NHH

Slow Fashion Adoption

Exploring Frameworks to Uncover Antecedents of Slow Fashion Adoption.

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Abstract

Sustainability within the fashion industry is a topic of increasing importance. In the fashion industry today, consumers mainly adopt fast fashion products. Fast fashion has promoted an unsustainable consumer behaviour making the industry one of the worst polluters. Moreover, the industry frequently faces scrutiny for its poor labour practices. In response to these environmental and social problems, the concept of slow fashion has arisen, promoting sustainable production and consumer behaviour. Slow fashion is currently just a small part of the fashion industry, emphasising the need to study the topic, to enable the shift from fast to slow fashion. Therefore, our purpose was to study antecedents of slow fashion adoption.

Consumer Orientation towards Slow Fashion (COSF), consisting of five dimensions; equity, authenticity, functionality, localism, and exclusivity, has been used as an adoption framework for slow fashion. We tested this framework on a Norwegian population, to validate the framework on a new demographic. In addition, we believed that COSF was missing an aspect of slow fashion, repairing clothes. Therefore, we chose to test an extended version of the COSF framework, with a repair dimension. COSF had never been tested when controlling for the widely used Theory of Planned Behaviour (TPB). Hence, we chose to test the COSF and TPB together.

To study the antecedents of slow fashion adoption we did a quantitative survey on students at the Norwegian School of Economics. The results showed that the dimensions of equity, functionality, authenticity, and localism had a direct positive influence on slow fashion purchase intention. The repair dimensions in the extended COSF framework did not influence purchase intention towards slow fashion. When testing COSF and TPB together, authenticity and functionality from COSF, along with all dimensions from TPB, influenced slow fashion purchase intention. We also explored possibilities of indirect effects, where only the functionality dimensions had a influence on purchase intention, mediated through attitude.

The most important theoretical implication was that the COSF and TPB should be used jointly when researching slow fashion adoption in the future. For managerial implications, the results could help marketing managers adjust their marketing mix. The recommendations focus on adapting the product and promotion to revolve around the authenticity and functionality dimensions, and recommend measures to increase attitudes, subjective norms, and perceived behaviour control towards slow fashion.

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1. Introduction

1.1 Background and Purpose

The world's population is growing which increases the demand for clothes (Olsson et al., 2020). The fashion industry today is mainly characterized by fast fashion, which has presented the problem of overconsumption of clothes causing waste (Pookulangara & Shephard, 2013). Fast fashion is a contributor to environmental problems, such as chemical pollution, CO_2 emissions and textile waste, which shows that the recent growth in the fashion industry also increases the environmental issues that follow fashion production (Niinimäki et al., 2020). As a result of these environmental problems the European Commission has proposed to give clothing producers responsibility for the full lifecycle of textiles, to encourage reusing and recycling clothes (European Commission, 2023).

Slow fashion is a philosophy with the purpose to make the fashion industry more sustainable and change consumer habits connected to fashion (Fletcher, 2010). The term is diverse and consists of, among other things, better quality of clothes, shopping for quality over quantity, shopping used to reduce the fashion cycle and producing clothes in a more sustainable way (Jung & Jin, 2014). According to Laitala and Klepp (2020) there is an increase in buying used clothes by people between 18-24 in Norway, but there is still a small proportion of clothes that are reused in Western countries. In addition, a report from YouGov (2021, p. 12) shows that "[…] people from Nordic countries are the most likely to say buying ethical or sustainable clothes is not important […]". This suggests that the slow fashion concept is not very dominant in Norway and the Nordic countries. However, the mentioned proposal from the European Commission (2023) emphasises the importance of slow fashion for a sustainable future within the fashion industry.

Given the growth of fashion consumption (Amed et al., 2022), it is evident that the popularity of fast fashion continues to grow, indicating that slow fashion has not yet firmly established itself in the fashion industry. Clothing is a contributor to climate and environmental problems, and given the lack of perceived importance among people in Norway to adopt more sustainable fashion (Laitala & Klepp, 2020; YouGov, 2021), the environmental problems is likely to persist. This is why it is important to increase knowledge related to consumers' adoption criteria when it comes to slow fashion, enabling the concept to grow. Therefore, the *purpose* of this thesis was to study antecedents of slow fashion adoption.

1.2 Research Questions

The literature review done in the initial phase of this research (Appendix 1) revealed that Jung and Jin (2014, 2016b) developed the Consumer Orientation towards Slow Fashion (COSF) framework. This study found that customer orientation towards slow fashion consists of five dimensions: equity, authenticity, functionality, localism and exclusivity (Jung & Jin, 2014). The framework has been further validated by other researchers (see Appendix 1). Some researchers tested each of the five dimensions and found that only some influence purchase intention, through the mediator of perceived customer value (PCV) (Jung & Jin, 2016b; Şener et al., 2019). Other researchers has tested the COSF framework as a one dimensional construct, and found that it had a mediated effect on purchase intention through PCV (Silva et al., 2022; Castro-López et al., 2021) and a direct effect on purchase intention (Castro-López et al., 2021). From the literature review (Appendix 1), it was evident that only 11 of the 35 studies had employed the COSF framework, highlighting its novelty. Consequently, further research is essential to enhance the framework's robustness and validate its applicability to slow fashion adoption. Research question 1a was therefore:

RQ1a: Do the five dimensions in the COSF framework influence slow fashion adoption?

Repairing clothes can help give clothing a longer life span, which can contribute to a more circular economy (McQueen et al., 2023), and slow down the consumption of fashion and fashion waste. The possibility to repair clothes is important to reduce the negative impacts the fashion industry has on the environment (McQueen et al., 2023), and therefore an important aspect of slow fashion. None of the dimension in the COSF framework cover a repair aspect, and none of the studies included in the literature review have discussed the repair aspect when using the COSF framework (see Appendix 1). We therefore argued that the COSF framework could be incomplete. Since slow fashion is about quality over quantity, and slowing down fashion cycles, we believed that the possibility to repair clothes is a part of the slow fashion concept, which is not covered in the COSF framework. Research question 1b was therefore:

RQ1b: Could the COSF framework be complemented by adding a sixth dimension of "repair"?

Since the COSF framework has been tested by some researchers (see Appendix 1) it is starting to become an established framework in slow fashion adoption research. However, none of the researchers have studied the COSF framework together with the well-known adoption framework Theory of Planned Behaviour (TPB) (see Appendix 1). TPB is a well-

established theory that has been proven to consistently predict adoption (Ajzen, 1991, 2015). Since TPB and COSF never had been studied together (see Appendix 1), there was a need to complement the already existing research. The novelty of the COSF framework necessitates additional testing, unlike the well-established TPB. Given their shared relevance to adoption theory, it is important to investigate whether the COSF framework offers a more insightful explanation for the adoption of slow fashion compared to TPB. Consequently, we believed that it was essential to examine the impact of the COSF framework while controlling for TPB. Research question 2 was therefore:

RQ2: Does COSF still explain slow fashion adoption when controlling for TPB?

1.3 Theoretical and Managerial Contributions

Based on the previously introduced research questions the theoretical contribution of this thesis could be divided in three. The *first* contribution was connected to research question 1a, where we wished to study the COSF framework on Norwegian students. Based on the literature review (Appendix 1) we could see that there had been no research done on the COSF framework in any Nordic countries. In addition, we previously discussed that people in Nordic countries are the least likely to think that buying sustainable clothes is important (YouGov, 2021). Studying slow fashion in a Nordic country is therefore important to strengthen the COSF framework connected to slow fashion adoption. Our thesis would therefore contribute to the research by validating the COSF framework in a previously unstudied country with a limited interest in sustainable clothes.

The *second* theoretical contribution of this thesis was connected to research question 1b, which suggested adding a sixth dimension of repair to the COSF framework. As previously discussed, the repair aspect of slow fashion is missing from the existing framework. According to McQueen et al. (2023) repair could contribute to slowing down resource loops which leads to a more circular economy. A part of slow fashion is to reduce fashion waste, which repairing clothes could help contribute towards, since the clothes could have a longer life. By adding the repair dimension in the COSF framework and checking if this dimension is important for consumers adoption of slow fashion, we contributed to make the framework more comprehensive as an adoption theory within slow fashion.

The *third* theoretical contribution, connected to research question 2, was assessing the impact of COSF when controlling for the well-established TPB. TPB is a framework that has proven to predict behavioural intention and actual behaviour (Ajzen, 2015), which made it a very

relevant theory in this study of slow fashion adoption (see Appendix 1). Researching the influence of the COSF dimensions when adding the dimensions from TPB could help strengthen the COSF framework as an adoption framework within slow fashion. This thesis would therefore act as a rigorous validation of the COSF framework as an adoption theory.

The managerial contribution of this thesis was to examine factors influencing consumers' intentions to adopt slow fashion products. This could be helpful for managers who want to strengthen consumer attitudes and purchase intention towards their slow fashion products. By knowing what the consumers value when shopping for slow fashion, the managers could adjust their marketing mix, the four p's, to better fit the customer needs. Understanding the specific aspects of slow fashion that are valuable for consumers could help determine the key areas to emphasise within the marketing mix and guide the focus of the promotion. For example, if we discovered that the repair dimension complements the COSF framework, brands could focus on adapting their distribution to facilitate repair. This could in turn lead to an increase in adoption of their brand.

1.4 Main Results

The goal of this thesis was to validate the COSF framework, explore the extension of the framework with a repair dimension and to test the framework when controlling for TPB. In addition, we explored the potential indirect effect of the COSF framework on purchase intention towards slow fashion, when mediated trough the TPB dimension attitude.

The results connected to research question 1a, validating the COSF framework, illustrated a significant positive influence of all COSF dimensions, except for exclusivity, on purchase intention towards slow fashion. When testing research question 1b, the results showed that adding a sixth dimension of repair did not complement the COSF framework. The results found when examining the influence of the COSF framework when controlling for TPB, showed that two dimensions of the COSF framework still had a positive influence on purchase intention towards slow fashion. Significant positive influence on purchase intention for all dimensions within the TPB were also found when combining the COSF and TPB framework. Complementing COSF with TPB also greatly increased the explanatory power of the model. When testing for indirect effects of the COSF dimensions on purchase intentions, through attitude, we found that only the functionality dimension had a significant mediated influence.

1.5 Outline

This thesis was divided in eight main chapters, where the first chapter presented the purpose of this research. The second chapter placed the context for the thesis, where the development of slow fashion was discussed and the nomological network of the term slow fashion presented. Theoretical frameworks used in the thesis was discussed in Chapter 3, where the frameworks were used to derive hypotheses. The research model was also presented in Chapter 3. Chapter 4 explained the methodology used to conduct the research, where the validity and reliability of our data also were discussed. The results were presented in Chapter 5 and discussed in connection with theoretical and managerial implications in Chapter 6. Limitations of the research and suggestions for further research was discussed in Chapter 7. Lastly, we presented a short conclusion of the thesis in Chapter 8.

2. Context

2.1 Fashion Industry

The fashion industry stands as one of the paramount sectors globally, playing a substantial role in shaping the international economy (Amed et al., 2016). According to the Ellen Macarthur Foundation (n.d.) the industry employs more than 300 million people throughout the value chain, emphasising its importance. In addition, the global market size of the pre-covid-19 fashion industry was estimated to be around 2.5 trillion dollars (Amed et al., 2018). Despite the setback from the covid-19 pandemic, the industry swiftly reversed its fortunes throughout 2021 and the initial half of 2022, showcasing a notable growth and resilience (Amed et al., 2022). The continued growth after the covid-19 pandemic indicates that the industry has strong foundations illustrating that the industry will have important future impact on the global society.

From the environmental point of view the fashion industry has encountered substantial global criticism. Water use, chemical pollution, CO_2 emissions and textile waste are some factors impacting the environment throughout the entire value chain (Niinimäki et al., 2020). The estimated global CO_2 emissions from the industry is set to be around 8-10% (Quantis, n.d.; UNFCCC, 2018) and it accumulates "[…] over 92 million tons of waste produced per year […]" (Niinimäki et al., 2020, p.189). In addition, the industry is regularly accused of having dangerous and unethical working conditions within its value chain (Vaidyanathan, 2020). These issues emphasise the importance of investigating solutions to reduce the issues connected to the fashion industry.

Since 1975 there has been an increase in the global textile production of over 100%, going from 5,9 kg to 13 kg per-capita in less than 50 years (Peters et al., 2019, as referred to in Niinimäki et al., 2020). The rise of fast fashion clothing is the driving force behind the notable shift in production. This clothing category is defined by repetitive consumer purchases and impulsive buying, providing consumers with regular exposure to low budget, trend-led products (Anguelov, 2015; Niinimaki, 2018, as referred to in Niinimäki et al., 2020). Adoption of fast fashion products therefore contribute to a substantial part of the problems connected to the fashion industry.

2.2 Slow and Sustainable Fashion Trends

Challenges within the fashion industry has historically been intertwined with poor working conditions, animal abuse, and the large-scale manufacturing of garments. Problems regarding inferior quality textiles due to technological enhancements and quick production has been an issue since the introduction of fast fashion (Holroyd et al., 2023). The technological progress that made mass production possible within the clothing industry was spurred by the industrial revolution (Schrumpf et al., 2023).

In the 1960s, the earliest signs of increased interest in promoting a more sustainable fashion industry started to surface. Rachel Carsons book "Silent Spring" from 1962, with specific examples from the fashion industry, can be seen as a catalyst for the modern environmental movement (Holroyd et al., 2023). By bringing awareness about harmful chemicals and the importance of preserving the natural world, this book contained a necessary seed for social change (Carson et al., 2002).

An introduction to sustainable fashion styles could be seen in the 1960s. This style, known as the hippie look, featured clothing characterized by, for example "[…] earth tones, hemp fabrics, and patchwork […]" (Holroyd et al., 2023, p.4), promoting handmade and second hand clothing, repair and re-use (Contemporary Fashion, n.d.).

In the 1980s and 1990s, an upsurge in the sustainable fashion industry could be seen (Holroyd et al., 2023). Co-founder of the global retailer Esprit became mindful of the deterioration of natural ecosystems, leading to the education of the company's employees on sustainability matters. In addition, advertisement encouraging customers to purchase only what is necessary was used (Holroyd et al., 2023), breaking with traditional fashion marketing. The anti-globalization protest at the 1999 World Trade Organization meeting exerted additional pressure by highlighting social challenges faced by workers in the fashion industry (Holroyd et al., 2023). The disastrous collapse of Rana Plaza served as a pivotal moment that redirected attention towards the adoption of more sustainable practices (Holroyd et al., 2023). Since the incident, the Bangladeshi garment sector has become a lot safer (International Labour Organization, n.d.). Further, sustainable fashion has received increased attention within the industry and academia, as well as strengthened public awareness (Holroyd et al., 2023)

Slow fashion emerged from the slow food movement, which entered the food industry in 1980s (Holt, 2009b; Johansson, 2010, as referred to in Pookulangara & Shephard, 2013). Slow fashion became a topic of discussion around 2010 as a reaction to the growth of fast

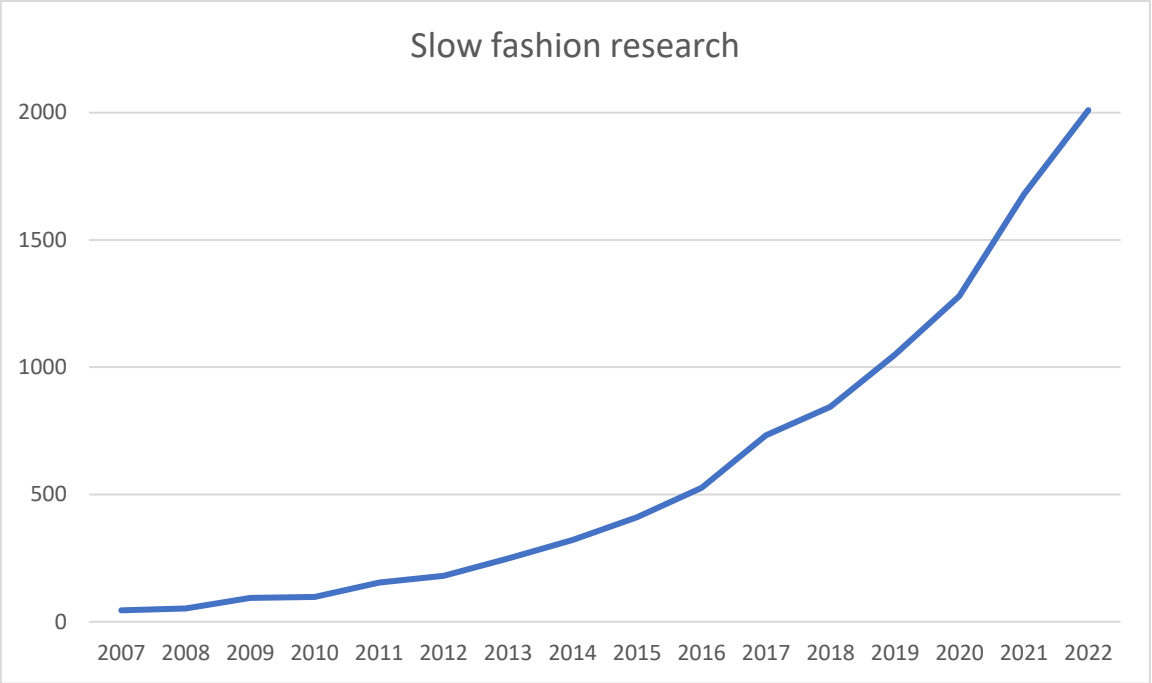
fashion with its rapidly changing trends and overconsumption of clothing (Pookulangara & Shephard, 2013). The concept of slow fashion and its connection to sustainable fashion is being further elaborated in Chapter 2.5.

Currently, only 10% of "[…] global consumers consider buying ethical and sustainable clothes to be very important" (YouGov, 2021, p.11), emphasising the need to investigate drivers of slow fashion adoption. In addition, the main barrier for buying ethical and eco-friendly clothes in Europe is cost (YouGov, 2021). The sustainable fashion market size is estimated to be around 7,5 billion U.S. dollars in 2022 (The Business Research Comapany, n.d.) and the expected cumulative annual growth rate for the market is around 8,6-9,1% from 2023 to 2032 (Business Wire, 2021; The Business Research Comapany, n.d.). When comparing the estimated market size of sustainable fashion and the whole fashion industry mentioned in Chapter 2.1, its evident that the size of the sustainable fashion market is quite small. This may indicate that there is a need to focus on sustainable fashion in order to increase the demand, to overcome the environmental and social problems previously discussed (see Chapter 2.1) related to the fashion industry.

2.3 Slow and Sustainable Fashion Trends in Research

According to Dabas and Whang (2022) sustainable fashion consumption research can be divided into three periods. These periods do not follow the historical development mentioned above. The mentioned periods were; the emergence (1995-2010), the growth period (2011-2015) and the expansion period (2016-2020). During the growth period, research begins to concentrate on the central theme of our thesis: slow fashion, as indicated by Dabas and Whang (2022). In this period, one of the foundational frameworks of our thesis came to light, referred to as Consumer Orientation towards Slow Fashion (COSF), which was developed by Jung and Jin (2014).

Figure 1 illustrates the development in the research field of slow fashion, where the number of studies within the area is increasing each year. This is based on the results each year when searching for slow fashion on Google Scholar, from the year 2007 to 2022. As the figure shows, there has been roughly an exponential growth in the slow fashion research field, which illustrates the growing importance of the topic.



Search criteria: "slow fashion" with quotation mark to search with exact phrase. Excluded research that had used the words "slow" and "fashion" separately in the same study. Did not exclude those who had used "slow fashion" where it has a different meaning than fashion in the context of this thesis.

Figure 1 Slow fashion research development from 2007 to 2022

2.4 Development of Slow Fashion in Norway

Norway, like other European nations, got a boost in textile production and the clothing industry with the industrial revolution. By 1914 we could call Norway an industrial country (Myhre, 2015; Schrumpf et al., 2023). Today, the clothing industry in Norway is almost gone because outsourcing of production became more attractive. Companies like Oleana have one of the last textile factories left in the country. This outsourcing of production is mainly due to low production cost in foreign countries (Gaden, 2023). 80 000 tonnes of textiles goes to market in Norway every year (Klima- og miljødepartementet, 2022), and the fact that we have almost no domestic production makes this number close to the yearly import of textiles.

The emphasis on purchasing sustainable clothing in Norway has been comparatively lower than in the rest of Europe. While 34% of Norwegians consider buying ethical and sustainable clothes to not be very important, only 19% of Europeans does so. "[…] Nordic countries are the most likely to say that buying ethical and sustainable clothing is not important […]" (YouGov, 2021, p. 12). In a report from Laitala and Klepp (2020), Norwegians reuse 1,3 clothing products per year, whereas 0,6 of these are used and 0,7 are inherited. The high

percentage of Norwegians considering buying ethical and sustainable clothing not to be important and the low number reused clothing products further highlight the need to investigate drivers of slow fashion adoption in Norway. It is clear that the age group from 18-29 is in the forefront when it comes to buying used clothing products with over 4 times as much used clothing bought as the older age groups (Laitala & Klepp, 2020).

2.5 Concept Clarification

2.5.1 Fashion

Fashion can be defined as "[…] style or styles worn by the majority of a population at any given time" (Williams, 2022). This definition illustrates that fashion goes beyond clothing, including various accessories such as bags, shoes, and jewellery. Since fashion is something most of society agrees on, it often revolves around social belonging and status (Williams, 2022). In the fashion industry today, fast fashion is most prevalent. Fast fashion is "Created to be distributed, sold, and consumed in ever-increasing quantities, it is priced low and brought to market fast" (Fletcher, 2010, p. 260).

2.5.2 Sustainability

Sustainability can be defined as "[…] meeting the needs of the present without compromising the ability of future generations to meet their needs" (WCED, 1987, as referred to in Henninger et al., 2016, p. 403). With sustainability becoming a popular trend, corporation have started using words associated with sustainability in their marketing communication to be perceived as sustainable (Henninger et al., 2016). This has led to an increasing amount of greenwashing, "[…] which is defined as misleading advertising of green credentials" (Delmas and Burbano, 2011, as referred to in Henninger et al., 2016, p. 402). Greenwashing can make the consumers distrustful in sustainability claims, which can reduce the attractiveness of sustainable products.

2.5.3 Nomological Network of Slow Fashion

The term of interest in this thesis was slow fashion. When looking into the term slow fashion we had to acknowledge that there are multiple terms regarding sustainability in the fashion industry that can have similar meanings and definitions. In the existing research some terms overlap in meaning, and some are more distinct than others. In Table 1 definitions of the different terms are shown, and these terms illustrate the nomological network of slow fashion.

Term	Definition	Reference
Slow fashion	"Slow fashion concept is based on sustainability within the fashion industry and design incorporating high quality, small lines, regional productions, and fair labor conditions".	(Pookulangara & Shephard, 2013, p. 201)
	"A philosophy, design approach, and method of consumption that prioritises the relationship between the wearer and the clothing, local production and resources, and ethical treatment of workers".	(Clark, 2008, Pookulangara and Shephard, 2013, Tama et al. 2017, as referred to in Mukendi et al., 2020, p. 2878)
	"Slow fashion represents a vision of sustainability in the fashion sector based on different values and goals to the present day. It requires a changed infrastructure and a reduced through-put of goods. Categorically, slow fashion is not business-as-usual but just involving design classics. Nor is it production-as-usual but with long lead times. Slow fashion represents a blatant discontinuity with the practices of today's sector; a break from the values and goals of fast (growth-based) fashion. It is a vision of the fashion sector built from a different starting point."	(Fletcher, 2010, p. 262)
	"Slow fashion aims at designing, producing, consuming and living better by slowing down the fashion cycle, moving from quantity- to quality-based. Slow fashion is not just the opposite of fast fashion, but more sustainable and ethical ways of being fashionable. The concept of slow fashion borrows from the slow food movement, which links pleasure and food with awareness and responsibility."	(Jung & Jin, 2014, p. 513)
	"Slow fashion ―aims to assemble eco, ethical and sustainable fashion into one movement, in order to meet fundamental human needs, while allowing for the earth's natural regenerations to take place."	(Cataldi Dickson, & Grover, 2010, p. 4, as referred to in Suhud et al., 2020, p. 27)

Sustainable fashion	"[…] the variety of means by which a fashion item or behaviour could be perceived to be more sustainable […]." "… the most frequently used definition of sustainable fashion is "clothing, shoes, and accessories that are manufactured, marketed, and used in the most sustainable manner." "… sustainable fashion can be interpreted from various different realities and incorporate several aspects. Data indicate that there is no one way of defining what sustainable fashion entails." ""Sustainable fashion", also known as "eco fashion", is a part of the growing design, manufacturing, and use philosophy and trend toward maintainability, the goal of which is to create a system which is supportable indefinitely in terms of human impact on the environment and social responsibility."	(Mukendi et al., 2020, p. 2874) (Ahmad et al., 2020, p. 1) (Henninger et al., 2016, p. 411) (Woodside & Fine, 2019, p. 113)
Ethical fashion	"Ethical clothing refers to clothing that takes into consideration the impact of production and trade on the environment and on the people behind the clothes we wear." "The term ethical fashion is a new approach of "fashion with conscience" […]." "[…] ethical fashion represents an approach to the design, sourcing and manufacture of clothing which maximizes benefits to people and communities while minimizing impact on the environment."	(Carey & Cervellon, 2014, p. 485) (Joergens, 2006, p. 361) (Ethical Fashion Forum, 2014, as referred to in Haug & Busch, 2015, p. 321)
Eco fashion	"Eco-fashion is produced by taking account of its environmental impacts, which may be made with biodegradable or recycled materials […]." "[…] the type of clothing that is designed and manufactured to maximize benefits to people and society while minimizing adverse environmental impacts."	(Chan & Wong, 2012, p. 195) (Joergens, 2006; Claudio, 2007; Ochoa, 2011, as

		referred to in Chan & Wong, 2012, p. 194)
	"Eco-clothing is an aspect of a wider trend towards ethical or sustainable clothing which refers not only to the protection of the environment but also takes into consideration the impact of manufacturing and selling clothes on the welfare of society."	(Cervellon & Carey, 2011, p. 119)

Table 1 Nomological network of slow fashion

As Table 1 shows, the terms are quite similar, but also have some differences. All the definitions have aspects of the term sustainability, which has a broad definition and can have different meanings for different people (Henninger et al., 2016). There were also two other terms that was not included in the nomological network but were mentioned to a small extent in the literature. These were *green fashion* and *circular fashion*. The reason these were not included was because the terms were rarely mentioned or presented as synonyms to the term that the researchers were studying. Since the terms were mentioned as synonyms, few researchers define the terms, which made them redundant compared to the others.

2.5.4 Slow Fashion

Based on the definitions of slow fashion, the term represents something more than a way of producing clothes. The definitions use the terms concept, vision, and philosophy (Fletcher, 2010; Mukendi et al., 2020; Pookulangara & Shephard, 2013). In addition, slow fashion aims to slow down the fashion consumption by changing shopping habits from quantity towards quality, which has broadened the sustainability aspect in the fashion industry (Jung & Jin, 2014, 2016a). This indicates that slow fashion is something that is broad and can cover the entire fashion value chain, from design, manufacturing, and consumption habits of the consumer. The definition from Cataldi, Dickson, & Grover (2010, as referred to in Suhud et al., 2020) illustrates that slow fashion "[…] aims to assemble eco, ethical and sustainable fashion into one movement […]", to continue to meet people's needs for fashion while also taking sustainability into account. Therefore, we argue that slow fashion is a broader term than the others, which made it the focus of our thesis.

2.5.5 Sustainable Fashion

The definitions of sustainable fashion (see Table 1) suggested that it was hard to find a unified definition of the term, and that sustainable fashion and eco-fashion were closely related. Sustainable fashion is also defined by some researchers as a philosophy, but emphasises the production, marketing and use of clothes (Ahmad et al., 2020; Woodside & Fine, 2019). This indicated that the term sustainable fashion was more concerned with producing fashion in a sustainable way than looking at the industry as a whole and trying to slow down the consumption. Jung and Jin (2016) discuss that sustainability in the fashion industry has not included the speed of fashion cycles before slow fashion was introduced, which supports the argument that sustainable fashion is more about the actual production of fashion. Binachi and Gonzalez (2021) write that sustainable fashion is a part of the slow fashion movement, which supported the previous argument that slow fashion was the broadest term in the nomological network.

2.5.6 Ethical Fashion

When defining ethical fashion, the environment and people are in focus (Carey & Cervellon, 2014). The word conscience is used when describing ethical fashion (Joergens, 2006) which addresses the ethical view of doing what you think is right when producing and shopping fashion. The definition from Carey and Cervellon (2014) put emphasis on "[…] people behind the clothes we wear", which illustrated the importance of labour conditions in this perspective. Suhud et al. (2020) highlights that social and environmental conditions are characteristics of ethical fashion. This supported that ethical fashion focuses more on the social issues related to fair labour conditions and justice for the local communities. These definitions indicated that ethical fashion was a narrower term than both slow fashion and sustainable fashion.

2.5.7 Eco-fashion

The definitions of eco-fashion indicated that this term focus on the materials used in fashion production, emphasising biodegradable or recycled materials (Chan & Wong, 2012). Cervellon and Carey (2011) discusses that eco-fashion is a narrower aspect of ethical or sustainable fashion. Since eco-fashion focuses on the material used in the production, and the impact of that material on the environment and society (Cervellon & Carey, 2011; Chan & Wong, 2012), we suggested to categorize this term as an aspect of ethical fashion. The previous discussion argued that ethical fashion was a narrower term than slow fashion. Since

eco-fashion was indicated to be narrower than ethical fashion, we suggested that slow fashion was the broadest term in this nomological network.

2.5.8 Main Differences

The main difference between slow fashion and the other terms were that slow fashion looks at sustainability in the fashion industry at a philosophic level, with a holistic approach. It concerns aspects of the whole value chain, including the consumer perspective and habits, with a goal of prolonging the product life cycle. Definitions of sustainable fashion had a greater focus on production and measures that could be taken to improve sustainability or perceived sustainability. Ethical fashion and eco fashion also looked at the production, but also emphasised working conditions in production and where the raw material for production originated from. Eco-fashion was more focused on using ecological materials, where ethical fashion looked at both the social and environmental aspects.

Even though there may be differences in the terminology, and research pulled in various directions regarding what these terms contained, there were too many similarities to claim that these concepts were entirely separate entities. Researchers interchange these terms, making it evident that the concepts were not adequately defined. However, the previous discussion argued that slow fashion was the broadest term, which was the basis for this thesis.

3. Theory and Hypotheses

The main theories that were used in this thesis were the COSF framework and TPB. Research into repair, as an extension of the COSF framework, is also discussed in this chapter.

3.1 Adoption and Purchase Intention

Adoption is explained by Kotler and Keller (2016) as the point where consumers decide to use a product continually. Adoption in this thesis was connected to the purchase of slow fashion products. The consumer adoption process focuses on the mental process that each individual goes through from the product is known for the individual until they have taken it into use (Kotler & Keller, 2016). This is known as the five-step consumer adoption process. These five steps consist of 1. the awareness stage, 2. the interest stage, 3. the evaluation stage, 4. the trail stage and 5. the adoption stage. The stages of interest for this thesis were the evaluation, trial, and adoption stage since this is the part of the process where actual use and purchase intention occurs. In the evaluation stage the consumer considers if they are going to use the product, and the trail stage is testing the product to get a better impression of its value. The adoption stage is where they decide to adopt a new product (Kotler & Keller, 2016).

Nysveen et al. (2012) proposes that behavioural intention influences actual behaviour. By using the same logic, we used purchase intention as a measure of actual purchase behaviour. In our literature review (Appendix 1) we found a total of 11 studies on the "slow fashion adoption" search while the "slow fashion intention" search provided 21 studies. In addition, we found that 20 out of the 35 studies in our literature review had purchase intention as the dependent variable. The extensive inclusion of purchase intention as a dependent variable in the studies examined in our literature review (Appendix 1) implied that it might be considered a more convenient way to measure actual purchase behaviour. Utilization of purchase intention as the most effective method for predicting actual purchase behaviour is a central assumption in the TPB framework (Ajzen, 1991). Ajzen (1991) explained intention as the motivational factors that influence behaviour and describes the connection in the following way: "[…] the stronger the intention to engage in a behavior, the more likely should be its performance" (Ajzen, 1991, p.181).

3.2 Consumer Orientation towards Slow Fashion

The Consumer Orientation to Slow Fashion (COSF), as mention in Chapter 1.2, was developed by Jung and Jin as a counter to the fast fashion industry to "find underlying dimensions of slow fashion […]" (Jung & Jin, 2014, p. 513). The dimensions they found that

showed the consumers orientation to slow fashion were equity, authenticity, functionality, localism, and exclusivity.

The *equity* dimension is about fair labour conditions and fair trade for the people producing clothes. One of the aspects of slow fashion, from the consumers perspective, is therefore about paying the workers a fair wage, giving them decent working conditions and to slow down the workload (Jung & Jin, 2014).

Authenticity is the second dimension of slow fashion, which consists of traditional production techniques and hand craftsmanship (Jung & Jin, 2014). This allows the workers to spend longer time to produce each piece of clothing, making the production cycle slower and giving the clothes a more valued history.

The *functionality* dimension of slow fashion reflects the need for versatile clothes with longevity (Jung & Jin, 2014). This dimension revolves around the design of the clothes and the post-purchase phase. By making clothes versatile, the consumers can use them for multiple occasions making the style more classic than trendy, which reduces the need to buy new clothes. The longevity of the clothes reflects the durability, and by producing more durable clothes they will last longer before they are disposed.

Localism is the dimension that reflect the wish to support "[…] local businesses and using local resources" (Jung & Jin, 2014). Valuing localism is closely intertwined with a preference for domestic brands over global ones, highlighting the significance of supporting local communities to those who prioritize it.

The last dimension in the COSF framework is *exclusivity*. Fast fashion has been characterized by homogenous garments that can reduce the individual value for consumers since they are missing the feeling of individual self-expression (Jung & Jin, 2014). This dimension focuses on the exclusive value the clothes can have when being produced in smaller quantities, which makes it harder to copy products making the items more original.

3.2.1 Repair

Repair of clothing is a historical concept which revolves around fixing clothes that have been exposed to wear and tear. The historical perspective of clothes was that they were meant to last a long time, which lead to consideration for the clothing items and the need to repair potential damage (McQueen et al., 2023). With the rise of fast fashion, and a shift in the repair skillset among young consumers, the repair aspect has become considerably less important.

Fast fashion is cheap which has led to a lack of motivation to repair fast fashion clothing because it takes more time, effort or money to repair the item than buying a new item (McQueen et al., 2023).

From a sustainability view repair is an important aspect in the clothing industry. By making it possible and easier to repair clothes, the lifetime of the items become longer which reduces the amount of fashion waste. This could contribute to a more circular economy by slowing down resource loops (McQueen et al., 2023). McQueen et al. (2023) describes three different types of repair; self-repair, paid repair, and unpaid repair.

Self-repair is when you repair your own clothes so that you can wear them longer and paid repair is about using a professional craftsman to repair your clothes. Unpaid repair is however when someone other than professionals repairs your clothes without getting paid, for example a family member (McQueen et al., 2023). By repairing one's clothes, the life of the products could be extended, reducing the need for new clothes. Therefore, we believed that repair was a part of slow fashion and a complement to the COSF framework.

3.3 Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) comprises components that have evolved over time. Firstly, Martin Fishbein developed a multiattribute attitude model, used to predict attitude. The essential components of this model encompass the evaluation of attributes and the strength of salient beliefs regarding a product or brand possessing said attributes (Peter & Olson, 1996). Secondly, Fishbein and Ajzen developed the Theory of Reasoned Action as a prediction model of actual human behaviour based on the effect of attitude and subjective norms towards behavioural intention (Ajzen, 1991). Lastly, the TPB framework was developed by Ajzen, which extends the Theory of Reasoned Action (Ajzen, 1991). TPB is "[…] designed to predict and explain human behavior in specific contexts" (Ajzen, 1991, p. 181). The extension was done by adding the extra dimension of perceived behavioural control to the already existing dimensions from the Theory of Reasoned Action, to determine intention and behaviour.

The *attitude* dimension reflects the evaluation of the action or behaviour that is of interest (Ajzen, 1991). The two components from the multiattribute attitude model, strength of salient beliefs, and evaluation of attributes, have been used to predict attitude, as previously mentioned. Strength of salient beliefs refer to how strongly the individual believes that a product or object has a specific attribute, whereas evaluation of attribute refers to the

individual assessment of the attribute, both positive and negative. The total of the two components affects the attitude towards the product (Peter & Olson, 1996).

Subjective norm is the second dimension to predicate intention and behaviour. This factor refers to the perception of social norms connected to the behaviour in question (Ajzen, 1991). It is therefore about approval or disapproval of a type of behaviour. Subjective norms are affected by an individual's perception of whether the important people in their life believe they should or should not engage in the specified behaviour (Nysveen et al., 2005).

Perceived behaviour control (PBC) is the dimension that explains how easy or hard it is to perform the behaviour in question, which is affected by past experiences and potential obstacles (Ajzen, 1991). If the decision to execute an action or having the necessary means to execute an action is perceived as in the persons control, the PBC is high (Nysveen et al., 2005).

3.4 Research Model

The three research questions are illustrated in the research model in Figure 2. The first research question, RQ1a, was validating the COSF framework as an adoption framework for slow fashion. The second research question, RQ1b, was about adding a sixth dimension, repair, to the COSF framework because this aspect of slow fashion was not covered in the existing framework. The third research question, RQ2, was to control for TPB when checking the influence of the COSF dimension on slow fashion adoption.

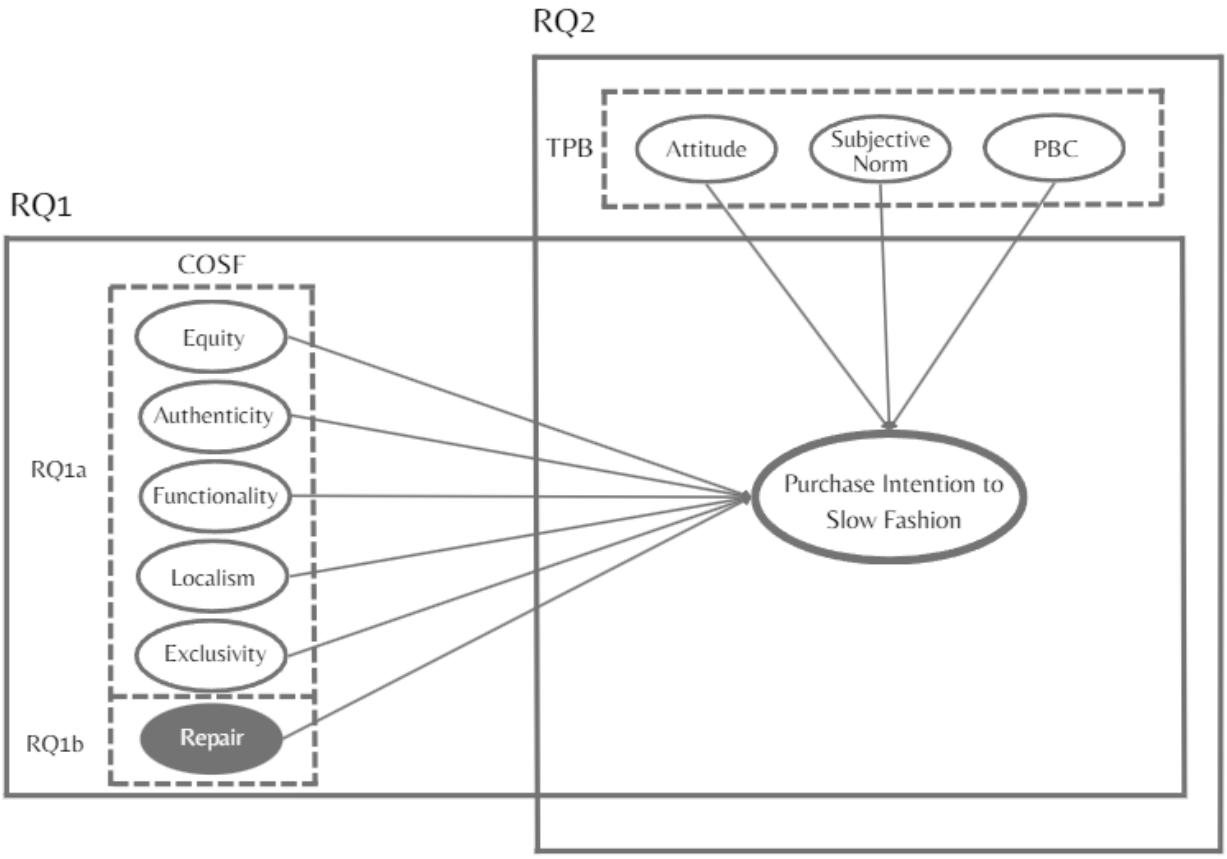


Figure 2 Research model

3.5 Hypotheses

3.5.1 Hypotheses for Consumer Orientation towards Slow Fashion

The COSF framework with all its dimensions was indicated to have both a direct positive influence on slow fashion purchase intension and a mediated positive influence through perceived consumer value (PCV) by Castro-López et al. (2021). COSF is also associated with a mediated positive influence on purchase intention through PCV in research from Silva et al. (2022) and Suhud et al. (2020). These general findings help strengthen the reasoning behind the hypotheses.

Equity is the first dimension of the COSF framework and emphasises the labour conditions that the clothing producers are a subject to. Based on the previously mentioned incident at Rana Plaza and the backlash that improved the Bangladeshi garment sector we believed it is natural to assume that consumers care about fair labour conditions and fair trade for the people producing the clothes. This could influence consumers perceived emotional value which could influence consumers purchase intention. In previous research by Jung and Jin (2017) and Şener et al. (2019) the equity dimension showed a direct positive influence on

purchase intention and PCV, respectively. In Şener et al. (2019) there is a positive effect of equity on purchase intention mediated through PCV, and PCV show a significant positive influence on purchase intention. Therefore, we suggested that equity had a positive influence on purchase intention towards slow fashion.

H1: Equity has a positive influence on consumers' intention to purchase slow fashion products.

The second dimension of the COSF framework is *authenticity.* As mentioned in Chapter 3.2 this dimension concerns the use of traditional techniques and hand craftmanship (Jung & Jin, 2014). Jung and Jin (2016b) suggest that making unique handmade products opposed to mass produced fast fashion, can increase PCV. We would expect that unique clothing made from traditional production techniques and hand craftmanship leads to the perception of increased quality, which could be important for consumers purchase intention. Previous research by Jung and Jin (2017) and Şener et al. (2019) suggested that authenticity had direct positive influence on purchase intention and PCV, respectively. It was also indicated that authenticity had a mediated positive effect through PCV on consumers intention to purchase slow fashion (Şener et al., 2019). Based on this mentioned theoretical information and empirical data, we suggested that authenticity had a positive influence on purchase intention towards slow fashion.

H2: Authenticity has a positive influence on consumers' intention to purchase slow fashion products.

The third COSF dimension, *functionality,* regards the need for versatile clothes with longevity (Jung & Jin, 2014). Clothing products that last longer and is used more frequently, could lead to higher perceived customer value and justify the potential higher price compared to fast fashion clothes (Jung & Jin, 2016b), which can influence consumers purchase intention. Work from Şener et al. (2019) suggested that functionality had a positive mediated influence on purchase intention towards slow fashion for students in one of two countries studied. In addition, functionality was indicated to have a direct positive influence on purchase intention towards slow fashion in all three countries studied by Jung and Jin (2017). Therefore, we suggested that functionality had a positive influence on purchase intention towards slow fashion.

H3: Functionality has a positive influence on consumers' intention to purchase slow fashion products.

Localism is the fourth dimension in the COSF framework, and it highlights "[…] local businesses and using local resources" (Jung & Jin, 2014, p. 516). The consumer value in localism could be found in the preference for domestic brands over foreign ones and in the importance of supporting the local community. In some cases, customers might perceive foreign made clothing as better than local clothing (Sanad, 2016). However, Musová et al. (2021) discussed that producing locally could lead to less waste and environmental pollution. In addition, Jung and Jin, (2016b) argued that local production improves environmental sustainability by significantly reducing the carbon footprint due to a shorter transporting distance. Studies from Aprianingsih et al. (2022) and Hapsari and Belgiawan (2023) showed a significant positive mediated influence of environmental values and a direct positive influence of environmental concern on consumer purchase intention, respectively. Therefore, we expected the environmental benefits of localism to bring value to the consumer, which in turn could influence their purchase intention. In work from Jung and Jin (2017) localism was found to be the only COSF dimension that had a direct positive influence on both purchase intention and the willingness to pay a price premium for slow fashion products in all countries studied. In addition, localism was the only variable to have a significant positive influence on PCV in both countries studied by Şener et al (2019). Building on this we expected that localism would positively influence purchase intention towards slow fashion.

H4: Localism has a positive influence on consumers' intention to purchase slow fashion products.

The last dimension of the COSF framework is *exclusivity*. This dimension revolves around the value of having unique clothes (Jung & Jin, 2014). Due to the homogenous nature of fast fashion garments, there is a lack of individual self-expression. This lack of individual self-expression connected with the use of fast fashion clothing could make the exclusivity dimension of slow fashion valuable for consumers (Jung & Jin, 2016b). Offering consumers more unique clothes could increase the perceived social value of the clothing item which could influence the consumers purchase intention. Several previous studies indicated a direct (Jung & Jin, 2017) or mediated positive influence of exclusivity on consumers purchase intention towards slow fashion (Jung & Jin, 2016b; Şener et al., 2019). Therefore, we expected exclusivity to have a positive influence on consumers purchase intention towards slow fashion.

H5: Exclusivity has a positive influence on consumers' intention to purchase slow fashion products.

As explained in Chapter 1.2 we chose to expand the COSF framework by adding a sixth dimension of *repair*. It is mainly the rise of fast fashion that have moved us away from the more sustainable and circular practise of repairing damaged and used clothing (McQueen et al., 2023). We would expect that the ability to repair clothes could justify a potential higher price and increase the perceived quality of a product, which in turn could influence the consumers purchase intention. The functionality dimension was the closest one related to repair due to its focus on design and the use of clothes, which increase the longevity of the clothing item (Jung & Jin, 2014). However, the functionality aspect did not cover the value of repairing clothes to increase the longevity. An increase in longevity could justify a higher price compared to fast fashion clothing (Jung & Jin, 2016b), making repair a valuable aspect in slow fashion adoption. Diddi and Yan (2019) discussed that several clothing brands, like Patagonia and Fjällräven, are focusing on offering clothes with longevity and motivating their consumers to choose quality and repairable clothes when shopping. Other brands are also providing repair services to their customers to encourage them to repair their clothes rather than discarding (Diddi & Yan, 2019). This development showed that repairing clothes was becoming more important in the industry, and that high quality clothes also could be easier to repair. This could indicate that there would be a positive influence of the added repair dimension on consumer purchase intention toward slow fashion.

H6: Repair has a positive influence on consumers' intention to purchase slow fashion products.

3.5.2 Hypotheses for Theory of Planned Behaviour

As explained in Chapter 3.3, *attitudes* towards an action, both positive and negative, influence the assessment of the action (Ajzen, 1991). The assessment of a particular behaviour could influence the intention to perform the behaviour (Ajzen, 1991). Several studies supported the influence of attitude on intention by finding empirical data that showed a direct positive influence of attitude towards slow fashion on purchase intention (Aprianingsih et al., 2022; Blazquez et al., 2020; Chi et al., 2021; Gerard et al., 2019; Pookulangara et al., 2016; Sung & Woo, 2019). Therefore, we suggested that a positive attitude towards slow fashion will have a positive influence on consumer's intention to purchase slow fashion.

H7: Attitude towards slow fashion has a positive influence on consumers' intention to purchase slow fashion products.

The second factor to predict intention in the TPB is *subjective norms.* This factor "[…] refers to the perceived social pressure to perform or not to perform the behavior" (Ajzen, 1991, p. 188). We expected that people care about the opinions of the people close to them which could influence their decision to perform or not perform certain behaviours. We could also say that this was the effect of social pressure (Conner & Armitage, 1998). Based on this, subjective norms could influence consumers purchase intention towards slow fashion. Our literature review (Appendix 1) supported this by providing empirical evidence where subjective norms had a direct positive influence on consumers purchase intention towards slow fashion (Blazquez et al., 2020; Chi et al., 2021; Pookulangara & Shephard, 2013; Sung & Woo, 2019). Building on this we expected that subjective norms had a positive influence on consumer's purchase intention towards slow fashion.

H8: Subjective norms have a positive influence on consumers' intention to purchase slow fashion products.

The last factor of TPB is *perceived behavioural control* (PBC). This factor considers to which extent the consumer perceives the performance of the behaviour as easy or difficult (Ajzen, 1991). We expected that the easier the consumer perceives purchasing slow fashion to be, the more willing he or she is to purchase. Therefore, PBC would positively influence consumers' intention to purchase slow fashion. There were indications of a direct influence of PBC on purchase intention towards slow fashion products in several studies (Blazquez et al., 2020; Chi et al., 2021; Gerard et al., 2019; Lira & Costa, 2022). We also had one study from the literature review (Appendix 1) that showed a mediated influence of PBC through intention on purchase behaviour (Xue et al., 2022). Based on this we expected a positive influence of PBC on consumer's intention to purchase slow fashion products.

H9: Perceived behavioural control has a positive influence on consumers' intention to purchase slow fashion products.

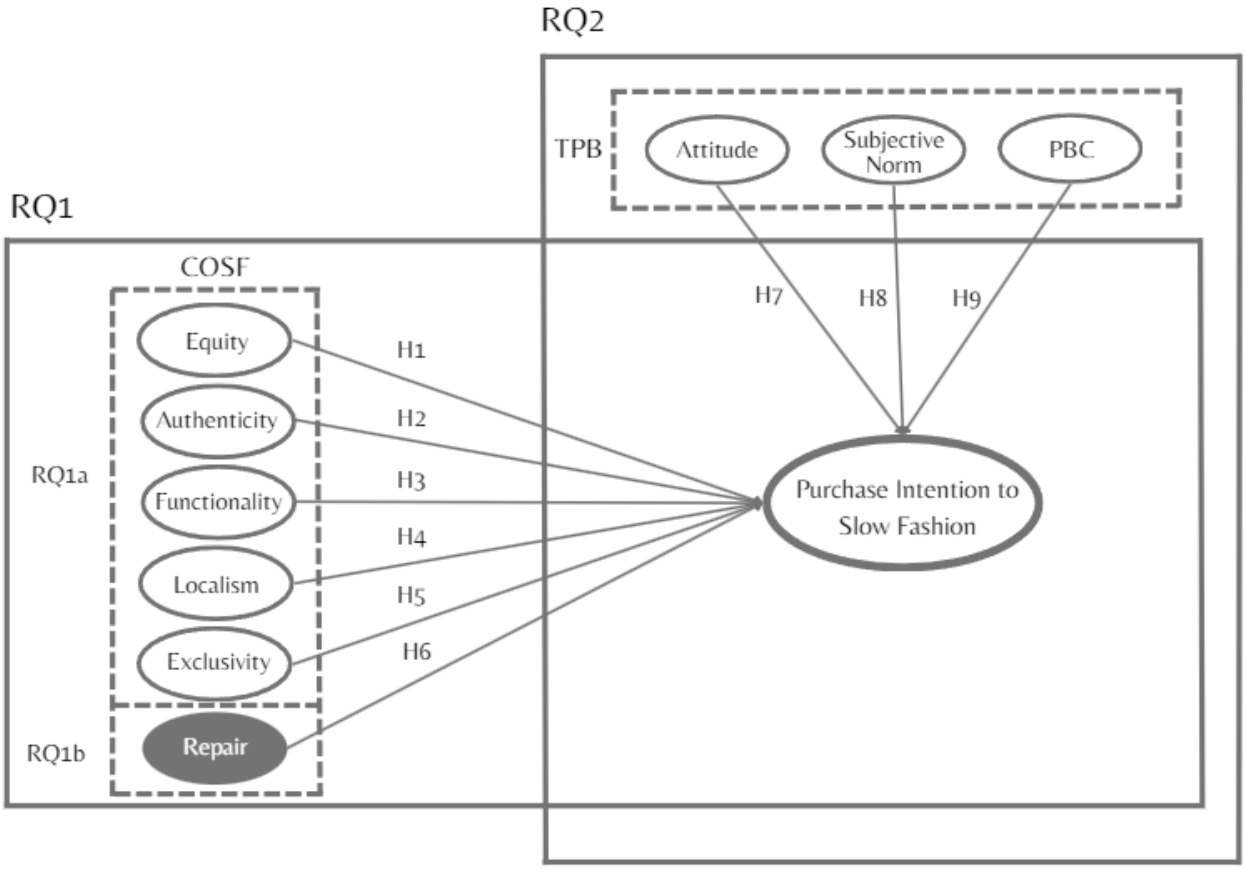


Figure 3 Research model with hypotheses

The research model with the nine hypotheses is illustrated in Figure 3, where the relevant research questions connected to the model also is illustrated.

4. Methodology

4.1 Research Design

In this thesis, we chose to conduct quantitative method by gathering cross-sectional data through a survey (Saunders et al., 2019). The reason we chose to conduct a survey was based on the previous research done in the field of slow fashion adoption. The literature review (Appendix 1) revealed that the number of studies in the field, that used surveys as their data collection method, was 30. To contribute to further develop and validate this field, we decided to use a survey, to better the comparability in the research.

As previously introduced, the purpose of this thesis was to study the antecedents of slow fashion adoption. In the initial phase of the process, we discovered the COSF framework (see Appendix 1), which consist of five dimensions that describe consumer orientations towards slow fashion (Jung & Jin, 2014). When discovering this framework, we revealed that the aspect of repairing clothes was not mentioned or studied in any of the studies. "Repair is an essential element of a circular economy […]" (McQueen et al., 2023, p. 577), and therefore an important aspect for slow fashion products. We also discovered that the framework had never been tested when controlling for the known TPB dimensions. Our research became therefore both validating and exploratory. The topic we wanted to gain insights about where slow fashion adoption, and our goal were to explore the dimensions of the COSF framework extended with repair and explore the importance of the framework when the other proven adoption dimensions from TPB were included.

4.1.1 Population and Sample

The population of a study is all of the people, other objects or incidents the study wants to research (Saunders et al., 2019). Since we are students at NHH the most convenient population to access for our study was students attending NHH. The decision to use NHH students was also done because many previous studies examined students or young adults (Aldilax et al., 2020; bin Said et al., 2022; Croteau et al., 2016; Liu et al., 2017; Pookulangara et al., 2016; Preuit & Yan, 2016; Puiu, 2021; Şener et al., 2019; Tama et al., 2017). Students were also a highly relevant segment to study in connection with slow fashion, since students often could be the target market for fast fashion producers (Preuit & Yan, 2016) and research showed that younger individuals shop more used clothes (Laitala & Klepp, 2020). NHH students were also a segment that will have high purchasing power at the end of their studies

(Johannessen, 2021), which made them relevant to study because they would have more money to spend on clothes in the future. By using students as our population, the responses and results were also more comparable with the existing research, supporting our decision.

Our research was the first that studied slow fashion adoption with a Norwegian population (see Appendix 1). The literature review (Appendix 1) showed that no Scandinavian countries had been researched connected to slow fashion adoption, which meant that studying this field on a Norwegian population was a contribution. Therefore, we chose to exclude foreign students in our study, which left us with a population of N=2946 Norwegian NHH students. The population is characterized by the fact that there is an estimated percentage of 38,5% women and 61,5% men at NHH, based on calculations we have made with figures from NHH's annual report from 2022 (Norges Handelshøyskole, 2023). The population therefore has a predominance of men, which was also expected among our respondents.

When doing research, the likelihood of getting to study the whole population is very small. By using a survey as the data collection method, we could not collect data of the whole population, since forcing all students to answer was not possible. Therefore, we had to use a sample from the population (Saunders et al., 2019). There are multiple ways to select a sample, where the main difference is between probability and non-probability sampling (Saunders et al., 2019). A probability sampling technique involves selecting a sample in such a way that each individual in the population has an equal chance of being included in the sample (Saunders et al., 2019). Non-probability sampling is, however, when the chance of being included in the sample is unknow (Saunders et al., 2019).

In our study, we chose to have a self-selection sampling, which is a non-probability sampling technique where it is voluntary to join the study (Saunders et al., 2019). The reason we chose this was because it allowed us to obtain a solid number of respondents in a short amount of time. The challenging aspect of this sampling technique was the elevated likelihood that individuals in the population with above average interest in the slow fashion field would be more willing to participate. This could potentially result in a sample that is not fully representative for the population. However, this selection method was considered to give us a good enough sample to do statistical analyses needed to answer the research question in the limited time we had.

4.1.2 Pre-test

Before we distributed the survey, it was important to test the survey on a small selection to check the quality and design. This was done by doing a pre-test, were we distributed the survey to five people that were not students at NHH. The reason behind using people not attending NHH as pre-testers was to avoid having to remove some of the potential respondents when finally distributing the survey. If we distributed the pre-test to NHH students, these students could not have been included in the actual survey because they already knew the survey questions.

The pre-test was sent out the 19th of October through social media. Each participant in the pre-test was instructed to take the survey and inform us of any unclear aspects. There were three women and two men that were part of the pre-test respondents. Their responses were used to estimate how long it took to complete the survey to provide an estimate to the final respondents. Table 2 illustrates the time each pre-tester used to complete the survey.

Pre-test number	Time used to complete
1	07:02
2	06:31
3	07:41
4	06:13
5	06:22

Table 2 Time spent to complete survey by pre-testers

Pre-tester number 2 said that the question X33: "I feel free to use the kind of slow fashion I like to." was unclear. This item was connected to the PBC dimension of TPB. Since the TPB is very widely used and validated over a long period of time (Ajzen, 2015), we decided not to change this question as it would make it difficult to compare our results with other studies related to TPB.

Pre-tester number 3 gave feedback that the term "fair trade" was unfamiliar but managed to resonate through the context. Since it was possible to reason oneself to the meaning of the term, we decided not to change the question or provide any additional information. This decision was also because these items have been used by multiple researchers (see Appendix 1), which made our results more comparable with theirs when using the same items. Pre-tester number 3 also questioned the grammatical structure of the question X30: "People important to me think I should use slow fashion products." This was also one of the TPB items, connected

to the subjective norm dimension, which meant that the item had been used to a great extent in existing research. We did therefore not change the item.

The other pre-test respondents had no comments on the survey and thought all the questions were clear. All the pre-test participants were able to answer the control question where we asked them to answer 7 (strongly agree) which was used to avoid careless respondents. The survey was taken on mobile phones because they chose for themselves how they wanted to complete the survey. Because of this, we tested the survey ourselves on a computer using the browsers: Google Chrome, Microsoft Edge, Mozilla Firefox, and Safari. We did this to secure that the survey worked on different browsers and digital devices.

4.1.3 Data Collection

In this thesis, our primary form of data collection was through our survey. We chose to recruit respondent through email. To gather email addresses for students at NHH we contacted an adviser at NHH. We asked for an email list for all students at NHH, both bachelor and masters, but excluded foreign students. The email list was sent to us on the 19th of October with a total of 2946 emails, constituting the population of this thesis.

To start collecting data, we sent out a survey invitation to all the 2946 student emails we received (see Appendix 2). The first time we sent out the email was 23rd of October at 18:00. We sent the email by distributing it to approximately 500 people at a time, with a total of 6 emails. The reason we did this was because Outlook has a limit of 500 recipients per email to protect their users from spam (Microsoft, n.d.). The total number of respondents gathered by the first email was 89. To remind people who did not take or finish the survey, we sent out a reminder on 25th of October at 11:30 (see Appendix 3). After this the total recorded responses were 174. One last reminder was sent on the 30th of October at 13:00 (see Appendix 4), where we ended up with a total of 200 completed responses. Table 3 shows the total accumulated respondents before sending a new email.

Email	Accumulated complete respondents	Response group
23.10.23 18:00	89	1
25.10.23 11:30	174	2
30.10.23 13:00	200	3

Table 3 Accumulated respondents before sending a reminder

To determine whether there existed a statistically significant difference in means among the three distinct response groups, we conducted a one-way ANOVA on all the dimensions of our thesis. The results from the ANOVA indicated there being no statistically significant difference between the means of the response groups in any of our dimensions (see Appendix 5).

Data cleaning

When exporting the data, there were a total of 59 responses in progress, which means that the total recorded responses in the survey were 259. The 59 unfinished responses were removed from the data set. There were also 3 respondents who did not consent to take part in the research which were removed. Next, we checked if there was anyone that was not able to answer the careless respondent question "Please answer Totally agree (7) on this statement", which was 4 respondents. These were removed from the data set because they could not have read the questions correctly. We also checked if there were anyone that used less than 2 minutes to finish the survey, but there was no one. The last criteria were to check if anyone had answered the same number on the scale more than 12 times, to again exclude careless respondents. There were no respondents that had answered the same number more than 12 times, but there was one respondent that had 12 in a row, one that had 11 and one with 10. All of these were included, making the total number of respondents n = 193.

4.1.4 Sample Demographics

To conduct all our calculations and analyses with the collected data we used SPSS version 29. In our study we had a total of 193 respondents whereas 36,3% were females and 63,2% were male. Previously, in Chapter 4.1.1, we discussed that there were 61,5% men and 38,5% woman attending NHH (Norges Handelshøyskole, 2023). Our gender distribution was quite similar to the estimated gender distribution at the school, suggesting that this was a representative sample of the population. The categories used for gender is illustrated in Table 4 (Appendix 6).

Gender	Frequency	Percent
Male	122	63,2%
Female	70	36,3%
Non-binary/third gender	0	0%
Prefer not to say	1	0,5%
Total	193	100%

Table 4 Gender distribution

For our study, we had a higher number of respondents that were in the 22-25 age group. This was representative because NHH has more students studying a master than bachelor, where there was 802 masters students that graduated in 2022 compared to 369 bachelor students (Norges Handelshøyskole, 2023). The age categories were chosen to preserve the anonymity of the respondents, by placing respondents in categories which made it impossible to determine the identity of the respondent. The age distribution and categories are shown in Table 5 (Appendix 6).

	Frequency	Percent
18-21	54	28%
22-25	110	57%
Older than 25	29	15%
Total	193	100%

Table 5 Age distribution

The survey was made using Qualtrics, and the design of the survey can be seen in Appendix 7.

4.2 Measurement

In this thesis we were investigating two existing frameworks, COSF and TPB. These two frameworks had already been developed and tested trough surveys (see Appendix 1). Therefore, items connected to these already existed, and to make our research comparable with existing research we used existing items to measure the dimensions in our survey. Most of the dimensions were measured using a seven-point Likert scale, where 1 was totally disagree and 7 was totally agree. A Likert scale "[…] allows the respondent to indicate how strongly she or he agrees or disagrees with a statement" (Saunders et al., 2019, p. 807). For the attitude dimension, the scale was different for each statement using a semantic differential scale from 1 to 7 which allowed us to measure the respondents attitude towards slow fashion products (Saunders et al., 2019).

COSF dimensions

We did small changes in the items developed by Jung and Jin (2014, 2016b) to make them fit the Norwegian context we chose to study. In item X3, X12, and X14 we changed the word "apparel" to "clothes" because we were concerned about the possibility that our respondents might not understand the original word. Apparel and clothing are commonly used interchangeably, making the substitution of one term for the other unproblematic. We also changed where Jung and Jin (2016b) used the US in X10 and X12 to Norway, since we were

studying Norwegian students, and changed “overseas” in X10 to “foreign countries” which was more logical based on the geographical placing of Norway compared to the US (see Table 6).

Repair dimension

For the repair dimensions we used items developed by McQueen et al. (2023) for self- and paid repair. We chose to change the wording of the items to match the wording with the COSF items from Jung and Jin (2014, 2016b). This was done to ensure congruence in the items so that they measure in the same way. We therefore added words that made the items more value based, where we added “appreciate the possibility to” in item X16 and X19, “tend to” in item X17 and X20 and “would like to” in item X18. In addition, we chose to change the word “mend” used by McQueen et al. (2023) in item X18 to “repair” because we believed that “mend” could be unclear to some of our respondents. The original item used by McQueen et al. (2023) for item X17 was reversed. We opted against employing the reversed format, to make it like all the other items in the survey. The reasoning behind this was to ensure congruence for the items in the measurement scale (see Table 6).

We also developed two items ourselves which was item X21 and X22. These items were developed using the COSF items connected to localism from Jung and Jin (2014) as inspiration. We chose to do this to have some repair items with the same value based angle the COSF items had, since we felt that the items from McQueen et al (2023) had a more practical angle (see Table 6).

TPB dimensions

The items used to measure the TPB dimensions were adapted from Nysveen et al. (2005). We replaced the word “service” with “slow fashion” for items connected to subjective norms and PBC and chose to only use three out of four items for attitude since it corresponded better with how we measured the other dimensions (see Table 6).

Purchase intention

Items to measure purchase intention towards slow fashion were the exact same as Jung and Jin (2014, 2016b) had used in their research to make the results comparable.

The final items used in the survey is illustrated in Table 6.

Dimension	Measures	Reference
Equity	X1: Fair compensation for clothing producers is important to me when I buy clothes. X2: I am concerned about fair trade when I buy clothes. X3: I am concerned about the working conditions of producers when I buy clothes.	(adapted from Jung & Jin, 2014, 2016a, 2016b)
Authenticity	X4: I value clothes made by traditional techniques. X5: Craftsmanship is very important in clothes. X6: Handcrafted clothes are more valuable than mass-produced ones.	(Jung & Jin, 2014, 2016a, 2016b)
Functionality	X7: I tend to keep clothes as long as possible rather than discarding quickly. X8: I often enjoy wearing the same clothes in multiple ways. X9: I prefer simple and classic designs.	(Jung & Jin, 2014, 2016a, 2016b)
Localism	X10: I prefer buying clothes made in Norway to clothes manufactured in foreign countries. X11: I believe clothes made of locally produced materials are more valuable. X12: We need to support Norwegian clothing brands.	(adapted from Jung & Jin, 2014, 2016a, 2016b)
Exclusivity	X13: Limited editions hold special appeal for me. X14: I am very attracted to rare clothing items. X15: I enjoy having clothes that others do not.	(adapted from Jung & Jin, 2014, 2016a, 2016b)
Repair	**Self-repair** X16: I appreciate the possibility to make minor repairs to my clothing, such as sew on a button or repair a small hole. X17: I tend to repair my own clothing, even when the damage is minor. X18: I would like to repair my own clothes. **Paid repair** X19: I appreciate the possibility to use a seamstress/tailor when I cannot repair myself. X20: I tend to take clothing that doesn't fit to a clothes repair/alteration service. <u>Self-developed</u> X21: Clothes that can be easily repaired have a higher value to me. X22: I prefer brands that offer a repair option.	(adapted from McQueen et al., 2023) (adapted from McQueen et al., 2023) Self-developed items.

Purchase intention	X23: There is a strong likelihood that I will buy slow fashion products. X24: I will purchase slow fashion products. X25: I would consider buying slow fashion products.	(Jung & Jin, 2016b)
Attitude	I think slow fashion is: X26: Bad/good. X27: Foolish/wise. X28: Negative/positive.	(adapted from Nysveen et al., 2005).
Subjective norm	X29: People important to me think I should use slow fashion products. X30: It is expected that people like me use slow fashion products. X31: People I look up to expect me to use slow fashion products.	(adapted from Nysveen et al., 2005)
PBC	X32: I feel free to use the kind of slow fashion I like to. X33: Using slow fashion is entirely within my control. X34: I have the necessary means and resources to use slow fashion clothing.	(adapted from Nysveen et al., 2005)

Table 6 Items used in the survey

4.3 Validation of the Research Model

4.3.1 Validity and Reliability

Validity is described as "[…] the degree to which a measure accurately represents what it is supposed to" (Hair et al., 2014, p. 7). Content validity and construct validity are terms that are often discussed when it comes to the validity of questionnaires (Saunders et al., 2019).

With the term content validity we refer to if the items in our questionnaire adequately covers the content within our dimensions (Saunders et al., 2019). Items from well-established frameworks like TPB are used frequently to measure the dimensions of attitude, subjective norms and PBC (Ajzen, 2015; Blazquez et al., 2020; Chi et al., 2021; Nysveen et al., 2005). Therefore, we expected the items taken from the TPB framework to have satisfactory content validity. The COSF framework, however, was relatively new and not as well established as TPB. Nevertheless, the framework had since 2014 started to establish itself as a dominant framework used to measure slow fashion adoption (see Appendix 1). Therefore, we assumed that the content validity of the items from the COSF framework was sufficient.

On the other hand, the repair items in our survey were not taken from any well-established framework. Five of the total seven repair items we took from previous research from

McQueen et al. (2023). Of the five items used by McQueen et al., (2023), three was developed by the authors (X16, X17 and X20), and two were taken from previous studies (X18 and X19) by Diddi and Yan (2019) and McNeill et al. (2020) (as referred to in McQueen et al., 2023). In addition, the two remaining repair items not found in McQueen et al. (2023) was self-developed by us as mentioned in Chapter 4.2. Given the novel nature of the items employed in our survey, the validation process became important to ensure that the repair items adequately covered the dimension.

Construct validity is described as "[…] the extent to which a set of measured items actually reflects the theoretical latent construct those items are designed to measure." (Hair et al., 2014, p. 618). Two important components of construct validity are convergent and discriminant validity. A high amount of discriminant validity is an indication that the items measuring a dimension is unique, while a high amount of convergent validity indicates that items measure the same dimension (Hair et al., 2014). To ensure the discriminant and convergent validity we conducted factor analyses connected to the research model to test the fit of the underlying dimensions.

Reliability is "[…] concerned with the robustness of your questionnaire and, in particular, whether or not it will produce consistent findings at different times and under different conditions […]" (Saunders et al., 2019, p. 518). To measure reliability in our dimensions composite reliability (CR) and Cronbach's alpha (CA) was used.

4.3.1.1 Factor Analysis of Dependent Variable

The first step to validate our research model was to do a factor analysis of our dependent variable, purchase intention towards slow fashion. We did a Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Barlett's test, shown in Table 7, which was significant, and we could therefore continue with the factor analysis. When doing the factor analysis of the dependent variable we received an eigenvalue of 84,525 (see Appendix 8) and only one factor appeared, which showed that nearly all the variance was explained by purchase intention. These items were therefore assessed as usable for regression analysis.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		**0,699**
Barlett's Test of Sphericity	Approx. Chi-Square	447,650
	df	3
	Sig.	<0,001

Table 7 KMO and Bartlett's test dependent variable

4.3.1.2 Factor Analysis Model 1

The next step to validate our research model was to do a factor analysis connected to research question 1a. The reason we did factor analysis was to confirm convergent and discriminant validity in the model (Hair et al., 2014), as previously discussed in Chapter 4.3.1. Here we did a factor analysis on the five dimensions from the COSF framework, with maximum likelihood extraction and direct oblimin rotation. The reason we used a direct oblimin rotation method was because our goal was to find multiple theoretical dimensions which had a high probability of being correlated (Hair et al., 2014).

Next, we examined the pattern matrix to check the factor loadings for the items. "Factor loading is the correlation of the variable and the factor" (Hair et al., 2014). We chose to be conservative with the threshold for the factor loadings convergent validity. Even though Hair et al. (2014) illustrates that satisfactory convergent validity is over 0,4 with a sample size of 200, they also discuss that values over 0,5 often is needed for practical significance. Therefore, we chose 0,5 as our threshold. Based on this, there were two items that had weak convergent validity (see Appendix 9), item X6 ("Handcrafted clothes are more valuable than mass-produced ones") and item X8 ("I often enjoy wearing the same clothes in multiple ways") (see Table 6 in Chapter 4.2). We chose to check the discriminant validity of these two items. For both items, the discriminant validity was weak, as the difference between factor loadings for the same item was low (Hair et al., 2014) (see Appendix 9). Based on this we chose to remove the two items.

After removing the two items with unsatisfactory convergent and discriminant validity we did a new factor analysis of COSF. This analysis gave us only four factors, but the fifth factor was close to the eigenvalue threshold of 1 (Hair et al., 2014) with the value of 0,997 with a clear drop to the sixth factor with an eigenvalue of 0,643 (see Appendix 10). Based on this we chose to let the theoretical framework decide how many factors we needed, and we used five fixed factors in our analysis.

Furthermore, we did a KMO and Bartlett's test, shown in Table 8, to check sampling adequacy, which was significant showing that our dataset was suitable for factor analysis.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		**0,748**
Barlett's Test of Sphericity	Approx. Chi-Square	857,908
	df	78
	Sig.	<0,001

Table 8 KMO and Bartlett's test Model 1

Table 9 illustrates the results of the analysis, which shows that all but one item had satisfactory convergent validity. In addition, all items had satisfactory discriminant validity (see Appendix 11). Item X9 ("I prefer simple and classic designs.") (see Table 6 in Chapter 4.2) showed a factor loading of 0,493. The convergent validity of this item was therefore a little weak but still very close to our threshold of 0,5. The discriminant validity was however satisfactory (see Appendix 11), and we therefore chose to keep this item for further analysis.

Dimension	Item	Loadings					α	CR	AVE
		1	2	3	4	5			
Equity	Fair compensation for clothing producers is important to me when I buy clothes. I am concerned about fair trade when I buy clothes. I am concerned about the working conditions of producers when I buy clothes.		0,685 0,800 0,856				0,84	0,83	0,61
Authenticity	I value clothes made by traditional techniques. Craftsmanship is very important in clothes.	0,519 1,018					0,73	0,77	0,65
Functionality	I tend to keep clothes as long as possible rather than discarding quickly. I prefer simple and classic designs.					0,741 0,493	0,55	0,56	0,40
Localism	I prefer buying clothes made in Norway to clothes manufactured in foreign countries. I believe clothes made of locally produced materials are more valuable. We need to support Norwegian clothing brands.				0,640 0,839 0,691		0,78	0,77	0,53
Exclusivity	Limited editions hold special appeal for me. I am very attracted to rare clothing items. I enjoy having clothes that others do not.			0,637 0,893 0,704			0,79	0,79	0,57
Eigenvalue		3,772	2,148	1,431	1,292	0,997			
Cumulative variance explained		29,01	45,54	56,55	66,49	74,16			

Table 9 Factor analysis Model 1

Average variance extracted (AVE) is a measure used to check if the convergent validity of a dimension is adequate (Hair et al., 2014). According to Hair et al. (2014), the suggested threshold value of AVE is 0,5 or higher. Table 9 illustrates that all dimensions exhibited AVE values higher than the threshold of 0,5, except for functionality, with a value of 0,4. The low AVE value of the functionality dimension indicated inadequate convergent validity (Hair et al., 2014).

Table 10 shows the square root of the AVE with the correlation between the dimensions (see Appendix 12). The square root of AVE for each dimension needs to be higher than its correlation with the other dimensions to achieve sufficient discriminant validity (Fornell & Larcker, 1981). As Table 10 shows, the discriminant validity was adequate for all the dimensions. This supported our choice to keep the previous item with a slightly weak convergent validity.

	1	2	3	4	5
Equity	**0,784**				
Authenticity	0,310	**0,808**			
Functionality	0,242	0,200	**0,629**		
Localism	0,409	0,280	0,124	**0,728**	
Exclusivity	0,164	0,233	-0,146	0,187	**0,753**

Table 10 Validity Model 1

Based on the loadings from factor analysis for Model 1 we computed the CR for each dimension in the COSF framework (see Table 9). Preferably, the values of CR should be over 0,7 according to Hair et al. (2014). The CR of all dimensions were well over the preferred value of 0,7, indicating good internal consistency in the dimensions, except for the functionality dimension. The low CR value of the functionality dimension in factor analysis for Model 1 suggested that the items measuring functionality did not consistently represent the same latent dimension (Hair et al., 2014).

CA is also frequently used to measure reliability and internal consistency (Saunders et al., 2019). According to Hair et al. (2014) the lower limit of CA should be 0,7. The CA values for each dimension in the COSF framework can be found in Table 9. CA values for all the dimensions in the COSF framework were within the mentioned threshold of 0,7, except for the functionality dimension (see Appendix 17). Therefore, we had indications of insufficient reliability within the dimension of functionality.

4.3.1.3 Factor Analysis Model 2

To analyse the second model, we did a factor analysis of the items connected to COSF, shown in Table 9, where two items was removed, and the self-repair items, which was connected to research question 1b. Here we only received five factors. However, the sixth factor was very close to the threshold of a eigenvalue higher than 1 (Hair et al., 2014) with a value of 0,989 with a substantial reduction to the seventh factor with a value of 0,647 (see Appendix 13). We therefore decided to let theory decide how many factors we needed and chose to use six fixed factors. Then we did a KMO and Bartlett's test (Table 11) which was significant, and we could continue with the factor analysis. We used the same settings as before, with maximum likelihood extraction and direct oblimin rotation.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		**0,771**
Barlett's Test of Sphericity	Approx. Chi-Square	1182,331
	df	120
	Sig.	<0,001

Table 11 KMO and Barlett's test Model 2

Further, we examined the factor loadings. As Table 12 illustrates, all items except one had factor loadings over 0,5 suggesting acceptable convergent validity. The discriminant validity was also acceptable (see Appendix 14). Item X4 ("I value clothes made by traditional techniques") (see Table 6 in Chapter 4.2) had a little weak convergent validity but was still very close to the threshold (see Appendix 14). The discriminant validity was however satisfactory (see Appendix 14), and we therefore chose to keep the item. The part of particular interest in this analysis was the self-repair items. We could see that the items for self-repair had high factor loadings suggesting strong convergent and discriminant validity. This showed that the self-repair dimension explained an aspect not already covered in the COSF framework.

Dimension	**Item**	**Loadings**						**α**	**CR**	**AVE**
		1	2	3	4	5	6			
Equity	Fair compensation for clothing producers is important to me when I buy clothes. I am concerned about fair trade when I buy clothes. I am concerned about the working conditions of producers when I buy clothes.		0,661 0,779 0,869					0,84	0,82	0,60
Authenticity	I value clothes made by traditional techniques. Craftsmanship is very important in clothes.	0,489 1,016						0,73	0,76	0,64
Functionality	I tend to keep clothes as long as possible rather than discarding quickly. I prefer simple and classic designs.						0,678 0,522	0,55	0,53	0,37
Localism	I prefer buying clothes made in Norway to clothes manufactured in foreign countries. I believe clothes made of locally produced materials are more valuable. We need to support Norwegian clothing brands.					0,638 0,833 0,687		0,78	0,77	0,52
Exclusivity	Limited editions hold special appeal for me. I am very attracted to rare clothing items. I enjoy having clothes that others do not.			0,643 0,881 0,712				0,79	0,79	0,57
Self-repair	I appreciate the possibility to make minor repairs to my clothing, such as sew on a button or repair a small hole. I tend to repair my own clothing, even when the damage is minor. I would like to repair my own clothes.				0,858 0,813 0,736			0,85	0,85	0,65
Eigenvalue		4,442	2,330	1,741	1,335	1,154	0,989			
Cumulative variance explained		27,76	42,33	53,21	61,55	68,76	74,94			

Table 12 Factor analysis Model 2

Table 12 illustrates that all dimensions exhibited AVE values higher than the threshold of 0,5, except the functionality dimension, with a value of 0,37. The low AVE value for functionality was an indication of inadequate convergent validity, as also seen in the factor analysis for Model 1.

The square root of AVE for Model 2 is shown in Table 13, with the correlation between the dimensions. As the table illustrates, the discriminant validity was adequate for all the dimensions, which supported our decision to keep the item with a little lower factor loading than the threshold.

	1	2	3	4	5	6
Equity	**0,774**					
Authenticity	0,310	**0,797**				
Functionality	0,242	0,200	**0,605**			
Localism	0,409	0,280	0,124	**0,724**		
Exclusivity	0,164	0,233	-0,146	0,187	**0,752**	
Self-repair	0,335	0,379	0,280	0,235	0,043	**0,804**

Table 13 Validity Model 2

Factor analysis for Model 2, with one more dimension added revealed similar CR results as in the factor analysis for Model 1. All dimensions had good values for CR over the preferred value of 0,7 (Hair et al., 2014), except for functionality. The low CR value of the functionality dimension indicated that we had the same problem regarding reliability within the dimension, as in the factor analysis for Model 1. The CA value for the self-repair dimension was within the mentioned threshold of 0,7 (Hair et al., 2014), suggesting sufficient reliability.

The other repair items

In this analysis we also explored the paid repair items and the two items that was self-developed (see Table 6 in Chapter 4.2). When adding paid repair items some of the items for the other dimensions received low factor loadings, suggesting weak convergent and discriminant validity. We therefore chose to remove this dimension. The two items that were self-developed also had weak convergent and discriminant validity and affected the factor loadings for the other items, resulting in the removal of the self-developed items.

4.3.1.4 Factor Analysis Model 3

The self-repair dimension was removed before the factor analysis for Model 3 even though the items had strong convergent validity. This was based on research question 2, which aimed to validate the COSF framework, not the extended version, when controlling for TPB. The items used for the factor analysis for Model 3 was therefore the items from the factor analysis of Model 1, where two items were removed, and items from TPB.

The further validate our research model, we did a factor analysis of Model 3, which was connected to research question 2. We used the COSF framework, with the validated items

from the factor analysis for Model 1, and the TPB items. Using an eigenvalue threshold of 1 (Hair et al., 2014) gave us only 7 factors. The theory suggested 8 factors and the eight factor was very close to the threshold with a value of 0,978 (see Appendix 15). We therefore chose 8 fixed factors. Next, we did a KMO and Bartlett's test, which was significant, illustrated in Table 14. The settings for extraction and rotation were the same as the previous factor analysis.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		**0,745**
Barlett's Test of Sphericity	Approx. Chi-Square	1921,941
	df	231
	Sig.	<0,001

Table 14 KMO and Barlett's test Model 3

Table 15 illustrates the factor loadings, which showed that all items except three, item X7 ("I tend to keep clothes as long as possible rather than discarding quickly"), X9 ("I prefer simple and classic designs") and X32 ("I feel free to use the kind of slow fashion I like to") (see Table 6 in Chapter 4.2), had acceptable convergent validity. However, the discriminant validity for the items with low convergent validity was acceptable (see Appendix 16). Therefore, the items from this analysis were considered valid and used to conduct multiple regression analysis.

Dimension	**Item**	**Loadings**								**α**	**CR**	**AVE**
		1	2	3	4	5	6	7	8			
Equity	Fair compensation for clothing producers is important to me when I buy clothes. I am concerned about fair trade when I buy clothes. I am concerned about the working conditions of producers when I buy clothes.				-0,588 -0,895 -0,725					0,84	0,79	0,56
Authenticity	I value clothes made by traditional techniques. Craftsmanship is very important in clothes.							0,615 0,852		0,73	0,71	0,55
Functionality	I tend to keep clothes as long as possible rather than discarding quickly. I prefer simple and classic designs.								0,432 0,340	0,55	0,26	0,15
Localism	I prefer buying clothes made in Norway to clothes manufactured in foreign countries. I believe clothes made of locally produced materials are more valuable. We need to support Norwegian clothing brands.						0,597 0,852 0,716			0,78	0,77	0,53
Exclusivity	Limited editions hold special appeal for me. I am very attracted to rare clothing items. I enjoy having clothes that others do not.					0,584 0,825 0,760				0,79	0,77	0,53
Attitude	Bad/good. Foolish/wise. Negative/positive.			-0,925 -0,805 -0,910						0,91	0,91	0,78
Subjective Norm	People important to me think I should use slow fashion products. It is expected that people like me use slow fashion products. People I look up to expect me to use slow fashion products.		0,608 0,874 0,831							0,85	0,82	0,61
PBC	I feel free to use the kind of slow fashion I like to. Using slow fashion is entirely within my control. I have the necessary means and resources to use slow fashion clothing.	0,481 1,011 0,586								0,71	0,75	0,53
Eigenvalue		5,122	2,920	1,996	1,765	1,458	1,328	1,246	0,978			
Cumulative variance explained		23,28	36,55	45,63	53,65	60,29	66,31	71,98	76,42			

Table 15 Factor analysis Model 3

As illustrated in Table 15 all dimensions exhibited AVE values higher than the threshold of 0,5, except for the functionality dimension, with a value of 0,15. The low AVE value of the functionality dimension was an indication of inadequate convergent validity, as previously discussed in the factor analysis for Model 1 and 2.

The square root of the AVE for Model 3, shown in Table 16, indicated that the discriminant validity of all dimensions was adequate.

	1	2	3	4	5	6	7	8
Equity	**0,747**							
Authenticity	0,310	**0,743**						
Functionality	0,242	0,200	**0,389**					
Localism	0,409	0,280	0,124	**0,729**				
Exclusivity	0,164	0,233	-0,146	0,187	**0,730**			
Attitude	0,218	0,177	0,327	0,167	-0,017	**0,882**		
Subjective Norm	0,366	0,292	0,121	0,365	0,309	0,239	**0,780**	
PBC	0,029	0,122	0,140	-0,019	-0,021	0,127	0,104	**0,730**

Table 16 Validity Model 3

In the factor analysis for Model 3 we received adequate values of CR in all dimensions except the functionality dimension. The CR value of the functionality dimension was lower compared to the CR values from the factor analysis for Model 1 and 2. The challenge associated with a low CR value within the functionality dimension persisted throughout all our factor analyses, indicating insufficient reliability withing the functionality dimension in all models in our study. The CA values for the dimensions of TPB (see Table 15) gave us indications of sufficient reliability, since all values was within the threshold of 0,7 (Hair et al., 2014).

4.4 Common Method Bias

Common method bias (CMB) can be explained as "[…] variance that is attributable to the measurement method rather than to the constructs the measures represent […]" (Podsakoff et al., 2003, p. 879). According to Podsakoff et al. (2003) the problem of CMB is one of the leading sources for measurement error and they emphasise the importance of controlling for it.

4.4.1 Procedure Control

In this thesis we have addressed some of the most pertinent sources that could lead to common method bias in our survey. We have categorized our procedural control in to the three categories of factors that increase CMB according to MacKenzie & Podsakoff (2012); remedies to increase the ability to respond accurately, remedies to increase motivation to respond accurately, and remedies to increase the difficulty of satisficing.

Remedies to increase the ability to respond accurately

A well thought trough construction of items is a good way of removing method bias (Podsakoff et al., 2003). As a remedy towards item ambiguity, we altered some of the items to make them simplified and less ambiguous (MacKenzie & Podsakoff, 2012). We replaced the words “apparel”, “overseas” and “mend” with “clothes”, “foreign countries” and “repair”, respectively. The change of words was implemented before we ran our pre-test. The pre-test, as discussed in Chapter 4.1.2, was implemented to check if lack of ability could be a potential problem in our survey (MacKenzie & Podsakoff, 2012). As we only found specific individual problems in the interpretation of the different items in our pre-test, we concluded that the lack of ability was not a major problem when it comes to CMB and made no changes to the survey.

Remedies to increase motivation to respond accurately

The respondent might answer the survey in a way they deem socially acceptable, and we end up with bias in our dataset (MacKenzie & Podsakoff, 2012). As a remedy towards this problem, we made the survey anonymous. With an anonymous survey our respondents should have no incentive to answer our survey question based on what they think is socially acceptable. In addition, we pointed out in our instructions that there is no right or wrong answer in our survey as another remedy against CMB due to social desirability (MacKenzie & Podsakoff, 2012).

Several potential sources of CMB were addressed in the introduction page of our survey and in our survey invitations. By giving instructions explaining that we need the respondents to answer thoroughly and that there is no correct answer we addressed the problem of CMB due to agreeableness (MacKenzie & Podsakoff, 2012).

As discussed, our survey was distributed using the organisational email of each individual. This is an email where a lot of important information is being distributed to the students. In addition, the students receive several surveys and survey reminders on the organisational

email every semester. The use of the respondent's organisational email might therefore be a source of CMB because we were one of several students pushing surveys and survey reminders into their email every semester, making us a potential disliked survey source (MacKenzie & Podsakoff, 2012). By including a sentence where we elaborated our appreciation for their time and participation in both the email and the introduction page of our survey, we aimed to increasing their desire to use cognitive effort and increase motivation to answer the survey in a faithful way (MacKenzie & Podsakoff, 2012). By including the sentence "Your response is very valuable to us and our master thesis." (see Appendix 7) we have also addressed reasons that would decrease the motivation to respond accurately due to the self-referential factors (MacKenzie & Podsakoff, 2012)

The propensity of respondents moods to be positive or negative in general could also be a source of CMB (Podsakoff et al., 2003). It was certainly not possible for us to control this source of bias, but we addressed it by giving the respondents the opportunity to answer the survey whenever they feel like it, within the time span of 10 days.

Remedies to increase the difficulty of satisficing

In our survey, most of the questions was asked with the opportunity to answer within the range of a seven-point Likert scale. By using similar scales throughout our survey we do make our questionnaire easier to complete for our respondents (Podsakoff et al., 2003). The downside of formatting our survey in this way was that we could run into the problem of common scale attributes due to the easy nature of the survey, leading to respondents not using their full cognitive ability when answering. The repeated use of our seven-point Likert scale in our survey is a potential source of CMB due to common scale attributes (MacKenzie & Podsakoff, 2012). We addressed the problem by using semantic differential scale in all questions related to attitude. In addition, our added control question "Please answer Totally agree (7) on this statement" at the bottom of the page related to the "Functionality" dimension helped increase the needed cognitive processing for each respondent, thus counteracting CMB due to common scale attributes.

4.4.2 Statistical Test for Common Method Bias

To statically test for CMB we did the Harman's test, where the total variance explained by the first factor should be under the threshold of 50% (Podsakoff & Organ, 1986). The test revealed that we had no issues connected to CMB in any of our models, indicating that the implemented remedies against CMB in Chapter 4.4.1 worked. The values being 29,01% for

model 1 (see Appendix 11), 27,76% for model 2 (see Appendix 14), and 23,28% for model 3 (see Appendix 16), all being under the recommended threshold of 50% (Podsakoff & Organ, 1986).

4.5 Ethical Considerations

When conducting research ethical concerns will arise, and especially when researching humans (Saunders et al., 2019). To ensure that we treated our respondents ethically we took measures when collecting data.

One measure we did to ensure anonymity for our respondents was checking of "Anonymize responses" in Qualtrics before publishing the survey. This ensured that we did not collect any data related to the respondent, such as IP address, location or contact information. The answers were therefore completely anonymous, as we stated in the introduction of the survey (see Appendix 7). The questions in the survey did not require any sensitive information from the respondents, which also contributed to ensuring that participation was completely anonymous.

To conduct ethical research, we implemented measures to ensure that participation in our survey was completely voluntary. We did not force any respondents to answer, and by sending the invitation through e-mail the choice to respond was totally voluntary. In the introduction of the survey, we also informed that it was voluntary to respond and that they could withdraw their participation any time before finishing the survey. In addition, the respondents had to consent that the answers were going to be used for research (see Appendix 7), which reinforced that the respondents voluntarily chose to participate.

4.6 Descriptives

Table 17 highlights the descriptive statistics of the dimensions in our dataset. As mentioned, all dimensions were constructed by the mean of all three measurement items, except for the dimensions of authenticity and functionality which were constructed by only two items due to a lack of convergent validity. From the descriptives (see Appendix 18) almost all dimensions contained the minimum and maximum values of 1 and 7. The lowest mean of 3,332 were found in the exclusivity dimension. The highest means were found in the dimensions of functionality and attitude with a value of 6,148 and 6,168, respectively. Both of these dimensions also showed high absolute values of skewness and kurtosis compared to the rest

of the dimensions, which could be due to the high mean. Skewness and kurtosis are being further addressed in Chapter 4.7.1.

Descriptives						
Dimension	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis
Equity	1,00	7,00	3,985	1,344	-0,149	-0,220
Authenticity	1,00	7,00	4,580	1,442	-0,298	-0,290
Functionality	2,00	7,00	6,148	0,922	-1,370	2,372
Localism	1,00	7,00	4,321	1,356	-0,114	-0,413
Exclusivity	1,00	7,00	3,332	1,421	0,214	-0,793
Self-Repair	1,00	7,00	4,758	1,642	-0,279	-0,898
Attitude	1,00	7,00	6,168	1,159	-1,816	3,892
Subjective Norms	1,00	7,00	3,644	1,488	0,080	-0,387
PBC	1,00	7,00	4,936	1,282	-0,488	0,120
Purchase Intention	1,00	7,00	5,299	1,363	-0,596	-0,057

Table 17 Descriptives

4.7 Assumptions of Multivariate Analysis

For a successful multivariate analysis, it's important to meet several assumptions. Normality, homoscedasticity, linearity, independence and the absence of multicollinearity are some of these crucial assumptions (Hair et al., 2014; Stevens, 2009). Not meeting the necessary assumptions could lead to both type I and type II errors, which would affect the truthfulness of our results (Hair et al., 2014).

4.7.1 Normality

Normality refers "[…] to the shape of the data distribution" (Hair et al., 2014, p. 69) and the distributions resemblance to the normal distribution. Normality can be tested both visually and statistically.

Visual test for normality

To visually test for normality we created histograms to show the distribution for the different dimensions, which is the simples way to test for normality (Hair et al., 2014). Appendix 19 illustrates the histograms that show the distribution of our responses. Based on these we deemed the distribution of equity, authenticity, localism, exclusivity, self-repair, subjective norm, PBC, and purchase intention as normal. Functionality and attitude had indications of nonnormality, and we chose therefore to do a statistical test to confirm this.

Statistical test for normality

To assess normality in our dataset statistically, we calculated skewness and kurtosis. Kurtosis refers to the hight of the distribution and skewness describes how symmetrical the distribution is (Hair et al., 2014). The critical value for skewness is between 1 and -1, whereas the critical value for kurtosis, with a 0,05 error level, is between 2,58 and -2,58 (Hair et al., 2014). Values outside these ranges are considered nonnormal. Table 17, presented in Chapter 4.6, shows the skewness and kurtosis for our dimensions. All dimensions except functionality and attitude were within the ranges for kurtosis and skewness and was therefore considered normally distributed. Functionality was outside the range for skewness, but within the range for kurtosis, whereas attitude was outside the range of both kurtosis and skewness. This showed that our dataset had some issues with nonnormality.

Our dataset could be considered large since we were close to the mentioned example for large datasets by Hair et al. (2014) of n > 200. We believe that our previously discussed issues with nonnormality were somewhat mitigated with our large sample size. However, a lager sample sizes could also create challenges such as heteroskedasticity (Hair et al., 2014), which is discussed in Chapter 4.7.2.

4.7.2 Homoscedasticity

Homoscedasticity can be explained as "the extent to which the data values for the dependent and independent variables have equal variances […]" (Saunders et al., 2019, p. 620). When the variance of the data is not equal, we get heteroscedasticity. It's possible to look for heteroskedasticity by studying the scatterplots of the standardized predicted value and standardized residual from the multiple regression analysis of Model 1, 2 and 3, looking for shapes like cones or diamonds (Hair et al., 2014). In all scatterplots originating from our regression models, we found conspicuous indications of cone shapes with smaller tails to the right (see Appendix 20). In light of these findings, we considered it necessary to conduct a Breusch-Pagan test for heteroscedasticity on all three models. The outcomes of the Breusch-Pagan test, as shown in Appendix 21, yielded p-values below the designated threshold of 0.05 for each of the three models (Breusch & Pagan, 1979). This suggested the presence of heteroscedasticity issues in our regression output. Our issues with heteroscedasticity could be seen in connection with the problems with normality previously discussed in Chapter 4.7.1, because "most cases of heteroscedasticity are a result of nonnormality in one or more variables […] (Hair et al., 2014, p. 75).

4.7.3 Linearity

One of the implicit assumptions for multivariate analysis is a linear relationship between the independent and dependent variable. Hair et al. (2014) emphasises the importance of investigating all relationships with regards to nonlinearity. We addressed this by inspecting scatterplots to look for patters that might indicate nonlinearity (see Appendix 19). From the visual inspection of the scatterplots, we found no indications of nonlinearity in our dataset, suggesting that the assumption of linearity was satisfactory within our dataset.

4.7.4 Multicollinearity

In instances where two independent variables demonstrate a high degree of correlation, it is indicative of collinearity, and multicollinearity arises when a variable shows a substantial correlation with multiple independent variables (Hair et al., 2014). It was important for us to control for the presence of multicollinearity because it poses a challenge to find the distinct effects attributable to individual dimensions, potentially weakening the statistical power of our regression model (Saunders et al., 2019).

Two widely employed approaches for detecting collinearity and multicollinearity is the tolerance and the variance inflation factor (VIF) measure (Hair et al., 2014). According to Hair et al. (2014) the common thresholds for tolerance measure should be over 0,1 and below 10 for the VIF measure. As evident from the tolerance and VIF results in Table 18, the lowest tolerance value is 0,721 and the highest VIF value 1,388, indicating no challenges associated with multicollinearity.

n=193						
Collinearity Statistics						
	Model 1		Model 2		Model 3	
	Tolerance	VIF	Tolerance	VIF	Tolerance	VIF
Equity	0,758	1,319	0,733	1,365	0,725	1,379
Authenticity	0,823	1,215	0,761	1,315	0,803	1,246
Functionality	0,876	1,142	0,850	1,177	0,807	1,239
Localism	0,798	1,254	0,794	1,260	0,758	1,320
Exclusivity	0,878	1,139	0,876	1,141	0,826	1,211
Self-repair			0,771	1,296		
Attitude					0,836	1,196
Subjective Norm					0,721	1,388
PBC					0,952	1,050

Table 18 Multicollinearity

4.7.5 Independence

"The independence assumption implies that the subjects are responding independently of one another" (Stevens, 2009, p. 90). By distributing our survey to each participant on their private organizational email we assumed that all respondents answered the survey independently. As discussed in Chapter 4.4.1 we made the survey responses anonym to counteract CMB due to social desirability. The remedy of anonymizing the respondents in our survey help to improve independence in our sample by giving no incentive to answer in a socially desirable way. Based on these measures we assumed that the independence assumption was satisfactory fulfilled.

5. Results

5.1 Hypothesis Testing Model 1

When conducting multiple regression analysis for Model 1 we tested the dimensions from the COSF framework; equity, authenticity, functionality, localism, and exclusivity, on our dependent variable, purchase intention. We wished to compare this model with the other two models, and these models inhibited different amounts of independent variables. Therefore, we choose to use the modified version of R^2, adjusted R^2, as this is a better measure to compare models with a different number of variables (Hair et al., 2014). The overall model fit was statistically significant (F = 19,789, $p < 0{,}001$) as shown by the F ratio and low p value in Table 20 in Chapter 5.5 (Hair et al., 2014). The adjusted R^2 in Model 1 illustrates that 32,9% of the variance in purchase intention was explained by the COSF dimensions (see Appendix 22 and Figure 4).

From the regression outputs we used the standardized coefficient β. The results showed (see Figure 4) that equity (β = 0,165, $p < 0{,}05$), authenticity (β = 0,299, $p < 0{,}001$), functionality (β = 0,210, $p = 0{,}001$) and localism (β = 0,164, $p < 0{,}05$) had a significant positive influence on purchase intention towards slow fashion. Therefore, hypothesis 1, 2, 3 and 4 was supported. The influence of exclusivity (β = 0,096, $p > 0{,}05$) on purchase intention was not significant and hypothesis 5 was therefore rejected.

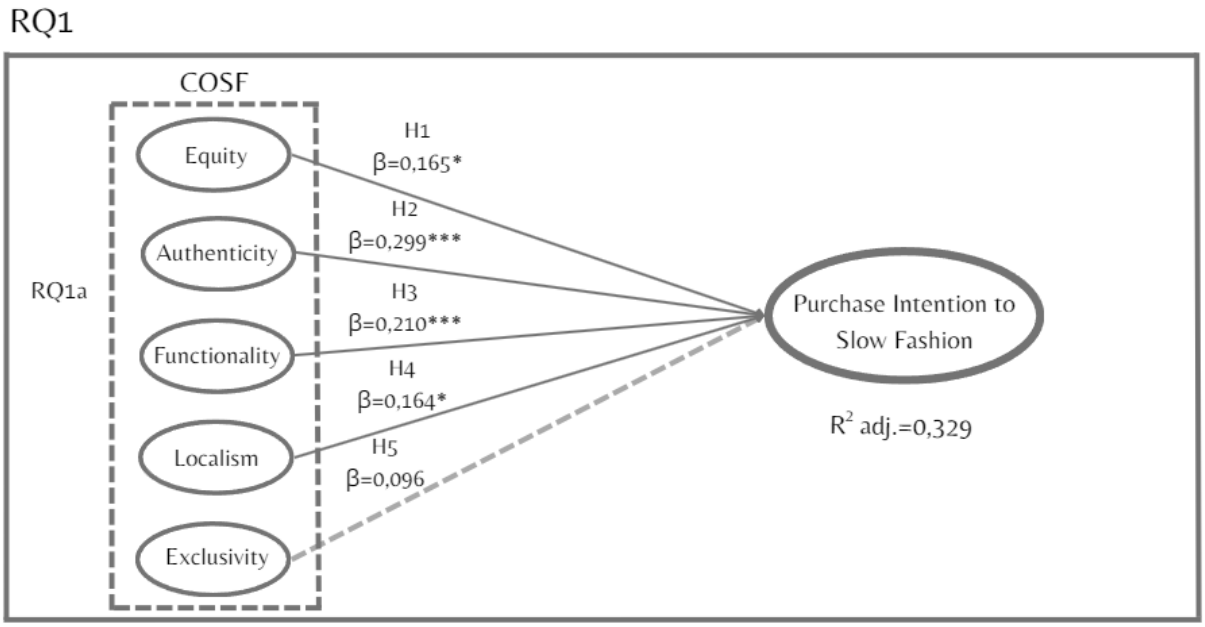


Figure 4 Hypothesis testing Model 1

**Significant at 0,05*
***Significant at 0,01*
****Significant at 0,001*

5.2 Hypothesis Testing Model 2

For the second multiple regression analysis, the dimensions that were analysed were the COSF dimensions and the self-repair dimension from the factor analysis for Model 2. The overall model fit was statistically significant (F = 16,728, $p < 0,001$) as shown in Table 20 in Chapter 5.5 (Hair et al., 2014). The adjusted R^2 in Model 2 showed that 33% of the variance in purchase intention was explained by the COSF dimensions and self-repair (see Appendix 23 and Figure 5).

The results show (see Figure 5) a positive influence of equity (β = 0,151, $p < 0,05$), authenticity (β = 0,278, $p < 0,001$), functionality (β = 0,197, $p < 0,01$) and localism (β = 0,159, $p < 0,05$) on purchase intention. Hypothesis 1, 2, 3 and 4 was therefore supported in Model 2 as well. The results also showed that the exclusivity (β = 0,099, $p > 0,05$) and self-repair (β = 0,076, $p > 0,05$) dimensions did not positively influence purchase intention, leading to the rejection of hypothesis 5 and 6.

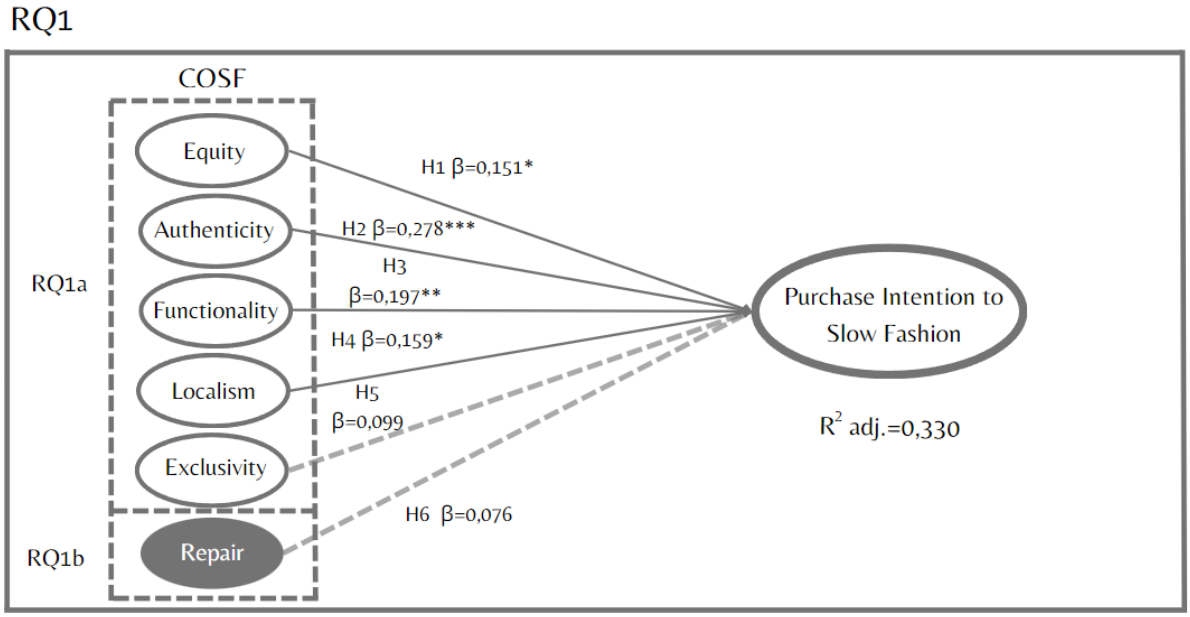


Figure 5 Hypothesis testing Model 2

**Significant at 0,05*
***Significant at 0,01*
****Significant at 0,001*

5.3 Hypothesis Testing Model 3

When conducting the multiple regression analysis for Model 3, we removed the self-repair dimension because research question 2 was to test the COSF framework with TPB, not the extended COSF framework. The dimensions that were tested in this analysis was therefore the

five COSF dimensions and the three TPB dimensions. The overall model fit was statistically significant (F = 25,867, $p < 0,001$) as shown in Table 20 in Chapter 5.5 (Hair et al., 2014). The adjusted R^2 in Model 3 illustrated that 50,9% of the variance in purchase intention was explained by the COSF and TPB dimensions (see Appendix 24 and Figure 6).

The results showed (see Figure 6) for the COSF framework, that the authenticity (β = 0,224, $p < 0,001$) and functionality (β = 0,112, $p < 0,05$) dimensions positively influenced purchase intention. Hypothesis 2 and 3 was therefore supported. Hypothesis 1, 4 and 5 was rejected, meaning that equity (β = 0,098, $p > 0,05$), localism (β = 0,114, $p > 0,05$), and exclusivity (β = 0,047, $p > 0,05$) did not influence purchase intention when accounting for TPB. The results also showed that all TPB dimensions, attitude (β = 0,179, $p = 0,001$), subjective norm (β = 0,263, $p < 0,001$) and perceived behavior control (β = 0,274, $p < 0,001$), positively influenced purchase intention. Hypothesis 6, 7 and 8 was therefore supported.

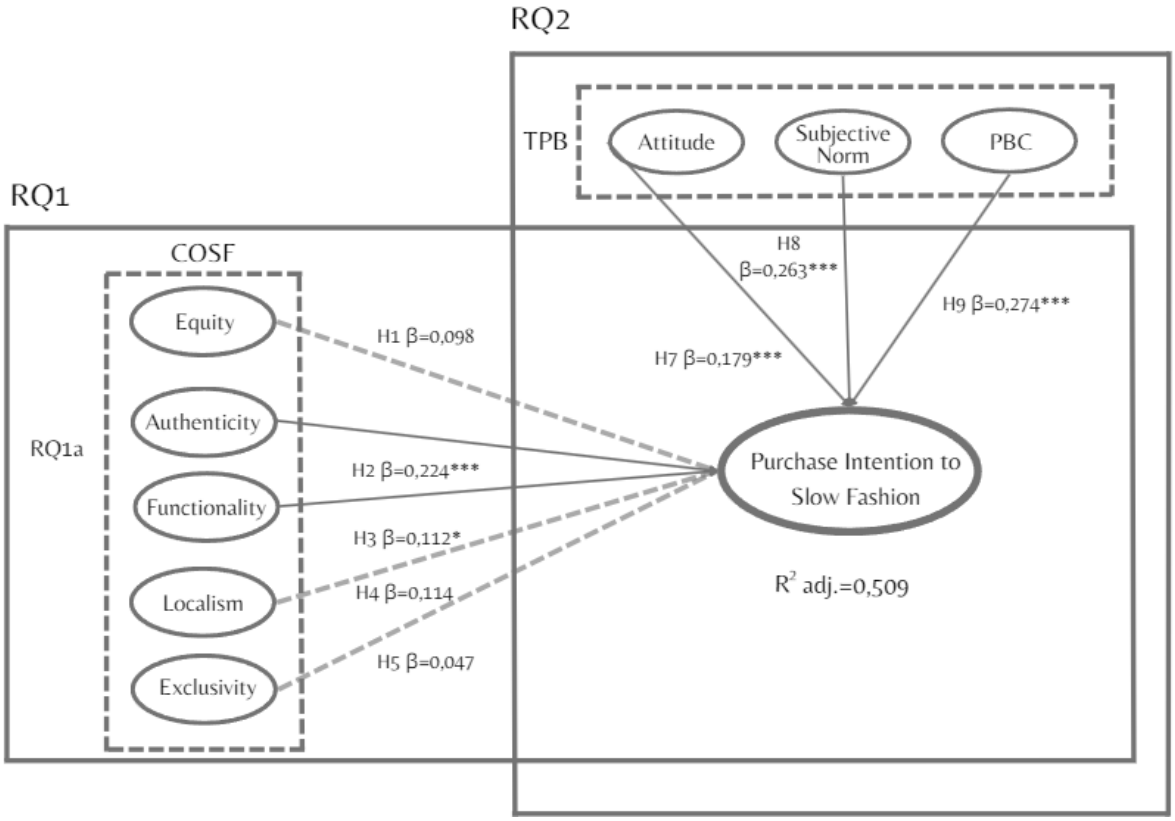


Figure 6 Hypothesis testing Model 3

**Significant at 0,05*
***Significant at 0,01*
****Significant at 0,001*

5.4 Exploring Indirect Effects

Based on the results from our hypothesis testing in Model 3, we wished to further investigate the possibility of indirect effects of the COSF framework, including our added dimension of self-repair. As discussed in Chapter 3.3 there are two components used to predict attitude in the multiattribute attitude model (Peter & Olson, 1996). We would argue that the dimensions of the COSF framework could affect the evaluation of attributes and the strength of salient beliefs for slow fashion products. This could imply that the dimensions in the COSF framework could be good predictors of attitude towards slow fashion. Therefore, we found it relevant to conduct a mediation analysis to investigate potential indirect effects of the dimensions within the COSF framework and our added dimension of self-repair, on purchase intention, mediated trough attitude.

To perform the mediation analysis, we used the PROCESS macro 4.2 for SPSS, by Andrew F. Hayes. The results from testing the indirect influence of each dimension of the COSF framework, including our added dimension of self-repair, showed that only the dimension of functionality (effect = 0,0902, 95% CI [0,0222 . 0,1810]) had a significant positive influence on purchase intention when mediated through attitude. All the other dimensions; equity, authenticity, localism, exclusivity, and self-repair, showed no significant influence on purchase intention when mediated trough attitude (see Table 19). The analysis for the functionality dimension is illustrated in Appendix 25.

Indirect effects	Effect	95% CI (LLCI – ULCI)
Equity – > Attitude – > Intention	0,0195	-0,0135 / 0,0682
Authenticity – > Attitude –> Intention	0,0101	-0,0244 / 0,0535
Functionality – > Attitude – > Intention	0,0902	0,0222 / 0,1810*
Localism – > Attitude – > Intention	0,0161	-0,0162 / 0,0561
Exclusivity – > Attitude – > Intention	-0,0046	-0,0321 / 0,0249
Self-repair – > Attitude – > Intention	0,0213	-0,0095 / 0,0598

95% Bootstrap confidence intervals (CI) based on 5 000 bootstrap samples.
*CI does not contain zero.

Table 19 Exploring indirect effects

It is important to note that the items used to measure the dimensions in the COSF framework (see Table 6) might not have sufficiently measured a respondents' beliefs and evaluation of attributes. Using the multiattribute attitude model for prediction of attitude would require each dimension of the COSF framework to have items that represent the aspects of respondents' beliefs and evaluation of attributes (Peter & Olson, 1996). The items used to measure a

dimension within the COSF framework might only have measured the evaluation of an attribute or the beliefs. Therefore, the items could have measured the components insufficiently, influencing our results. This indicated that one should exercise caution when interpreting these results.

5.5 Summary of Results

Table 20 illustrates the beta-value for the different dimensions. The results showed that the dimensions exclusivity and self-repair, did not significantly influence purchase intention towards slow fashion. The two dimensions that were significant in all models were authenticity and functionality, therefore being the dimensions of most importance. By investigating the R^2 adjusted we could see that it increased notably by adding TPB to the COSF framework, showing that the combination of the two frameworks had more value connected to the explanation of purchase intention, compared to only using the COSF framework.

	Model 1	**Model 2**	**Model 3**
Equity	0,165*	0,151*	0,098
Authenticity	0,299***	0,278***	0,224***
Functionality	0,210***	0,197**	0,112*
Localism	0,164*	0,159*	0,114
Exclusivity	0,096	0,099	0,047
Self-repair		0,079	
Attitude			0,179***
Subjective Norm			0,263***
PBC			0,274***
R^2 adjusted	0,329	0,330	0,509
F / p-value	19,789 / <0,001	16,728 / <0,001	25,867 / <0,001

Table 20 Results from multiple regression analysis

**Significant at 0,05*
***Significant at 0,01*
****Significant at 0,001*

The results from testing the indirect effects (see Appendix 25) showed that only the dimension of functionality influenced purchase intention towards slow fashion, when mediated trough attitude. Since only one of the dimensions from COSF was significant, and this dimension had problems with validity, reliability and nonnormality, these results were interpreted as of little importance.

It's important to note that we did not get sufficient results when trying to establish validity and reliability within the dimension on functionality (see Chapter 4.3). In addition, there was

issues of nonnormality found in Chapter 4.7.1, for the functionality and attitude dimensions. These issues could be a potential cause for the heteroscedasticity found in all three models (see Chapter 4.7.2). Due to the problems of validating the functionality dimension and violations of both the normality and homoscedasticity assumptions, we emphasised caution when interpreting the results from this study.

6. Discussion

6.1 Summary of Hypotheses

Table 21 summarises the hypotheses that were tested, and which ones were supported in the different models. For the hypotheses that were tested in each model, only two were supported in all models, connected to the authenticity and functionality dimensions.

	Hypothesis	**Supported**		
		Model 1	Model 2	Model 3
H1	*Equity has a positive influence on customers' intention to purchase slow fashion products.*	X	X	-
H2	*Authenticity has a positive influence on customers' intention to purchase slow fashion products.*	X	X	X
H3	*Functionality has a positive influence on customers' intention to purchase slow fashion products.*	X	X	X
H4	*Localism has a positive influence on customers' intention to purchase slow fashion products.*	X	X	-
H5	*Exclusivity has a positive influence on customers' intention to purchase slow fashion products.*	-	-	-
H6	*Repair has a positive influence on customers' intention to purchase slow fashion products.*		-	
H7	*Attitude towards slow fashion has a positive influence on consumers' intention to purchase slow fashion products.*			X
H8	*Subjective norms have a positive influence on customers' intention to purchase slow fashion products.*			X
H9	*Perceived behavioural control has a positive influence on customers' intention to purchase slow fashion products.*			X

Table 21 Summary of hypothesis testing *X=supported, - = rejected*

6.2 Theoretical Implications

The results presented in Chapter 5 could be used to answer our research questions previously presented in Chapter 1.2. We tested a total of three models and in addition explored possibilities of indirect effects between the COSF dimensions and purchase intention towards slow fashion, mediated through attitude. Tabel 21 illustrates the hypotheses that was tested with the three models, where the hypothesis testing had different outcomes for different

models. The implications from the results were therefore linked to the three models that were tested, which were rooted in our research questions.

When discussing these results, we discuss adoption of slow fashion products measured as purchase intention. The reason behind this was the previous discussion of the connection between intention and actual behaviour (see Chapter 3.1), where intention was discussed as what influences actual behaviour (Ajzen, 1991; Nysveen et al., 2005). The stages from the previously mentioned adoption process that could be relevant to this discussion were the three last steps: evaluation, trail, and adoption (Kotler & Keller, 2016).

6.2.1 Testing on a Norwegian Population

Our first theoretical contribution involved testing the COSF framework on a Norwegian population, a demographic on which this framework had not been researched previously (see Appendix 1). Testing the framework on a new demographic makes the element of cultural differences between countries a crucial aspect to consider in understanding the frameworks applicability and generalizability.

When discussing culture in marketing, Hofstede's culture framework is widely used (Soares et al., 2007). The framework consists of six dimensions: individualism/collectivism, uncertainty avoidance, power distance, masculinity/femininity, long/short term orientation and indulgence/restraint (Hofstede, 2011). The first dimension, individualism/collectivism, refers to the relationship between individuals in a society. Uncertainty avoidance, which is the second dimension, describes to what extent a society is open to uncertainty (Hofstede, 2011). Power distance is the third dimension and refers to the power distance between individuals in a society (Hofstede, 2011). The fourth dimension, masculinity/femininity, refers to what the society values categorized through gender. Long/short term orientation is the fifth dimension which is about values and behaviour. Long-term orientation emphasises caution and patience, whereas short-term orientation values tradition and stability (Hofstede, 2011). The last dimension, indulgence/restraint refers to the extent to which society and social norms allow individuals to enjoy life as they decide (Hofstede, 2011).

The Norwegian culture could be categorised using Hofstede's framework, which has been done by Timbalari (2021). The results indicated that Norway has a low power distance, which means that individuals treat others equal and there is a flat hierarchy (Hofstede, 2011; Timbalari, 2021). The score for individualism was moderately high indicating that individuals expresses their personal opinions and have a more "I" than "we" approach (Hofstede, 2011;

Timbalari, 2021). Norway scored high on femininity meaning that the culture appreciates feminine values like equality between genders, modesty and caring for others. For the uncertainty avoidance dimension the score was in the middle, illustrating that that the culture does not lean in a particular direction. The results also indicated a more short-term orientation, where Norwegians value traditions. In addition, Norway scored somewhat high on indulgence which shows that individuals do as they please and are considered happy (Hofstede, 2011; Timbalari, 2021).

As the literature review (Appendix 1) illustrated, no Nordic countries had been studied with the COSF framework. The studies that previously investigated the COSF framework had mainly been done in Asia, the US, and South Europe (see Appendix 1), which has different culture characteristics than Norway. The main differences are that some Asian countries, the US and countries in South Europe have a more masculine culture (Hofstede, 2011). In addition, some Asian countries are more long-term oriented, score lower on indulgence and higher on power distance (Hofstede, 2011). Therefore, testing the framework on a Norwegian segment was important and the culture aspect should be considered when comparing our results with results from other researchers. This could be especially important considering that we examined fashion, which could be very culture specific.

6.2.1.1 The Influence of Culture on the COSF Framework

The first model that we tested was the COSF dimensions influence on purchase intention, to contribute to validate the framework in a new context with a Norwegian population. The theoretical implications for Model 1 were therefore connected to research question 1a:

Do the five dimensions in the COSF framework influence slow fashion adoption?

All the COSF dimensions could affect either the evaluation or trail stage of the adoption process (Kotler & Keller, 2016), where the equity, authenticity, localism, and exclusivity dimensions are less tangible and could affect the evaluation of a product. The functionality dimension could affect both the evaluation and trail stages, where the design of the clothes could be evaluated by looking at the product, but the longevity could be evaluated through trail of the product.

The results in Chapter 5 illustrated that our respondents valued equity, authenticity, functionality, and localism when buying slow fashion products. This implied that young Norwegian consumers thought it was important that clothes are produced under fair labour conditions (equity) in local communities (localism), by using hand craftsmanship

(authenticity), to last longer and be more versatile (functionality). The results also indicated that originality and uniqueness (exclusivity) was not important when buying slow fashion products for our respondents. Therefore, the answer to research question 1a was that the COSF framework had an impact on the adoption of slow fashion. However, this influence was observed in only four out of the five dimensions. When interpreting these results, it is important to remember the issues connected to nonnormality, validity and reliability for the functionality dimension (see Chapter 4.3 and 4.7.1), as well as violations of the homoscedasticity assumption. These issues indicated that the results and discussion should be interpreted cautiously.

The fact that exclusivity did not significantly influence purchase intention was an interesting finding, since the study by Jung and Jin (2016b) that tested the COSF framework found that only the exclusivity dimension had an influence on purchase intention, mediated through perceived customer value. We believed the reason to the differences in these results could be connected to the population that was studied. Jung and Jin (2016b) studied American consumers, while our research was done on Norwegian consumers. Previously we discussed the Norwegian culture based on Hofstede's model, and to examine the difference in results from Jung and Jin (2016b) and our research, the American culture also needs to be discussed.

Based on research by Shi and Wang (2011) American culture scores high on individualism and masculinity. American culture also scores high on indulgence (Liang, 2022), and low on power distance, uncertainty avoidance and have a short-term orientation (Shi & Wang, 2011). Compared to the previously discussed Norwegian culture, the main differences between American and Norwegian culture are that American culture is masculine whereas Norwegian culture is feminine (Shi & Wang, 2011; Timbalari, 2021). In addition, American culture scores low on uncertainty avoidance, which illustrates that there is a low stress culture whereas Norway had no specific direction on this dimension. Both cultures are individualistic, but America scores higher (Shi & Wang, 2011; Timbalari, 2021). There is also a low power distance, high scores for indulgence and short-term orientation for both countries (Liang, 2022; Shi & Wang, 2011; Timbalari, 2021).

The comparison of the two cultures could be used to explain the difference in results in our research and the results from Jung and Jin (2016b). The difference in the uncertainty avoidance score could be an important element to the differences in the results. Since America has a low uncertainty avoidance score it could indicate that the culture has a higher tolerance for individuals that deviates from the norm (Hofstede, 2011). Since the exclusivity dimension

refers to uniqueness and rare items, it could be more tolerated in a society with a score like America. These differences in results indicated that the COSF framework could be sensitive to the country, and culture, that is being studied, and therefore is segment sensitive.

Other researchers that have studied the COSF framework have found different results in different countries, which supported our argument that the framework is segment sensitive. Jung and Jin (2017) studied three different countries and Şener et al. (2019) studied two countries. Both these studies found that different COSF dimensions significantly positively influenced purchase intention and perceived customer value, respectively, in different countries (Jung & Jin, 2017; Şener et al., 2019).

6.2.2 Complementing the COSF Framework with the Repair Dimension

The second model we tested was the extended COSF framework with self-repair as a dimension. We belied that the ability to self-repair slow fashion clothes could increase consumers purchase intention towards slow fashion. The theoretical implication of Model 2 was therefore connected to research question 1b:

Could the COSF framework be complemented by adding a sixth dimension of "repair"?

Providing consumers of slow fashion products with a repair option could affect the evaluation and in turn the adoption stage in the adoption process. Having the possibility to repair clothes could affect whether you evaluate the product as positive or negative, leading to a decision to adopt or not. Therefore, we tested if this dimension was important for slow fashion adoption.

The results for Model 2, presented in Chapter 5.2, indicated that the repair dimension revolved around self-repair, and measured something different which was not already covered in the COSF framework. However, the dimension did not significantly influence purchase intention towards slow fashion. The answer to research question 1b was therefore that self-repair did not complement the COSF framework. The results from the study on repair done by McQueen et al. (2023) showed that the likelihood to engage in self-repair was affected by age, where older people were more likely to repair than younger people. We suggested the reason self-repair did not significantly influence purchase intention towards slow fashion in our research was because of the age of our respondent. Since our respondents were relatively young, the likelihood of them engaging in self-repair could be lower.

6.2.3 Combining COSF with TPB

The third model we tested was the influence of the COSF and TPB dimensions on purchase intention towards slow fashion. This was done to validate COSF as an adoption framework in the slow fashion industry. The theoretical implications of Model 3 were therefore connected to research question 2:

Does COSF still explain slow fashion adoption when controlling for TPB?

The three dimensions in TPB could affect the evaluation and adoption stage of the adoption process, where attitude and subjective norms mainly affect the evaluation of a product, and PBC affects the ability to adopt a product. The results when testing Model 3 showed that all dimensions from TPB significantly influence purchase intention towards slow fashion positively. In addition, two of the COSF dimensions, authenticity, and functionality, also significantly influenced purchase intention towards slow fashion when including TPB. We also saw that a greater proportion of purchase intention towards slow fashion was explained when adding TPB (see Table 20). Therefore, the answer to research question 2 was that COSF did explain slow fashion adoption, but the degree of explanation increased largely when adding TPB. Based on this, we would recommend that the two frameworks are used together in the future when researching slow fashion adoption. However, it is important to note that there were issues with nonnormality for the attitude dimension (see Chapter 4.7), and the previously mentioned heteroscedasticity issues, meaning that the results needed to be cautiously interpreted.

The study by Blazquez et al. (2020) found that all the dimensions in TPB significantly affected behavioral intention towards environmentally friendly fashion consumption, whereas Chi et al. (2021) and Gerard et al. (2019) found that attitude and PBC significantly influenced purchase intention towards slow fashion. The results from Lira and Costa (2022) show that subjective norms had a positive influence on slow fashion consumption, mediated through conscious consumption intention, and PBC had a direct positive influenced on slow fashion consumption. The previous research shows that TPB explains slow fashion adoption to some degree, but not entirely. Our results, seen in connection with the previous research indicated that COSF and TPB complement each other to explain slow fashion adoption.

We also explored the possibility that the COSF framework, extended with self-repair, could have an indirect influence on purchase intention towards slow fashion through the attitude dimension. The reason why we chose to explore this was that we believed that the COSF

dimensions could work as beliefs which could affect attitude towards slow fashion products, and, through that, influence purchase intention towards slow fashion. The results from this exploration, presented in Chapter 5.4, indicated that only one dimension, functionality, had a mediated influence on purchase intention. Chapter 5.4 also highlighted the issue of having items that did not sufficiently measures the components of belief to successfully predict attitude. Moreover, the functionality dimension had issues with nonnormality, validity and reliability (see Chapter 4.3). Considering these issues, it is important to approach the interpretation of results from this mediation analysis with caution.

6.3 Managerial Implications

The results from this research could be helpful to guide marketing managers to what aspects they should focus on in their marketing mix, the four p's, when operating in a slow fashion market. Since our study targeted Norwegian students, it is particularly helpful for marketing managers targeting a younger Norwegian consumer segment. Our results showed that the dimensions that significantly influenced purchase intention in all three models was authenticity and functionality. Therefore, these two dimensions would be recommended to focus on for marketing managers. However, it is important to note the issues previously discussed for the functionality dimension (see Chapter 4.3 and Chapter 4.7) before adapting the market mix.

6.3.1 Managerial Implications Related to COSF

The parts of the marketing mix that could be adapted based on our results would mainly be product and promotion. One example could be to focus on the authenticity dimension when developing the slow fashion products, by producing the clothes using traditional techniques and craftsmanship. This could be done by hiring people with skills in clothing production instead of using machines, or by offering more education about craftsmanship to the workers. When the products are made with more care, this could become the focus in the promotion, which could affect the purchase intention towards the slow fashion products, which in turn could influence slow fashion adoption. Changing the product could also lead to a change in the price, since craftsmanship could be more expensive and have a longer production time than mass producing clothes of lower quality. A message that emphasises the craftsmanship in the production could help to justify the potential increased price. One example of a promotional message connected to the authenticity of the product could be: "Clothes made with real craftsmanship". This type of marketing message could also educate the customer

about the importance of using craftmanship in clothing production, which could help change consumer habits towards slow fashion (Sheth et al., 2011).

Another example could be to focus on functionality by changing the design of the slow fashion products to become more simple, long lasting, and classical. This could be done by using more neutral colours, quality fabric and shapes that are not dependent on current trends. These measures contribute to more durable products, which is an important attribute when it comes to clothing products (Sun et al., 2021). By increasing the longevity of the items, the price could potentially increase. To help justify the price, promotion could be used, where some examples of marketing messages could be: “Clothes that never goes out of style” or “Clothes you never want to throw away”. This type of promotion could, based on our results, positively influence the purchase intention and adoption of slow fashion products. However, it is important to note that the functionality dimension was somewhat problematic (see Chapter 4.3 and Chapter 4.7), which should be considered before implementing changes in the marketing mix.

A third possibility is to use both the authenticity and functionality dimension in the product development and promotion. These two dimensions could be closely connected, because using craftsmanship when producing clothes could make the production time longer, making it more convenient to produce less trend-based and higher quality items to satisfy the demand. Therefore, a possibility could be to produce the clothes by hand in fewer, more classic styles with better longevity. Implementing this change could potentially lead to a higher price of the products. To justify the increased price, promotion could be used. Examples of promotional messages could therefore be: “Clothes for all occasions, made with real craftsmanship that lasts”.

6.3.2 Managerial Implications Related to TPB

Our results also show that attitude, subjective norms and PBC had a positive influence on purchase intention towards slow fashion, and in turn adoption, which also showed that these dimensions could be important to focus on in the marketing mix.

When developing promotional messages and content for slow fashion products, it could be important to educate the consumers on slow fashion and the positive aspects of buying and using slow fashion products, because educating consumers could increase attitude towards slow fashion (Preuit & Yan, 2016). Educating the consumers on the importance of consuming more slow fashion could also help change the consumption habits to become more mindful

and reduce the fast fashion mentality (Sheth et al., 2011). Emphasising that slow fashion lasts longer than fast fashion, is better for the environment and not affected by trends as much, could help improve attitudes toward slow fashion products. Some examples of promotional messages that could give positive attitudes could be: “Buying slow fashion is better for you and the environment” or “Slow fashion sticks around for more than one season”. However, it is important to remember the issues connected to the attitude dimension (see Chapter 4.7) before implementing changes to the marketing mix.

The subjective norms dimension could also be used when promoting slow fashion products to increase purchase intention and slow fashion adoption. The social norms in a society could influence if a consumer wants to purchase slow fashion products (White et al., 2019). Using famous people with social status and positive attitudes towards them, like celebrities and influencers, to promote slow fashion products could help make slow fashion products become more socially acceptable and desirable. This could encourage people to shop for slow fashion products. Promotion could also be used to create more social pressure to shop slow fashion clothes, where an example of a marketing message could be: “We care about our environment, so should you”. Increasing the social pressure, so that people feel they should buy slow fashion, could help increase slow fashion adoption.

Our results also revealed that the PBC dimension influences purchase intention towards slow fashion. This indicated that if buying slow fashion products is perceived as easy by the consumers, it could lead to an increase in slow fashion adoption. Therefore, it could be important to make slow fashion more accessible for people. This could be done by making changes in the place part of the marketing mix. Expanding the availability of slow fashion products across a greater number of stores could improve accessibility. One example of how to make slow fashion more accessible could be to sell the products online. By selling the products online one could also reduce the costs of having physical stores, which could make it easier to compete with the price for fast fashion products. Another example to make buying slow fashion products perceived as easier could be to educate the consumers on what slow fashion is. Education could contribute to more mindful consumption habits (Sheth et al., 2011), and reduce perceived barriers associated with shopping slow fashion products.

7. Limitations and Further Research

Even though our thesis showed that self-repair did not significantly influence purchase intention, the dimension had significant factor loadings. This showed that the dimension explained an aspect that the COSF framework does not. Therefore, additional research about the value of repairing clothes for consumers should be further studied. The results from McQueen et al. (2023) show that age was a predictor for the likelihood of engaging in self- and paid repair, where older people were more likely to engage in repair. Since our study was done on young adults, we suggest that the same dimensions should be researched on an older sample to investigate if the repair dimension could be more important for older people connected to slow fashion adoption. Even though the slow fashion concept could be more relevant for younger consumers, we believed that to increase demand of slow fashion, it could also be important to investigate possibilities to increase slow fashion consumption in older segments, as this is a segment with higher purchasing power.

When combining TPB and COSF, we explained about 50% of purchase intention towards slow fashion. There is still another 50% that was not explained by the two frameworks. Other researcher used perceived customer value as a mediator when investigating the COSF framework (Castro-López et al., 2021; Jung & Jin, 2016b; Şener et al., 2019; Silva et al., 2022; Suhud et al., 2020), which we chose not to do. Adding perceived customer value could potentially contribute to explain purchase intentions towards slow fashion to a greater extent.

The factor analyses revealed some issues with the items used to measure the functionality dimensions connected to the validity and reliability. These issues were also present in other research connected to functionality in the COSF framework, where Jung and Jin (2016b) had a Cronbach's α of 0,65 under the recommended lower limit of 0,7 (Hair et al., 2014) and a factor loading for one item with the value 0,49. Jung and Jin (2014) also had a factor loading of 0,393 for one of the functionality items, where they discussed a low convergent validity in their non-student sample. This reflects issues with the items used to measure the functionality dimension. We would therefore recommend that further research investigate these items and possible changes in the items to make them better measure the functionality dimension.

This study had issues with nonnormality, connected to the two dimensions attitude and functionality, and heteroscedasticity. This placed limitations on the results and implications of this research. We would therefore recommend that a similar study should be conducted where measures to avoid these issues are taken to a greater extent. One example of a measure that

could be used to try to mitigate these issues is having a larger sample size (Hair et al., 2014). Another measure could be to explore changes or new items used to measure the functionality dimension, since these items proved to measure the dimension insufficiently (see Chapter 4.3).

The method used to collect data in this thesis was a survey. Surveys are useful to find possible reasons between variables, however, one cannot conclude with a causal relationship between the variables (Saunders et al., 2019). The quantitative research done in the field of slow fashion adoption has been conducted with surveys (see Appendix 1). In a survey there could be other reasons for a change in the dependent variable caused by other variables not included in the study. Therefore, we would recommend that to further validate the COSF framework and study the influence of the dimensions on purchase intention towards slow fashion, an experiment should be conducted. By using an experiment, it could be possible to reveal causality between the independent and dependent variables (Saunders et al., 2019). An experiment to test the COSF framework could help conclude that the dimensions have a significant influence on purchase intention, by controlling the environment to possibly exclude extraneous variables (Saunders et al., 2019).

8. Conclusion

This thesis researched the slow fashion adoption framework COSF to validate the framework. The results revealed that four of the five dimensions in the framework positively influenced purchase intention towards slow fashion. The exclusivity dimension did not influence purchase intention towards slow fashion. This may be caused by the characteristic of the Norwegian sample that we studied. The possibility that repairing clothes could be important for slow fashion consumers was also explored. This was not supported by our analysis, and we believed this could be caused by the age group we studied.

To further validate the COSF framework we tested the influence of the original dimensions when also including the validated TPB framework. This revealed that only two of the COSF dimensions were significant when including the dimensions in the TPB, whereas all three dimensions from TPB was significant. In addition, including the TPB framework gave the model higher explained variance. We therefore concluded that the COSF and TPB frameworks should be used together when researching slow fashion adoption in further research.

The implications from these results for marketing managers was that the TPB dimensions are important to focus on when operating in a slow fashion market. In addition, the two dimensions from COSF, authenticity and functionality, could be used in the marketing mix to help increase purchase intention.

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APPENDIX

Appendix 1: Literature Review.

The literature review was conducted over a period of one week, between 06.09.23-13.09.23. A total of five advanced searches was done in Google Scholar. The first three searches where advanced searches with the settings: “with all of the words” and “in the title of the article”. This search was done with three different words: “Slow fashion adoption”, “Slow fashion attitude” and “Slow fashion intention”. The results of these searches are summarised in the table below.

Search	**Slow fashion adoption**	**Slow fashion intention**	**Slow fashion attitude**
Hits	3	9	8
Relevant	2	3	3

The second part of the review was two advanced searches with all the words of “slow fashion adoption” and “slow fashion intention” with the criteria “anywhere in the article”. Then the first 100 results for both searches, a total of 200 articles, was assessed as relevant or not and therefore either included in the review or not. This was done to make sure all relevant literature for this study field was included and nothing was missed. The results from these two searches are shown in the table below.

Search	**Slow fashion adoption**	**Slow fashion intention**
Hits	Approximately 857 000	Approximately 845 000
Relevant	9	18

Other criteria in Google Scholar that were used in all five searches for the literature review were: “any time”, “sort by relevance” and “any type”. “Include patents” and “include citations” were not included for the searches. The criteria that were used when assessing the relevance of the articles was: “only include articles in English”, “only include articles with a consumer perspective” and “include conference contributions”. Articles that were from 2020 or older with no citations were not included, and neither were articles that were not available online, books or book chapters, reports, master’s or PhD thesis. There were articles that overlapped in that they appeared in several of the searches. Articles that were overlapping were included in the first search where they appeared and then excluded in subsequent searches.

The total number of studies that were included in the review was 35. We have summarised how many studies that use quantitative and qualitative method, where one study used both. When it comes to the quantitative studies, all of them used surveys.

Method used	**Quantitative**	**Qualitative**
Number of studies	30	6

There were two main theories that were most used in the research, Consumer Orientation to Slow Fashion (COSF) and Theory of Planned Behaviour (TPB). The sum of studies that test these empirically are in the table below. Two articles that use TPB are by the same authors and use the same data set, but one is a conference paper, and one is published in a journal (Chi et al., 2021; Gerard et al., 2019). These two are both counted in the TPB column. Some researchers study attitude but not the two other dimensions of TPB, and others study Theory of Reasoned Action (TRA) (Pookulangara et al., 2016; Venter de Villiers & Duh, 2019). These are not included in the table. One article has studied the COSF framework, but only included four of the five dimensions (Chakraborty & Sadachar, 2022), however this study is included in the table.

Framework	**COSF**	**TPB**	**COSF and TPB**
Number of studies	9	5	0

The research in this field has been done in several different countries, which shows a diversity in the studies. However, there has not been a single study done in Nordic countries, which can be seen in the table under.

Countries	
South Africa	Brazil
Turkey	Kazakhstan
Spain	Chile
Hong Kong	Korea
United Kingdom	Switzerland
France	Portugal
Romania	Slovakia
China	The United Arab Emirates
The United States (9 studies)	Indonesia (3 studies)

Reference	Method	Main theory	Independent variable	Dependent variable	Mediators/ Moderators	Main results
(Venter de Villiers & Duh, 2019) Global Fashion Management Conference at Paris.	Quantitative: Survey (n = 300). Young adults. South Africa.	Pham's (2013) Consumer Behaviour Theory. Sussman and Siegal's (2003) information adoption model (IAM) Erkan and Evans' (2016) extended IAM, and The Theory of Planned Behaviour (TPB) (Ajzen, 1985).	Slow Fashion Idea Information Quality (SFIQ), Idea Credibility (IC), Needs of Ideas (NI), Source Idea Credibility (SIC), Idea Usefulness (IU).	Adoption Intention of Idea (AII).	Mediator: Attitude towards Idea (ATI); SFIQ, IC, NI, SIC, IU.	The conclusion is that it is still unclear if slow fashion will be able to challenge the fast fashion industry.
(Chhabra et al., 2022) Journal of Macromarketing.	Qualitative: interviews. (n = 36). India.	Slow fashion (Jung & Jin, 2014).	None.	None.	None.	8 barriers to adoption of handloom: Price. Lack of awareness. Acceptability. Lack of variation. Quality. Accessibility. Substitutes. Weaver limitations. 5 support mechanisms for adoption of handloom: Promotion. Affordability. Availability. Diversification. Support to weavers.
(Chi et al., 2021) Journal of Fashion Marketing and Management: An International Journal.	Quantitative: Survey (n = 263). U.S.	Extended TPB (Ajzen, 1991).	Willingness to Pay Premium (WTP), Environmental Knowledge (EK), Perceived Consumer Effectiveness (PCE), **TPB:** Attitude (AT), Subjective Norms (SN), Perceived Behaviour Control (PBC).	Consumer Intention to Purchase Slow Fashion Apparel (CIPSFA).	Mediator: AT; EK.	AT, PBC, PCE and WTP was shown to have a significant positive influence on CIPSFA. EK had a significant positive influence on AT.
(Aprianingsih et al., 2022) Journal of Fashion Marketing and Management.	Quantitative: Survey (n = 429). Age 18-45. Indonesia.	Environmental values (Reser and Bentrupperbäumer, 2005; Preuit and Yan, 2016). Attitudes toward slow fashion (Cowan and Kinley, 2014). TPB (Ajzen, 1991).	Environmental Values (EV), Hedonic Values (HV), Utilitarian Values (UV).	Purchase Intention (PI).	Mediator: Attitude Toward Slow fashion (ATSF); EV, HV, UV.	Consumer ATSF are positively influenced by EV and HV. ATSF are significantly and positively influenced by UV. Positive ATSF improves customers PI toward slow fashion.

(Hapsari & Belgiawan, 2023) International Journal of Current Science Research and Review.	Quantitative: Survey (n = 200).	Circular fashion (Aus et al., 2021). Purchasing habits and decision-making processes (Cuellar et al. 2013).	Environmental Concern (EC), Green Perceived Benefit (GPB), Willingness to Pay (WTP).	Consumer Purchase Behaviour (CPB).	None.	CPB is positively influenced by EC, GPB and WTP.
(Tama et al., 2017) Tekstil ve Konfeksiyon.	Quantitative: Survey (n=552). Students.	A slow design approach (Niinimaki & Hassi, 2011).	Gender, Majors.	Purchasing Environment Friendly Clothes (PEFC).	None.	Significant difference between men and woman. Woman preferred purchasing long-term use clothes and reusing clothes after reparation, more than men. Men think the fabric recyclability were more important and think it's more important to wear fashionable clothes. Significant difference between academic majors. Students majoring in other areas than textile and fashion think it was more important to PEFC when the price where the same.
(Chakraborty & Sadachar, 2022) International Textile and Apparel Association Annual Conference Proceedings.	Quantitative: Survey (n = 317) Millennials. U.S.	The self-transcendence theory (Reed, 2008). Cognitive dissonance theory (Festinger, 1962). Covid-stress (Perz et al., 2020). COSF (Jung & Jin, 2014). Connection with religious values (Ghazali et al., 2018).	Covid-stress (CS)	**Attitude Toward Slow fashion (ATSF/COSF)**: Equity, Authenticity, Functionality, Localism, Exclusivity.	Mediator: Connection to Religious Values (CRV); CS	CS positively influenced peoples CRV. CS positively influence ATSF/COSF in terms of equity, authenticity, functionality, localism, and exclusivity. CRV positively influence ATSF/COSF in terms of equity, authenticity, localism, and exclusivity. CRV mediate the relationship between CS and ATSF/COSF in terms of equity, authenticity, localism, and exclusivity.
(Lira & Costa, 2022) Journal of Fashion Marketing and Management: An International Journal.	Quantitative: Survey (n = 486). Brazil.	Theory of planned behaviour (TPB). Slow Fashion (Clark, 2008). Conscious Consumption (Lim, 2017). Ethics (Ricci et al., 2016).	Ethical Considerations (EC), **TPB:** Pro-environmental Attitude (PEA), Subjective Norms (SN), Perceived Behavioural Control (PBC).	Slow Fashion Consumption (SFC)	Mediator: Conscious Consumption Intention (CCI); PEA, SN, PBC, EC. PEA; SN	CCI positively influences SFC. EC in consumer behaviour positively influence CCI, and SFC. SN positively influence PEA and SN positively influence the CCI. PBC positively influences SFC.
(Jung & Jin, 2016b) Sustainability.	Quantitative: Survey (n = 221) U.S.	Consumer value creation (Woodruff, 1997). Four dimensions of customer value (Sheth et al, 1991). Consumer Orientation to	**COSF:** Equity, Authenticity, Functionality, Localism, Exclusivity.	Purchase Intention (PI), Willingness to Pay a Price	Mediator: Perceived Customer Value (PCV); **COSF:**	Exclusivity had a positive effect on PCV. PCV positively influenced PI. PCV positively influenced WTP. PI positively influenced WTP.

		Slow Fashion (COSF) (Jung and Jin, 2014).		Premium (WTP)	Equity, Authenticity, Functionality, Localism, Exclusivity.	
(Sener et al., 2019) Business Strategy and the Environment.	Quantitative: Survey (n = 725). Students. Turkey and Kazakhstan.	Perceived Customer Value Scale (PERVAL) (Sweeney and Soutar, 2001). COSF (Jung and Jin, 2014).	**COSF:** Equity, Authenticity, Functionality, Localism, Exclusivity.	Purchase Intention (PI), Willingness to Pay a Price Premium (WTP).	Mediators: **Perceived Customer Values (PERVAL):** Quality, Price, Emotional, Social; COSF. PI; PERVAL.	Authenticity, localism, and exclusivity aspects in Turkey and equity, functionality, localism, and exclusivity aspects in Kazakhstan had a significant positive effect on PERVAL. PERVAL in both groups positively affects the PI and the WTP. PI positively influence WTP.
(Legere & Kang, 2020) Journal of Cleaner Production.	Quantitative: Survey (n = 364). U.S.	Self-concept theory (Sirgy, 1982). COSF (Jung and Jin, 2014). Moral identity (Aquino and Reed, 2002).	**Moral Self-Identity (MSI)**: Internalized Moral Identity (IMI), Symbolized Moral Identity (SMI), **Proximity of Clothing to Self (PCS)**: Self-Esteem in relation to Clothing (SERC), Confidence in Communicating Self via Clothing (CCSC).	**Behavioural Intentions toward Slow Fashion (BISF)**: Intention to Purchase Slow Fashion (IPSF), Intention to Pay More for Slow Fashion (IPMSF).	Mediators: **Perceived Self-Enhancement Benefits of Slow Fashion (PSEB)**: Empowerment (EMP); IMI, SMI, SERC and CCSC. Self-Transformation (ST); IMI, SMI, SERC and CCSC.	The results showed that SMI had direct positive influence on all variables of PSEB and BISF. The effects of SERC on EMP as well as ST were significant and positive. CCSC had a significant positive effect on ST. EMP had a positive effect on the IPSF. ST had a positive effect on both IPSF and IPMSF. IPSF had a significant positive effect on IPMSF.SMI had a indirect positive effect on both IPFS and IPMSF. SERC had indirect positive effect on both IPFS and IPMSF. CCSC had a indirect positive effect on IPFS.
(Preuit & Yan, 2016) International Textile and Apparel Association Annual	Quantitative: Survey (n = 163) Students.	Knowledge about slow fashion (Morgan & Birtwistle, 2009). Educational modules (Dimopoulos,	Pre-educational module (PREM), Post-Educational module (POEM).	Objective knowledge (OK), Subjective knowledge	None.	The educational module significantly improved the participants' OK and SK. The module also significantly improved the participants' ATSF.

Conference Proceedings.		Paraskevopoulos, & Pantis, 2009).		(SK), Attitude towards slow fashion (ATSF), Purchase intention towards slow fashion (PISF)		
(Castro-López., 2021) Sustainability.	Quantitative: Survey (n = 267). Spain.	COSF (Jung and Jin, 2016). Customer Perceived Value Scale (Sweeney, 2001). Willingness to pay (Schmidt and Bijmolt, 2020).	Slow fashion orientation (SFO/**COSF**).	Intention to Purchase (ITP), Willingness to pay (WTP).	Customer perceived value (CPV).	The results confirm that SFO/COSF have a positive effect on CPV. Significant direct positive effect between: CPV and ITP as well as CPV and WTP. In addition, they found a significant direct influence of SFO/COSF on ITP.
(Zarley & Yan, 2013) Journal of Fashion Marketing and Management: An International Journal.	Qualitative: Focus groups and personal interviews. (n = 38). Females. U.S.	Consumer decision process (CDP) model (Blackwell et al., 2006).	None.	None.	None.	The results revealed three main themes in the consumers decision process. The consumption theme, which contains buyers' remorse avoidance, utilitarianism, hedonism, and style/self-image congruence. A post-consumption evaluation themes, containing instant satisfaction vs continued satisfaction and consumer expectation confirmation. Divestment theme that contained: divestment frequencies, divestment reasons, and divestment approaches.
(Gerard et al., 2019) International Textile and Apparel Association Annual Conference Proceedings.	Quantitative: Survey (n = 263) U.S.	Extended TPB (Ajzen, 1991)	Environmental Knowledge (EK), Willingness to Pay Premium (WTP), Perceived Consumer Effectiveness (PCE), **TPB:** Attitude (AT), Subjective Norms (SN), Perceived Behaviour Control (PBC).	Consumer Intention to Purchase Slow Fashion Products (CIPSFP)	Mediator: AT; EK	CIPSFP are significantly positively affected by consumers' AT, PBC, WTP, and PCE. Consumer EK positively effects AT.

(Pookulangara et al., 2016) International Textile and Apparel Association Annual Conference Proceedings.	Quantitative: Survey (n = 218). Students.	Theory of Reasoned Action (TRA). COSF (Jung & Jin, 2016).	Individual Style (IS), Social Media (SoMe), Friends and Family (FF). **Beliefs About Sustainability:** Sustainability - Fair Trade (S-FT), Sustainable Products (SP).	Intention to Purchase Slow Fashion Apparel (IPSFA).	Mediators: Attitude Towards Slow Fashion (ATSF); IS, S-FT, SP. Subjective Norms (SN); SoMe, FF, ATSF.	ATSF positively influences SN. IPSFA is positively influenced by ATSF, SN, S-FT, and SP. FF had positive influence on SN.
(Aldilax et al., 2020) International Conference on Economics, Business and Economic Education.	Quantitative: Survey (n = 250). Age 18-24. Indonesia.	Purchase decision (Bettman, 1979). TPB (Manchiraju & Sadachar, 2014).	Environmental Norms (EN), Past Green Behaviour (PGB), Green Marketing (GM), Peer Influence (PI).	Slow Fashion Product Purchase Decision (SFPPD).	None.	PI in green context has significant positive influence on SFPPD.
(Croteau et al., 2016) International Textile and Apparel Association Annual Conference Proceedings.	Quantitative: Survey. (n = 71). Students.	Elaboration likelihood model (ELM) (Oh & Jasper, 2006). Message framing (White, 2011).	Message Framing (MF), Message Content (MC).	Knowledge formation Regarding Slow Fashion (KFRSF), Attitude towards Slow Fashion (ASF), Purchase Intention towards Slow Fashion (PISF).	None.	MF and MC had effects on PISF.
(Chakraborty & Sadachar, 2023) Journal of Fashion Marketing and	Quantitative: Survey (n = 317) Millennials. U.S.	The value-attitude-behaviour hierarchy (Homer and Kahle, 1988) Consumer Orientation	**Connection with Indigenous Cultural Values (CICV):**	Purchase Intention for Sustainable	Mediators: Attitude Towards the Environment	TR positively influenced ATE and ATSF. REL positively influenced ATSF. ATE and ATSF positively influenced PISA.

Management: An International Journal.		towards Slow Fashion (Jung and Jin, 2014).	Traditional values (TR), Religious values (REL).	Apparel (PISA).	(ATE); CICV. Attitude Toward Slow Fashion (ATSF/**COSF-);** CICV.	ATSF mediated the relationship between CICV and PISA. ATE mediated the relationship between TR and PISA.
(Jung & Jin, 2017) International Textile and Apparel Association Annual Conference Proceedings.	Quantitative: Survey (n total = 951). Hong Kong (n = 314), Korea (n = 326) and U.K (n = 311).	Consumer-orientations to slow fashion (Jung and Jin, 2014).	**COSF:** Equity, Authenticity, Functionality, Localism, Exclusivity.	Purchase Intention (PI), Pay a Price Premium Intention (PPI).	None.	The results for U.K. showed that equity, authenticity, functionality, localism, and exclusivity positively influenced PI. Equity, authenticity, and localism significantly positively influenced PPI in UK. In Hong Kong, localism, authenticity, and functionality had a positive effect on PI. Localism, exclusivity, equity, and functionality also had a positive effect on PPI. In Korean equity, functionality, localism, and exclusivity had a significant positive influence on PI, while equity, authenticity, exclusivity, and localism positively influenced PPI. Localism was the only independent variable to be significant for both dependent variables in all countries.
(Blazquez et al., 2020) Fashion Practice.	Qualitative and Quantitative: Survey (n = 175) and interviews (n = 8). Spain.	TPB (Ajzen, 1991).	Consumer Knowledge (CK).	Behavioural intention (BI).	Mediators: **TPB:** Subjective Norms (SN); CK. Behavioural Control (BC); CK. Attitude (AT); CK.	Quantitative results: It was found that CK positively affects AT, SN and BC towards ethical and environmentally friendly consumption. AT, SN and BC was found to affect BI towards ethical and environmentally friendly fashion consumption. Qualitative results: There is low BI when it comes to purchasing sustainable fashion. Ethical fashion seems to be more appealing than environmentally friendly fashion. Participants states that they are concerned about sustainable matters, but this was not reflected in their behaviour.
(Liu et al., 2017) International Textile and Apparel Association Annual Conference Proceedings.	Quantitative: Survey (n = 218). Students.	Fashion sociopsychology and consumption (e.g., Huddleston, Ford, and Bickle 1993, Li, Li, and Kambele 2012, Kucukemiroglu 1999, Goldsmith, Moore, and Beaudoin 1999, Tian, Bearden, and Hunter 2001).	**Adoption Groups:** Slow fashion Adopters (SFA), Non-Adopters (NA).	Sustainability Consciousness (SUSC), Need for Uniqueness (NU), Self-expression (SE), Style	None	Significant difference between SFA and NA in NU, BO, QPO and SMI. Findings indicate that young SFA have a higher NU. There are indications that SFA tend to have higher degree SMI. SFA preferred well-known fashion brands and was quality oriented.

				Confidence (SC), Brand Orientation (BO), Quality-Price Orientation (QPO), Social Media Involvement (SMI).		
(Bläse et al., 2023) Business Strategy and the Environment.	Quantitative: Survey (n total= 652). Switzerland, France, and the US.	TPB (Ajzen, 1991), Self-determination theory (Deci and Ryan, 1985).	Brand Credibility (BC).	Purchase intention (PI).	Moderator: Fear Of Missing Out (FOMO).	BC and FOMO had a direct influence on fast and slow fashion PI. FOMO negatively moderated the relationship between BC and fast and slow fashion PI.
(Liu et al., 2020) International Textile and Apparel Association Annual Conference Proceedings.	Quantitative: Survey (n = 408). U.S.	COSF (Jung & Jin, 2014), Brand Engagement (Goldsmith & Goldsmith, 2012; Sprott, Czellar, & Spangenberg, 2009).	Awareness of the Slow Fashion Movement (ASFM), Brand Choices (BC).	Brand Engagement (BE), Attitudes (AT), Acceptance of a Branded Sustainable Product (ABSP), Product Evaluations (PE).	None.	Participants with higher ASFM had significantly higher scores on BE, AT, ABSP and PE. For local and global BC there was only found significant differences in BE.
(Silva et al., 2022) Percursos & Ideias.	Quantitative: Survey (n = 864). Portugal.	COSF (Jung and Jin, 2016).	**Consumer Orientation to Slow Fashion (COSF):** Equity, Authenticity, Functionality, Localism, Exclusivity.	Willingness to Pay a Price Premium (WTP), Purchase Intention (PI), Willingness to	Perceived Customer Value (PCV).	Positive associations between COSF and PCV. Positive associations between PCV and PI. Positive associations between PCV and WTP for slow fashion products. Positive associations between PCV and WTR slow fashion products. The study also found differences in consumer behaviour towards slow fashion relating to consumer's socio-demographic characteristics (male/female and level of education).

				Recommend (WTR).		
(Puiu, 2021) Three Seas Economic Journal.	Quantitative: Survey (n = 330). Age 18-25. Romania.	Eight dimensions of consumer decision-making (Sproles and Kendall, 1986)	Recreational Shopping (RS), Perfectionism, Brand Knowledge (BK), Over Choice Confusion (OCC), Fashion Awareness (FA), Impulsive Buying (IB), Brand Loyalty (BL).	Emotional Value (EV, Social Value (SV), Financial Value (FV).	None.	OCC had a positive influence on EV and FV. FA had a positive impact on the SV, while BL had a positive influence on the FV.
(Domingos et al., 2022) Sustainability.	Qualitative: Literature review (n = 25).	None.	None.	None.	None.	The main results are the slow fashion concept can be a more sustainable approach to the current fashion industry. Slow fashion consumers want to distinguish themselves and care about their self-image. The slow fashion consumer cares about the place the location of product manufacturing, if it is fair trade, sustainably produced, and organic. Slow Fashion consumers are concerned with buying items that are less affected by fashion trends and using them for longer. Five values of slow fashion were discussed: authenticity, locality, exclusivity, equity, and functionality.
(Munir, 2020) Fashion Practice.	Qualitative: Interviews (n = 20), United Arab Emirates.	Barriers to eco-fashion purchase, Motivational factors	None.	None.	None.	Main barriers found: Limited understanding of the meaning of eco-fashion, Poor availability of eco-fashion, Affordable fast fashion vs expensive eco-fashion, Unattractive styles and perceived quality, Culture, hygiene, and lack of variety in connection to second-hand clothing. Key motivational factors for eco-fashion adoption were also found: Brand, style and aesthetic appeal, Affordability and availability, Marketing communications connected to brand and celebrity endorsements, Transparency and assurance.
(Suhud et al., 2020) Research in World Economy.	Quantitative: Survey (n = 521). Indonesia.	COSF (Jung & Jin, 2014). Customer value (Sweeney and Soutar, 2001).	Slow fashion orientation (SFO/**COSF**).	Fashion involvement (FI), Ethical purchase intention (EPI), Willingness to pay	Mediators: Perceived value (PV); SFO/COSF. FI; PV. EPI; FI, PV.	SFO/COSF significantly affected PV. PV significantly impacted FI, EPI, and WTP. FI had a significant effect on EPI, and EPI had a significant influence on WTP.

				premium (WTP).		
(Jung & Jin, 2016a) International Journal of Consumer Studies.	Quantitative: Survey (n = 221). U.S.	COSF (Jung & Jin, 2014). Schwartz values (1994).	Personal Values (PV), Apparel Consumption Behaviours (APB), Demographic Variables (DV).	Groups.	None.	Sorting the respondents into four groups was deemed most meaningful and significant differences between them was confirmed in both PV, APB and DV. Group 1: Highly involved in slow fashion group: highest mean score across all SFA dimensions. Group 2: Conventional group. Group 3: Exclusivity oriented group. Group 4: Low-involved in slow fashion group.
(Sung & Woo, 2019) Journal of Retailing and Consumer Services.	Quantitative: Survey (n= 306) Gen-Y males.	Theory of Reasoned Action (TRA), Lifestyle of health and sustainability (LOHAS)	Lifestyle of health and sustainability (LOHAS), Subjective Norm Towards Slow Fashion (SN), **Gen-Y Mens decision-making styles (GYDS):** Recreational Shopping Consciousness (RSC), Perfectionism (PER), Brand Consciousness (BC), Confused by Overchoice (CO), Fashion Consciousness (FC), Price Consciousness (PC), Impulsive/Careless (IMP), Habitual/Brand Loyal (BL).	Purchase Intention toward slow fashion (PISF).	Mediators: **Gen-Y Men's Perceived Value toward Slow Fashion (GYPV):** (Emotional and Quality Value (EQV), Social Value (SV), Price Value (PV)); LOHAS, GYDS. Attitude toward slow fashion (ATSF); GYPV.	LOHAS had a significant positive influence on all three dimensions of GYPV. EQV was positively influenced by PER, BL, and PC. EQV was negatively influenced by IMP. PV was positively influenced by PER. Both PER and FC positively influenced SV. All three dimensions of GYPV significantly increased ATSF. ATSF significantly increased PISF. SN also significantly enhanced PISF.
(bin Said et al., 2022) International Conference on Sustainable	Quantitative: Survey (n = 208). Students. Malaysia.	None	Educational exposure (EE).	Purchase intention towards	Mediators: Knowledge (KNO); EE, Awareness	EE had a significant positive impact on AT towards slow fashion. AW increased significantly after EE. EE increased the respondents' KNO about slow and fast fashion. Positive changes

Practices, Development and Urbanisation.				slow fashion (PISF),	(AW); EE. Attitudes (AT); KN, AW.	in consumers' PISF as their KNO and AW significantly changed their AT.
(Musova et al., 2021) Journal of Competitiveness.	Quantitative: Survey (n = 468). Slovakia.	Circular Economy (Gaustad et al., 2018; Suárez-Eiroa et al., 2019; Mugge, 2018), Green behaviours (Haanpää, 2007)	Gender, Age.	Attitudes.	None	The research revealed a low awareness among consumers regarding new models in the fashion industry. Furthermore, it identified a higher willingness among consumers, especially younger ones, to actively participate in and endorse circular solutions within the fashion industry.
(Bianchi & Gonzalez, 2021) The International Review of Retail, Distribution and consumer research.	Qualitative: Interviews (n=22). Females. Chile.	Sustainable fashion (Henninger, Alevizou, and Oates 2016; Chang and Watchravesringkan 2018). Barriers of sustainable fashion (Harris, Helen, and Dibb 2016; McNeill and Moore 2015)	None.	None.	None.	The study suggests four drivers of sustainable fashion adoption. 1: Being concerned for the negative impacts of the fashion industry. 2: The good feeling you get for contributing to a life in a better world. 3: Perception of higher quality and authenticity in sustainable fashion. 4: Willingness to pay extra for locally produced garments and to secure fair pay for the workers. The study also suggests 3 barriers to consumption of sustainable fashion. 1: Lack of trust in sustainable fashion brands. 2: Limited selection of sustainable clothing. 3: The price premium of sustainable fashion.
(Xue et al., 2022) Cleaner and Responsible Consumption.	Quantitative: Survey (n = 382) China.	Slow fashion consumption (Chae, 2009). TPB (Ajzen, 1991).	**TPB**: Perceived Behaviour Control (PBC), Self-image Enhancement (SIE), Internalised Traditional Cultural Identity (ITCI).	Purchase Behaviour (PB).	Mediator: Intention; PBC, SIE, ITCI.	SIE positively affected purchase intention towards handicraft fashion. PBC positively affected purchase intentions towards handicraft fashion. Intention significantly influenced PB. Intention played a completely mediating role for PBC and SIE.

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Appendix 2: Invitation to Respond to Survey

Subject: Master thesis survey – Slow fashion

Hi fellow student!

We are writing our master thesis, and as a part of this work we would like to invite students at NHH to take a survey about slow fashion. The estimated time of the survey is 7-8 minutes. All responses are completely anonymous, and we appreciate everyone who takes the time to respond.

Take the survey by pressing the link or copy and paste the link into your browser: https://nhh.eu.qualtrics.com/jfe/form/SV_eX57bRI71ngxnBI

Thank you in advance for your participation.

Best regards,
Joakim and Alexandra

Appendix 3: First Reminder to Respondents

Subject: REMINDER: Master thesis survey – Slow fashion

**** Please ignore this message if you have already completed the survey. Thank you!**

Hello again!

We kindly ask you to complete our short survey about slow fashion. Your response is very valuable to us and our master thesis. It will only take 7 minutes or less.

Please take the survey by pressing the link or copy and paste the link into your browser: https://nhh.eu.qualtrics.com/jfe/form/SV_eX57bRI71ngxnBI

Best regards,
Joakim and Alexandra

Appendix 4: Second Reminder to Respondents

Subject: Reminder: Slow fashion master thesis survey

**** Please ignore this message if you have already completed the survey. If you forgot to finish the survey, we ask you kindly to do so!**

Hi again fellow students!

Please take the time to answer our survey! The survey is about slow fashion, and your answers are very important for our master's thesis.

Please take or finish the survey by pressing the link or copy and paste the link into your browser:
https://nhh.eu.qualtrics.com/jfe/form/SV_eX57bRI71ngxnBI

Best regards,

Alexandra and Joakim

Appendix 5: Comparing Means

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Equity	Between Groups	,237	2	,118	,065	,937
	Within Groups	346,717	190	1,825		
	Total	346,953	192			
Auth	Between Groups	7,804	2	3,902	1,893	,153
	Within Groups	391,701	190	2,062		
	Total	399,505	192			
Funct	Between Groups	2,081	2	1,040	1,228	,295
	Within Groups	160,961	190	,847		
	Total	163,041	192			
Local	Between Groups	1,192	2	,596	,322	,725
	Within Groups	352,002	190	1,853		
	Total	353,194	192			
Exclu	Between Groups	,892	2	,446	,219	,804
	Within Groups	386,774	190	2,036		
	Total	387,666	192			
Self_R	Between Groups	2,001	2	1,001	,369	,692
	Within Groups	515,826	190	2,715		
	Total	517,827	192			
SN	Between Groups	12,141	2	6,070	2,791	,064
	Within Groups	413,206	190	2,175		
	Total	425,347	192			
PBC	Between Groups	1,737	2	,868	,526	,592
	Within Groups	313,808	190	1,652		
	Total	315,545	192			
Intent	Between Groups	,173	2	,087	,046	,955
	Within Groups	356,485	190	1,876		
	Total	356,659	192			
AT	Between Groups	1,207	2	,604	,447	,640
	Within Groups	256,598	190	1,351		
	Total	257,805	192			

Appendix 6: Age and Gender

Frequency Table

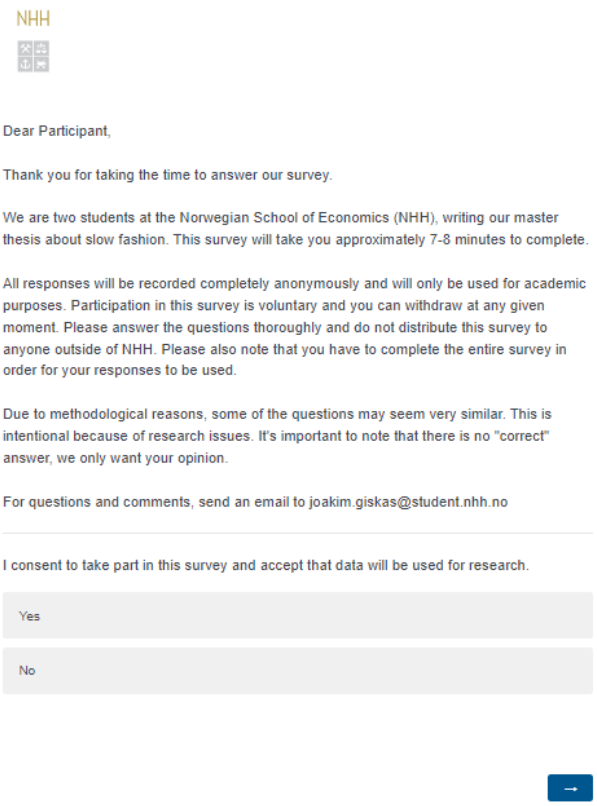
How old are you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-21	54	28,0	28,0	28,0
	22-25	110	57,0	57,0	85,0
	older than 25	29	15,0	15,0	100,0
	Total	193	100,0	100,0	

What gender do you define yourself as?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	122	63,2	63,2	63,2
	Female	70	36,3	36,3	99,5
	Prefer not to say	1	,5	,5	100,0
	Total	193	100,0	100,0	

Appendix 7: Qualtrics Survey


NHH

Dear Participant,

Thank you for taking the time to answer our survey.

We are two students at the Norwegian School of Economics (NHH), writing our master thesis about slow fashion. This survey will take you approximately 7-8 minutes to complete.

All responses will be recorded completely anonymously and will only be used for academic purposes. Participation in this survey is voluntary and you can withdraw at any given moment. Please answer the questions thoroughly and do not distribute this survey to anyone outside of NHH. Please also note that you have to complete the entire survey in order for your responses to be used.

Due to methodological reasons, some of the questions may seem very similar. This is intentional because of research issues. It's important to note that there is no "correct" answer, we only want your opinion.

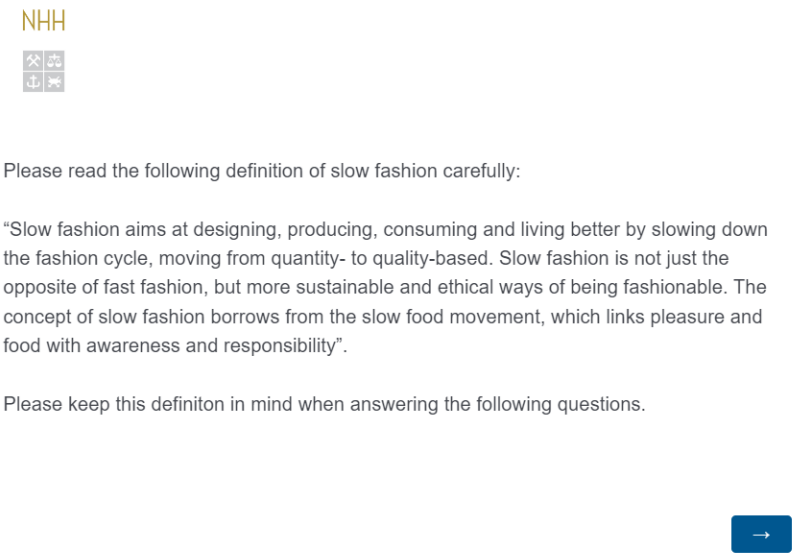
For questions and comments, send an email to joakim.giskas@student.nhh.no

I consent to take part in this survey and accept that data will be used for research.

Yes

No

→


NHH

Please read the following definition of slow fashion carefully:

"Slow fashion aims at designing, producing, consuming and living better by slowing down the fashion cycle, moving from quantity- to quality-based. Slow fashion is not just the opposite of fast fashion, but more sustainable and ethical ways of being fashionable. The concept of slow fashion borrows from the slow food movement, which links pleasure and food with awareness and responsibility".

Please keep this definiton in mind when answering the following questions.

→

NHH

We would like you to evaluate the following statements below according to the scale. Feel free to use the entire scale.

	Totally disagree 1	2	3	4	5	6	Totally agree 7
Fair compensation for clothing producers is important to me when I buy clothes.	○	○	○	○	○	○	○
I am concerned about fair trade when I buy clothes.	○	○	○	○	○	○	○
I am concerned about the working conditions of producers when I buy clothes.	○	○	○	○	○	○	○

→

NHH

Please evaluate the following statements below.

	Totally disagree 1	2	3	4	5	6	Totally agree 7
I value clothes made by traditional techniques.	○	○	○	○	○	○	○
Craftsmanship is very important in clothes.	○	○	○	○	○	○	○
Handcrafted clothes are more valuable than mass-produced ones.	○	○	○	○	○	○	○

→

NHH

Evaluate the following statements below according to the scale.

	Totally disagree 1	2	3	4	5	6	Totally agree 7
I tend to keep clothes as long as possible rather than discarding quickly.	○	○	○	○	○	○	○
I often enjoy wearing the same clothes in multiple ways.	○	○	○	○	○	○	○
I prefer simple and classic designs.	○	○	○	○	○	○	○
Please answer Totally agree (7) on this statement	○	○	○	○	○	○	○

→

NHH

Please read and evaluate the following statements below. You are free to use the entire scale.

	Totally disagree 1	2	3	4	5	6	Totally agree 7
I prefer buying clothes made in Norway to clothes manufactured in foreign countries.	○	○	○	○	○	○	○
I believe clothes made of locally produced materials are more valuable.	○	○	○	○	○	○	○
We need to support Norwegian clothing brands.	○	○	○	○	○	○	○

→

NHH

We would like you to evaluate the statements below according to the scale.

	Totally disagree 1	2	3	4	5	6	Totally agree 7
Limited editions hold special appeal for me.	○	○	○	○	○	○	○
I am very attracted to rare clothing items.	○	○	○	○	○	○	○
I enjoy having clothes that others do not.	○	○	○	○	○	○	○

→

NHH

You have now completed about 50 percent of the survey. Thank you for contributing to our research. Please continue and evaluate the statements below. Use the entire scale as you see fit.

	Totally disagree 1	2	3	4	5	6	Totally agree 7
I appreciate the possibility to make minor repairs to my clothing, such as sew on a button or repair a small hole.	○	○	○	○	○	○	○
I tend to repair my own clothing, even when the damage is minor.	○	○	○	○	○	○	○
I would like to repair my own clothes.	○	○	○	○	○	○	○

→

NHH

Please read and evaluate the statements below using the scale as you wish.

	Totally disagree 1	2	3	4	5	6	Totally agree 7
I appreciate the possibility to use a seamstress/tailor when I cannot repair myself.	○	○	○	○	○	○	○
I tend to take clothing that doesn't fit to a clothes repair/alteration service.	○	○	○	○	○	○	○
Clothes that can be easily repaired have a higher value to me.	○	○	○	○	○	○	○
I prefer brands that offer a repair option.	○	○	○	○	○	○	○

→

NHH

Please evaluate the following statements below, and look carefully on the scale.

	Bad 1	2	3	4	5	6	Good 7
I think slow fashion is	○	○	○	○	○	○	○

	Foolish 1	2	3	4	5	6	Wise 7
I think slow fashion is	○	○	○	○	○	○	○

	Negative 1	2	3	4	5	6	Positive 7
I think slow fashion is	○	○	○	○	○	○	○

→

NHH

You are now approaching the end of the survey. We greatly appreciate you completing our survey, as your opinions are important to our master's thesis. Please continue to evaluate the following statements below according to the scale.

	Totally disagree 1	2	3	4	5	6	Totally agree 7
People important to me think I should use slow fashion products.	○	○	○	○	○	○	○
It is expected that people like me use slow fashion products.	○	○	○	○	○	○	○
People I look up to expect me to use slow fashion products.	○	○	○	○	○	○	○

→

NHH

Please read and evaluate the following statements. Feel free to use the entire scale.

	Totally disagree 1	2	3	4	5	6	Totally agree 7
I feel free to use the kind of slow fashion I like to.	○	○	○	○	○	○	○
Using slow fashion clothes is entirely within my control.	○	○	○	○	○	○	○
I have the necessary means and resources to use slow fashion clothing.	○	○	○	○	○	○	○

→

NHH

We would like you to evaluate the following statements below according to the scale. Feel free to use the entire scale.

	Totally disagree 1	2	3	4	5	6	Totally agree 7
There is a strong likelihood that I will buy slow fashion products.	○	○	○	○	○	○	○
I will purchase slow fashion products.	○	○	○	○	○	○	○
I would consider buying slow fashion products.	○	○	○	○	○	○	○

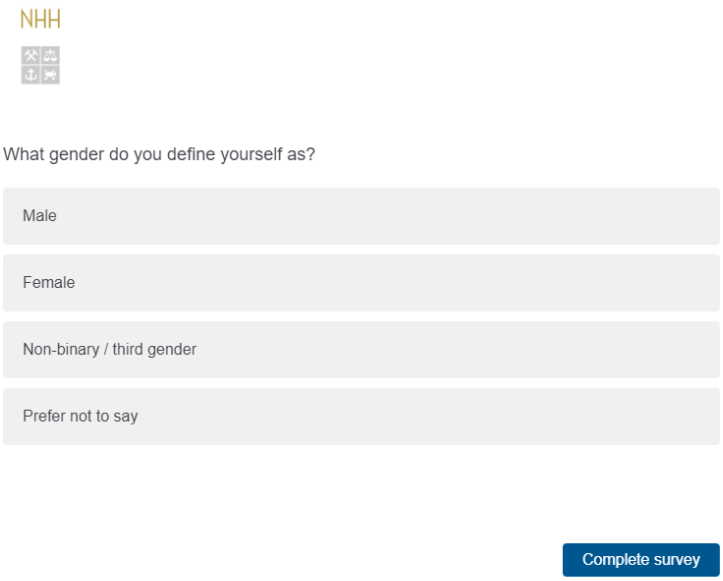
→

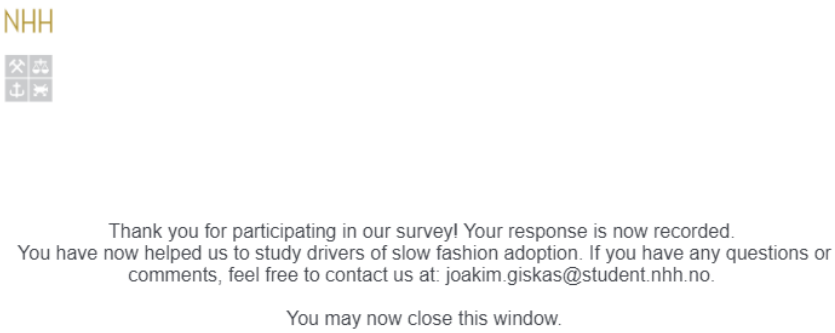
NHH

How old are you?

- 18-21
- 22-25
- older than 25

→


NHH
What gender do you define yourself as?
Male
Female
Non-binary / third gender
Prefer not to say
Complete survey


NHH
Thank you for participating in our survey! Your response is now recorded.
You have now helped us to study drivers of slow fashion adoption. If you have any questions or comments, feel free to contact us at: joakim.giskas@student.nhh.no.
You may now close this window.

Appendix 8: Factor Analysis Dependent Variable

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,699
Bartlett's Test of Sphericity	Approx. Chi-Square	447,650
	df	3
	Sig.	<,001

Communalities

	Initial	Extraction
We would like you to evaluate the following statements below according to the scale. Feel free to use the entire scale. - I would consider buying slow fashion products.	,531	,552
We would like you to evaluate the following statements below according to the scale. Feel free to use the entire scale. - I will purchase slow fashion products.	,824	,954
We would like you to evaluate the following statements below according to the scale. Feel free to use the entire scale. - There is a strong likelihood that I will buy slow fashion products.	,799	,836

Extraction Method: Maximum Likelihood.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Factor	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,536	84,525	84,525	2,342	78,058	78,058
2	,360	12,009	96,534			
3	,104	3,466	100,000			

Extraction Method: Maximum Likelihood.

Appendix 9: Factor Analysis Model 1 - All Items

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4,341	28,939	28,939	3,881	25,874	25,874	2,827
2	2,163	14,422	43,361	1,721	11,475	37,349	2,096
3	1,557	10,381	53,743	1,055	7,030	44,379	2,581
4	1,384	9,228	62,970	1,096	7,306	51,685	2,372
5	1,016	6,776	69,746	,574	3,829	55,514	1,558
6	,744	4,962	74,708				
7	,658	4,385	79,094				
8	,601	4,006	83,100				
9	,486	3,238	86,338				
10	,436	2,905	89,244				
11	,397	2,650	91,893				
12	,370	2,463	94,357				
13	,307	2,047	96,404				
14	,296	1,975	98,379				
15	,243	1,621	100,000				

Extraction Method: Maximum Likelihood.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Pattern Matrix[a]

	Factor				
	1	2	3	4	5
We would like you to evaluate the following statements below according to the scale. Feel free to use the entire scale. - Fair compensation for clothing producers is important to me when I buy clothes.	,681	-,039	,111	,029	,074
We would like you to evaluate the following statements below according to the scale. Feel free to use the entire scale. - I am concerned about fair trade when I buy clothes.	,808	,034	-,012	,123	-,162
We would like you to evaluate the following statements below according to the scale. Feel free to use the entire scale. - I am concerned about the working conditions of producers when I buy clothes.	,845	-,008	,053	-,125	,126
Please evaluate the following statements below. - I value clothes made by traditional techniques.	,059	-,056	,126	,730	,008
Please evaluate the following statements below. - Craftsmanship is very important in clothes.	,000	,057	-,127	,790	-,015
Please evaluate the following statements below. - Handcrafted clothes are more valuable than mass-produced ones.	,028	,074	,276	,443	,142
Evaluate the following statements below according to the scale. - I tend to keep clothes as long as possible rather than discarding quickly.	,029	,037	-,082	-,058	,734
Evaluate the following statements below according to the scale. - I often enjoy wearing the same clothes in multiple ways.	,188	,098	-,036	,216	,281
Evaluate the following statements below according to the scale. - I prefer simple and classic designs.	-,040	-,124	,112	,075	,534
Please read and evaluate the following statements below. You are free to use the entire scale. - I prefer buying clothes made in Norway to clothes manufactured in foreign countries.	,049	,022	,631	,042	,053
Please read and evaluate the following statements below. You are free to use the entire scale. - I believe clothes made of locally produced materials are more valuable.	-,002	-,019	,831	,065	-,042
Please read and evaluate the following statements below. You are free to use the entire scale. - We need to support Norwegian clothing brands.	,085	,056	,700	-,096	-,022
We would like you to evaluate the statements below according to the scale. - Limited editions hold special appeal for me.	-,104	,632	,181	,106	-,045
We would like you to evaluate the statements below according to the scale. - I am very attracted to rare clothing items.	,017	,896	-,004	-,043	,029
We would like you to evaluate the statements below according to the scale. - I enjoy having clothes that others do not.	,053	,708	-,071	-,022	-,021

Extraction Method: Maximum Likelihood.
Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Factor Correlation Matrix

Factor	1	2	3	4	5
1	1,000	,194	,389	,326	,332
2	,194	1,000	,165	,281	-,140
3	,389	,165	1,000	,317	,159
4	,326	,281	,317	1,000	,298
5	,332	-,140	,159	,298	1,000

Extraction Method: Maximum Likelihood.
Rotation Method: Oblimin with Kaiser Normalization.

Appendix 10: Factor Analysis Model 1 - Eigenvalues

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	3,772	29,012	29,012	3,289	25,298	25,298	2,491
2	2,148	16,524	45,536	1,339	10,300	35,599	1,776
3	1,431	11,011	56,548	1,389	10,682	46,280	1,844
4	1,292	9,941	66,488	1,038	7,982	54,262	2,409
5	,997	7,670	74,159				
6	,643	4,947	79,106				
7	,587	4,515	83,621				
8	,447	3,439	87,060				
9	,425	3,272	90,332				
10	,370	2,846	93,178				
11	,327	2,515	95,693				
12	,297	2,283	97,976				
13	,263	2,024	100,000				

Extraction Method: Maximum Likelihood.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Appendix 11: Factor Analysis Model 1 - Fixed Factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,748
Bartlett's Test of Sphericity	Approx. Chi-Square	857,908
	df	78
	Sig.	<,001

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
Factor	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	3,772	29,012	29,012	1,656	12,739	12,739	1,819
2	2,148	16,524	45,536	2,838	21,829	34,568	2,599
3	1,431	11,011	56,548	1,684	12,957	47,525	2,002
4	1,292	9,941	66,488	1,021	7,856	55,381	2,364
5	,997	7,670	74,159	,606	4,658	60,039	1,253
6	,643	4,947	79,106				
7	,587	4,515	83,621				
8	,447	3,439	87,060				
9	,425	3,272	90,332				
10	,370	2,846	93,178				
11	,327	2,515	95,693				
12	,297	2,283	97,976				
13	,263	2,024	100,000				

Extraction Method: Maximum Likelihood.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Pattern Matrix[a]

	Factor				
	1	2	3	4	5
We would like you to evaluate the following statements below according to the scale. Feel free to use the entire scale. - Fair compensation for clothing producers is important to me when I buy clothes.	,010	,685	-,018	,099	,098
We would like you to evaluate the following statements below according to the scale. Feel free to use the entire scale. - I am concerned about fair trade when I buy clothes.	,123	,800	,033	-,008	-,159
We would like you to evaluate the following statements below according to the scale. Feel free to use the entire scale. - I am concerned about the working conditions of producers when I buy clothes.	-,090	,856	-,002	,008	,127
Please evaluate the following statements below. - I value clothes made by traditional techniques.	,519	,098	,015	,186	,075
Please evaluate the following statements below. - Craftsmanship is very important in clothes.	1,018	-,009	,039	-,134	,000
Evaluate the following statements below according to the scale. - I tend to keep clothes as long as possible rather than discarding quickly.	-,010	,039	,068	-,101	,741
Evaluate the following statements below according to the scale. - I prefer simple and classic designs.	,063	-,009	-,105	,117	,493
Please read and evaluate the following statements below. You are free to use the entire scale. - I prefer buying clothes made in Norway to clothes manufactured in foreign countries.	,045	,035	,035	,640	,088
Please read and evaluate the following statements below. You are free to use the entire scale. - I believe clothes made of locally produced materials are more valuable.	,081	-,008	-,029	,839	-,047
Please read and evaluate the following statements below. You are free to use the entire scale. - We need to support Norwegian clothing brands.	-,111	,087	,052	,691	-,033
We would like you to evaluate the statements below according to the scale. - Limited editions hold special appeal for me.	,076	-,096	,637	,196	-,031
We would like you to evaluate the statements below according to the scale. - I am very attracted to rare clothing items.	-,013	,022	,893	-,018	,041
We would like you to evaluate the statements below according to the scale. - I enjoy having clothes that others do not.	-,010	,064	,704	-,084	-,022

Extraction Method: Maximum Likelihood.
Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Appendix 12: Correlation Matrix

Correlations

		Equity	Auth	Funct	Local	Exclu	Self_R	SN	PBC	Intent	AT
Equity	Pearson Correlation	1	,310**	,242**	,409**	,164*	,335**	,366**	,029	,391**	,218**
	Sig. (2-tailed)		<,001	<,001	<,001	,023	<,001	<,001	,686	<,001	,002
	N	193	193	193	193	193	193	193	193	193	193
Auth	Pearson Correlation	,310**	1	,200**	,280**	,233**	,379**	,292**	,122	,461**	,177*
	Sig. (2-tailed)	<,001		,005	<,001	,001	<,001	<,001	,092	<,001	,014
	N	193	193	193	193	193	193	193	193	193	193
Funct	Pearson Correlation	,242**	,200**	1	,124	-,146*	,280**	,121	,140	,316**	,327**
	Sig. (2-tailed)	<,001	,005		,085	,042	<,001	,094	,052	<,001	<,001
	N	193	193	193	193	193	193	193	193	193	193
Local	Pearson Correlation	,409**	,280**	,124	1	,187**	,235**	,365**	-,019	,359**	,167*
	Sig. (2-tailed)	<,001	<,001	,085		,009	<,001	<,001	,796	<,001	,020
	N	193	193	193	193	193	193	193	193	193	193
Exclu	Pearson Correlation	,164*	,233**	-,146*	,187**	1	,043	,309**	-,021	,192**	-,017
	Sig. (2-tailed)	,023	,001	,042	,009		,548	<,001	,768	,007	,818
	N	193	193	193	193	193	193	193	193	193	193
Self_R	Pearson Correlation	,335**	,379**	,280**	,235**	,043	1	,209**	-,004	,329**	,239**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	,548		,003	,955	<,001	<,001
	N	193	193	193	193	193	193	193	193	193	193
SN	Pearson Correlation	,366**	,292**	,121	,365**	,309**	,209**	1	,104	,505**	,239**
	Sig. (2-tailed)	<,001	<,001	,094	<,001	<,001	,003		,148	<,001	<,001
	N	193	193	193	193	193	193	193	193	193	193
PBC	Pearson Correlation	,029	,122	,140	-,019	-,021	-,004	,104	1	,366**	,127
	Sig. (2-tailed)	,686	,092	,052	,796	,768	,955	,148		<,001	,079
	N	193	193	193	193	193	193	193	193	193	193
Intent	Pearson Correlation	,391**	,461**	,316**	,359**	,192**	,329**	,505**	,366**	1	,392**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	,007	<,001	<,001	<,001		<,001
	N	193	193	193	193	193	193	193	193	193	193
AT	Pearson Correlation	,218**	,177*	,327**	,167*	-,017	,239**	,239**	,127	,392**	1
	Sig. (2-tailed)	,002	,014	<,001	,020	,818	<,001	<,001	,079	<,001	
	N	193	193	193	193	193	193	193	193	193	193

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Appendix 13: Factor Analysis Model 2 - Eigenvalues

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4,442	27,763	27,763	1,885	11,778	11,778	2,205
2	2,330	14,563	42,327	3,243	20,267	32,046	2,864
3	1,741	10,881	53,208	1,837	11,479	43,524	1,868
4	1,335	8,345	61,553	1,178	7,365	50,890	2,802
5	1,154	7,210	68,763	1,059	6,616	57,506	2,484
6	,989	6,182	74,944				
7	,647	4,042	78,986				
8	,625	3,907	82,893				
9	,460	2,876	85,769				
10	,448	2,802	88,570				
11	,374	2,335	90,906				
12	,351	2,193	93,099				
13	,308	1,923	95,022				
14	,275	1,720	96,743				
15	,267	1,667	98,410				
16	,254	1,590	100,000				

Extraction Method: Maximum Likelihood.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Appendix 14: Factor Analysis of Model 2 - Fixed Factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,771
Bartlett's Test of Sphericity	Approx. Chi-Square	1182,331
	df	120
	Sig.	<,001

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
Factor	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4,442	27,763	27,763	1,885	11,780	11,780	2,051
2	2,330	14,563	42,327	3,278	20,485	32,265	2,812
3	1,741	10,881	53,208	1,894	11,836	44,101	2,014
4	1,335	8,345	61,553	1,160	7,252	51,353	2,774
5	1,154	7,210	68,763	1,040	6,502	57,855	2,461
6	,989	6,182	74,944	,562	3,513	61,368	1,440
7	,647	4,042	78,986				
8	,625	3,907	82,893				
9	,460	2,876	85,769				
10	,448	2,802	88,570				
11	,374	2,335	90,906				
12	,351	2,193	93,099				
13	,308	1,923	95,022				
14	,275	1,720	96,743				
15	,267	1,667	98,410				
16	,254	1,590	100,000				

Extraction Method: Maximum Likelihood.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Pattern Matrix[a]

	Factor					
	1	2	3	4	5	6
We would like you to evaluate the following statements below according to the scale. Feel free to use the entire scale. - Fair compensation for clothing producers is important to me when I buy clothes.	,002	,661	-,012	,068	,099	,097
We would like you to evaluate the following statements below according to the scale. Feel free to use the entire scale. - I am concerned about fair trade when I buy clothes.	,125	,779	,033	,034	,002	-,157
We would like you to evaluate the following statements below according to the scale. Feel free to use the entire scale. - I am concerned about the working conditions of producers when I buy clothes.	-,066	,869	-,003	-,054	,018	,148
Please evaluate the following statements below. - I value clothes made by traditional techniques.	,489	,082	,020	,110	,183	,064
Please evaluate the following statements below. - Craftsmanship is very important in clothes.	1,016	,011	,031	-,018	-,117	,004
Evaluate the following statements below according to the scale. - I tend to keep clothes as long as possible rather than discarding quickly.	-,010	,059	,052	,045	-,107	,678
Evaluate the following statements below according to the scale. - I prefer simple and classic designs.	,055	-,011	-,095	,016	,115	,522
Please read and evaluate the following statements below. You are free to use the entire scale. - I prefer buying clothes made in Norway to clothes manufactured in foreign countries.	,051	,042	,032	-,016	,638	,104
Please read and evaluate the following statements below. You are free to use the entire scale. - I believe clothes made of locally produced materials are more valuable.	,065	-,013	-,036	,080	,833	-,068
Please read and evaluate the following statements below. You are free to use the entire scale. - We need to support Norwegian clothing brands.	-,106	,090	,052	,001	,687	-,033
We would like you to evaluate the statements below according to the scale. - Limited editions hold special appeal for me.	,089	-,087	,643	-,066	,198	-,002
We would like you to evaluate the statements below according to the scale. - I am very attracted to rare clothing items.	-,009	,027	,881	,001	-,021	,029
We would like you to evaluate the statements below according to the scale. - I enjoy having clothes that others do not.	-,025	,056	,712	,060	-,094	-,045
You have now completed about 50 percent of the survey. Thank you for contributing to our research. Please continue and evaluate the statements below. Use the entire scale as you see fit. - I appreciate the possibility to make minor repairs to my clothing, such as sew on a button or repair a small hole.	,017	-,109	,025	,858	,003	,090
You have now completed about 50 percent of the survey. Thank you for contributing to our research. Please continue and evaluate the statements below. Use the entire scale as you see fit. - I tend to repair my own clothing, even when the damage is minor.	,027	,025	-,039	,813	-,028	-,020
You have now completed about 50 percent of the survey. Thank you for contributing to our research. Please continue and evaluate the statements below. Use the entire scale as you see fit. - I would like to repair my own clothes.	-,027	,082	,025	,736	,048	-,030

Extraction Method: Maximum Likelihood.
Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Factor Correlation Matrix

Factor	1	2	3	4	5	6
1	1,000	,221	,231	,360	,228	,175
2	,221	1,000	,175	,349	,392	,256
3	,231	,175	1,000	,038	,177	-,212
4	,360	,349	,038	1,000	,232	,324
5	,228	,392	,177	,232	1,000	,139
6	,175	,256	-,212	,324	,139	1,000

Extraction Method: Maximum Likelihood.
Rotation Method: Oblimin with Kaiser Normalization.

Appendix 15: Factor Analysis of Model 3 - Eigenvalues

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5,122	23,282	23,282	1,642	7,463	7,463	1,712
2	2,920	13,272	36,554	4,569	20,767	28,230	2,975
3	1,996	9,073	45,627	2,503	11,377	39,607	3,021
4	1,765	8,024	53,651	1,522	6,916	46,523	3,004
5	1,458	6,627	60,278	1,151	5,230	51,753	2,061
6	1,328	6,035	66,313	1,103	5,014	56,767	2,657
7	1,246	5,665	71,977	,944	4,291	61,059	2,179
8	,978	4,446	76,424				
9	,653	2,970	79,394				
10	,619	2,812	82,206				
11	,570	2,590	84,796				
12	,466	2,119	86,915				
13	,415	1,885	88,800				
14	,414	1,881	90,681				
15	,378	1,719	92,400				
16	,335	1,524	93,924				
17	,298	1,355	95,279				
18	,288	1,310	96,589				
19	,239	1,088	97,677				
20	,189	,857	98,534				
21	,182	,828	99,362				
22	,140	,638	100,000				

Extraction Method: Maximum Likelihood.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Appendix 16: Factor Analysis of Model 3 - Fixed Factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,745
Bartlett's Test of Sphericity	Approx. Chi-Square	1921,941
	df	231
	Sig.	<,001

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
Factor	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5,122	23,282	23,282	1,639	7,449	7,449	1,725
2	2,920	13,272	36,554	4,659	21,179	28,629	2,957
3	1,996	9,073	45,627	2,438	11,081	39,710	2,999
4	1,765	8,024	53,651	1,509	6,861	46,570	2,717
5	1,458	6,627	60,278	1,246	5,664	52,234	2,143
6	1,328	6,035	66,313	1,075	4,887	57,121	2,780
7	1,246	5,665	71,977	,965	4,385	61,506	2,017
8	,978	4,446	76,424	,447	2,031	63,537	1,736
9	,653	2,970	79,394				
10	,619	2,812	82,206				
11	,570	2,590	84,796				
12	,466	2,119	86,915				
13	,415	1,885	88,800				
14	,414	1,881	90,681				
15	,378	1,719	92,400				
16	,335	1,524	93,924				
17	,298	1,355	95,279				
18	,288	1,310	96,589				
19	,239	1,088	97,677				
20	,189	,857	98,534				
21	,182	,828	99,362				
22	,140	,638	100,000				

Extraction Method: Maximum Likelihood.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Pattern Matrix[a]

	Factor							
	1	2	3	4	5	6	7	8
We would like you to evaluate the following statements below according to the scale. Feel free to use the entire scale. - Fair compensation for clothing producers is important to me when I buy clothes.	,038	,024	,034	-,588	,029	,153	,016	,268
We would like you to evaluate the following statements below according to the scale. Feel free to use the entire scale. - I am concerned about fair trade when I buy clothes.	,006	,006	-,011	-,895	,011	,001	,149	-,236
We would like you to evaluate the following statements below according to the scale. Feel free to use the entire scale. - I am concerned about the working conditions of producers when I buy clothes.	-,071	,134	-,047	-,725	,027	,049	-,127	,284
Please evaluate the following statements below. - I value clothes made by traditional techniques.	,035	-,031	,003	-,070	,034	,183	,615	,102
Please evaluate the following statements below. - Craftsmanship is very important in clothes.	-,001	,056	,015	-,025	,072	-,123	,852	-,014
Evaluate the following statements below according to the scale. - I tend to keep clothes as long as possible rather than discarding quickly.	,006	-,030	-,088	-,082	-,019	-,051	,050	,432
Evaluate the following statements below according to the scale. - I prefer simple and classic designs.	,023	,088	-,082	,015	-,168	,091	,106	,340
Please read and evaluate the following statements below. You are free to use the entire scale. - I prefer buying clothes made in Norway to clothes manufactured in foreign countries.	-,026	,078	,013	-,039	,001	,597	,069	,054
Please read and evaluate the following statements below. You are free to use the entire scale. - I believe clothes made of locally produced materials are more valuable.	-,076	,027	-,093	,025	-,048	,852	,083	-,113
Please read and evaluate the following statements below. You are free to use the entire scale. - We need to support Norwegian clothing brands.	,064	-,025	,017	-,067	,080	,716	-,123	,016
We would like you to evaluate the statements below according to the scale. - Limited editions hold special appeal for me.	-,025	,123	,112	,077	,584	,175	,129	-,067
We would like you to evaluate the statements below according to the scale. - I am very attracted to rare clothing items.	,044	,043	-,046	-,052	,825	,007	,024	-,081
We would like you to evaluate the statements below according to the scale. - I enjoy having clothes that others do not.	-,024	-,048	-,063	-,023	,760	-,042	-,001	,057
Please evaluate the following statements below, and look carefully on the scale. - I think slow fashion is	-,006	-,073	-,925	,038	,061	,078	,009	,027
Click to write the question text - I think slow fashion is	-,008	,113	-,805	,026	-,047	,028	,005	,028
... - I think slow fashion is	,002	,037	-,910	-,056	,039	-,057	-,042	-,052
You are now approaching the end of the survey. We greatly appreciate you completing our survey, as your opinions are important to our master's thesis. Please continue to evaluate the following statements below according to the scale. - People important to me think I should use slow fashion products.	-,012	,608	-,092	-,011	,005	,083	,196	,075
You are now approaching the end of the survey. We greatly appreciate you completing our survey, as your opinions are important to our master's thesis. Please continue to evaluate the following statements below according to the scale. - It is expected that people like me use slow fashion products.	-,010	,874	,055	-,077	-,046	,056	-,051	-,129
You are now approaching the end of the survey. We greatly appreciate you completing our survey, as your opinions are important to our master's thesis. Please continue to evaluate the following statements below according to the scale. - People I look up to expect me to use slow fashion products.	,071	,831	-,105	,001	,114	-,049	-,023	,077
Please read and evaluate the following statements. Feel free to use the entire scale. - I feel free to use the kind of slow fashion I like to.	,481	-,084	-,160	-,007	-,040	,019	,093	,277
Please read and evaluate the following statements. Feel free to use the entire scale. - Using slow fashion clothes is entirely within my control.	1,011	-,086	-,036	-,023	-,105	,028	,040	-,180
Please read and evaluate the following statements. Feel free to use the entire scale. - I have the necessary means and resources to use slow fashion clothing.	,586	,134	,084	,030	,087	-,040	-,046	,041

Extraction Method: Maximum Likelihood.
Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 9 iterations.

Factor Correlation Matrix

Factor	1	2	3	4	5	6	7	8
1	1,000	,081	-,097	,010	-,006	-,033	,103	,174
2	,081	1,000	-,158	-,255	,272	,343	,219	,089
3	-,097	-,158	1,000	,156	,068	-,138	-,181	-,427
4	,010	-,255	,156	1,000	-,131	-,355	-,216	-,246
5	-,006	,272	,068	-,131	1,000	,124	,153	-,186
6	-,033	,343	-,138	-,355	,124	1,000	,252	,126
7	,103	,219	-,181	-,216	,153	,252	1,000	,202
8	,174	,089	-,427	-,246	-,186	,126	,202	1,000

Extraction Method: Maximum Likelihood.
Rotation Method: Oblimin with Kaiser Normalization.

Appendix 17: Cronbach's Alpha

1. Attitude:

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	193	100,0
	Excluded[a]	0	,0
	Total	193	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,911	3

2. Authenticity:

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	193	100,0
	Excluded[a]	0	,0
	Total	193	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,725	2

3. Equity:

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	193	100,0
	Excluded[a]	0	,0
	Total	193	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,840	3

4. Exclusivity:

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	193	100,0
	Excluded[a]	0	,0
	Total	193	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,786	3

5. Functionality:

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	193	100,0
	Excluded[a]	0	,0
	Total	193	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,546	2

6. Purchase intention:

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	193	100,0
	Excluded[a]	0	,0
	Total	193	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,908	3

7. Localism:

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	193	100,0
	Excluded[a]	0	,0
	Total	193	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,782	3

8. Perceived behaviour control:

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	193	100,0
	Excluded[a]	0	,0
	Total	193	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,709	3

9. Subjective norms:

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	193	100,0
	Excluded[a]	0	,0
	Total	193	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,848	3

10. Self-repair:

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	193	100,0
	Excluded[a]	0	,0
	Total	193	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,845	3

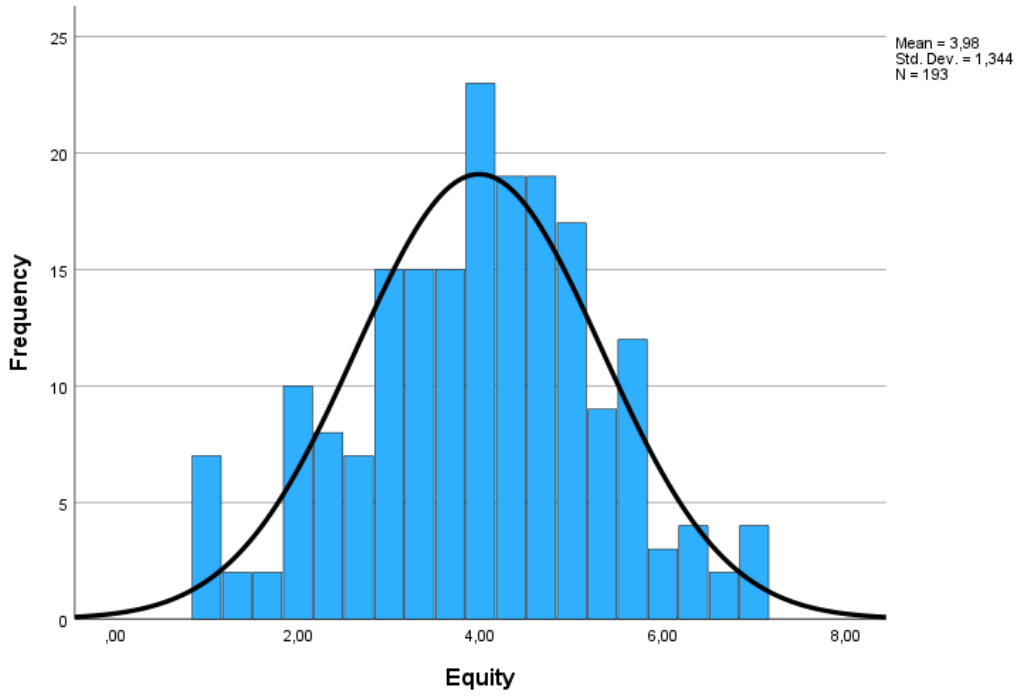
Appendix 18: Descriptives

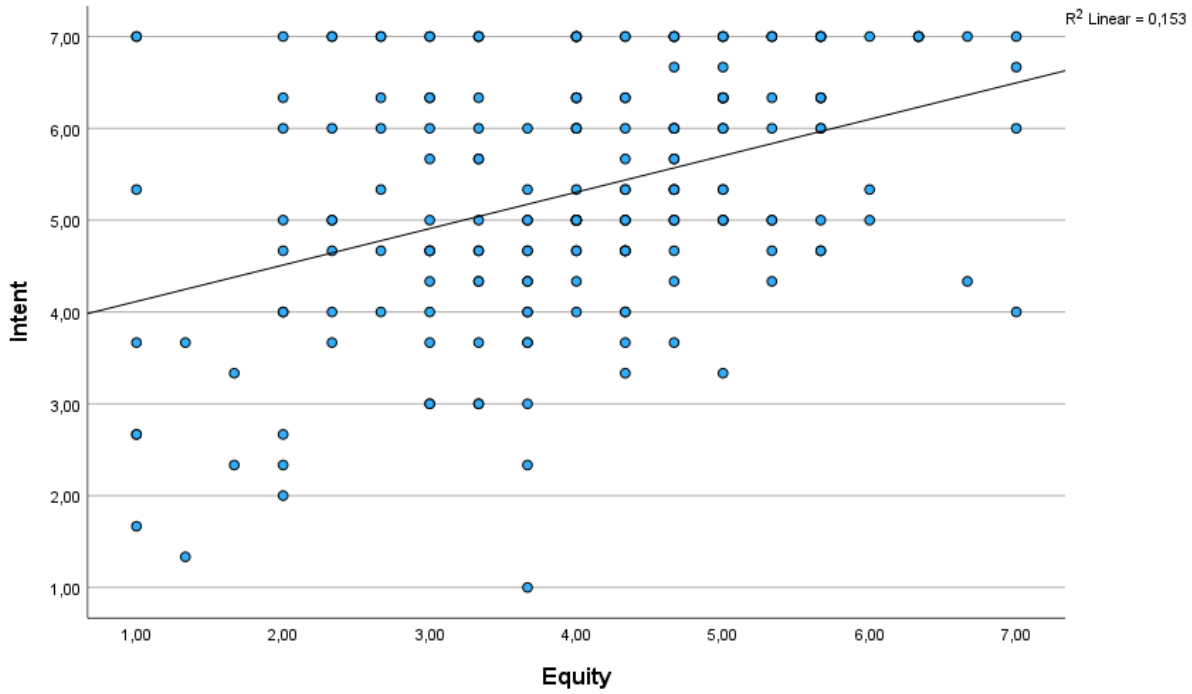
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Equity	193	1,00	7,00	3,9845	1,34427	-,149	,175	-,220	,348
Auth	193	1,00	7,00	4,5803	1,44248	-,298	,175	-,290	,348
Funct	193	2,00	7,00	6,1477	,92151	-1,370	,175	2,372	,348
Local	193	1,00	7,00	4,3212	1,35630	-,114	,175	-,413	,348
Exclu	193	1,00	7,00	3,3316	1,42095	,214	,175	-,793	,348
Self_R	193	1,00	7,00	4,7582	1,64226	-,279	,175	-,898	,348
SN	193	1,00	7,00	3,6442	1,48841	,080	,175	-,387	,348
PBC	193	1,00	7,00	4,9361	1,28198	-,488	,175	,120	,348
Intent	193	1,00	7,00	5,2988	1,36294	-,596	,175	-,057	,348
AT	193	1,00	7,00	6,1675	1,15877	-1,816	,175	3,892	,348
Valid N (listwise)	193								

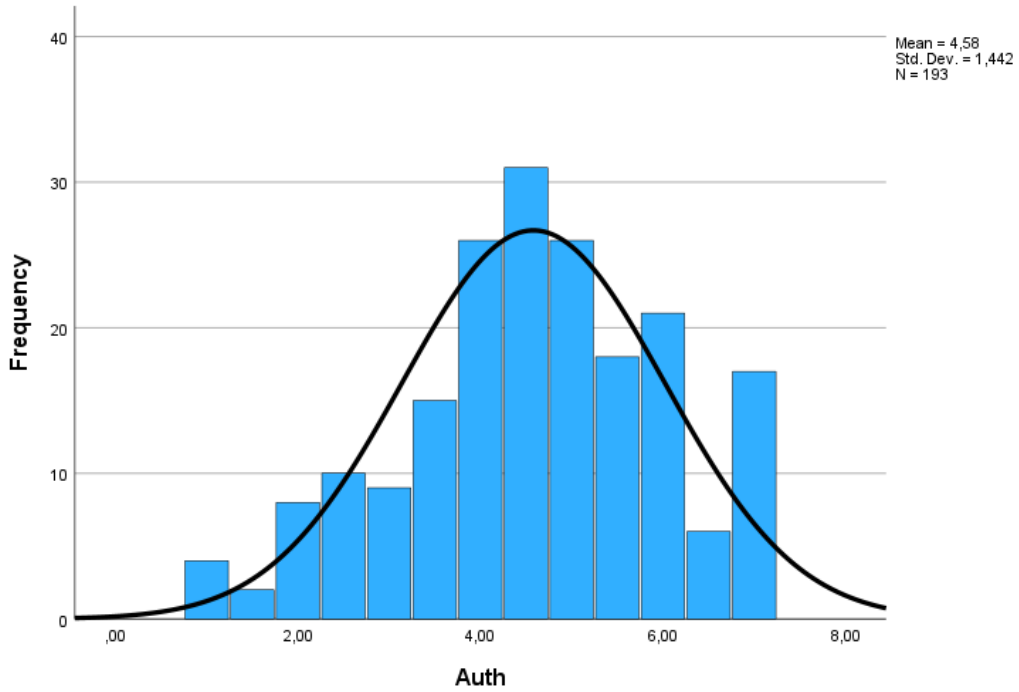
Appendix 19: Scatterplots and Histograms

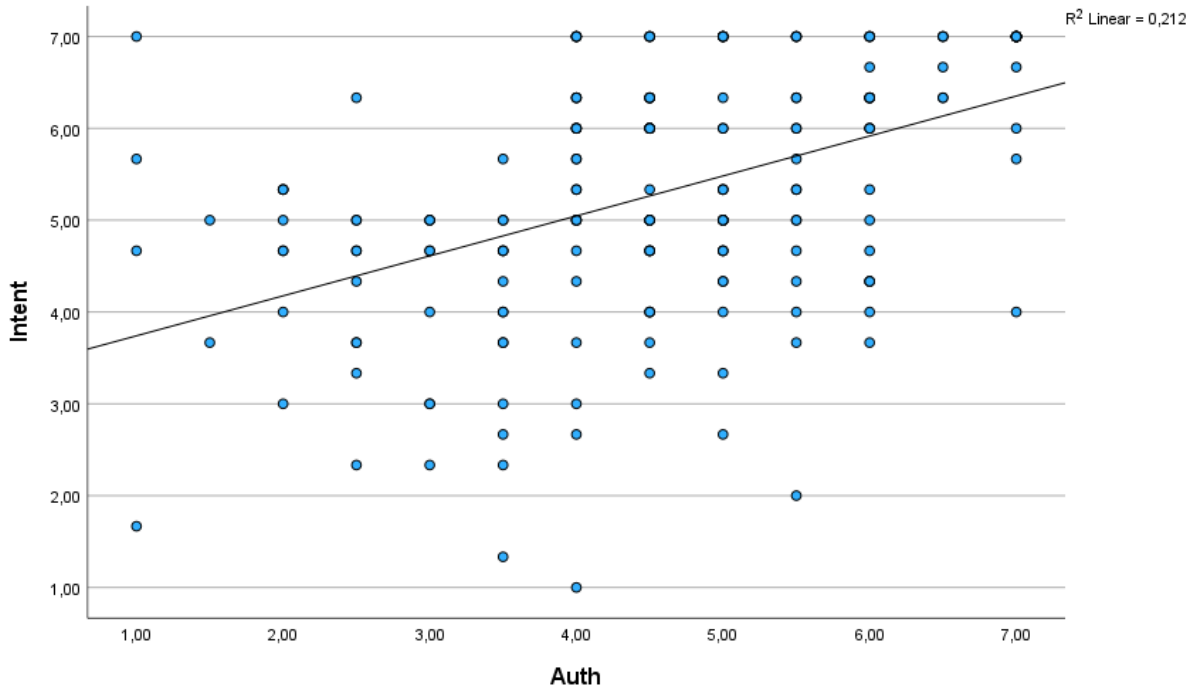
1. Equity:



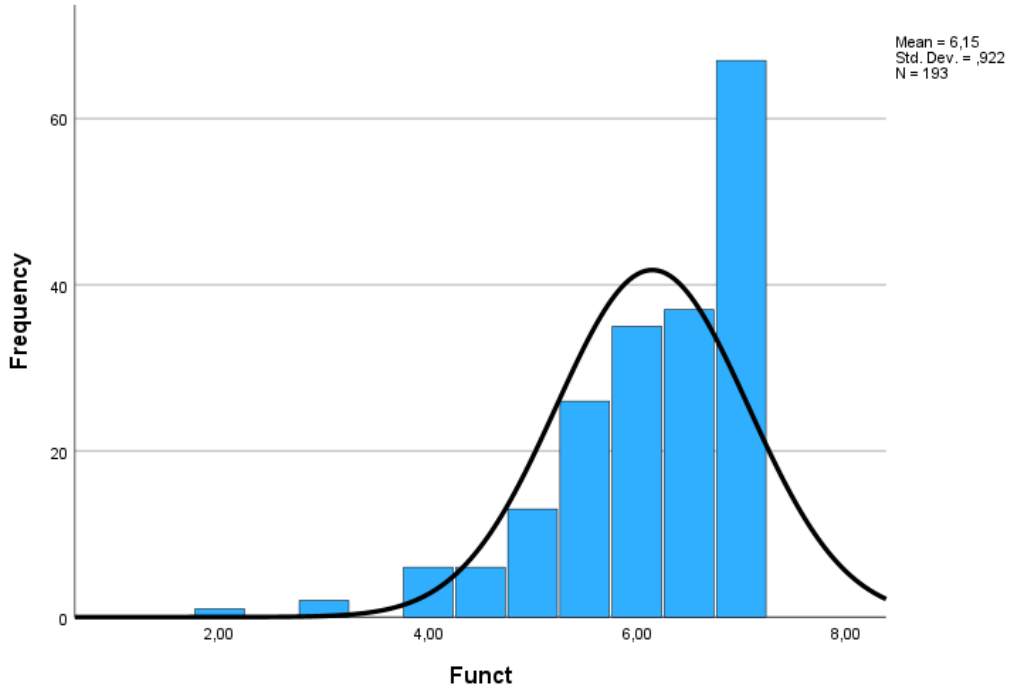


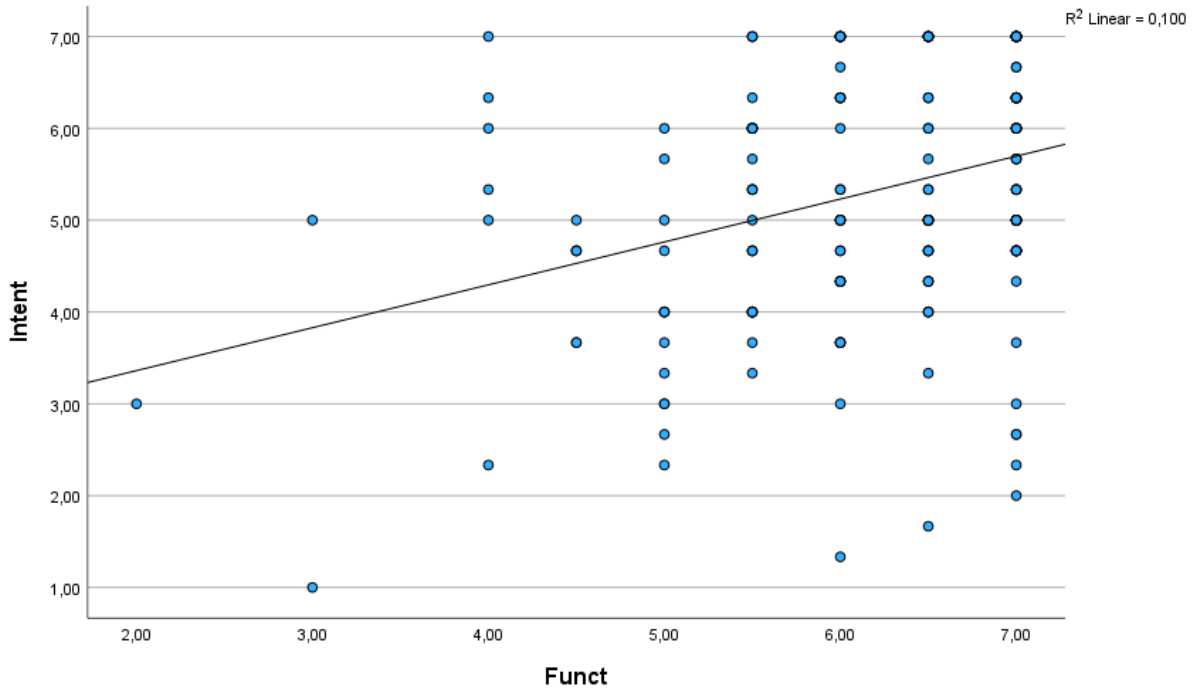
2. Authenticity:



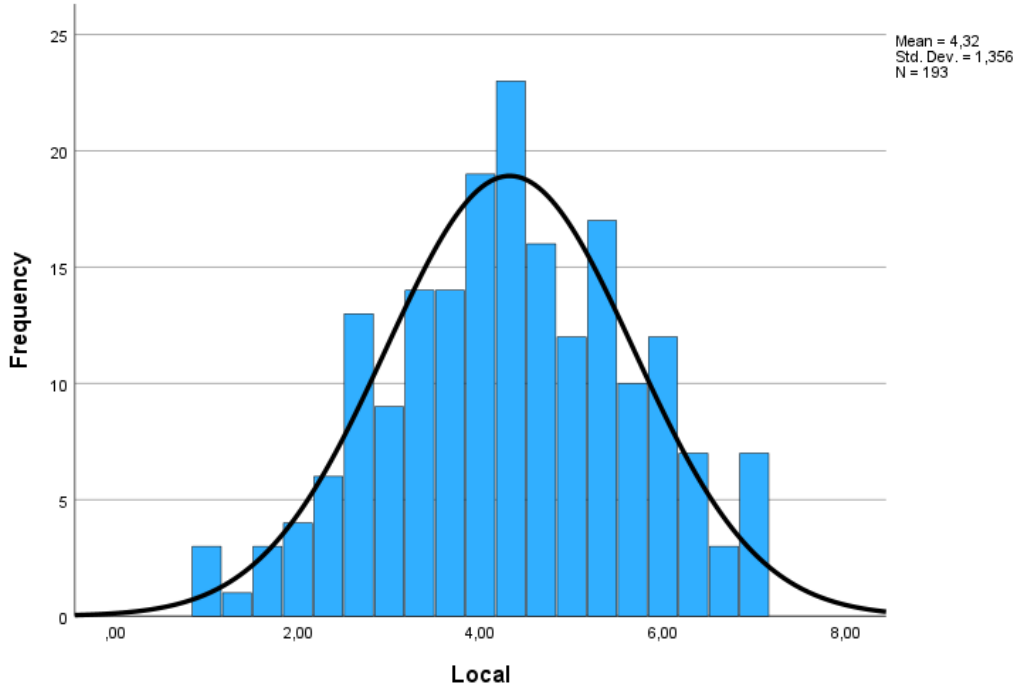


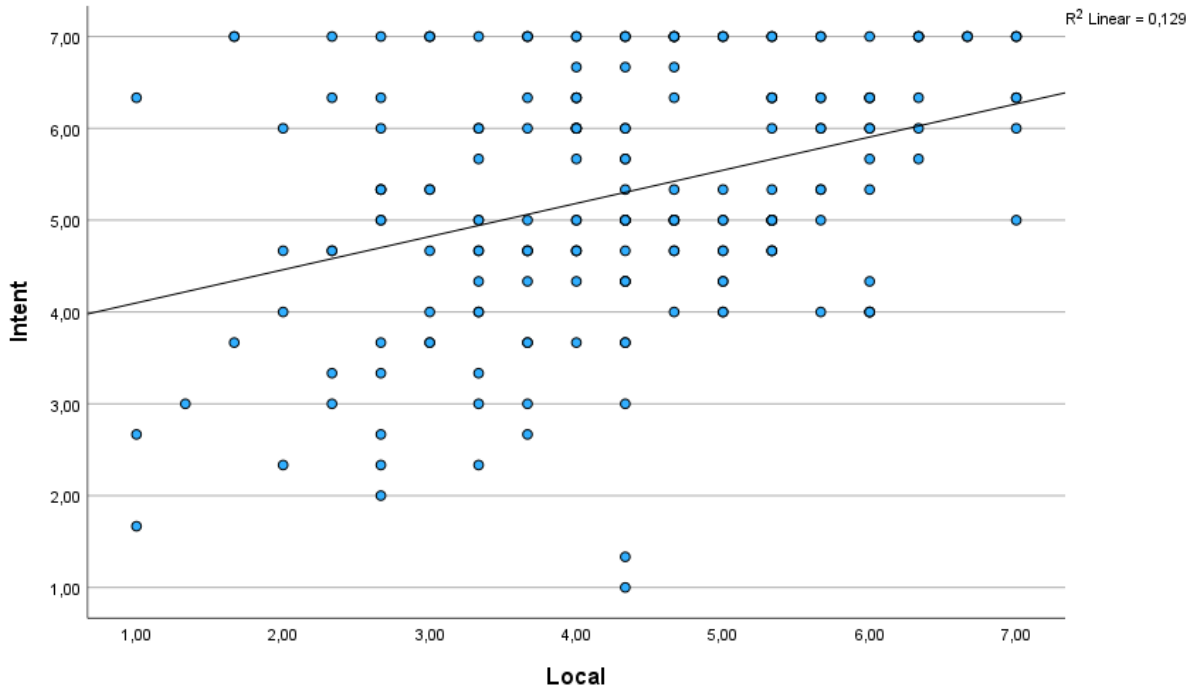
3. Functionality:



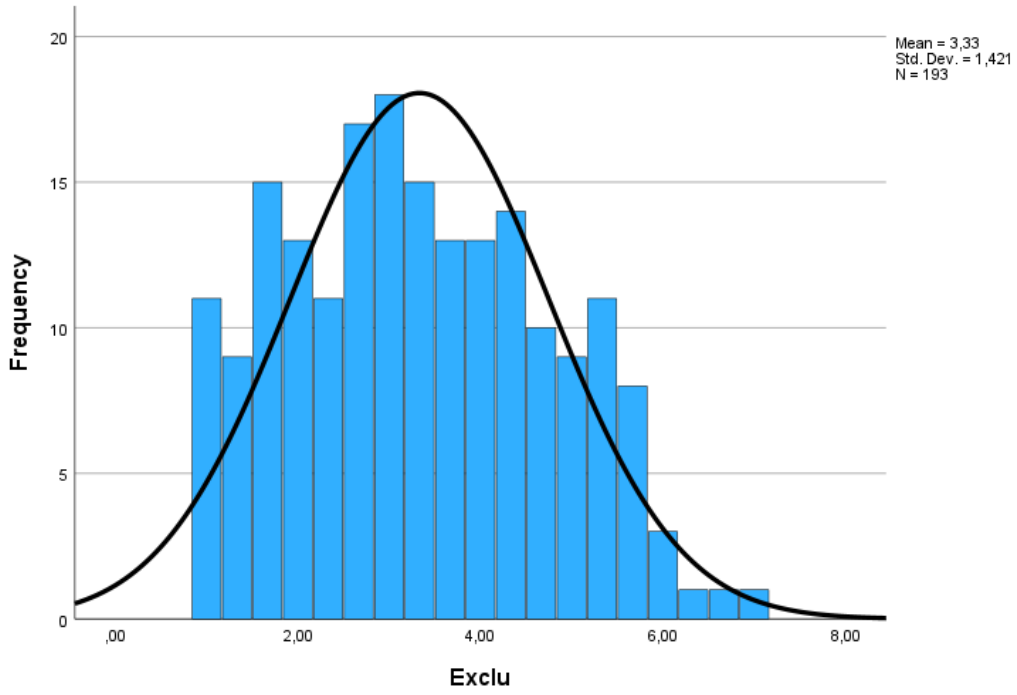

R² Linear = 0,100
Intent
Funct
7,00
6,00
5,00
4,00
3,00
2,00
1,00
2,00
3,00
4,00
5,00
6,00
7,00

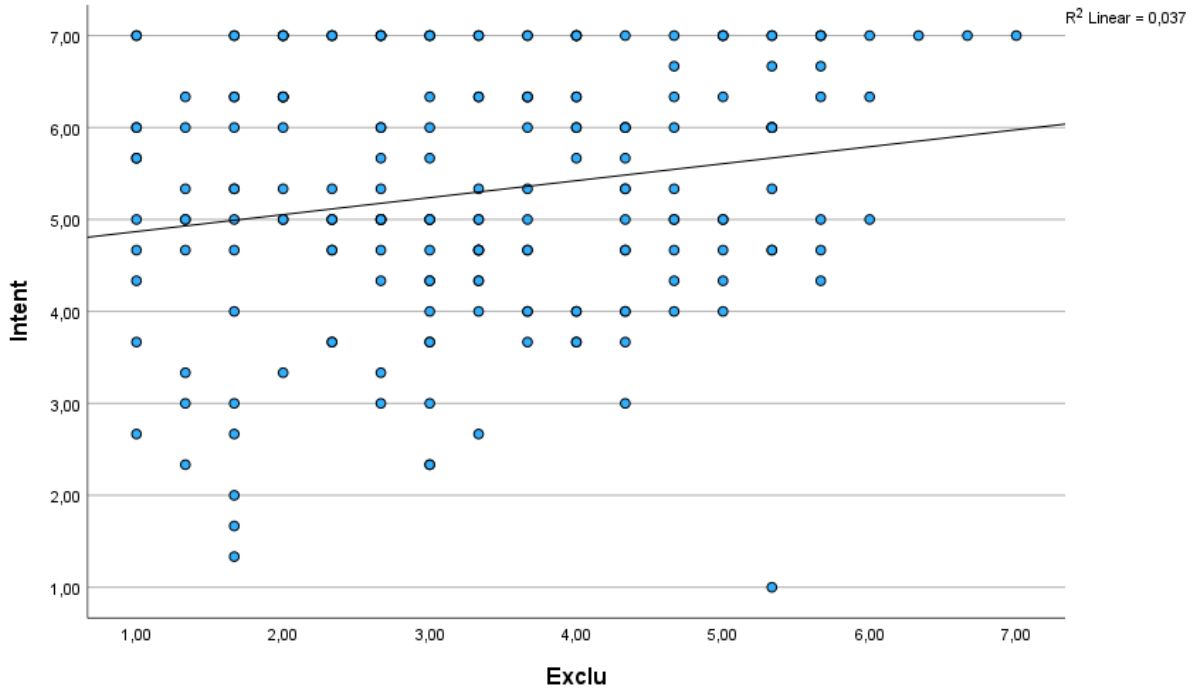
4. Localism:


Mean = 4,32
Std. Dev. = 1,356
N = 193
Frequency
Local
25
20
15
10
5
0
,00
2,00
4,00
6,00
8,00

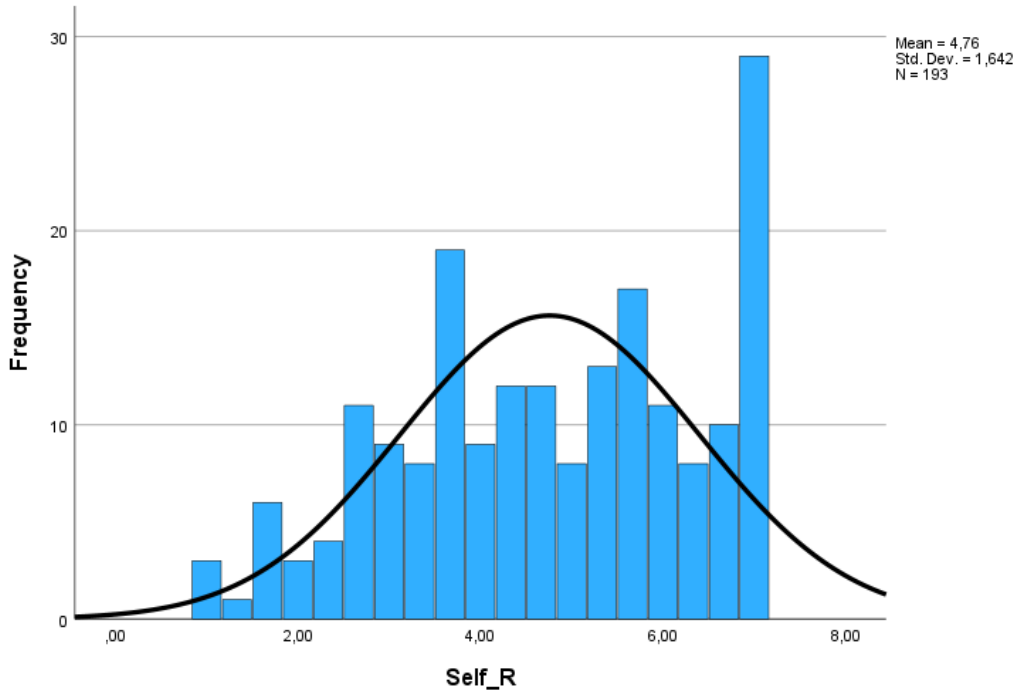


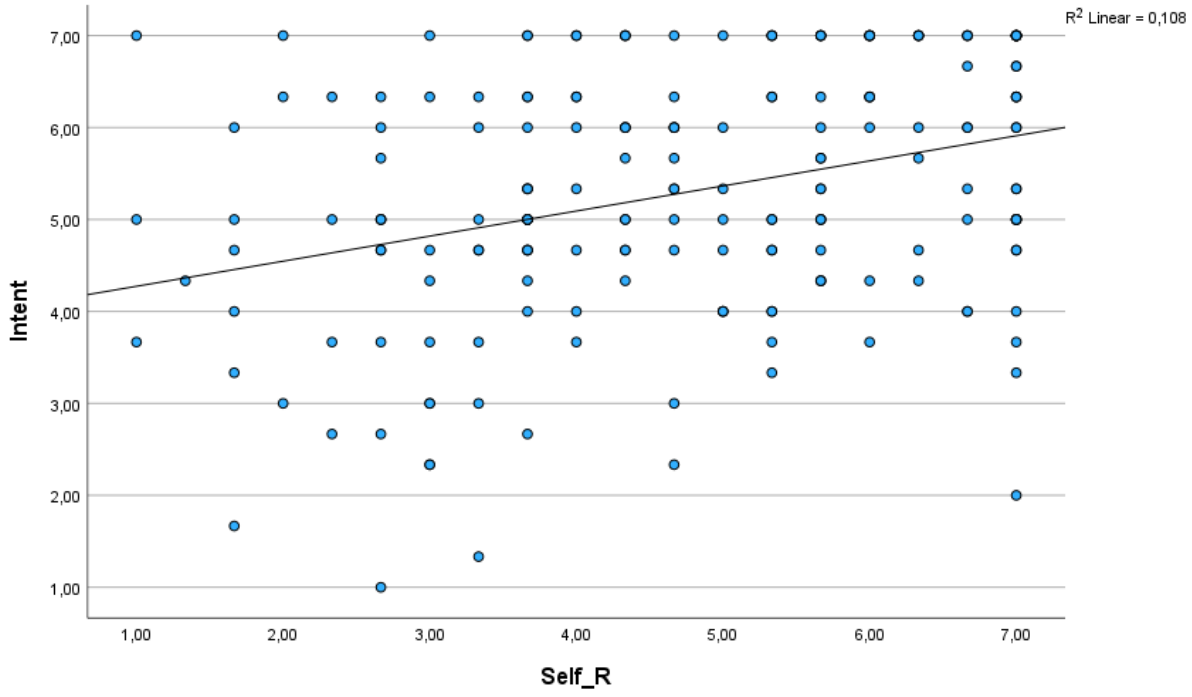
5. Exclusivity:



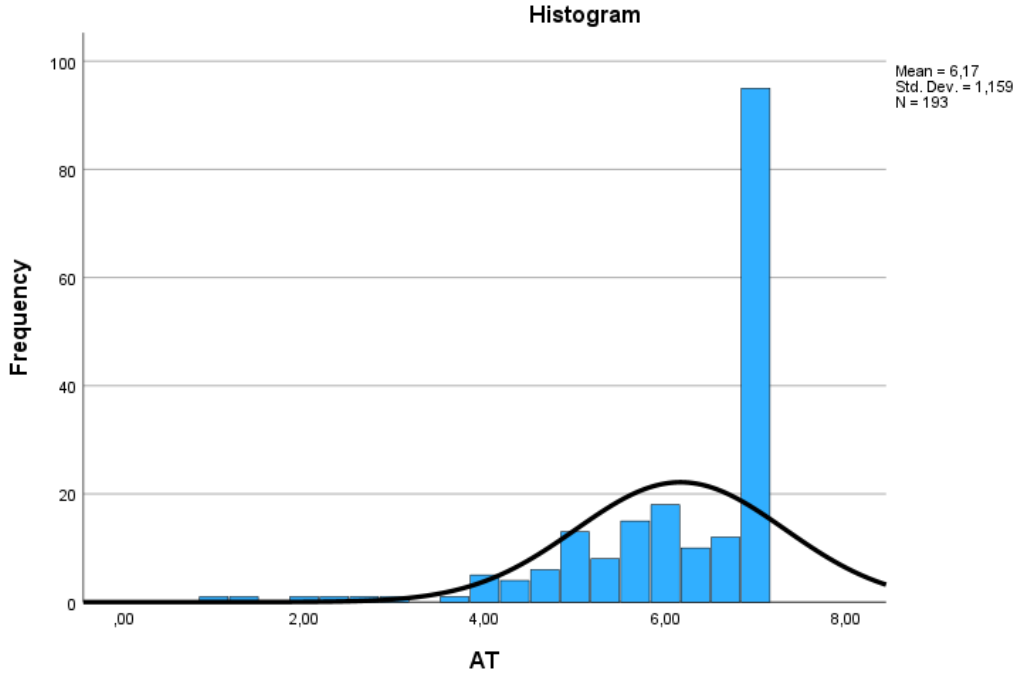


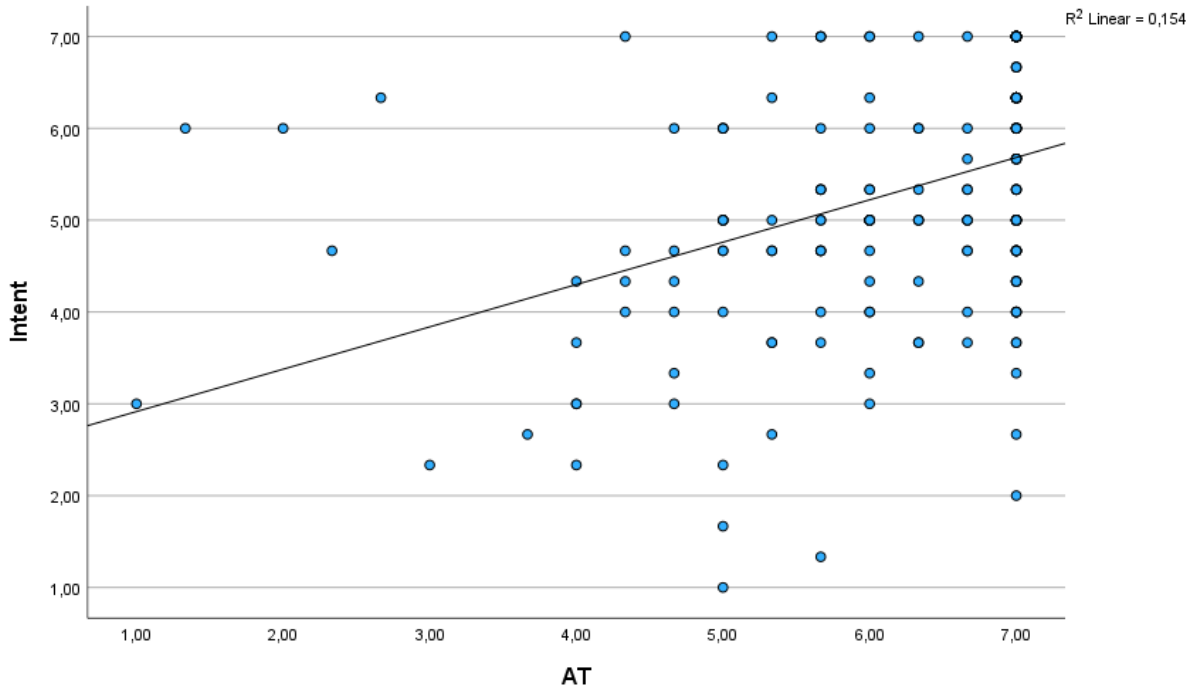
6. Self-Repair:



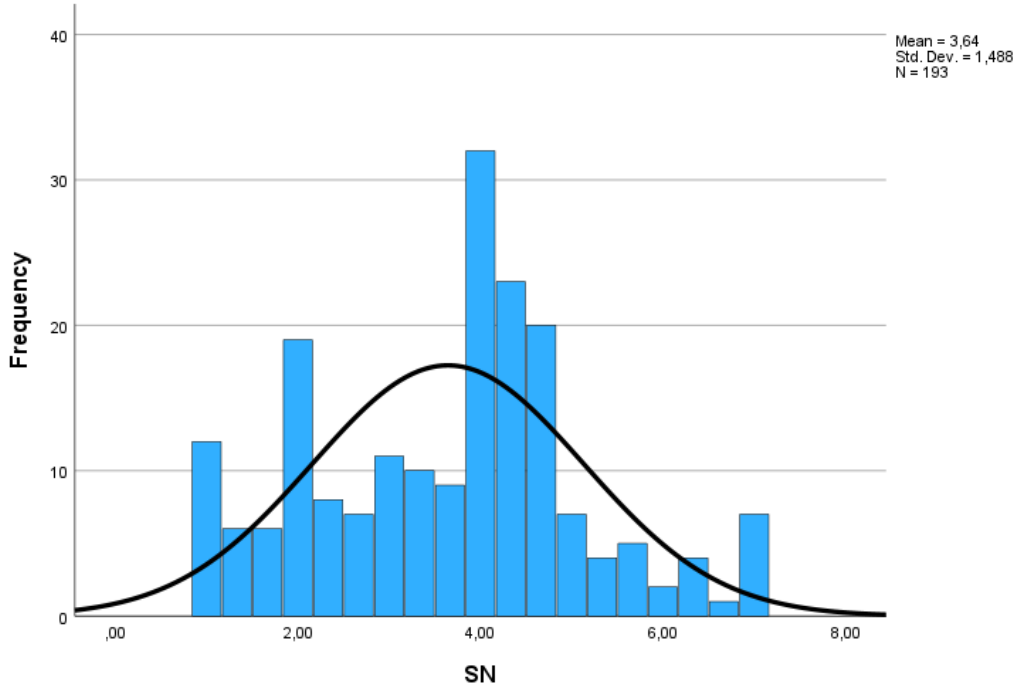

R² Linear = 0,108
Intent
Self_R
7,00
6,00
5,00
4,00
3,00
2,00
1,00
1,00
2,00
3,00
4,00
5,00
6,00
7,00

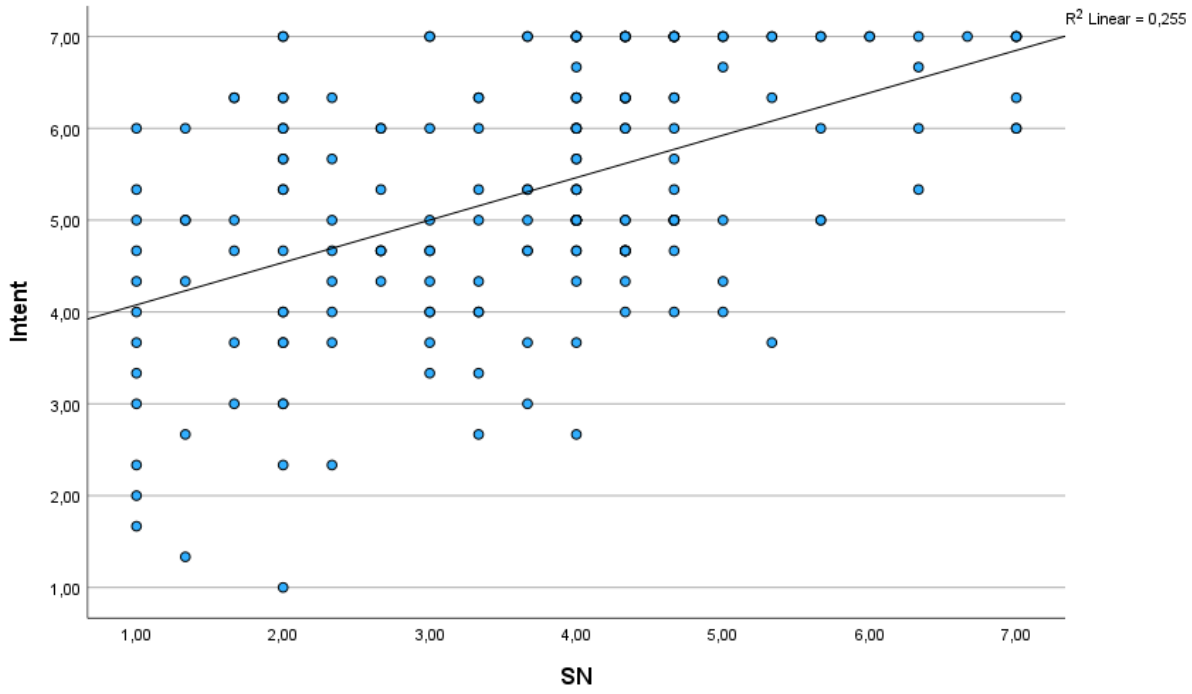
7. Attitude:


Histogram
Mean = 6,17
Std. Dev. = 1,159
N = 193
Frequency
AT
100
80
60
40
20
0
,00
2,00
4,00
6,00
8,00

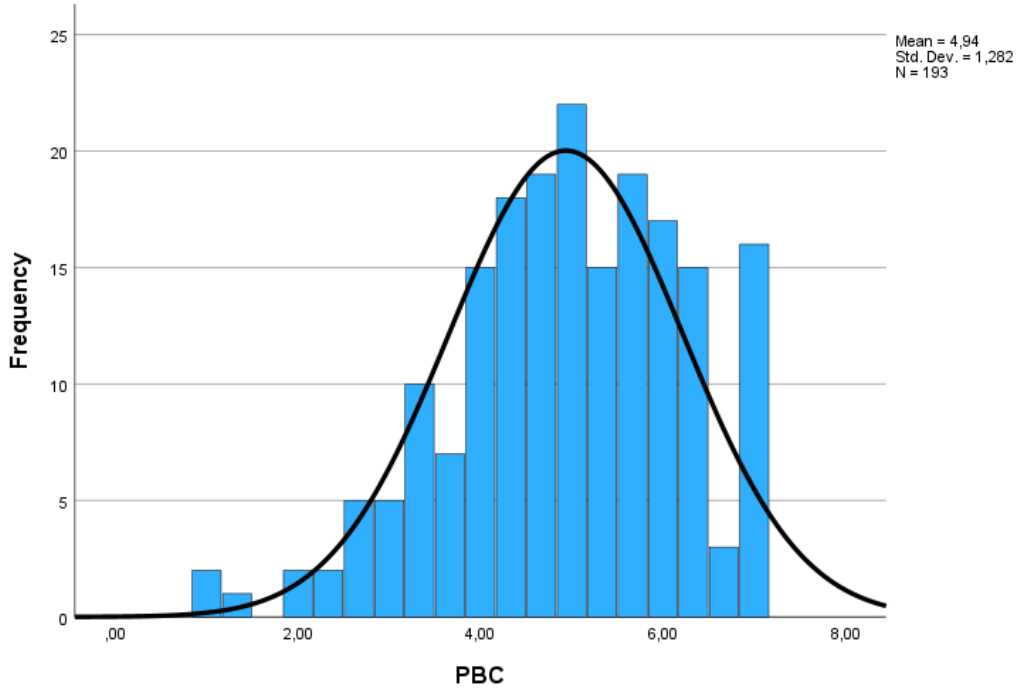


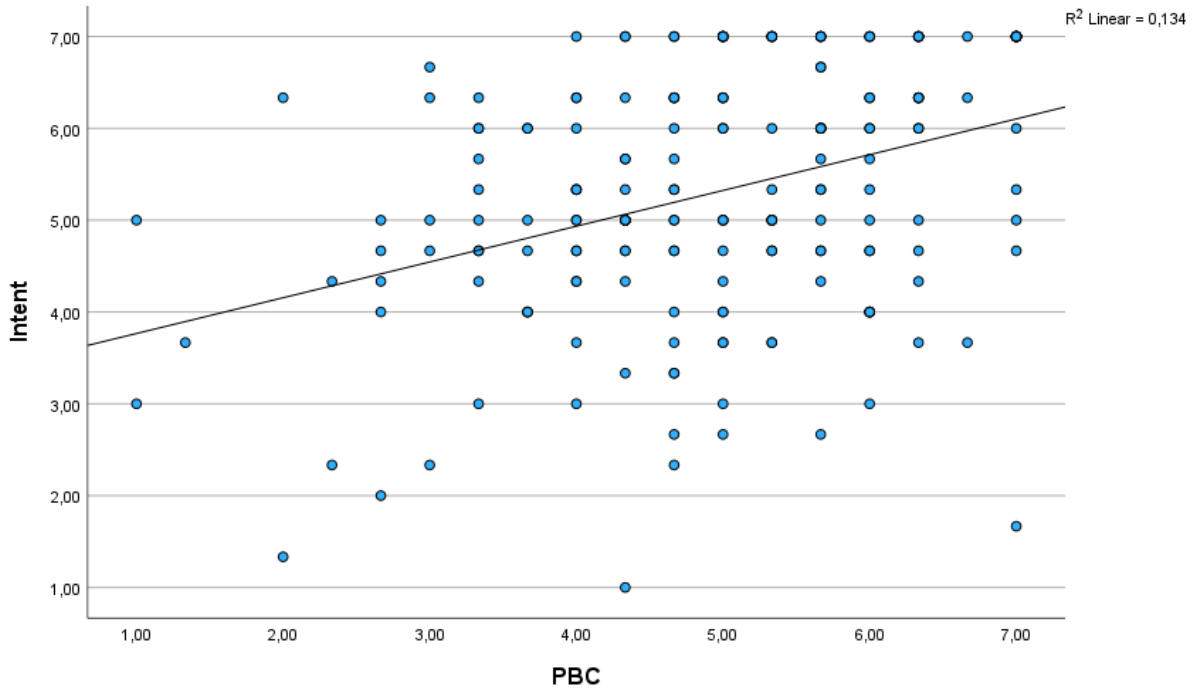
8. Subjective Norms:



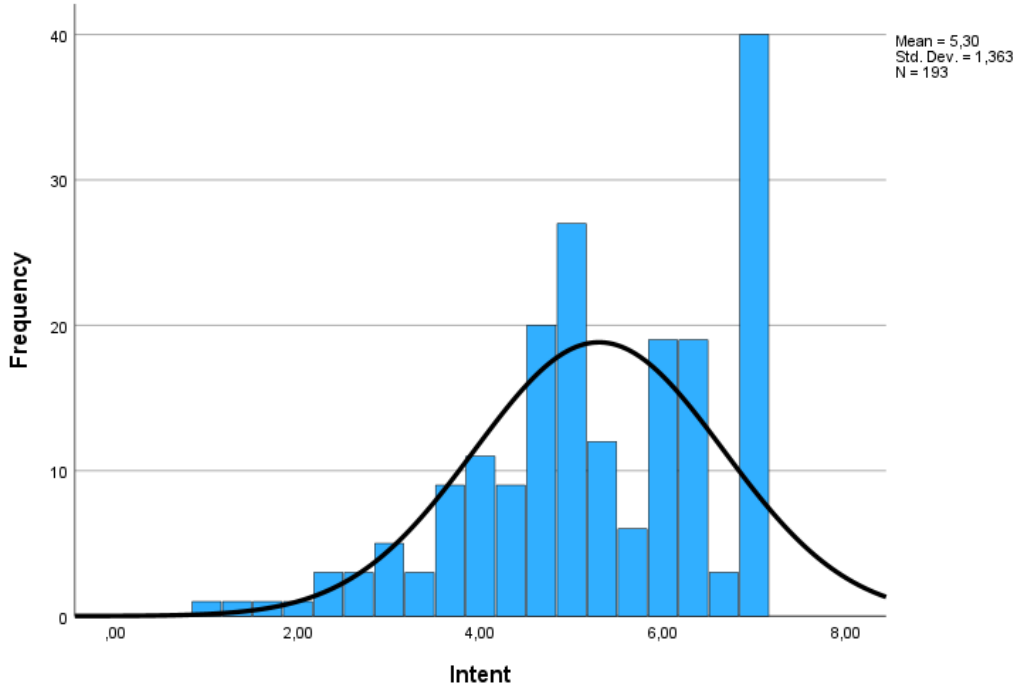


9. Perceived Behavioural Control:



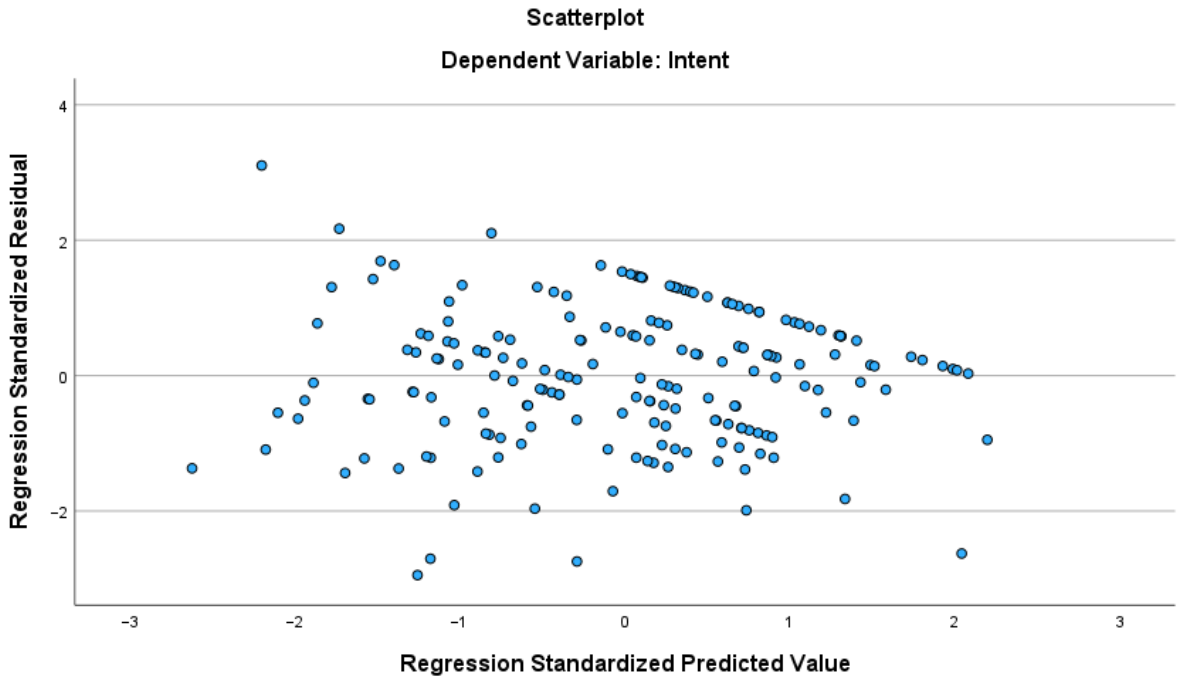


10. Purchase Intention:

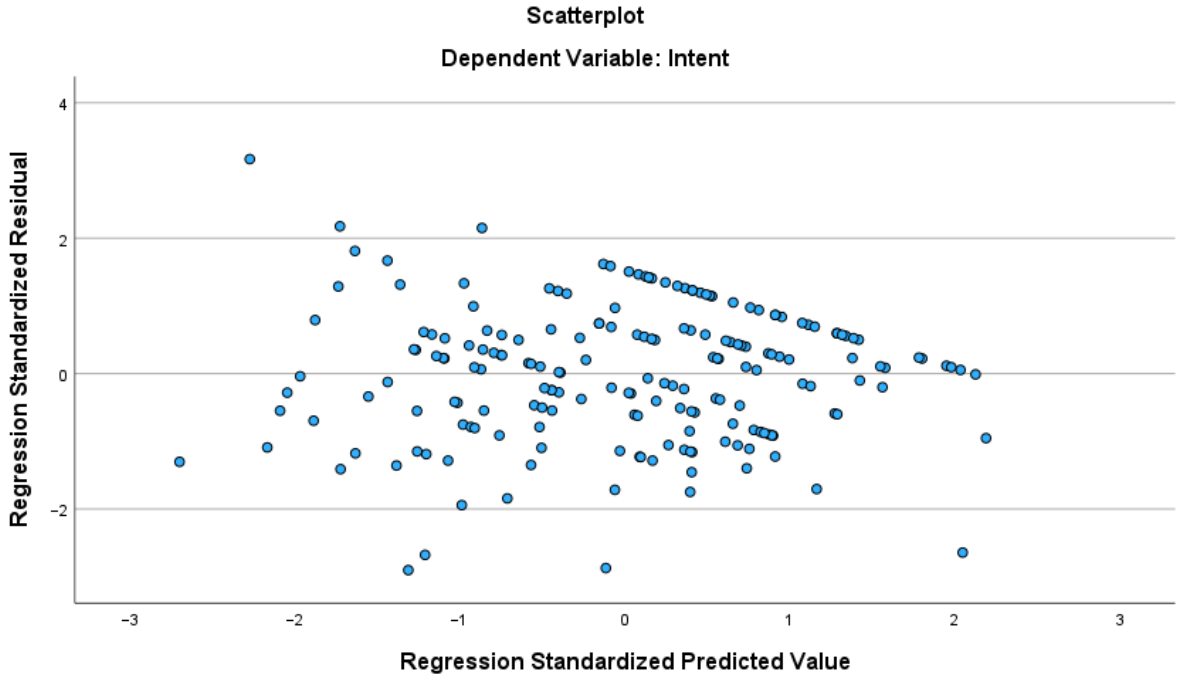


Appendix 20: Visual Test for Homoscedasticity

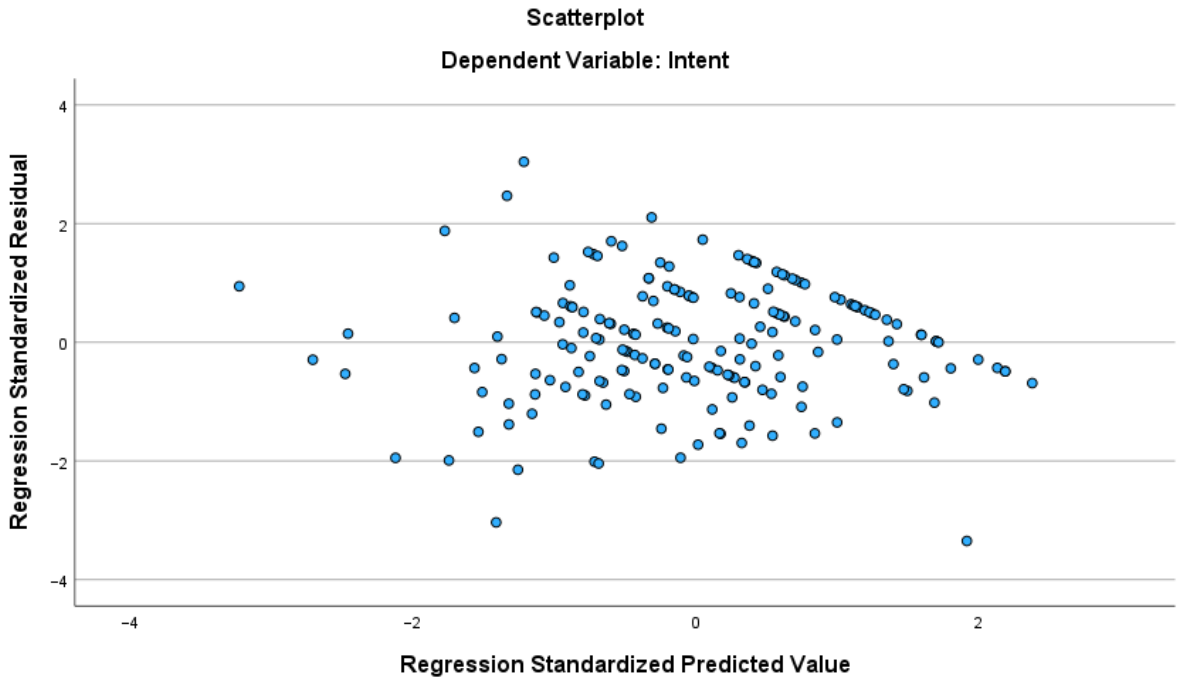
Scatterplot Model 1:



Scatterplot Model 2:



Scatterplot Model 3:



Appendix 21: Breusch-Pagan Test

Model 1:

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54,649	5	10,930	3,426	,006[b]
	Residual	596,590	187	3,190		
	Total	651,239	192			

a. Dependent Variable: Squared_RES

b. Predictors: (Constant), Exclu, Funct, Local, Auth, Equity

Model 2:

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57,736	6	9,623	3,016	,008[b]
	Residual	593,504	186	3,191		
	Total	651,239	192			

a. Dependent Variable: Squared_RES

b. Predictors: (Constant), Self_R, Exclu, Local, Funct, Auth, Equity

Model 3:

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68,534	8	8,567	2,705	,008[b]
	Residual	582,705	184	3,167		
	Total	651,239	192			

a. Dependent Variable: Squared_RES

b. Predictors: (Constant), AT, Exclu, PBC, Local, Auth, Funct, Equity, SN

Appendix 22: Multiple Regression Model 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,588[a]	,346	,329	1,11683

a. Predictors: (Constant), Exclusivity, Functionality, Localism, Authenticity, Equity

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123,414	5	24,683	19,789	<,001[b]
	Residual	233,245	187	1,247		
	Total	356,659	192			

a. Dependent Variable: Intention

b. Predictors: (Constant), Exclusivity, Functionality, Localism, Authenticity, Equity

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,412	,625		,660	,510		
	Equity	,167	,069	,165	2,427	,016	,758	1,319
	Authenticity	,283	,062	,299	4,592	<,001	,823	1,215
	Functionality	,310	,093	,210	3,318	,001	,876	1,142
	Localism	,165	,067	,164	2,480	,014	,798	1,254
	Exclusivity	,092	,061	,096	1,515	,131	,878	1,139

a. Dependent Variable: Intention

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	Equity	Authenticity	Functionality	Localism	Exclusivity
1	1	5,677	1,000	,00	,00	,00	,00	,00	,00
	2	,129	6,644	,00	,04	,00	,01	,02	,86
	3	,071	8,963	,02	,38	,30	,03	,19	,02
	4	,059	9,829	,04	,28	,50	,04	,14	,00
	5	,055	10,152	,02	,28	,19	,03	,64	,01
	6	,010	24,223	,92	,01	,00	,89	,01	,11

a. Dependent Variable: Intention

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,1959	7,0592	5,2988	,80173	193
Residual	-3,29106	3,46583	,00000	1,10219	193
Std. Predicted Value	-2,623	2,196	,000	1,000	193
Std. Residual	-2,947	3,103	,000	,987	193

a. Dependent Variable: Intention

Appendix 23: Multiple Regression Model 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,592[a]	,350	,330	1,11600

a. Predictors: (Constant), Self_repair, Exclusivity, Localism, Functionality, Authenticity, Equity

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	125,004	6	20,834	16,728	<,001[b]
	Residual	231,655	186	1,245		
	Total	356,659	192			

a. Dependent Variable: Intention

b. Predictors: (Constant), Self_repair, Exclusivity, Localism, Functionality, Authenticity, Equity

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,388	,625		,621	,536		
	Equity	,153	,070	,151	2,181	,030	,733	1,365
	Authenticity	,263	,064	,278	4,105	<,001	,761	1,315
	Functionality	,292	,095	,197	3,075	,002	,850	1,177
	Localism	,160	,067	,159	2,399	,017	,794	1,260
	Exclusivity	,095	,061	,099	1,564	,120	,876	1,141
	Self_repair	,063	,056	,076	1,130	,260	,771	1,296

a. Dependent Variable: Intention

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions						
				(Constant)	Equity	Authenticity	Functionality	Localism	Exclusivity	Self_repair
1	1	6,599	1,000	,00	,00	,00	,00	,00	,00	,00
	2	,140	6,876	,00	,01	,00	,00	,00	,77	,08
	3	,079	9,159	,00	,23	,11	,00	,29	,02	,31
	4	,063	10,243	,06	,40	,01	,06	,03	,05	,24
	5	,056	10,834	,02	,00	,82	,03	,07	,04	,11
	6	,053	11,108	,01	,33	,07	,02	,60	,01	,26
	7	,010	26,171	,91	,01	,00	,88	,01	,10	,00

a. Dependent Variable: Intention

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,1212	7,0642	5,2988	,80688	193
Residual	-3,23946	3,53539	,00000	1,09842	193
Std. Predicted Value	-2,699	2,188	,000	1,000	193
Std. Residual	-2,903	3,168	,000	,984	193

a. Dependent Variable: Intention

Appendix 24: Multiple Regression Model 3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,728[a]	,529	,509	,95516

a. Predictors: (Constant), Attitude, Exclusivity, PBC, Localism, Authenticity, Functionality, Equity, SN

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	188,790	8	23,599	25,867	<,001[b]
	Residual	167,868	184	,912		
	Total	356,659	192			

a. Dependent Variable: Intention

b. Predictors: (Constant), Attitude, Exclusivity, PBC, Localism, Authenticity, Functionality, Equity, SN

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-1,332	,605		-2,202	,029		
	Equity	,099	,060	,098	1,643	,102	,725	1,379
	Authenticity	,211	,053	,224	3,965	<,001	,803	1,246
	Functionality	,165	,083	,112	1,981	,049	,807	1,239
	Localism	,114	,058	,114	1,954	,052	,758	1,320
	Exclusivity	,045	,053	,047	,842	,401	,826	1,211
	Attitude	,211	,065	,179	3,236	,001	,836	1,196
	SN	,241	,055	,263	4,409	<,001	,721	1,388
	PBC	,291	,055	,274	5,279	<,001	,952	1,050

a. Dependent Variable: Intention

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions								
				(Constant)	Equity	Authenticity	Functionality	Localism	Exclusivity	Attitude	SN	PBC
1	1	8,475	1,000	,00	,00	,00	,00	,00	,00	,00	,00	,00
	2	,145	7,654	,00	,00	,00	,01	,00	,54	,01	,08	,04
	3	,108	8,848	,00	,10	,00	,00	,06	,28	,00	,33	,06
	4	,080	10,263	,00	,20	,04	,00	,12	,02	,00	,54	,11
	5	,064	11,520	,00	,03	,94	,00	,08	,04	,01	,01	,00
	6	,056	12,267	,00	,60	,01	,00	,62	,01	,00	,00	,01
	7	,043	14,092	,01	,04	,00	,05	,11	,00	,17	,01	,68
	8	,019	20,875	,06	,01	,01	,31	,01	,00	,78	,03	,04
	9	,009	30,390	,91	,01	,00	,63	,02	,12	,03	,01	,04

a. Dependent Variable: Intention

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,0992	7,6580	5,2988	,99161	193
Residual	-3,19955	2,90557	,00000	,93505	193
Std. Predicted Value	-3,227	2,379	,000	1,000	193
Std. Residual	-3,350	3,042	,000	,979	193

a. Dependent Variable: Intention

Appendix 25: Mediation Analysis of Functionality

Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2 *****************

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
Model : 4
Y : Intent
X : Funct
M : AT

Covariates:
Equity Auth Local Exclu Self_R

Sample
Size: 193

****
OUTCOME VARIABLE:
AT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3836	,1472	1,1821	5,3496	6,0000	186,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,1803	,6088	5,2243	,0000	1,9794	4,3813
Funct	,3228	,0924	3,4949	,0006	,1406	,5051
Equity	,0699	,0682	1,0250	,3067	-,0646	,2044
Auth	,0363	,0624	,5816	,5615	-,0868	,1593
Local	,0578	,0649	,8895	,3749	-,0703	,1859
Exclu	-,0165	,0590	-,2805	,7794	-,1329	,0998
Self_R	,0764	,0544	1,4039	,1620	-,0309	,1837

****
OUTCOME VARIABLE:
Intent

Model Summary

R	R-sq	MSE	F	df1	df2	p
,6313	,3986	1,1595	17,5142	7,0000	185,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,5005	,6456	-,7752	,4392	-1,7743	,7733
Funct	,2014	,0944	2,1326	,0343	,0151	,3877
AT	,2793	,0726	3,8459	,0002	,1360	,4226
Equity	,1331	,0677	1,9656	,0508	-,0005	,2668
Auth	,2527	,0618	4,0868	,0001	,1307	,3747
Local	,1438	,0644	2,2307	,0269	,0166	,2709

Exclu	,0993	,0584	1,6992	,0910	-,0160	,2146
Self_R	,0418	,0542	,7710	,4417	-,0651	,1486

********** TOTAL EFFECT MODEL **********
OUTCOME VARIABLE:
Intent

Model Summary

R	R-sq	MSE	F	df1	df2	p
,5920	,3505	1,2455	16,7279	6,0000	186,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	,3877	,6249	,6205	,5357	-,8450	1,6205
Funct	,2916	,0948	3,0751	,0024	,1045	,4786
Equity	,1527	,0700	2,1807	,0305	,0146	,2908
Auth	,2628	,0640	4,1051	,0001	,1365	,3891
Local	,1599	,0667	2,3990	,0174	,0284	,2914
Exclu	,0947	,0605	1,5635	,1196	-,0248	,2141
Self_R	,0631	,0558	1,1299	,2600	-,0471	,1732

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI
,2916	,0948	3,0751	,0024	,1045	,4786

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
,2014	,0944	2,1326	,0343	,0151	,3877

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
AT	,0902	,0402	,0222	,1810

********** ANALYSIS NOTES AND ERRORS **********

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

------ END MATRIX -----