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The influence of consumption values on green repurchase intention toward slow fashion products in Indonesia: Extending the theory of consumption value with hedonic value

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***Abstract*---**The fashion industry is increasingly criticized for its negative environmental impacts, leading to growing interest in sustainable alternatives such as slow fashion. Despite increasing environmental awareness, consumer willingness to repurchase slow fashion products remains relatively low, particularly in developing countries. This study aims to examine the influence of Consumption Value dimensions on Green Repurchase Intention among Indonesian slow fashion consumers. Drawing upon the Theory of Consumption Value, the study investigates the effects of functional value, social value, emotional value, epistemic value, conditional value, and hedonic value on green repurchase intention. A quantitative approach was employed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that functional value (β = 0.156, p = 0.024), social value (β = 0.122, p = 0.014), and epistemic value (β = 0.280, p < 0.001) have significant positive effects on green repurchase intention. Epistemic value emerged as the strongest predictor, highlighting the importance of consumer curiosity,

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knowledge acquisition, and learning experiences regarding sustainable fashion. Conversely, emotional value demonstrated a significant negative effect (β = -0.134, p = 0.006), while conditional value (β = -0.016, p = 0.778) and hedonic value (β = 0.023, p = 0.725) were found to have no significant influence. These findings extend the Theory of Consumption Value within the slow fashion context and provide practical insights for marketers seeking to strengthen consumer loyalty through product quality, social identity, and sustainability education.

***Keywords*---**Consumption Value, Functional Value, Social Value, Emotional Value, Epistemic Value, Hedonic Value, Green Repurchase Intention, Slow Fashion.

Introduction

The global fashion industry has become one of the largest contributors to environmental degradation due to intensive resource consumption, excessive waste generation, water pollution, and carbon emissions (Niinimäki et al., 2020). The emergence of fast fashion has accelerated production and consumption cycles, encouraging consumers to purchase clothing frequently at low prices and dispose of garments after short periods of use (Joy et al., 2012). Although this business model has made fashion products more accessible, it has also generated significant environmental and social challenges (Bick et al., 2018). Increasing public awareness regarding sustainability issues has encouraged consumers, governments, and businesses to seek more environmentally responsible alternatives. Among these alternatives, slow fashion has emerged as a promising approach that emphasizes sustainability, durability, ethical production, and responsible consumption (Fletcher, 2010).

Slow fashion represents a movement that encourages consumers to purchase fewer but higher-quality products that are designed to last longer and create less environmental impact (Jung & Jin, 2016). Unlike fast fashion, which prioritizes speed and volume, slow fashion focuses on product longevity, responsible sourcing, fair labor practices, and environmental stewardship (Clark, 2008). However, despite the growing popularity of sustainability-related discussions, consumer adoption of slow fashion remains relatively limited, particularly in developing countries (McNeill & Moore, 2015). One of the most important challenges facing sustainable fashion businesses is encouraging consumers not only to purchase environmentally friendly products but also to repurchase them consistently over time. Therefore, understanding the factors that influence Green Repurchase Intention has become an important topic for both researchers and practitioners (Joshi & Rahman, 2015).

Green Repurchase Intention refers to a consumer's willingness and likelihood to repurchase environmentally friendly products in the future after previous purchasing experiences (Chen & Chang, 2012). Unlike initial purchase intention, repurchase intention reflects a stronger behavioral commitment because it is based on actual consumption experiences (Hellier et al., 2003). Consumers who

repeatedly purchase environmentally responsible products contribute significantly to the long-term success of sustainable businesses and support broader environmental objectives (Testa et al., 2021). Consequently, identifying the factors that encourage consumers to continue purchasing slow fashion products is essential for promoting sustainable consumption patterns.

One theoretical framework that provides valuable insights into consumer decision-making is the Theory of Consumption Value (TCV), originally developed by Sheth, Newman, and Gross (1991). The theory proposes that consumer choices are influenced by multiple dimensions of value rather than by economic considerations alone. According to TCV, consumers evaluate products based on different types of benefits that satisfy various needs and motivations (Sheth et al., 1991). These values collectively shape consumer preferences, purchasing decisions, and post-purchase behavior. In the context of sustainable consumption, the Theory of Consumption Value has been widely applied to explain environmentally responsible purchasing behavior (Lin & Huang, 2012; Biswas & Roy, 2015).

The first dimension examined in this study is Functional Value. Functional value refers to the utility derived from a product's functional, physical, or performance-related attributes, including quality, durability, reliability, comfort, and price-performance ratio (Sheth et al., 1991). Within the slow fashion industry, functional value is particularly important because consumers often pay premium prices for products that promise superior quality and longer life cycles (Jung & Jin, 2016). High-quality materials, durable construction, comfortable design, and practical usability contribute to consumers' perceptions that slow fashion products offer meaningful benefits compared with conventional alternatives (Niinimäki, 2010). When consumers believe that a product performs effectively and provides long-term value, they are more likely to continue purchasing the product in the future (Dewi & Annas, 2022). Therefore, functional value is expected to positively influence Green Repurchase Intention.

The second dimension is Social Value. Social value refers to the utility gained from a product's association with social groups, social approval, status enhancement, or identity expression (Sheth et al., 1991). Consumers frequently make purchasing decisions that reflect how they wish to be perceived by others (Sweeney & Soutar, 2001). In the context of sustainable consumption, purchasing environmentally friendly products may signal responsibility, ethical awareness, and commitment to environmental protection (Griskevicius et al., 2010). Slow fashion products often serve as symbols of conscious consumption and social responsibility (McNeill & Moore, 2015). As sustainability becomes increasingly integrated into social norms and cultural expectations, consumers may experience social benefits from supporting environmentally responsible brands (Khare, 2015). Consequently, social value can strengthen consumers' willingness to repurchase slow fashion products because such purchases reinforce positive social identity and social recognition.

The third dimension is Emotional Value. Emotional value refers to the feelings and affective states generated by product ownership or consumption, including happiness, satisfaction, pride, enjoyment, and personal fulfillment (Sheth et al.,

1991). Sustainable products are often expected to generate positive emotions because consumers may feel good about contributing to environmental preservation and ethical business practices (Hartmann & Apaolaza-Ibáñez, 2012). Consumers who engage in sustainable consumption frequently experience feelings of moral satisfaction and self-congruence (White et al., 2019). However, emotional responses can be complex and dynamic. The novelty effect and hedonic adaptation theory suggest that emotional benefits may decline as consumers become increasingly familiar with a product (Frederick & Loewenstein, 1999). Consequently, emotional satisfaction alone may not always sustain long-term repurchase behavior within the slow fashion context.

The fourth dimension is Epistemic Value. Epistemic value refers to the utility derived from curiosity, novelty, learning opportunities, and knowledge acquisition (Sheth et al., 1991). Consumers often seek products that provide new experiences or satisfy intellectual interests (Hirschman, 1980). In sustainable fashion markets, epistemic value may emerge when consumers learn about innovative production processes, environmentally friendly materials, ethical sourcing practices, or the environmental benefits of sustainable consumption (Jung & Jin, 2014). Slow fashion products frequently offer opportunities for consumers to deepen their understanding of sustainability and responsible consumption (Cervellon et al., 2012). Consumers who are motivated by learning and curiosity may perceive greater value in sustainable products because these products provide information and experiences that extend beyond their functional attributes (Lin & Huang, 2012). As a result, epistemic value is expected to play an important role in encouraging Green Repurchase Intention.

The fifth dimension is Conditional Value. Conditional value refers to the utility derived from specific situations, circumstances, or contextual factors that influence purchasing decisions (Sheth et al., 1991). Consumer behavior is often affected by temporary conditions such as discounts, promotions, economic situations, seasonal trends, or environmental campaigns (Biswas & Roy, 2015). In many industries, promotional activities can significantly influence purchasing decisions (Kotler & Keller, 2016). However, within the slow fashion industry, the role of conditional value may differ because consumers often purchase products based on long-term sustainability considerations rather than short-term incentives (Jung & Jin, 2016). Nevertheless, situational factors may still affect purchasing decisions under certain circumstances and therefore remain important to investigate.

The sixth dimension is Hedonic Value. Hedonic value refers to the pleasure, enjoyment, entertainment, excitement, and aesthetic satisfaction associated with product consumption (Babin et al., 1994). Unlike functional value, which emphasizes practical benefits, hedonic value focuses on experiential and sensory gratification. Fashion products are often closely linked to self-expression, creativity, beauty, and personal enjoyment (Arnold & Reynolds, 2003). Consumers may derive pleasure from wearing stylish clothing, exploring unique designs, or expressing individuality through fashion choices (Kim & Kim, 2022). In the context of slow fashion, hedonic value may arise from appreciation of craftsmanship, authenticity, uniqueness, and aesthetic quality (Jung & Jin, 2016). However, because slow fashion consumers frequently emphasize

sustainability and responsibility, the relative importance of hedonic value in driving repurchase intention remains uncertain.

The integration of these six consumption values provides a comprehensive framework for understanding sustainable consumer behavior. Rather than viewing purchasing decisions as purely economic or rational processes, the Theory of Consumption Value acknowledges that consumers evaluate products through multiple dimensions simultaneously (Sheth et al., 1991). Each dimension contributes differently to consumer perceptions and behavioral intentions. Some consumers may prioritize product quality and durability, while others may be motivated by social recognition, intellectual curiosity, emotional satisfaction, situational advantages, or aesthetic enjoyment.

Within the context of slow fashion, understanding the relative influence of these value dimensions is particularly important because sustainable products often involve higher prices, greater consumer involvement, and stronger ethical considerations compared with conventional alternatives (Jung & Jin, 2016). Businesses seeking to promote sustainable consumption must identify which values are most influential in shaping long-term consumer commitment. Such insights can help organizations develop more effective marketing strategies, product development initiatives, communication campaigns, and customer relationship programs.

Ultimately, this study applies the Theory of Consumption Value to investigate how functional value, social value, emotional value, epistemic value, conditional value, and hedonic value influence Green Repurchase Intention among slow fashion consumers. By examining these relationships, the study contributes to a deeper understanding of sustainable consumer behavior and provides valuable implications for researchers, marketers, policymakers, and practitioners seeking to encourage environmentally responsible consumption in the fashion industry.

Method

This study employed a quantitative research design to investigate the influence of consumption values on Green Repurchase Intention toward slow fashion products in Indonesia. The conceptual framework was developed based on the Theory of Consumption Value (TCV), incorporating Functional Value, Social Value, Emotional Value, Epistemic Value, Conditional Value, and Hedonic Value as independent variables, and Green Repurchase Intention as the dependent variable.

Data were collected through an online questionnaire using purposive sampling. Respondents were required to meet four criteria: (1) be at least 18 years old, (2) reside in Indonesia, (3) have purchased slow fashion products within the previous 12 months, and (4) possess knowledge or awareness regarding environmentally friendly fashion products. A total of 360 valid responses were obtained and included in the final analysis.

All measurement items were adapted from established scales in previous studies and assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Table 1. Reliability and Convergent Validity Assessment

Construct	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Conditional Value	0.802	0.900	0.858	0.606
Emotional Value	0.882	0.913	0.907	0.621
Epistemic Value	0.764	0.835	0.857	0.668
Functional Value	0.869	0.871	0.902	0.605
Green Repurchase Intention	0.926	0.929	0.953	0.871
Hedonic Value	0.806	0.876	0.854	0.549
Social Value	0.902	0.925	0.922	0.664

The results presented in Table 1 indicate that all constructs achieved satisfactory reliability levels. Cronbach's Alpha values ranged from 0.764 to 0.926, exceeding the minimum threshold of 0.70 recommended by Hair et al. (2022). Similarly, Composite Reliability values ranged between 0.854 and 0.953, demonstrating strong internal consistency among the measurement items. Furthermore, all AVE values exceeded the recommended threshold of 0.50, ranging from 0.549 to 0.871. These findings confirm that the constructs possess adequate convergent validity and that the indicators effectively represent their respective latent variables.

Table 2. Discriminant Validity Assessment Using Fornell-Larcker Criterion

Construct	CV	EV	EPV	FV	GRI	HV	SV
Conditional Value	**0.779**						
Emotional Value	0.444	**0.788**					
Epistemic Value	0.516	0.462	**0.817**				
Functional Value	0.471	0.293	0.330	**0.778**			
Green Repurchase Intention	0.380	0.309	0.457	0.427	**0.933**		
Hedonic Value	0.510	0.520	0.339	0.391	0.404	**0.741**	
Social Value	0.386	0.574	0.363	0.327	0.284	0.504	**0.815**

The results revealed that the diagonal values representing the square roots of AVE were consistently greater than the inter-construct correlations. For example, Green Repurchase Intention exhibited a square root of AVE value of 0.933, which exceeded its correlations with Functional Value (0.427), Epistemic Value (0.457), Emotional Value (0.309), Conditional Value (0.380), Hedonic Value (0.404), and Social Value (0.284). Similar patterns were observed for all constructs, indicating satisfactory discriminant validity.

Table 3. Discriminant Validity Assessment Using HTMT

Construct	CV	EV	EPV	FV	GRI	HV	SV
Conditional Value	-						
Emotional Value	0.451	-					
Epistemic Value	0.647	0.520	-				
Functional Value	0.526	0.309	0.380	-			
Green Repurchase Intention	0.383	0.300	0.500	0.476	-		
Hedonic Value	0.521	0.549	0.325	0.402	0.385	-	
Social Value	0.383	0.644	0.401	0.338	0.273	0.499	-

To further verify discriminant validity, the HTMT ratio was examined. All HTMT values were below the recommended threshold of 0.85. The highest HTMT value observed was 0.647 between Conditional Value and Epistemic Value, which remained below the acceptable limit. These results confirm that each construct is empirically distinct from the others and captures a unique aspect of consumer perception.

Therefore, both the Fornell-Larcker Criterion and HTMT analysis demonstrate that the measurement model possesses adequate discriminant validity and is suitable for evaluating the structural relationships among the variables.

Results and Discussion

Results

Following the confirmation of reliability and validity, the structural model was evaluated using the bootstrapping procedure in SmartPLS. The analysis aimed to examine the effects of Functional Value, Social Value, Emotional Value, Epistemic Value, Conditional Value, and Hedonic Value on Green Repurchase Intention among Indonesian slow fashion consumers.

Table 4. Hypothesis Testing Results

Hypothesis	Relationship	β	P-Value	Decision
H1	Functional Value → Green Repurchase Intention	0.156	0.024	Supported
H2	Social Value → Green Repurchase Intention	0.122	0.014	Supported
H3	Emotional Value → Green Repurchase Intention	-0.134	0.006	Not Supported
H4	Epistemic Value → Green Repurchase Intention	0.280	0.000	Supported
H5	Conditional Value → Green Repurchase Intention	-0.016	0.778	Not Supported
H6	Hedonic Value → Green Repurchase Intention	0.023	0.725	Not Supported

Discussion

The findings of this study provide empirical evidence regarding the influence of consumption values on Green Repurchase Intention among Indonesian slow fashion consumers. Based on the Theory of Consumption Value (Sheth et al., 1991), the results reveal that Functional Value, Social Value, and Epistemic Value significantly influence Green Repurchase Intention, while Emotional Value, Conditional Value, and Hedonic Value do not positively contribute to consumers' repurchase decisions. These findings suggest that consumers of slow fashion products tend to prioritize utilitarian, social, and knowledge-related benefits over emotional gratification, situational incentives, and hedonic enjoyment.

The results indicate that Functional Value has a significant positive influence on Green Repurchase Intention ($\beta = 0.156$, $p = 0.024$), supporting H1. This finding suggests that consumers are more likely to repurchase slow fashion products when they perceive them as durable, reliable, comfortable, and capable of providing superior quality. Functional benefits remain an important consideration because slow fashion products are often associated with premium prices and longer usage periods.

This finding is consistent with the Theory of Consumption Value proposed by Sheth et al. (1991), which argues that consumers evaluate products based on their functional performance and practical utility. The result also supports the findings of Jung and Jin (2016), who reported that product quality, durability, and craftsmanship are among the most important determinants of consumer preference toward slow fashion products. Similarly, Dewi and Annas (2022) found that functional value significantly influences consumers' repurchase intentions toward environmentally friendly products because consumers perceive higher quality products as providing greater long-term benefits. Therefore, enhancing product quality, durability, and usability may strengthen consumers' commitment to repurchasing sustainable fashion products.

The study found that Social Value positively influences Green Repurchase Intention ($\beta = 0.122$, $p = 0.014$), supporting H2. This result indicates that consumers derive benefits from social recognition, social approval, and identity expression when purchasing slow fashion products. Consumers increasingly use sustainable consumption as a means of communicating their environmental awareness and social responsibility.

This finding aligns with previous research suggesting that social influence plays a significant role in sustainable consumption behavior. According to Griskevicius et al. (2010), environmentally friendly consumption often functions as a social signal that communicates status, responsibility, and ethical awareness. The result also supports the findings of Khare (2015), who found that social norms and peer influence significantly affect consumers' decisions to purchase sustainable fashion products. Furthermore, McNeill and Moore (2015) argued that consumers frequently associate sustainable fashion consumption with positive self-image and social identity. Consequently, consumers who perceive strong social benefits from slow fashion products are more likely to develop stronger repurchase intentions.

Contrary to the proposed hypothesis, Emotional Value exhibited a significant negative effect on Green Repurchase Intention ($\beta = -0.134$, $p = 0.006$), leading to the rejection of H3. Although emotional value is generally expected to positively influence consumer behavior, the findings suggest that positive emotions associated with sustainable fashion purchases do not necessarily encourage repeated purchases.

One possible explanation is the phenomenon of hedonic adaptation, which suggests that emotional responses to products decline over time as consumers become familiar with them (Frederick & Loewenstein, 1999). Consumers may experience feelings of excitement, pride, and satisfaction during their initial purchase of sustainable fashion products; however, these emotional benefits may gradually diminish with repeated purchases. This interpretation is supported by Wood and Neal (2009), who argue that repeated consumption tends to become habitual and less emotionally stimulating. The finding is also consistent with McNeill and Moore (2015), who found that slow fashion consumers often make purchasing decisions based on conscious and rational evaluations rather than emotional impulses. Therefore, emotional gratification alone may be insufficient to sustain long-term repurchase behavior within the slow fashion market.

Among all variables examined, Epistemic Value emerged as the strongest predictor of Green Repurchase Intention ($\beta = 0.280$, $p < 0.001$), supporting H4. This finding indicates that consumers who value learning opportunities, curiosity, innovation, and knowledge acquisition are significantly more likely to repurchase slow fashion products.

The result strongly supports the Theory of Consumption Value, which identifies epistemic value as an important source of consumer motivation when products satisfy curiosity and provide novel experiences (Sheth et al., 1991). The finding is also consistent with Lin and Huang (2012), who reported that epistemic value significantly influences environmentally responsible purchasing behavior because consumers seek knowledge regarding sustainability and environmental impacts. Similarly, Cervellon et al. (2012) found that sustainable fashion consumers are motivated by opportunities to learn about ethical sourcing, environmentally friendly materials, and responsible production processes. Jung and Jin (2014) further emphasized that consumer education and sustainability knowledge are critical drivers of long-term engagement with slow fashion products. Therefore, increasing consumer awareness and providing educational content regarding sustainability may be highly effective strategies for encouraging repurchase behavior.

The findings indicate that Conditional Value does not significantly influence Green Repurchase Intention ($\beta = -0.016$, $p = 0.778$), resulting in the rejection of H5. This result suggests that situational factors such as discounts, promotions, special events, and temporary incentives are not primary determinants of consumers' decisions to repurchase slow fashion products.

This finding differs from conventional consumer behavior research, which often demonstrates the effectiveness of promotional activities in stimulating purchases (Kotler & Keller, 2016). However, the result aligns with the characteristics of slow

fashion consumers, who tend to prioritize sustainability, quality, and ethical considerations over short-term economic benefits (Jung & Jin, 2016). Consumers who purchase slow fashion products may view such purchases as value-driven decisions rather than responses to temporary market conditions. Therefore, external incentives appear less influential than intrinsic motivations when consumers evaluate sustainable fashion products.

The results further reveal that Hedonic Value does not significantly influence Green Repurchase Intention ($\beta = 0.023$, $p = 0.725$), leading to the rejection of H6. Although consumers may experience pleasure, enjoyment, and aesthetic satisfaction from slow fashion products, these experiences do not appear to translate into stronger repurchase intentions.

This finding contrasts with traditional fashion consumption studies that frequently identify hedonic motivations as important drivers of purchasing behavior (Arnold & Reynolds, 2003). However, it supports the argument that sustainable fashion consumers differ from conventional fashion consumers in their decision-making processes. According to Jung and Jin (2016), slow fashion consumers tend to focus on product longevity, sustainability, and ethical production rather than entertainment or sensory gratification. Similarly, McNeill and Moore (2015) found that consumers who adopt sustainable fashion practices often demonstrate more deliberate and rational purchasing behavior. Consequently, hedonic enjoyment may not be a sufficient reason for consumers to repeatedly purchase slow fashion products.

Overall, the findings demonstrate that Epistemic Value is the most influential determinant of Green Repurchase Intention, followed by Functional Value and Social Value. These results suggest that consumers are more likely to repurchase slow fashion products when they perceive them as informative, educational, durable, reliable, and socially meaningful. Conversely, Emotional Value, Conditional Value, and Hedonic Value were found to be less important in explaining repurchase behavior. The findings contribute to the Theory of Consumption Value by demonstrating that different value dimensions exert varying levels of influence on sustainable consumption behavior.

From a theoretical perspective, the study extends the application of the Theory of Consumption Value within the slow fashion context and highlights the dominant role of cognitive and utilitarian considerations in shaping Green Repurchase Intention. From a managerial perspective, the findings suggest that slow fashion brands should prioritize consumer education, sustainability communication, product quality improvement, and social engagement strategies to encourage long-term customer loyalty and repeated purchases.

Conclusion

This study examined the influence of consumption values on Green Repurchase Intention toward slow fashion products among Indonesian consumers using the Theory of Consumption Value. The findings revealed that Functional Value, Social Value, and Epistemic Value significantly and positively influence Green Repurchase Intention, while Emotional Value demonstrated a significant negative

effect. In contrast, Conditional Value and Hedonic Value were found to have no significant influence on consumers' intention to repurchase slow fashion products. Among all predictors, Epistemic Value emerged as the strongest determinant, highlighting the importance of consumer knowledge, curiosity, and learning experiences in encouraging sustainable purchasing behavior. These findings suggest that consumers are more likely to repurchase slow fashion products when they perceive them as informative, high-quality, durable, and socially meaningful.

Despite its contributions, this study has several limitations. First, the research was conducted exclusively in Indonesia, which may limit the generalizability of the findings to other cultural and geographical contexts. Second, the study employed a cross-sectional design, preventing the observation of changes in consumer behavior over time. Third, the model focused solely on consumption values and did not include other potential determinants such as environmental concern, green satisfaction, perceived behavioral control, or brand loyalty.

Future research should examine these relationships in different countries and cultural settings, employ longitudinal research designs, and incorporate additional psychological and behavioral variables to provide a more comprehensive understanding of Green Repurchase Intention within the sustainable fashion industry.

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