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Study of Young Indonesian's Psychological Attitude and Purchase Intention toward Slow Fashion

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Abstract

The current fashion system depresses resources, pollutes and destroys nature and its ecosystem. However, slow fashion encourages innovation in increasing value and relationships with customers, such as improving quality and authenticity, prioritizing local products and partners, and paying attention to fair trade principles. It is crucial to understand slow fashion, especially in developing countries with large populations. Against this background, this study examines how environmental awareness, clothing disposal behavior, shopping behavior for environmentally friendly products, and fashion interests influence psychological attitudes and purchase intentions towards slow fashion. The data collected mostly from university students majoring in home economics at three universities in Indonesia's central city. A total of 316 complete responses obtains during the investigation. SEM is used to test the predicted factors to influence psychological approaches and acquisition intentions of slow fashion products. This research shows that shopping behavior of environmentally friendly products (SBEFP), awareness of the Environment (AE), and fashion interests (FI) have a favorable result on psychological attitudes and acquisition intentions of slow fashion. However, this attitude has a partial relationship with consumption purposes concerning toward slow fashion.

Keywords: Environmental Awareness, Shopping Behavior of Environmentally Friendly Products, Fashion Interest, Psychological Assertiveness Concerning Slow Fashion, Consumption Purpose Concerning Slow Fashion

Introduction

In recent years, the apparel industry has adopted a fast business strategy of shortening the apparel life cycle (Cachon & Swinney, 2011). Due to globalization and technological developments, today's apparel industry uses inexpensive assets, such as supplies and labor, anyplace in the world. This fast-fashion cycle certainly benefits consumers who want to get clothes with a new model but cheaply. The quality standard on fast fashion with low prices is low, and consumers often only use it once or several times and then throw it away (Goworek et al., 2012).

This fast-paced fashion movement eventually received much criticism because it considers damaging to the industry's sustainability. The dominance of fast fashion encourages excessive consumption and produces fashion waste (Pookulangara & Shephard, 2013). The current fashion system negatively impacts a local and global scale significantly by depleting resources, polluting, and destroying the natural environment and ecosystems (Morlet, 2017).

Currently, the slow fashion movement raises the consciousness of ecological and collective concerns to respond to the current requirements without reducing the upcoming cohorts' capacity. This slow fashion movement has a vision based on more sustainable values and goals. According to Fletcher (2010), slow fashion offers a new marketing perspective, economic logic, business models, values , and processes in various products. Durable products and traditional manufacturing techniques can one approach the slow way. Based on (Cataldi et al., 2017), slowing down the production cycle can provide time for nature to regenerate so that nature and humans can coexist healthily.

In the last five years, several studies have looked at slow fashion from various academic perspectives. The fields of economics and management have been most researching in this field in recent years. Jung & Jin (2016b) and (Şener

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et al., 2019) examined the customer value approach aspects. Challenges with three-dimensional necessities and commercial displays for slow-fashion retailers (Overdiek, 2018), a collaborative model (Trejo et al., 2019), and a retail model (McNeill & Snowdon, 2019). While Štefko & Steffek (2018) introduce the fashion matrix framework of fashion segments, Sung & Woo (2019) also investigate the Gen Y consumer's slow fashion perspectives in the United States. Legere & Kang (2020) examined self-concept as a persuader in slow fashion conclusion making. However, this present study investigates environmental perspective and fashion interest in developing countries. Factors are underlying sustainable development in developing countries, comprising climate change, food and economic shortage, swift urbanization that undermine socio-economic development and protect the environment (Cobbinah et al., 2015). Indonesia is a developing country with a large population with outstanding market potential and knowing the younger generation's environmental awareness. Therefore, this study examines how environmental awareness, clothing disposal behavior, shopping behavior for environmentally friendly products, and fashion interests influence psychological attitudes and purchase intentions towards slow fashion.

Literature and Hypothesis Development

Psychological Attitude toward Slow Fashion

Equity is related to caring producers. Unlike the principle of making fast fashion that only requires low costs, including labor costs, making slow fashion is more directed toward justice for workers. Slow fashion is not only related to conscious consumption and the production process but is also related to the protection and welfare of the workers, the community, and the environment (Ozdamar Ertekin & Atik, 2015). Authenticity refers to the value assigned to a slow fashion. Slow fashion is a way to overcome sustainability difficulties in the fashion business. Besides, the slow process of making clothes is also a challenge to apply unique aesthetic values and prioritize the quality and expertise of a workforce who experiences in making clothes (Pookulangara & Shephard, 2013).

Unlike fast fashion that focuses on the rapid adaptation of popular styles, slow fashion reflects throughout the design process. According to Niinimäki & Hassi (2011), emphatic design and emotionally durable designs are ways to design products that vital to consumers interminably therefore they will wear them for a long time. The dimension of localism is related to the importance of using local clothing products and domestic brands' support. This dimension of localism suggests choosing domestic brands over global brands. Ertekin & Atik (2015) stress that slow fashion places more emphasis on emphasizing local design and production and utilizing local resources and skills to maintain ecological, social, and cultural diversity. According to Clark (2008), the local aspect includes cultural-based production, where the process used is local resources. Exclusivity refers to consumers' appreciation of exclusive, limited and rare designs.

Awareness of the Environment (AE)

The environment's awareness constructs pro-environment cognitive components, psychological attitudes, and behaviors (Zhang & Lang, 2018). Recycling habits can be generalized as environmentally responsible behavior (Domina & Koch, 2002). Purchasing green products is an expression of consumers' uniqueness (Conrad, 2005). Therefore, the following hypothesis develop:

H1a: AE has a positive relationship with equity

H1b: AE has a positive relationship with authenticity

H1c: AE has a positive relationship with localism

H1d: AE has a positive relationship with exclusivity

H1e: AE has an affirmative relationship with CDB

H1f: AE has a positive relationship with SBEF

Clothing Disposal Behavior (CDB)

Clothing disposal behavior is a consumer choice to stop using a garment for some reason even though the product can still use so that clothes will no longer be thrown away (Laitala and Klepp, 2015). The amount of material waste has augmented from 7% to 30%, proving that cheap clothing is more comfortable to throw away (Morgan and Birtwistle, 2009). Customers' choices regarding clothing disposal are essential from an ecological viewpoint since it affects the clothing's life and the clothing's potential to be reused and recycled (Laitala and Klepp, 2015). Morgan and Birtwistle (2009) found a constructive bond amid consumer perception of the location and fabric disposal conduct. The results of their investigation suggest that customers aware of environmental problems will try to place their clothes in the right method and not damage the surroundings. Environmental values can cause selling, giving, and contributing clothing (Cruz-Cárdenas et al., 2016). This research then makes the following hypothesis:

H2a: CDB has a positive relationship with equity

H2b: CDB has a positive relationship with

authenticity
H2c: CDB has a positive relationship with localism
H2d: CDB has a positive relationship with exclusivity

The shopping behavior of environmentally friendly products (SBEFP)

Environmentally friendly behavior is the level at which a person expresses concern regarding an ecological problem. In this case, they consider that the environment is as important to themselves or the community as a whole (Laroche et al., 2001). Using products that are long-lasting and harmless for the location or purchasing fashion with used materials are environmentally friendly behaviors that are psychologically related to a person's level of environmental awareness. Customers who have a lower level of ecological awareness when buying a product tend not to reflect critical eco-friendly matters in their choice creating process (Zhang and Lang, 2018). Branding and advertising of ecology welcoming products can increase consumer perceptions of ecologically welcoming product packing, design, value, and standing of green products (Cheah and Phau, 2011). Therefore, the following hypothesis develop:
H3a: SBEFP has a positive relationship with equity
H3b: SBEFP has a positive relationship with authenticity
H3c: SBEFP has a positive relationship with localism
H3d: SBEFP has a positive relationship with exclusivity

Fashion Interest (FI)

The fashion scale or fashion interest is applied to define a person's fashion awareness, no matter who is a fashion or non-fashion consumer (Weber et al., 2017). People who buy clothing are the first to adopt new styles and show the updated fashion styles to inspire others to purchase new items (Lang et al., 2013). Fashion innovators are often the research subject for both researchers and marketing because fashion innovators see driving and influencing the fashion adoption process (Goldsmith et al., 1999). Most sustainable fashion users consider their appearance unique, making sustainable fashion trends more acceptable to fashion consumers and opening new market opportunities (Reiley and DeLong, 2011). Therefore, the hypothesis we proposed is as follows:
H4a: FI has a positive relationship with equity
H4b: FI has a positive relationship with authenticity
H4c: FI has a positive relationship with localism.
H4d: FI has an optimistic connection with exclusivity

Purchase intention of slow fashion (PISF)

The intention has broader implications and often has a positive impact on individual actions [35]. Fashion innovativeness has a positive relationship with psychological attitudes toward foreign fashion products [36]. Psychological perspective positively influences the acquisition purpose of upcycling fashion goods (Park, 2015). Workman's research found fashion orientation and environmental concern are importantly connected to consumer buying intents of environmentally friendly clothing (Workman, 2019). Consumer ecological consciousness also marks customers' readiness to pay progressive values for additional environmentally welcoming (Laroche et al., 2001; Lee, 21011; Hustvedt and Bernard, 2010; Maloney et al., 2014). Consumers can accept higher prices on environmentally friendly products because they have higher production values (Conrad, 2005). By this implication, we derived the following hypotheses:
H5a: FI has an optimistic affiliation with the purchase purpose of slow fashion (PISF)
H5b: Equity has a positive relationship with PISF
H5c: Authenticity has a positive relationship with PISF
H5d: Localism has a positive relationship with PISF
H5e: Exclusivity has a positive relationship with PISF

Research Method

Sampling and Data Collection

This study examines environmental concerns and fashion interests that affect consumer orientation and acquisition purposes in the direction to slow fashion. Therefore, the study used a convenience sampling method to collect the data. The data mostly collect from university students majoring in Home Economics at three universities in the central city of Java Island, Indonesia (Surabaya, Malang, and Yogyakarta). The questionnaire distributes through social media (WhatsApp and Instagram), which is very popular in Indonesia. Data collected since December 2019, a total of 316 complete responses obtained. The majority of respondents are female (100%), aged 18-25 (88.8%), single (96%), and the allowance is nder two million Indonesian Rupiah ($150) (85.3%), from two to five million Indonesian Rupiah (11.4%) and over five million Indonesian Rupiah ($360) only 3.3%. This student sample is homogeneous in terms of age, education, and income level.

Instrument Development: Reliability and Validity

The questionnaire included seven parts concerning the environmental perspective, such as

awareness of the environment, clothing disposal behavior, shopping behavior of environmentally friendly products, fashion interest, attitude toward slow fashion, purchase intention, and demographic information. Multi-item scales developed from previous research by using the Likert scale of the 5-point system, which is the scale of 5 means strongly agree, and scale of 1 has reciprocal meaning.

Part I utilized three items related to awareness of the environment (Bianchi & Birtwistle, 2010; Bianchi & Birtwistle, 2012). Part II utilized three items related to clothing disposal behavior (Joung & Park-Poaps, 2013). Part III included four items related to the shopping behavior of environmentally friendly products. These items were suggested by Joung & Park-Poaps (2013). Part IV contained six items measuring fashion interest adopted from (Lang et al., 2013). Part V utilized 12 items to measure the attitude of slow fashion (Jung & Jin, 2016b). Part VI utilized three items related to the buying intention of slow fashion (Jung and Jin, 2016). A total of 31 items were used for this instrument.

Results

Measurement Model Assessment

Cronbach's α uses to analyze reliability measures range from 0.705 (authenticity) to 0.860 (fashion interest). The CR (composite reliability) ranged from 'authenticity' of 0.705 to the 'interest in fashion' 0.859; consequently, the consistency of the measurement model is reinforced (see Table 1). Regarding convergent validity, all standard loading factors remained very near to or advanced than 0.5, and the mean of extracted variance (AVE) reached from 0.380 (SBEFP) to 0.528 (AE). Even though the AVE for SBEFP is less than 0.5, given the adequate standard factor load and AVE values of all other variables, this measurement is still supported. Descriptive statistic is presented in Table 2. This study's discriminant validity also confirms that the AVE exceeds the quadratic correlation coefficient between all possible pair constructs (see Table 2).

Structural Model and Hypothesis Testing

We used SEM to examine the connection among ecological consciousness and clothing disposal behavior, shopping behavior of environmentally friendly products, and fashion interest toward psychological attitude and purchase intention of slow fashion. Confirmatory actor analysis (CFA) was run with 31 items of nine variables to build construct validity. By way of perceived in Table 3, the model fit represents (CFI= 0.875; IFI= 0,876; RMSEA= 0.060) encouraged an acceptable match. Table 3 indicates the path outcomes of the research prototype and suggestions. The structural model as the result of this study can be seen in Figure 1 and Table 3.

Hypotheses 1a until 1f were supported. Awareness of the environment (AE) has a positive relationship with the element of slow fashion, clothing disposal behavior (CDB), and shopping behavior of environmentally friendly products (SBEFP). Next is the relationship between clothing disposal behavior and attitude toward slow fashion. Only hypothesis 2b are supported while 2a, 2c, and 2d are not supported; it means clothing disposal behavior (CDB) of young Indonesian does not positively correlate with psychological attitude toward slow fashion.

Hypotheses 3a to 3d were supported. The shopping behavior for environmentally friendly products (SBEFP) of Indonesian youth has a positive relationship with slow fashion attitudes. Likewise, for variables of fashion interest (FI), it has a positive relationship with the psychological attitude of slow fashion and purchase intention (PISF) of Indonesian youth; from four hypotheses only hypothesis 4c was not supported. FI has a positive relationship with equity, authenticity and exclusivity, but it has no a positive relationship with localism. However, FI has a positive relationship with slow fashion purchase intention (H5a is supported). The psychological attitude of slow fashion contains a partial optimistic relationship with slow fashion purchase intention (PISF) so that hypothesis 5b (equity) and hypothesis 5d (localism) are not supported. Authenticity and exclusivity have a positive relationship with purchase intention of slow fashion. H5c and H5d were supported in this study.

Discussion

This study adds insight into the academic literature by demonstrating young Indonesians' psychological attitudes and purchasing interests towards slow fashion. The finding offer perception into the development of trade strategies that can improve consumer's attitude toward slow fashion and deliver significant knowledge about those consumers who have intention to buy slow fashion. The first finding of the study that self-awareness about the environment has a positive relationship with psychological attitude toward slow fashion. The statistical findings support the hypothesis that the more positive a person's awareness about the environment, the stronger their attitude towards slow fashion. The results support previous research that increasing environmental awareness can affect

consuming environmentally friendly goods (Rathinamoorthy, 2019). Ecological awareness is positively related to self-identity, attitudes, and eco-fashion consumption (Zhang & Lang, 2018). Secondly, AE has a positive relationship with CDB and SBEF. Consumers throw away clothes for several reasons and motivations: economically motivated, environmentally motivated, and charity motivated. Recycling habits can be generalized as ecologically responsible behavior (Domina & Koch, 2002). AE has a significant correlation with a donation to a charity (Morgan & Birtwistle, 2009). AE can affect the enjoyment of consuming environmentally friendly goods (Afshar and Jia, 2018).

Clothing disposal behavior (CDB) starts through a customer's choice to stop consuming the product from its original resolution. The statistical findings hypothesize that clothing disposal behavior does not positively affect psychological attitude toward slow fashion. The consumer's decision regarding the disposal of clothing is imperative from an ecological viewpoint because it affects the age of the style and the clothing's potential to be reused or recycled (Laitala & Klepp, 2015). However, in this study, CDB did not predict the psychological attitude and purchase intention toward slow fashion.

Nowadays, consumer shopping behavior has led to environmentally friendly products. SBEF has a positive relationship with psychological attitude toward slow fashion. SBEF, depicted with an attitude of using long-lasting and harmless products for the environment and purchasing clothes with secondhand material, is related to a person's psychological awareness of the domain. These findings support previous research that packaging, design, quality, labeling, and positioning of environmentally friendly products could inspire the acquisition of ecologically friendly products (Cheah & Phau, 2011). Environmental concern is also significantly related to consumer purchase intentions for environmentally friendly clothing (Workman et al., 2019)

Fashion Interest (FI) classifies as a fashion or non-fashion consumer. Fashion consumers often read fashion news to look for new fashion trends and spend most of their income on fashion. They want to look different from others and want to look like a celebrity's style. They often influence their friends' fashion and are a source of fashion advice for their friends. In this study, FI has a positive relationship with psychological attitudes and buying interest in slow fashion. FI contains a significant influence on acquisition purposes in a slow fashion, supported by previous research. Gam (2011) claims that FI significantly connects to customers' acquisition intention of eco-friendly clothing. FI has an optimistic connection between innovators and cultural approaches and connecting to the cultural consciousness and forthcoming locating (Workman et al., 2019).

Psychological attitude toward slow fashion has a partial relationship with the vision of supporting fashion. Authenticity and exclusivity have a positive relationship with purchase intention of slow fashion, but equity and localism do not positively correlate with purchase intention of slow fashion. Authenticity includes consumer appreciation for clothing made by traditional handicraft methods and traditional garment construction. Exclusivity is related to uniqueness of fashion products. Fashion uniqueness is one of psychological factor of fashion consciousness (Leung et al., 2015). Authenticity and exclusivity are attributes that must be attached to a slow fashion brand (Jung & Jin, 2016a).

Consumers can accept higher prices on environmentally friendly products because they have higher production values (Conrad, 2005). The study results noted that awareness of environment, environmentally friendly products, shopping behavior, and fashion interest positively affect psychological attitude toward slow fashion. However, this attitude has a partial relationship with purchase behavior toward slow fashion. Young Indonesian with high awareness of the environment, SBEF, and fashion interest intend to buy slow fashion products, so the campaign on environmental awareness and environmentally friendly behavior expect to provide positive value to fashion consumers.

This research found that Indonesian youth are considerably aware of environmental sustainability. Hence, this research proposes three implications: practical implication, social implication, and managerial implication. The practical implication that proposed to universities or other youth communities is campaigning for environmental sustainability to maintain an environmentally friendly lifestyle in wearing fashion. The campaign could comprise of fashion care and not easily throwing away clothes when they are worn. Considering that the sample studied was middle-income youth, it is feared that when they are already working with a higher income, the lifestyle of dressing will change to become more glamorous and generous by frequently changing clothes for fast fashion products. The social implication is for youth environmental activists to become role models and influencers in environmentally friendly

clothing. Therefore, psychologically it will affect the wider community than the sample studied. The managerial implication addresses slow fashion entrepreneurs. With this positive finding, it becomes a challenge for them to produce a slow fashion that is not left behind in fashion and style. Therefore, it remains an option for their young customers.

This research considered aspects of environmental awareness, clothing disposal behavior, shopping behavior of environmentally friendly products, and fashion interest concerning psychological attitude and intention for acquisition. However, this paper did not take into account economic capability as an aspect. So that this research did not explain how the relationships among economic capability, psychological assertiveness, and intention for acquisition concerning slow fashion. Moreover, the respondents were youth with low-middle income. Is it still the same results when the respondents are youth hight level income?. Therefore, future research can investigate in-depth economic capability, psychological assertiveness, and behavior in buying concerning slow fashion.

Conclusions

Different from the fast fashion business model, slow fashion refers to fashion production and commercialization practices. Slow fashion encourages innovation in increasing value and relationships with customers, such as improving quality and authenticity, prioritizing local products and partners, and paying attention to fair trade principles. The slow fashion movement can reduce the consumption of excess clothing, which impacts the environment. This study analyzes the relationship between awareness of the environment and attitudes towards slow fashion. We also investigated the relationship between fashion interest and psychological attitudes towards slow fashion. In this research, the psychological attitude toward slow fashion constructs supplemented by awareness of the environment, clothing disposal behavior, shopping behavior of environmentally friendly products, and fashion interest investigated through SEM. We found significant environmental awareness and fashion interest on psychological attitudes towards slow fashion growth in Indonesia in the future. The most valuable contribution to explain the psychological attitude toward slow fashion: awareness of the environment, shopping behavior of environmentally friendly products, and fashion interest. Refers to a psychological attitude to slow mode; equity, authenticity and exclusivity contribute to slow fashion purchase intention, meanwhile only localism is not predicted to influence purchase intention.

Implications

This article promotes an integrated study of driving attitudes and purchase intentions towards slow fashion, especially in Indonesia. In this study, we tested environmental awareness, shopping behavior for environmentally friendly products, and fashion interest in shaping consumer psychological attitudes and purchase intentions of slow fashion. We make implications that contribute to understanding the importance of understanding and accepting the slow fashion/mode in Indonesia. Slow fashion encourages innovation in enhancing value and customer relations, such as improving quality and authenticity, prioritizing local products and partners, and paying attention to fair trade principles. Slow mode also makes a good contribution to the environment. The findings of this research contribute to government, community organizations and marketing, to stimulate sustainable fashion consumption.

Governments and community organizations can further develop measures in education on environmental awareness and sustainable development for smarter lifestyles in choosing and consuming clothes. Policy makers should develop positive attitude of young generations to preserve the environment and care for sustainable development for the earth. Although education cannot change attitudes in the short term, support for sustainable fashion is very important, considering the fashion industry contributes a large amount of textile waste from year to year.

Marketing contributions are also needed in introducing and campaigning for slow fashion in Indonesia with a large population and number of young people. The lifestyle of young Indonesian can be influenced and directed to reduce the consumptive culture, especially in terms of fashion, with slow fashion marketing campaigns. Clothing designers and manufacturers can increase business with new strategies that have high artistic, economic and ethic value. A slow fashion design approach is adopted to produce clothing that is unique, exclusive, durable, and carries a noble moral/ virtuous message about environmental stewardship and future sustainability. By targeting consumers who are concerned about the environment and sustainable development, marketers and clothing companies can target this market opportunity. The results of the studyalso

found that Indonesian youth who have an interest in fashion are predicted to have purchase intention towards slow fashion. The slow fashion associated with environmental awareness can become a new lifestyle. Inform young Indonesians that slow fashion offers premium design and quality, is easy to mix and match, can be worn for a long time, and has a value that should be preserved in wardrobe collections.

Limitations

This study has the following limitations. First, the research cannot be generalized because the research subjects are limited to respondents in three cities in Indonesia, while Indonesia is an archipelago country that has different cultures in each region. Samples in other cities need to be done for further research. Second, there are many factors that influence psychological attitudes and slow mode purchase intentions, this study is limited to awareness of the environment (AE), clothing disposal behavior (CDB), shopping behavior of environmentally friendly products (SBEFP), and fashion interest (FI). Future research needs to examine other factors such as consumer knowledge, beliefs, and social norms that have an effect on attitudes and purchase intentions of fashion. Third, the sample only contains young female Indonesian. In the future, further research is needed using male samples as well.

Conflicts of the Interest:

To the best of our knowledge, there is no conflict of interest, financial or otherwise or otherwise of all authors.

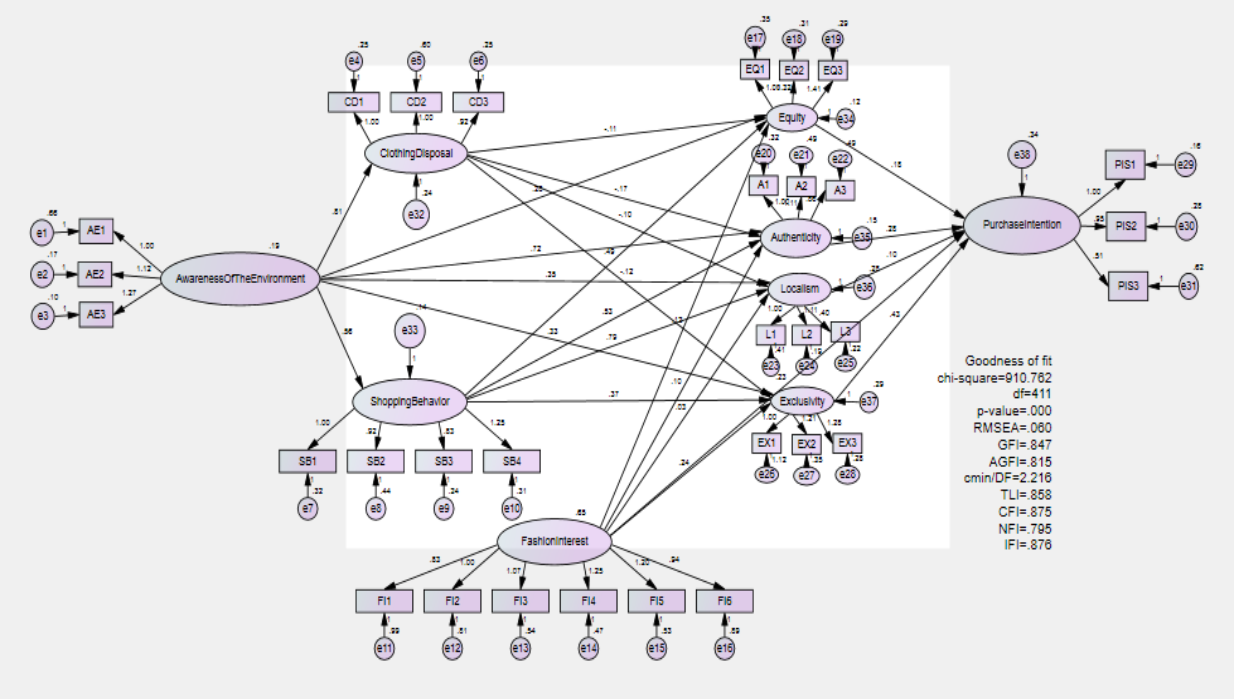

Figure 1. **Model Test Results**

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Table 1. **Construct Validity of the Measurement Model**

Variables	Items	Loading	AVE	CR	α
Awareness of the Environment (AE)	AE1	0,477	0,528	0,761	0,715
	AE2	0,770			
	AE3	0,874			
Clothing Disposal Behavior (CDB)	CDB1	0,769	0,508	0,754	0,742
	CDB2	0,616			
	CDB3	0,743			
Shopping Behavior of Environmentally Friendly Products (SBEFP)	SBEFP1	0,619	0,380	0,708	0,721
	SBEFP2	0,528			
	SBEFP3	0,602			
	SBEFP4	0,705			
Equity	EQ1	0,606	0,497	0,746	0,736
	EQ2	0,732			
	EQ3	0,766			
Authenticity	A1	0,723	0,445	0,705	0,705
	A2	0,685			
	A3	0,586			
Localism	L1	0,730	0,513	0,751	0,720
	L2	0,868			
	L3	0,503			
Exclusivity	EX1	0,504	0,521	0,758	0,716
	EX2	0,786			
	EX3	0,832			
Fashion Interest (FI)	FI1	0,557	0,508	0,859	0,860
	FI2	0,668			
	FI3	0,762			
	FI4	0,826			
	FI5	0,800			
	FI6	0,625			
Purchase Intention of Slow Fashion (PISF)	PISF1	0,893	0,556	0,778	0,754
	PISF2	0,815			
	PISF3	0,454			

Table 2. **Statistical Results of the Measurement Model**

				Correlations								
No.	Variables	M	SD	1	2	3	4	5	6	7	8	9
1	AE	4,50	0,77	0,727								
2	CDB	4,30	0,87	0,365*	0,712							
3	SBEFP	4,02	0,80	0,375*	0,496*	0,617						
4	Equity	4,05	0,82	0,354*	0,253*	0,422*	0,497					
5	Authenticity	4,24	0,91	0,440*	0,289*	0,352*	0,375*	0,445				
6	Localism	4,20	0,88	0,289*	0,292*	0,427*	0,335*	0,511*	0,716			
7	Exclusivity	4,07	1,08	0,156*	0,131*	0,230*	0,264*	0,416*	0,292*	0,521		
8	FI	3,02	1,22	-0,024	0,152*	0,151*	0,209*	0,141*	0,063	0,308*	0,713	
9	PISF	3,86	0,90	0,213*	0,311*	0,361*	0,350*	0,396*	0,316*	0,466*	0,336*	0,746

Table 3. **Hypotheses Test**

H	Hypothesized path	Estimate	Standard error	T value	P-value	Results
H1a	AE---- equity	0,394	0,149	2,647	0,008	Supported
H1b	AE---- authenticity	0,719	0,154	4,659	0,000	Supported
H1c	AE---- localism	0,349	0,153	2,285	0,022	Supported
H1d	AE---- exclusivity	0,327	0,148	2,214	0,027	Supported
H1e	AE---- CDB	0,805	0,125	6,463	0,000	Supported
H1f	AE---- SBEFP	0,564	0,096	5,871	0,000	Supported-
H2a	CDB---- equity	-0,152	0,088	-1,733	0,083	Not Supported-
H2b	CDB ---- authenticity	-0,168	0,081	-2,078	0,038	Supported-
H2c	CDB ---- localism	-0,102	0,090	-1,135	0,256	Not Supported-
H2d	CDB ---- exclusivity	-0,123	0,087	-1,406	0,160	Not Supported-
H3a	SBEFP---- equity	0,692	0,134	5,180	0,000	Supported-
H3b	SBEFP ---- authenticity	0,531	0,117	4,546	0,000	Supported-
H3c	SBEFP ---- localism	0,792	0,146	5,424	0,000	Supported-
H3d	SBEFP ---- exclusivity	0,367	0,125	2,932	0,003	Supported-
H4a	FI---- equity	0,199	0,058	3,443	0,000	Supported-
H4b	FI---- authenticity	0,115	0,051	2,282	0,022	Supported-
H4c	FI---- localism	0,039	0,056	0,685	0,493	Not Supported-
H4d	FI---- exclusivity	0,291	0,067	4,367	0,000	Supported-
H5a	FI---- PISF	0,282	0,070	4,049	0,000	Supported-
H5b	Equity---- PISF	0,124	0,087	1,432	0,152	Not Supported-
H5c	Authenticity---- PISF	0,282	0,101	2,808	0,005	Supported-
H5d	Localism---- PISF	0,096	0,075	1,282	0,200	Not Supported-
H5e	Exclusivity---- PISF	0,430	0,090	4,771	0,000	Supported-

GFI=00.847, NFI=00.795, IFI=00.876, TLI=00.858, CFI=00.875 RSMEA=00.060.