



Emotional Value Meets Digital Influence: Unveiling Factors Driving Slow Fashion Purchases in Indonesia

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Abstract

This study explores the relationship between digital influences and consumer perceived emotional value in driving slow fashion purchases in Indonesia, an underexplored context in existing research. By examining the effects of online promotions, personalized recommendations, content marketing, social reviews, and perceived price-quality on consumer behavior, this research provides novel insights into effective marketing strategies for sustainable products. Empirical analysis validates the significant role of emotional value in shaping purchase intentions, with personalized recommendations and content marketing emerging as critical drivers. However, online promotions, social reviews, and perceived price-quality were found to have insignificant impacts on emotional value. These findings suggest that while online promotions and perceived price-quality are important, their impact on emotional value may be limited without integration with other strategies. This research uniquely contributes by highlighting specific digital and emotional factors that influence consumer behavior towards slow fashion products, supporting the development of more effective and targeted sustainable marketing strategies. This article could potentially be used for a broader exploration of the long-term impacts of these influences and provide a comprehensive understanding of consumer behavior in different contexts.

Emotional value dalam Era Digital: Mengungkap Faktor-faktor Pendorong Pembelian Slow Fashion di Indonesia

Abstrak

Penelitian ini mengeksplorasi hubungan antara pengaruh digital dan nilai emosional yang dirasakan konsumen dalam mendorong pembelian sustainable fashion di Indonesia, sebuah konteks yang belum banyak dieksplorasi dalam penelitian sebelumnya. Dengan meneliti efek dari promosi online, rekomendasi yang dipersonalisasi, pemasaran konten, ulasan sosial, dan kualitas harga yang dirasakan terhadap perilaku konsumen, penelitian ini memberikan wawasan baru tentang strategi pemasaran yang efektif untuk produk berkelanjutan. Analisis empiris memvalidasi peran penting dari nilai emosional dalam membentuk niat pembelian, dengan rekomendasi yang dipersonalisasi dan pemasaran konten yang muncul sebagai pendorong penting. Namun, promosi online, ulasan sosial, dan persepsi kualitas harga ditemukan memiliki dampak yang tidak signifikan terhadap nilai emosional yang menunjukkan bahwa meskipun promosi online dan persepsi kualitas harga penting, dampaknya terhadap nilai emosional mungkin terbatas tanpa integrasi dengan strategi lain. Penelitian ini secara unik berkontribusi dengan menyoroti faktor digital dan emosional tertentu yang memengaruhi perilaku konsumen terhadap slow fashion product, mendukung pengembangan strategi pemasaran berkelanjutan yang lebih efektif dan tepat sasaran. Artikel ini berpotensi digunakan untuk eksplorasi lebih luas dampak jangka panjang dari pengaruh-pengaruh tersebut dan memberikan pemahaman komprehensif terkait perilaku konsumen pada konteks berbeda.

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INTRODUCTION

Sustainable marketing can enhance market performance in various industries, including hospitality, tourism, fashion, and construction (Hussain et al., 2020). In the fashion industry, slow fashion has gained significant traction in recent years due to growing concerns over the environmental and social impacts of fast fashion. Unlike fast fashion, which prioritizes rapid production and consumption, slow fashion emphasizes quality, sustainability, and ethical production practices. The core objective is to foster long-term customer relationships while preserving and enhancing natural and human capital (Sobocińska, 2019). This shift is driven by increasing consumer awareness and demand for eco-friendly and socially responsible products (Anjorin et al., 2024). As a crucial competitive strategy, sustainable fashion marketing addresses environmental and social challenges while aligning with evolving consumer expectations and sustainable development principles (Kuzmak, 2023).

Sustainable fashion has garnered significant attention in recent years due to increasing concerns about the environmental and social impacts of the fashion industry. Various empirical studies have explored different facets of sustainable fashion marketing, including slow fashion, fast fashion, and the role of artificial intelligence (AI) in promoting environmentally conscious and socially responsible fashion products and services. First, Yang et al. (2017) conducted a systematic literature review on sustainable retailing in the fashion industry, focusing on fast fashion, slow fashion, green branding, and eco-labeling areas. The study underscored the significance of sustainable practices in the retail sector and identified critical areas for further research and development.

Similarly, Thorisdottir & Jóhannsdóttir (2019) conducted a syste-

matic literature review on sustainability within fashion business models, emphasizing the need to investigate sustainability strategies, key performance indicators, and transparency in fashion businesses. The study highlighted the importance of integrating sustainability into fashion business practices.

However, Rathore (2019) delved into utilizing AI in sustainable fashion marketing, highlighting the strategic promotion of environmentally conscious fashion items. These studies provided valuable insights into leveraging AI for sustainable marketing practices in the fashion industry.

Next, Ertekin & Atik (2020) addressed the institutional constituents of change for a sustainable fashion system, emphasizing the roles of designers, retailers, luxury brands, and consumers in driving transformation towards sustainability. The study emphasized the potential of influencers in encouraging sustainable consumption practices within the fashion industry. The study provided a comprehensive perspective on market dynamics and the necessity for collective action in promoting sustainable fashion.

Furthermore, Papadopoulou et al. (2022) investigated sustainability awareness among consumers in the fast-fashion clothing industry, emphasizing the effectiveness of sustainability and environmental protection as competitive strategies. The study highlighted the importance of aligning business practices with consumer preferences for sustainable fashion.

Finally, Ge (2024) examined influencer marketing and its impact on sustainable fashion consumption among Generation Z, shedding light on the environmental consequences of fast fashion and the growing interest in sustainable fashion.

Despite the extensive research, several gaps still need to be addressed in understanding the full impact of sustainable

marketing on consumer behavior, particularly in the context of slow fashion. Previous studies have focused on the theoretical aspects of sustainable marketing and its general implications for consumer behavior without delving into specific market segments or regions. This research aims to fill this gap by exploring the emotional and digital influences on slow fashion purchases in Indonesia.

Previous research by Xiao et al. (2019) examined the impact of various digital marketing cues on consumer perceived value and purchase intentions in cross-border e-commerce. Their study highlighted the importance of online promotions, content marketing, personalized recommendations, and social reviews in influencing consumer perceived value. The model proposed by Xiao et al. (2019) is particularly relevant because it provides a comprehensive framework for understanding how digital marketing strategies can influence consumer behavior, which is critical in the digital age. This study builds upon the model of Xiao et al. (2019) by adding price-quality perception as an independent variable to investigate its influence on consumers' perceived emotional value and purchase intentions in the slow fashion market. This addition is justified by existing research that underscores the significant influence of price-quality perception on consumer perceptions and emotions. Research indicates that price discounts can impact consumers' views on savings, quality, and overall value, with the effect generated by price discounts mediating the relationship between price discounts and consumers' perceptions (Lee & Chen-Yu, 2018).

Furthermore, perceived product quality, value, and price positively affect customer satisfaction (Adi et al., 2019). The connection between price and quality is intricate, with price often acting as an external cue for product quality. Consumers

use price as a signal to gauge product quality, associating higher prices with superior quality products (Cao & Doa, 2019). Perceived price and quality can influence consumer judgments of fairness, satisfaction, and loyalty, emphasizing the emotional implications of price-quality perceptions (She & Hee, 2023). The perceived fairness of price and quality can positively impact consumers' emotional value perceptions, influencing their judgments of fairness and overall satisfaction (She & Hee, 2023).

By addressing these gaps, this research aims to provide a comprehensive understanding of the factors driving slow fashion purchases in Indonesia, offering valuable insights for both academic research and practical applications in sustainable marketing strategies. This study aims to uncover the factors that drive slow fashion purchases in Indonesia by examining the roles of emotional value and digital influence. The objectives are determining how online promotions, personalized recommendations, content marketing, social reviews, and price quality perception affect consumer-perceived emotional value and cross-border online purchase intentions. The novelty of this research lies in its focus on the specific context of slow fashion in an emerging market, providing insights that can inform sustainable marketing strategies tailored to the Indonesian market.

This research expands the knowledge of sustainable fashion marketing by exploring an under-researched market. It provides practical guidelines for marketers leveraging digital and emotional value strategies to promote slow fashion. The insights gained from this study will help businesses develop more effective sustainable marketing campaigns that resonate with consumers' emotional and digital touchpoints, thereby enhancing their competitive advantage. The scope of the study encompasses consumer behavior analysis,

digital marketing strategies, and sustainable fashion, contributing to the broader field of sustainable marketing research.

Relationship between Online Promotion and Consumer Perceived Emotional Value

Despite the extensive research, several gaps still need to be addressed in understanding the full impact of sustainable marketing on consumer behavior, particularly in the context of slow fashion. Previous studies have focused on the theoretical aspects of sustainable marketing and its general implications for consumer behavior without delving into specific market segments or regions. This research aims to fill this gap by exploring the emotional and digital influences on slow fashion purchases in Indonesia. The existing literature needs to examine the complex interplay between online promotions, personalized recommendations, and consumer-perceived emotional value in driving cross-border purchase intentions. Therefore, this study will investigate how content marketing, social reviews, and perceived price-quality affect consumers perceived emotional value and, consequently, slow fashion purchase decisions in Indonesia.

Online promotions play a significant role in influencing consumers' perceived emotional value. Studies have shown that online promotions can impact consumers' purchase behavior by increasing perceived emotional value (Wu et al., 2023). Online promotions enhance consumers' emotional connections to brands, which can lead to increased purchase intentions. For instance, Patel et al. (2024) emphasized that engaging and emotionally appealing promotional content fosters deeper emotional connections with consumers. Additionally, online promotions have been found to have significant relationships with both functional and emotional value among e-commerce shoppers (Chen

& Chi, 2021). The impact of online promotions on impulsive buying behavior is mediated by perceived value, and positive emotion, and moderated by online reviews (Tu et al., 2017). These findings suggest that well-designed online promotions can enhance the perceived emotional value of products, thereby improving the overall consumer experience and driving purchase behavior.

H1: Online promotion affects consumer perceived emotional value.

Relationship between Personalized Recommendations and Consumer Perceived Emotional Value

Personalized recommendations significantly impact consumers' perceived emotional value by catering to individual preferences and enhancing the shopping experience. Research has shown that consumers highly value personalized recommendations and can help online companies build brand loyalty (Xiao et al., 2019). Furthermore, Zhang et al. (2023) found that consumers' perceived enjoyment positively influences impulsive purchase intention under the influence of personalized recommendations, visual appeal, and system usability.

Furthermore, personalizing mobile shopping platforms through personalized recommendations can lead to improved product discovery, enhanced customer shopping experiences, increased satisfaction, and loyalty, ultimately generating positive emotional responses from consumers (Liu et al., 2019). Personalized recommendations have also been found to influence consumer purchase intentions through emotional trust and perceived emotional value, indicating the importance of emotional factors in consumer decision-making processes (Zhou & Tong, 2022).

H2: Personalized recommendations influence consumer perceived emotional value.

Relationship between Consumer Perceived Emotional Value and Cross-Border Online Purchase Intention

Consumer perceived emotional value is a significant factor influencing cross-border online purchase intention. Research has shown that emotional aspects play a crucial role in consumers' decisions in cross-border e-commerce (Al-Aziz & Metawie, 2022). Positive emotions notably impact purchase intention, suggesting that creating emotionally appealing messages and evoking positive emotions can drive consumers to make purchases.

Emotional intelligence, word-of-mouth, and perceived value are crucial psychological factors influencing customer behavior in online social network purchases (Hoang & Quang, 2017). Additionally, emotional trust and perceived emotional value mediate consumers' purchase intention in live-streaming e-commerce, underscoring the importance of emotional elements in shaping consumer behavior (Zhou & Tong, 2022). These findings highlight the importance of emotional connections in influencing consumer behavior in cross-border e-commerce contexts.

H3: Consumer perceived emotional value affects cross-border online purchase intention.

Relationship between Content Marketing and Perceived Emotional Value

Content marketing significantly influences consumers' perceived emotional value in the digital landscape. Content marketing, particularly through creating informative and entertaining content, has been shown to impact consumer purchase intention substantially (Liu & Wang, 2023). The emotional appeal of content marketing plays a crucial role in shaping consumer attitudes and behaviors, with perceived value as a partial mediator in the relationship between content marke-

ting and purchase intention (Liu & Wang, 2023).

Emotional content in content marketing positively impacts brand identification, highlighting the importance of emotional elements in building brand loyalty (Chen & Xu, 2022). Content marketing strategies that resonate with consumers and evoke positive emotions can lead to enhanced consumer attitudes, satisfaction, and loyalty (Wei, 2024). Companies can effectively influence consumer perceptions and purchase intentions by providing content that aligns with consumers' emotional needs and preferences (Wei, 2024).

H4: Content marketing affects consumer perceived emotional value.

Relationship between Social Reviews and Consumer Perceived Emotional Value

Social reviews significantly impact consumers' perceived emotional value. Social reviews, including online user and product reviews, are crucial in shaping consumer value perception and purchase decisions (Xiao et al., 2019). The emotional content within composite reviews impacts consumers' mental processing and adoption intentions based on the Emotion as Social Information (EASI) theory (Zhang et al., 2024). Interaction within online reviews is a key factor in forming social presence, influencing consumer emotions and behaviors (Daozhi & Huijuan, 2022). Negative emotions expressed in online consumer reviews can affect perceived helpfulness through cognitive and affective processes (Lee et al., 2017). Emotional expressions in electronic word-of-mouth on social networking sites enhance the informative value of reviews and influence consumers' product evaluations (Song et al., 2021). These findings indicate that the emotional content within social reviews significantly influences consumers' perceived emotional value.

H5: Social reviews affect consumer perceived emotional value.

Relationship between Perceived Price Quality and Consumer Perceived Emotional Value

A product or service's perceived quality and price significantly influence consumer perceptions and emotions. Research has indicated that price discounts can impact consumers' views on savings, quality, and overall value, with the effect generated by price discounts mediating the relationship between price discounts and consumers' perceptions (Lee & Chen-Yu, 2018). Furthermore, perceived product quality, perceived value, and perceived price positively affect customer satisfaction (Adi et al., 2019). The connection between price and quality is intricate, with price often acting as an external cue for product quality. Consumers use price as a signal to gauge product quality, associating higher prices with superior quality products (Cao & Doa, 2019). Perceived price and quality can influence consumer judgments of fairness, satisfaction, and loyalty, emphasizing the emotional implications of price-quality perceptions (She & Hee, 2023) (She and Hee, 2023). The perceived fairness of price and quality can positively impact consumers' emotional value perceptions, influencing their judgments of fairness and overall satisfaction.

H6: Perceived price quality affects consumer perceived emotional value.

METHOD

This study employed a robust methodological approach using Structural Equation Modeling (SEM). The population for this study consists of Indonesian consumers interested in slow fashion, particularly those active in online shopping. The data was collected through an online

survey targeting respondents actively engaged in slow fashion consumption within Indonesia. The questionnaire was divided into two sections. The first section included users' personal information on socio-demographic aspects such as age, gender, education, and income. The second section consisted of data on the main variables in this study, such as social review, personalized recommendation, price quality perception, content marketing, cross-border online purchase intention, consumer perceived emotional value and online promotion.

In terms of measurement, all key variables were adapted from established scales in previous research. Specifically, Social Review was measured using four question items adapted from Dwidienawati et al. (2020), while Personalized Recommendation was measured using 5 question items adapted from Bulut et al. (2021). Additionally, Price Quality Perception was measured using 4 question items adapted from Jee (2021), and content marketing was measured using 4 question items adapted from Onofrei et al. (2022). Moreover, Cross-border online Purchase Intention was measured using 4 question items adapted from Tewari et al. (2022). Similarly, consumer perceived Emotional Value was measured using 3 question items adapted from Roh et al. (2022) and Online Promotion was measured using 3 question items adapted from Patak et al. (2021). Responses for each question item were obtained using a 5-point Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree).

An online platform, the Watase Uake tool (Wahyudi, 2024), was used to ensure a broad reach across different consumer demographics, and a Convenience Sampling method was applied to distribute the survey. While Convenience Sampling is often criticized for its potential biases, it offers several practical advantages, especially in

contexts like slow fashion marketing, where traditional sampling methods may not be feasible. Convenience sampling allows for rapid data collection, which is essential in studying consumer behaviors and attitudes that are rapidly evolving (Bryman, 2016). This study chose convenience sampling due to the lack of regular population surveys available for slow fashion consumers in Indonesia. This method enabled the researchers to reach a sample that, while only partially representative of the entire population, reflects the demographic engaged in a slow fashion (Etikan et al., 2016).

Additionally, the recruitment process was carefully designed to minimize potential biases. The sample, though selected based on accessibility, was diverse in terms of gender, education, and geographical location, which helps mitigate the limitations of convenience sampling. Crouch et al. (2014) noted that convenience sampling can yield valuable insights when traditional methods are impractical, particularly if the sample reflects broader population trends despite its inherent limitations. Moreover, the findings of Wild et al. (2022) emphasize that while specific demographics might be over-represented in convenience samples, these samples still play a crucial role in advancing research, especially in emerging fields like slow fashion.

The cross-sectional design complements convenience sampling by capturing a snapshot of consumer attitudes and behaviors at a specific time. Although a cross-sectional design limits the ability to infer causality, it provides valuable descriptive data that can highlight associations between variables, informing future research directions. In marketing research, where the primary goal is often to understand current consumer behavior rather than establish causal relationships, cross-sectional studies are widely accepted. Taylor et

al. (2013) demonstrate that even with potential biases, cross-sectional studies can provide valid estimates of associations, especially when data collection instruments are consistent and reliable. Furthermore, in niche markets like slow fashion, where consumer preferences continually evolve, a cross-sectional approach is a pragmatic choice to gather timely insights. They are justified in this study due to their practicality and effectiveness in capturing relevant data in the context of slow fashion marketing in Indonesia.

RESULT AND DISCUSSION

Respondent Profile

Data screening was performed to detect problematic respondents. According to (Hair et al., 2019), detecting respondent data was necessary to avoid response bias, such as respondents who filled out the survey haphazardly or with a specific pattern. The final sample size of 153 respondents was determined based on the need for sufficient statistical power for the Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis. According to Hair et al. (2019), a sample size of over 100 is generally sufficient for PLS-SEM when the model includes multiple constructs with moderate complexity. Our sample size exceeds this threshold, ensuring reliable and valid results.

The respondent profile data can be seen in Table 1. The descriptive profile of Indonesian respondents regarding slow fashion products reveals several key insights. The majority of respondents are female, accounting for 71.9% of the sample, while males make up 28.1%. The educational background is fairly evenly distributed, with 34.64% having completed high school, 32.68% holding an undergraduate degree, and another 32.68% possessing a master's or doctorate degree. In terms of occupation, nearly half of the respondents

Table 1. Respondent Profile

Description	Category	Frequency	Percentage
Gender	Male	43	28.1%
	Female	110	71.9%
Education	High school	53	34.64%
	Under graduate	50	32.68%
	Master/Doctor	50	32.68%
Occupation	Student	71	46.41%
	Public Servant	14	9.15%
	Private Employee	37	24.18%
	Entrepreneur	9	5.88%
	Others	22	14.38%
Province	Bangka Belitung	1	0.70%
	Banten	1	0.70%
	Special Region of Yogyakarta	47	30.90%
	Special Capital Region of Jakarta	6	3.90%
	West Java	3	2%
	Centre Java	18	11.80%
	East Java	2	1.30%
	West Kalimantan	2	1.30%
	South Kalimantan	2	1.30%
	Centre Kalimantan	4	2.60%
	Lampung	2	1.30%
	Maluku	15	9.90%
	Mimika Papua	1	0.70%
	East Nusa Tenggara	19	12.50%
	Riau	1	0.70%
	Southeast Sulawesi	4	2.60%
	South Sumatra	22	14.50%
	North Sumatra	1	0.70%
	Tangerang	1	0.70%

Source: Data Processed (2024)

(46.41%) are students, followed by private employees (24.18%), public servants (9.15%), entrepreneurs (5.88%), and others (14.38%).

Geographically, the largest group of respondents resides in the Special Re-

gion of Yogyakarta (30.90%), with notable representation from East Nusa Tenggara (12.50%) and Sumatera Selatan (14.50%). Other provinces with smaller representations include the Special Region Capital of Jakarta (3.90%), Centre

Table 2. Testing Internal Consistency Reliability

Variable	Cronbach Alpha	Result
Consumer Perceived Emotional Value	0.7084	Very Good
Content Marketing	0.7122	Very Good
Cross Border Online Purchase Intention	0.7937	Very Good
Online Promotion	0.7726	Very Good
Personalized Recommendation	0.8538	Very Good
Price quality perception	0.8359	Very Good
Social Review	0.8786	Very Good

Source: Data Processed (2024)

Table 3. Testing Convergent Validity

Variable	Indicator	Loading factor	Composite Reliability	AVE
Online Promotion	OnlPr1	0.7553	0.8796	0.7099
	OnlPr2	0.8767		
	OnlPr3	0.8892		
Personalized Recommendation	PerRe1	0.7971	0.8876	0.6137
	PerRe2	0.8089		
	PerRe3	0.8519		
	PerRe4	0.6730		
	PerRe5	0.7745		
Content Marketing	ConMa1	0.7174	0.8070	0.5119
	ConMa2	0.7005		
	ConMa3	0.6629		
	ConMa4	0.7764		
Social Review	SocRe1	0.8817	0.9258	0.7572
	SocRe2	0.8828		
	SocRe3	0.8791		
	SocRe4	0.8363		
Price quality perception	PriQu1	0.8139	0.8946	0.6799
	PriQu2	0.8505		
	PriQu3	0.8466		
	PriQu4	0.7857		
Consumer Perceived Emotional Value	ConPe1	0.8029	0.8180	0.6000
	ConPe2	0.7841		
	ConPe3	0.7352		
Cross Border Online Purchase Intention	CroBo1	0.8435	0.8527	0.5933
	CroBo2	0.8237		
	CroBo3	0.6767		
	CroBo4	0.7247		

Source: Data Processed (2024)

Table 4. Testing Discriminant Validity

Variable	1	2	3	4	5	6	7
Online Promotion	0.8207	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Personalized Recommendation	0.2306	0.7962	0.0000	0.0000	0.0000	0.0000	0.0000
Content Marketing	0.4277	0.4400	0.7315	0.0000	0.0000	0.0000	0.0000
Social Review	0.2756	0.4199	0.3152	0.8538	0.0000	0.0000	0.0000
Price quality perception	0.2864	0.5496	0.4172	0.4264	0.8182	0.0000	0.0000
Consumer Perceived Emotional Value	0.2952	0.4460	0.4026	0.2724	0.3611	0.7945	0.0000
Cross Border Online Purchase Intention	0.3754	0.6388	0.4774	0.3458	0.4412	0.5805	0.7859

Source: Data Processed (2024)

Java (11.80%), Maluku (9.90%), and several others with less than 3% each. This profile highlights a predominant interest in slow fashion among female students across various educational levels, particularly in the Special Region of Yogyakarta province.

Testing of the Measurement Model

The data was analyzed using PLS-SEM through SEMinR software (Edeh et al., 2022). The testing process was conducted in three stages: internal consistency reliability, convergent validity, and discriminant validity. The internal consistency reliability testing results were obtained using Cronbach's Alpha. The results of the data analysis were obtained, as shown in Table 2.

The testing results in the Table 2 showed reliability values above 0.7. (Hair et al., 2019; Hair et al., 2022)by Hair, Hult, Ringle, and Sarstedt, provides a concise yet very practical guide to understanding and using PLS structural equation modeling (PLS-SEM mentioned that Cronbach's alpha scores above 0.7 fall into the excellent category. Therefore, overall, it can be concluded that all variables passed the internal consistency reliability tes-

ting. Convergent validity testing examined Indicator Reliability (Outer Loading) and Average Variance Extracted (AVE) values. Hair et al. (2019) stated that the standard for excellent outer loading values is above 0.7, and an AVE value above 0.5 indicates excellent criteria. The results of convergent validity testing can be seen in Table 3.

The results of convergent validity testing in Table 3 show outer loading values above 0.7 and AVE values above 0.5. Therefore, it can be concluded that each variable and its indicators have excellent convergent validity.

Discriminant validity testing using the Fornell-Larcker criteria (Hair et al., 2022)by Hair, Hult, Ringle, and Sarstedt, provides a concise yet very practical guide to understanding and using PLS structural equation modeling (PLS-SEM shows the highest cross-loading correlation. The testing results can be seen in Table 4.

Evaluation of Structural Model

This study used SEMinR to test the structural model (Edeh et al., 2022). A bootstrapping procedure with 1000 iterations was performed to test the influence between constructs. Figure 1 shows the results of the PLS-SEM analysis. Testing

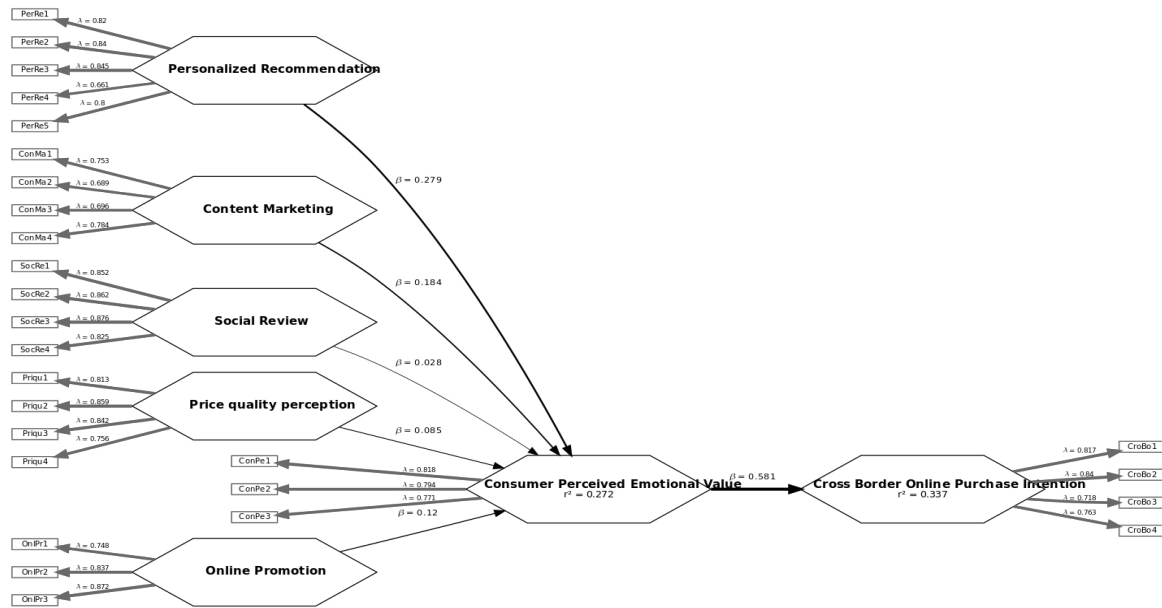


Figure 1. Testing The Structural Model

Table 5. Results of R-Square Testing

Dependent	R-Square	R-Square Adjusted	FCVIF	State*
Consumer Perceived Emotional Value	0.2723	0.2477	1.374	Weak
Cross Border Online Purchase Intention	0.3370	0.3326	1.508	Moderate

Source: Data Processed (2024)

Table 6. Results of Hypothesis Testing

Hypothesis	Original Sample	Standard Deviation	T-Test	Result
H1: Consumer Perceived Emotional Value \rightarrow Cross Border Online Purchase Intention	0.5805	0.0468	12.4141	Significant
H2: Content Marketing \rightarrow Consumer Perceived Emotional Value	0.1845	0.0941	1.9604	Significant
H3: Online Promotion \rightarrow Consumer Perceived Emotional Value	0.1200	0.0805	1.4916	Not significant
H4: Personalized Recommendation \rightarrow Consumer Perceived Emotional Value	0.2790	0.0982	2.8396	Significant
H5: Price quality perception \rightarrow Consumer Perceived Emotional Value	0.0845	0.0922	0.9168	Not significant
H6: Social Review \rightarrow Consumer Perceived Emotional Value	0.0281	0.0832	0.337	Not significant

Source: Data Processed (2024)

the Structural Model was conducted to test the explanatory power of the model created. Adjusted R^2 refers to the explanatory power of predictor variables in the existing constructs. Chin (1998) classified model validity using scores from R^2 into three categories: substantial (0.67), moderate (0.33), and weak (0.19). The complete testing results can be seen in Table 5.

The results of testing Common Methods Bias (CMB) with Full Collinearity Variance Inflation Factors (FCVIFs) show that most values are below 3.3. Therefore, it can be concluded that there is no CMB. The next stage involves testing the strength of the relationships established. The testing is done by examining the t-test scores or p-values from the hypothesis testing results. The complete results of hypothesis testing can be seen in Table 6.

The results of testing Hypothesis 1, which assessed the impact of Consumer Perceived Emotional Value on Cross Border Online Purchase Intention, showed an original sample value of 0.5530 and a standard deviation of 0.0548. This hypothesis is accepted with a t-test value of 10.0955, significantly above the critical t-value of 1.96 at a 95% confidence level. This confirms that Consumer Perceived Emotional Value significantly influences Cross Border Online Purchase Intention.

Similarly, for Hypothesis 2, the effect of Content Marketing on Consumer Perceived Emotional Value was examined. The analysis yielded an original sample value of 0.1845 and a standard deviation 0.0941. The t-test result was 1.9604, which meets the critical value of 1.96, thereby accepting the hypothesis. Hence, content marketing has significantly affected consumers' perceived emotional value.

Conversely, Hypothesis 3 explored the influence of Online Promotion on Consumer Perceived Emotional Value and revealed an original sample value of 0.1200 with a standard deviation of

0.0805. The t-test value of 1.4916, falling below the critical threshold, leads to the rejection of this hypothesis. Therefore, Online Promotion does not significantly affect Consumer Perceived Emotional Value.

Furthermore, the testing of Hypothesis 4, which investigated the impact of Personalized Recommendations on Consumer Perceived Emotional Value, indicated an original sample value of 0.2790 and a standard deviation of 0.0982. The t-test value was 2.8396, well above the critical t-value, resulting in the acceptance of the hypothesis. Thus, Personalized Recommendation significantly enhances Consumer Perceived Emotional Value.

In addition, Hypothesis 5 examined the role of Price Quality Perception on Consumer Perceived Emotional Value. With an original sample value of 0.0845 and a standard deviation of 0.0922, the t-test value of 0.9168 did not reach the critical level. Consequently, this hypothesis is rejected, indicating that Price Quality Perception does not significantly affect Consumer Perceived Emotional Value.

Discussion

This study significantly contributes to the literature on sustainable marketing by uncovering the nuanced roles of digital and emotional influences in shaping slow fashion purchase intentions in Indonesia. By highlighting the limited impact of traditional promotional strategies and the critical importance of personalized recommendations and content marketing, this research provides a valuable framework for developing more effective and targeted marketing strategies within the slow fashion sector (Xiao et al., 2019). Personalized recommendations emerged as more effective because they cater to individual preferences, enhancing the relevance and emotional connection of the content for each consumer (Xiao et al., 2019; Zhang et al., 2023). These findings advance academic

understanding and offer practical implications for brands that engage ethically conscious consumers in emerging markets (Ertekin & Atik, 2020).

Given the above considerations, we have enhanced our discussion to highlight our study's multifaceted contributions to slow fashion marketing. Our research challenges the prevailing assumptions about the efficacy of traditional marketing strategies in the slow fashion sector by demonstrating the primacy of emotional engagement over conventional promotional tactics. Furthermore, our findings underscore the importance of understanding consumer motivations within specific cultural contexts (Hofstede, 1980; Suhud et al., 2020), suggesting that marketers must adopt a more nuanced approach when engaging with consumers in emerging markets like Indonesia. This includes a shift towards storytelling and ethical communication that aligns with consumers' values and fosters a deeper emotional connection with the brand.

The significant relationship between Consumer Perceived Emotional Value and Cross Border Online Purchase Intention confirms previous research, emphasizing the importance of emotional connections in driving consumer behavior within digital marketplaces (Hoang & Quang, 2017; Al-Aziz & Metawie, 2022). This suggests that slow fashion brands can enhance purchase intentions by fostering stronger emotional bonds with consumers, particularly through personalized marketing strategies that resonate with their values.

The study highlights the crucial role of consumer-perceived emotional value in cross-border online purchase intention. Emotional aspects significantly influence consumer decisions in cross-border e-commerce (Hoang & Quang, 2017; Al-Aziz & Metawie, 2022). Emotional trust and perceived emotional value act as mediating factors, underscoring the importance of

emotional elements in shaping consumer behavior and driving purchase intentions in the digital marketplace. Additionally, content marketing has been shown to impact consumers' perceived emotional value substantially. As supported by Liu (Chen & Xu, 2022; Liu, 2023; Liu & Wang, 2023), the emotional appeal of content marketing plays a crucial role in shaping consumer attitudes and behaviors. Content marketing strategies that resonate with consumers and evoke positive emotions enhance consumer attitudes, satisfaction, and loyalty. This study confirms that content marketing significantly influences consumers perceived emotional value and purchase intentions.

Additionally, the significant effect of Content Marketing on Consumer Perceived Emotional Value reinforces the importance of narrative-driven content that aligns with the ethical and sustainable principles of slow fashion (Chen & Xu, 2022; Liu & Wang, 2023). This indicates that slow fashion brands should use content marketing strategies that resonate emotionally with their target audience to enhance perceived value. By creating emotionally engaging content, brands can build deeper connections with consumers, increasing their loyalty and purchase intentions.

Furthermore, personalized recommendations also significantly influence consumers perceived emotional value by catering to individual preferences and enhancing the shopping experience. This aligns with the findings of Xiao et al. (2019), Zhang et al. (2023), and Zhou & Tong (2022), who demonstrated that personalized recommendations foster emotional trust and perceived enjoyment, thereby positively affecting purchase intentions. Personalized recommendations improve product discovery and satisfaction, ultimately generating positive emotional responses from consumers.

In contrast to previous studies that emphasize the role of online promotions in strengthening emotional connections to brands and boosting purchase intentions (Tu et al., 2017; Qiu et al., 2021; Patel et al., 2024), our findings suggest that online promotions have a minimal impact on consumer perceived emotional value in the specific context of slow fashion in Indonesia. Indonesia's cultural and social context also plays a crucial role in shaping consumer behavior. Indonesian consumers place high value on emotional elements that resonate with their values and identity (Suhud et al., 2020). This cultural orientation may explain why marketing strategies focusing on emotional engagement and personalized narratives are more effective than those relying on generic promotions or price-based incentives. Furthermore, this could be because slow fashion consumers, who tend to prioritize quality and sustainability over price incentives, may find online promotions less compelling, as they are often drawn to products that reflect their values and are willing to pay a premium for them (Tu et al., 2017; Patel et al., 2023).

Moreover, in an era where consumers are constantly bombarded with promotional offers, traditional online promotional tactics may become less effective, especially for slow fashion consumers in the Indonesian market (Aldilax et al., 2020; Nugroho & Hermawan, 2022). Moreover, this suggests that slow fashion consumers may prioritize authenticity and ethical considerations over promotional tactics, which align with emphasizing the limited role of promotion in the context of ethical consumerism (Şener et al., 2019; Chakraborty & Sadachar, 2023). As a result, approaches that offer personalized and emotionally engaging content, such as tailored recommendations and storytelling, are more likely to capture consumer attention and influence behavior (Chen &

Chi, 2021; Wu, 2023). Therefore, this suggests that marketing strategies relying solely on promotions may fail to resonate with this target audience, which places greater emphasis on ethical credentials and sustainability (Chakraborty & Sadachar, 2023). Consequently, our findings underscore the necessity of combining promotional efforts with strategies that enhance emotional engagement.

Similarly, social reviews were also found to have an insignificant impact on consumers' perceived emotional value. Despite previous research suggesting the importance of emotional content in reviews for influencing consumer perceptions and purchase decisions (Xiao et al., 2019; Song et al., 2021; Daozhi & Huijuan, 2022; Zhang et al., 2024), our results indicate that social reviews do not significantly shape emotional value in the context of slow fashion in Indonesia.

The lack of significance in the impact of social reviews indicates that slow fashion consumers may rely more on personal values or community norms rather than external opinions when making purchase decisions. This could reflect a consumer base of personal value, ethical consideration, and authenticity over popular opinion, suggesting a need for brands to build deeper, more genuine connections with their audience (Mishra, 2021; Yaacob et al., 2021). This may suggest that consumers prioritize other sources of information or that the emotional content in reviews does not resonate as strongly in this market segment.

Furthermore, perceived price-quality also did not significantly influence consumers' perceived emotional value. Although research has shown that price and quality perceptions can impact consumer judgments of fairness, satisfaction, and loyalty (Lee & Chen-Yu, 2018; Adi et al., 2019; Cao & Doa, 2019; She & Hee, 2023), in the context of this study, percei-

ved price quality did not play a significant role in shaping emotional value. The non-significant effect of perceived price quality suggests that for slow fashion consumers, ethical considerations and product quality outweigh concerns about price (Suhud et al., 2020). This aligns with the notion that slow fashion appeals to consumers willing to invest in sustainable products, indicating that price alone is not a decisive factor in their purchase decisions (Jung & Jin, 2016). Slow fashion brands may benefit from shifting their focus from conventional price-based promotions to building stronger emotional narratives that resonate with consumers' values and identities. This approach is particularly critical in markets like Indonesia, where emotional value significantly shapes purchase intentions. These implications further suggest how slow fashion brands might recalibrate their marketing strategies to incorporate emotional and ethical communication more effectively (Summers, 2016). This could imply that other factors, such as brand reputation or product uniqueness, might overshadow price-quality considerations in influencing emotional value for slow fashion consumers in Indonesia.

This study provides a comprehensive understanding of the digital and emotional factors influencing slow fashion purchase decisions in Indonesia. The findings emphasize the importance of personalized recommendations and content marketing in enhancing consumer-perceived emotional value and driving purchase intentions.

Our study delves into the digital and emotional factors shaping slow fashion purchase decisions within Indonesia's unique cultural and socio-economic landscape. Focusing on the Indonesian market provides particularly relevant insights to this region. However, while our findings are rooted in the specific context of Indonesia, we believe they offer valuable lessons that could be applied to slow fashi-

on marketing strategies in other emerging markets with similar cultural dynamics (Thorisdottir & Jóhannsdóttir, 2019; Chakraborty & Sadachar, 2023).

One of the key takeaways from our research is the significant role of emotional value and personalized recommendations in influencing consumer behavior. These factors underscore the importance of aligning marketing strategies with consumer values and identity, a concept that likely resonates beyond Indonesia. In regions where cultural attitudes and consumer behaviors are similar, our findings could serve as a helpful guide for crafting effective slow fashion strategies (Yang et al., 2017; Thorisdottir & Jóhannsdóttir, 2019).

However, it is essential to recognize that our study's focus on Indonesia may limit the direct applicability of our findings to other markets. Indonesia's cultural and socio-economic factors are unique, and their influence on consumer behavior may differ in other regions.

The insignificant results for online promotions, social reviews, and perceived price-quality suggest that these factors require integration with other marketing strategies to influence emotional value effectively.

CONCLUSION AND RECOMMENDATION

This study explored the intricate relationship between digital influences and consumer perceived emotional value in driving slow fashion purchases in Indonesia. The research validated the significant role of emotional value in shaping consumer purchase intentions within the slow fashion sector. Specifically, personalized recommendations and content marketing emerged as critical drivers of emotional connections with consumers, enhancing their perceived emotional value and increasing their likelihood of purchasing.

Conversely, online promotions, social reviews, and perceived price-quality were found to have insignificant impacts on consumers' perceived emotional value in this context. These factors may require integration with other marketing strategies to influence emotional value effectively.

The study's findings offer valuable insights for slow fashion brands and marketers aiming to enhance consumer engagement and drive purchases through digital channels. By leveraging personalized recommendations and content marketing, brands can foster deeper emotional connections with consumers, increasing purchase intentions. Marketers should focus on creating emotionally appealing and informative content that resonates with consumers' preferences and needs. Furthermore, understanding the limited impact of online promotions, social reviews, and perceived price-quality highlights the need for integrating these elements with other marketing strategies to influence effectively consumers perceived emotional value.

While this study offers critical insights into the factors driving slow fashion purchases in Indonesia, it underscores the limitations that need further research. Firstly, the research is context-specific to the slow fashion market in Indonesia, which may limit the generalizability of the findings to other regions or market segments. As digital marketing strategies continue to evolve, understanding how these changes impact consumer behavior in various markets will be essential for developing globally relevant sustainable marketing practices (Rathore, 2019; Papadopoulou et al., 2022). Secondly, the study relies on self-reported consumer data, which may be subject to biases such as social desirability or recall bias. Thirdly, the study's cross-sectional design restricts the ability to infer causality between the variables examined. Future research should address these limitations by conducting

longitudinal studies to explore the long-term effects of digital and emotional influences on consumer behavior in the slow fashion market.

Additionally, research could investigate the role of cultural factors in shaping emotional responses to digital marketing strategies, providing a more comprehensive understanding of consumer behavior across different regions (Thorisdottir & Jóhannsdóttir, 2019). Such research would help evaluate the broader applicability of our findings and ensure that slow fashion strategies can be effectively adapted to different markets worldwide (Ge, 2024). Future research should investigate the effectiveness of emerging digital marketing tools and platforms in boosting consumer-perceived emotional value and influencing purchase intentions, especially in emerging markets. Including newer methods like influencer marketing, virtual try-ons, and social commerce would offer a broader perspective on how these innovations affect consumer behavior. By studying these tools, future research can shed light on their ability to shape emotional perceptions and drive purchasing decisions, contributing to developing more impactful digital marketing strategies.

Expanding the scope to include various segments of the sustainable fashion industry and comparing results across different markets could offer more comprehensive insights for developing effective marketing strategies. Furthermore, examining the effectiveness of these strategies across distinct segments, such as fast fashion versus slow fashion, would provide valuable information for tailoring marketing approaches to better suit the unique characteristics and demands of each segment within the sustainable fashion landscape.

This study offers novel insights into the factors driving slow fashion purchases in Indonesia by focusing on the interplay between digital influences and consumer-

perceived emotional value. The research uniquely contributes to the existing literature by demonstrating that personalized recommendations and content marketing significantly enhance consumer emotional value, which drives purchase intentions in the slow fashion sector. These findings challenge traditional views that emphasize the role of online promotions and social reviews, highlighting the importance of emotional engagement in ethical consumerism.

The novelty of this research lies in its context-specific examination of slow fashion in an emerging market, providing valuable guidance for sustainable marketing strategies tailored to Indonesian consumers. The insights gained from this study emphasize the need for slow fashion brands to prioritize emotional connections with their audience through personalized and emotionally resonant content rather than relying solely on promotional tactics. This approach not only enhances consumer engagement but also aligns with the ethical and sustainable values central to slow fashion.

By addressing the gaps in the existing literature and offering practical implications for marketers, this research contributes to a deeper understanding of sustainable consumer behavior. It supports the development of more effective, targeted marketing strategies in the slow fashion industry. Future research should explore the dynamic relationship between digital influences and consumer behavior across different markets and over time, further enriching the field of sustainable fashion marketing.

The theoretical implications of this study highlight a shift in how digital marketing strategies impact consumer behavior in the slow fashion market. Unlike fast fashion, where online promotions and perceived price-quality often drive consumer decisions, this research finds these fac-

tors do not significantly influence emotional value in slow fashion purchases. This challenges traditional marketing models and suggests that consumers in this sector prioritize personalized recommendations and content marketing, which evoke stronger emotional connections (Xiao et al., 2019; Zhou & Tong, 2022). The findings imply a need to integrate emotional engagement strategies into sustainable marketing, as emotional value is a critical driver of purchase intentions in the slow fashion context. This aligns with sustainable marketing theory, which emphasizes that marketing strategies must promote eco-friendly products and resonate emotionally with consumers to foster long-term behavioral changes (Kuzmak, 2023; Sobocińska, 2019).

These findings suggest that marketers in the slow fashion industry should focus on building deep emotional connections with their consumers through personalized recommendations and content marketing rather than relying heavily on promotions or social reviews. Understanding slow fashion consumers' unique motivations can help brands develop more effective marketing strategies that resonate with this ethically-conscious demographic.

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