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## CUSTOMER PREFERENCES ON SUSTAINABLE FASHION PURCHASES: A CONCEPTUAL MODEL

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### Abstract:

This research purpose is to investigate customer motivation when purchasing sustainable fashion. These research objectives are to investigate customers' perception toward sustainable fashion, to determine the preferences of customers in buying sustainable fashion, and the range of price limits of customers in purchasing sustainable fashion. Therefore, for this research, there are several papers that are being reviewed and preliminary research being conducted. The literature analysis and preliminary studies have shown that customer preferences such as Price, Quality, Design, Brand Image, and Promotion influencing sustainable fashion purchases. Based on the literature review and preliminary study, this research was able to produce a simple conceptual framework. This research' findings will be useful for fashion brand owners in developing their business. These findings can be useful to create pricing strategies, marketing strategies, and product strategies.

### Keywords:

Sustainable Fashion, Sustainable Fashion Pricing, Purchasing Decision, Customer Preferences

### Introduction

Fashion industry is still in demand by many business people in the world. Unfortunately, this industry has become the second-largest contributor to pollution in the world. Data reported by the Boston Consulting Group (Vivian, 2017), said that the global industry absorbed created 92 million tons of trash, released 1,715 million tons of Carbon Dioxide, and 79 billion cubic meters of water in 2015. Another report from (WWF, 2017), "There are various forms of

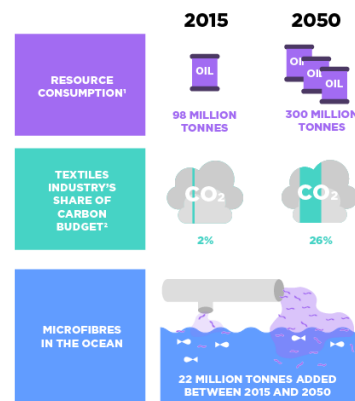
hazardous chemicals that can be poisonous and cause damage to the environment as well as the workforce in the production of fabrics. Chemicals such as pesticides, dyes, cleaner, water, refining coatings, and fire-resistant are used throughout the fashion supply chain". The condition of this industry along with its effect on the environment being reflected from those facts and picture below.

Negative impacts of the  
textiles industry are set to  
drastically increase by 2050



<sup>1</sup> Consumption of non-renewable resources of the textiles industry, including oil to produce synthetic fibres, fertilisers to grow cotton, and chemicals to produce, dye, and finish fibres and textiles  
<sup>2</sup> Carbon budget based on 2 degrees scenario  
Source: Circular Fibres Initiative analysis – for details see Part 1 of the full report

[tiny.cc/fibres](http://tiny.cc/fibres)

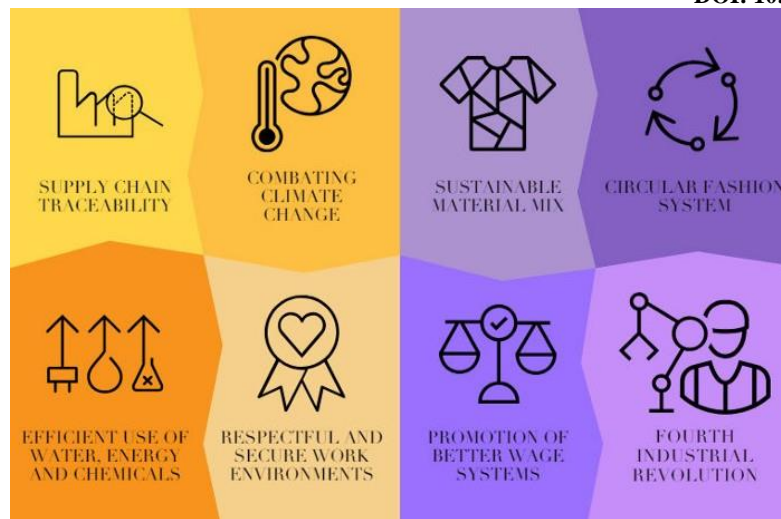


**Figure 1: Negative Impacts Of The Textiles Industry**

Source: Ellen McArthur Foundation (2017)

Mostly, fashion brands apply the concept of fast fashion. The fast-fashion concept is one of the most challenging and crucial problems within this industry. Fast fashion is a concept of ready-to-wear clothing that follows trends. Previous studies have described it as today's readily accessible, affordably made fashion. (Bick, Halsey and Ekenga, 2018). Fast fashion also has an impact that can damage the environment because it has to meet demands in a short time with low production costs and employ employees with improper salaries. Furthermore, this concept is considered negligent in paying attention to the work safety and working hours of its employees. The fast-fashion concept usually uses raw materials that are not high quality, cause water pollution, and pose a risk to human safety.

Contrary to the fast-fashion concept, In recent years, apparel brands, customers, academics and even professionals have expanded their interest to sustainability in terms of environmental and social ways (Kim et al., 2015). Refer to Global Fashion Agenda (GFA,2019), an association that promotes social and environmental responsibility, there are several objectives that become immediate priorities in the fashion industry. The long-term goals include eco-inspired design, circularity, better salaries for apparel workers and a narrowly defined "fourth industrial revolution". Furthermore, three short-term goals were also mentioned such as traceability of the supply chain, water-conservation, and worker safety.



**Figure 2: Fashion Industry Objectives**

Source: Global Fashion Agenda (2019)

The fashion industry is then starting to carry a sustainable fashion concept. Sustainable fashion promotes product durability while creating healthy work practices for its employees. In this case, sustainability is not restricted to the environment but the whole fashion business, from manufacturing process up to the retail outlets. This sustainable fashion concept gives proper salary to its employees and ensures employee obtain their primary civil liberties. Also, organic cultivation is implemented, garments are produced in environmentally friendly manner, health and safety policies are adopted in the workplace.

In this research discussed how customer preferences of sustainable fashion leading to pricing decisions. A price difference between fast fashion and sustainably fashion often makes competition in the fashion industry tougher. Even though fashion customers understand sustainability issues, their individual consumption habits do not reflect that obligation. (Chan and Wong, 2012). There are also some barriers that influence sustainable fashion behavior such as conflicting buyer motivations, lack of knowledge, and the limited variety of sustainable fashion that is provided (Harris, Roby and Dibb, 2016).

Brands that carry the concept of sustainable fashion would like to attract as many customers as possible. However, many brands that use fast fashion concepts become a challenge for sustainable fashion brand owners to succeed in their business. Fast fashion has the advantage of being relatively more affordable and always up to date with the trends compared to sustainable fashion. Thus, the owner of a sustainable fashion brand must understand their customers by conducting research on potential customers such as those who like to shop for fashion products. By knowing the preferences of the customers, the owner of a fashion brand can determine the right strategy to attract customers to buy their products. That way, the results of this research can help the brand owner in developing their business. Furthermore, this research can help spread awareness about sustainable fashion to customers.

Here are the research questions:

1. What is the customer's perception toward sustainable fashion?
2. What are the preferences of customers in buying sustainable fashion?
3. What is the range of price limits of customers in purchasing sustainable fashion?

This research objectives are to:

1. Investigate customers' perception toward sustainable fashion.
2. Determine the preferences of customers in buying sustainable fashion.
3. Determine the range of price limits of customers in purchasing sustainable fashion.

## Literature Review

### *Customer Preferences*

Preference can be interpreted as an option of whether someone likes or dislikes goods or services that can be consumed (Sari, Dewi and Surabaya, 2020). According to (Indarto, 2011), preference is a person's desire to choose an item which can be measured by a scale of needs of the desired product bundle, meaning that every customer has the right to evaluate the goods and services that they really want to buy by giving a ranking against these products.

### *Sustainable Fashion*

When talking about natural materials, customers indicate it as specified types of 'sustainable material' that define sustainable fashion from non-sustainable (Lundblad and Davies, 2016). Exclusivity and luxury are aspects related to sustainable fashion. For a daily customer, it might not be budget friendly. Customers and micro-organizations have also admitted that eco-friendly fabrics are the driving considerations for expensive billing for sustainable apparel (Elisabeth, Panayiota and Caroline, 2016). Nowadays, sustainable apparel is a popular global action in the fashion industry that intends to protect and minimize ecological damage, maintain local culture and enhance the ethical treatment of workers (Watson and Yan, 2013).

**Table 1: Previous Study Related To Sustainable Fashion**

Author/Year	Objectives	Results
(Elisabeth, Panayiota and Caroline, 2016)	To investigate the sustainable fashion basic concepts from the perspective of micro-organizations, academics, and customers, and to explain the connection between social constructionism elements and sustainable fashion ideas.	Defining sustainable fashion is contextual and subjective. In the apparel industry, modifying existing implementation is crucial and efforts must be taken to minimize the ongoing apparel cycle by becoming extra conscious and mindful of resources. Addressing innovative techniques of fashion designing may result in a competitive advantage that improves the brand.
(Kong <i>et al.</i> , 2016)	To analyse the effect of sustainability sources of information on various forms of sustainable understanding and the influence of this understanding on sustainable customer behaviour.	Fashion customers have a favourable impact on company marketing strategies. Effectiveness and social awareness both play an essential part in influencing attitudes towards sustainable fashion products.
(McNeill and Moore, 2015)	To examines the manner of apparel buyers towards sustainable items, responsible	'Self' buyers have an unbiased view of sustainable fashion and their actions fit this view. The 'social'

	apparel transactions and their associated actions.	buyer category demonstrates a growing concern in sustainable fashion. Also, there is a transition away from the fast fashion. The last, 'Sacrifice' buyers displayed a very high degree of environmental interest and expert at intellectually addressing complicated social problems linked to ethics and social well-being.
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Source: Author's Analysis

### **Purchase Intention**

Purchase intention might be explained as the tendency to purchase something from a certain brand, which also includes a plan to buy (Auda, 2009). An Attribute of sustainable-fashion affects sustainable-fashion consumption decisions. However, this relationship might be reduced due to the price premium level of sustainable fashion (Ting-yan and W.Y., 2012). According to literature about the relationship between customer orientation towards sustainable fashion and customer perceived value, when a company successfully demonstrates the exclusive value of a product, it will positively affect customer purchase intention (Jung and Jin, 2016).

### **Price**

In (Wicaksono, 2016) research explained that the level of product price competitiveness is assessed by customers from its ability to compete with prices set by competing brands, which is the main consideration for customer's determination in deciding to buy the brand's product. Customers will also compare the prices of the product they bought and then evaluate whether the price is worth or not with the product value and quantity of money that must be spent by the customers (Selliamanik, 2018). Moreover, customers tend to associate price with product quality levels (Tjiptono and Fandy, 2008). By purchasing clothes that are durable and have good quality, customers express a more favorable attitude to own finance. Customers feel they are gaining a good deal if they could enjoy clothes for a long time (Lundblad and Davies, 2016).

**Table 2: Previous Study Related To Price**

Author/Year	Objectives	Results
(Tjahjono <i>et al.</i> , 2013)	To assess the impact of the online marketing mix on women's fashion purchase decisions online/offline, to figure out the indirect influence of the marketing mix on women's fashion purchase decisions online/offline across the social context, to find out the indirect influence of the marketing mix on women's fashion purchase decisions online/offline.	Marketing Mix such as Price, Place, Promotion, and Product has an influence on the online purchasing decision of women's fashion. Social environment and psychology also influence women's fashion online purchasing decisions.

(Reven and Augusty Tae Ferdinand, 2017)	To investigate factors that can influence the decision to purchase Nesty Collection fashion items.	Brand image and competitive price are the aspects that can affect the buying decision of Nesty Collection fashion items. Product design and product quality influenced the brand image factor.
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Source: Author's Analysis

### ***Willingness To Pay***

The amount of money that a customer can pay to get a good or service is interpreted as willingness to pay (Nababan and Simanjuntak, 2008). Willingness to pay (WTP) is the maximum price of an item a customer wants to buy at a certain time (Zhao and Kling, 2004). Customers are willing to pay a premium price if they see the compatibility between the benefits provided by a product and the amount of money spent (Wijayanti, Ekowati and Wijayanti, 2019).

### ***Quality***

The product quality is strongly connected with the customer satisfaction problem, which is the goal of the company's marketing activities (Assauri, 2010). Customers will judge a product as high quality if it has elements such as durability, comfort, reliability, and ease of maintenance. The product also requires the ability to meet customer's needs and follow their expectations (Reven and Augusty Tae Ferdinand, 2017). Therefore, sustainable fashion promotes innovation in competitive advantage and customer engagement since brands focus their product on improved perceived quality and originality that respond to customer issues regarding environmental and social impact (Todeschini et al., 2017).

### ***Design***

(Rachman and Santoso, 2015) stated that the ability of a product to survive in a market cycle can be determined by how its design can adapt to changes in any form that occurs in the market. To build creative problem solving for sustainability in the fashion industry, some researchers also addressed the need for design thinking, designers, and systems thinking points of view (Armstrong and LeHew, 2011). Competitive sustainable fashion products must-have elements not only serve as clothing but also create products that have innovation value and aesthetic beauty (Tahalele and Widyakirana, 2020).

### ***Brand Image***

Brand image was already clarified as information and interpretation connected to the brand, product, and service (Durgee and Stuart, 1987). In addition, (Solomon, and Rabolt, 2004) said that brand image is one of the factors that play an important role in relation to fashion product consumption. A good brand image will convince customers to decide to purchase a product because the product attributes (design, quality, and product attractiveness) can demonstrate its ability to meet customer's needs, hence creating a positive relationship with the brand (Oladebo and Abimbola, 2015). Brand image becomes a psychological influence that is able to attract and retain customers (Suria, Kusumawati and Pangestuti, 2016).

### ***Promotion***

Another research that involved Focus Group Interviews found that unfavourable expectation of sustainability, lack of willingness to pay a high price, and insufficient social knowledge of

the value of the environmentally friendly fashion items are three factors that explained why customers are reluctant to purchase sustainable fashion items (Han, Seo and Ko, 2017). Regardless of the product quality, if the customer had never heard and is hesitant that the product will be useful, they will never buy it (Nangoy, Mandey and Kawet, 2017). So, brands should intensify their promotions in order to be able to communicate their products and persuade target customers to buy it (Tjahjono et al., 2013).

So, this research determined six factors influencing customer decision in purchasing sustainable fashion based on the literature reviewed and preliminary study. By classifying aspects stated in the earlier research and conducting preliminary study with some people who like to shop for fashion products, these factors can be determined.

The following is the hypothesis proposed, which is as follows:

H1: Price is positively related to the customer's willingness to purchase sustainable fashion

H2: Quality is positively related to the customer's willingness to purchase sustainable fashion

H3: Design is positively related to the customer's willingness to purchase sustainable fashion

H4: Brand image is positively related to the customer's willingness to purchase sustainable fashion

H5: Promotion is positively related to the customer's willingness to purchase sustainable fashion

## Methodology

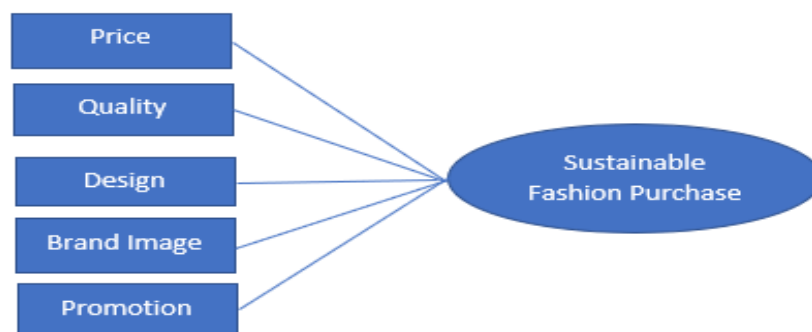
The first process begins with the author selecting a topic that is customer preferences leading to pricing decisions and then identifying the existing problems by understanding the root cause of the issue. Next, the author sets the research questions, objectives, scope, limitation and conducts a review of the previous literature related to the topic to be discussed. The preliminary study will try to analyse the preferences model for the sale of sustainable fashion in Indonesia. For this purpose, the author conducted online survey through google form between December 2020 to January 2021. Data used from this research is also gathered from a total of 15 respondents of fashion customers in Jakarta, Tangerang, and Bandung Area. The age range of the respondents was between 17 to 45 years old. The data was collected using judgmental sampling. This survey asked respondents about their understanding of sustainable fashion and their preference factors when deciding to purchase sustainable fashion. By classifying aspects stated in the earlier research and conducting preliminary study with some people who like to shop for fashion products, these factors can be determined. The conceptual framework will then be formed based on the author's analysis from various resources.

The respondents mentioned several factors, namely price, quality, design, brand image, and promotion. Based on the customer's point of view, how much they are eager to pay for an item is affected by price. Customers would like to ensure that the price is worth it. There are also customers who think that discounted prices also increase the likelihood to buy fashion items. Then, the next influencing factors is the quality of a product. From the result of the questionnaire, customers express their desire to purchase fashion products that are durable and have nice material. The next important factor considered in design. Customers also mentioned that the design of the products should be appealing and suit their taste. Moreover, brand image is the other factor that also affects customer purchasing decisions. Customers are looking for brands that are trusted and have a positive brand image. Based on the previous study and the preliminary study result, reputable fashion brands influence customers to pay higher prices. Last, the factor to be considered is the promotion factor. It is also a crucial factor. Brands should

be able to execute effective marketing strategies and engage with their customers. Referring to the preliminary study, customers are also interested in brands that have wide promotional channels that make it easier for customers to buy products anywhere.

### Conclusions

From all the explanations above, this research indicates that there are five factors that customers must consider before buying a sustainable fashion. Price, quality, design, brand image, and promotion are the key factors. Therefore, this research's findings will be useful for the fashion brand owners to establish pricing strategies, marketing strategies, and product strategies to attract buyers. The conceptual framework of this research is portrayed in figure 3.



**Figure 3: Proposed Conceptual Model**

Source: Author's Analysis From Various Resources

Independent variables are price, quality, design, brand image, and promotion.  
Dependent variable is sustainable fashion purchase.

The proposed model presented in this research investigates customer preferences in sustainable fashion purchases. This research showed customer's respond to some factors such as price, quality, design, brand image, and promotion relating to sustainable fashion purchases. These factors directly or indirectly contribute to customers' decision-making process.

In future studies, the proposed conceptual model from this research will be applied and evaluated. The next stage of this research is to validate the conceptual model of sustainable fashion purchases through quantitative approaches and research analysis. The result of this research would be helpful for the fashion business owner and its stakeholders. To get a deeper understanding of the fashion industry in Indonesia, another study related to sustainable fashion preferences could be compared with this research's findings.



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