices in the fashion industry and encourage the adoption of more conscious consumption behaviors.

1.3. Structure of Dissertation

The present dissertation will adopt a structure based on the article modality, in which each of the three specific objectives corresponds to a general objective of an article presented in Chapter 03. The dissertation is organized into four distinct chapters, aiming to provide a cohesive and comprehensive structure:

Chapter 01 - Introduction: The purpose of this chapter is to present the context in which this study develops, as well as to define the research topic. Additionally, a clear delineation of the overall objective and specific objectives of this research is made. The rationale for the work is also presented, highlighting the theoretical and managerial implications of this dissertation.

Chapter 02 - Theoretical and Methodological Framework: This chapter presents the research proposal in a concise and systematic manner, providing a description of the steps that led to the development of each article presented in this dissertation. Here, information about the nature of the proposed research is highlighted, along with how each step was conceived and executed to produce the presented results. It also provides a list of the theoretical assumptions and conceptual frameworks defended in this dissertation, aiming to support not only the articles but also the adopted methodological procedures.

Chapter 03 - Articles: In this chapter, the developed articles are presented, which encompass the relevant sections for each of them. Each article is dedicated, respectively, to achieving the specific objectives established in this study and follows a logical progression in its structure.

Chapter 04 - Integrative Conclusion: The final chapter of this dissertation serves as an integrative conclusion, synthesizing the findings and insights derived from the articles presented in Chapter 03. This chapter is structured to provide a comprehensive overview of the research

outcomes, discussing how the specific objectives addressed in each article collectively contribute to the overarching aim of the dissertation.

In this chapter, the key findings of each article are revisited and integrated to demonstrate their interconnectedness and cumulative impact on the field of study. The synthesis aims to highlight how the distinct pieces of research converge to provide a holistic understanding of the research topic, offering both theoretical advancements and practical implications.

Additionally, this chapter reflects on the methodological approaches employed throughout the dissertation, assessing their effectiveness and potential limitations. The discussion extends to the broader implications of the research findings, considering their relevance and applicability in both academic and managerial contexts. The chapter concludes with a consideration of the future directions for research in this area, identifying gaps that remain and proposing potential pathways for further investigation.

CHAPTER 02: METHODOLOGICAL ASSOCIATION MATRIX

Figure 1
Methodological Association Matrix of the Dissertation

PROBLEM: What role do values and individual characteristics play in Slow Fashion consumption behavior, considering the attributes of this product category?					
GENERAL OBJECTIVE: Investigate how values and individual characteristics influence Slow Fashion consumption behaviors, considering attributes of this product category.	SPECIFIC OBJECTIVES	THEORETICAL BACKGROUND	RESEARCH METHODS:		
			RESEARCH NATURE	DATA COLLECTION PROCEDURES	ANALYSIS PROCEDURES
	i) Specific Objective 01: Map social factors and individual characteristics preceding Slow Fashion consumption behavior.	<ol style="list-style-type: none"> 1. Background of Slow Fashion consumption; 2. SPAR-4-SLR (Paul <i>et al.</i>, 2021); 3. Framework TCCM (Paul & Rosado-Serrano, 2019); 4. Framework ADO (Paul & Benito, 2018); 5. Bibliometric (Aria & Cuccurullo, 2017; Donthu <i>et al.</i>, 2021). 	<ol style="list-style-type: none"> 1. Systematic literature review (<i>hybrid review</i>); 2. Quali-quantitative: Analysis of key publications (core publication), Descriptive content analysis (theories, contexts, characteristics, and methods, as well as antecedents, decisions, and results) 	<ol style="list-style-type: none"> 1. Database: <i>Web of Science</i> (WoS) e Scopus. 	<ol style="list-style-type: none"> 1. Bibliometric analysis using Software R <i>Project for Statistical Computing</i> (<i>bibliometrix R-package</i>); 2. <i>Software Atlas.ti</i>
	ii) Specific Objective 02: Analyze the association between personal values and Slow Fashion purchasing behavior in different cultural contexts.	<ol style="list-style-type: none"> 1. VAB model (Homer & Kahle, 1988); 2. Cultural values (Hofstede, 1980, 2001); 3. Personal Values (Schwartz, 2012, 1992); 4. Attitude (Voss <i>et al.</i>, 2003). 	<ol style="list-style-type: none"> 1. Descriptive quantitative approach; 2. <i>Survey</i>. 	<ol style="list-style-type: none"> 1. Operationalization of constructs; 2. Survey design; 3. Instrument pre-testing; 4. Survey administration. 	<ol style="list-style-type: none"> 1. Validity and reliability of scales; 2. Hypothesis testing: Structural Equation Modeling (SEM), using the PLS-SEM method.
iii) Specific Objective 03: Examine the effect of price and Slow Fashion product characteristics on perceived value and consumer purchase intention.	<ol style="list-style-type: none"> 1. Slow fashion consumption 2. Perceived Value (Yu & Lee, 2019); 3. Purchase intention (Zheng & Chi, 2015); 4. Mediation and moderation analysis (Hayes, 2022). 	<ol style="list-style-type: none"> 1. Experimental approach; 2. <i>Between subjects</i>; 3. Factorial experiment. 	<ol style="list-style-type: none"> 1. Research scenario design; 2. Manipulation of variables; 3. Definition of conditions; 4. Data collection. 	<ol style="list-style-type: none"> 1. Internal validity of the experiment; 2. Multivariate analysis, mediation and moderation Model 08 - Hayes (2022) (PROCESS v4.3.1 for The R Project for Statistical Computing software) 	

Note: Inspired by Mazzon (1981, 2018) and Telles (2001).

CHAPTER 03: ARTICLES

3.1. SLOW FASHION CONSUMPTION: A REVIEW AND RESEARCH AGENDA¹

ABSTRACT

The fashion industry has contributed to the global climate crisis due to increased production, consumption, and disposal of products. The Slow Fashion movement emerges as an alternative that encourages consumers to prioritize the quality and durability of clothing over ephemeral trends, slowing down this dynamic. However, the literature is sparse regarding understanding how consumers' individual characteristics and social factors influence Slow Fashion Consumption. This review article sought to map social factors and individual characteristics that lead to Slow Fashion consumption behavior, identify gaps inherent to adopting this behavior, and outline directions for future research. A hybrid systematic review was conducted using the Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR) protocol and integrating two frameworks, Antecedents, Decisions and Outcomes (ADO) and Theory, Context, Characteristics and Methods (TCCM). Besides identifying gaps in existing literature, this article offers directions for future research based on the proposed agenda. Marketing and consumer behavior researchers can use these findings and guidelines to conduct their research. The study also has practical implications for the fashion industry and society as a whole, as it can help understand consumer motivations for adopting Slow Fashion behavior and the possible barriers.

Keywords: Slow Fashion, Consumption, Social Influence, Individual Characteristics, Sustainable.

1. INTRODUCTION

1.1. Background

The fashion industry emerges as one of the main sectors contributing to the global climate crisis due to its strong dependence on fossil fuels and the significant pollution generated throughout the value chain (UN Environment Programme, 2022). According to a recent report, the industry is responsible for 4% of global carbon emissions, exceeding acceptable limits and leading to significant biodiversity loss (McKinsey & GFA, 2020). Felling millions of trees and using billions of cubic meters of water annually, combined with dyeing and treating clothes that generate intense water pollution, are examples of the fashion industry's negative environmental impacts (UN Environment Programme, 2022).

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Furthermore, the increase in fashion consumption, which has more than doubled in the last two decades, is attributed to rapid development and decreasing prices of clothing items (UN Environment Programme, 2022). However, this growth has posed challenges regarding waste. Shedding light on this issue, the Zero Waste Europe report, titled "A Zero Waste Vision for Fashion - Chapter 1: All We Need is Less," highlighted that, on average, a European citizen acquires approximately 26 kg of textile items annually, resulting in the production of about 11 kg of waste (Europe Zero Waste, 2023).

Regrettably, only half of the used clothing items are directed towards reuse or recycling processes, with the conversion of textiles into new pieces being virtually nonexistent. The majority of collected clothes are destined for export, ultimately leading to incineration or landfill disposal (Europe Zero Waste, 2023). Therefore, there is a need for changes in the textile sector to rethink the current business model and adopt a circular approach based on sustainable materials and more efficient production and consumption practices (Fashion Revolution, 2020).

In this sense, the academic community has been directing its efforts toward investigating in more depth the sustainable practices of fashion production and consumption (Niinimäki et al., 2020). Analyzing these practices can contribute to reducing waste in the sector and adopting more sustainable and circular business models. It is understood that studies in this area can support the development of public policies and business strategies and raise awareness among the general public about the need to reduce the environmental and social impact of fashion consumption.

In this context, it is understood that large-scale production is a common practice in this industry, fostering the concept of fast fashion (Fashion Revolution, 2020). This business model is characterized by the mass production of clothes and accessories, with low cost and fast circulation in stores to meet constantly changing fashion trends. This approach aims to achieve continuous growth based on the power and prosperity associated with the brand (Fletcher & Tham, 2019).

In contrast, the concept of Slow Fashion emerges as an alternative to the challenges resulting from excessive production and consumption (Fletcher, 2007). It emphasizes quality and the reduction of environmental and social impacts through more responsible production practices, with limited use of resources and ethical processes (Castro-López *et al.*, 2021; Lira & Costa, 2022). It is argued that Slow Fashion stimulates changes in consumer behavior as they begin to value durability and style over ephemeral trends.

From the consumer's perspective, Slow Fashion consumption is affected by various factors. Studies indicate that awareness of the environmental and social impacts caused by fast fashion is a critical element (Gupta *et al.*, 2019; Lira & Costa, 2022; Pookulangara & Shephard, 2013), along with demand for products that offer higher quality and durability (Sung & Woo, 2019). Associations with values promoted by the Slow Fashion concept, such as appreciating artisanal and local production, can also motivate adopting more conscious consumption behavior (Jung & Jin, 2016a; Şener *et al.*, 2019). Studies also highlight that social factor, such as the influence of reference groups, perception of consumption (Lira & Costa, 2022), and individual characteristics (Sung & Woo, 2019), can influence the adoption of Slow Fashion consumption.

However, the number of studies that address the demand perspective and the consumption behavior of Slow Fashion is still incipient, especially regarding the antecedents of this behavior. Given that, this study aims to (i) map social factors and individual characteristics that precede the Slow Fashion consumption behavior, (ii) identify gaps inherent in the adoption of this type of consumption behavior, and (iii) formulate paths for future research that systematize the Slow Fashion consumption phenomenon.

1.2. Originality of this systematic review

This article offers distinctive contributions compared to existing reviews (Busalim *et al.*, 2022; Domingos *et al.*, 2022; Santos & Campos, 2021; Niinimäki *et al.*, 2020; Prado *et al.*, 2022; Sinha *et al.*, 2023; Yang *et al.*, 2017), particularly in two fundamental aspects: its methodological rigor and its specific focus on the consumer demand perspective. Unlike Niinimäki *et al.* (2020), who investigate environmental impacts and sustainable practices within the fashion industry, this review concentrates on elucidating consumer behavior specifically in the context of Slow Fashion consumption.

By employing the SPAR-4-SLR protocol (Paul *et al.*, 2021) and integrating the ADO (Antecedents, Decisions and Outcomes) (Paul & Benito, 2018) and TCCM (Theory, Context, Characteristics and Methods) (Paul & Rosado-Serrano, 2019) frameworks, this review provides a comprehensive analysis that identifies the antecedents, decisions, and outcomes of Slow Fashion consumption. Additionally, it situates these findings within a broader theoretical and contextual landscape. While Busalim *et al.* (2022) conducted a systematic literature review on sustainable

fashion consumer behavior, their work did not thoroughly investigate the specific attributes and motivations driving Slow Fashion consumption. In contrast, this review addresses this gap by mapping the social factors and individual characteristics that influence Slow Fashion consumer behavior. This focused approach yields a nuanced understanding of how various demographic and psychographic factors contribute to the adoption of Slow Fashion, offering targeted insights for both academic research and practical applications in marketing and policy formulation.

Furthermore, the originality of this review lies in its hybrid systematic review method, which combines bibliometric analysis with a framework-based review. This allows for a structured examination of the literature, highlighting existing research gaps and proposing a future research agenda to address these deficiencies. This approach contrasts with Yang *et al.* (2017), who primarily relied on traditional literature review methods without incorporating a structured framework for analysis and future research guidance. Lastly, this review emphasizes the role of consumers and the sociocultural factors influencing Slow Fashion consumption - an aspect often underexplored in existing literature. For instance, Santos and Campos (2021) focused on post-consumption textile waste management practices within a circular economy context but did not extensively explore the consumer behaviors driving these practices.

1.3. Contribution of this systematic review

The TCCM framework provides a structure for systematically analyzing and comparing studies, considering theory, context, characteristics, and method, allowing for a deeper understanding of the studies and their implications (Paul & Rosado-Serrano, 2019). Additionally, the ADO framework enables the generation of systematic information on antecedents, decisions, and achieved results, allowing for identifying trends and outcomes (Paul & Benito, 2018).

Integrating these frameworks is justified because ADO alone cannot explain the theoretical, methodological, and contextual drivers underlying the Slow Fashion consumption phenomenon. In contrast, TCCM alone cannot adequately describe the dimensional or specific relationships inherent in the phenomenon (Lim *et al.*, 2021).

1.4. Structure of this systematic review

This review is organized as follows: Section Two delineates the conceptual framework underpinning this study. Section Three explicates the research methodology employed. The findings derived from the systematic literature review are analyzed and discussed in Section Four. In Section Five, a research agenda is proposed to guide future investigations, accompanied by a framework designed to systematize the findings according to the identified research propositions. Finally, the theoretical and practical implications are articulated, followed by the conclusion, which highlights avenues for future empirical research.

2. CONCEPTUAL BACKGROUND

In the expansive discourse on sustainable fashion, Slow Fashion emerges as a paradigm embodying an integrative approach that encompasses environmental stewardship, social equity, and cultural integrity (Duh *et al.*, 2024). As conceptualized by Jung and Jin (2014), Slow Fashion transcends conventional environmental sustainability by embracing critical dimensions such as equity, authenticity, functionality, localism, and exclusivity. This movement signifies a profound shift in the fashion industry's *modus operandi*, eschewing transient trends in favor of a sustainability-oriented *ethos* permeating design, production, and consumption processes.

Clark (2008) and Fletcher (2010) articulate that Slow Fashion's scope extends beyond mitigating environmental impacts, advocating for the embedding of ethical practices across the entire value chain. This holistic approach engenders meaningful stakeholder engagement, positioning Slow Fashion as a paradigm that is not only inherently sustainable but also ethically congruent with contemporary demands for a responsible and conscientious fashion industry.

The origins of the Slow Fashion movement can be traced to an initial emphasis on environmental sustainability, which has progressively expanded to integrate broader social and economic dimensions. Drawing inspiration from the Slow Food movement, which originated in Italy in the late 1980s, Slow Fashion shares a fundamental *ethos* of advocating for conscious and sustainable approaches in daily life. Despite its growing prominence, Slow Fashion confronts substantial conceptual challenges, as delineated by McNeill & Snowdon (2019). The ambiguity surrounding its definition arises from the multifaceted nature of sustainability within the fashion

industry, which entails a complex interplay of values and objectives often in conflict with prevailing industry norms.

Moreover, Slow Fashion is not merely an exercise in deceleration; it embodies a comprehensive philosophy that addresses the concerns and needs of all stakeholders, spanning the entire production-to-consumption continuum (Lira & Costa, 2022). Jung and Jin (2014) posit that Slow Fashion represents more than a mere reduction in the pace of fashion cycles; it is a socially conscious movement that reorients consumer mentality towards valuing quality over quantity (Jung & Jin, 2016a). This paradigm shift influences both production and consumption practices, with adherents of Slow Fashion striving to extend the lifecycle of their garments through second-hand purchases, reuse initiatives, and responsible disposal methods such as donations, fabric repurposing, or repairs (Fletcher, 2014).

Furthermore, Slow Fashion champions the recycling and repurposing of existing garments, often integrating these practices into local production and craftsmanship (Sobreira *et al.*, 2020). Advocates of Slow Fashion consistently favor responsible local brands that specialize in high-quality, durable clothing, thereby reflecting their commitment to sustainable consumption. These brands operate with a conscientious focus on ethical labor relations and minimizing waste and pollution. The preference for local enterprises adds a unique artisanal dimension to the Slow Fashion movement, characterized by small-scale, deliberate production (Castro-López *et al.*, 2021).

Ultimately, the *ethos* of Slow Fashion, as elucidated by Legere and Kang (2020), celebrates diversity, prioritizes local production over global alternatives, and fosters socio-environmental awareness. It cultivates trust between producers and consumers, thereby significantly influencing conscious consumption choices. These principles underpin a transformative approach to fashion consumption, contributing to a paradigmatic shift in contemporary fashion. The subsequent section will delineate the methodologies employed in conducting this systematic literature review.

3. METHOD

The systematic review is a widely used research strategy that follows reproducible techniques to identify, select, and evaluate previous studies according to a pre-defined research

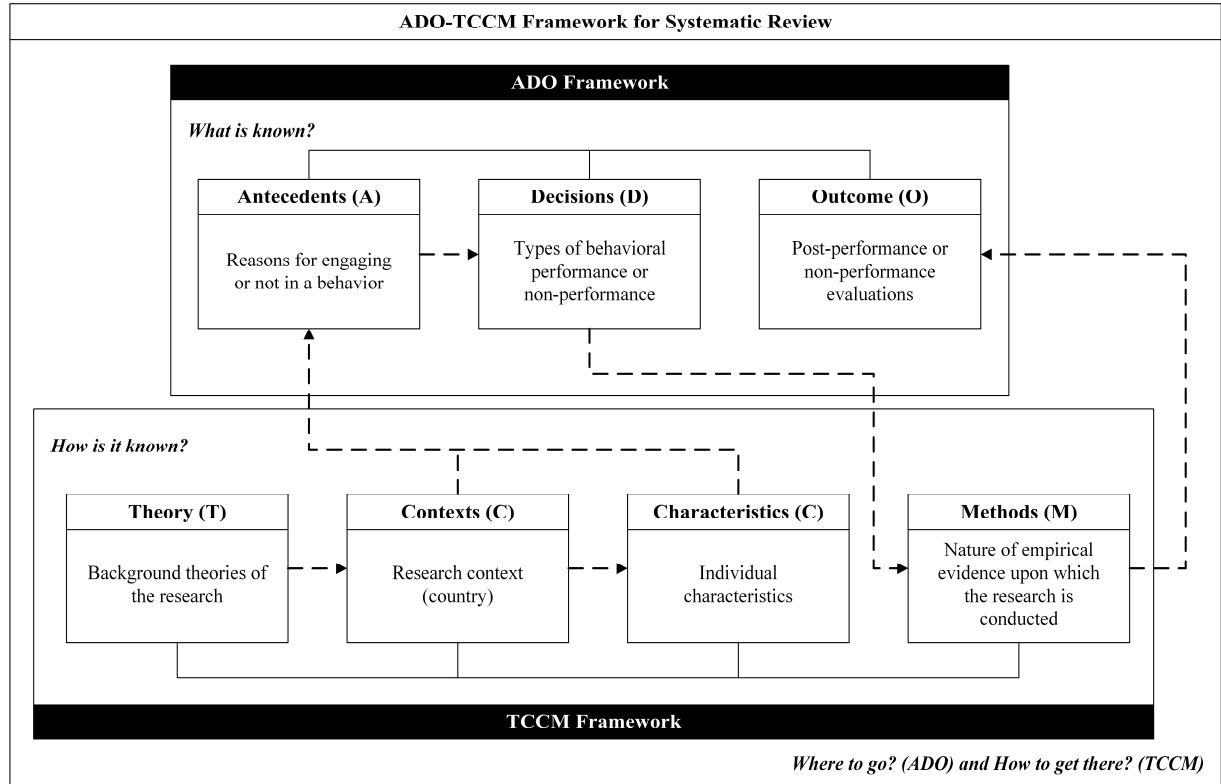
agenda (Paul & Criado, 2020). This tool enables the integration of existing literature, synthesizes previous studies, identifies knowledge gaps, and promotes critical discussions (Paul & Criado, 2020; Snyder, 2019). Several types of systematic reviews can be conducted, including domain-based, theory-based, methods-based (Palmatier *et al.*, 2018), meta-analytic (Paul & Criado, 2020), and meta-systematic (Lim & Weissmann, 2021).

Various approaches can be used, such as structured reviews, framework-based reviews, hybrid reviews, bibliometric reviews, meta-analysis, and theory development (Paul *et al.*, 2021; Paul & Criado, 2020). Each has advantages and limitations, and their choice depends on the research question and study goals (Paul & Criado, 2020). Hybrid reviews are techniques that integrate principles of two or more approaches (Paul *et al.*, 2021) and have gained increasing attention in the research field, with different possibilities for application. These include the hybrid narrative approach, the narrative approach linked to the framework-based review to introduce a future research agenda, and the bibliometric review related to the structured review (Paul & Criado, 2020).

Regarding hybrid approaches, they offer scope, systematization, and methodological robustness advantages. By combining bibliometric analysis with a structured review, it is possible to obtain a more accurate and complete view of the research field in question (Paul & Criado, 2020). This article chose a domain-based systematic review, employing a hybrid approach that integrates framework-based review techniques and bibliometric review.

This choice is justified because this type of review allows researchers the flexibility to employ consolidated frameworks (Paul & Criado, 2020). As Slow Fashion consumption is a dynamic and multifaceted phenomenon, it can be better systematized in light of the literature through this approach. Thus, an integrated ADO-TCCM framework (Paul & Benito, 2018; Paul & Rosado-Serrano, 2019), as shown in Figure 2, was employed to structure this review to ensure that all relevant aspects involving Slow Fashion consumption anchored in the study objective were addressed.

Figure 2
ADO-TCCM Framework



Note: ADO-TCCM framework for systematic review, inspired by Lim *et al.* (2021), Paul and Rosado-Serrano (2019), and Paul and Benito (2018).

In order to achieve the purpose of this review, the adoption of an integrated logical sequence allowed for a systematic analysis of studies related to Slow Fashion consumption through a clear and objective exposition of the theory, the context in which the research was conducted, the characteristics of the object of study, the antecedents, the decisions, the methods used, as well as the results and conclusions obtained. This approach allowed for evaluating both the theoretical validity and the practical applicability of the reviewed studies (Paul *et al.*, 2021) and identifying gaps in the literature (Paul *et al.*, 2021; Paul & Criado, 2020).

The bibliometric approach, in turn, enabled quantitative analyses of scientific production and impact (Donthu *et al.*, 2021). In this sense, both methods were employed complementarily to map the social factors and individual characteristics that influence Slow Fashion consumption behavior, identify gaps, and propose directions for future research. The following section presents the inclusion and exclusion criteria for publications, which were rigorously and systematically applied during the selection process.

3.1. Inclusion and exclusion criteria

Properly selecting relevant studies is a crucial aspect of systematic reviews (Snyder, 2019). Establishing inclusion and exclusion criteria aligned with the research question (Palmatier *et al.*, 2018; Snyder, 2019), as shown in Table 1, was essential to ensure the inclusion of pertinent studies. Only articles published in journals indexed in the Web of Science and Scopus databases were considered due to their reputation and comprehensive coverage of relevant journals in the area of interest (Paul *et al.*, 2021). The selection of publications was limited to May 14, 2024, without specifying an initial date. Removal of duplicate publications was performed to avoid redundancy and ensure data integrity.

Only empirical articles were included in this systematic review. This choice is justified by the need for evidence-based empirical data to answer the research question (Paul *et al.*, 2021). In addition, only articles written in English were included due to the widespread use of this language in scientific literature and the fact that the leading journals publishing studies on consumer behavior are in English (Hassan *et al.*, 2022).

Table 1
Inclusion and exclusion criteria adopted.

Inclusion criteria	Exclusion criteria
Articles attached to the Web of Science and Scopus databases	Articles not attached to the selected databases
Articles published until May 14, 2024	Articles published outside the selected period
Single articles	Duplicate articles
Empirical article	Conceptual articles, conferences, books, book chapters
Written in the English language	Articles not written in the English language
Examines consumer behavior in the context of Slow Fashion consumption	Studies that examine business models, organizations, strategy, and supply chain

Note: Research criteria.

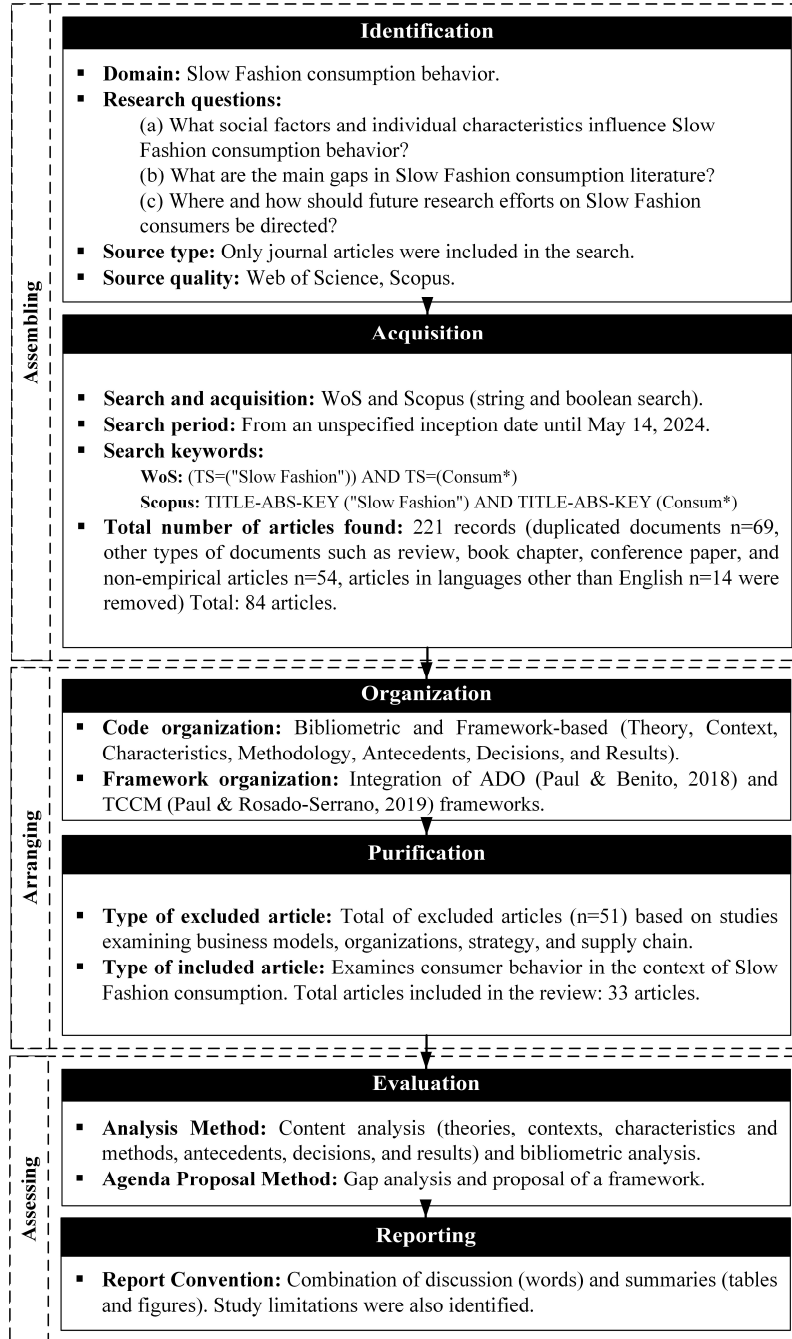
This review focused only on studies that analyzed the consumer behavior of Slow Fashion, excluding studies that address organizational or other stakeholder perspectives that are not relevant to the scope of the present study. This decision ensured that the review specifically focused on consumer behavior.

The choices and criteria adopted in selecting studies aimed to ensure the relevance, quality, integrity, and timeliness of the systematic review of consumer behavior in Slow Fashion. The methodological rigor employed in this review allowed the conclusions to be based on solid and reliable evidence. The literature review protocol is discussed in detail in the following section.

3.2. Review Protocol

When conducting a literature review, it is essential to have a clear and rigorous protocol to ensure that all relevant studies are included and that the quality of the studies is evaluated fairly and objectively (Palmatier *et al.*, 2018; Snyder, 2019). In this study, the SPAR-4-SLR protocol (Paul *et al.*, 2021) was employed, which is considered robust and consists of three sequential phases - assembly, arrangement, and evaluation - and six subprocesses - identification, acquisition, organization, purification, analysis, and reporting. These stages are detailed in Figure 3.

Figure 3
SPAR-4-SLR Protocol



Note: Inspired by Paul *et al.* (2021).

Considering the previously established literature review protocol, it is essential to note that the inclusion and exclusion criteria adopted were carefully selected and detailed in a previous

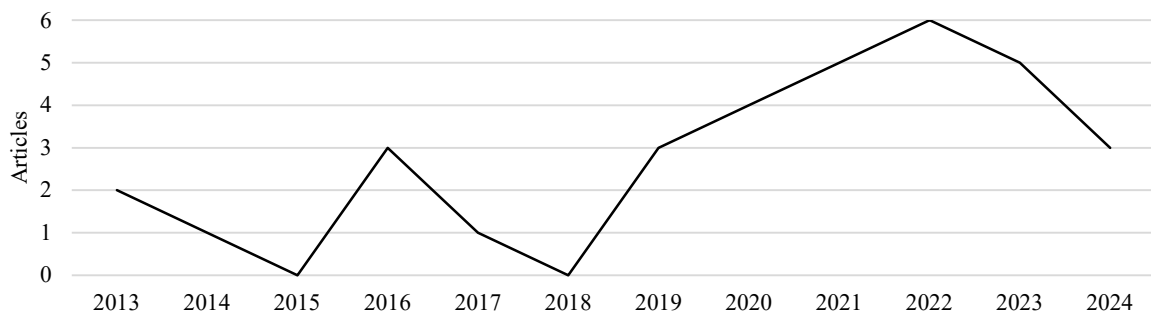
section. Therefore, to avoid unnecessary repetitions, it is reiterated that the same criteria were considered again in the underlying sections.

3.2.1. Stage 1: Assembling

This stage consists of two complementary phases (identification and acquisition), which require a careful approach to ensure the quality and relevance of the obtained information. Identification considered four aspects, namely: the domain, which was defined as the behavior of Slow Fashion consumption, the following research questions: (a) "What social factors and individual characteristics influence Slow Fashion consumption behavior?", (b) "What are the main gaps in the Slow Fashion consumption literature?" and (c) "Where and how should future research efforts on Slow Fashion consumers be directed?".

In the acquisition phase, various aspects were considered, such as the search and acquisition mechanism, the search period, the keywords used, and the description of the total number of articles found. Web of Science and Scopus were used to search using a search strategy based on string chains and Boolean operators. In emerging fields with limited literature, it is advisable to leave the start date undetermined (Snyder, 2019). In this context, although the research did not specify an initial date, the research conducted on May 14, 2024, resulted in a temporal range from 2013 to 2024 (Figure 4). The keywords used Boolean logic, including those with the "OR" operator. Although the "AND" operator is not recommended because it is limiting, it was used due to the restrictions of the research questions.

Figure 4
Articles published from 2013 - 2024.



Note: Research data.

In total, 221 records were found, of which 69 were duplicate articles, 68 other documents such as reviews, book chapters, conference papers, and non-empirical articles, and eight articles written in languages other than English were removed. In the end, 84 articles were considered for the next stage of the protocol.

3.2.2. Stage 2: Arranging

The arranging stage comprises two complementary phases: organization and purification. The first phase subdivided the selected articles into the organization of codes and the framework. The codes were assigned to each article based on the hybrid systematic review. In other words, they were specified in bibliometric terms and based on the framework.

Bibliometric coding was determined from the information contained in the metadata (e.g., citations, references, journal title, year, number of citations, keywords, country, and institution). On the other hand, coding based on the framework followed the integrated ADO-TCCM structure, which includes antecedents, decisions, and outcomes (ADO), as well as theory, context, characteristics, and method (TCCM) of the object of study.

In the second phase, corresponding to purification, 51 articles were excluded, and only studies examining consumer behavior in the Slow Fashion consumption context were retained ($n = 33$). Subsequently, these studies proceeded to the final stage of the protocol.

3.2.3. Stage 3: Assessing

In the final stage of the protocol, Assessing, a subdivision was made into two phases: analysis and report. A procedure focusing on bibliometric (quantitative) and framework-based (qualitative) aspects was adopted for the analysis phase. To do so, bibliometric analysis and content analysis were conducted to extract, encode, and organize metadata and corpus of the reviewed articles. The analysis was divided into the Analysis Method and Agenda Proposal Method.

Initially, a bibliometric analysis of the articles was carried out using the bibliometrix package, version 4.2.1 (www.bibliometrix.org), for the statistical software The R Project for Statistical Computing - R, version 4.4.0 (www.r-project.org). Additionally, bibliometrix was integrated with VOSviewer (www.vosviewer.com), version 1.6.20, using the "net2VOSviewer"

function. Then, the articles were submitted to reading, followed by a content analysis with codes generated using the qualitative data analysis software Atlas.ti, version 24.1.0 (www.atlasti.com).

The codes were grouped into categories based on the integrated framework, and the interconnections between them were highlighted to provide a prelude to synthesizing the findings. Additionally, face validation was performed to ensure the reliability and validity of the results obtained. In this validation, the identified categories and interconnections were discussed, reviewing the associations and categories and evaluating their correspondence with the codes and content of the articles.

In the second part, as a method of proposing an agenda, future research directions were suggested by identifying research opportunities and proposing a framework based on the main relationships among the constructs identified in the analysis. This method allowed for suggesting new studies on consumer behavior related to Slow Fashion.

Regarding the second phase of the final stage, the report was elaborated based on combining discussions (words) and summaries (tables and figures). Consequently, the content analysis results were highlighted, identifying the main categories and associations.

Sections 4 and 5 present a descriptive bibliometric and synthetic analysis using the ADO and TCCM frameworks. The purpose was to provide a comprehensive overview of the research field related to Slow Fashion consumer behavior.

4. FINDINGS AND DISCUSSION

4.1. What is known? (Insights derived from the ADO framework)

In this section, the main results of the review are presented, emphasizing the ADO framework. The presented background elucidates the various motivations influencing Slow Fashion consumption behavior. Purchase decisions are explained through behavioral performance, which considers factors such as perceived value and purchase intention. The results highlight the consequences resulting from this type of consumption behavior. These factors have been synthesized in Figure 7.

A bibliometric analysis facilitated the identification of the most highly cited articles, determined by the total number of citations each received from documents indexed in the Scopus and Web of Science databases. This analysis provides significant insights into the most influential

works, as illustrated in Table 2. The study by Pookulangara & Shephard (2013), included in this review corpus, emerged as particularly impactful with 192 citations. Additionally, the research conducted by Jung and Jin (2014, 2016b) stands out for its frequent citations, notably the study that developed the Consumer Orientation to Slow Fashion (COSF) scale.

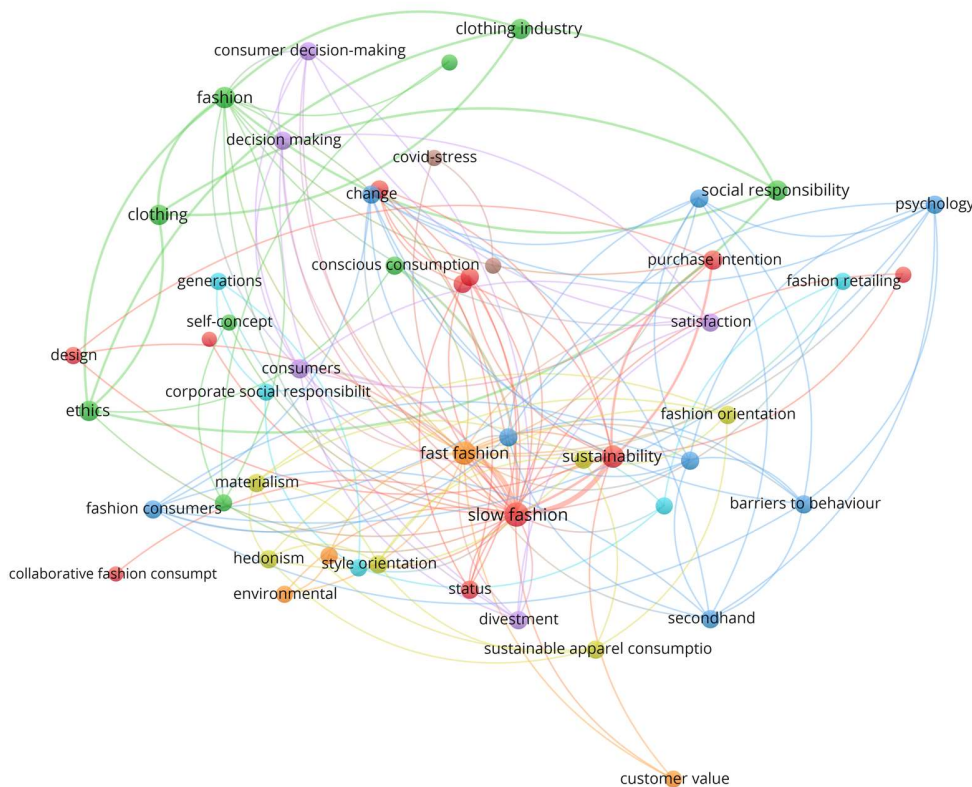
Table 2
Most cited articles.

Author	Title	Total Citations	TC per Year	Normalized TC
Pookulangara and Shephard (2013)	Slow fashion movement: Understanding consumer perceptions - An exploratory study	192	16,00	1,26
Watson and Yan (2013)	An exploratory study of the decision processes of fast versus slow fashion consumers	113	9,42	0,74
Jung and Jin (2014)	A theoretical investigation of slow fashion: sustainable future of the apparel industry	109	9,91	1,00
Jung and Jin (2016b)	Sustainable Development of Slow Fashion Businesses: Customer Value Approach	64	7,11	1,16
Legere and Kang (2020)	The role of self-concept in shaping sustainable consumption: A model of slow fashion	61	12,20	1,83
Jung and Jin (2016a)	From quantity to quality: understanding slow fashion consumers for sustainability and consumer education	59	6,56	1,07
Gupta <i>et al.</i> (2019)	The Role of Style Versus Fashion Orientation on Sustainable Apparel Consumption	52	8,67	1,37
Pencarelli <i>et al.</i> (2020)	Luxury Products and Sustainability Issues from the Perspective of Young Italian Consumers	47	9,40	1,41
Reimers <i>et al.</i> (2016)	The academic conceptualisation of ethical clothing: could it account for the attitude behaviour gap?	42	4,67	0,76
Sung and Woo (2019)	Investigating male consumers' lifestyle of health and sustainability (LOHAS) and perception toward slow fashion	38	6,33	1,00

Note: Research metadata.

A keyword co-occurrence (co-words) analysis provided a deeper understanding of the content of the studies, allowing the identification of antecedent factors that permeate the investigation at hand. As presented in Figure 5, eight clusters were identified that offered a broad perspective on the factors influencing Slow Fashion consumption behavior, highlighting the complexity of this phenomenon.

Figure 5
Co-words analysis



Note: Research metadata.

The emphasis on consumers' environmental concerns and their integration with lifestyle and personal identity characterizes the first cluster, Circular Fashion and Collaborative Consumption (red). This cluster encompasses variables such as circular economy, collaborative consumption, design, ownership, and sustainability. Consumers within this cohort perceive their preferences for sustainable products as a means of social positioning and the conveyance of values, actively engaging in waste reduction through recycling, sharing, and co-ownership of fashion items.

Distinguishing between the consumption patterns of fast fashion and slow fashion is the focus of the second cluster, Conscious and Ethical Consumption (green). This cluster underscores conscious consumption, product durability, customer well-being, and satisfaction with long-lasting products. It incorporates variables such as ethics, consumer profiles, and industry practices, with consumers making deliberate and informed fashion choices that prioritize ethical considerations alongside the broader environmental and social impacts of their purchases.

The third cluster, Barriers and Brand Associations in Sustainable Fashion (dark blue), accentuates the significance of corporate social responsibility (CSR) within the fashion industry and the imperative to elevate consumer awareness about sustainable practices. Key variables include behavioral barriers, brand associations, and consumer conservation efforts. This cluster focuses on surmounting these barriers and the pivotal role of brand associations in steering consumer behavior towards sustainability, with an increasing cognizance of ethical practices and social responsibility among consumers.

The fourth cluster, Fashion Orientation and Hedonism (yellow), delves into the motivations underlying consumers' fashion choices and their connection to personal style and self-expression. Variables such as fashion orientation, hedonism, individualism, materialism, and style orientation are central to this cluster. Consumers in this group prioritize personal expression and stylistic preferences, striving to balance their desire for fashionable attire with sustainable practices, thus achieving a consonance between fashion orientation and environmental consciousness.

Highlighting the necessity for systemic changes towards more circular and sustainable fashion models is the focus of the fifth cluster, Consumer Decision-Making and Satisfaction (purple). This cluster includes variables related to consumer decision-making processes, satisfaction, and divestment practices. It emphasizes the importance of conscious decision-making in the promotion of circular economy principles, with consumers prioritizing long-term value and sustainability in their purchases, advocating for brands that support these principles and the reduction of waste.

The influence of slow fashion on consumer behavior is elucidated in the sixth cluster, Sustainable Consumer Behavior and CSR (light blue). Key variables include CSR, luxury fashion retail, and generational differences. This cluster illustrates how perceived value and CSR initiatives propel sustainable consumption choices across various demographics. Consumers prefer durable

products that align with their sustainability values, seeking brands that incorporate CSR into their business practices.

The seventh cluster, Sustainable Production and Fast Fashion (orange), underscores the importance of sustainable production practices in molding conscious consumer behavior. Variables such as customer value, environmental impact, ethical considerations, and sustainability in production are central to this cluster. It highlights the significant role of ethical production processes in consumer choices, with an increasing preference for sustainability within the fashion industry's production processes and heightened awareness of fast fashion's environmental ramifications.

Therefore, the eighth cluster, COVID-19 Stress and Fashion Equity (brown), addresses the impact of the COVID-19 pandemic on fashion consumption and the role of CSR in the luxury sector. Central variables include COVID-19-induced stress and equity, reflecting pandemic-induced shifts in consumer priorities towards sustainability and social responsibility. This cluster underscores the heightened consumer awareness regarding the broader social implications of their fashion choices, as they seek brands that demonstrate a commitment to equity and sustainability in response to the disruptions and reflections engendered by the pandemic.

4.1.1. Antecedents

Based on the process of coding and identifying antecedent variables, which encompass reasons for engaging or not engaging in a behavior, the antecedents influencing Slow Fashion consumption behavior were systematically classified into six distinct categories: (i) social influence, (ii) product attributes, (iii) ethical and moral considerations, (iv) psychological factors, (v) demographic factors, and (vi) environmental factors. This categorization offered an understanding of the factors influencing Slow Fashion consumption behavior.

Social Influence

Subjective norms, or an individual's perception of social approval, significantly impact attitudes and purchase intentions towards Slow Fashion products (Lira & Costa, 2022; Sung & Woo, 2019). Consumers are more inclined to purchase Slow Fashion products when they perceive support from friends and family, reflecting normative social pressure. Broader societal

expectations, or social norms, further amplify this influence, shaping consumer behavior towards sustainable fashion (Lira & Costa, 2022).

Heightened social and economic awareness also significantly affects consumer behavior in Slow Fashion. Consumers who understand the social and economic implications of their purchasing choices are more likely to opt for sustainable products (Radtke *et al.*, 2022). Brand influence is another critical factor; well-known brands advocating sustainability can effectively shape consumer preferences and purchasing decisions (Kim & Kim, 2023; Radtke *et al.*, 2022).

Relative obsolescence, the perceived need to replace products before the end of their functional life, often deters consumers from choosing Slow Fashion. However, initiatives promoting the durability and timelessness of Slow Fashion products have been successful in some segments (Radtke *et al.*, 2022). Social desirability bias, where consumers' reported preferences for sustainable products are influenced by a desire to conform to social expectations, complicates the understanding of genuine consumer behavior (Reimers *et al.*, 2016). Additionally, the visibility and availability of sustainable fashion options significantly affect consumer choices. Increased visibility and easier access to sustainable options encourage more consumers to consider Slow Fashion (Ronda, 2024).

Negative publicity about working conditions and environmental impacts associated with fast fashion has also been shown to shift consumer preferences towards Slow Fashion. Studies indicate that consumers become more conscious of their purchasing choices when exposed to information about poor working conditions and environmental degradation (Magnuson *et al.*, 2017; Roozen & Raedts, 2020). Consumer consciousness towards social and ecological issues is another pivotal factor. Those more aware of and concerned about social justice and environmental sustainability are more likely to support Slow Fashion (Blas Riesgo *et al.*, 2023a; Roozen & Raedts, 2020).

Empowerment through community activism and autonomy also enhances consumer engagement with Slow Fashion. Individuals who feel empowered and believe their actions contribute to larger social and environmental goals are more committed to sustainable consumption (Sobreira *et al.*, 2020). Feelings of power or powerlessness can significantly influence consumer behavior, with those feeling more empowered being more proactive in their sustainable choices.

The Lifestyle of Health and Sustainability (LOHAS) segment represents a demographic particularly inclined towards Slow Fashion. These consumers prioritize health, sustainability, and ethical consumption, making them a crucial target group for Slow Fashion brands (Sung & Woo, 2019). Cultural traits and internalized traditional cultural identity further shape consumer behavior. Cultural values, norms, and the degree to which traditional cultural identities are internalized influence attitudes and purchase intentions regarding Slow Fashion products (Chakraborty & Sadachar, 2023a; Gupta *et al.*, 2019). Collectivist cultures, which emphasize community and shared values, often show higher preferences for sustainable consumption compared to individualistic cultures (Gupta *et al.*, 2019). Additionally, traditional cultural identities, when aligned with sustainable practices, can reinforce positive attitudes towards Slow Fashion (West *et al.*, 2021).

Product Attributes

Consumers prioritize various attributes of Slow Fashion products. Magnuson *et al.* (2017) found that consumers prioritize the physical and extrinsic attributes of Slow Fashion products, with less emphasis on environmental responsibility and animal welfare. Conversely, Reimers *et al.* (2016) argued that environmental responsibility, employee well-being, and animal welfare are crucial in shaping consumer perceptions of ethical clothing, with animal welfare having the most significant impact.

These findings suggest that while physical and extrinsic attributes are immediately noticeable to consumers, deeper values such as environmental and ethical concerns are increasingly influential in their purchasing decisions (Blas Riesgo *et al.*, 2023a). Additionally, garment characteristics such as environmentally responsible practices, employee welfare, physical and extrinsic attributes, and cost are pivotal in influencing consumer preferences. The preference for natural fabrics and materials underscores a growing trend toward sustainability and eco-friendliness.

Moreover, the country of origin and certification labels have become significant factors, providing consumers with assurance of ethical production practices and quality standards (Blas Riesgo *et al.*, 2023b). Brand reputation and perceived commitment to sustainability also play a crucial role in consumer choices.

Ethical and Moral Considerations

Ethical considerations significantly influence the intention to consume Slow Fashion products. Lira and Costa (2022) found that the intention to consume consciously positively impacts the consumption of Slow Fashion products. These findings align with Reimers *et al.* (2016), who emphasized the importance of consumer perception of ethical clothing. Slow Fashion products, defined as clothing produced with ethical intentions and adhering to ideal industry standards, shape consumer behavior towards Slow Fashion.

Contrary to Legere and Kang (2020), who found that moral identity effects were not significantly predominant, Jung and Jin (2016a) identified that consumer values, such as concern for social and environmental well-being and the desire to achieve personal goals, directly influence consumption behavior. These results highlight the significance of personal values in understanding consumer behavior towards sustainable fashion. Additionally, aspects of self-signaling, such as symbolized and internalized moral identity, play crucial roles (Legere & Kang, 2020). Consumers who view themselves as nonconformist, pro-environmental, or frugal are more inclined to engage in Slow Fashion, aligning with their self-identity and ethical standards.

Fast fashion consumers aim to maximize utility by purchasing more clothing at lower prices, while Slow Fashion consumers maximize utility by buying versatile, high-quality clothes that fit well in their wardrobes (Watson & Yan, 2013). This purchasing approach suggests that Slow Fashion consumers value product durability and quality over quantity. Traditional and religious values further reinforce this preference, as individuals with strong traditional or religious backgrounds are more likely to appreciate and invest in sustainable and ethically produced fashion items.

Chakraborty and Sadachar (2023) showed that the connection with indigenous cultural values positively influences environmental attitudes but does not directly affect Slow Fashion purchase intentions. However, environmental attitudes mediate the relationship between traditional values and Slow Fashion purchase intentions, demonstrating an indirect influence (Chakraborty & Sadachar, 2023a). Additionally, attitudes towards Slow Fashion mediate the relationship between cultural values and purchase intentions, indicating that cultural connections increase positive attitudes towards Slow Fashion, thereby influencing purchase intentions. Spirituality and

environmental knowledge, including sustainability practices, significantly shape consumer attitudes and behaviors.

Consumer knowledge of circular models and their willingness to support such models are increasingly relevant (Musova *et al.*, 2021). Consumers informed about and supportive of circular models exhibit a greater propensity for Slow Fashion consumption. This awareness reflects a broader understanding of fashion's environmental impact and a commitment to sustainable consumption practices.

Psychological Factors

Sung and Woo (2019) examined how decision-making styles influence the perception of quality and emotional value of Slow Fashion. They found that perfectionism and price consciousness positively affect the perceived quality and emotional value of sustainable fashion, while an impulsive style has a negative effect. This aligns with the findings of Castro-López *et al.* (2021), who observed that a positive attitude towards Slow Fashion significantly impacts purchase intention.

Similarly, Legere and Kang (2020) investigated the effect of trust in communication through clothing on self-transformation and willingness to pay more for sustainable fashion. Their results indicated that while trust in communication positively affects self-transformation, it does not significantly influence the willingness to pay a premium for sustainable fashion.

Consumer orientation towards Slow Fashion is defined by five dimensions: equity, authenticity, functionality, localism, and exclusivity (Jung & Jin, 2014). Among these, localism and exclusivity notably enhance perceived value (Şener *et al.*, 2019). Furthermore, consumer orientation directly impacts perceived value and purchase intention (Castro-López *et al.*, 2021).

Contrarily, Lira and Costa (2022) noted that pro-environmental attitudes do not significantly influence the intention or consumption of Slow Fashion. However, the overall attitude towards sustainable fashion remains a determinant of purchase intention (Magnuson *et al.*, 2017).

In the context of fashion orientation, Gupta *et al.* (2019) found that while style and fashion orientation are positively correlated, style orientation is more closely associated with purchasing second-hand and Slow Fashion products. This suggests that fast fashion consumers achieve

hedonism through the abundance of goods and the shopping experience, whereas Slow Fashion consumers derive satisfaction from high fashion and art (Watson & Yan, 2013).

Sobreira *et al.* (2020) identified a negative impact of materialism on localism orientation, indicating that materialistic values may lead consumers to prefer foreign brands over local products. Materialism, associated with the pursuit of social status symbols, often results in a higher valuation of non-local brands. Additionally, self-transformation has been shown to positively affect the intention to purchase and willingness to pay more for sustainable fashion (Legere & Kang, 2020).

Perceived consumer effectiveness, particularly perceived behavioral control, influences the likelihood of engaging in sustainable fashion consumption (Blas Riesgo *et al.*, 2023a; Chi *et al.*, 2021). Fashion consciousness further shapes consumer behavior, with higher levels leading to increased engagement with Slow Fashion (Blas Riesgo *et al.*, 2023a).

Trust in fashion companies, including brand and sustainability claims, significantly impacts consumer decisions (Blas Riesgo *et al.*, 2023a; Radtke *et al.*, 2022; Ronda, 2024). The phenomenon of fear of missing out (FOMO) can drive consumers towards impulsive purchases of sustainable fashion (Bläse *et al.*, 2024). Brand credibility, encompassing reputation and attitude, enhances consumer trust and loyalty (Kim & Kim, 2023).

Self-signaling motivations, such as nonconformity, pro-environmental behavior, and frugality, influence sustainable fashion choices (Castagna *et al.*, 2022). COVID-19 stress, including health safety concerns, has also affected consumer behavior towards sustainable fashion (Chakraborty & Sadachar, 2023b).

Hedonism and materialism are significant factors, with hedonistic consumers seeking pleasure and satisfaction through fashion (Gupta *et al.*, 2019; Watson & Yan, 2013). Schwartz's value theory provides a framework for understanding the motivational values driving sustainable fashion consumption (Jung & Jin, 2016). An incremental mindset fosters a belief in the ability to develop and improve personal qualities, impacting sustainable fashion choices (Kim & Kim, 2023).

Confidence in self-expression through clothing, self-image enhancement, and avoidance of buyer's remorse are additional factors influencing consumer behavior towards Slow Fashion (Belk, 1988). Utilitarianism and style/self-image congruence also play roles in shaping consumer preferences and purchase decisions (Watson & Yan, 2013).

Demographic Factors

Younger consumers are more sensitive to social and environmental issues, and principles of sustainability and the circular economy influence their purchasing decisions (Musova *et al.*, 2021). There is a relationship between the willingness to support Slow Fashion, age, and gender, with women tending to value environmental factors more than men. Similarly, Legere and Kang (2020) and Pencarelli *et al.* (2020) suggest that younger generations are more likely to be interested in sustainability issues and make more sustainable purchases.

Pookulangara and Shephard (2013) argue that some clothing items are considered "Slow Fashion" products by consumers, especially those passed down through previous generations, as the shared history with family members adds value to the clothing. However, some consumers view Slow Fashion as more suitable for their parent's generation, while fast fashion is seen as more appropriate for their generation.

Income also influences consumer orientation towards Slow Fashion. Consumers with lower incomes tend to value equity, authenticity, functionality, and localism factors more (Sobreira *et al.*, 2020). However, gender and age influence most orientations, except for functionality and authenticity. Women and older people are more likely to support Slow Fashion consumption (Sobreira *et al.*, 2020, p. 14).

Environmental Factors

Awareness of circularity positively affects responsible consumer behavior and consumption in the fashion market (Musova *et al.*, 2021). Consumer awareness of circularity motivates individuals to purchase products that address environmental problems and support well-intentioned business ideas.

Environmental concern plays a crucial role in shaping consumer behavior in the fashion market. Individuals with a pro-environmental attitude and a strong sense of environmental responsibility are more likely to consider the environmental and social impacts of their clothing choices. This is further supported by the idea that consumers' attitudes towards the environment drive their decisions towards more sustainable fashion options (Blas Riesgo *et al.*, 2023a; Chakraborty & Sadachar, 2023a, 2023b).

The perceived importance of environmental corporate social responsibility (CSR) activities significantly influences consumers' purchase decisions. Consumers who prioritize companies' environmental initiatives tend to support brands that demonstrate a commitment to sustainability (Pencarelli *et al.*, 2019). The importance of local production is another factor enhancing the appeal of Slow Fashion, as consumers often associate locally produced goods with higher quality and reduced environmental impact (Musova *et al.*, 2021).

The quality and credibility of information available to consumers also play a pivotal role. High-quality, credible information about sustainable fashion can enhance consumers' understanding and appreciation of Slow Fashion, thereby influencing their purchase behavior (Duh *et al.*, 2024). The need for information and its perceived usefulness further drives consumers' decision-making processes. When consumers find information about sustainable fashion useful and adopt it in their decision-making, they are more likely to engage in sustainable consumption.

Style orientation and fashion orientation are significant determinants of consumer behavior in the Slow Fashion market. Consumers who are style-conscious and oriented towards fashion trends are more likely to adopt Slow Fashion if it aligns with their aesthetic preferences and fashion sensibilities (Gupta *et al.*, 2019).

Pursuing healthy and sustainable lifestyles also influences consumer behavior in the fashion market. Sung and Woo (2019) found that consumers who seek a lifestyle of health and sustainability (LOHAS) perceive Slow Fashion as high quality, giving them a positive feeling when consuming these products. This perception is enhanced by their pro-environmental attitudes and the importance they place on environmental CSR activities.

4.1.2. Decisions

Castro-López *et al.* (2021) identified a positive and significant relationship between perceived value and consumer willingness to pay a premium for Slow Fashion products. This relationship underscores the direct impact of perceived value on purchase intentions. Additionally, Pookulangara and Shephard (2013) found that consumers are inclined to pay more for clothing produced under socially responsible and environmentally friendly conditions. Despite these positive inclinations, many consumers remain unaware of the actual price differences between Slow Fashion products and their conventional counterparts, which poses a significant barrier to

Slow Fashion consumption. Economic considerations are thus highlighted as a primary factor influencing purchase intentions.

Further research by Şener *et al.* (2019) concluded that consumers planning to purchase Slow Fashion products are willing to pay higher prices, appreciating both tangible and intangible benefits. Jung and Jin (2016a) also emphasize that higher perceived value leads to a greater willingness to pay more, thereby positively affecting purchase intentions. Moreover, Liu *et al.* (2022) identified the ease and satisfaction of the disposal process as significant factors influencing consumers' willingness to engage in sustainable fashion practices.

Contrasting these findings, Magnuson *et al.* (2017) suggest that a lower perceived cost of ethical clothing correlates with a more positive overall attitude towards these products, potentially enhancing purchase intentions. Pencarelli *et al.* (2020) further argue that effective sustainable marketing significantly influences consumer behavior by improving communication about sustainability practices.

Liu *et al.* (2022) also note that the price of clothing is considered the least relevant characteristic by consumers, though it remains an indicator of quality and perceived value. While price might not be the most critical factor in purchasing Slow Fashion, it still plays a determining role in perceived value and willingness to pay. Factors such as purchase frequency, impulse buying, and barriers like cost, lack of awareness, availability, and personal preferences are crucial in shaping consumer behavior towards sustainable purchasing decisions.

Consumer segmentation and actual purchasing behavior are pivotal in understanding Slow Fashion consumption dynamics. Consumers who engage in sustainable habits and purchases are more likely to buy Slow Fashion products, driven by conscious consumption intentions and a willingness to pay a premium (Şener *et al.*, 2019). Disposal behavior, including divestment approaches and detachment processes, also influences attitudes towards ethical clothing and repeat purchase intentions. Awareness of a product's final disposal and the impact of corporate social responsibility (CSR) on purchasing decisions further promote Slow Fashion adoption (Pencarelli *et al.*, 2020).

The study of behavioral changes and fashion consumption choices reveals that reducing fast fashion consumption and shifting towards upcycling and repairing significantly impact sustainable consumer habits (Jung & Jin, 2016a). Understanding the multitude of factors - from

overall attitudes and disposal behaviors to the impact of CSR and sustainable marketing - provides a comprehensive view of the variables influencing Slow Fashion consumer behavior. Implementing strategies to enhance awareness, availability, and perceived value, while addressing economic barriers, is essential for promoting sustainable fashion consumption.

4.1.3. Outcome

According to Watson and Yan (2013), fast fashion consumers prioritize low prices to avoid buyer's remorse, while Slow Fashion consumers emphasize the quality and versatility of products. However, a more recent study by Liu *et al.* (2022) found that sustainable fashion, particularly high-quality local brands and customized clothing, positively correlates with several dimensions of well-being. Specifically, customized clothing is associated with higher levels of engagement and achievement. Additionally, consumers value durability, comfort, and aesthetics, as these attributes enable prolonged use of products.

Pencarelli *et al.* (2020) revealed significant generational differences in sustainable consumption behavior regarding luxury goods. Their findings indicate that consumers highly engaged in luxury goods tend to exhibit less sustainable consumption habits. Conversely, those with sustainable consumption habits are more likely to purchase luxury items. This is particularly relevant since the Slow Fashion movement promotes artisanal production, durable materials, and conscious consumption, positioning Slow Fashion products as luxury items due to their quality, exclusivity, and durability.

Moreover, the relationship between luxury products and sustainable consumption is complex and multifaceted. The findings provide a deeper understanding of sustainable consumption behavior in the context of luxury products and underscore the importance of the Slow Fashion movement for promoting a more conscious and responsible approach to consumption (Pencarelli *et al.*, 2019).

The reduction in environmental impact is a crucial aspect of Slow Fashion. Consumers are increasingly aware of the environmental benefits of choosing sustainably produced apparel, which influences their consumption behavior. This heightened awareness also fosters word of mouth (WOM) and WOM intentions, as satisfied consumers are likely to share their positive experiences within their communities (Castagna *et al.*, 2022; Kim & Kim, 2023).

Customer perception of sustainability practices significantly impacts brand loyalty (Oliveira *et al.*, 2022). Consumers who view a brand's efforts as genuine are more likely to remain loyal. Additionally, environmental apparel consumption is influenced by consumer attitudes towards textile products made from waste or recycled materials, reflecting a growing trend toward sustainable material use.

Status and social impact also play roles in consumers' Slow Fashion choices (Castagna *et al.*, 2022). Individuals often seek perceived self-enhancement benefits and a sense of empowerment and self-transformation through their purchases (Legere & Kang, 2020). The alignment of lifestyle with Slow Fashion values further strengthens perceived customer value and brand loyalty.

Community engagement is another important factor. Consumers who feel connected to a brand's mission are more likely to support it. The quality of Slow Fashion products and the fit between a company's corporate social responsibility (CSR) initiatives and its brand (CSR-brand fit) contribute to consumer satisfaction and loyalty (Kim & Kim, 2023).

Furthermore, the PERMA model's well-being domains - positive emotion, engagement, relationships, meaning, and accomplishment - are positively influenced by Slow Fashion consumption (Liu *et al.*, 2022). Consumers experience both instant satisfaction and continued satisfaction, with the latter being more prevalent in Slow Fashion due to the lasting value and quality of the products.

Finally, managing negative publicity and brand antipathy is essential, as these factors can significantly impact consumer perception and loyalty (Roozen & Raedts, 2020). Brands must ensure CSR authenticity to build and maintain trust, which enhances perceived value toward Slow Fashion and mitigates adverse effects on brand loyalty.

4.2. How is it known? (Insights derived from the TCCM framework)

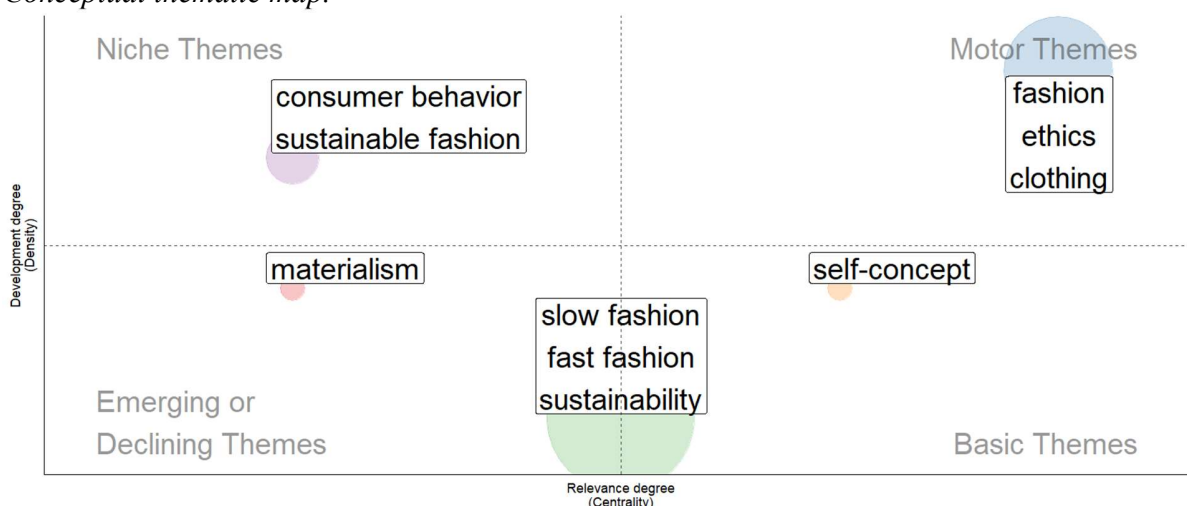
This section presents a detailed description of the theoretical domain that underlies research on Slow Fashion consumption behavior, emphasizing the various theoretical frameworks (T) employed to elucidate its associated research questions. Among the highlighted theoretical frameworks, particular attention is given to Cultural Theory, Self-concept Theory, and the Theory of Planned Behavior.

Following this, the distinct contexts (C) are highlighted, including the countries where research on Slow Fashion consumption has been conducted, followed by the various individual characteristics (C) of the population under study. Finally, the main methodological aspects (M) are presented, including research approaches and analytical tools to understand the Slow Fashion consumption phenomenon. A synthesis of the findings is presented in Figure 7.

Complementarily, bibliometric analysis is a powerful tool for mapping scientific production in a specific field of study, allowing for identifying and visualizing relevant topics and understanding associations between them. In this context, using two-dimensional thematic maps enables this type of analysis. In this sense, the most relevant topics in the Slow Fashion consumer behavior field were mapped (Figure 6), considering both the density and centrality of internal and external associations. The resulting thematic map is divided into four quadrants, each with its characteristics.

In Quadrant 1, Motor Themes, reside central and high-density topics in the literature, including "fashion," "ethics," and "clothing." These themes are pivotal for comprehending the dynamics of Slow Fashion consumer behavior, as they illuminate the motivations and factors influencing consumer decision-making processes. For instance, ethics have emerged as a critical determinant for Slow Fashion consumers, who prioritize responsibly produced apparel.

Figure 6
Conceptual thematic map.



Note: Research metadata.

Quadrant 2, Niche Themes, encompasses specific and high-density topics such as "consumer behavior" and "sustainable fashion." These themes afford an in-depth exploration of particular issues within the realm of Slow Fashion studies and yield valuable insights into consumer behavior. Sustainable fashion, in particular, scrutinizes the evolving trends and challenges confronted by both Slow Fashion producers and consumers, rendering it a complex and continually developing area of inquiry.

Quadrant 3, Emerging or Declining Themes, features the topic of "materialism." This theme exhibits low density and centrality in the literature, suggesting potential avenues for future research. Materialism could be a significant factor in the decision-making processes of Slow Fashion consumers, highlighting the interplay between consumers' value systems and their consumption behaviors.

In Quadrant 4, Basic Themes, the topic of "self-concept" is prevalent. This theme is fundamental to the understanding of Slow Fashion and warrants consideration in future research endeavors. Self-concept is a core theme that influences all phases of the purchasing and utilization of Slow Fashion products.

Furthermore, along the relevance (centrality) continuum between Quadrants 3 and 4, the topics of "slow fashion," "fast fashion," and "sustainability" are present. These themes are integral as they link the emerging or declining themes with the basic themes, underscoring their significance across various facets of the field.

The comprehensive analysis of the four quadrants elucidates prevailing trends and prospective research opportunities within the study of consumer behavior in the context of Slow Fashion. The central themes in Quadrant 1 warrant further exploration and in-depth study, while the specific topics in Quadrant 2 and the emergent opportunities in Quadrant 3 should be actively investigated. The foundational themes in Quadrant 4 should be regarded as essential for a robust understanding of the Slow Fashion phenomenon.

4.2.1. Theory

The exploration of consumer behavior within the Slow Fashion paradigm necessitates the rigorous application of diverse theoretical frameworks. These frameworks include the Theory of Planned Behavior (TPB), the Theory of Reasoned Action (TRA), Schwartz's Theory of Universal

Values, Self-Determination Theory, Self-Concept Theory, Social Identity Theory, Self-Signaling Theory, Cognitive Dissonance Theory, Self-Transcendence Theory, Diffusion of Innovations Theory, Implicit Theory, Self-Discrepancy Theory, Value-Belief-Norm Theory (VBN), Conspicuous Consumption Theory, Balance Theory, Behavioral-Reasoning Theory (BRT), and Cultural Theory. Each theoretical perspective contributes uniquely to a nuanced understanding of the motivations, attitudes, and behaviors of consumers within this domain.

Balance Theory underscores the human proclivity for maintaining equilibrium between cognitive beliefs, affective states, and volitional behaviors (Heider, 1946). This theory is particularly significant when analyzing consumer behavior in Slow Fashion, where consumers strive to harmonize their sustainability-oriented convictions with their consumption practices. Discrepancies between their beliefs and consumption behaviors provoke psychological dissonance, which serves as a catalyst for re-establishing equilibrium.

This insight into consumer behavior within the Slow Fashion paradigm highlights the critical role of consumers' sustainability aspirations in shaping their consumption decisions. Perceived incongruities act as potent motivators for realigning beliefs, emotions, and actions to achieve balance.

Cultural Theory elucidates cultural experiences through four distinct ideologies: hierarchy, individualism, egalitarianism, and fatalism, significantly shaping individuals' perceptual schemas (Thompson et al., 1990). Applying this theory to Slow Fashion enables a comprehensive understanding of the motivations and values underpinning consumer behavior. As West *et al.* (2021) outlined, Cultural Theory is an effective heuristic tool for analyzing the motivating factors behind Slow Fashion-related consumption policies, fostering societal behavioral transformations.

Egalitarianism, one of the cultural ideologies within Cultural Theory, emerges as a salient perspective in the Slow Fashion context. Egalitarian consumers, guided by their ingrained value system, prioritize sustainability and social justice. They view Slow Fashion as a means to manifest their commitment to egalitarian values through sustainable materials and fair labor practices.

Conversely, individualistic cultural ideology, while contrasting with egalitarianism, also significantly influences Slow Fashion consumption. Individualist consumers are attracted to Slow Fashion's exclusivity and the uniqueness of its artisanal pieces, aligning with their desire for distinctiveness and personal identity expression. The emphasis on limited production runs and

artisanal craftsmanship provides fertile ground for individualists to express their penchant for uniqueness and originality.

Schwartz's Theory of Universal Values (Schwartz *et al.*, 2012) highlights the search for sustainability and ethics in Slow Fashion as an expression of universal values, focusing on collective well-being and environmental conservation. In Slow Fashion, consumers are characterized by their quest for durable and timeless products, grounded in their adherence to these intrinsic values. This relationship underscores the impact of consumer values on driving sustainable consumption patterns, fostering a discourse on the intersection of psychology, sustainability, and ethical fashion consumption.

Self-Concept Theory emphasizes the significant influence of self-assessment and self-concept on consumer behavior (Sirgy, 1982). In fashion, where ideals of beauty and lifestyle are prevalent, this theory is particularly relevant. Recognizing the relationship between individual self-concept and consumption practices is crucial in understanding the motivations for responsible and sustainable fashion consumption. Consumers in Sustainable Fashion seek to express personal values and environmental consciousness through their consumption choices and behaviors.

Self-Determination Theory highlights the central role of three fundamental psychological needs - autonomy, competence, and relatedness - in influencing overall well-being (Ryan & Deci, 2000). These psychological imperatives significantly impact consumers' decision-making processes within Slow Fashion. Consumers align their behaviors with fulfilling these needs, illustrating the interaction between intrinsic human needs and sustainable fashion choices.

Integrating Self-Determination Theory and Self-Concept Theory provides a comprehensive understanding of Slow Fashion consumption behavior. This theoretical triangulation offers insights into the intersection of personal values, authenticity, and identity expression in adopting Slow Fashion by considering intrinsic motivation and self-image.

Social Identity Theory and Self-Signaling Theory provide additional insights into consumer behavior in Slow Fashion. Social Identity Theory explores how individuals' self-concepts derive from their membership in social groups, influencing their consumption choices to align with group norms (Tajfel *et al.*, 1979). Self-Signaling Theory suggests that consumers use purchasing behaviors to signal their values and identity to themselves and others, reinforcing their commitment to sustainability (Bodner & Prelec, 2003).

Cognitive Dissonance Theory and Self-Discrepancy Theory address the psychological discomfort arising from inconsistencies between beliefs and behaviors (Festinger, 1957; Higgins, 1987). In Slow Fashion, consumers experiencing dissonance are motivated to realign their practices with their sustainability values. Self-Transcendence Theory emphasizes the pursuit of goals beyond self-interest, such as environmental conservation, aligning closely with Slow Fashion consumers' values (Reed, 2008).

Diffusion of Innovations Theory and Implicit Theory further elucidate the adoption and internalization of sustainable practices (Dweck, 2011; Rogers, 1962). Diffusion of Innovations Theory explores how new ideas and practices spread within a community, highlighting the role of early adopters in promoting Slow Fashion. Implicit Theory examines the underlying beliefs shaping consumer attitudes towards sustainability.

Value-Belief-Norm Theory (VBN) and Conspicuous Consumption Theory offer additional perspectives (Stern *et al.*, 1995; Veblen, 1899). VBN Theory links values, beliefs, and norms to pro-environmental behavior, suggesting that Slow Fashion consumers are motivated by a strong ethical framework. Conspicuous Consumption Theory examines the role of social status and prestige in consumption, highlighting how Slow Fashion serves as a means of expressing social and environmental responsibility.

Behavioral-Reasoning Theory (BRT) provides a comprehensive framework for understanding consumer behavior in Slow Fashion (Westaby, 2005). BRT explores the reasons behind consumer decisions, considering the interplay of personal beliefs, social norms, and perceived outcomes.

Moreover, the Theory of Reasoned Action and the Theory of Planned Behavior expound upon the paramount significance of consumer beliefs, attitudes, and intentions in configuring the trajectory of human behavior (Ajzen, 1991). These theoretical underpinnings illuminate the centrality of consumer beliefs and attitudes in the intricate decision-making process. Notably, these frameworks emphasize that behavioral intention invariably emerges as the keystone of realized consumer behavior.

In environmentally conscious consumption, these theories provide valuable insights into the pivotal influence of consumer beliefs and attitudes on their purchasing choices. This significance is particularly pronounced in green products like Slow Fashion items, where ethical

and sustainable factors hold immense weight. Consumers' attitudes towards eco-friendly products, intertwined with their intentions to partake in environmentally conscious behaviors, emerge as indispensable indicators of their real purchasing behaviors (Policarpo & Aguiar, 2020).

Thus, these theories validate the assumption that Slow Fashion enthusiasts perceive a robust network of social support, cultivate positive attitudes toward consumption, and concurrently manifest a palpable sense of mastery and control over their consumption behaviors.

4.2.2. Contexts

The term context, as used by Paul and Benito (2018), refers to the study's environment. This review focused on identifying the countries where these studies were carried out, revealing 18 countries: Australia, Belgium, Brazil, Canada, China, France, Germany, Italy, Kazakhstan, Netherlands, Slovakia, South Africa, Spain, Sweden, Switzerland, Turkey, The United Kingdom and The United States, see Table 3.

Table 3
Contextual coverage.

Context	No. of articles	% of articles	Authors
Belgium	1	3,03%	Roozen, I., & Raedts, M. (2020)
Australia	3	9,09%	Magnuson, Reimers & Chao (2017)
			Reimers, Magnuson, & Chao (2016)
			Skinner, E. A., Litchfield, C. A., & Le Busque, B. (2021)
Brazil	4	12,12%	Gomes De Oliveira, L., Miranda, F. G., & De Paula Dias, M. A. (2022)
			Lira & Costa (2022)
			Radtke, M. L., De Almeida, S. O., & Espartel, L. B. (2022)
			Sobreira, Silva & Romero (2020)
Canada	1	3,03%	Duh, H. I., Yu, H., Venter De Villiers, M., Steffek, V., & Shao, D. (2024)
South Africa			
China	2	6,06%	Liu, Baines & Ku (2022)
			Xue, X., Caiguo, X., Yi, L., & Chenxia, M. (2022)
Italy	1	3,03%	Pencarelli et al. (2020)
Slovakia	1	3,03%	Musova, Musa, Drugdova, Lazaroiu & Alayasa (2021)

Spain	4	12,12%	Blas Riesgo, S., Codina, M., & Sádaba, T. (2023)
			Blas Riesgo, S., Lavanga, M., & Codina, M. (2023)
			Castro-López, Iglesias & Puente (2021)
			Ronda, L. (2024)
Turkey	1	3,03%	Şener, Bişkin & Kılınç (2019)
Kazakhstan			
United Kingdom	1	3,03%	West, Saunders & Willet (2021)
Sweden	1	3,03%	Gupta, Gwozdz, & Gentry (2019)
Netherlands			
Germany			
United States	12	36,37%	Chakraborty & Sadachar (2023)
			Jung & Jin (2014)
			Jung & Jin (2016a)
			Jung & Jin (2016b)
			Kim, T. H., & Kim, N. L. (2023)
			Legere & Kang (2020)
			Pookulangara & Shephard (2013)
			Sung & Woo (2019)
			Watson & Yan (2013)
			Castagna, A. C., Duarte, M., & Pinto, D. C. (2022)
			Chakraborty, S., & Sadachar, A. (2023)
Chi, T., Gerard, J., Yu, Y., & Wang, Y. (2021)			
Switzerland	1	3,03%	Bläse, R., Filser, M., Kraus, S., Puumalainen, K., & Moog, P. (2024)
France			

Note: Four papers have used samples wherein more than one country has been included.

The studies by Bläse *et al.* (2024), Duh *et al.* (2024), Gupta *et al.* (2019) and Şener *et al.* (2019) stand out for their cross-cultural nature by analyzing consumer behavior in different countries and comparing results. It is important to note that The United States is responsible for most studies included in this review, representing approximately 36% of the published articles.

4.2.3. Characteristics

To provide a comprehensive understanding of Slow Fashion consumption, it is imperative to analyze a broad spectrum of individual characteristics that shape consumer behavior. Subjective and social norms are pivotal, as purchasing decisions are often influenced by the perceived expectations of one's social circles. Additionally, heightened social and economic awareness profoundly shapes consumers' comprehension and appreciation of Slow Fashion principles (Radtke *et al.*, 2022).

Social desirability bias further impacts consumer choices, with many individuals motivated by the desire to be viewed positively by others. The increasing awareness among consumers regarding social and ecological issues underscores a rising trend toward products that align with sustainability and ethical production values. Empowerment also motivates consumers to support Slow Fashion, fostering local economies and mitigating environmental impact.

The dynamics of power and powerlessness, along with the Lifestyle of Health and Sustainability (LOHAS), inform consumer preferences, with individuals seeking products that support their health and sustainable living (Sung & Woo, 2019). Decision-making styles and cultural traits, including ingrained traditional cultural identities, significantly influence how consumers perceive and select Slow Fashion products (Sung & Woo, 2019; West *et al.*, 2021). Consequently, consumer orientation toward Slow Fashion is intrinsically linked to their perceptions and attitudes, thereby affecting their overall acceptance and commitment.

Price sensitivity and economic considerations are critical, as the relatively higher cost of Slow Fashion products can pose a barrier (Magnuson *et al.*, 2017; Skinner *et al.*, 2021). However, perceived consumer effectiveness can mitigate this barrier, as consumers believe their choices can lead to substantial social and environmental benefits. Fashion consciousness and trust in fashion companies guide consumer behavior, highlighting the necessity for transparency and credibility in Slow Fashion marketing.

Factors such as fear of missing out, clothing-related self-esteem, and self-signaling, including nonconformity, pro-environmental attitudes, and frugality, also influence purchasing behavior as consumers use fashion to express their identities and values (Bläse *et al.*, 2024; Legere & Kang, 2020; Sobreira *et al.*, 2020). Clothing-related self-esteem, especially in the context of

COVID-related stress and health safety concerns, significantly impacts consumer choices, with many seeking comfort and security in their purchases (Chakraborty & Sadachar, 2023b).

Hedonism, materialism, and Schwartz's values provide insights into the intrinsic motivations behind consumer behavior, while an incremental mindset and confidence in self-expression through clothing highlight the evolving nature of consumer identities (Gupta *et al.*, 2019; Sobreira *et al.*, 2020). Improving self-image and avoiding purchase regret are crucial, as consumers aim to make purchases that affirm their self-concept and minimize regret. Utilitarianism and style/self-image congruence further elucidate how practical and aesthetic considerations influence the adoption of Slow Fashion (Watson & Yan, 2013).

Finally, demographic factors, including gender, age, income, and education, offer a comprehensive profile of Slow Fashion consumers, illustrating how diverse backgrounds shape consumption patterns. Understanding these variables is essential to grasping the intricate interplay of beliefs, values, and choices in Slow Fashion consumption behavior, providing critical insights for marketers and policymakers striving to promote sustainable fashion practices.

4.2.4. Methods

The Slow Fashion phenomenon has been extensively investigated through a myriad of methodological techniques, encompassing quantitative, qualitative, and mixed methods approaches. For a comprehensive and nuanced understanding of this multifaceted phenomenon, it is imperative to employ diverse research methodologies that encapsulate its various dimensions.

Within the realm of qualitative techniques, significant methods identified include wardrobe audits recorded in audio, longitudinal experiential embodied research, focus groups, and in-depth interviews. These approaches are particularly efficacious in elucidating Slow Fashion consumption behavior, as they yield detailed and contextually rich information. The grounded theory approach has proven invaluable, facilitating the identification, coding, and categorization of key themes within the collected data. Other noteworthy qualitative methods include content analysis with deductive coding, documentary analysis, exploratory qualitative approaches, personal interviews, open-ended surveys, semi-structured interviews, thematic analysis, and rigorous techniques for ensuring data validity such as triangulation, member checking, and peer

reviewing. Collectively, these methods significantly enhance the depth and richness of qualitative insights into Slow Fashion.

In terms of quantitative techniques, various methods have been instrumental in exploring the relationships between pertinent variables associated with Slow Fashion consumption. These include cluster analysis, correlation analysis, descriptive statistics, multiple regression analyses, negative case analysis, path analysis, simple regression analysis, structural equation modeling (SEM), surveys, ANOVA, bivariate correlation analyses, chi-square tests, choice-based conjoint analysis, experimental studies, multi-group analysis, multiple linear regression (MLR), and principal component analysis (PCA). Such techniques enable researchers to identify consumer patterns and groups with similar characteristics related to sustainable fashion and to examine the complex interrelationships among multiple variables.

Both qualitative and quantitative methodologies have distinct applications and limitations, yet they can be highly complementary in the investigation of Slow Fashion consumption. Moreover, employing a mixed methods design provides a robust framework for capturing the depth and breadth of Slow Fashion consumer behavior. This integrative approach leverages the strengths of both qualitative and quantitative methodologies, offering a more nuanced and holistic understanding of the phenomenon.

5. FUTURE RESEARCH AGENDA

5.1. Where to go?

The last two sections outlined a comprehensive literature overview concerning Slow Fashion consumption behavior. This section highlights the distinct gaps identified throughout the reviewed articles. Based on that, a future research agenda relevant to ADO is established, which may guide researchers in seeking a more detailed understanding of the phenomenon in question.

5.1.1. Antecedents

From the analysis of the textual corpus of the articles, it was found that there is no consensus regarding a clear definition of the attributes considered important by consumers, given that different research indicates disparate results. For example, while Magnuson *et al.* (2017)

highlight the relevance of physical and extrinsic attributes, Reimers *et al.* (2016) demonstrate that environmental responsibility and animal welfare attributes are more significant to consumers. This circumstance leads to the following research proposition.

RP1: What are the most important attributes for consumers when making Slow Fashion consumption decisions, and how do these vary across different demographic groups (e.g., age, gender, income level)?

Another identified gap concerns the relationship between personal values and consumer behavior. Although the research conducted by Jung and Jin (2016a) evidenced a significant influence of personal values on the adoption of sustainable consumption practices, moral identity was not shown to be a predominant factor in the studies conducted by Legere and Kang (2020). Therefore, it is necessary to investigate further the connection between personal values and the adoption of sustainable consumption practices. This leads to the following research proposition.

RP2: How do personal values influence the adoption of Slow Fashion consumption practices, and to what extent does moral identity play a role in this process?

Additionally, there is a lack of studies exploring the relationship between gender and Slow Fashion product consumption and the influence of social networks on adopting sustainable consumption practices. Although the subjective norm is mentioned as a relevant factor in the adoption of Slow Fashion consumption practices, there is no further analysis of the role of social networks in this process. Given the above, the following research propositions arise.

RP3: To what extent does gender influence the adoption of Slow Fashion product consumption, and how does this vary across different demographic groups?

RP4: How does social normative pressure influence the adoption of Slow Fashion consumption practices, and what role do social networks play in this process?

Given the identified gaps, it is possible to establish a future research agenda that better understands the relationship between product attributes and consumer attitudes toward sustainable consumption, considering factors such as personal values, gender, and the influence of social

networks. Additionally, it is necessary to investigate further the role of normative pressure in the context of Slow Fashion consumption.

5.1.2. Decisions

Even though studies have advanced the understanding of consumption behavior concerning Slow Fashion products, some gaps must be filled to comprehend the phenomenon completely. A gap relates to comparing various types of Slow Fashion products in terms of their perceived value and the occasions for which they are suitable.

It was possible to identify a lack of research on the perception of the value of different Slow Fashion products. Despite the study by Castro-López *et al.* (2021) showing a positive relationship between the perception of value and the consumer's willingness to pay more for these products, it was not examined whether this relationship varies between different types of Slow Fashion products, such as clothing, accessories, and footwear, for instance. In addition, the mentioned studies did not investigate how the perception of value can be affected by factors such as quality, durability, and style of the Slow Fashion products.

To bridge this gap, it becomes relevant to examine how consumers perceive different categories of Slow Fashion products in various social contexts. It is imperative to investigate whether certain Slow Fashion items are seen as more suitable for personal use while others are preferred for public or formal occasions. This analysis gains significance by highlighting the social influence on Slow Fashion product choices, revealing which types are more appropriate for specific occasions based on individual preferences social and cultural norms. Given the above, the following research propositions arise.

RP5: How does the relationship between the perception of value and willingness to pay more for Slow Fashion products vary across different types of products (e.g., clothing, accessories, shoes)?

RP6: How do factors such as quality, durability, and style of Slow Fashion products affect the perception of value, considering the circumstances in which the products are used (e.g., private vs. public)?

A lack of research on psychological and social barriers influencing the adoption of Slow Fashion consumption behavior is identified. Despite the authors mentioning economic considerations as one of the main barriers that affect the intention to purchase, the role of factors such as the absence of information regarding Slow Fashion products was not addressed. Given the above, the following research propositions arise.

RP7: What psychological and social barriers influence the adoption of Slow Fashion consumption behavior, and how do they affect the intention to purchase?

RP8: How does the lack of information regarding Slow Fashion products affect the intention to purchase, and what role does it play as a barrier to adoption?

Additionally, the relationship between the perception of value and consumer satisfaction with Slow Fashion products was not evidenced. Even though it has been shown that the perception of value influences the intention to purchase these products, it was not addressed how this perception can affect consumer satisfaction after purchasing and using these products. This leads to the following research proposition.

RP9: How does the perception of value affect consumer satisfaction with Slow Fashion products after purchase and use?

5.1.3. Outcome

One main gap concern understanding the relationship between sustainable consumption and luxury products. Although the findings of Pencarelli *et al.* (2020) indicate that consumers more engaged in luxury goods tend to apply less sustainable consumption habits, the complexity of this relationship has not yet been fully explored. This leads to the following research proposition.

RP10: What is the relationship between Slow Fashion consumption and luxury products?

Another gap to be addressed is understanding the factors that motivate consumers to adopt Slow Fashion consumption habits. Liu *et al.* (2022) study has shown that sustainable fashion positively correlates with several dimensions of well-being, it is still unclear what the main motivations behind this trend are. For example, it is possible that consumers are becoming more

aware of the importance of reducing their environmental impact or that they are seeking ways to express their individuality through consumption.

However, a more in-depth analysis is necessary to elucidate the direct relationship between adherence to the Slow Fashion movement and effective ecological footprint reduction. In this same vein, investigating the intersections between consumption choices related to Slow Fashion products and sustainable consumption behaviors in other spheres, such as food, mobility, and resource usage, emerges as a critical area of interest. A thorough examination of these interconnections is important to assess the consistency of the commitment to sustainability among Slow Fashion enthusiasts and to discern whether such choices reflect a broader sustainable *ethos* or are merely confined to a specific niche of consumption. This circumstance leads to the following research proposition.

RP11: What factors motivate consumers to buy Slow Fashion products and change their consumption habits? How is lifestyle related to Slow Fashion product consumption?

Furthermore, it is essential to highlight that generational difference are an important theme to explore in future research on sustainable consumption. Even though Pencarelli *et al.* (2020) have shown that younger consumers tend to be more engaged in sustainable consumption habits, it is necessary to understand how these generational differences affect consumers' choices regarding Slow Fashion products.

RP12: How do consumers' choices regarding Slow Fashion products vary among generations?

5.2. How to get there?

The previous section discussed potential directions for future research on Slow Fashion consumption behavior. This section emphasizes the various theoretical approaches that can be adopted to achieve these directions through theoretical and conceptual models (TCCM). To this end, some research propositions have been formulated to guide future investigations.

5.2.1. Theory

Despite the valuable insights the identified theories provide into the factors influencing Slow Fashion consumption behavior, they need more integration. Future research needs to examine the interaction of these theories to provide a more comprehensive understanding of this consumption behavior.

In particular, it is valid to investigate how cultural and personal values interact to influence Slow Fashion consumption behavior. Future research can explore how cultural ideologies such as individualism and egalitarianism intersect with personal values such as universalism and conservation to shape consumers' attitudes and behaviors towards Slow Fashion. Given the above, the following research propositions arise.

RP13: How do cultural and personal values interact to influence Slow Fashion consumption behavior?

Furthermore, while self-concept and self-determination theories are relevant to understanding Slow Fashion consumption behavior, it is necessary to investigate how these theories apply to specific segments of Slow Fashion consumers, such as those prioritizing sustainability over other factors. This circumstance leads to the following research proposition.

RP14: How do self-concept and self-determination theories apply to specific segments of Slow Fashion consumers?

While the Theory of Reasoned Action and the Theory of Planned Behavior provide a valuable framework for understanding consumer intentions and behavior, future research can investigate the role of emotions in shaping consumer behavior toward Slow Fashion consumption. For example, the research could explore how guilt, pride, and shame influence consumers' intentions and behaviors toward Slow Fashion consumption.

5.2.2. Contexts

The review revealed that most Slow Fashion consumption behavior studies were conducted in developed countries such as the United States, Australia, and Western Europe.

Therefore, there is an urgent need for further research in emerging economies and developing regions, where consumer behavior may differ significantly from that observed in developed countries. This leads to the following research proposition.

RP15: What are the differences in Slow Fashion consumption behavior between developed and developing countries regarding product value and willingness to pay a premium price?

In this sense, it is essential to emphasize the relevance of cross-cultural studies for understanding consumer behavior in different countries. However, there is still a gap in the literature regarding comparative studies between countries in the same geographical region. This circumstance leads to the following research proposition.

RP16: What are the similarities and differences in Slow Fashion consumption behavior between countries in the same geographic region?

Moreover, more research must be conducted in countries with continental dimensions, such as Brazil. According to the results, most included studies were conducted in the United States, which may lead to bias towards American culture and values.

5.2.3. Characteristics

The influence of cultural characteristics on forming individuals' beliefs and values towards fashion and sustainability is a significant factor. However, the scientific literature lacks specific research on how different cultures affect Slow Fashion consumption behavior. Therefore, it is recommended that future investigations focus on exploring how cultural characteristics such as ethnicity, nationality, and religious background, for example, influence Slow Fashion consumption. Given the above, the following research propositions arise.

RP17: To what extent do cultural differences affect the acceptance and adoption of Slow Fashion practices in different regions and countries?

Another individual characteristic identified was fashion orientation. However, there is a need for more research on how different types of fashion orientation, such as trendsetters,

followers, and anti-fashion consumers, impact Slow Fashion consumption behavior. This leads to the following research proposition.

RP18: What are the underlying motivations and reasons behind different types of fashion orientation and their relationship with Slow Fashion consumption behavior?

5.2.4. Methods

The investigation of causal relationships between variables concerning Slow Fashion consumption and validating hypotheses about the factors shaping such behavior can be appropriately conducted through field experimental studies. Although self-reported practices are relevant in various contexts, they do not fully encompass the requirement of comprehensively recording actual consumer behavior. Therefore, applying approaches that can more accurately record real behavior, rather than relying solely on subjective narratives, plays an important role in advancing knowledge in this domain.

Experimental studies provide the ability to manipulate variables systematically, enabling direct observation of their influence on consumer behavior. Consequently, this facilitates establishing causal relationships and determining factors that promote or inhibit the adoption of sustainable behaviors in fashion consumption. This circumstance leads to the following research proposition.

RP19: How can experimental studies contribute to understanding the factors that drive or hinder Slow Fashion consumption, ultimately aiding in promoting sustainable fashion practices?

In order to obtain a holistic understanding of trends and transformations in consumer behavior regarding Slow Fashion products, it is essential to consider a historical perspective. Such an approach enables the investigation of similarities and disparities between clothing consumption prior to the rise of fast fashion and contemporary movements towards Slow Fashion.

Furthermore, seasonality emerges as a significant factor influencing consumer behavior and industry practices in the context of Slow Fashion. The cyclical nature of fashion trends,

characterized by seasonal collections and changing preferences, underscores the importance of temporal considerations in understanding consumer engagement with sustainable fashion.

This aspect is of particular relevance, considering that fast fashion is a relatively recent phenomenon in the fashion landscape, and understanding its roots and implications requires a contextual analysis. In this regard, light is shed on the evolution of consumer awareness and understanding of the environmental impacts of fashion throughout history.

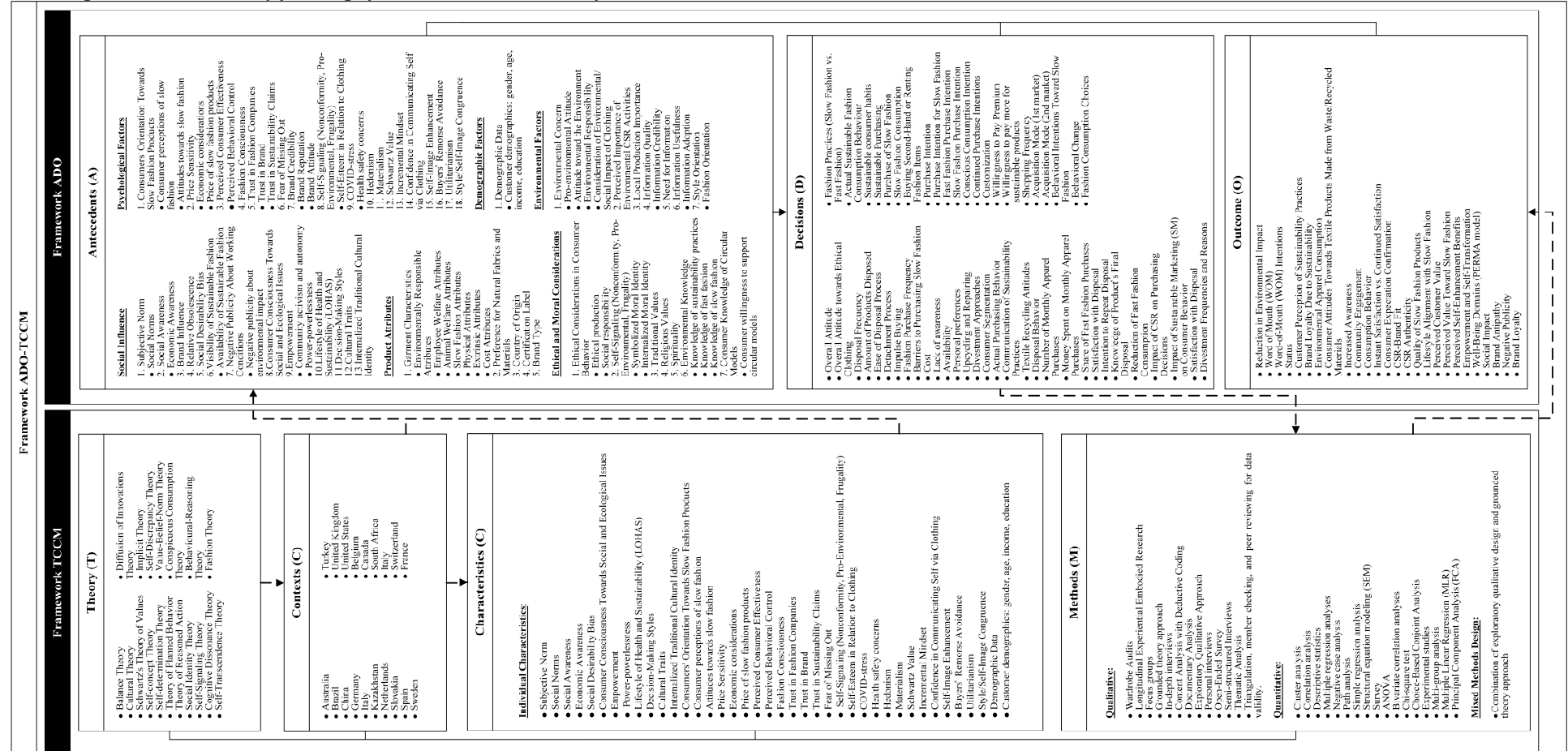
Additionally, longitudinal studies become relevant to highlight changes in attitudes and behaviors over time to discern trends and developments in consumer behavior related to this type of product. This occurs as consumer awareness develops in response to growing environmental concerns. This leads to the following research proposition.

RP20: How do attitudes and behaviors regarding Slow Fashion consumption change over time?

Combining qualitative and quantitative approaches is also important to obtain a more complete and holistic view of the phenomenon. Qualitative approaches allow a deeper understanding of consumers' motivations, values, and beliefs regarding Slow Fashion consumption. Quantitative approaches, on the other hand, allow for the measurement and statistical analysis of Slow Fashion consumption trends and patterns.

5.3. Framework

Figure 7
An integrative overview of findings from the ADO-TCCM framework



Note: Research corpus.

6. FINAL CONSIDERATIONS

6.1. Theoretical implications

The present systematic literature review on slow fashion consumption offers numerous significant theoretical contributions to the field. By integrating the ADO (Antecedents, Decisions, and Outcomes) and TCCM (Theory, Context, Characteristics, and Methods) frameworks, this review facilitates a nuanced and comprehensive analysis, identifying the determinants of slow fashion consumption behavior. This synergy not only highlights existing gaps within the literature but also proposes a robust methodological approach for future research endeavors.

The review elucidates the application of various psychosocial and behavioral theories to understand slow fashion consumption behavior. The Theory of Planned Behavior (TPB), Theory of Reasoned Action (TRA), and Schwartz's Theory of Universal Values provide profound insights into the values and attitudes that drive consumers toward sustainable consumption practices. Additionally, the incorporation of theories such as Self-Determination Theory, Social Identity Theory, and Cognitive Dissonance Theory offers a multifaceted perspective on consumers' intrinsic and extrinsic motivations.

An analysis of the cultural contexts in which slow fashion consumption studies were conducted reveals the significant influence of diverse cultural settings and demographic characteristics on consumers' attitudes and behaviors toward sustainable fashion. Covering 18 countries, this review offers a rich comparative perspective, informing future research on cross-cultural and demographic variations in slow fashion consumption.

One of the primary theoretical contributions of this review is the identification and classification of the antecedents of slow fashion consumption behavior. By categorizing the antecedents into six distinct categories - social influence, product attributes, ethical and moral considerations, psychological factors, demographic factors, and environmental factors - the review provides a comprehensive theoretical framework for understanding the precursors to sustainable consumption behavior. This detailed mapping establishes a solid foundation for future empirical investigations.

It is crucial to highlight the challenges faced by the "Slow Fashion" concept when juxtaposed with the notion that fast fashion products can be consumed consciously and sustainably.

By incorporating individual characteristics and social factors, the theoretical landscape is substantially enriched, offering a deeper understanding of the complexity of consumer behavior in Slow Fashion. Therefore, it is important to explore the extent to which consumers influence the durability and lifecycle of both slow and fast fashion products, and their associated prices.

The review not only identifies existing literature gaps but also outlines a future research agenda based on these gaps. This agenda is designed to guide researchers in exploring under-investigated areas, such as the influence of specific cultural characteristics on the adoption of slow fashion consumption behaviors and the effectiveness of sustainable marketing strategies in various cultural contexts. For a more profound understanding of consumer behavior in this domain, it is imperative to go beyond correlational studies focused solely on intentions or propensities to consume Slow Fashion products. The advocacy for experimental studies emphasizes the importance of research designs that surpass self-reported practices. The adoption of experimental methodologies not only enables the establishment of causal relationships but also facilitates an understanding of factors that favor or hinder Slow Fashion consumption.

This review robustly acknowledges the intrinsic complexity of the phenomenon, prompting an exploration of behavioral factors and consumption choices that go beyond the simplistic categorization of fashion products. This holistic approach not only underscores the need for intercultural exploration but also advocates for a more comprehensive perspective on contemporary fashion consumption. By proposing clear directions for future research, the review significantly contributes to the theoretical and methodological advancements in the field.

6.2. Practical implications

This review elucidates practical implications for both the fashion industry and its practitioners, offering insights that transcend academic boundaries. By exploring the social factors and individual characteristics that precede Slow Fashion consumption behavior, this study establishes a foundational framework to guide production and marketing strategies for companies committed to sustainable practices.

To develop effective strategies, companies can leverage theoretical insights to create detailed consumer personas that reflect the motivations and barriers identified in the review. Specifically, this entails segmenting the market based on consumer values such as environmental

concern, ethical consciousness, and a preference for quality. Understanding these key drivers enables companies to innovate product lines tailored to these motivations. For instance, emphasizing the transparency of supply chains and the sustainability of materials can attract environmentally conscious consumers.

In addition to product innovation, effective marketing strategies should underscore the alignment between consumer values and the brand's sustainable practices. Marketing campaigns that highlight stories of artisans, sustainable sourcing, and the long-term benefits of Slow Fashion can forge a stronger emotional connection with consumers. Furthermore, leveraging social proof through testimonials, reviews, and endorsements from influencers who advocate for sustainability can enhance credibility. Creating communities around the brand can also foster loyalty and encourage word-of-mouth marketing.

Moreover, policymakers can play a crucial role in promoting sustainable consumption practices. They can introduce tax incentives and subsidies for companies that adopt sustainable practices, such as using eco-friendly materials or reducing carbon footprints in production processes. Additionally, providing grants for research and development in sustainable technologies can spur innovation in the fashion industry, leading to more eco-friendly production methods and materials.

Supporting circular economy initiatives can further promote sustainable consumption. Policymakers can support recycling and upcycling programs, thereby reducing waste and encouraging a circular economy. Additionally, facilitating the growth of second-hand marketplaces through regulatory support and public awareness can extend the lifecycle of fashion products and reduce overall consumption.

The contribution of this review extends beyond the present, offering a guide for future research. By identifying gaps in the existing literature, the study provides a roadmap for researchers interested in Slow Fashion consumption behavior. This guiding perspective not only enriches the academic field but also fosters the continuous development of more sustainable practices in the fashion industry, aligning with the growing global awareness of sustainability's importance. Therefore, future research should focus on longitudinal studies to track changes in consumer behavior, cross-cultural comparisons to understand global variations, and the impact of technological advancements on sustainable fashion practices.

6.3. Conclusion

This article aimed to map social factors and individual characteristics that precede the Slow Fashion consumption behavior, identify gaps inherent in adopting this behavior and formulate paths for future research that systematize the Slow Fashion consumption phenomenon. The study was conducted using the ADO-TCCM framework.

One of the principal findings of this study is the diversity of theoretical frameworks employed in research on Slow Fashion consumption behavior. Although some articles lack a foundational theoretical basis, there is a notable need for developing a more robust conceptual framework to guide future research endeavors, including the triangulation of theories.

Another significant finding is the predominance of research conducted in developed countries, such as the United States, Australia, and Western Europe. It is imperative to extend the scope of investigation to encompass diverse contexts, exploring the cultural and generational differences that may influence Slow Fashion consumption behavior.

Furthermore, the limited number of experimental studies represents a challenge that needs to be addressed, as conducting experiments can yield critical insights into the factors influencing Slow Fashion consumption behavior. This study also reveals that perceived value is a decisive factor in consumer decisions regarding Slow Fashion products, with the perception of value positively affecting the adoption of this consumption behavior.

Employing the SPAR-4-SLR protocol and integrating the ADO and TCCM frameworks, this study comprehensively mapped the social factors and individual characteristics influencing Slow Fashion consumption behavior, identified gaps in the existing literature, and proposed directions for future research.

The analysis indicates that, despite the growing academic interest in Slow Fashion consumption behavior, a significant gap remains in understanding the behavioral antecedents leading to Slow Fashion consumption. Previous studies, such as those by Jung and Jin (2014, 2016a), have emphasized the importance of environmental and social awareness but have often overlooked the complex interplay of demographic, psychological, and cultural factors. This review advances the field by disaggregating these factors into distinct categories, including social influences, product attributes, ethical and moral considerations, and psychological, demographic, and environmental factors.

The proposed future research agenda, based on the identified gaps, underscores the necessity of conducting comparative studies between collectivist and individualist cultures to better understand how social and subjective norms influence Slow Fashion consumption behavior. Additionally, it is crucial to investigate the impact of sustainable production and distribution processes on the perception of the non-visible attributes of Slow Fashion products.

This study not only broadens the current understanding of Slow Fashion consumption but also paves the way for future research that can offer deeper and more applicable insights, fostering significant advancements in both academic and sustainable practice.

3.2. SLOW FASHION CONSUMPTION: THE ROLE OF CULTURAL AND PERSONAL VALUES IN BEHAVIORAL INTENTIONS

ABSTRACT

The rapid expansion of the fashion industry, driven by profit maximization and accelerated production cycles, has led to significant environmental and social challenges. While the Slow Fashion movement emerges as a response, emphasizing sustainability, quality, and ethical production, there is still a lack of studies specifically investigating how personal values influence attitudes and consumption behaviors related to Slow Fashion products in different cultural contexts. This study aims to analyze the association between personal values and Slow Fashion purchasing behavior in different cultural contexts. Utilizing Hofstede's cultural dimensions and Schwartz's value theory, the research explores how these values influence utilitarian and hedonic attitudes, subsequently affecting purchase intentions in Brazil and the United States. Based on a survey comprising 356 respondents from the United States (n = 208) and Brazil (n = 148), and employing structural equation modeling through Partial Least Squares (PLS), the study reveals distinct cultural differences: Brazilian consumers demonstrate a utilitarian approach, valuing practical benefits, while American consumers exhibit a hedonic perspective, prioritizing emotional and experiential aspects. The findings underscore the necessity of culturally tailored marketing strategies to promote sustainable consumption effectively. This research contributes to understanding the complex interplay between cultural and personal values in shaping Slow Fashion consumer behavior, offering insights for marketers and policymakers to foster a sustainable fashion industry.

Keywords: Slow Fashion, Cultural Values, Personal Values, Attitude, Purchase Intention.

1. INTRODUCTION

The relentless pursuit of profit maximization and accelerated production cycles has significantly driven the expansion of the fashion industry (UN Environment Programme, 2022). However, this rapid growth has led to considerable negative consequences, including increased levels of poverty and environmental degradation (Fashion Revolution, 2020; McKinsey & GFA, 2020). Addressing sustainability concerns in this sector is crucial, as sustainability involves meeting present needs without compromising the ability of future generations to meet their own (Şener *et al.*, 2019).

The rise in consumerism, coupled with inadequate clothing disposal practices, has exacerbated waste accumulation and environmental degradation, highlighting the urgent need for a paradigm shift in the fashion industry's production and consumption patterns (Legere & Kang, 2020; Zero Waste Europe, 2023). Sustainable products have emerged as a viable response to these

detrimental impacts. A prominent manifestation of this shift is the Slow Fashion movement, which goes beyond merely using sustainable materials in clothing production (Fletcher, 2007).

Slow Fashion products are intrinsically designed to slow down production and consumption, prioritizing quality over quantity. This approach promotes awareness about the origin of materials, values craftsmanship, and aims to extend the lifespan of consumer goods in the fashion market (Jung & Jin, 2016b). Despite the evident advantages, transitioning to Slow Fashion requires a profound change in consumer behavior and industry practices, necessitating a thorough examination of the underlying factors influencing this shift.

Extensive research has examined consumer behavior associated with Slow Fashion through various theoretical frameworks (Domingos *et al.*, 2022). The existing literature offers insights into the role of values in shaping pro-environmental attitudes and behaviors, but it often overlooks the subtle interplay between cultural and personal values in the context of Slow Fashion. Discussing these relationships can help understand the determinants associated with purchasing this product category. Analyzing how cultural and personal values intertwine within the Slow Fashion context can provide an understanding of the factors influencing purchasing decisions.

Furthermore, it is understood that, the concept of Slow Fashion may be perceived differently depending on the cultural context. Given that perceived values can drive the consumption of Slow Fashion products (Gupta *et al.*, 2019), it is pertinent to investigate their role across different cultures. For instance, in collectivist cultures, attributes related to sustainability and environmental impact may be more emphasized. In these cultures, the perception of value may be more strongly linked to collective benefits and social responsibility, potentially increasing the propensity to consume Slow Fashion products.

Conversely, in more individualistic cultures, where autonomy and personal achievement are predominant, attributes that highlight exclusivity, personalization, and individual expression may be more valued. In these contexts, Slow Fashion may be perceived as a means of expressing personal uniqueness and authenticity. Moreover, there is still a lack of studies specifically investigating how personal values influence attitudes and consumption behaviors related to Slow Fashion products in different cultural contexts

Therefore, this study aims to analyze the association between personal values and Slow Fashion purchasing behavior in different cultural contexts. By employing Hofstede's cultural

dimensions (Hofstede, 1980, 2001) theory and Schwartz's value framework (Schwartz, 1992, 2012), this research offers a comprehensive understanding of the cultural and personal values that influence consumer preferences in the domain of Slow Fashion. This study contributes to a deeper understanding of the drivers of Slow Fashion consumer behavior, providing insights for marketers and policymakers aiming to promote sustainable fashion consumption across cultures.

2. BACKGROUND THEORY

2.1. Hofstede's dimensions of culture

In the realm of cross-cultural research, culture is typically defined as the enduring and predominant characteristics of a society, shared by the majority of its members and remaining relatively stable over extended periods (Hofstede, 2001). This conceptualization underscores the importance of cultural stability and its pervasive influence on individual behavior within a society (Minkov & Hofstede, 2012). Individuals from diverse cultural backgrounds exhibit distinct values, social norms, perceptions, and modes of social interaction, profoundly influencing various facets of life, including lifestyle, work habits, leisure activities, and consumption patterns (Schwartz, 1999).

Cultural variations underscore the significant impact of cultural context on consumer preferences and behaviors, particularly within a globalized marketplace where comprehending cultural nuances is crucial for formulating effective marketing strategies (Steenkamp, 2019). Hofstede's model (1980, 2001) provides a robust theoretical framework for analyzing cultural differences, positing six dimensions derived from the Values Survey Module (VSM). The principal dimensions - power distance, individualism-collectivism, masculinity-femininity, and uncertainty avoidance - along with the later additions of long-term orientation and indulgence versus restraint, constitute a comprehensive tool for examining cultural influences on consumer behavior (Hofstede *et al.*, 2010).

Among these dimensions, the individualism-collectivism axis is particularly pertinent for understanding social integration and consumer behavior. In individualistic societies, individuals are expected to be self-reliant and make independent decisions regarding their affiliations (Hofstede, 1983). In contrast, collectivist societies perceive individuals as integral parts of cohesive groups that prioritize harmony and collective well-being (Hofstede *et al.*, 2010).

In the context of slow fashion consumption, the individualism-collectivism dimension assumes particular relevance. Individualistic cultures, which emphasize personal choice and self-expression, tend to prioritize unique and self-expressive fashion choices aligned with personal identities (Jung & Jin, 2014). Conversely, in collectivist cultures, consumers may focus on fashion choices that adhere to group norms and values. For instance, a consumer in an individualistic culture might choose a distinctive, sustainable garment reflecting their personal style, whereas a consumer in a collectivist culture might prefer slow fashion items that signify group membership and adherence to shared values (Joy *et al.*, 2012).

Grasping these cultural dimensions is imperative for developing marketing strategies that resonate with the underlying motivations of consumers in different cultural contexts. This study employs Hofstede's individualism-collectivism cultural dimension to delineate distinct cultural contexts (Brazil and the United States), elucidating the subtle ways in which cultural values shape consumer behavior. Furthermore, the subsequent section explores Schwartz's values, offering additional insights into the intricate interplay between culture and consumer behavior (Schwartz, 1992). By integrating the theoretical frameworks of Hofstede and Schwartz, this research provides a nuanced understanding of the cultural and personal values influencing consumer preferences within the slow fashion domain.

2.2. Schwartz's Personal Values

Values are integral to comprehending individual behavior and subjective well-being (Schwartz, 1992). Rokeach (1973) characterizes values as implicit or explicit notions of the desirable, shaping decision-making processes concerning modes, means, and ends of action. This theoretical framework elucidates why deviations from normative behaviors and decisions can induce guilt or shame, as values serve as "personal standards of conduct".

Schwartz (1994) elaborates those values possess five distinct attributes distinguishing them from needs and attitudes: (1) they are beliefs, (2) they pertain to desirable end states or modes of conduct, (3) they transcend specific situations, (4) they guide the selection or evaluation of behavior, people, and events, and (5) they are ordered by relative importance, forming a system of value priorities (Schwartz, 1994). While this conceptualization differentiates values from other constructs, it lacks a comprehensive categorization framework.

Addressing this gap, Schwartz (1992) advanced a conceptual framework to measure and identify values, building upon Rokeach's (1973) work. He categorized values and elucidated relationships among various types, identifying ten distinct values grouped into four higher-order value types. These higher-order value types are structured into two bipolar dimensions: self-transcendence versus self-enhancement and conservation versus openness to change. This dichotomy suggests that individuals prioritize specific values differently rather than entirely lacking certain values (Schwartz, 1992).

In the context of slow fashion consumer behavior, these value frameworks are particularly salient. Slow fashion, emphasizing sustainability, ethical production, and mindful consumption, aligns closely with the values of self-transcendence and conservation. Consumers prioritizing these values likely make purchasing decisions reflecting their commitment to environmental sustainability and social responsibility (Jung & Jin, 2016; Niinimäki *et al.*, 2020). Understanding the value priorities of slow fashion consumers provides nuanced insights into their behavior and motivations.

Furthermore, the dichotomy between self-transcendence and self-enhancement, and conservation versus openness to change, elucidates variations in consumer behavior within the slow fashion movement. For instance, consumers prioritizing self-transcendence may focus on the ethical implications of their purchases, while those valuing conservation may emphasize the durability and longevity of clothing (Pookulangara & Shephard, 2013; Legere & Kang, 2020). Conversely, consumers prioritizing self-enhancement might be less inclined towards slow fashion unless it also offers avenues for social status or personal growth. For example, a consumer driven by self-transcendence might choose a brand renowned for its ethical practices, whereas one focused on self-enhancement might select sustainable fashion that also enhances their social image.

2.3. Value-attitude-behavior hierarchy

This study employs the Value-Attitude-Behavior (VAB) hierarchy, as articulated by Homer and Kahle (1988), as the foundational conceptual framework to elucidate the hierarchical relationships between values, attitudes, and behaviors within the context of slow fashion consumption. The VAB framework posits that consumers' values play a pivotal role in their decision-making processes, with attitudes serving as mediators that link values to behavioral

intentions, ultimately culminating in purchase intention (Homer & Kahle, 1988). The VAB framework is particularly pertinent to sustainable consumption due to its systematic approach to understanding how values translate into consumer attitudes, which subsequently influence purchase intentions (Jacobs *et al.*, 2018).

Within the domain of slow fashion consumption, the VAB framework is instrumental in exploring and explaining the interactions between these elements. Chakraborty and Sadachar (2023) have demonstrated that attitudes toward sustainable fashion products mediate the relationship between cultural values and the intention to purchase sustainable clothing, underscoring the significant mediating role of attitudes. Additionally, studies such as those by Aprianingsih *et al.* (2023) and Chakraborty and Sadachar (2023) further validate these findings across different cultural contexts and demographic segments.

Personal Values and Attitudes

Values, regarded as the most abstract form of social cognition, play a pivotal role in shaping attitudes and behaviors (Homer & Kahle, 1988). These values manifest as attitudes, which subsequently guide specific actions within distinct contexts. In the domain of Slow Fashion consumption, it is crucial to comprehend how personal and cultural values influence consumer attitudes in order to devise effective marketing strategies and promote sustainable consumption practices.

Attitudes, defined as positive or negative evaluations derived from consumer experiences, significantly influence product perceptions and predict purchase intentions. The Theory of Planned Behavior (TPB) (Ajzen, 1991) posits that attitudes, along with subjective norms and perceived behavioral control, determine consumption patterns. Empirical studies consistently reveal a positive correlation between sustainability perceptions and the intention to purchase Slow Fashion items (Şener *et al.*, 2019). In this context, recognizing values as the foundation of attitudes forges a connection between individual preferences and societal principles.

In this framework, Schwartz's (1992) value dimensions - openness to change, conservation, self-transcendence, and self-enhancement - are particularly pertinent for understanding Slow Fashion consumption behavior. Firstly, regarding Openness to Change, values such as self-direction and hedonism reflect a preference for novelty, creativity, and autonomy.

Consumers who highly value openness to change tend to seek innovative and sustainable consumption practices, favoring products that challenge conventional norms and emphasize sustainability and innovation.

These consumers may prefer brands that offer unique, handcrafted, or personalized products, reflecting their creativity and quest for authenticity. According to Jung and Jin (2016a), consumers with high openness to change are more likely to adopt innovative fashion trends and engage in sustainable purchasing behaviors when adopting new products or styles. Therefore, the following hypotheses are proposed:

H1a: Openness to Change (OC) is directly and positively related to Utilitarian Attitude (UAT) towards Slow Fashion products.

H1b: Openness to Change (OC) is directly and positively related to Hedonic Attitude (HAT) towards Slow Fashion products.

Conversely, the Conservation dimension encompasses values such as security, conformity, and tradition, which emphasize stability and resistance to change. Consumers who prioritize conservation may initially resist new consumption practices but can be attracted to Slow Fashion if it aligns with traditional values of quality and craftsmanship.

These consumers value durability, timelessness, and ethical practices that resonate with their desire for stability and social order. According to Jung and Jin (2016a), conservative values positively influence the acceptance of sustainable fashion practices, especially when associated with tradition and quality. Therefore, the following hypotheses are proposed:

H2a: Conservation (CO) is directly and positively related to Utilitarian Attitude (UAT) towards Slow Fashion products.

H2b: Conservation (CO) is directly and positively related to Hedonic Attitude (HAT) towards Slow Fashion products.

Furthermore, the Self-Transcendence dimension, involving values of benevolence and universalism, promotes the well-being of others and the environment. Consumers who value self-transcendence are motivated by ethical considerations and social responsibility, making them more likely to adopt Slow Fashion practices as they align with their values of sustainability and positive

environmental impact. These consumers choose products that promote fair labor practices, sustainable materials, and waste reduction. Therefore, the following hypotheses are proposed:

H3a: Self-Transcendence (ST) is directly and positively related to Utilitarian Attitude (UAT) towards Slow Fashion products.

H3b: Self-Transcendence (ST) is directly and positively related to Hedonic Attitude (HAT) towards Slow Fashion products.

Concerning Self-Enhancement, values such as achievement and power focus on personal success and social status. Consumers who highly value self-enhancement may adopt Slow Fashion not necessarily for its sustainability but as a means to showcase their commitment to quality and exclusivity. For these consumers, Slow Fashion serves as a symbol of personal success and social prestige through the choice of durable, high-quality, and bespoke clothing. According to Jung and Jin (2016a), consumers with a strong orientation towards self-enhancement tend to choose products that reflect their identity and status. Therefore, the following hypotheses are proposed:

H4a: Self-Enhancement (SE) is directly and positively related to Utilitarian Attitude (UAT) towards Slow Fashion products.

H4b: Self-Enhancement (SE) is directly and positively related to Hedonic Attitude (HAT) towards Slow Fashion products.

Purchase Intention

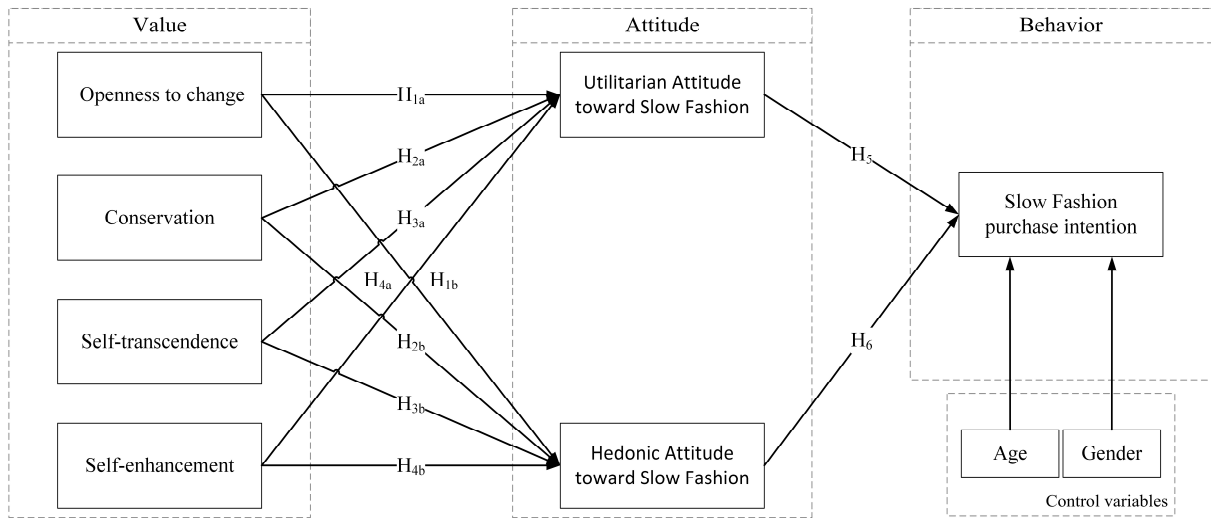
Attitudes are crucial determinants in the formation of human behavior (Ajzen, 1991). In the context of Slow Fashion consumption, attitudes significantly influence preferences, behavioral intentions, and consumption patterns (Magnuson *et al.*, 2017). The VAB hierarchy posits that the stronger the relationship between an individual's attitude towards Slow Fashion, the greater their purchase intention will be. This perspective underscores the importance of understanding consumer attitudes and their connections with values to effectively influence purchasing behaviors in Slow Fashion. Therefore, the following hypotheses are formulated:

H5: Utilitarian Attitude (UAT) towards Slow Fashion is directly and positively related to Purchase Intention (PUI) of Slow Fashion products.

H6: Hedonic Attitude (HAT) towards Slow Fashion is directly and positively related to Purchase Intention (PUI) of Slow Fashion products.

Figure 08

The extended VAB model for Slow Fashion Consumption



Note: Research model.

3. METHOD

To evaluate the proposed hypotheses, this section delineates the methodological procedures employed in the study, aiming to provide a clear and comprehensive understanding of the research's nature and its constituent elements. Initially, it details the data collection methods and sample characteristics, followed by an exposition of the measurement scales of the research model's constructs. Subsequently, the section describes the data analysis techniques utilized.

3.1. Data collection and the sample

From January to March 2024, data acquisition was conducted through an online survey administered on social media platforms in both the United States and Brazil. The survey was meticulously designed to uphold the confidentiality and anonymity of the respondents, thereby minimizing the potential for socially desirable response biases.

To ensure the integrity of the dataset, responses were systematically excluded if participants failed an attention check related to the characteristics of Slow Fashion products or

displayed uniform responses across all value items, in accordance with the guidelines established (Hair *et al.*, 2021). Additionally, respondents under 18 years of age or those whose primary nationality was neither American nor Brazilian were omitted from the analysis.

Table 04
Participants' sociodemographic profile.

Characteristics	Description	United States (n = 208)		Brazil (n = 148)	
		Frequency	Percentage	Frequency	Percentage
Gender	Male	70	33.65%	23	15.54%
	Female	138	66.35%	125	84.46%
Age	18-25	39	18,75%	37	25,00%
	26-34	119	57,21%	35	23,65%
	35-42	48	23,08%	24	16,22%
	>42	2	0,96%	52	35,13%
Education	No education	-	-	-	-
	Incomplete Elementary School	-	-	-	-
	Complete Elementary School	1	0,48%	-	-
	Incomplete High School	2	0,96%	3	2,03%
	Complete High School	17	8,17%	30	20,27%
	Incomplete Higher Education	9	4,33%	39	26,35%
	Complete Higher Education	125	60,10%	42	28,38%
	Incomplete Postgraduate Studies	12	5,77%	4	2,70%
	Complete Postgraduate Studies	42	20,19%	30	20,27%

Note: Research data.

Table 04 delineates the sociodemographic profile of the study participants, differentiating between those from the United States ($n = 208$) and Brazil ($n = 148$). A notable female predominance is observed in both countries, with 66.35% in the United States and 84.46% in Brazil, indicating a significant disparity in gender distribution. Age analysis reveals that in the United States, the majority of respondents fall within the 26 to 34 age bracket (57.21%), followed by the 35 to 42 age bracket (23.08%). In contrast, the Brazilian cohort exhibits a more heterogeneous age distribution, with 25% of participants aged between 18 and 25 years, 23.65% between 26 and 34 years, and a significant proportion (35.13%) aged over 42 years, suggesting an older age profile.

In terms of educational attainment, a substantial majority of American participants have completed higher education (60.10%), compared to 28.38% of their Brazilian counterparts. Conversely, a higher proportion of Brazilians have completed high school (20.27%) and have incomplete higher education (26.35%), indicating divergent educational trajectories and stages between the two sample groups. This sociodemographic characterization underscores the structural differences between participants from the United States and Brazil.

The questionnaire comprised two principal sections: the first section examined the personal values of the participants, while the second section explored utilitarian and hedonic attitudes towards Slow Fashion products, as well as purchase intentions. Sociodemographic variables were incorporated to ensure a comprehensive and contextualized analysis. To accommodate linguistic diversity, the questionnaire was initially developed in English and subsequently translated into Portuguese, maintaining content equivalence with the exception of income ranges, which were provided in both dollars and reais.

The selection of Brazil and the United States for this study was based on their significant cultural differences and distinct fashion consumption patterns. According to Hofstede Insights (www.hofstede-insights.com), Brazil exhibits high collectivism, whereas the United States is characterized by strong individualism. Both countries are notable for their fashion consumption, where fashion functions as a medium for personal expression and an indicator of social status and economic success.

3.2. Constructs and measures

Previous research has encountered significant challenges in measuring cultural values at the individual level using Hofstede's Value Survey Module (VSM) (Hofstede & Minkov, 2013). Although the VSM is designed for assessing cultural values on a collective scale, its broad focus and limited relevance to personal values render it imprecise for individual analysis. To address these limitations, Schwartz's Personal Values Questionnaire was utilized, as it is recognized for offering a more appropriate tool for assessing values on an individual level.

An extensive literature review was conducted to identify appropriate measurement scales for each construct within the research model, thereby ensuring the study's validity. To measure personal values, the questionnaire incorporated 21 items from the European Social Survey (ESS), grounded in Schwartz's value theory (Schwartz, 2001), which is highly esteemed within the social

sciences (Jung & Jin, 2016a). The validity of Schwartz's scale has been rigorously tested and confirmed over the past decade. The ESS items capture individuals' goals, aspirations, and desires, implicitly reflecting fundamental human values.

Participants were asked to indicate their level of agreement on a 7-point Likert-type scale, ranging from "Strongly Disagree" (1) to "Strongly Agree" (7), for each statement. The 21 statements corresponded to the ten basic human values identified by Schwartz (1992). Specifically, three items measured the value of "universalism," while each of the remaining nine basic human values was measured by two items. Schwartz categorized these ten values into four broad domains: self-transcendence (benevolence and universalism), conservation (conformity, security, and tradition), self-enhancement (power and achievement), and openness to change (self-direction, stimulation, and hedonism).

The attitude dimensions, both utilitarian and hedonic, were adapted from established scales in the consumer behavior literature (Voss *et al.*, 2003). The utilitarian attitude towards Slow Fashion was assessed using three items on a 7-point scale, focusing on functional and practical aspects. Concurrently, the hedonic attitude was measured with three items on a 7-point scale, reflecting the emotional and experiential aspects of consumers' interactions with Slow Fashion products. Purchase intention was evaluated using three items adapted from Ghazali *et al.* (2018), also on a 7-point Likert-type scale ranging from 1 (Strongly Disagree) to 7 (Strongly Agree). This scale is particularly pertinent for assessing Slow Fashion consumption, addressing the inherent conflicts and trade-offs that consumers face when choosing between sustainable and non-sustainable options.

3.3. Data analysis

The study utilizes Partial Least Squares Path Modeling (PLS), a method widely adopted in social sciences (e.g., Khan *et al.*, 2024; Pires *et al.*, 2024), to examine the research model. For data analysis, the SEMinR package, version 2.3.3 (Hair *et al.*, 2021), within the R Project for Statistical Computing (R), version 4.4.1 (www.r-project.org), was employed.

Several reasons justify the use of PLS: 1) The main goal of the analysis is to explain the variance in the dependent variable; 2) The proposed research model's underlying theory is not well established, making Partial Least Squares Structural Equation Modeling (PLS-SEM) more suitable than Covariance-Based Structural Equation Modeling (CB-SEM); 3) PLS-SEM is well-suited for

complex models, like the presented research model, which includes a second-order model for Schwartz's higher-order value constructs. Incorporating second-order models for human values streamlines structural equation modeling, compared to a basic model composed of latent variables representing basic human values.

4. RESULTS

A PLS-SEM model integrates two interrelated components: the measurement model and the structural model. Initially, the PLS algorithm was employed to analyze the measurement model. In the next phase, the structural model was assessed using bootstrapping with 10,000 subsamples. This process was repeated for each sample group (Brazil and United States). We followed the recommended guidelines for data analysis and reporting our results (Hair *et al.*, 2021). Moreover, the research model includes a country variable to represent the cultural environment. The differences between cultural contexts were examined through a multi-group analysis.

4.1 Measurement model assessment

The aim of the measurement model assessment was to determine the accuracy with which theoretical constructs are represented by their observed variables. Considering that the four higher-order values are naturally second-order constructs, a two-step approach was necessary. Initially, measurement models that included first-order components were evaluated, followed by an analysis of models with second-order components.

The assessment strictly followed established guidelines and recommended procedures (Hair *et al.*, 2021). First, the factor loadings of the items were examined, showing satisfactory metrics for Average Variance Extracted (AVE) and Composite Reliability (CR). The factor loadings for all items varied between 0.600 and 0.914, with AVE values for all constructs surpassing 0.500. Additionally, the CR values for all constructs ranged from 0.831 to 0.948.

Table 05

Reliability and validity of measurement model.

Construct / dimensions / items	Item Loading	AVE	CR	VIF
Self-Enhancement (second order construct) (SE)		0.747	0.853	2.213
Achievement (first-order construct)	0.936	0.857	0.923	1.446
PSV_A1. It's very important for me to showcase my skills. I want people to admire what I do.	0.896			
PSV_A2. Being successful is important to me. I like to impress other people.	0.818			

Power (first-order construct)	0.559	0.898	0.946	1.446
PSV_P1. It's important for me to be wealthy. I want to have a lot of money and expensive things.	0.907			
PSV_P2. It's important for me to be in charge and tell others what to do. I want people to do as I say.	0.889			
Openness to change (second order construct) (OC)		0.759	0.905	3.496
Hedonism (first-order construct)	0.765	0.867	0.929	2.138
PSV_H1. Having fun is important to me. I like to 'pamper' myself.	0.872			
PSV_H2. I seek every possible opportunity to have fun. It's important to me to do things that bring me pleasure.	0.863			
Self-direction (first-order construct)	0.739	0.846	0.917	1.804
PSV_SD1. Thinking of new ideas and being creative is important to me. I like to do things my own original way.	0.851			
PSV_SD2. It's important for me to make my own decisions about what I do. I like being free to plan and choose my activities on my own.	0.841			
Stimulation (first-order construct)	0.775	0.815	0.898	2.161
PSV_S1. I enjoy surprises and am always looking for new things to do. I think it's important to do many different things in life.	0.852			
PSV_S2. I seek adventure and like to take risks. I want to have an exciting life.	0.777			
Self-transcendence (second-order construct) (ST)		0.901	0.948	2.381
Universalism (first-order construct)	0.904	0.816	0.930	2.813
PSV_U1. I believe it's important for every person in the world to be treated equally. I want justice for all, even for people I don't know.	0.846			
PSV_U2. It's important for me to listen to people who are different from me. Even when I disagree with them, I still want to understand them.	0.785			
PSV_U3. I firmly believe that people should take care of nature. Caring for the environment is important to me.	0.817			
Benevolence (first-order construct)	0.899	0.850	0.919	2.813
PSV_B1. It is important for me to help people around me. I want to take care of others.	0.853			
PSV_B2. It's important for me to be loyal to my friends. I want to dedicate myself to the people close to me.	0.848			
Conservation (second-order construct) (CO)		0.623	0.831	1.981
Conformity (first-order construct)	0.609	0.882	0.938	2.412
PSV_C1. I believe people should do as they're told. I think people should follow the rules all the time, even when nobody's watching.	0.851			
PSV_C2. It's important for me to always behave appropriately. I want to avoid doing anything that people would say is wrong.	0.914			
Security (first-order construct)	0.753	0.814	0.897	1.219
PSV_SC1. Living in a safe environment is important to me. I avoid anything that might endanger my safety.	0.786			
PSV_SC2. It's very important to me that my country is safe from internal and external threats. I'm concerned about protecting the social order.	0.841			
Tradition (first-order construct)	0.506	0.853	0.920	2.198
PSV_T1. I think it's important not to ask for more than what one has. I believe people should be content with what they have.	0.883			
PSV_T2. Religious belief is important to me. I strive to do what my religion requires.	0.822			

Note: Research data.

The constructs required assessment at both the construct and indicator levels, with particular attention to discriminant validity and multicollinearity. At the indicator level, we

examined the potential multicollinearity among the items. The Variance Inflation Factor (VIF) statistics for each first-order construct suggesting no significant multicollinearity (Hair *et al.*, 2021). Comprehensive results of the measurement model evaluations are displayed in Tables 05 and 06.

Table 06

Reliability and validity of measurement model for Attitude and Purchase Intention.

Construct/dimensions/items	Loading	AVE	CR	VIF
Utilitarian Attitude (UAT)		0.730	0.890	2.970
UAT1. I consider Slow Fashion products useful.	0.781			
UAT2. Slow Fashion products fulfill their basic functions effectively.	0.809			
UAT3. I consider Slow Fashion products essential for my wardrobe.	0.600			
Hedonic Attitude (HAT)		0.758	0.904	2.970
HAT1. Slow Fashion products are fun to wear.	0.731			
HAT2. Slow Fashion products have a charming appeal.	0.786			
HAT3. I find Slow Fashion products enjoyable.	0.757			
Purchase Intention (PUI)		0.803	0.924	-
PUI1. I would consider buying Slow Fashion products because it would reduce my environmental impact.	0.799			
PUI2. I would definitely consider purchasing Slow Fashion products because they are environmentally friendly.	0.863			
PUI3. I would definitely intend to buy products that are environmentally friendly.	0.747			

Note: Research data.

Subsequently, discriminant validity was assessed using the Fornell-Larcker (Fornell & Larcker, 1981) criterion and the Heterotrait-Monotrait Ratio (HTMT) (Henseler *et al.*, 2015) criterion. For conciseness, we focused on the HTMT criterion, which is recommended for reporting (Hair *et al.*, 2021). The HTMT values are presented in Table 04.

Table 07

HTMT criterion.

Construct	ST	OC	SE	CO	UAT	HAT	PUI
ST							
OC	0.852						
SE	0.285	0.704					
CO	0.333	0.634	0.980				
UAT	0.658	0.644	0.382	0.364			
HAT	0.584	0.642	0.478	0.450	0.983		
PUI	0.714	0.683	0.287	0.337	0.837	0.702	

Note: Research data.

The observed high correlation between Self-Enhancement and Conservation, with a coefficient of 0.980, suggests a near indistinguishability between these dimensions. This finding appears counterintuitive, as Self-Enhancement is typically associated with personal gains and

individual success, while Conservation emphasizes stability, tradition, and maintaining the status quo. However, this high correlation may be contextually influenced. In certain cultural settings or sample groups, individuals who prioritize self-promotion might also seek security and conformity to protect their long-term interests. This could reflect an overlap in the behavioral expressions of these values, where the pursuit of power and achievement is closely linked with the need to preserve and consolidate these gains through stability.

Voss *et al.* (2003) suggest that consumers can simultaneously integrate hedonic and utilitarian attitudes towards specific products. This duality is particularly pertinent for product categories where both emotional and functional attributes are highly valued, such as Slow Fashion. Slow Fashion emphasizes sustainability, quality, and ethical production - attributes that meet consumers' utilitarian needs. Concurrently, it fosters an emotional connection through aesthetic appreciation and alignment with personal values, catering to hedonic needs.

In this context, the HTMT value of 0.983 between Hedonic Attitude and Utilitarian Attitude within Slow Fashion underscores an exceptionally high correlation between these attitudinal dimensions. This finding highlights the profound interconnection between the emotional and functional aspects of Slow Fashion consumption. The pronounced correlation suggests that consumers do not distinctly separate hedonic and utilitarian motivations in their sustainable fashion choices; instead, these motivations are intricately intertwined, reflecting a holistic approach to evaluating products that satisfy both emotional and functional desires.

4.2. Structural model assessment

The R^2 values for Purchase Intention, which signify the model's predictive power, were 0.490 for Brazil and 0.551 for the United States. These values are notable, particularly given the nature of the study and the emerging, underexplored topic addressed by the proposed research model (Hair *et al.*, 2019).

Subsequently, the hypotheses were tested. For Brazil, the PLS-SEM analysis indicated that ST and SE are positively associated with HAT for Slow Fashion, with correlation values of ($\beta = 0.304, p\text{-value} = 0.008$) and ($\beta = 0.210, p\text{-value} = 0.029$), respectively. Additionally, ST showed a positive relationship with UAT, with a correlation value of ($\beta = 0.450, p\text{-value} < 0.001$), and UAT was positively correlated with PUI, having a correlation value of ($\beta = 0.679, p\text{-value} < 0.001$).

Table 08*Hypotheses testing (Brazil).*

Hypotheses	Relationships	Std. Beta	Std. Error	t-values	p-values	95% CI LL	95% CI UL	Decision
H1 _a	OC → UAT	0.104	0.123	0.842	0.200	-0.141	0.346	Not Supported
H1 _b	OC → HAT	0.139	0.135	1.033	0.150	-0.116	0.417	Not supported
H2 _a	CO → UAT	0.043	0.127	0.341	0.370	-0.266	0.235	Not supported
H2 _b	CO → HAT	0.026	0.102	0.252	0.400	-0.186	0.231	Not supported
H3 _a	ST → UAT	0.450	0.120	3.748	< 0.001***	0.207	0.677	Supported
H3 _b	ST → HAT	0.304	0.124	2.446	0.008**	0.037	0.525	Supported
H4 _a	SE → UAT	0.100	0.109	0.917	0.180	-0.097	0.338	Not supported
H4 _b	SE → HAT	0.210	0.110	1.915	0.029*	-0.009	0.411	Supported
H5	UAT → PUI	0.679	0.096	7.055	< 0.001***	0.488	0.868	Supported
H6	HAT → PUI	0.028	0.101	0.278	0.390	-0.171	0.225	Not supported

Note: *p-value < 0.1, **p-value < 0.05, ***p-value < 0.01.

In the United States, the PLS-SEM analysis revealed that ST is positively correlated with UAT and HAT, with correlation values of ($\beta = 0.373$, p -value < 0.001) and ($\beta = 0.391$, p -value < 0.001), respectively. Moreover, both UAT and HAT exhibited positive and significant correlations with PUI, with values of ($\beta = 0.374$, p -value = 0.001) and ($\beta = 0.388$, p -value < 0.001), respectively. Consequently, hypotheses H3_a, H3_b, H4_b, H5, and H6 were supported, while H4_a was rejected in the United States and H6 in Brazil. Hypotheses H1_a, H1_b, H2_a, H2_b, and H4_a were not supported in either context. A detailed comparative evaluation of the proposed hypotheses is presented in Table 08 and 09.

Table 09*Hypotheses testing (United States).*

Hypotheses	Relationships	Std. Beta	Std. Error	t-values	p-values	95% CI LL	95% CI UL	Decision
H1 _a	OC → UAT	0.192	0.133	1.446	0.075	-0.066	0.446	Not Supported
H1 _b	OC → HAT	0.025	0.128	0.196	0.420	-0.229	0.272	Not supported
H2 _a	CO → UAT	0.038	0.140	0.272	0.390	-0.246	0.303	Not supported
H2 _b	CO → HAT	0.164	0.137	1.194	0.120	-0.106	0.433	Not supported
H3 _a	ST → UAT	0.373	0.105	3.542	< 0.001***	0.166	0.580	Supported
H3 _b	ST → HAT	0.391	0.088	4.419	< 0.001***	0.217	0.567	Supported
H4 _a	SE → UAT	0.063	0.123	0.508	0.310	-0.159	0.319	Not supported
H4 _b	SE → HAT	0.140	0.112	1.253	0.110	-0.065	0.367	Not Supported
H5	UAT → PUI	0.374	0.122	3.071	0.001**	0.134	0.615	Supported
H6	HAT → PUI	0.388	0.120	3.237	< 0.001***	0.150	0.621	Supported

Note: *p-value < 0.1, **p-value < 0.05, ***p-value < 0.001.

Table 10 provides a comparative analysis of the relationships between constructs for Brazilian and American consumers within the context of Slow Fashion consumption. This analysis elucidates critical findings and their implications for consumer behavior across these two distinct cultural milieus.

When examining the relationship between ST and UAT, both Brazilian ($\beta = 0.4501$) and American ($\beta = 0.3728$) consumers exhibit a positive association. This suggests that individuals who prioritize altruism and equality are inclined to recognize the practical benefits of Slow Fashion. Although the association is marginally stronger in Brazil, the difference (0.0773) lacks statistical significance (p -value = 0.3383), indicating a similar underlying mechanism in both cultural contexts.

The relationship between ST and HAT also demonstrates a positive correlation for both Brazilian ($\beta = 0.3042$) and American ($\beta = 0.3907$) consumers. This implies that individuals who emphasize self-transcendence derive emotional and experiential value from Slow Fashion. Despite a slightly stronger effect in the USA, the difference (-0.0883) remains statistically insignificant (p -value = 0.7060).

Table 10
PLS-MGA results.

Relationships	Brazil Beta	United States Beta	Difference between groups	p-Value
ST → UAT	0.4501	0.3728	0.0773	0.3383
ST → HAT	0.3042	0.3907	-0.0883	0.7060
OC → UAT	0.1039	0.1921	0.0370	0.4005
OC → HAT	0.1391	0.0251	0.0051	0.5150
SE → UAT	0.0996	0.0626	-0.0865	0.7561
SE → HAT	0.2102	0.1398	0.1140	0.2572
CO → UAT	0.0432	0.0381	0.0704	0.3429
CO → HAT	0.0257	0.1638	-0.1381	0.7569
UAT → PUI	0.6786	0.3742	0.3044	0.0237
HAT → PUI	0.0281	0.3878	-0.3597	0.9909

Note: p -value < 0.05

The analysis of Openness to Change (OC) and Utilitarian Attitude towards Slow Fashion (UAT) reveals a positive but weak relationship in both Brazil ($\beta = 0.1039$) and the USA ($\beta = 0.1921$). This suggests that openness to new experiences exerts a limited impact on the perceived utility of Slow Fashion. The difference between the two countries (0.0370) is not statistically significant (p -value = 0.4005), indicating a similar influence of this trait in both nations.

The relationship between Openness to Change (OC) and Hedonic Attitude towards Slow Fashion (HAT) is weak and non-significant in both Brazil ($\beta = 0.1391$) and the USA ($\beta = 0.0251$). This indicates that openness to change does not significantly influence the emotional appeal of Slow Fashion, with the difference (0.0051) being non-significant (p -value = 0.5150).

Regarding the relationship between Self-Enhancement (SE) and Utilitarian Attitude towards Slow Fashion (UAT), the findings indicate a weak positive correlation in both Brazil ($\beta = 0.0996$) and the USA ($\beta = 0.0626$). This suggests that the aspiration for personal success and power slightly contributes to the utilitarian perspective of Slow Fashion. The difference (-0.0865) is not statistically significant ($p\text{-value} = 0.7561$), indicating a comparable effect in both contexts.

The relationship between Self-Enhancement (SE) and Hedonic Attitude towards Slow Fashion (HAT) is positive in both Brazil ($\beta = 0.2102$) and the USA ($\beta = 0.1398$). This suggests that individuals who value self-enhancement perceive some hedonic value in Slow Fashion. The stronger effect in Brazil, with a difference (0.1140) that is not statistically significant ($p\text{-value} = 0.2572$), highlights a cultural nuance meriting further exploration.

The analysis of Conservation (CO) and Utilitarian Attitude towards Slow Fashion (UAT) reveals a minimal relationship in both Brazil ($\beta = 0.0432$) and the USA ($\beta = 0.0381$). This indicates that the desire for stability and tradition does not significantly influence the practical evaluation of Slow Fashion, with a non-significant difference (0.0704 ; $p\text{-value} = 0.3429$).

Similarly, the relationship between Conservation (CO) and Hedonic Attitude towards Slow Fashion (HAT) is weak in both Brazil ($\beta = 0.0257$) and the USA ($\beta = 0.1638$). This suggests that conservation has minimal impact on the hedonic perspective of Slow Fashion, with the difference (-0.1381) being non-significant ($p\text{-value} = 0.7569$).

A significant positive relationship is observed between Utilitarian Attitude towards Slow Fashion (UAT) and Purchase Intention (PUI) in both Brazil ($\beta = 0.6786$) and the USA ($\beta = 0.3742$). This indicates that the practical benefits of Slow Fashion strongly drive purchase intentions, with a significantly stronger effect in Brazil (0.3044 ; $p\text{-value} = 0.0237$).

Finally, the relationship between Hedonic Attitude towards Slow Fashion (HAT) and Purchase Intention (PUI) shows a significant influence in the USA ($\beta = 0.3878$) but not in Brazil ($\beta = 0.0281$). This difference (-0.3597) is not statistically significant ($p\text{-value} = 0.9909$), underscoring cultural divergences in how emotional and experiential values affect consumer behavior regarding Slow Fashion.

5. DISCUSSION AND IMPLICATIONS

This study sheds light on the complex interaction between cultural and personal values and their impact on Slow Fashion consumption in Brazil and the United States. The results elucidate how utilitarian and hedonic attitudes mediate the relationship between values and purchase intentions, providing insights for both theoretical understanding and practical applications in the fashion industry.

The results highlight significant cultural differences in the determinants of Slow Fashion consumption. Brazilian consumers exhibit a more utilitarian attitude towards Slow Fashion, emphasizing the practical and functional benefits of sustainable fashion. The strong relationship between utilitarian attitude and purchase intention in Brazil suggests that Slow Fashion marketing strategies should emphasize durability, cost-effectiveness, and environmental benefits to attract Brazilian consumers. This finding is supported by Jung and Jin (2016a), who found that functionality and durability are significant factors for consumers with conservative values, who prefer high-quality, long-lasting products.

In contrast, American consumers demonstrate a more hedonic attitude towards Slow Fashion. The positive relationship between hedonic attitude and purchase intention in the U.S. indicates that American consumers are more influenced by the experiential and emotional aspects of Slow Fashion, aligning with the findings of Gupta *et al.* (2019), which observe that individualistic countries have a greater orientation towards fashion. Therefore, marketing strategies in the U.S. should focus on the aesthetic appeal, exclusivity, and ethical narratives of Slow Fashion to resonate with the hedonic values of American consumers. This aligns with the findings of Duh *et al.* (2024), which state that cultural differences affect awareness and attitudes towards sustainable consumption, emphasizing that the determinants of attitudes and intentions differ between collectivist and individualistic cultures.

This research contributes to the theoretical landscape by integrating Schwartz's value theory and the Value-Attitude-Behavior (VAB) model to understand Slow Fashion consumption. The study's findings support the VAB hierarchy (Homer & Kahle, 1988), demonstrating that personal values influence consumer attitudes, which in turn shape purchase intentions. The significant mediating role of attitudes highlights the importance of considering both utilitarian and hedonic dimensions when examining sustainable consumption behaviors. In this same vein,

Chakraborty and Sadachar (2023) confirmed the application of the VAB model, demonstrating the mediating role of attitudes in the relationship between cultural values and purchase intentions.

Attitudes towards Slow Fashion products are complex and encompass both utilitarian and hedonic dimensions. On the utilitarian side, consumers appreciate the practicality, durability, and ethical production methods of these products, reflecting a rational perspective that values functionality and ethical responsibility. These products are often seen as high-quality investments that promote a sustainable lifestyle, reinforcing the pragmatic benefits of such consumption choices. Simultaneously, the hedonic aspect highlights the emotional and experiential satisfaction derived from Slow Fashion. Consumers may experience joy, pride, and self-expression through the purchase of aesthetically pleasing, unique, and carefully crafted items.

Moreover, applying Schwartz's value dimensions in different cultural contexts extends the applicability of the theory, underscoring the importance of cultural nuances in consumer behavior research. The study shows that while personal values may provide a framework for understanding consumer behavior, the specific cultural context significantly influences the strength and nature of these relationships.

The practical implications of this study are relevant for marketers and practitioners in the fashion industry. In Brazil, marketing campaigns should highlight the functional benefits of Slow Fashion, such as longevity, cost savings, and environmental sustainability. These practical benefits align with the prevalent utilitarian attitudes among Brazilian consumers. In the United States, marketing strategies should emphasize the emotional and experiential benefits of Slow Fashion. Storytelling that emotionally connects consumers to the brand, focusing on ethical production, unique designs, and the personal gratification derived from sustainable choices, can significantly increase the appeal of Slow Fashion products.

Policymakers and industry stakeholders can leverage these insights to promote sustainable consumption. Policies that encourage sustainable production practices and educate consumers about the environmental benefits of Slow Fashion can foster a cultural shift towards sustainability. Industry collaborations that emphasize transparency, ethical production, and the emotional appeal of sustainable fashion can also drive consumer engagement and adoption.

6. CONCLUSION

This study provides a comprehensive examination of how personal and cultural values shape consumer attitudes and behaviors towards Slow Fashion in Brazil and the United States. By employing Schwartz's value dimensions and the VAB hierarchy, the research elucidated the distinct impacts of utilitarian and hedonic attitudes on purchase intentions in these cultural contexts.

The study found a strong link between utilitarian attitudes and purchase intentions in Brazil, reflecting the cultural emphasis on practicality and functionality. In the US, hedonic attitudes were a more significant predictor of purchase intentions, highlighting the importance of emotional and experiential aspects in consumer decision-making. These findings reinforce the need for culturally tailored marketing strategies that resonate with the specific values and attitudes of consumers in different regions.

While the study offers valuable insights, it is not without limitations. The reliance on self-reported data may introduce social desirability bias. Future studies should employ longitudinal designs and consider incorporating objective measures of consumer behavior. Understanding the interaction between personal values, cultural context, and consumer behavior is crucial for promoting sustainable consumption practices. By aligning marketing strategies with these insights, fashion brands and policymakers can more effectively engage consumers and foster a sustainable fashion industry.

Moreover, the exclusion of the income variable in this study, due to the operationalization of income in the survey across different contexts and currencies, constitutes a significant limitation. This omission hinders the direct evaluation of the relationship between purchasing power and Slow Fashion consumption behavior. Income is a crucial determinant in economic analysis, directly influencing individuals' ability to acquire goods and services. Consequently, the absence of this variable prevents an accurate measurement of how different income levels impact consumption decisions. Therefore, incorporating the income variable in future research is imperative for achieving a more robust and comprehensive analysis.

Future research should explore additional cultural contexts to provide a more global understanding of Slow Fashion consumption. Longitudinal studies could track changes in consumer attitudes and behaviors over time, offering insights into the evolving landscape of

sustainable fashion. Additionally, experimental studies could delve deeper into the motivators behind Slow Fashion adoption.

3.3. THE INFLUENCE OF PRODUCT CHARACTERISTICS AND PRICE ON THE PURCHASE INTENTION OF SLOW FASHION

ABSTRACT

The increasing relevance of sustainable fashion has sparked the interest of academics and professionals in studying consumer behavior related to Slow Fashion products. While prior research has underscored the importance of product characteristics and individual factors in shaping the perception of value and purchase intentions for sustainable products, the exploration of these dynamics within the specific context of Slow Fashion consumption remains nascent. The direction of the effect of price on these factors, however, is yet to be clearly delineated. Price may serve as a barrier, preventing consumer access to these products. Conversely, it might act as a signal of value, increasing both the desire for and perceived value of the product. Therefore, this study examined the effect of the characteristics and price of Slow Fashion products on perceived consumer value and purchase intention. Through an experimental approach, the study aimed to understand how the attributes of Slow Fashion products and their price influence consumer value perception and purchase intention. The results of this research reveal that consumers perceive greater value in Slow Fashion products, which in turn increases purchase intention, even in the face of high prices. Thus, this study contributes to the literature by providing a deeper understanding of the factors that encourage the adoption of more sustainable consumption practices in the fashion industry.

Keywords: Slow Fashion, Perceived Value, Purchase Intention, Price

1. INTRODUCTION

In recent years, there has been a growing interest among scholars and professionals regarding the consumption of Slow Fashion products, reflecting the increasing importance of sustainable fashion (Domingos *et al.*, 2022). Driven by greater consumer awareness of the environmental and social impacts of the fashion industry (Gupta *et al.*, 2019), the concept of Slow Fashion emerges as an alternative to its conventional counterpart (fast fashion), encouraging more conscious and responsible consumption (Fletcher, 2007).

The Slow Fashion movement values quality, durability, and ethics in the production of clothing and accessories, considering both environmental impact and the well-being of workers in the production chain (Reimers *et al.*, 2016). Slow Fashion emphasizes the creation of durable, high-quality, and unique products, promoting a more sustainable lifestyle (Jung & Jin, 2016b). In contrast to fast fashion, which prioritizes mass production and rapid item obsolescence.

The Slow Fashion category exhibits characteristics that positively relate to perceived value and purchase intention (Lira & Costa, 2022; Şener *et al.*, 2019; Sung & Woo, 2019). Studies show that consumers concerned with sustainability and product quality are more likely to consider Slow Fashion products as a purchase option (Legere & Kang, 2020; Musova *et al.*, 2021). Awareness of the negative impacts of fast fashion has driven demand for products that offer a more ethical and environmentally friendly alternative.

Despite the prevailing perception that Slow Fashion products, akin to other "green" or sustainable items, command a higher price point, this does not necessarily deter purchase intentions (Pookulangara & Shephard, 2013). The literature suggests that consumers frequently associate sustainable products with high prices (Castro-López *et al.*, 2021). This association might, paradoxically, augment purchase intention (Jung & Jin, 2016b). The perceived value emanating from the distinctive attributes of Slow Fashion - such as enhanced durability, superior quality, and exclusivity - can mitigate the price effect. On the other hand, Slow Fashion products can lead consumers to consider this category as prudent investment rather than merely expensive alternatives.

It is assumed that individual characteristics and factors can influence the perception of this type of product (i.e., attitudes and behaviors related to its purchase). Despite evidence highlighting the importance of product characteristics and consumer perceptions on purchase intentions of Slow Fashion (Sung & Woo, 2019), there remains a significant lack of consensus regarding the specific effects of product category attributes and pricing on purchase intention.

Comprehending how price and product characteristics influence the perception of value and purchase intention is important for understanding consumer behavior within the Slow Fashion context. Product attributes, including design, craftsmanship, and the narrative behind the product, further augment this perceived value.

This research aims to examine the effect of characteristics and the price of Slow Fashion products on perceived consumer value and purchase intention. Through an experimental approach, it sought to understand how information about products and their characteristics affects perceived consumer value, considering the specific context of Slow Fashion consumption. Investigating these relationships contributes to understanding the phenomenon concerning the factors that influence

the adoption and preference for these products, providing insights for scholars and professionals interested in promoting more conscious and sustainable consumption in the fashion industry.

2. BACKGROUND THEORY

This section provides a theoretical foundation to support this study's analyses and methodological procedures. To this end, topics related to Slow Fashion consumption will be addressed, encompassing its characteristics, perceived value, purchase intention, and considerations related to price. A visual representation of the conceptual model is presented in Figure 09, accompanied by the research hypotheses.

2.1. Slow Fashion Consumption

The fashion industry is undergoing a paradigm shift driven by growing consumer interest in sustainability. Despite the continued dominance of fast fashion companies, there is an emerging recognition within these entities of the need to integrate sustainable practices into their strategic frameworks (UN Environment Programme, 2022). This transformation largely originates from the growing awareness of the environmental and social damage caused by the just-in-time production model of fast fashion (Pookulangara & Shephard, 2013). In this context, the Slow Fashion movement has emerged as an alternative, deeply rooted in the broader Slow culture, aiming to incorporate sustainability comprehensively into the fashion industry (Fletcher, 2007; 2010).

Slow Fashion embodies a deliberate and holistic approach to clothing production and consumption, markedly contrasting with the ephemeral and disposable nature of fast fashion. Anchored in principles of sustainability, ethical labor practices and durability, Slow Fashion prioritizes quality over quantity. It advocates for lasting designs, sturdy materials, waste minimization, and heightened ecological and social consciousness.

The consumption inherent in Slow Fashion strongly diverge from conventional fashion consumption. It prioritizes the longevity of their clothing, often selecting pieces that avoid transient trends in favor of timeless appeal and durability. This behavioral shift reflects an underlying value system where ethical considerations and personal identity converge. Slow Fashion advocates frequently engage in practices such as repairing, repurposing, and recycling clothing, highlighting

their commitment to minimizing environmental impact and promoting sustainable consumption habits.

The adoption of Slow Fashion is influenced by a set of inhibitory and facilitating factors. A prominent barrier is the high price associated with high-quality and ethically produced clothing. Despite the potential for long-term savings and the reduced need for frequent replacements, the initial financial outlay can be prohibitive for many consumers. Additionally, the pervasive influence of fast fashion marketing, which perpetuates rapid consumption cycles and constantly evolving trends, can undermine the principles of Slow Fashion (Fletcher & Grose, 2012). However, the facilitation of Slow Fashion consumption is reinforced by greater access to information about the environmental and social ramifications of fashion choices, along with the growing availability of sustainable brands and products.

Educational initiatives and transparency from fashion companies regarding their supply chains and production processes empower consumers to make informed decisions. The proliferation of digital platforms supporting second-hand markets and clothing swaps further advances Slow Fashion, promoting circularity and reducing waste. In this sense, the perceived value in Slow Fashion is multifaceted, encompassing both intrinsic and extrinsic elements. Intrinsically, consumers derive value from the durability, craftsmanship, and unique design of Slow Fashion clothing. The longevity and versatility of these pieces often generate a higher degree of emotional attachment and satisfaction, reinforcing Slow Fashion principles (Liu *et al.*, 2022). Extrinsically, ethical production methods and positive environmental impact enhance perceived value, aligning with consumers' moral and ethical standards.

While price may constitute a barrier to the acquisition of Slow Fashion items, this effect can vary based on individual consumer characteristics. Consumers may demonstrate a willingness to pay a premium for Slow Fashion products when they perceive them as high-value items (Castro-López *et al.*, 2021). This perception of value is linked to the quality, authenticity, exclusivity, and functionality of these products, highlighting their distinctive attributes. Effective communication about long-term benefits, cost-per-wear calculations, and the broader implications of purchasing decisions can mitigate this barrier. This can enhance perceived value and mitigate the possible negative price effect.

2.2. Hypotheses and research model

Zeithaml (1988) defined perceived value as the consumer's overall assessment of the utility of a product, based on perceptions of what is received and what is given. This initial definition was later expanded to a multidimensional perspective, recognizing that perceived value can have distinct effects in different situations (Sheth *et al.*, 1991; Sweeney & Soutar, 2001).

The multidimensional perspective of perceived value has been corroborated by researchers such as Holbrook (2005), who emphasized the relative nature of this construct, varying according to the individual, situation, or product in question. Sweeney and Soutar (2001) identified three fundamental dimensions of perceived value: functional, emotional, and social. This multidimensional conception has been explored, emphasizing the importance of these dimensions in understanding the perceived value of Slow Fashion products (Castro-López *et al.*, 2021; Şener *et al.*, 2019; Jung & Jin, 2016a). Studies such as Sung and Woo (2019) have incorporated these three dimensions proposed by Sweeney and Soutar (2001).

Based on previous research and recognizing the importance of the multidimensional characteristic of perceived value, the present study adopts consumers' four reflective dimensions of perceived value when using Slow Fashion products. However, when it comes to fashion products that undergo transformations and add value through the incorporation of ideas and designs and the use of sustainable materials, other dimensions of value also become relevant. Thus, this study examines value theories proposed by Wei and Jung (2017), incorporating additional dimensions with a specific focus on the inherent values of this type of product.

Therefore, green value plays an essential role in evaluating Slow Fashion products. The production of these products seeks to minimize impact, aiming to reduce the consumption of materials and energy while promoting sustainable production and consumption (Chen & Chang, 2012). So, consumers tend to attribute value to the sustainable characteristics of a Slow Fashion product.

These products provide aesthetic benefits. They undergo a craftsmanship production process that produces highly valued items, applying aesthetic creativity to the materials used. The reasons for purchasing vintage, retro, and handmade products are similar in pursuing aesthetic change. Consumers consider durability, comfort, and aesthetics valuable as they allow them to use the products for extended periods (Liu *et al.*, 2022).

Another relevant dimension is social value, as they serve social communication and personal expression (Sung & Woo, 2019). They offer visibility opportunities in various situations, regardless of the product's previous or subsequent use. In addition to the social value provided by sustainable products, which has been empirically supported in the literature, it is important to highlight that consumer often express their personality through products in general. In the case of these products, consumers can gain social value through product exclusivity. For Şener *et al.* (2019), this gives consumers a sense of status and self-esteem as they perceive the product's image when acquired and used.

The relationship between perceived value and purchase intention is influenced by the distinctive characteristics of Slow Fashion products (Jung & Jin, 2016b). These characteristics contribute to the perception of the product's quality, exclusivity, and authenticity, factors that increase perceived value and purchase intention. It is assumed that the perceived value to the customer is an important factor in determining purchase intentions and willingness to pay a price premium for Slow Fashion products.

In the context of Slow Fashion, the perceived value of a product can be influenced by a variety of factors, such as the intrinsic quality of the product, the brand's reputation, and the ethical considerations involved in its production. Slow Fashion products, notable for their superior craftsmanship, durability, and ethical production processes, tend to have a substantially higher perceived value compared to their equivalents. In this sense, it is understood that when consumers perceive a high value in Slow Fashion products due to their distinctive attributes, they demonstrate a greater intention to purchase these products.

Based on the presented evidence, it is reasonable to assume that consumers who attribute higher perceived value to Slow Fashion products are more inclined to engage in consumption behaviors related to this type of product. In light of the above, the following research hypotheses are formulated:

H_{1a}: There will be a difference in the perceived value of fashion products depending on their type (Slow Fashion vs. Fast Fashion).

H_{1b}: There will be a difference in the purchase intention of fashion products depending on their type (Slow Fashion vs. Fast Fashion).

Furthermore, it is argued that the type of fashion product influences purchase intention through perceived value. Slow Fashion products are often considered more valuable due to their ethical and sustainable attributes, which results in a higher propensity for consumers to purchase them. This willingness reflects an alignment between consumers' personal values and the characteristics of the products.

Based on the discussion, it is assumed that perceived value plays a mediating role in the effect of product type and, therefore, positively influences purchase intention. Thus, the following research hypothesis is formulated:

H₂: The effect of product type (Slow Fashion vs. Fast Fashion) on Purchase Intention is mediated by perceived value.

It is important to consider the role that price plays in the relationship between the product type (Slow Fashion vs. Fast Fashion) and perceived value, as well as between the product type and purchase intention. It is argued that this variable can influence the perception of perceived value, as consumers may associate a higher price with higher quality products (Jung & Jin, 2016a). Pookulangara and Shephard (2013) found that the main obstacle to adopting a Slow Fashion lifestyle is the economic consideration, as most participants cannot afford the higher price of these products.

It is argued that the effect of the product type on perceived value and purchase intention may vary depending on the price, as Slow Fashion products are often associated with higher prices due to their sustainable and artisanal production (Jung & Jin, 2016a).

As the price can play a role in inhibiting the purchase of Slow Fashion products, it can also signal to the consumer the quality and inherent value of this product category. However, the literature in the field is unclear about the price effect direction on purchasing decision of sustainable fashion products (Lin et al., 2023).

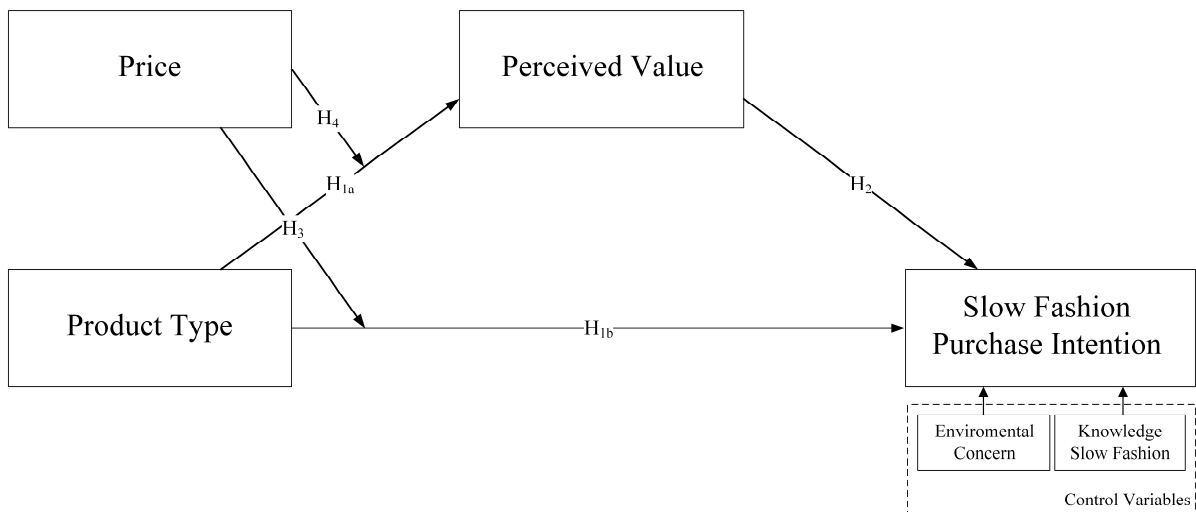
Sobreira *et al.* (2020) suggest that higher prices can represent a barrier to adopting Slow Fashion products. On the other hand, other studies highlight that higher price can be perceived as indicators of quality and exclusivity, leading consumers to perceive greater value in these products (Jung & Jin, 2016a; Şener *et al.*, 2019).

Therefore, it is reasonable to assume that price moderates the effect of the product type on both perceived value and purchase intention. Based on the above, the following research hypotheses are formulated:

H3: Price moderates the direct effect of product type (Slow Fashion vs. Fast Fashion) on purchase intention.

H4: The indirect effect of product type (Slow Fashion vs. Fast Fashion) on purchase intention, mediated by perceived value, is moderated by the price (Low vs. Medium vs. High).

Figure 9
Conceptual Model



Note: Adaptation of the model 08 proposed by Hayes (2024).

3. METHOD

Experimental research is a widely employed methodology in the behavioral sciences for examining causal relationships. In this study, a between-subjects experimental design was applied to test the proposed hypotheses. Participants were randomly selected from the population and subsequently assigned to one of the experimental conditions. Main effects were analyzed using a one-way ANOVA to discern differences between groups, while mediation and moderation analyses were conducted using the PROCESS Macro (Hayes et al., 2022).

3.1. Experimental design

To examine the influence of product type and price on value perception and purchase intention, an immersive shopping scenario was crafted for the research subjects. The experimental framework utilized a 2 (product type: slow fashion vs. fast fashion) x 3 (product price: low vs. medium vs. high) factorial design. Adopting a between-subjects approach, each participant was exposed to a single scenario. Notably, the inclusion of images, videos, and scenarios in such experimental designs is a validated practice in consumer behavior studies.

Participants were randomly assigned to one of the six experimental conditions and instructed to read and internalize the text associated with their respective scenario. To ensure comprehension and retention, participants were informed they would be questioned about the content at the study's conclusion. They were asked to envision themselves within the proposed shopping context, simulating an actual purchase situation.

Table 11
Factorial Design.

Product Type	Product Price		
	Low Price	Medium Price	High Price
Slow Fashion	Slow Fashion and low price	Slow Fashion and medium price	Slow Fashion and high price
Fast Fashion	Fast Fashion and low price	Fast Fashion and medium price	Fast Fashion and high price

Note: Drawing of order 2 x 3.

In the slow fashion scenarios, the emphasis was on the product's alignment with sustainability and social responsibility, highlighting ethical manufacturing practices, the use of sustainable materials, and production methods that respect environmental and workers' rights. Conversely, the fast fashion scenarios described the product as a typical shirt available in various retail stores, without any positive reinforcement regarding sustainability or ethics.

Three experts were consulted to analyze and evaluate the scenarios, focusing on the differences between the two independent variables (product type and price). These specialists were chosen based on their academic credentials and experience in conducting experimental research on consumer behavior. Their contributions were instrumental in validating the experimental

conditions, ensuring that the product types and price levels were clearly defined and distinctly differentiated.

A randomization mechanism was employed to allocate participants to one of the six Google Forms. This process, executed via HTML and JavaScript code embedded in a Google Sites homepage, included an array of links to the different forms. Upon consenting to participate and clicking the "Participate" button, the JavaScript function generated a random index within the array and redirected the participant to the corresponding form, ensuring random allocation and preserving the experiment's integrity.

Participants then completed a form measuring variables of interest, such as value perception and purchase intention, along with questions related to internal validation (price perception), control variables (environmental concern and knowledge about slow fashion), and demographic data. Participant selection was based on accessibility and willingness to collaborate. In terms of sample size determination, the criteria adhered to the practical guidelines outlined by Hair et al. (2015) as well as the effect size calculated using GPower. The parameters set were: *effect size* = 0.30; *error* = 0.05; *power* = 80%, *numerator df* = 5, *number of groups* = 6, and *number of covariates* = 2. Consequently, the minimum required sample size was determined to be 149 research participants.

Data analysis commenced with an initial data screening, followed by verification of internal validity using analysis of variance (ANOVA). The validity and reliability of the scales were assessed using Cronbach's Alpha (Cronbach, 1951). Hypotheses were tested, and the proposed model was validated using mediation and moderation techniques based on regression models, following Hayes (2022). These analyses were conducted using PROCESS version 4.3.1 in conjunction with The R Project for Statistical Computing - R, version 4.4.1 for Windows (www.r-project.org).

3.2. Measurement of Constructs

The research constructs employed a 7-point Likert-type scale, ranging from (1) strongly disagree to (7) strongly agree. The perceived value construct was evaluated using a scale adapted from the original scale developed by Yu & Lee (2019). Three indicators based on the work of

Zheng & Chi (2015) were used to measure purchase intention. The constructs and their respective items are presented in Table 12.

Table 12
Construct Indicators

Construct	Indicators		
Perceived Value (Yu & Lee, 2019): Measures the dimensions of perceived value.	<u>Green Value:</u> VPB1: This product has more environmental benefits than other products. VPB2: This product is environmentally friendly. VPB3: This product has more environmental concern than other products. VPB4: The environmental functions of this product provide very good value.		
	<u>Functional Value:</u> VPB5: This product has consistent quality. VPB6: This product has an acceptable quality standard. VPB7: This product would have consistent performance.		
	<u>Social Value:</u> VPB8: This product would help me feel accepted. VPB9: This product would improve how I am perceived. VPB10: This product would make a good impression on other people. VPB11: This product would give its owner social approval.		
	<u>Self-Expression Value:</u> VPB12: This product has a strong personal meaning to me. VPB13: This product helps me express myself. VPB14: One of the main benefits of this product is the ability for customers to express their own beliefs, values, or personalities.		
	Purchase intention (Zheng & Chi, 2015): Reflects the respondents' intentions to purchase slow fashion clothing.	PIN1: I intend to buy slow fashion clothing. PIN2: I will try to buy slow fashion clothing in the future. PIN3: I will make an effort to buy slow fashion clothing in the future.	
		Environmental Concern (Lee, 2008; Mostafa, 2009): Degree of an individual's awareness of environmental issues and his or her readiness to help in solving them.	EC1: I care about the quality of the environment. EC2: The environment is one of my concerns. EC3: I am aware of environmental protection issues. EC4: Sometimes, I think about how environmental quality can be improved. EC5: Nature's balance is very delicate and easily disturbed. EC6: When humans interfere with nature, disastrous consequences ensue.
			Knowledge Slow Fashion (Kelting et al., 2017): Degree of a consumer's relative level of familiarity with a product category.

Note: Adapted from the original scales.

4. RESULTS

In this study, 162 valid responses were obtained, with a gender distribution of 60.49% female, 38.89% male, and 0.62% non-disclosure. The average participant age was 30.36 years, with a median age of 28.50 years. The scales used in the study demonstrated strong internal consistency: Perceived Value ($\alpha = 0.880$), Purchase Intention ($\alpha = 0.960$), Knowledge about Slow Fashion ($\alpha = 0.920$), Environmental Concern ($\alpha = 0.800$), and Price Perception ($\alpha = 0.940$).

To evaluate the internal validity of the experiment, the impact of manipulated price levels (low, medium, high) on price perception was investigated using a one-way ANOVA. The analysis revealed significant differences among the three price conditions $F(2, 159) = 109.10$, $p\text{-value} < 0.001$. *Post-hoc* comparisons confirmed that all pairwise differences were statistically significant ($p\text{-value} < 0.001$).

Hypotheses H1a and H1b were tested using one-way ANOVA. For H1a, the analysis indicated a significant effect of product type on perceived value $F(1, 160) = 28.06$, $p\text{-value} < 0.001$. Perceived value was significantly higher for Slow Fashion products ($M = 4.92$) compared to Fast Fashion products ($M = 4.02$), with the difference being statistically significant ($p\text{-value} < 0.001$). This supports H1a, suggesting that consumers perceive greater value in Slow Fashion compared to Fast Fashion.

For H1b, one-way ANOVA results showed a significant effect of product type on purchase intention $F(1, 160) = 4.46$, $p\text{-value} = 0.036$. Purchase intention was higher for Slow Fashion ($M = 4.91$) compared to Fast Fashion ($M = 4.29$), with the difference being statistically significant ($p\text{-value} = 0.035$). This finding supports H1b, indicating that product type influences purchase intention.

To test hypothesis H2, which posits that the effect of product type on purchase intention is mediated by perceived value, a mediation analysis using Hayes' (2022) PROCESS Model 4 with bootstrapping. This analysis employed a *bootstrapping* procedure with a sample size of 5,000 and generated a 95% *bootstrap* confidence interval.

The initial analysis assessed the impact of product type on perceived value. The model summary indicated a significant effect ($R = 0.4612$, $R^2 = 0.2127$, $F(3, 158) = 14.23$, $p\text{-value} < 0.001$). Product type had a significant positive effect on perceived value ($\beta = 0.8593$, $p\text{-value} <$

0.001), supporting the hypothesis that Slow Fashion products are perceived as having higher value compared to Fast Fashion products.

Next, the direct and indirect effects of product type on purchase intention were analyzed, with perceived value as the mediator. The model summary indicated a substantial portion of variance explained ($R = 0.6386$, $R^2 = 0.4078$, $F(4, 157) = 27.0266$, $p\text{-value} < 0.001$). Perceived value had a significant positive effect on purchase intention ($\beta = 1.0980$, $p\text{-value} < 0.001$).

To further explore the mediation hypothesis, examined the total, direct, and indirect effects of product type on purchase intention. The total effect of product type on purchase intention was significant ($\beta = 0.5841$, $p\text{-value} = 0.0498$). However, the direct effect was not significant ($\beta = -0.359$, $p\text{-value} = 0.1577$), indicating that the relationship between product type and purchase intention is fully mediated by perceived value. The indirect effect of product type on purchase intention through perceived value was significant ($\beta = 0.9436$, 95% CI [0.5514, 1.3915]).

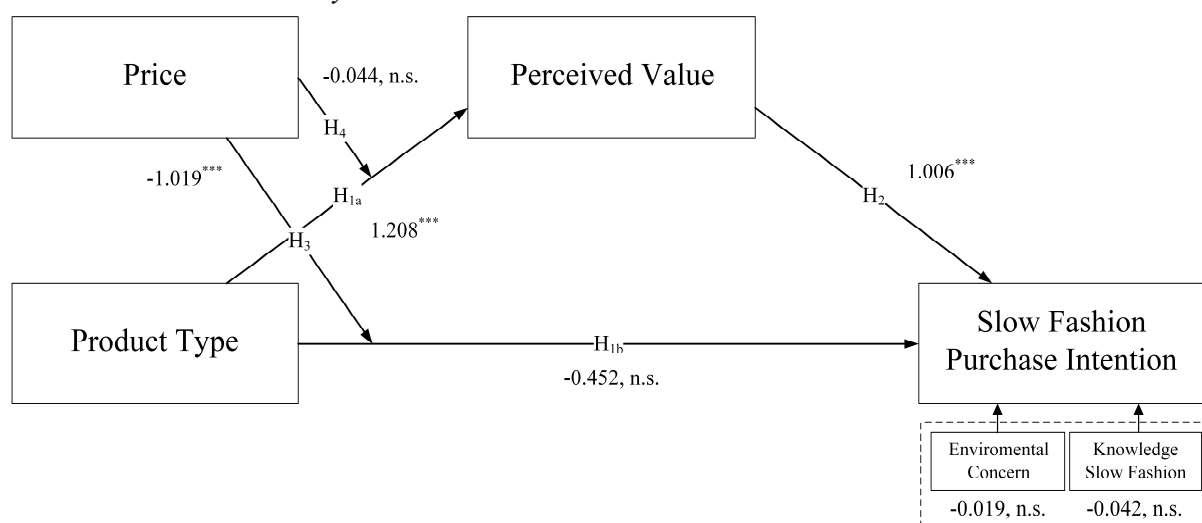
The results support the hypothesis that the effect of product type on purchase intention is mediated by perceived value. Slow Fashion products are perceived as having higher value, which in turn significantly enhances purchase intention. This finding underscores the importance of perceived value in consumer decision-making and highlights the potential of Slow Fashion to positively influence purchase intentions through enhanced perceived value.

To test hypotheses H3 and H4, we employed Model 8 of the PROCESS macro for R (Version 4.3.1). The model specified purchase intention as the dependent variable (Y), product type as the independent variable (X), perceived value as the mediator (M), and price as the moderator (W). This analysis employed a *bootstrapping* procedure with a sample size of 5,000 and generated a 95% *bootstrap* confidence interval.

The overall model predicting purchase intention was significant ($R^2 = 0.5587$, $F(6, 155) = 32.6999$, $p\text{-value} < 0.001$), indicating that the predictors collectively explain approximately 55.9% of the variance in purchase intention. Even though price has shown a negative effect on purchase intention ($\beta = -1.019$, $SE = 0.16$, $p\text{-value} < 0.001$), the interaction term between this variable and product type was also not significant ($\beta = 0.2183$, $SE = 0.2612$, $p\text{-value} = 0.4046$). This suggests that price does not significantly moderate the direct relationship between product type and purchase intention, failing to support Hypothesis 4.

Hypothesis 5 proposed that the indirect effect of product type on purchase intention, mediated by perceived value, is moderated by price. The results indicated that product type significantly predicts perceived value ($\beta = 1.2083$, $SE = 0.2698$, $p\text{-value} < 0.001$), and perceived value, in turn, significantly predicts purchase intention ($\beta = 1.0059$, $SE = 0.0997$, $p\text{-value} < 0.001$).

Figure 10
Moderated mediation analysis model



Note: ** $p\text{-value} < 0.05$, *** $p\text{-value} < 0.001$, n.s. = not significant.

The conditional indirect effects of product type on purchase intention through perceived value were significant at all levels of price: low ($\beta = 1.2154$, 95% CI [0.6143, 1.8854]), medium ($\beta = 0.8860$, 95% CI [0.5232, 1.3010]), and high ($\beta = 0.5565$, 95% CI [0.0378, 1.0701]). The index of moderated mediation (Index = -0.3294, 95% CI [-0.7872, 0.0784]) was not significant, indicating that the strength of the indirect effect does not significantly vary across different levels of price, thus failing to support Hypothesis 5.

5. DISCUSSION

The present study advances the understanding of consumer behavior in the context of Slow Fashion by elucidating the distinct impacts of Slow Fashion versus Fast Fashion products on perceived value and purchase intention. By examining the mediating and moderating roles of perceived value and price respectively, the study provides insights that contribute on understanding the extent to which price plays a role as barrier towards Slow Fashion products purchase behavior.

It also demonstrates, play importance of perceived value as a mediator variable that leads to purchase intention.

Empirical evidence supports hypotheses H1a and H1b, demonstrating a disparity in perceived value and purchase intention between Slow Fashion and Fast Fashion items. Specifically, Slow Fashion products are perceived as having higher value, which corroborates hypothesis H1a. This finding aligns with existing literature, indicating that consumers attribute greater value to products emphasizing quality, durability, and ethical production practices (Castro-López *et al.*, 2021; Lira & Costa, 2022). For example, Slow Fashion brands often highlight their sustainable sourcing and manufacturing processes, resonating with ethically conscious consumers.

Furthermore, the study validates hypothesis H1b, revealing that purchase intention is significantly higher for Slow Fashion products. This underscores the role of product type in purchase decisions and resonates with previous research indicating that consumers concerned with environmental and social issues prefer products reflecting these values (Gupta *et al.*, 2019; Pookulangara & Shephard, 2013).

Nevertheless, product type by itself does not directly influence purchase intention. Through mediation analysis it was found that perceived value fully mediates the effect of product type on purchase intention (H2). The mediation model indicates that product type significantly increases perceived value, subsequently driving purchase intention. This finding is consistent with literature positing perceived value as an important mediator between product attributes and buying behavior (Jung & Jin, 2016a; Şener *et al.*, 2019). These results emphasize the need for marketing strategies that highlight the intrinsic value of Slow Fashion products, emphasizing their environmental and social benefits to increase consumer purchase intention.

Hypotheses H3 and H4 explored the moderating role of price in the relationship between product type and purchase intention. The results suggest that while the indirect effect of product type on purchase intention, mediated by perceived value, varies across different price levels, the strength of this effect does not differ significantly between these levels. This indicates a complex dynamic in purchase decisions, where perceived value may outweigh price as the primary influencer. These findings challenge traditional views on the predominance of price in consumer choice, suggesting that marketing strategies focusing solely on price might not be effective.

Perceived value is influenced by other factors beyond price, as product attributes for the case of Slow Fashion consumption.

These findings contribute to the existing literature by providing empirical evidence on the complex interplay between product characteristics, price, and consumer perceptions in the Slow Fashion domain. The results underscore the importance of perceived value as a mediator between product type and purchase intention.

The study confirms that the intrinsic attributes of Slow Fashion products, such as their environmental and social benefits, are key determinants of perceived value. This reinforces existing theories on value perception and sustainable consumer behavior, emphasizing that consumers prioritize quality and ethical considerations over mere price.

For practitioners, the study highlights the importance of marketing strategies that accentuate the unique attributes of Slow Fashion products. Brands should focus on communicating the environmental and social benefits of their products to enhance perceived value and encourage purchase intentions. Emphasizing the durability, craftsmanship, and ethical production methods can help justify the higher prices associated with Slow Fashion items. Additionally, brands should consider educational campaigns to increase consumer awareness about the long-term benefits of investing in Slow Fashion, thereby shifting the focus from price to value.

6. CONCLUSION

The present study offers valuable insights into consumer behavior dynamics within the Slow Fashion context. By examining the influence of product characteristics and price on perceived value and purchase intention, this research advances our understanding of what motivates consumers to choose more sustainable fashion options. The findings indicate that Slow Fashion products, characterized by quality, durability, and ethical production practices, are perceived as having higher value compared to Fast Fashion products. This enhanced perceived value, in turn, significantly increases purchase intention, highlighting the critical role of intrinsic product attributes in shaping consumer behavior.

The mediation analysis confirms that perceived value fully mediates the relationship between product type and purchase intention. This underscores the importance of marketing strategies that emphasize the unique attributes of Slow Fashion products, such as their

environmental and social benefits. The study also explores the moderating role of price, revealing that while price impacts perceived value, its influence on purchase intention is less straightforward. Consumers are willing to invest in Slow Fashion products when they perceive these products as high-value items, suggesting that perceived value can mitigate the potential barrier posed by higher prices.

This study has several limitations that should be acknowledged. Firstly, the experimental design, while robust, may not fully capture the complexities of real-world purchasing behavior. The artificial nature of experimental settings can limit the generalizability of the findings. Secondly, the sample size, though adequate for the analyses conducted, may not be representative of the broader population, particularly given the demographic focus on younger consumers. Lastly, the study's scope was limited to examining price and product characteristics, leaving out other potential factors such as brand reputation and social influence that could also impact consumer behavior in the Slow Fashion context.

This experimental study paves the way for further research. A promising extension of this investigation would be to analyze the impact of wearing Slow Fashion clothing and accessories in both private and public contexts on consumers' perceived value and purchase intention. Such research would examine whether consumers are more inclined to adopt sustainable practices when utilizing Slow Fashion products in private settings, such as at home or with close friends, as opposed to public settings, like social events or workplaces.

Future research should also explore the role of individualism in Slow Fashion consumption behavior. Individualism, which emphasizes personal independence and self-expression, could significantly influence how consumers perceive and value Slow Fashion products. Investigating the impact of individualistic values on the perception of product attributes and purchase intentions would provide deeper insights into the motivational drivers behind sustainable fashion choices. Furthermore, examining this relationship across different cultural contexts could uncover important variations, aiding in the development of more targeted marketing strategies for Slow Fashion brands. Additionally, longitudinal studies should be considered to track changes in consumer behavior over time and assess the impact of sustained marketing efforts on the adoption of Slow Fashion.

CHAPTER 04: INTEGRATIVE CONCLUSION

4.1. INTEGRATIVE CONCLUSION

The present dissertation provides a comprehensive analysis of Slow Fashion consumption by deepening the understanding of the multifaceted nature of this phenomenon. It emphasizes the roles of cultural and personal values, as well as the impact of product characteristics and price on perceived value and purchase intentions. This integrative conclusion synthesizes the main findings and theoretical contributions, offering a discussion on the implications for both academia and the fashion industry.

The first article, "Slow Fashion Consumption: A Review and Research Agenda," maps the research landscape of Slow Fashion, identifying social factors and individual characteristics that drive Slow Fashion consumption. Utilizing a hybrid systematic review, the study integrates bibliometric and framework-based analyses to provide a comprehensive overview of the existing literature, highlighting gaps and proposing a future research agenda. The findings emphasize a gap in understanding the behavioral antecedents leading to Slow Fashion consumption, underscoring the need for future research to focus on psychological and cultural factors. The study highlights the importance of environmental and social awareness, calling for a deeper analysis of the complex interactions between these elements.

Building on the insights from the first article, the second article, "Slow Fashion Consumption: The Role of Cultural and Personal Values in Behavioral Intentions", investigates the cognitive and social determinants that influence consumer behavior in the Slow Fashion domain. Employing Hofstede's cultural dimensions and Schwartz's theory of personal values as theoretical lenses, the study reveals how values shape Slow Fashion consumption behaviors in different cultural contexts. The empirical analysis indicates that Brazilian consumers tend to adopt a utilitarian approach, valuing functional and practical benefits, while American consumers exhibit a hedonic perspective, prioritizing emotional and experiential aspects. This cultural dichotomy highlights the need for customized marketing strategies to effectively promote Slow Fashion in different cultural contexts.

Expanding the exploration of consumer behavior from cultural and personal values to economic considerations, the third article, "The Influence of Product Characteristics and Price on The Purchase Intention of Slow Fashion", examines the effect of product characteristics and price on perceived value and purchase intention in the Slow Fashion domain. Through an experimental

approach, this study highlights the mediating role of perceived value in purchase intentions and demonstrates that, although price negatively impacts purchase intentions, it does not significantly deter them, especially among those who associate price with quality and ethical standards. This finding suggests that effective pricing strategies and clear communication of product attributes are crucial for fostering consumer acceptance of Slow Fashion.

In light of the above, this dissertation contributes to the theoretical advancement of Slow Fashion research by integrating different frameworks and methodologies to provide a holistic understanding of consumer behavior. The use of the ADO-TCCM framework in the articles ensures a structured and comprehensive analysis, bridging gaps between different strands of the literature and offering insights into the motivations and barriers to Slow Fashion consumption.

From a practical perspective, the findings have significant implications for marketers and policymakers. For marketers, understanding the interaction between cultural values, personal values, and price perceptions is vital to designing effective communication strategies and product offerings that resonate with conscious consumers. Adapting marketing messages to emphasize the ethical and quality aspects of Slow Fashion can help attract and retain a loyal customer base, reinforcing insights from the empirical studies.

For policymakers, the insights provided by this dissertation can inform the development of regulations and initiatives aimed at promoting sustainable practices in the fashion industry. Encouraging transparency in production processes and providing incentives for companies that adopt sustainable practices can help shift consumer behavior towards more environmentally and socially responsible choices, aligning with the broader social implications discussed in the dissertation.

The dissertation provides several insights for future research. Longitudinal studies are recommended to track changes in consumer behavior over time, offering insights into the evolving landscape of sustainable fashion. Comparative studies in different cultural contexts can enhance understanding of global variations in Slow Fashion consumption. Additionally, further exploration of the role of individualism and other personal values can provide a more comprehensive understanding of the motivators behind sustainable fashion choices.

APPENDIX

APPENDIX A: Data Collection Instrument from Article 2

Academic Research Questionnaire

Informed Consent Form

Dear participant,

This questionnaire is an integral part of research associated with the Laboratory of Consumer Behavior Analysis and Studies (L@EC/CNPq), linked to the Academic Unit of Administration and Accounting at the Federal University of Campina Grande - Brazil, aimed at investigating the purchase and consumption of Slow Fashion products.

Slow Fashion is a movement that emphasizes sustainability, ethics, and transparency in the production of clothing and accessories. Slow Fashion values quality, durability, and conscious production, in contrast to fast fashion, characterized by mass, rapid, cheap, and low-quality production.

We clarify that your participation is voluntary and anonymous, intended solely for academic purposes. The data obtained will be used in an aggregated manner, without identifying the participants.

The research is supervised by Prof. Dr. Edvan Aguiar (UAAC/UFCG).

ORCID

Google Scholar

As a token of appreciation, we will be raffling a \$20,00 (twenty dollars) Amazon Gift Card among the study participants. To participate, simply answer attentively and provide a valid email for contact at the end of the form.

We sincerely appreciate your collaboration in advance!

Slow Fashion products stand out for the following characteristics:

- **High Quality:** The pieces are crafted using excellent materials that possess high quality.
- **Artisanal Production:** Items are often handmade, through manual execution, aiming to value the labor involved.
- **Timeless Design:** The style of the pieces is timeless, meaning it does not follow fleeting fashion trends.
- **Unique Pieces:** Production occurs in limited quantities, implying that each item is singular and exclusive, promoting individuality and originality.
- **Transparency in Production:** There is transparent production, with detailed information about the origin of materials, production processes, and the working conditions of those involved.
- **Labor Valorization:** The appreciation of work is evident by offering fair wages and dignified working conditions.
- **Fair Pricing:** Prices are fair and reflect the value of materials, labor, and production processes employed.
- **Social and Environmental Responsibility:** Manufacturing is carried out with social and environmental responsibility, aiming to promote a positive impact on society and the environment, contributing to a fairer and more sustainable world.
- **Durability:** Pieces are designed to withstand use, using resistant materials and production techniques that ensure their durability, reducing the need for constant replacement.
- **Local Production:** Production takes place locally, reducing the carbon footprint generated by transportation and valuing the regional economy.

On the next page, some Slow Fashion products will be presented to familiarize you with this product category. Throughout the research, some questions will be answered based on the displayed products.

The following Slow Fashion collection features several characteristics that make it a conscious choice for those seeking a more ethical and responsible lifestyle. Each piece is unique and stylish, made with high-quality materials and sustainable processes.

Organic cotton shirts, comfortable pants and shorts in recycled cotton, and vegan leather sneakers are examples of how the collection prioritizes environmental preservation and promotes social justice. Each item is carefully handcrafted, with attention to detail and the quality of materials, ensuring that you can have a beautiful and distinctive look while contributing to sustainability.



Based on the characteristics of Slow Fashion products, please fill in the following **based on your initial perception: Respond on a scale from one to seven as follows:**

1 - Strongly Disagree, 2 - Disagree, 3 - Partially Disagree, 4 - Neutral, 5 - Partially Agree, 6 - Agree, 7 - Strongly Agree.

I consider Slow Fashion products useful.

1	2	3	4	5	6	7
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Slow Fashion products fulfill their basic functions effectively.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

I consider Slow Fashion products essential for my wardrobe.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Slow Fashion products are fun to wear.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Slow Fashion products have a charming appeal.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

I find Slow Fashion products enjoyable.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Consider the statements below and indicate your level of agreement.

Respond from one to seven, as follows:

1 - Strongly Disagree, 2 - Disagree, 3 - Partially Disagree, 4 - Neutral, 5 - Partially Agree, 6 - Agree, 7 - Strongly Agree.

I would consider buying Slow Fashion products because it would reduce my environmental impact.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

I would definitely consider purchasing Slow Fashion products because they are environmentally friendly.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

I would definitely intend to buy products that are environmentally friendly.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

I don't have plans to buy products that are environmentally friendly.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Consider the statements below and indicate your level of agreement.

Respond from one to seven, as follows:

1 - Strongly Disagree, 2 - Disagree, 3 - Partially Disagree, 4 - Neutral, 5 - Partially Agree, 6 - Agree, 7 - Strongly Agree.

It is important for me to help people around me. I want to take care of others.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

It's important for me to be loyal to my friends. I want to dedicate myself to the people close to me.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

I believe it's important for every person in the world to be treated equally. I want justice for all, even for people I don't know.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

It's important for me to listen to people who are different from me. Even when I disagree with them, I still want to understand them.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

I firmly believe that people should take care of nature. Caring for the environment is important to me.

1	2	3	4	5	6	7
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Thinking of new ideas and being creative is important to me. I like to do things my own original way.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

It's important for me to make my own decisions about what I do. I like being free to plan and choose my activities on my own.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

I enjoy surprises and am always looking for new things to do. I think it's important to do many different things in life.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

I seek adventure and like to take risks. I want to have an exciting life.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Having fun is important to me. I like to 'pamper' myself.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

I seek every possible opportunity to have fun. It's important to me to do things that bring me pleasure.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

It's very important for me to showcase my skills. I want people to admire what I do.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Being successful is important to me. I like to impress other people.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

It's important for me to be wealthy. I want to have a lot of money and expensive things.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

It's important for me to be in charge and tell others what to do. I want people to do as I say.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Living in a safe environment is important to me. I avoid anything that might endanger my safety.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

It's very important to me that my country is safe from internal and external threats. I'm concerned about protecting the social order.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

I believe people should do as they're told. I think people should follow the rules all the time, even when nobody's watching.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

It's important for me to always behave appropriately. I want to avoid doing anything that people would say is wrong.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

I think it's important not to ask for more than what one has. I believe people should be content with what they have.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Religious belief is important to me. I strive to do what my religion requires.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Based on your consumption habits, answer the statements below.

How often do you buy new clothes?

- I don't buy new clothes.
- Monthly (at least once a month)
- Biannually (only once every six months)
- Annually (only once a year)

What is the approximate amount in dollars (\$) that you usually spend per year buying clothes? (e.g., 630)

Mark which of the characteristics below **DOES NOT** correspond to a Slow Fashion product?

- Artisanal Production
- Social and Environmental Responsibility
- Mass Production
- Durability

Have you bought any Slow Fashion products (clothing or accessories)?

- Yes
- No
- I don't know

What is your gender?

- Female
- Male
- Prefer not to say
- Others

What is your age (e.g., 21)?

What is your monthly family income?

Which of the statements below corresponds to your level of educational attainment?

- No education
- Incomplete Elementary School
- Complete Elementary School
- Incomplete High School
- Complete High School
- Incomplete Higher Education
- Complete Higher Education
- Incomplete Postgraduate Studies
- Complete Postgraduate Studies

Please, indicate the country where you currently reside.

As a way to give back, we will raffle an Amazon Gift Card worth \$20,00 (twenty dollars) among the study participants. If you would like to enter the draw, please provide a valid email address.

APPENDIX B: Data Collection Instrument from Article 3

Pesquisa Acadêmica

Caro participante,

Obrigado por ter aceitado colaborar com esta pesquisa. Ela tem por objetivo estudar o comportamento de compra do consumidor. **Será apresentada a descrição de uma situação de compra e uma imagem, que pretendem ajudá-lo(a) a se imaginar dentro do contexto.** Em seguida, haverá algumas perguntas para você responder com base tanto na situação de compra descrita quanto na imagem.

Não há respostas certas ou erradas para as perguntas. **Apenas certifique-se de lembrar constantemente de SE IMAGINAR dentro do contexto apresentado para responder a cada questão.** Por favor, certifique-se de responder a cada pergunta atentamente.

Mais uma vez, obrigado por ajudar em nossa pesquisa.

Descrição dos cenários apresentados aleatoriamente aos respondentes:

	Slow Fashion	Fast Fashion
Preço Baixo	<p>Por favor, dedique um momento para fazer a leitura do contexto de compra que é descrito abaixo, tentando se imaginar dentro da seguinte situação (uma experiência de compra que você se envolveu):</p> <p>Imagine-se em uma situação de compras em uma loja física, em busca de uma camisa que siga os princípios do movimento Slow Fashion. Você está diante de uma peça de vestuário que captura sua atenção não apenas pelo seu design e estilo, mas também por estar alinhada aos ideais de sustentabilidade e responsabilidade social (conforme descrito na etiqueta da camisa) que permeiam o conceito de moda sustentável.</p> <p>Conforme a descrição do produto, esta camisa se destaca por sua fabricação cuidadosa e ética, utilizando materiais sustentáveis e métodos de produção que respeitam o meio ambiente e os direitos dos trabalhadores. Sua durabilidade e atemporalidade são atributos inegáveis, tornando-a não apenas uma escolha consciente, mas também um investimento em uma roupa mais ética e duradoura.</p> <p>Você observa ainda que este produto (Slow Fashion) está à venda por R\$ 19,90 (dezenove reais e noventa centavos).</p>	<p>Por favor, dedique um momento para fazer a leitura do contexto de compra que é descrito abaixo, tentando se imaginar dentro da seguinte situação (uma experiência de compra que você se envolveu):</p> <p>Imagine-se em uma situação de compras em uma loja física, em busca de uma camisa. Você está diante de uma peça de vestuário que captura sua atenção. Trata-se de uma camisa comumente encontrada em várias lojas de varejo especializadas em roupas.</p> <p>Você observa ainda que este produto está à venda por R\$19,90 (dezenove reais e noventa centavos).</p>
Preço Médio	<p>Por favor, dedique um momento para fazer a leitura do contexto de compra que é descrito abaixo, tentando se imaginar dentro da seguinte situação (uma experiência de compra que você se envolveu):</p> <p>Imagine-se em uma situação de compras em uma loja física, em busca de uma camisa que siga os princípios do movimento Slow Fashion. Você está diante de uma peça de vestuário que captura sua atenção não apenas pelo seu design e estilo, mas também por estar alinhada aos ideais de sustentabilidade e responsabilidade social (conforme</p>	<p>Por favor, dedique um momento para fazer a leitura do contexto de compra que é descrito abaixo, tentando se imaginar dentro da seguinte situação (uma experiência de compra que você se envolveu):</p> <p>Imagine-se em uma situação de compras em uma loja física, em busca de uma camisa. Você está diante de uma peça de vestuário que captura sua atenção. Trata-se de uma camisa comumente</p>

	<p>descrito na etiqueta da camisa) que permeiam o conceito de moda sustentável.</p> <p>Conforme a descrição do produto, esta camisa se destaca por sua fabricação cuidadosa e ética, utilizando materiais sustentáveis e métodos de produção que respeitam o meio ambiente e os direitos dos trabalhadores. Sua durabilidade e atemporalidade são atributos inegáveis, tornando-a não apenas uma escolha consciente, mas também um investimento em uma roupa mais ética e duradoura.</p> <p>Você observa ainda que este produto (Slow Fashion) está à venda por R\$ 79,90 (setenta e nove reais e noventa centavos).</p>	<p>encontrada em várias lojas de varejo especializadas em roupas.</p> <p>Você observa ainda que este produto está à venda por R\$ 79,90 (setenta e nove reais e noventa centavos).</p>
Preço Alto	<p>Por favor, dedique um momento para fazer a leitura do contexto de compra que é descrito abaixo, tentando se imaginar dentro da seguinte situação (uma experiência de compra que você se envolveu):</p> <p>Imagine-se em uma situação de compras em uma loja física, em busca de uma camisa que siga os princípios do movimento Slow Fashion. Você está diante de uma peça de vestuário que captura sua atenção não apenas pelo seu design e estilo, mas também por estar alinhada aos ideais de sustentabilidade e responsabilidade social (conforme descrito na etiqueta da camisa) que permeiam o conceito de moda sustentável.</p> <p>Conforme a descrição do produto, esta camisa se destaca por sua fabricação cuidadosa e ética, utilizando materiais sustentáveis e métodos de produção que respeitam o meio ambiente e os direitos dos trabalhadores. Sua durabilidade e atemporalidade são atributos inegáveis, tornando-a não apenas uma escolha consciente, mas também um investimento em uma roupa mais ética e duradoura.</p> <p>Você observa ainda que este produto (Slow Fashion) está à venda por R\$ 279,90 (duzentos e setenta e nove reais e noventa centavos).</p>	<p>Por favor, dedique um momento para fazer a leitura do contexto de compra que é descrito abaixo, tentando se imaginar dentro da seguinte situação (uma experiência de compra que você se envolveu):</p> <p>Imagine-se em uma situação de compras em uma loja física, em busca de uma camisa. Você está diante de uma peça de vestuário que captura sua atenção. Trata-se de uma camisa comumente encontrada em várias lojas de varejo especializadas em roupas.</p> <p>Você observa ainda que este produto está à venda por R\$ 279,90 (duzentos e setenta e nove reais e noventa centavos).</p>



Por favor, releia o parágrafo, olhe para a imagem e mais uma vez **SE IMAGINE** dentro desta situação de compra. **Depois, responda a cada uma das perguntas sempre tendo em mente o contexto de compra descrito.**

Baseado no contexto de compra descrito na seção anterior, por favor, preencha o formulário a seguir:

Considere as afirmações abaixo e indique seu nível de concordância.

Responda de um a sete, da seguinte forma:

1 - Discordo totalmente, 2 - Discordo, 3 - Discordo parcialmente, 4 - Neutro, 5 - Concordo parcialmente, 6 - Concordo, 7 - Concordo totalmente.

Esta camisa tem mais benefícios ambientais do que outras camisas.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Esta camisa é ecologicamente correta.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

As funções ambientais desta camisa oferecem um valor muito bom.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Esta camisa possui qualidade consistente.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Esta camisa possui um padrão de qualidade aceitável.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Esta camisa teria desempenho consistente.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Esta camisa me ajudaria a me sentir aceito.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Esta camisa melhoraria como sou percebido.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Esta camisa causaria uma boa impressão nas outras pessoas.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Esta camisa tem um significado pessoal forte para mim.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Esta camisa me ajuda a me expressar.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Um dos principais benefícios desta camisa é a capacidade dos clientes de expressar suas próprias crenças, valores ou personalidades.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Baseado no contexto de compra descrito, **visto inicialmente**, por favor, preencha o formulário a seguir:

Considere as afirmações abaixo e indique seu nível de concordância.

Responda de um a sete, da seguinte forma:

1 - Discordo totalmente, 2 - Discordo, 3 - Discordo parcialmente, 4 - Neutro, 5 - Concordo parcialmente, 6 - Concordo, 7 - Concordo totalmente.

Eu provavelmente compraria esta camisa.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Eu estaria disposto a comprar esta camisa.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Eu consideraria comprar esta camisa.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Ainda baseado no contexto de compra descrito, **visto inicialmente**, por favor, preencha o formulário a seguir:

O preço da camisa no contexto de compra descrito é:

(1 - Muito Barato e 7 - Muito Caro)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

O preço da camisa no contexto de compra descrito é:

(1 - Muito Baixo e 7 - Muito Alto)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

O preço da camisa no contexto de compra descrito é:

(1 - Acessível e 7 - Inacessível)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Considere as afirmações abaixo e indique seu nível de concordância.

Responda de um a sete, da seguinte forma:

1 - Discordo totalmente, 2 - Discordo, 3 - Discordo parcialmente, 4 - Neutro, 5 - Concordo parcialmente, 6 - Concordo, 7 - Concordo totalmente.

Preocupo-me com a qualidade do meio ambiente.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

O meio ambiente é uma das minhas preocupações.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Estou ciente das questões de proteção ambiental.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Às vezes, eu penso em como a qualidade ambiental pode ser melhorada.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

O equilíbrio da natureza é muito delicado e facilmente perturbado.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Quando os seres humanos interferem na natureza, consequências desastrosas ocorrem.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Por favor, preencha o que se pede a seguir:

Quão familiarizado você está com produtos Slow Fashion?

(1 - Nada familiar e 7 - Extremamente familiar)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Você tem uma ideia clara sobre quais características de produtos Slow Fashion são importantes para lhe proporcionar a máxima satisfação?

(1 - Nada claro e 7 - Extremamente claro)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Quanto você sabe sobre Slow Fashion?

(1 - Nada e 7 - Muito)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Como você avaliaria seu conhecimento sobre Slow Fashion em relação ao resto da população?

(1 - Um dos menos conhecedores e 7 - Um dos mais conhecedores)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Qual o seu gênero?

- Feminino
- Masculino
- Prefiro não informar

- Outros

Qual a sua idade (ex.: 21)?

Qual das afirmativas abaixo representa a sua renda familiar mensal?

- Até dois salários mínimos (até R\$ 2.640,00)
- De 02 a 04 salários mínimos (de R\$ 2.640,01 até R\$ 5.280,00)
- De 04 a 10 salários mínimos (de R\$ 5.280,01 até R\$ 13.200,00)
- De 10 a 20 salários mínimos (de R\$ 13.200,01 até R\$ 26.400,00)
- Acima de 20 salários mínimos (26.400,01 ou mais)

Qual das afirmativas abaixo corresponde ao seu nível de formação educacional?

- Sem formação
- Fundamental incompleto
- Fundamental completo
- Ensino médio incompleto
- Ensino médio completo
- Ensino superior incompleto
- Ensino superior completo
- Pós-graduação incompleta
- Pós-graduação completa

Como forma de retribuir, sortearemos entre os participantes do estudo um Gift Card (Cartão Presente) da Amazon no valor de R\$ 100,00. Caso queira concorrer, por favor informe um e-mail válido.

APPENDIX C: Randomization Mechanism (*script*)

A randomization mechanism was employed to allocate participants into one of six Google forms. The randomization process was implemented using the script embedded below on a homepage created via Google Sites. The complete script, detailed below, was utilized to ensure the random allocation of participants.

```
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4 <meta charset="UTF-8">
5 <meta name="viewport" content="width=device-width, initial-scale=1.0">
6 <title>Redirecionamento Aleatório</title>
7 <script>
8 // Array contendo os links dos Google Forms
9 var links = [
10  "https://forms.gle/pFJyLGK2vNArR5LZ6",
11  "https://forms.gle/KuxTaDJg82cUhe1V7",
12  "https://forms.gle/HfN137F77UGKbXJQA",
13  "https://forms.gle/2XNeSycpiHMz32iR6",
14  "https://forms.gle/khSN4mnndv7DPK798",
15  "https://forms.gle/DGWZayrtoJiwVtAE7"
16 ];
17
18 // Função para redirecionar para um link aleatório
19 function redirecionarAleatorio() {
20   var indiceAleatorio = Math.floor(Math.random() * links.length);
21   window.location.href = links[indiceAleatorio];
22 }
23 </script>
24 </head>
25 <body onload="redirecionarAleatorio()">
26 </body>
27 </html>
```

APPENDIX D: Validation of scenarios with experts

Validação dos cenários junto aos especialistas

Pré-teste: Validação do tipo de produto e preço (variáveis independentes) que serão incluídos nos cenários (contexto de compra)

Prezados Especialistas,

Inicialmente, gostaria de expressar minha gratidão pela valiosa colaboração. A contribuição fornecida será fundamental na definição dos cenários experimentais para o estudo que estou conduzindo, com o propósito de investigar o comportamento de consumo no contexto do movimento Slow Fashion. Esta tarefa é composta por duas etapas, centradas na análise textual e visual (sendo a imagem do produto idêntica em ambos os cenários), seguida pela resposta às questões correspondentes.

O estudo em questão empregará um experimento de design fatorial (entre grupos) com uma estrutura de 2 (tipo de produto: Slow Fashion vs. Fast Fashion) x 3 (preço do produto: baixo vs. médio vs. alto) para examinar o impacto dessas variáveis na percepção de valor e na intenção de compra.

Design Fatorial

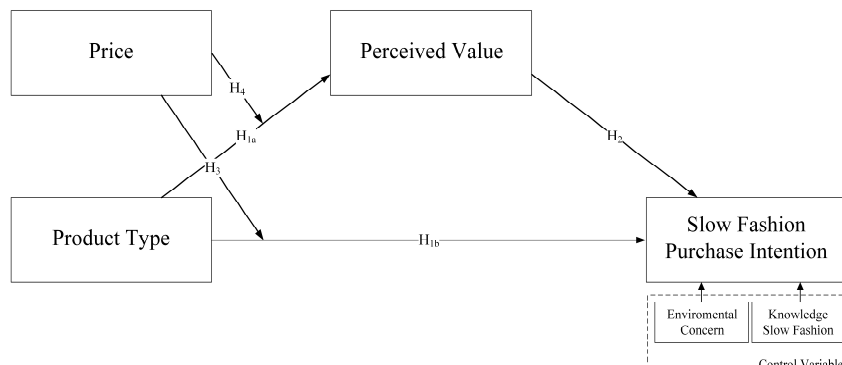
Tipo do Produto	Preço do Produto		
	Preço Baixo	Preço Médio	Preço Alto
Slow Fashion	Slow Fashion e preço baixo	Slow Fashion e preço médio	Slow Fashion e preço alto
Fast Fashion	Fast Fashion e preço baixo	Fast Fashion e preço médio	Fast Fashion e preço alto

Desenho de ordem 2 x 3

No que tange à manipulação das variáveis, a primeira, tipo de produto, será operacionalizada por meio de dois delineamentos distintos: Slow Fashion e Fast Fashion (com base na descrição do contexto de compra). O Slow Fashion refere-se a produtos fabricados de forma sustentável, enfatizando qualidade, durabilidade e produção ética. Por outro lado, o Fast Fashion representa produtos de moda produzidos em larga escala, com ciclo de vida curto e baixo custo. A segunda variável, preço do produto, será manipulada em três níveis distintos: baixo (R\$ 19,90), médio (R\$ 79,90) e alto (R\$ 279,90).

No contexto deste experimento, uma camisa unissex de cor neutra foi selecionada para ser utilizada nos cenários, enfatizando exclusivamente a descrição do produto e o preço, conforme mencionado nos respectivos contextos experimentais. As variáveis a serem mensuradas compreendem a percepção de valor e a intenção de compra, enquanto as variáveis de controle incluirão a preocupação ambiental e o conhecimento acerca do tipo de produto (Slow Fashion).

Modelo Conceitual:



Agradeço desde já pela atenção dispensada e pela relevante contribuição que esta análise proporcionará à pesquisa.

CENÁRIO 01:

Por favor, dedique um momento para fazer a leitura do contexto de compra que é descrito abaixo, tentando se imaginar dentro da seguinte situação (uma experiência de compra que você se envolveu):

Imagine-se em uma situação de compras em uma loja física, em busca de uma camisa que siga os princípios do movimento Slow Fashion. Você está diante de uma peça de vestuário que captura sua atenção não apenas pelo seu design e estilo, mas também por estar alinhada aos **ideais de sustentabilidade e responsabilidade social** (conforme descrito na etiqueta da camisa) que permeiam o conceito de **moda sustentável**.

Conforme a descrição do produto, esta camisa se destaca por sua **fabricação cuidadosa e ética**, utilizando **materiais sustentáveis** e métodos de produção que respeitam o meio ambiente e os direitos dos trabalhadores. Sua **durabilidade e atemporalidade** são atributos inegáveis, tornando-a não apenas uma escolha consciente, mas também um investimento em uma roupa mais ética e duradoura.

Você observa ainda que este produto (**Slow Fashion**) está à venda por **R\$ 19,90** (dezenove reais e noventa centavos).

CENÁRIO 02:

Por favor, dedique um momento para fazer a leitura do contexto de compra que é descrito abaixo, tentando se imaginar dentro da seguinte situação (uma experiência de compra que você se envolveu):

Imagine-se em uma situação de compras em uma loja física, em busca de uma camisa que siga os princípios do movimento Slow Fashion. Você está diante de uma peça de vestuário que captura sua atenção não apenas pelo seu design e estilo, mas também por estar alinhada aos **ideais de sustentabilidade e responsabilidade social** (conforme descrito na etiqueta da camisa) que permeiam o conceito de **moda sustentável**.

Conforme a descrição do produto, esta camisa se destaca por sua **fabricação cuidadosa e ética**, utilizando **materiais sustentáveis** e métodos de produção que respeitam o meio ambiente e os direitos dos trabalhadores. Sua **durabilidade e atemporalidade** são atributos inegáveis, tornando-a não apenas uma escolha consciente, mas também um investimento em uma roupa mais ética e duradoura.

Você observa ainda que este produto (**Slow Fashion**) está à venda por **R\$ 79,90** (setenta e nove reais e noventa centavos).

CENÁRIO 03:

Por favor, dedique um momento para fazer a leitura do contexto de compra que é descrito abaixo, tentando se imaginar dentro da seguinte situação (uma experiência de compra que você se envolveu):

Imagine-se em uma situação de compras em uma loja física, em busca de uma camisa que siga os princípios do movimento Slow Fashion. Você está diante de uma peça de vestuário que captura sua atenção não apenas pelo seu design e estilo, mas também por estar alinhada aos **ideais de sustentabilidade e responsabilidade social** (conforme descrito na etiqueta da camisa) que permeiam o conceito de **moda sustentável**.

Conforme a descrição do produto, esta camisa se destaca por sua **fabricação cuidadosa e ética**, utilizando **materiais sustentáveis** e métodos de produção que respeitam o meio ambiente e os direitos dos trabalhadores. Sua **durabilidade e atemporalidade** são atributos inegáveis, tornando-a não apenas uma escolha consciente, mas também um investimento em uma roupa mais ética e duradoura.

Você observa ainda que este produto (**Slow Fashion**) está à venda por **R\$ 279,90** (duzentos e setenta e nove reais e noventa centavos).

CENÁRIO 04:

Por favor, dedique um momento para fazer a leitura do contexto de compra que é descrito abaixo, tentando se imaginar dentro da seguinte situação (uma experiência de compra que você se envolveu):

Imagine-se em uma situação de compras em uma loja física, em busca de uma camisa. Você está diante de uma peça de vestuário que captura sua atenção. Trata-se de uma camisa comumente encontrada em várias lojas de varejo especializadas em roupas.

Você observa ainda que este produto está à venda por **R\$19,90** (dezenove reais e noventa centavos).

CENÁRIO 05:

Por favor, dedique um momento para fazer a leitura do contexto de compra que é descrito abaixo, tentando se imaginar dentro da seguinte situação (uma experiência de compra que você se envolveu):

Imagine-se em uma situação de compras em uma loja física, em busca de uma camisa. Você está diante de uma peça de vestuário que captura sua atenção. Trata-se de uma camisa comumente encontrada em várias lojas de varejo especializadas em roupas.

Você observa ainda que este produto está à venda por **R\$ 79,90** (setenta e nove reais e noventa centavos).

CENÁRIO 06:

Por favor, dedique um momento para fazer a leitura do contexto de compra que é descrito abaixo, tentando se imaginar dentro da seguinte situação (uma experiência de compra que você se envolveu):

Imagine-se em uma situação de compras em uma loja física, em busca de uma camisa. Você está diante de uma peça de vestuário que captura sua atenção. Trata-se de uma camisa comumente encontrada em várias lojas de varejo especializadas em roupas.

Você observa ainda que este produto está à venda por **R\$ 279,90** (duzentos e setenta e nove reais e noventa centavos).



Por favor, releia o parágrafo, olhe para a imagem e mais uma vez **SE IMAGINE** dentro desta situação de compra. **Depois, responda a cada uma das perguntas sempre tendo em mente o contexto de compra descrito.**

Parte 1: Tipo do produto (*Slow Fashion vs. Fast Fashion*): Em termos gerais, o Slow Fashion é uma abordagem sustentável na moda que enfatiza a produção ética, materiais de qualidade e consumo consciente, incentivando um ritmo mais lento na criação, produção e consumo de vestuário. Esses aspectos são destacados na condição do produto Slow Fashion, diferentemente de sua contraparte Fast Fashion.

(Questão - Parte I) Considerando os cenários delineados e a comparação entre os tipos de produto, Slow Fashion (cenários 01, 02 e 03) e Fast Fashion (cenários 04, 05 e 06), solicita-se que se indique, numa escala de 1 (não há diferença entre os tipos de produto) a 7 (há muita diferença entre os tipos de produto), o quão distintos esses tipos de produtos são entre si.

01 – No geral, a diferença entre os tipos de produto é claramente perceptível. (é importante observar que a resposta não se restringe apenas a essas opções, mas sim à atribuição de um valor que denote o nível de distinção entre o Slow Fashion e o Fast Fashion).	1	2	3	4	5	6	7

Parte 2: Preço do Produto (Baixo vs. Médio vs. Alto): O preço baixo (R\$ 19,90) geralmente reflete produtos mais acessíveis em relação ao mercado, enquanto o preço médio (R\$ 79,90) indica uma média de valores e o preço alto (R\$ 279,90) sinaliza produtos mais caros.

(Questões - Parte II) Com base nos contextos e imagens acima (cenários), informe sua opinião/percepção referente a cada um deles (utilize a legenda indicando/respondendo sua opinião/percepção):

- 1) Quais cenários, dentre os seis, apresentam o menor preço?

Indique o código referente aos cenários [Cenários: _____]

- 2) Quais cenários, dentre os seis, apresentam um preço mediano?

Indique o código referente aos cenários [Cenários: _____]

- 3) Quais cenários, dentre os seis, apresentam o maior preço?

Indique o código referente aos cenários [Cenários: _____]

- 4) Indique, numa escala de 1 (nada evidente) a 7 (muito evidente), quão clara é a diferença (preço do produto)

01 – Comparando-se o cenário 01 com o cenário 02	1	2	3	4	5	6	7
02 – Comparando-se o cenário 02 com o cenário 03	1	2	3	4	5	6	7
03 – Comparando-se o cenário 04 com o cenário 05	1	2	3	4	5	6	7
04 – Comparando-se o cenário 05 com o cenário 06	1	2	3	4	5	6	7
05 – No geral, comparando-se a diferença entre os três níveis de preço	1	2	3	4	5	6	7

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