

https://dspace.org/

Determinants of young adults slow fashion attitudes and idea adoption intentions in Canada China and South Africa

Helen Duh; Hong Yu; Marike Venter De Villiers; Vladimira Steffek; Dan Shao

EMERALD GROUP PUBLISHING LTD
https://hdl.handle.net/10539/46624
WOS

Downloaded from a DSpace repository. https://dspace.org/

The current issue and full text archive of this journal is available on Emerald Insight at:
https://www.emerald.com/insight/1746-8809.htm

Received 11 March 2023
Revised 13 July 2023
5 December 2023
Accepted 18 December 2023

Determinants of young adults' slow fashion attitudes and idea adoption intentions in Canada, China and South Africa

Helen Inseng Duh
Department of Marketing, School of Business Sciences, University of the Witwatersrand, Johannesburg, South Africa
Hong Yu
Ted Rogers School of Retail Management, Toronto Metropolitan University, Toronto, Canada
Marike Venter de Villiers
Department of Marketing, School of Business Sciences, University of the Witwatersrand, Johannesburg, South Africa
Vladimira Steffek
Toronto Metropolitan University, Toronto, Canada, and
Dan Shao
Donghua University, Shanghai, China

Abstract

Purpose – Large, influential and profitable young adults are being targeted for fast fashion that negatively impacts the environment. The transition from a fast to an environmentally friendly slow fashion is a challenging process and culturally dependent. The process starts with slow fashion idea adoption. Thus, the authors modified an information acceptance model (IACM) to examine information characteristics (idea/information quality, credibility, usefulness, source credibility) and consumer factors (need for idea and attitudes) impacting intentions to adopt the slow fashion idea in Canada, South Africa (individualists) and China (collectivists).

Design/methodology/approach – Cross-sectional data were collected from South African ($n = 197$), Chinese ($n = 304$) and Canadian ($n = 227$) young adults (18–35 years old) at universities in metropolitan cities. Partial least squares structural equation modeling was used to analyze the data.

Findings – The results show that while most information characteristics and consumer factors are vital for slow fashion attitudes and intention formation, information quality and trust in the sources were a problem in individualistic cultures as opposed to the collectivist culture. This finding confirms the greater tendency of collectivists to trust disseminated information on environmental issues. In all cultures, attitudes impacted idea adoption intentions. On testing IACM, the multigroup analyses showed no significant differences between young adults in the individualistic cultures. Attitudes mediated most relationships and were highly explained by IACM (South Africa, 49.6%; China, 74.5%; and Canada, 64.5%).

Originality/value – In emerging and developed markets, this study informs environmentalists and green fashion brands of information characteristics that can create positive attitudes and slow fashion idea adoption intentions among influential young adults.

Keywords Slow fashion idea, Slow fashion attitudes, Slow fashion idea adoption, Information characteristics, Young adults

Paper type Research paper

1. Introduction

Expectations to meet the fast-changing trends and provide consumers with the latest fashion products push some leading fashion companies to use fast fashion strategies to produce "the

Funding statement: The study did not receive any funding support.

International Journal of Emerging Markets
Vol. 20 No. 8, 2025
pp. 3252-3279
© Emerald Publishing Limited
1746-8809
DOI 10.1108/IJOEM-03-2023-0362

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

most amount of fashionable and trendy apparel in the shortest amount of time" (Chi *et al.*, 2021, p. 101). The fast-fashion business model provides economic benefits and profits (Chi *et al.*, 2021; Friedrich, 2021), flexibility and customer relationships (Sellitto *et al.*, 2022). However, since the early 1990s, there has been a conflict between the growing culture of fast fashion and a desire for slow fashion that requires fashion designers, retailers, consumers and buyers to consider the negative impact of fast fashion on workers, consumers, communities, the environment and ecosystems (Fletcher, 2007; Friedrich, 2021).

Despite the negative consequences of fast fashion, especially on the environment, the slow fashion idea has been merely fanciful hope (Henry and Michell, 2019) with no concrete implementation measures from producers (Friedrich, 2021). Additionally, the expectations of consumers, especially young adults globally, are shifting to "an ever-growing desire for cheap and convenient fashion" or "trend-driven clothing consumption, most of which end up as waste in landfills" (Henry and Michell, 2019, p. 29). For example, Islam and Bhat (2019) lamented that millions of tons of textiles and clothing are being discarded every year in landfills, which then leads to serious environmental pollution. With these effects, it will be great if the large number, influential, and profitable market segment of young adults has developed positive attitudes and intentions to adopt the slow fashion idea. If so, what are the determinants? West *et al.* (2021) asserted that the transformation from fast to slow fashion is challenging and culture value dependent. However, Castagna *et al.* (2022, p. 588) in their Portuguese study gauge that young adults "are increasing their sustainable awareness and looking to reduce, or even eliminate new purchases, or resell used fashion products." This is encouraging, but have all young adults worldwide a slow fashion awareness or adopted the idea? Moreover, despite increased awareness, Castagna *et al.* (2022) worried about limited insights into the motivations behind the adoption of the slow fashion idea. To answer these questions, we surveyed Chinese (collectivists), Canadian and South African (individualists) young adults to determine their slow fashion attitudes, idea–adoption intentions and motivations.

Duh *et al.* (2021, p. 1306) described young adults as those comprising "college/university students (18–24 years old) and young adult professionals (25–34 years old)" who are large in number and influence, experience life-changing experiences, such as self-definition and identification, entering or exiting college/university and entering the job market. Young adults are easy targets for fast-fashion retailers because of their high disposable income and lower family responsibilities (Diddi *et al.*, 2019).

While there are reports that young adults are global consumers with similar values, attitudes, habits and buying motivation (Nobel *et al.*, 2009; Duh and Iyiola, 2020), Faber *et al.* (2020) assert that there may be some cultural differences in the awareness and knowledge of issues related to sustainable consumption. In terms of attitudes and intentions to purchase green fashion products, Carranza *et al.* (2023) found that there are no cultural differences between collectivist and individualistic cultures. The difference, they continue, lies in the determinants of the attitudes and intentions. According to Arora and Manchanda (2022), attitudes and intentions formation starts with knowledge and acceptance/adoption of the idea of sustainable fashion/apparel consumption.

Interestingly, there are reports that consumers are actively seeking relevant information to transit from "a fast, superficial consumer into a slow, conscious customer" (Gheorghe and Matefi, 2021, p. 1). However, the success depends on whether the ideas are adopted and what factors determine the attitudes and adoption intentions of slow fashion ideas. To identify the factors, this study borrowed ideas from Sussman and Siegal's (2003) information adoption model (IAM) and Wang *et al.*'s elaboration likelihood model (ELM) to modify the information acceptance model (IACM) developed by Erkhan and Evans (2016). Thus, the objectives of this study were as follows:

(1) To assess the attitudes and intentions to adopt the idea of slow fashion.

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

(2) To integrate the ideas of Sussman and Siegal's (2003) IAM, Wang *et al.*'s (2021) ELM to develop a modified version of Erkan and Evans' (2016) IACM (Figure 1) related to slow fashion.

(3) To test the modified IACM of Erkan and Evans (2016) with Chinese, Canadian and South African young adults.

(4) To assess the similarities and differences in the determinants of attitudes and intentions to adopt the idea of slow fashion among young adults in China, Canada and South Africa.

2. Size and fashion consumption of Chinese, Canadian and South African young adults: is there any environmental consciousness?

In China, young adults between 18 and 35 years old are large (approximately 560 million in 2021) and are leaders of the consumption trend in China (Euromonitor, 2022a). A Boston Consulting report shows that this segment accounts for 65% of China's consumption growth. Additionally, it is estimated that the consumption of young adults is growing at an average annual rate of 11% from 2016 to 2021, at approximately 1.86 trillion US dollars (Euromonitor, 2022b). These Chinese young adults were born in an era of economic growth and account for 75% of luxury brand consumption, most of which are clothing and fashion brands (Dychtwald, 2021). Despite this high level of consumption of luxury fashion brands, a white paper on "Sustainable life trend of Chinese young people in 2019" released by brand planet revealed that young Chinese consumers' perceptions and understanding of sustainable issues are high and focus on reducing waste, such as "moderate," "recycling" and "long-term design." Does this suggest that young Chinese adults embrace the idea of slow fashion? If so, what are the drivers of the idea adoption?

In South Africa, another emerging market like China, young adults between the age of 18–34 years old are also large consumer segments (27% of the population of 60 million) and have significant purchasing power (Naderi and Van Steenburg, 2018). The South African young adults purchase mainly fashion, luxury brands and apartments in admirable suburbs to publicize their success (Duh and Struwig, 2015). It was estimated that by 2025, young adults in Africa will increase consumption growth by about $400 billion (Techpoint.Africa, 2017), most of which may be fashion items. In the consumption of these items, it is estimated that South African young adult consumers, especially females, are more likely to make simplistic and sustainable clothing consumption (Taljaard and Sonnenberg, 2019). Following a

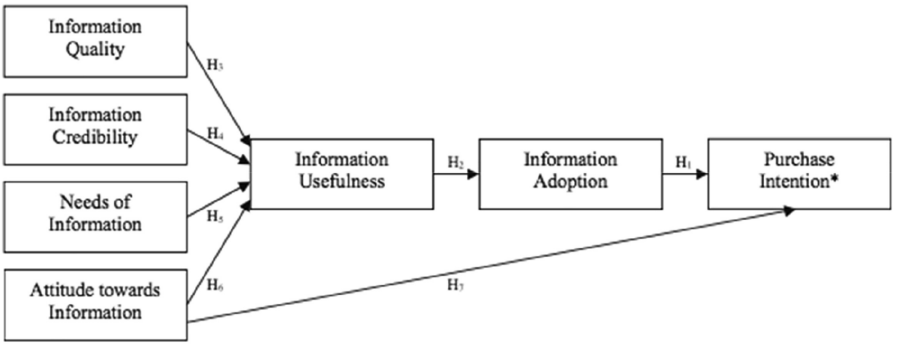


Figure 1. Information acceptance model (IACM)

Source(s): Erkan and Evans (2016:50)

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

Bizcommunity (2020) report, this may be driven by the perception of a bleak economic future and the desire to patronize businesses that do have and implement environmental sustainability policies. Is this also indicative that South African young adults will embrace the idea of slow fashion?

Even in Canada, a developed country, highly educated young adults see a dismal future. They are regrettably not at par with their productivity potential because of the growing difficulty in the job market (Heisz and Richards, 2019). For example, in 2019, students between the ages of 30 and 34 had sizeable levels of student debt. There was also a relatively high unemployment rate of approximately 11% among young adults (Heisz and Richards, 2019). This level of unemployment is far lower than that of South African young adults who face 30%+ unemployment rate (Fakih *et al.*, 2020).

Despite the not-so-strong job market for Canadian young adults, expenditures like those of their South African and Chinese counterparts on clothing are high. For example, in 2017, the annual household spending on apparel purchases of Canadian young adults started at $2,937 and aggregated to $3,113, which was significantly higher than the $2,641 average household expenditure for clothing and accessories in 2016 (Statistics Canada, 2018). In Q1 of 2022, apparel market sales remained strong with robust year-over-year growth of 30% (Trendex North America, 2022). In 2020 and 2021, the total apparel market spend was $23.85 and $26.35 billion, respectively, down from $35 billion in 2019 because of the pandemic and predicted to reach $28.53 billion by 2024 (Smith, 2022). Many young Canadians (38%–54%) report that they spend on fashion items mostly driven by quality, style, design and excellent performance, and are willing to pay premium prices (Parman, 2018). These attributes overlap with slow fashion principles and questions on whether Canadian young adults have adopted slow fashion ideas and attitudes. If so, what are the determinants of the idea adoption?

3. Theoretical background, literature and hypotheses

This section introduces and discusses the concepts, theories and models of the study. It begins by describing the concept of slow fashion.

3.1 The concept of slow fashion

Although the 'slow' consumption philosophy is not novel, "slow fashion" has only evolved from the "slow clothing" term published in Sharon Astyk's novel in 2006 (Johansson, 2010). Representing a self-standing, already widely accepted movement, the slow fashion concept gradually gained momentum in academia at the beginning of the millennia, before reaching a broader audience, including exposure to social media (de Lenne and Vandenbosch, 2017). Built on principles such as timelessness, style, localism, sustainable production, accentuation of quality over quantity, ethical choices and consideration for resources (e.g. Fletcher, 2007), the concept further encompasses "equity, authenticity, functionality, localism, and exclusivity" (Jung and Jin, 2014, p. 510). Castagna *et al.* (2022) appreciate the concept from the stance of slowing down fashion cycles from fast production and consumption loops in favor of increased sustainability. The implementation can come from recycling and reusing old clothing materials in production, thus producing timeless pieces of clothing that are not influenced by seasonal fashion trends. However, there is involvement of higher prices emanating from covering environmental and social costs and using high-quality materials, such as organic cotton (Castagna *et al.*, 2022).

Touted as one of the possible contributions to fighting consumerism that has absorbed the civilized world and emerging markets, the slow fashion concept helps decelerate the reckless depletion of resources and environmental pollution (Leslie *et al.*, 2014; Zhang and Dong, 2021). Slow fashion opposes products with limited lifespans manufactured by multinational

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

conglomerates, promotes the "buy less, buy better" mentality, and artisan-made fashion offering, better money value and longevity (Leslie *et al.*, 2014; Chhabra *et al.*, 2022). Whether positive attitudes and intentions are developed to adopt the slow fashion depends on determinants of ideas/information adoption. To identify the determinants, the IAM of Sussman and Siegal (2003), Erkhan and Evans' (2016) information acceptance model (IACM) and Wang *et al.'s* ELM may be useful.

3.2 Essence of IAM, ELM and IACM

In every decision-making process, people need ideas on what is on offer or information on desirable behavior; hence, the first two stages of decision-making are information search and evaluation (Pop *et al.*, 2022). Before the information or idea is evaluated, especially as the public becomes overloaded with information on various issues, Wang *et al.* (2021) contend that the drivers of idea selection and adoption should be studied. On studying the drivers of attitudes and information adoption which they termed as implementation, Wang *et al.* (2021) used the ELM. The model posits that attitude change starts from cognitive processes involving persuasive information processing. Specifically, it proposes that with the moderating effect of the degree of information involvement, the quality of information and its source will impact attitude change and the resultant adoption of information. Sussman and Siegal (2003) studied the drivers of information adoption. Their IAM suggests that the determinants are information characteristics such as argument quality, source credibility and information usefulness. Sussman and Siegel's (2003) IAM borrows ideas from the technology acceptance model (TAM) (Davis, 1989) in terms of perceived usefulness and adoption behavior and from the ELM (Pretty and Cacioppo, 1986) to develop the IAM. The IAM provides paths through which persuasive information or ideas are processed, analyzed, critiqued or evaluated to judge authenticity (Sussman and Siegel, 2003; Mensah *et al.*, 2022).

The ELM is another theoretical lens for understanding the cognitive processes that are followed in processing persuasive information and resultant attitude change. The ELM has its roots in the dual-processing literature. Unlike TAM, which focuses on a single route of information processing, ELM posits that people are affected by messages from two routes: central and peripheral (Wang *et al.*, 2021). The central route involves systematic and careful examination of information with high cognitive message involvement (Nel and Boshoff, 2017) and occurs when the recipient has some familiarity and understanding of the essence of the information to be reviewed (Sussman and Siegel, 2003). For example, the information familiarity can be personal knowledge of the consequences of overconsumption or the pressure/enticement to "fast-consume." In Wang *et al.'s* (2021) ELM, the core information and its quality were evaluated or reviewed through the central route. In cases where a recipient lacks professional/expertise judgment or motivation for cognitive message involvement, they use the peripheral route that relies on the source of the information. The information source can be a spokesperson or author of the importance of the slow fashion. They can also be websites or social media posts on the dangers of fast fashion. When the information source is perceived to have some credibility, information value/usefulness is perceived, and idea/information can be adopted (Sussman and Siegel, 2003; Wang *et al.*, 2021).

Hausvik *et al.* (2021) contend that information users act on their requirements based on their perceptions of the information characteristics, especially information quality, which includes relevancy, accuracy, reliability, timeliness completeness and most of all fits the purpose or need. While information characteristics are important, Erkan and Evans (2016) argue that consumer decision-making factors such as the need for information and intentions to make decisions are also important. In their IACM, Erkan and Evans (2016) propose that information quality, credibility, need for information and attitudes toward information will impact information usefulness, which will, in turn, drive information adoption. However, and

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

according to the theory of planned behavior (TPB), before the adoption of innovations, which includes ideas, attitudes and intentions, must first be developed. In Erkan and Evans' (2016) IACM, source credibility, the peripheral route of information processing, is lacking, thus requiring modification. Moreover, the process and drivers of idea adoption, according to Wang *et al.* (2021), are contingent on the source, quality and community receiving the information. Therefore, although young adults in China, Canada and South Africa have some similarities in their love for fashion products and all hold a bleak world outlook, there may be differences in their processing and adoption of an idea. This is particularly true because information source credibility and quality may differ. For example, Faber *et al.* (2020) found differences in awareness, knowledge and resultant attitudes toward pro-environmental food consumption. Thus, this study develops a modified model (Figure 1) of Erkhan and Evans' (2016) IACM to close the discussed gaps. The next section defends the hypotheses.

3.3 Information quality and attitude toward slow fashion idea

Information quality refers to an individual's subjective judgment of information in terms of dimensions such as relevance, timeliness, accuracy, completeness, currency, consistency and comprehensiveness (Cheung *et al.*, 2008; Mensah *et al.*, 2022). Information recipients evaluate information based on the degree to which it meets most of these seven dimensions and their needs, so that the information is found useful (Erkan and Evans, 2016; Mensah *et al.*, 2022). Information quality, especially when combined with source credibility, also impacts the recipient's attitude (Cheung *et al.*, 2008; Wang *et al.*, 2022). In terms of health-related behavior, Hausvik *et al.* (2021) assert that information quality or "fit for use" information creates an interaction between the user and information; thus, the possibility of its use or adoption. In the case of slow fashion, Gheorghe and Matefi (2021) argue that the quality of information provided by Zara's consumers will convert them from fast to slow fashion consumers. Thus, when individuals are exposed to quality information and reviews that contain valid arguments, they develop a positive attitude toward the information. While on the other hand, if the review is perceived to have invalid or non-persuasive arguments, positive/favorable attitudes may not be affected (Wang *et al.*, 2022). Therefore, this study proposes the following hypotheses:

H1a. Slow fashion idea information quality has a positive influence on attitudes toward slow fashion ideas.

H1b. For South African, Chinese and Canadian young adults, there will be no significant differences in how slow fashion idea information quality influences attitudes toward the idea of slow fashion.

3.4 Idea credibility and attitude

The credibility of an idea is one of the initial stages in the persuasion process (Leong *et al.*, 2022), especially being the degree of confidence, trust, and goodness of the information provided by the communicator who is trying to persuade the acceptance of an idea (Erkan and Evans, 2016; Mensah *et al.*, 2022). Within the context of this study, idea credibility may refer to individuals' perception of believability or' sensibleness of the slow fashion idea. While Erkan and Evans (2016) and Mensah *et al.* (2022) found that information credibility impacts its usefulness, Wang *et al.* (2022) suggested that it impacts attitudes toward information. In the field of sustainable consumption, Morais *et al.* (2021) asserted that credible and data-driven information about the importance of a circular economy drives its implementation. However, and according to Gheorghe and Matefi (2021), in the case of slow fashion, before implementation, the attitudes toward the idea of ethics in fashion or slow fashion consumption first need consideration. Chi *et al.* (2021) also found that, before there are

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

behavioral intentions toward slow fashion, attitudes need to be formed, and the attitude is driven by credible information (Wang *et al.*, 2022). Thus, we propose the following hypotheses:

H2a. Idea credibility has a positive influence on attitudes toward slow fashion ideas.

H2b. For South African, Chinese and Canadian young adults, there will be no significant differences in how slow fashion idea credibility impacts attitudes toward slow fashion.

3.5 Needs of idea and attitude toward the idea of slow fashion

Needs of information, or needs of ideas, refers to the need to 'seek advice' or opinion (Wolny and Mueller, 2013). Typically, when consumers need information, they search for it. In the field of circular economy, Testa *et al.* (2020) found that information seeking is fundamentally important for consumers to transition from a linear economy to a circular economy and develop sustainable consumption behaviors. If the need for information and knowledge is not satisfied, Hsu *et al.* (2022, p. 950) fear that it may inhibit "the system transition required to reach greater circularity in the production and consumption of plastics and achievement of SDG12 (Sustainable Development Goals 12)". Consumers satisfy the need for ideas by checking reviews, comments, and suggestions regarding a product, service, or problem-solving ideas. Wang *et al.* (2021) suggest that the number of reviews and comments visited or obtained from online innovation communities to satisfy the needs of ideas influences attitudes toward the ideas reviewed. Thus,

H3a. Needs of idea positively impact attitudes toward the idea of slow fashion.

H3b. For South African, Chinese and Canadian young adults, there will be no significant difference in how the need for ideas on slow fashion influences attitudes toward the idea of slow fashion.

3.6 Source idea credibility and attitude

The credibility of the source of information is described as the competence, expertise or trustworthiness which a communicator of ideas has for the information or idea to be accepted and assimilated (Mensah *et al.*, 2022). Being one of the peripheral routes of information reception and processing, source credibility motivates the adoption of information (Sussman and Siegel, 2003; Erkan and Evans, 2016; Wang *et al.*, 2021). Idea recipients rely on the credibility of the source to a greater extent when they possess neither prior attitudes nor prior knowledge about an issue (Kumkale *et al.*, 2010). The credibility of the source of an idea positively impacts perceived usefulness, which in turn positively drives attitudes toward viral marketing messages about mobile app purchases (Fard and Marvi, 2020). The credibility of an information source is positively related to its perceived plausibility (Wertgen and Richter, 2020). While Erkan and Evans' (2016) IACM suggests that the source of idea credibility impacts the usefulness of information, Wang *et al.'s* (2021) ELM posits that it directly influences attitudes toward idea adoption. Positive attitude formation is possible because source credibility improves message credibility and reliability (Peng *et al.*, 2016) and promotes idea sharing (Leong *et al.*, 2022). Thus,

H4a. Source of idea credibility has a positive influence on attitudes toward the idea of slow fashion.

H4b. For South African, Chinese and Canadian young adults, there are no significant differences in how source credibility impacts attitudes toward the idea of slow fashion.

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

3.7 Idea usefulness and attitude

Idea usefulness can be explained as suggested solutions that are creative, appropriate, effective, logical, feasible, and practical to the extent that they can be used to solve problems without much effort and time (Nguyen and Hunter, 2022). When an idea is perceived to have these characteristics and is therefore meaningful and useful, it positively affects consumers' attitudes toward the idea, behavioral intentions to adopt the idea, and eventually actual idea adoption (Erkan and Evans, 2016; Mensah *et al.*, 2022). For example, Mensah *et al.* (2022) found that consumers who found Covid-19 information on governmental websites to be meaningful and helpful adopted ideas and complied with regulations. Erkan and Evans did not find a significant relationship between information usefulness and attitudes toward information, whereas Leong *et al.* (2022) did. Fard and Marvi (2020) also found a positive impact of information usefulness on attitudes toward viral marketing messages. In terms of sustainable behavior, Ajzen (2020) reported that useful information about the importance of eating a low-fat diet by hypertensive patients can lead to behavioral beliefs and favorable attitudes toward the information. Thus,

H5a. Idea usefulness will positively influence attitudes toward the idea of slow fashion.

H5b. For South African, Chinese and Canadian young adults, there will be no significant differences in how idea usefulness influences attitudes toward slow fashion.

3.8 Attitudes toward slow fashion idea and adoption intentions of the idea

Based on the TPB, attitude toward a behavior refers to the perceived positive or negative consequences of performing that behavior, and the subjective values or evaluations of these consequences (Ajzen, 2020). Idea users tend to form attitudes toward ideas they have evaluated from central and peripheral routes disseminated by other idea users, based on goals, preferences and interests. These not only further influence good ratings of ideas and content (Li *et al.*, 2016) but also drive behavioral intentions to adopt the ideas (Wang *et al.*, 2021). Sengupta *et al.* (2022) found that attitudes formed from existing and shared information on COVID-19 infections and vaccination impacted behavioral intentions toward the idea to vaccinate. Sengupta *et al.* (2022) also suggest that attitudes toward the idea of vaccination mediate how all knowledge and information about Covid-19 infections and vaccination impact behaviors toward the idea of vaccination. Thus, the following hypotheses are proposed:

H6a. Attitudes toward the idea of slow fashion have a positive influence on the adoption intentions of slow fashion ideas.

H6b. For South African, Chinese and Canadian young adults, there are no significant differences in how attitudes toward the idea of slow fashion impact intentions to adopt the idea of slow fashion.

H7a-e. Attitude toward the idea of slow fashion mediates how much (a) information quality, (b) idea credibility, (c) need for idea, (d) source credibility and (e) idea usefulness impact intentions to adopt the slow fashion idea.

The hypotheses are presented in Figure 2 and were tested using the research methods discussed in the next section.

4. Methods

4.1 Data collection method, sample and measures

We collected data from young adults in South Africa ($n = 204$), China ($n = 305$), and Canada ($n = 240$) using online questionnaires in 2020, considering the restrictions of face-to-face

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

contact due to the Covid-19 pandemic. Data from South Africa were collected from undergraduate and postgraduate students of all racial and socioeconomic backgrounds in a large faculty (Faculty of Commerce, Law, and Management [CLM]) in Johannesburg. After obtaining permission from the faculty authorities, students were emailed the questionnaire through course coordinators to complete. Although it was a convenience sampling method, some schools in CLM were targeted to obtain a composition of Blacks, Whites, Coloreds and Indians. Canadian data were collected electronically from a major at Toronto University, which also had students from varied cultural and socioeconomic backgrounds. China's data were electronically collected at Donghua University in Shanghai. Both Canada's and China's data were also collected using a convenience sampling method because access to a list of all students was not available, from which random sampling of respondents could be done. University students were surveyed because most of them were young adults between the ages of 18 and 35.

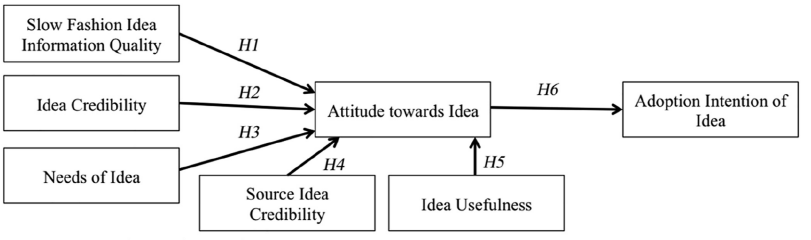
The questionnaires administered in South Africa and Canada were in English, whereas those used in China were translated into Chinese. The translation was completed by one of the researchers who spoke both English and Chinese very well. It was, however, verified by her colleague, who was also good in both Chinese and English languages. Multivariate normality test using Mahalanobis distance was conducted and outliers were deleted. As a result, the South African sample size reduced from (n = 204) to (n = 197), China from (n = 305) to (n = 304) and Canada from (n = 240) to (n = 227). Common method bias was assessed using VIF, with none found because all the VIF figures were less than the recommended <3.3 (Kock, 2015). The VIF figures are in Table 2.

4.2 Measurement scales

Previously used and reliable scales were used to measure constructs. The constructs (i.e. information quality, idea credibility, need for ideas, idea usefulness, attitudes toward ideas and adoption intention) were measured using scales adapted from Erkan and Evans (2016). Source of idea credibility was measured using the scale of Sussman and Siegal (2003). Except for attitudes toward the idea of slow fashion, which was measured with five items, all other constructs were measured with four items. Respondents were asked to rate their agreement or disagreement with statements measuring the constructs using a five-point Likert scale, where 1 = strongly disagree and 5 = strongly agree. The questionnaire started with Fletcher's (2007) definition of slow fashion so that respondents had a common understanding of what slow fashion was. The questionnaire is at appendix.

5. Data analyses and results

Considering that structural equation modeling using SmartPLS automatically tests moderating and mediation effects (Mansoor *et al.*, 2022), it was preferred over AMOS to test the hypotheses and measurement model.



Source(s): Figure by authors

Figure 2.
Conceptual model of the study

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

5.1 Descriptive statistics

The respondents' characteristics and construct means were first assessed using descriptive statistics. The demographic statistics for the three countries are shown in Table 1 and the means are in Table 2.

Table 1 shows that more females in South Africa (56.9%), China (80%) and Canada (65.6%) participated in this study. This indicates that they are more interested in the topic of fashion. It is amazing that far more South African young adults (83.2%) spend $100–$400 on clothing items per month than their Chinese (50.7%) and Canadian (48%) counterparts. The respondents in China (88.2%) had more bachelor's and postgraduate degree graduates than Canada (11.9%) and South Africa (16.2%) (Table 1). The constructs' mean scores in Table 2 show that the means for all three countries are greater than 3 on a five-point Likert scale. This indicates that the respondents agreed with the statements measuring the constructs. It should be noted that South African (n = 3.62), Chinese (n = 3.48) and Canadian (n = 3.65) young adults at least fairly agree to have the intention to adopt slow fashion. This could be from the agreement of positive attitudes with South African (n = 3.78), Chinese (n = 3.64) and Canadian (n = 3.87).

5.2 Assessment of measurement model: reliability, validity and model fit

Construct reliability was tested using composite reliability and Cronbach's alpha. Convergent validity using factor loadings and average variance extracted (AVE) and discriminant validity using heterotrait–monotrait (HTMT) correlation ratios (Henseler *et al.*, 2015) were used to test validity. The results are shown in Tables 2 and 3 for all three countries.

Table 2 reveals that for reliability, the recommended thresholds of 0.7 (Hair *et al.*, 2017) for all three countries are met. Convergent validity is also confirmed with AVEs and factor

	South Africa Count (%)	China Count (%)	Canada Count (%)	Grand total
Gender				
Male	85 (43.1%)	61 (20.0%)	78 (34.4%)	224
Female	112 (56.9%)	243 (80.0%)	149 (65.6%)	504
Total	*197*	*304*	*227*	*728*
Age				
18–24	102 (51.8%)	283 (93.1%)	210 (92.5%)	595
25–34	79 (40.1%)	11 (3.6%)	14 (6.2%)	104
35–44	14 (7.1%)	10 (3.3%)	3 (1.3%)	27
45–54	2 (1.0%)	0 (0.0%)	0 (0.0%)	2
Education				
Less than high school diploma	48 (24.4%)	1 (0.3%)	3 (1.3%)	52
High school diploma or equivalent	48 (24.4%)	33 (10.9%)	91 (40.1%)	172
Some postsecondary education	69 (35.0%)	2 (0.6%)	106 (46.7%)	177
Bachelor's degree	30 (15.2%)	238 (78.3%)	24 (10.6%)	292
Master's degree	1 (0.5%)	26 (8.6%)	3 (1.3%)	30
PhD or equivalent	1 (0.5%)	4 (1.3%)	0 (0.0%)	5
Expenditure on clothing per month				
Less than $100	33 (16.8)	150 (49.3%)	118 (52.0%)	301
$101–$200	111 (56.3)	100 (32.9%)	77 (33.9%)	288
$201–$300	33 (16.8%)	28 (9.2%)	17 (7.5%)	78
$301–$400	20 (10.1%)	16 (5.3%)	12 (5.3%)	48
>$400	0 (0%)	10 (3.3%)	3 (1.3%)	13
Grand total	197 (100.0%)	304 (100.0%	227 (100.0%)	728

Source(s): Table by authors

Table 1.
Demographic statistics

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

Construct and items	Factor loading	Mean	Cronbach alpha (CA)	Composite reliability (CR)	Average variance extracted (AVE)	VIF figures SA/China/ Canada
South Africa						
Adoption intention		3.62	0.799	0.870	0.627	
AI1	0.687					1.908
AI2	0.865					2.564
AI3	0.842					1.905
AI4	0.760					2.105
Attitude toward idea		3.78	0.758	0.845	0.578	
ATT1	0.788					2.511
ATT2	0.758					2.527
ATT3	0.734					2.260
ATT5	0.759					2.096
Idea credibility		3.62	0.764	0.849	0.585	
IC1	0.732					2.143
IC2	0.788					2.368
IC3	0.778					2.274
IC4	0.761					1.869
Idea usefulness		3.71	0.794	0.866	0.619	
IU1	0.813					1.606
IU2	0.722					1.859
IU3	0.803					1.832
IU4	0.804					1.785
Info quality		3.33	0.804	0.868	0.622	
IQ1	0.832					2.180
IQ2	0.736					2.081
IQ3	0.785					2.488
IQ4	0.799					2.393
Need of idea		3.76	0.437	0.780	0.640	
NI1	0.800					1.194
NI4	0.799					1.423
Source idea credibility		3.35	0.760	0.862	0.676	
SIC2	0.788					1.983
SIC3	0.852					2.414
SIC4	0.826					1.797
China						
Adoption intention		3.48	0.892	0.924	0.754	
AI1	0.885					
AI2	0.920					
AI3	0.782					
AI4	0.879					
Attitude toward idea		3.64	0.940	0.957	0.849	
ATT1	0.928					
ATT2	0.938					
ATT3	0.919					
ATT5	0.899					

Table 2.
Means, reliability and validity (average variance extracted) figures

(*continued*)

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

Construct and items	Factor loading	Mean	Cronbach alpha (CA)	Composite reliability (CR)	Average variance extracted (AVE)	VIF figures SA/China/ Canada
Idea credibility		3.32	0.928	0.949	0.823	
IC1	0.914					
IC2	0.902					
IC3	0.924					
IC4	0.888					
Idea usefulness		3.55	0.916	0.941	0.799	
IU1	0.897					
IU2	0.921					
IU3	0.900					
IU4	0.857					
Info quality		3.04	0.828	0.897	0.744	
IQ2	0.841					
IQ3	0.889					
IQ4	0.857					
Need of idea		3.65	0.762	0.864	0.680	
NI1	0.747					
NI3	0.836					
NI4	0.884					
Source idea credibility		3.11	0.870	0.912	0.721	
SIC1	0.826					
SIC2	0.887					
SIC3	0.887					
SIC4	0.782					
Canada						
Adoption intention		3.65	0.889	0.923	0.749	
AI1	0.894					
AI2	0.872					
AI3	0.847					
AI4	0.849					
Attitude toward idea		3.87	0.902	0.932	0.773	
ATT1	0.909					
ATT2	0.868					
ATT3	0.861					
ATT5	0.878					
Idea credibility		3.68	0.857	0.903	0.701	
IC1	0.826					
IC2	0.866					
IC3	0.879					
IC4	0.774					
Idea usefulness		3.82	0.850	0.899	0.689	

(*continued*)

Table 2.

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

Construct and items	Factor loading	Mean	Cronbach alpha (CA)	Composite reliability (CR)	Average variance extracted (AVE)	VIF figures SA/China/ Canada
IU1	0.836					
IU2	0.814					
IU3	0.843					
IU4	0.827					
Info quality		3.37	0.763	0.845	0.580	
IQ1	0.823					
IQ2	0.833					
IQ3	0.629					
IQ4	0.744					
Need of idea		3.78	0.625	0.794	0.564	
NI1	0.770					
NI3	0.784					
NI4	0.695					
Source idea credibility		3.53	0.865	0.908	0.713	
SIC1	0.869					
SIC2	0.820					
SIC3	0.875					
SIC4	0.811					

Table 2. **Source(s):** Table by authors

loadings above 0.5, as recommended by Hair *et al.* (2017). Table 3 also shows that the criterion for discriminant validity is met with all the coefficients for all three countries being less than 0.90 (Mansoor *et al.*, 2022). In terms of model fit and when SEM-PLS is conducted, Cho *et al.* (2020) recommend that the standardized root mean square (SRMR) figure should be < 0.08, especially when the sample size is > 100 and R^2 should be > 0.1. For all three countries, the SRMR value was 0.073. The R^2 values for both attitudes and adoption intention were all >0.1. Thus, model fits were obtained.

5.3 Structural model assessment

The results of testing the hypotheses through the structural model are shown in Table 4 (direct relationships), Figures 3–5 and Table 5 (mediation of attitude toward idea). For significance, Krommenhoek and Galpin (2013) recommend that t-values and p-values of 2.54 ($p \leq 0.01$), 1.96 ($p \leq 0.05$) and 1.65 ($p \leq 0.09$) be considered significant at 99%, 95% and 90% confidence levels, respectively.

Hypotheses 1a-5a posited that slow fashion idea information quality (H1a), idea credibility (H2a), need for ideas (H3a), source of idea credibility (H4a) and idea usefulness (H5a) will positively influence attitudes toward slow fashion ideas.

The results in Table 4 show that for China, all five hypotheses were supported. These results indicate that positive attitudes toward the slow fashion idea of Chinese young adults will be enhanced when the quality of information, idea credibility, source of idea credibility and slow fashion ideas are needed and found useful. For South African young adults, hypotheses H2a ($\beta = 0.230, p < 0.01$), H3a ($\beta = 0.137, p < 0.05$) and H5a ($\beta = 0.489, p < 0.01$) were supported and not H1a ($\beta = -0.023$, *ns) and* H4a ($\beta = -0.010$, *ns*), which is related to information quality and the source of idea credibility. It is interesting to note that for Canadian young adults, the information quality H1a ($\beta = -0.009$, *ns*) and the source of idea credibility H4a ($\beta = 0.008$, *ns*) also did not significantly impact attitudes toward the idea of

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

	Adoption intention	Attitude toward idea	Idea credibility	Idea usefulness	Info quality	Need of idea	Source idea credibility
South Africa							
Adoption intention							
Attitude toward idea	0.765						
Idea credibility	0.618	0.653					
Idea usefulness	0.699	0.834	0.608				
Info quality	0.330	0.252	0.533	0.303			
Need of idea	0.733	0.819	0.756	0.869	0.273		
Source idea credibility	0.465	0.484	0.710	0.586	0.464	0.627	
China							
Adoption intention							
Attitude toward idea	0.780						
Idea credibility	0.665	0.726					
Idea usefulness	0.804	0.892	0.744				
Info quality	0.532	0.473	0.616	0.491			
Need of idea	0.782	0.874	0.791	0.863	0.465		
Source idea credibility	0.629	0.523	0.702	0.679	0.706	0.510	
Canada							
Adoption intention							
Attitude toward idea	0.665						
Idea credibility	0.581	0.761					
Idea usefulness	0.726	0.845	0.733				
Info quality	0.505	0.519	0.702	0.592			
Need of idea	0.589	0.813	0.757	0.798	0.500		
Source idea credibility	0.579	0.520	0.628	0.603	0.651	0.502	

Source(s): Table by authors

Table 3. Discriminant validity (HTMT)

slow fashion. For the Canadian sample, all other hypotheses related to attitudes were supported with H2a ($\beta = 0.267$, $p < 0.01$), H3a ($\beta = 0.206$, $p < 0.01$) and H5a ($\beta = 0.451$, $p < 0.01$).

Hypothesis 6 proposed that attitudes toward the idea of slow fashion will positively impact intentions to adopt the idea (H6). This hypothesis was supported for all three countries with South Africa with H6 ($\beta = 0.610$, $p < 0.01$) and Canada H6 ($\beta = 0.601$, $p < 0.01$) and China ($\beta = 0.734$, $p < 0.01$). This finding could be confirming Arora and Manchanda's (2022) assertion that positive attitudes toward products that are environmentally sustainable are more likely to result in favorable purchase intentions.

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

Hypothesis	Path coefficient	*T* statistics	*p* values	R^2	Supported
South Africa					
H1a: Info quality → Attitude toward idea	−0.023	0.392	0.695	0.496	No
H2a: Idea credibility → Attitude toward idea	0.230	3.245	*0.001***		*Yes*
H3a: Need of idea → Attitude toward idea	0.137	2.004	*0.041***		*Yes*
H4a: Source idea credibility → Attitude toward idea	−0.010	0.149	0.882		No
H5a: Idea usefulness → Attitude toward idea	0.489	7.911	*0.000****		*Yes*
H6a: Attitude toward idea → Adoption intention	0.610	12.970	*0.000****	0.372	*Yes*
China					
H1a: Info quality → Attitude toward idea	0.068	1.700	*0.089**	0.747	*Yes*
H2a: Idea credibility → Attitude toward idea	0.148	2.696	*0.007****		*Yes*
H3a: Need of idea → Attitude toward idea	0.222	3.974	*0.000****		*Yes*
H4a: Source idea credibility → Attitude toward idea	0.127	2.995	*0.003****		*Yes*
H5a: Idea usefulness → Attitude toward idea	0.617	9.816	*0.000****		*Yes*
H6a: Attitude toward idea → Adoption intention	0.734	14.669	*0.000****	0.539	*Yes*
Canada					
H1a: Info quality → Attitude toward idea	−0.009	0.175	0.861	0.645	No
H2a: Idea credibility → Attitude toward idea	0.267	4.061	*0.000****		*Yes*
H3a: Need of idea → Attitude toward idea	0.206	2.994	*0.003****		*Yes*
H4a: Source idea credibility → Attitude toward idea	0.008	0.119	0.906		No
H5a: Idea usefulness → Attitude toward idea	0.451	6.605	*0.000****		*Yes*
H6a: Attitude toward idea → Adoption intention	0.601	12.123	*0.000****	0.361	*Yes*

Table 4.
Results from hypothesis testing

Note(s): *Significant at $p < 0.09$; **Significant at $p < 0.05$; ***Significant at $p < 0.01$
Source(s): Table by authors

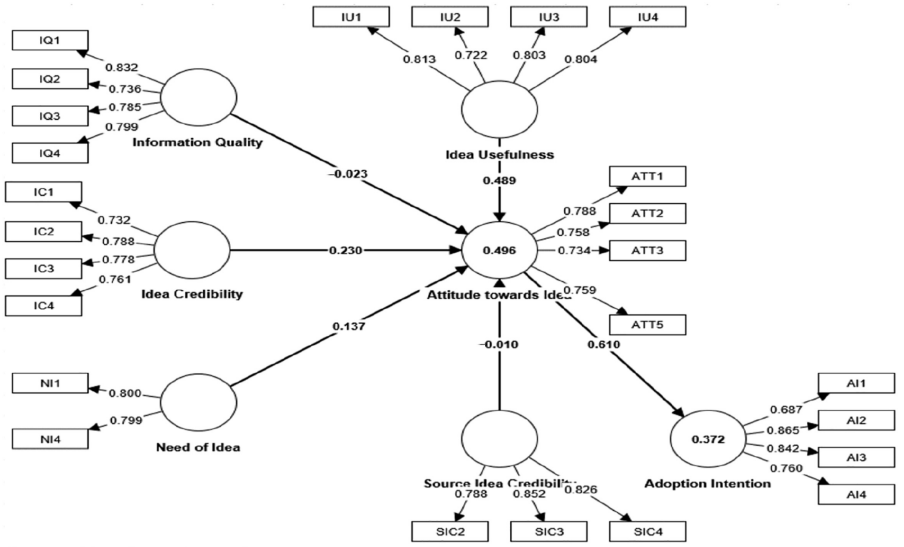
In terms of the strength of explanation, the quality of idea information, idea credibility, source of idea credibility and the need and usefulness of slow fashion ideas explained 49.6% (i.e. R^2 of positive attitudes toward slow fashion ideas for South Africa, 74.7% for China and 64.5% for Canada. These are very good explanatory powers, especially for consumer behavior studies (Hair *et al.*, 2017). In terms of intention to adopt the idea of slow fashion, the predictors explained 37.2% in South Africa, 53.9% in China and 36.1% in Canada. These explanatory powers are good, considering Chin's (2010) suggestion that explanatory powers of >33% are generally good.

5.4 Mediating effect of attitude

The SmartPLS package instructively calculates the mediation. The mediation hypothesis proposed that attitudes toward the idea of slow fashion will mediate in how the (7a) quality of the idea information (7b), idea credibility (7c), needs of idea (7d), source of idea credibility and (7e) usefulness of slow fashion ideas impact the adoption intention of the idea.

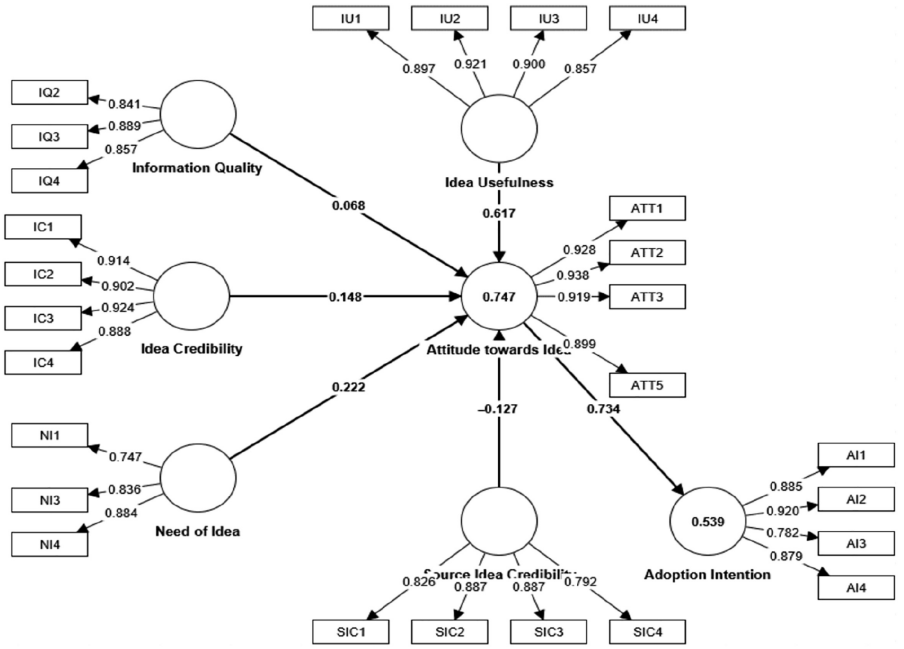
The mediation results in Table 5 reveal that attitudes significantly mediated in all relationships in China. For both South Africa and Canada, the mediating effect of attitudes

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025



Source(s): Figure by authors

Figure 3.
Path model results for South Africa

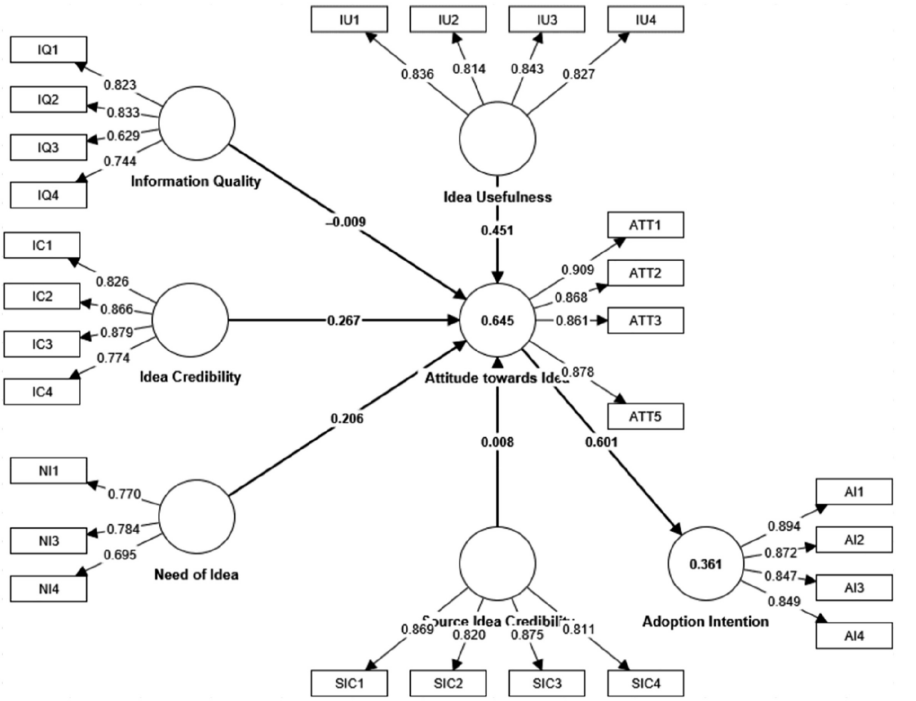


Source(s): Figure by authors

Figure 4.
Path model results for China

was significant in most relationships, except for the information quality–adoption intentions and source of idea credibility–adoption intentions relationships. This is an indication that attitudes toward slow fashion ideas will intervene in, or determine how the predictors impact

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025



Source(s): Figure by authors

Figure 5.
Path model results for Canada

Construct relationships	Path coefficient	*p* values
South Africa		
7a: Info quality → Attitude toward idea → Adoption intention	−0.014	0.698
7b: Idea credibility → Attitude toward idea → Adoption intention	*0.140*	*0.003***
7c: Need of idea → Attitude toward idea → Adoption intention	*0.084*	*0.041***
7d: Source idea credibility → Attitude toward idea → Adoption intention	−0.006	0.883
7e: Idea usefulness → Attitude toward idea → Adoption intention	*0.298*	*0.000****
Canada		
7a: Info quality → Attitude toward idea → Adoption intention	−0.006	0.862
7b: Idea credibility → Attitude toward idea → Adoption intention	*0.161*	*0.000****
7c: Need of idea → Attitude toward Idea → Adoption intention	*0.124*	*0.005****
7d: Source idea credibility → Attitude toward idea → Adoption intention	0.005	0.906
7e: Idea usefulness → Attitude toward idea → Adoption intention	*0.271*	*0.000****
China		
7a: Info quality → Attitude toward idea → Adoption intention	*0.050*	*0.087**
7b: Idea credibility → Attitude toward idea → Adoption intention	*0.108*	*0.008***
7c: Need of idea → Attitude toward idea → Adoption intention	*0.163*	*0.000****
7d: Source idea credibility → Attitude toward idea → Adoption intention	*−0.093*	*0.004***
7e: Idea usefulness → Attitude toward idea → Adoption intention	*0.453*	*0.000****

Note(s): *Significant at $p < 0.09$; **Significant at $p < 0.05$; ***Significant at $p < 0.01$
Source(s): Table by authors

Table 5.
Test of mediating effect of attitudes toward idea

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

adoption intentions, but this may not be the case in South Africa and Canada when information quality and credibility of the source of an idea are concerned.

5.5 Multigroup results

Following Duh and Iyiola's (2020) report that young adults tend to have similar values, habits and attitudes, the multigroup hypotheses proposed that there will be no significant difference in how idea quality (H1b), information credibility (H2b), needs for idea (H3b), source credibility (H4b) and idea usefulness (H5b) impact attitudes toward the idea and its resultant impact on intentions to adopt slow fashion ideas (H6b). The results in Table 6 interestingly shows that H1b-H6b are supported in the case where individualistic cultures of Canada and South Africa are compared with no significant differences. In the case where a collectivist culture (i.e. China) is compared with an individualistic culture of either Canada or South Africa, there is a significant difference in the cases of source credibility leading to attitudes, and attitudes leading to intentions ($\beta = 0.135$, $p < 0.09$; $\beta = 0.125$, $p < 0.09$, *respectively*) for (China vs South Africa) and ($\beta = 0.139$, $p < 0.09$; $\beta = 0.133$, $p < 0.09$ *respectively*) for (China vs Canada). However, and considering Nobel *et al.*'s (2009) view that young adults' buying behavior and motivations behind it are similar, the strength of the differences is not only weak, but there are far more similarities in the results (i.e. 5 out of 6 hypotheses) than there are differences.

6. Discussions and implications

This study assessed Chinese, South African and Canadian young adults' attitudes and intentions to adopt the idea of slow fashion. It also integrated the ideas of Sussman and Siegal's (2003) IAM and Wang *et al.*'s (2021) ELM to develop a modified version of Erkan and Evans's (2016) IACM related to slow fashion. The results revealed that young adults in

Hypotheses	Path coefficients difference	*p* value	Path coefficients difference	*p* value	Path coefficients difference	*p* value
	China vs South Africa		Canada vs South Africa		Canada vs China	
H1b: Info quality → Attitude toward idea	0.108	0.121	0.017	0.842	−0.092	0.160
H2b: Idea credibility → Attitude toward idea	−0.092	0.294	0.034	0.724	0.127	0.132
H3b: Needs for idea → Attitude toward idea	0.123	0.156	0.107	0.262	−0.017	0.850
H4b: Source idea credibility → Attitude toward idea	*0.135*	*0.073**	0.004	0.967	*0.139*	*0.057**
H5b: Idea usefulness → Attitude toward idea	0.114	0.219	−0.051	0.576	−0.105	0.179
H6b: Attitude toward idea → Adoption intention	*0.125*	*0.086**	−0.008	0.907	*0.133*	*0.064**

Note(s): *Significant at $p < 0.09$; **Significant at $p < 0.05$; ***Significant at $p < 0.01$
Source(s): Table by authors

Table 6.
Multigroup results

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

all three countries had fairly good positive attitudes and intentions to adopt the slow fashion idea with (SA M = 3.78; China M = 3.64; and Canada M = 3.87). The positive attitudes in all three countries could emanate from Castagna *et al.'s* (2022) assessment of young adults' high awareness and knowledge of the problem of fast fashion and the importance of slow fashion.

In terms of this study's drivers of attitudes and intentions, our modified IACM posited that the quality of information on the idea, credibility, and needs for the idea, source of idea credibility, and idea usefulness will positively make impacts with no significant differences expected for the three countries. All hypotheses were found to be significant, except for information quality and source credibility in the cases of South Africa and Canada. Thus, unlike these two individualistic countries, in the collectivist culture (China), and according to Wang *et al.'s* (2021) ELM, the quality of information and credibility of its external sources impacted attitudes. These findings indicate that the slow fashion attitudes developed by the South African and Canadian young adults only come from the central route (the usefulness and need of the idea) unlike the Chinese young adults influenced from both the central and peripheral route (external sources). Interestingly, in terms of cultural values, Canada (80) and South Africa (65) score far higher than China (20) in individualism (Hofstede Insights, 2022). Could individualistic cultures struggle with trusting sources and quality of sustainability information?

Generally, Hallikainen and Laukkanen (2018) show that collectivists (China) as opposed to individualist cultures have greater tendencies to trust information shared, especially electronically. Another study in China revealed that source credibility and information quality are strong predictors of female shoppers' adoption of information from fashion-shopping websites (Peng *et al.*, 2016). Additionally, Gupta and McIver (2016) report that countries scoring high in long-term orientation cultural values will more likely be attentive and receptive to environmentally friendly ideas. It happens that China (77) scores highest in long-term orientation than Canada (54) and South Africa (18). Irrespective of culture, Sussman and Siegel (2003), Erkan and Evans (2016) and Mensah *et al.* (2022) found that information quality is very important for the usefulness of information and for the development of attitudes and behavioral intentions to adopt the information. Information quality, Sussman and Siegel (2003) stress, is vital for international knowledge transfer by experts through computer-mediated communication.

For all three countries, we found that the need for and usefulness of slow fashion ideas significantly drive positive attitudes toward the idea. While Sengupta *et al.* (2022) found that knowledge of information about the importance of COVID-19 vaccines positively impacts attitudes toward vaccine taking behaviors, this study shows that the need and usefulness of the information also matters. Thus, surveys can be conducted to gain insights into the delivery modes of information to young adults seeking full comprehension of the concept of slow fashion in all three countries. This is particularly important because when these information needs are satisfied, recipients find the information to be useful (Erkan and Evans, 2016; Mensah *et al.*, 2022). The usefulness leads to positive attitudes to be formed.

In line with the TPB and ELM, and for all three countries, it was found that the attitudes impacted intentions to adopt the slow fashion ideas. Studying the attitude–behavior gap in the green apparel industry, Wiederhold and Martinez (2018) worry that there is not always guarantee that consumers positive attitudes toward green consumption will translate into green behavioral intentions. Thus, it is encouraging to find in this study that the attitudes of a large and influential young adults in three prominent countries have the likelihood of behavioral intentions. The finding supports Chi *et al.*'s (2021) slow fashion study in the United States. While Chi *et al.* (2021) show that consumers' environmental knowledge drives the attitudes, which in turn influence intentions to adopt slow fashion, our study contributes by

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

exposing the elements/attributes of the knowledge. The stronger the intentions to adopt an idea or behavior, the more likely the performance of the behavior (Chi *et al.*, 2021). Gheorghe and Matefi (2021) contend that for consumers' performance of the behavior, adequate awareness and knowledge from quality, credibility and information transparency are necessary conditions to transform consumers from fast to slow fashion.

7. Theoretical and practical implications

7.1 Theoretical implications

Slow fashion is one of the ways to combat the dangers of fast fashion that negatively impacts the environment. As highlighted by Chi *et al.* (2021, p. 109), "knowledge on the key factors driving the consumers' intention towards slow fashion apparel is scant," and there is need for an enhanced consumer intentions model for slow fashion. Thus, this study contributes by extending Erkan and Evans' (2016) IACM, which Leong *et al.* (2022) and Wang *et al.* (2021) find a good model for understanding the process of persuasive communication through central and peripheral routes. Convincing consumers to transition from fast to slow fashion is a challenge and a process as West *et al.* (2021) noted. Gheorghe and Matefi (2021) and Hsu *et al.* (2022) advise that the process starts with information and knowledge creation and sharing, so that the idea can be adopted. This study provides insights into the elements that drive the positive attitudes and adoption intentions of the ideas in a collectivist and two individualistic cultures among the large and influential young adults whose voices can speedily spread on social media.

The empirically tested extended IACM model with high explanatory power can contribute to the fields of consumer behavior and sustainable consumption by revealing the pathways through which a large and emerging consumer segment like young adults can gather insights and be persuaded to adopt the idea of slow fashion. The model can be replicated in other sustainable consumption and even production behaviors, as well as in other individualistic and collectivist cultures. Chi *et al.* (2021) show that when there is knowledge that adopting the slow fashion idea will lead to environmental protection, consumers positive attitudes are strengthened. Thus, since the current study shows that there is need and usefulness of the information for attitude formation in all three studied countries, fashion products manufacturers and retailers should reinforce their efforts in informing and reaching greater number of young adults. Monetary incentives to share the information can be given, especially as Qi *et al.* (2021) found that it positively motivated health experts to share high quantity and quality health information.

7.2 Practical implications

With information quality and source credibility not making significant impact on attitudes in individualistic cultures of South Africa and Canada, their slow fashion brands should use trustworthy and respected influencers/celebrities to deliver slow fashion ideas and messages. According to Gao *et al.* (2021), the messages should be persuasive enough. Perceived persuasiveness, as Gao *et al.* (2021) found, generates consumers' intentions to respond to ideas/messages. The slow fashion brands and environmental policy makers can also collaborate with trusted and respected nonprofit organizations to share the ideas. Although consumers in individualistic cultures tend to rely more on personal values and beliefs, rather than following those of groups like in collectivists cultures (China), Ullah and Kim (2020) contend that NGOs play critical roles in informing and convincing consumers and policy makers in behaviors concerning environmental conservation in developing and emerging markets. For example, clothing brands in South Africa can work with the Earthlife Africa [https://earthlife.org.za/], NGO that supports businesses, industries and

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

even individuals to minimize waste, reduce pollution, advise on sustainable production and consumption and protect the natural environment. In the three countries, there are a growing number of youth movements with whom these NGOs and environmental conservation practitioners should work with to expose the ideas of slow fashion. The young adults can form impactful groups and online communities to spread the idea, especially using social media networks.

Even in China where information quality and source credibility were found to significantly influence attitudes, conservationists and environmentalists should continue to ensure that quality of information about slow fashion ideas be clear, accurate, concise, complete and convincing (Mensah *et al.*, 2022). For the three countries, the slow fashion ideas can be disseminated through educational campaigns and advice delivered online and on social media spaces to inform consumers about the advantages of buying slow, as opposed to fast fashion products. The information can include statistics on the amount of fast fashion clothing that ends up in landfills, water consumption to produce clothing and how this can be reduced if a consumer chooses a slow fashion product or behavior.

Quality and credible information can also be delivered through fashion product labeling, in-store communication and reviews or articles on relevant websites. Websites should create possibilities for information sharing and reviews that are more reliable, especially among young adults (Wang *et al.*, 2021). Slow fashion marketers should invest in reviews, comments and consumer-generated content that promote the idea of slow fashion. These, and using respected and trusted opinion leaders or celebrities, can positively influence young adult consumers to adopt slow fashion ideas. The expertise and even attractiveness of the communicator are also important. For example, the communicator could be a well-known fashion expert, designer or fashion forecaster, who consumers regard as experts. Already, Gao *et al.* (2021) have found that while central route elements such as information completeness and accuracy positively impact perceived persuasiveness, peripheral routes such as the communicators' involvement/expertise, trustworthiness and attractiveness do also drive perceived persuasiveness and the resultant intention to respond to the idea/message.

Since for all three countries the need and usefulness of the slow fashion idea significantly impacted attitudes, which in turn influenced adoption intentions, slow fashion brands and advocates should appealingly "sell" the idea to consumers in appropriate media. For example, a general perception of slow fashion is that it is less fashionable, more basic and higher priced (Wang *et al.*, 2022). Fashion brands should attempt to change this perception by designing more fashionable slow fashion items that are relevant to the current trends. The idea of consuming slow fashion products must be sensibly, emotionally, symbolically and fashionably attractive. When targeting the youth, fashion brands can use "cool" influencers to increase the emotional/symbolic attractiveness of slow fashion. Attractive ideas are likeable and provide cues and the potential to invest in the ideas (Gao *et al.*, 2021; Falchetti *et al.*, 2022).

8. Conclusions, limitations and areas of further studies

The negative environmental, economic, and human consequences of fast fashion are high. Transforming consumers from fast to slow fashion is challenging and a process. Considering the limited use of the IACM in sustainability studies, this study extended Erkan and Evans' (2016) IACM and tested the model in the context of slow fashion idea adoption intentions with South African, Chinese and Canadian young adults. It was consoling to find in this study that the large, highly influential, profitable and emerging consumer segment of young adults in both individualistic and collectivist cultures have developed some positive attitudes and intentions to adopt the slow fashion idea. It was also found that there was no significant

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

difference in the factors (i.e. information quality of idea, idea credibility, usefulness and need for idea) that impacted positive attitudes toward the slow fashion idea among young adults in the individualistic cultures of Canada and South Africa.

There was a small difference from the collectivist culture of China, and it was about trusting the credibility of the source of the slow fashion idea and how much attitudes impact intentions. This confirms Hallikainen and Laukkanen's (2018) assertion that collectivists (China) as opposed to individualist cultures have greater tendencies to trust shared information on issues. Thus, trusted and respected opinion leaders and fashion experts should be used in individualistic cultures to convince young adults to convert their positive attitudes into behavioral intentions and better still actions. This is particularly important because the IACM central and peripheral routes, which Erkan and Evans (2016) and Gao *et al.* (2021) found to be vital for idea persuasiveness, were found in this study to be more applicable to collectivists (China) than individualists (South Africa and Canada). Like West *et al.* (2021), who also found cultural influences in converting sustainability attitudes and values into actions, investigating, and using culture-specific means to transmit sustainable consumption ideas through both central and peripheral routes may result in uniform responses from global consumers, such as young adults.

While this study makes theoretical and practical contributions, there are few limitations. For example, the data were collected during the Covid-19 pandemic when consumers should have been more environmentally conscious. For example, Peluso *et al.* (2021) found that consumers, especially young adults spent more on environmentally friendly products during the pandemic. Thus, since this may impact positive attitudes toward slow fashion, this study should be replicated to confirm the findings. Although our VIF figures show that there was absence of common method variance, further studies should use qualitative and experimental methods to get deeper insights into more drivers and even barriers of slow fashion attitudes and behaviors. Information quality and source credibility, especially as hinted in the current study related to the individualistic culture may limit the closing of the attitude-behavior gap. Other barriers of perceived price, slow fashion clothing availability and transparency of claims as Wiederhold and Martinez (2018) suggest, should also be added into our current model as moderators in closing the attitude–behavior gap.

References

Ajzen, I. (2020), "The theory of planned behaviour: frequently asked questions", *Human Behaviour and Emerging Technology*, Vol. 2 No. 4, pp. 314-324, doi: 10.1002/hbe2.195.

Arora, N. and Manchanda, P. (2022), "Green perceived value and intention to purchase sustainable apparel among Gen Z: the moderated mediation of attitudes", *Journal of Global Fashion Marketing*, Vol. 13 No. 2, pp. 168-185, doi: 10.1080/20932685.2021.2021435.

Carranza, R., Zollo, L., Díaz, E. and Faraoni, M. (2023), "Solving the luxury fashion and sustainable development 'oxymoron': a cross-cultural analysis of green luxury consumption enablers and disablers", *Business Strategy and the Environment*, Vol. 32 No. 4, pp. 2399-2419, doi: 10.1002/bse.3255.

Castagna, A.C., Duarte, M. and Pinto, D.C. (2022), "Slow fashion or self-signaling? Sustainability in the fashion industry", *Journal of Sustainable Production and Consumption*, Vol. 31, pp. 582-590, doi: 10.1016/j.spc.2022.03.024.

Cheung, C.M.K., Lee, M.K.O. and Rabjohn, N. (2008), "The impact of electronic word-of-mouth: the adoption of online opinions in online customer communities", *Internet Research*, Vol. 18 No. 3, pp. 229-247, doi: 10.1108/10662240810883290.

Chhabra, S., Sindhi, S. and Nandy, M. (2022), "Factors affecting the adoption of slow fashion – an exploratory study of multiple stakeholders", *Journal of Macromarketing*, Vol. 42 No. 4, pp. 492-509, doi: 10.1177/02761467221116294.

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

Chi, T., Gerard, J., Yu, Y. and Wang, Y. (2021), "A study of U.S. consumers' intention to purchase slow fashion apparel: understanding the key determinants", *International Journal of Fashion Design, Technology and Education*, Vol. 14 No. 1, pp. 101-112, doi: 10.1080/17543266.2021.1872714.

Chin, W.W. (2010), "How to write up and report PLS analyses", in Esposito Vinzi, V. (Ed.), *Handbook of Partial Least Squares*, Springer Berlin Heidelberg, Berlin, Heidelberg, pp. 655-685.

Cho, G., Hwang, H., Sarstedt, M. and Ringle, C.M. (2020), "Cutoff criteria for overall model fit indexes in generalized structured component analysis", *Journal of Marketing Analytics*, Vol. 8 No. 4, pp. 189-202, doi: 10.1057/s41270-020-00089-1.

Davis, F.D. (1989), "Perceived usefulness, perceived ease of use, and user acceptance of information technology", *MIS Quarterly*, Vol. 13 No. 3, pp. 319-340, doi: 10.2307/249008.

de Lenne, O. and Vandenbosch, L. (2017), "Media and sustainable apparel buying intention", *Journal of Fashion Marketing and Management: An International Journal*, Vol. 21 No. 4, pp. 483-498, doi: 10.1108/jfmm-11-2016-0101.

Diddi, S., Yan, R.-N., Bloodhart, B., Bajtelsmit, V. and McShane, K. (2019), "Exploring young adult consumers' sustainable clothing consumption intention-behavior gap: a Behavioral Reasoning Theory perspective", *Sustainable Production and Consumption*, Vol. 18, pp. 200-209, doi: 10.1016/j.spc.2019.02.009.

Duh, H.I. and Iyiola, O. (2020), "Explaining clothing decision-making styles among South-African and Nigerian young adults using two life-course theories", *Journal of Fashion Marketing and Management*, Vol. 24 No. 2, pp. 303-332, doi: 10.1108/jfmm-08-2019-0171.

Duh, H.I. and Struwig, M. (2015), "Justification of generational cohort segmentation in South Africa", *International Journal of Emerging Markets*, Vol. 10 No. 1, pp. 89-101, doi: 10.1108/ijoem-08-2012-0078.

Duh, H.I., Yu, H. and Ni, Y. (2021), "Chinese Millennials' happiness and materialism: explanations from two life-course theories, self-esteem, and money-attitudes", *Journal of Consumer Affairs*, Vol. 55 No. 4, pp. 1306-1332, doi: 10.1111/joca.12368.

Dychtwald, Z. (2021), "Understanding China's young consumers", *Harvard Business Review*, available at: https://hbr.org/2021/06/understanding-chinas-young-consumers (accessed 11 June 2021).

Erkan, I. and Evans, C. (2016), "The influence of eWOM in social media on consumers' purchase intentions: an extended approach to information adoption", *Computers in Human Behaviour*, Vol. 61, pp. 47-55, doi: 10.1016/j.chb.2016.03.003.

Euromonitor (2022a), *Economies and Consumers Annual Data: China*, Euromonitor International, 11 November.

Euromonitor (2022b), *Consumer Expenditure by Age of Household Head*, Euromonitor International, China, 11 November.

Faber, I., Castellanos-Feijoo, N.A., van de Sompel, L., Davydova, A. and Perez-Cueto, F.J.A. (2020), "Attitudes and knowledge towards plant-based diets of young adults across four European countries: exploratory survey", *Appetite*, Vol. 145, 104498, doi: 10.1016/j.appet.2019.104498.

Fakih, A., Haimoun, N. and Kassem, M. (2020), "Youth unemployment, gender and institutions during transition: evidence from the Arab spring", *Social Indicator Research*, Vol. 150 No. 1, pp. 311-336, doi: 10.1007/s11205-020-02300-3.

Falchetti, D., Cattani, G. and Ferriani, S. (2022), "Start with 'Why,' but only if you have to: the strategic framing of novel ideas across different audiences", *Strategic Management Journal*, Vol. 43 No. 1, pp. 130-159, doi: 10.1002/smj.3329.

Fard, M.H. and Marvi, R. (2020), "Viral marketing and purchase intentions of mobile applications users", *International Journal of Emerging Markets*, Vol. 15 No. 2, pp. 287-301.

Fletcher, K. (2007), "Slow fashion", *The Ecologist*, June 1, available at: http://www.theecologist.org/green_green_living/clothing/269245/slow_fashion.html (accessed 27 January 2022).

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

Friedrich, D. (2021), "Comparative analysis of sustainability measures in the apparel industry: an empirical consumer and market study in Germany", *Journal of Environmental Management*, Vol. 289, 112536, doi: 10.1016/j.jenvman.2021.112536.

Gao, X., Xu, X., Tayyab, S.M.U. and Li, Q. (2021), "How the live streaming commerce viewers process the persuasive message: an ELM perspective and the moderating effect of mindfulness", *Electronic Commerce Research and Applications*, Vol. 49, 101087, doi: 10.1016/j.elerap.2021.101087.

Gheorghe, C.A. and Matefi, R. (2021), "Sustainability and transparency—necessary conditions for the transition from fast to slow fashion: zara join life collection's analysis", *Sustainability*, Vol. 13 No. 19, 11013, doi: 10.3390/su131911013.

Gupta, K. and McIver, R. (2016), "Does national culture affect attitudes toward environment friendly practices?", *Handbook of Environmental and Sustainable Finance*, Academic Press, pp. 241-263.

Hair, J.F., Hult, G.T., Ringle, C.M. and Sarstedt, M. (2017), *A Primer on Partial Least Squares Structural Equation Modelling*, 2nd ed., Sage, Thousand Oaks.

Hallikainen, H. and Laukkanen, T. (2018), "National culture and consumer trust in e-commerce", *International Journal of Information Management*, Vol. 38 No. 1, pp. 97-106, doi: 10.1016/j.ijinfomgt.2017.07.002.

Hausvik, G.I., Thapa, D. and Munkvold, B.E. (2021), "Information quality life cycle in secondary use of EHR data", *International Journal of Information Management*, Vol. 56, 102227, doi: 10.1016/j.ijinfomgt.2020.102227.

Heisz, A. and Richards, E. (2019), "Economic well-being across generations of young Canadians: are millennials better or worse off?", Economic Insights [PDF file], in *Income Statistics Division and Analytical Studies Branch*, Statistics Canada.

Henry, P.M. and Michell, M. (2019), "Challenging excessive fashion consumption by fostering skill-based fashion education", *Journal of International Education and Practice*, Vol. 2 No. 1, pp. 28-36, doi: 10.30564/jiep.v2i1.403.

Henseler, J., Ringle, C.M. and Sarstedt, M. (2015), "A new criterion for assessing discriminant validity in variance-based structural equation modelling", *Journal of the Academy of Marketing Science*, Vol. 43, pp. 115-135.

Hofstede Insights (2022), "Country comparison", available at: https://www.hofstede-insights.com/country-comparison/canada,china,south-africa/ (accessed 7 December 2022).

Hsu, W.-T., Domenech, T. and McDowall, W. (2022), "Closing the loop on plastics in Europe: the role of data, information and knowledge", *Sustainable Production and Consumption*, Vol. 33, pp. 942-951, doi: 10.1016/j.spc.2022.08.019.

Islam, S. and Bhat, G. (2019), "Environmentally-friendly thermal and acoustic insulation materials from recycled textiles", *Journal of Environmental Management*, Vol. 251, 109536.

Johansson, E. (2010), "Slow fashion-the answer for a sustainable fashion industry?", Degree of Master in Applied Textile Management, The Swedish School of Textiles, University of Borås, Sweden.

Jung, S. and Jin, B. (2014), "A theoretical investigation of slow fashion: sustainable future of the apparel industry: a theoretical investigation of slow fashion", *International Journal of Consumer Studies*, Vol. 38 No. 5, pp. 510-519, doi: 10.1111/ijcs.12127.

Kock, N. (2015), "Common method bias in PLS-SEM: a full collinearity assessment approach", *International Journal of E-Collaboration*, Vol. 11 No. 4, pp. 1-10, doi: 10.4018/ijec.2015100101.

Krommenhoek, R.E. and Galpin, J.S. (2013), "Statistical research design analysis", School of Statistics and Actuarial Science, University of the Witwatersrand, Johannesburg, SA.

Kumkale, G.T., Albarrcin, D. and Seignourel, P.J. (2010), "The effects of source credibility in the presence or absence of prior attitudes: implications for the design of persuasive communication campaigns", *Journal of Applied Social Psychology*, Vol. 40 No. 6, pp. 1325-1356, doi: 10.1111/j.1559-1816.2010.00620.x.

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

Leong, C.M., Loi, A.M.W. and Woon, S. (2022), "The influence of social media eWOM information on purchase intention", *Journal of Marketing Analytics*, Vol. 10 No. 2, pp. 145-157, doi: 10.1057/s41270-021-00132-9.

Leslie, D., Brail, S. and Hunt, M. (2014), "Crafting an antidote to fast fashion: the case of toronto's independent fashion design sector: crafting an antidote to fast fashion", *Growth and Change*, Vol. 45 No. 2, pp. 222-239, doi: 10.1111/grow.12041.

Li, M., Kankanhalli, A. and Kim, S.H. (2016), "Which ideas are more likely to be implemented in online user innovation communities? An empirical analysis", *Decision Support Systems*, Vol. 84 No. 4, pp. 28-40, doi: 10.1016/j.dss.2016.01.004.

Mansoor, M., Saeed, A., Kartawinata, B.R. and Khan, M.K.N. (2022), "Derivers of green buying behavior for organic skincare products through an interplay of green brand evaluation and green advertisement", *Journal of Global Fashion Marketing*, Vol. 13 No. 4, pp. 328-343, doi: 10.1080/20932685.2022.2085597.

Mensah, I.K., Adams, S., Adjei, J.K. and Mwakapesa, D.S. (2022), "Drivers of e-government adoption amidst COVID-19 pandemic: the Information Adoption Model (IAM) approach", *Information Development*, Vol. 38 No. 4, pp. 494-509, doi: 10.1177/02666669211010872.

Morais, L.H.L., Pinto, D.C. and Cruz-Jesus, F. (2021), "Circular economy engagement: altruism, status, and cultural orientation as drivers for sustainable consumption", *Sustainable Production and Consumption*, Vol. 27, pp. 523-533, doi: 10.1016/j.spc.2021.01.019.

Naderi, I. and Van Steenburg, E. (2018), "Me first, then the environment: young Millennials as green consumers", *Young Consumers*, Vol. 211 No. 3, pp. 1-33, doi: 10.1108/yc-08-2017-00722.

Nel, J. and Boshoff, C. (2017), "Development of application-based mobile-service trust and online trust transfer: an elaboration likelihood model perspective", *Behaviour and Information Technology*, Vol. 36 No. 8, pp. 809-826.

Nguyen, T.L. and Hunter, S.T. (2022), "Not worth my time: applying a value-based framework of creative idea appraisals to predict investments of time toward implementing others' ideas", *Journal of Creative Behaviour*, Vol. 56 No. 2, pp. 274-295, doi: 10.1002/jocb.529.

Nobel, S.M., Haytko, D.L. and Phillips, J. (2009), "What drives college-age Generation Y consumers?", *Journal of Business Research*, Vol. 62 No. 6, pp. 617-628, doi: 10.1016/j.jbusres.2008.01.020.

Parman, J. (2018), "Understanding the evolving world of premium", *Perspectives*, available at: https://www.nielsen.com/ca/en/insights/article/2018/perspectives-understanding-the-evolving-world-of-premium/ (accessed 31 January 2020).

Peluso, A.M., Pichierri, M. and Pino, G. (2021), "Age-related effects on environmentally sustainable purchases at the time of COVID-19: evidence from Italy", *Journal of Retailing and Consumer Services*, Vol. 60, 102443, doi: 10.1016/j.jretconser.2021.102443.

Peng, L.F., Liao, Q.Y., Wang, X.R. and He, X. (2016), "Factors affecting female user information adoption: an empirical investigation on fashion shopping guide websites", *Electronic Commerce Research*, Vol. 16 No. 2, pp. 145-169, doi: 10.1007/s10660-016-9213-z.

Petty, R. and Cacioppo, J. (1986), "The elaboration likelihood model of persuasion", in Berkowitz, L. (Ed.), *Advances in Experimental Social Psychology*, Academic Press, London, pp. 184-181, 9.

Pop, R., Săplăcan, Z., Dabija, D. and Alt, M. (2022), "The impact of social media influencers on travel decisions: the role of trust in consumer decision journey", *Current Issues in Tourism*, Vol. 25 No. 5, pp. 823-843, doi: 10.1080/13683500.2021.1895729.

Qi, T., Wang, T. and Yan, J. (2021), "The spillover effects of different monetary incentive levels on health experts' free knowledge contribution behaviour", *Internet Research*, Vol. 31 No. 6, pp. 2143-2166, doi: 10.1108/INTR-08-2020-0445.

Sellitto, M.A., Valladares, D.R.F., Pastore, E. and Alfieri, A. (2022), "Comparing competitive priorities of slow fashion and fast fashion operations of large retailers in an emerging economy", *Global Journal of Flexible System Management*, Vol. 23, pp. 1-19, doi: 10.1007/s40171-021-00284-8.

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

Sengupta, M., Dutta, S., Roy, A., Chakrabarti, S. and Mukhupadhyay, I. (2022), "Knowledge, attitude, and practice survey towards COVID-19 vaccination: a mediation analysis", *The International Journal of Health Planning and Management*, Vol. 37 No. 4, pp. 2063-2080, doi: 10.1002/hpm.3449.

Smith, P. (2022), "Forecast sales value of the apparel market in Canada 2020-2024", *Apparel Market in Canada, Canadian Apparel Yearbook 2021*, Retrieved from Statista database.

Statistics Canada (2018), "Table 11-10-0227-01 Household spending by age of reference person", doi: 10.25318/1110022701-eng.

Sussman, S.W. and Siegal, W.S. (2003), "Informational influence in organizations: an integrated approach to knowledge adoption", *Information Systems Research*, Vol. 14 No. 1, pp. 47-65, doi: 10.1287/isre.14.1.47.14767.

Taljaard, H. and Sonnenberg, N. (2019), "Basic psychological needs and self-determined motivation as drivers of voluntary simplistic clothing consumption practices in South Africa", *Sustainability*, Vol. 11 No. 13, p. 3742.

Testa, F., Lovino, R. and Iraldo, F. (2020), "The circular economy and consumer behaviour: the mediating role of information seeking in buying circular packaging", *Business Strategy and the Environment*, Vol. 29 No. 8, pp. 3435-3448, doi: 10.1002/bse.2587.

Trendex North America (2022), "Canadian apparel insights", available at: https://www.trendexna.com/can-apparel-insights (accessed 27 January 2022).

Ullah, I. and Kim, D. (2020), "A model of collaborative governance for community-based trophy-hunting programs in developing countries", *Perspectives in Ecology and Conservation*, Vol. 18 No. 3, pp. 145-160, doi: 10.1016/j.pecon.2020.06.004.

Wang, N., Tiberius, V., Chen, X., Brem, A. and Yu, F. (2021), "Idea selection and adoption by users – a process model in an online innovation community", *Technology Analysis and Strategic Management*, Vol. 33 No. 9, pp. 1036-1051, doi: 10.1080/09537325.2020.1863055.

Wang, L., Xu, Y., Lee, H. and Li, A. (2022), "Preferred product attributes for sustainable Outdoor apparel: a conjoint analysis approach", *Sustainable Production and Consumption*, Vol. 29, pp. 657-671, doi: 10.1016/j.spc.2021.11.011.

Wertgen, A.G. and Richter, T. (2020), "Source credibility modulates the validation of implausible information", *Memory and Cognition*, Vol. 48 No. 8, pp. 1359-1375, doi: 10.3758/s13421-020-01067-9.

West, J., Saunders, C. and Willet, J. (2021), "A bottom-up approach to slowing fashion: tailored solutions for consumers", *Journal of Cleaner Production*, Vol. 296, 126387, doi: 10.1016/j.jclepro.2021.126387.

Wiederhold, M. and Martinez, L. (2018), "Ethical consumer behaviour in Germany: the attitude-behaviour gap in the green apparel industry", *International Journal of Consumer Studies*, Vol. 42 No. 4, pp. 419-429, doi: 10.1111/ijcs.12435.

Wolny, J. and Mueller, C. (2013), "Analysis of fashion consumers' motives to engage in electronic word-of-mouth communication through social media platforms", *Journal of Marketing Management*, Vol. 29 Nos 5-6, pp. 562-583, doi: 10.1080/0267257x.2013.778324.

Zhang, X. and Dong, F. (2021), "How virtual social capital affects behavioural intention of sustainable clothing consumption pattern in developing economies? A case study of China", *Resources, Conservation and Recycling*, Vol. 170, 105616, doi: 10.1016/j.resconrec.2021.105616.

(The Appendix follows overleaf)

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

Appendix

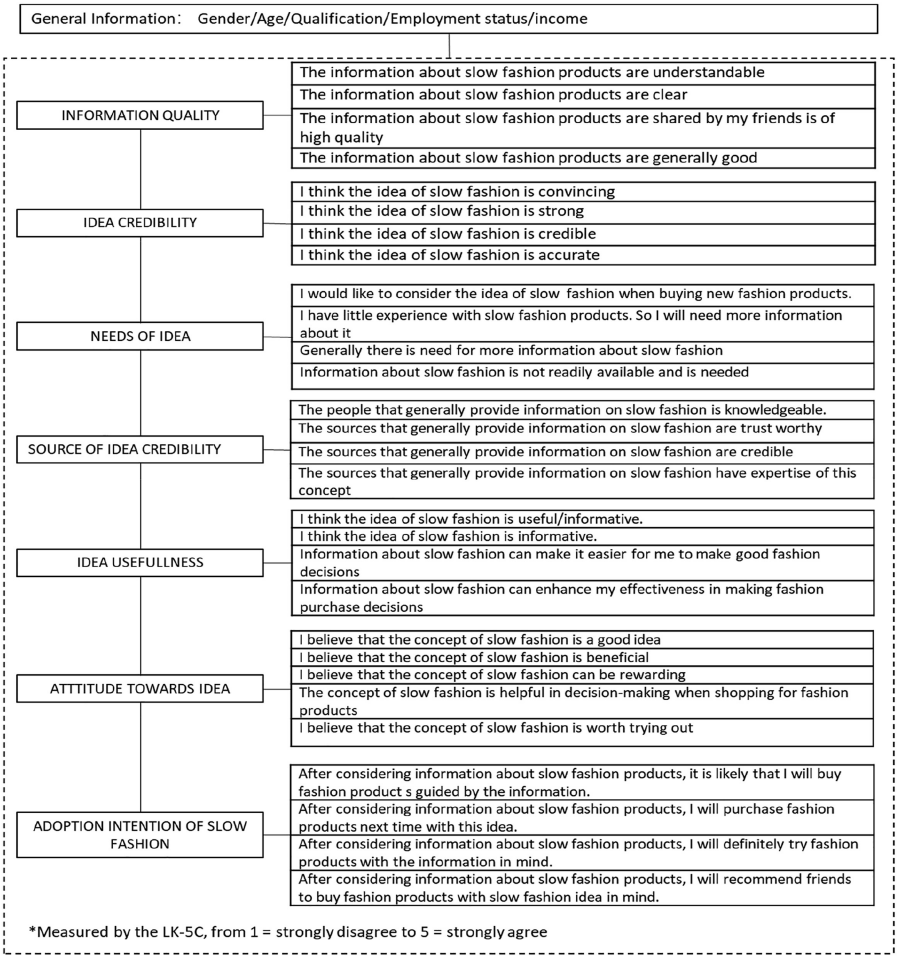


Figure A1.
Questionnaire

Source(s): Author(s)

About the authors

Helen Inseng Duh's research interests are consumer behavior, brand management, and social marketing. On consumer behavior, she conducts interdisciplinary research by delving into family, consumer and social psychology to understand how childhood experiences affect later-life consumer behavior and well-being. For brand management and social marketing, she conducts research on brand knowledge structure, brand loyalty, brand engagement, brand equity, green consumption, electricity conservation, generic medicine, and organic food purchase decisions. Helen Inseng Duh is the corresponding author and can be contacted at: duhhelen@yahoo.com

Hong Yu is a Professor of Retail Management at Toronto Metropolitan University. Her current research focuses on studying shopping experiences and journeys of fashion consumers, which aims to derive implications on how product innovation, inclusive retail environment and service designs contribute to effective business strategies.

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025

Marike Venter de Villiers researches in consumer behavior and fashion marketing. She studies consumer trends to understand factors driving consumer decision-making. An area of special interest to her is Transformative Consumer Research within the field of sustainable fashion with an emphasis on pro-environmental behavior.

Vladimira Steffek is a Professor in the School of Fashion and holds a PhD Degree in Management from University of Presov. She researches in sustainable fashion in the context of local and circular economies in both Canada and Europe.

Dan Shao lectures Fashion Design and Engineering at Donghua University. She researches on consumption behavior and consumer psychology of fashion consumers, aiming to reveal consumption characteristics and patterns in fashion market, provide implications on how to produce effective marketing strategies in specific area and optimization on fashion products.

For instructions on how to order reprints of this article, please visit our website:
www.emeraldgrouppublishing.com/licensing/reprints.htm
Or contact us for further details: **permissions@emeraldinsight.com**

Downloaded from http://www.emerald.com/ijoem/article-pdf/20/8/3252/9960866/ijoem-03-2023-0362en.pdf by University of the Witwatersrand user on 20 September 2025