

THE DETERMINANTS OF SUSTAINABLE APPAREL PRODUCTS IN INDONESIA EXPLORING CONSUMER “ATTITUDE-PURCHASE INTENTION” GAP

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ABSTRACT

Fashion products have a short cycle that results in harmful environmental damage, a shift to more sustainable consumption purchase is needed in Indonesia. Although public interest in sustainability has increased and consumer attitudes are positive, their purchase intentions are inconsistent with attitudes. This study aims to reveal the psychological drivers and barriers (utilitarian consumption, social norms, attitudes) as well as the price-saving orientation of Indonesian consumers' purchase intentions towards thrifting clothing products by exploring the attitude-purchase intention gap. Online survey data were used to examine the moderate impact of utilitarian consumption, social norms and price-saving orientations on the relationship between Indonesian consumers' attitudes and purchase intentions towards thrifting products, particularly the greater Jakarta area. The results of the PLS-SEM analysis show that (1) attitude has a significant influence on purchase intention, (2) utility value negatively moderated the relationship, (3) and social norms negatively moderated the relationship, (4) while price saving orientation has a positive relationship to purchase intention. This study does not validate the attitude-purchase gap model in sustainable consumer purchase, however it does discuss how the current findings can help researchers and practitioners in the Apparel and Textile field to refine and improve sustainable programs and marketing strategies in Indonesia.

Keywords: *Sustainable Apparel Products; The Attitude-Purchase Gap; Consumption Value; Social Norms; Price Saving Orientation; Indonesia*

INTRODUCTION

The needs of every human being cannot be separated from clothing, which we often call fashion. The fashion industry always presents a new look with various kinds. And thrifting activities are no stranger to the public, especially fashion lovers. Many fashion lovers are interested in buying because they can get good quality clothes, and they can get brand clothes at cheaper prices. This fact makes thrift shopping considered the most appropriate alternative to consumption, so that now this activity is becoming increasingly popular.

This thrift shopping trend stems from the increasing public awareness of sustainability. People have understood that used clothes are a very large source of world waste (Kerr & Landry, 2017). Through thrifting activities, the used clothes that should have been thrown away by the owner can now be reused by others. But reality streaks that not that many consumers have sound awareness about sustainable clothing consumption. They enjoy the pleasure of consuming and owning the latest fashion designs, which leads to higher product usage rates and greater wastage of resources. The National Chairperson of the Indonesian Fashion Chamber (IFC), Ali Charisma said that sustainable fashion or thrifting is not an annual trend but a necessity that the fashion industry should start running in Indonesia, reported by Antara (10/21).

Several studies have focused on changes or differences between the attitudes consumers have and what they want, based on the event (Carrington et al., 2014; Moraes et al., 2012a; Shen & Liu, 2015). From these differences in attitudes, it shows that several individual factors such as demographics, lifestyle or other psychological factors make attitudes-purchase mismatches (Carrington et al., 2014). Meanwhile, those that can influence actual purchasing decisions and situational sustainability are complex and varied, namely brand, price and design of clothing products (Chang & Watchravesringkan, 2018; Yang & Ha-Brookshire, 2019). Individual opinions and shared social values are the determining factors (Di Fabio & Rosen, 2018). The personal and psychological drivers or barriers that encourage or limit ongoing buying are associated with the purchase-attitude gap. Sharing individual opinions and shared social values is a determining

factor. Cultural differences in consumption purchase may reflect different values or beliefs. Understanding the antecedents of sustainable, cross-cultural consumption purchase can benefit managers who must develop and promote pro-environmental and sustainability apparel products (SAP) for international businesses.

In this study, understanding the purchase intention of Indonesian consumers towards used clothing is the main goal of this study, specifically on the gap between consumer attitudes and the desire to buy used clothing products. Psychological studies and approaches were carried out to investigate the impact of consumer values and social norms on consumer attitudes and willingness to buy used clothing products (Di Fabio & Rosen, 2018). Price saving orientation is a new variable that is suspected to be a factor in the gap in consumer purchase in buying SAP. This study should contribute to: (i) Complementing the existing literature on purchase values and social norms, particularly the factors influencing the relationship between attitudes towards SAP and purchase intentions; (ii) Providing insight for marketing strategies of a business by highlighting the determinant of SAP purchase intention (Di Fabio, 2017).

1. Sustainable Apparel Consumption and Purchase Intention

Sustainability used to be a concept bound to the field of production but now this concept is also gaining attention on the consumption end, either products or services (Norum, 2013). Design, manufacturing, and distribution are local resources that can build a transparent manufacturing system. These resources also create products with longer lifetimes, and can also help achieve sustainability in the apparel industry (Clark, 2008; S. Jung & Jin, 2014). Sustainability in the apparel industry is becoming an increasingly important subject in Indonesia. Many environmental problems are caused by the apparel industry, one of which is the amount of hazardous waste generated at each stage of the clothing manufacturing process (Azevedo, 2018). Supported by increasing global awareness of environmental issues, public awareness of sustainability is also increasing. Consumers and even society are looking for eco-friendly clothing, and apparel industry companies are trying to meet this demand.

Sustainable consumption purchase refers to the actions of individuals who choose to use products with natural ingredients or those available in the environment (less processing) without changing the structure of the ecosystem (Thøgersen, 2005). Buying environmentally friendly clothing or recycling clothing can be done continuously or sustainably, this is because clothing consumption refers to the purchase, storage and use of clothing as well as the care and life cycle of clothing products. And every process from the manufacture of fibers to the disposal of clothing has an impact on the environmental system (Hong & Kang, 2019). There are three objectives of the green consumption concept concluded by the Chinese Consumers Association in 2001 which serve as a reference for the concept of sustainability: encouraging consumers to choose environmentally friendly (non-polluting) products, disposing of waste properly and within reasonable limits in the consumption process, and then directs changes in the concept of consumption and encourages more attention to be paid to environmental protection, resource conservation, and sustainable consumption while seeking comfort and health (Shao, 2019).

Indonesia today needs a change in consumer culture to enable equitable distribution of resources within the limits set by environmental boundaries in the face of enormous environmental pressures. This is as conveyed by Ali Charisma as reported by ANTARA (21/10), that sustainability is not only for branding and marketing strategies, but for the belief and need that fashion itself has a negative impact on the environment. At least Indonesia started with that intention. A new combination of public regulation, citizenship, education and media information is needed to overcome public opposition and avoid the individualistic materialism that governs the pursuit of a good standard of living and ideas about the public interest. Sustainable consumption is shaped by a decision-making process that takes into account consumer social responsibilities with individual needs and wants (Vermeir & Verbeke, 2006). The practice of daily consumption is still very constrained by convenience, habits, value for money, personal health problems, hedonism, and individual reactions to social and institutional norms (Sawang et al., 2014), and most of them even tend to refuse.

(Tanner & Kast, 2003) highlight sustainable potential consumers, including demographics and psychographics, emphasizing attitudes, purchase intentions, and personal characteristics. Recent studies on intention to purchase sustainable food also show that psychosocial variables such as attitudes, beliefs, and subjective norms independently predict intention to purchase sustainable products, more than just demographics (Yamoah & Acquaye, 2019). There are gaps in consumer decision-making for sustainable consumption, especially in understanding clothing. This is the result of a survey of barriers and consumer profiles. The results of investigating the role of individual traits such as consumer values and social norms can explain the gap between general sustainable consumption patterns and attitudes on purchase intentions.

2. Attitude and Purchase Gap in Sustainable Consumer Decision Making

The lack of alignment between industry growth and market share in finding solutions through attitude studies shows that researchers and practitioners are already struggling (Yamoah & Acquaye, 2019). A research study on socially responsible clothing consumption found an initial relationship between attitudes toward sustainable consumption and clothing purchase (DiFonzo & Bordia, 1998). The attitude of sustainable buyers is not necessarily related to consumers who buy sustainable products. It is important to understand this in terms of both the formation of purchase intentions and the gap between attitudes and purchase intentions (Carrington et al., 2014).

In everyday life, various contextual factors such as product design, price, and brand can influence the actual purchase decision. Consumers often change their minds when they make a purchase, even if they always think. In this regard, several studies have focused on the differences between what they think and what they do (Shen et al., 2013). Attitude-purchase gap models suggest that a number of individual factors, such as demographics, lifestyle, or other factors, contribute to attitude differences (Carrington et al., 2014; Hassan et al., 2016).

The concept of the attitude-purchase intention gap model with a knowledge system and the value of sustainable consumption purchase was created by (Kollmus & Agyeman, 2015). Meanwhile, (Vermeir & Verbeke, 2006) proposed a gap model of green food attitudes, including personal values, commitments and social norms to understand sustainable consumer purchase related to sustainable food. The role of personal values and social norms in the gap between sustainable consumer attitudes and purchase intentions is very important and has been emphasized in previous research. (Chang & Watchravesringkan, 2018) found that the purchase of sustainable clothing is actually influenced by attitudes towards environmentally friendly clothing. In this study, individual consumer values and social norms play an important role in reducing the gap between attitudes and purchase intentions, as shown by the attitude-purchase intention gap model (Figure 1).

3. Key Elements of Sustainable Decision Making

a. Utilitarian Consumption

Products and brands are the value of a product, this is an important factor to help the consumer process in making decisions (Burgess, 1992). Values motivate purchase and provide direction and emotional strength (Schwartz, 2012). For example, when making moral decisions, people pay more attention to values and beliefs than outcomes (Yin et al., 2018). (Schmitt & Leclerc, 1999) defines consumer value as the interaction between consumers and products or services.

Utilitarian consumption are relativistic because they include preferences between objects, vary from person to person, and are context specific. The value of consumption is an important point in the study of consumer purchase. Values are central to an individual's cognitive structure and provide a theoretical basis for attitude analysis (Ajzen, 2001) and focusing on value goals has a strong impact on rational purchase choices in society (Steenkamp & Jong, 2010). Utility begins with the consumer's perceived benefit, depending on whether the task in the process is performed successfully (Jones et al., 2006). A possible positive assessment of a product or its consumption

potential is related to its quality and usefulness to perform various functions (Yin et al., 2018).

b. Social norms

Indonesians tend to emphasize group goals, the value of compatibility with others, and the value of similarity with others (Bagozzi et al., 2000). In its arrangement, the social environment has a strong influence on one's intentions and purchase (Abrahamse & Steg, 2013; Joshi & Rahman, 2015). For this reason, the concepts of influence of social norms and purchase change have been recognized as motivational and important factors (Reynolds et al., 2015). Social norms have not been fully utilized in sustainable areas (Suh et al., 1998). The concept of social norms is one of the most important variables in the buying decision process (Ajzen, 2001). Social norms play a stronger purchase role in ideological societies. Indonesia is a groupist society that focuses on groups whose priority is to maintain balance and harmony with the group (Fan & Fan, 2010). Social norms are sometimes considered as social pressures on a person's purchase, but in Indonesia (group countries), social norms need to be consistent with mutual agreement (Suh et al., 1998). Therefore, although the positive attitude towards the new consumption purchase is low. Sustainable clothing consumption, high social impact, may increase the relationship between this attitude and intention to adopt.

4. Price Saving Orientation

(Nagle, T., Hogan, J., Zale, 2002) defines price as the value of money that must be paid in exchange for products or services in a purchase agreement. According to (Darke et al., 1995), discount prices are highly sought after by consumers because it can help them save money. This is supported by the results of research from (Tversky & Kahneman, 2018), that consumers are even willing to travel long distances just to find stores with the best discounts. Higher discounts increase the value of certain products for consumers, while lower prices will bring in sales for an organization (Madan & Suri, 2001). The orientation of price savings is not only in terms of saving money, but also does not incur additional costs in buying products or using services (Escobar-Rodríguez & Carvajal-Trujillo, 2014).

According to (DelVecchio & Puligadda, 2012), lower prices can tempt managers, as well as stimulate consumers. In clothing, different categories of consumers tend to choose different levels of quality and price for clothing. Consumers tend to be rational and choose based on maximum benefits, while still looking for the lowest acceptable price (Ollila & Tuomi-Nurmi, 2011). According to (McRobbie & Nurhadi, 2018), the existence of used clothing creates a surplus of goods whose use value does not disappear when the first owner no longer wants them. For people who do thrifting, used clothes can provide economic value for those who need clothes for daily needs or to be used to attend an event without spending extra money to buy new clothes which are of course more expensive.

Hypothesis Development

1. The Relationship between Attitude and Purchase Intentions

The attitude-purchase intention gap model is the basis of the conceptual framework used in previous research to study the determinants of consumer purchase intentions for sustainable apparel (Moraes et al., 2012) (Bray et al., 2011) and (Papaoikonomou et al., 2011). The Attitude-purchase intention Gap uses utilitarian consumption and social norms when considering research (H. J. Jung et al., 2020). Consumer sustainability and purchase intention are positively related in previous studies. Consumer attitudes towards SAP purchase intentions need to be seen to influence the gap between intentions and purchase.

H1. Consumer attitudes towards SAP have a positive effect on SAP purchase intention in Indonesia.

2. The Relationship between Attitude, Utilitarian Consumption Value and Purchase Intention

Utilitarian consumption has a large influence on consumer attitudes and purchases as well as a significant driver of consumer choice for sustainable products (Majeed et al., 2022).

Utilitarian consumption reveals how consumers perceive product performance in terms of dependability, durability, and reliability (Sheth et al., 1991). Consumers evaluate clothing quality when making purchase choices (Han et al., 2017). A consumer can choose thrift clothing according to certain attributes, such as clothing benefits, comfort, reliability (Zhang et al., 2013). If the perceived benefits of the product justify the price paid for used clothing, it results in a willingness to pay a higher price (Han et al., 2017). Therefore, quality is a key factor in the consumer's decision to choose used clothing.

The researcher uses logic to examine the impact of consumer value on the relationship between SAP attitudes and purchase intentions. The utility perspective in product consumption is in accordance with the results of previous studies (Hirschman, 1986; Hirschman & Holbrook, 1982; Holbrook & Hirschman, 1982).

H2. Utilitarian consumption value can mediate the relationship between attitude and purchase intention on SAP in Indonesia

3. The Relationship between Attitude, Social Norms Value and Purchase Intention

Social norms have an important role to play in consumers' sustainable decisions according to the main sustainable consumption models. According to (Moraes et al., 2012), the main principles or guidelines for consumer choice as provided by the reference group are the notions of social norms. In choosing sustainable products for German consumers, the reference group has an important and influential role (Welsch & Kühling, 2009). Meanwhile, the pro-environmental purchase of Indonesia consumers is influenced by social norms. The main obstacle to purchasing and disposing of sustainable fashion products is social norms (Harris et al., 2016). According to (Hassan et al., 2016), social norms related to consumer purchase intention for used clothing and intention to avoid sweatshop clothing. Based on this relationship, we propose the following:

H3. Social norms value can mediate the relationship between attitude and purchase intention on SAP in Indonesia

4. Relationship between Price Saving Orientation and Purchase Intentions

Positive experiences resulting from value for money create favorable situations and positive purchase intentions (Carpenter, 2008). (Chen, 2008) found that there is a positive relationship between consumers' monetary value and purchase intentions. Online consumers browse various shopping platforms and compare prices. They prefer to use platforms that offer many benefits such as low prices, high discounts, and free shipping. The Internet has been shown to facilitate price comparisons and is beneficial for buyers who purchase products at low costs (Chiu et al., 2014; Eriksson & Nilsson, 2007; Gentry & Calantone, 2002). Meanwhile, consumers who come directly to the market will compare the price with the quality of the clothes directly, whether it is feasible or not. It's not uncommon to find used clothes from well-known brands, but still very easy to use and vice versa. When compared between traditional markets and online shopping, online shopping is relatively profitable for consumers because in addition to providing cheaper prices, consumers also become more efficient in shopping time and this is much more convenient (Akroush & Al-Debei, 2015). The above discussion reflects the relationship between awareness of price savings and consumer purchase intentions.

H4. Price saving orientation has a positive effect on SAP purchase intention in Indonesia.

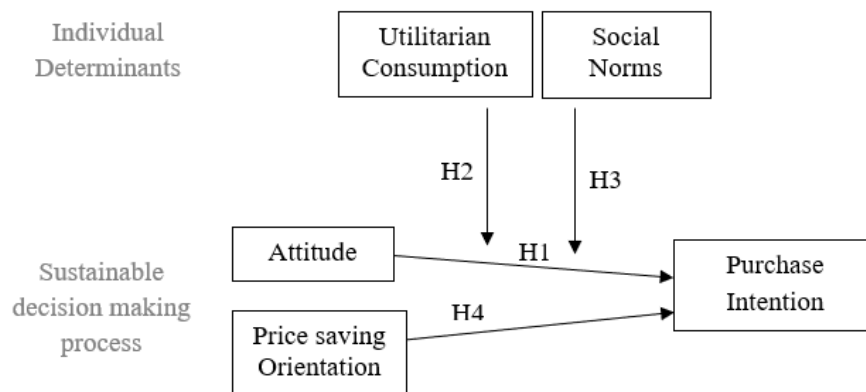


Figure 1
Research framework

RESEARCH METHOD

The profiles of respondents are summarized in appendix 6. A total of 96.4% of respondents in the Greater Jakarta area are single, and most of the respondents in this study (58.5%) have higher education at the undergraduate and postgraduate levels. Then 98.4% of respondents in the Jakarta area have bought Thrift clothes which show a high level of purchasing experience, and the remaining 2.6% have not bought thrift clothes.

This study evaluates the relationship between the construct and its indicators. Through two stages, namely evaluating the outer model and evaluating the inner model.

The loading factor describes how much the indicators are tied to each construct. Based on outer model evaluation, all indicators have a loading factor > 0.6 which means that all indicators are valid because the loading factor value meets the criteria, namely the construct loading factor value must be above 0.6 in Ghazali & Latan, (2015). These results indicate that there is a good relationship between the indicators and each construct.

Checking the validity of the convergent validity is done by looking at the Average Variance Extracted (AVE) value. In the Utilitarian consumption variable, the AVE root value (0.626) is still lower than other moderating variables such as Social Norms (0.857). While the dependent variable is purchase intention, the root value of AVE (0.751), and the independent variable is Attitude (0.666), and Price Saving Orientation (0.676). Even so, the visible results are still safe because nothing is < 0.6 , so it meets the requirements of good validity.

The author uses instrument reliability to ensure the accuracy of the instrument's consistency in determining configurations/variables. Measurement of reliability can be observed using Cronbach's alpha and composite reliability. Appendix 7 shows that Cronbach's alpha for all variables is > 0.6 . As a result, all variables are reliable and can be used for further research. Reliability can also be used with composite reliability where the composite reliability value is greater than Cronbach's alpha (Hair et al., 2021). In appendix 7, the table of construct reliability and validity shows that all variables have composite reliability $>$ Cronbach's alpha value.

Internal model measurements are also carried out to check the fit of the model and measure direct and indirect effects. The research model needs to be strengthened to get the results of the internal model analysis. Internal model analysis uses goodness-of-fit model, path coefficients, and indirect effects.

Then in the evaluation of the structural model, the results of the Goodness Fit Model test were obtained with an SRMR value of 0.069 (< 0.1), Chi Square of 391.532 (> 0.05) and an NFI of 0.791 (< 0.9), it is concluded that the structural model in this study is good fit. The path diagram T-Value of the estimated structural model is presented in the following section:

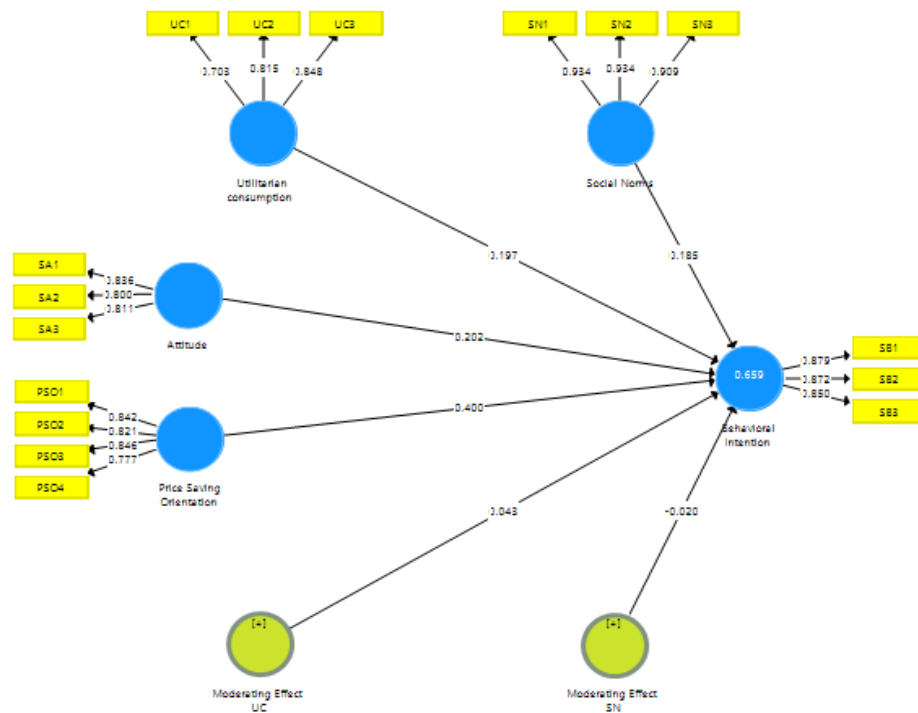


Figure 2
Path Diagram T-Values

Source: Processed data, 2022

Table 1
Research Model Hypothesis Test

Hypothesis	Hypothesis Statement	T- Value	Information
H1	Consumer attitudes towards SAP have a significant effect on purchase intention of thrifting clothes in Indonesia	2.258	Data support the hypothesis
H2	The role of moderation in the utilitarian consumption can affect the relationship between attitude and purchase intention towards thrifting clothes in Indonesia	0.639	Data don't support the hypothesis
H3	The role of moderation in the social norms can affect the relationship between attitude and purchase intention towards thrifting clothes in Indonesia	0.309	Data don't support the hypothesis
H4	There is a positive relationship between the price saving orientation with the intention of consumer purchase in buying thrifting clothes in Indonesia	5.230	Data support the hypothesis

Source: Processed data, 2022

Testing the first hypothesis (H1) where Attitude towards SAP has a significant effect on Purchase Intention of thrifting products, from the t coefficient value it can be seen that attitude have a significantly effect on purchase intentions of thrifting products, this is because the T-statistic of attitude is 2.258 and with these results, the first hypothesis in this study H1 was accepted.

While the moderating variable utilitarian consumption is rejected. With a T-statistic of 0.639. So it can be concluded that hypothesis 2 (H2) is rejected and the role of moderation in consumption value cannot affect the relationship between attitude and purchase intention towards SAP in Indonesia. The second moderating variable is Social Norms, where this variable has a T-statistic value of 0.309. With these results, hypothesis 3 (H3) is rejected and the role of moderation in social norms cannot affect the relationship between attitudes and purchase intentions towards SAP in Indonesia.

Testing the fourth hypothesis (H4) where Price Saving Orientation on SAP has a positive relationship to the purchase Intention of thrifting products, from the t coefficient value it can be seen that Price Saving Orientation has a positive relationship on purchase intentions of thrifting products, this is because the T-statistic of attitude is 5.230 and with these results, the fourth hypothesis in this study H4 is accepted.

The coefficient of determination shows how much the intrinsic variable is influenced by the extrinsic variable. The R-squared value of the purchase intention variable is 0.656, meaning that the independent variables are attitude and price savings. Therefore, consumer values and social norms of the moderating variable can affect the purchase intention variable by 65.6%, while 34.4% is influenced by variables other than the model studied.

RESULT AND DISCUSSION

The result of this research showed that data did not support all hypotheses of the attitude-purchase gap framework in explaining SAP purchase intention in Indonesia. Attitude was found to have positive effect on SAP purchase intention, further reinforce precious study of (Carrington et al., 2014), these results imply that Indonesian respondents from this study translate thought into action.

This can be supported by the fact that although the thrifting cultural response still has pros and cons because of the imported used clothes, the Ministry of Health has carried out laboratory tests, where there are many bacteria that can endanger health (Widodo, 2015). However, this does not reduce the interest in thrift clothing, because many companies and retailers use a sales strategy by providing laundry services for every shirt that will be sold, while still providing a relatively cheap price when compared to new clothes. So that it can convince consumers that the goods purchased are very clean for the context of used clothing.

Respondents also don't have a problem if they have to search or scroll through social media to get quality products at the lowest possible price and stay branded. This proves that the attitude of consumers who voluntarily do everything in search of where to sell, when the store opens or when the product will be launched and how to choose tips & tricks for thrift clothes just to buy and get quality thrift clothes.

Functional value (H2) is a significant driver of consumer choice in buying products. It reveals how consumers perceive product performance in terms of price, dependability, durability and reliability. Consumers will evaluate these aspects when making purchase choices (Sheth et al., 1991). And as we know that the basic function of clothing is to cover or protect our bodies, however, modern society is now inseparable from lifestyle in terms of fashion, in order to show that they always follow fashion developments to look stylish and always attach importance to the prestige of what they wear. Namely, adolescents are individuals who are very easily influenced by modernity (Saputro, 2018). So that utilitarian consumption does not have a strong effect or it can be said that this variable is not the first consideration in buying thrifting clothes.

Social norms (H3) also do not show a significant moderating effect on the relationship between SAP attitudes and purchase intention of thrifting products. The author finds that respondents in buying thrift clothes are not because they feel they have an obligation to take part in stopping and reducing air pollution from emissions, but just because they like and are interested. The author also found that many of the consumers who began to like this culture came from external factors such as an invitation from friends or indeed the environment that was supportive of buying used clothes. So that consumers feel comfortable and not burdened with taking action on their purchase intentions. The results of this study are in accordance with

previous studies by (Bhutto et al., 2022), who found that subjective values did not significantly affect consumers' intention to buy sustainable products. The lack of connection indicates that the opinions of others may not easily influence consumers. Inconclusive results from available studies suggest that the relationship between social values and purchase intentions requires more research dissemination.

Then the last finding in this study, where price saving orientation (H4) has a strong positive relationship on purchase intention of thrifting products. Many consumers still want to fulfill their lifestyle and follow trends while still being frugal or spending a minimum budget. Moreover, it is not uncommon for thrift shopping to have limited edition and branded clothes. These results reflect previous research ((Iskandar et al., 2020; Rajaguru, 2016), where value for money is an important factor for achieving customer satisfaction and favorable purchase intentions.

CONCLUSION

The results of the study can be concluded that (1) attitude has a significant effect on behavioral intention (2) utilitarian consumption does not have a positive effect on moderating attitude and behavioral intention (3) social norms does not have a positive effect on moderating attitude and behavioral intention (4) price saving orientation has a positive relationship to behavioral intention.

This study provides insight into consumer decision making and contributes to a better understanding of the attitude-behavior gap in the thrifting apparel industry in Indonesia, particularly the greater Jakarta area. The findings presented may be of interest to thrifting apparel brands, manufacturers and retailers who are willing to convert consumers' sustainable attitudes into behavioral intentions. Understanding consumer attitudes towards thrifting clothing as well as their barriers can help the industry to consider product attributes as more important, including creating aesthetic benefits and adopting adequate communication strategies. Offering attractive and authentic sustainable clothing at economical prices may encourage the thrifting apparel industry to close the exhibited attitude-behavior gap. This research contributes to expanding disciplines related to the psychological perspective of thrifting clothing consumption and to driving progress in sustainability in Indonesia and the future.

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