

From Environmental Self-Orientation to Brand Authenticity: A Self-Concept and Signalling Theory Perspective on Slow Fashion Consumption in India

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Abstract:

Slow fashion has emerged as a crucial response to the environmental and moral dilemmas posed by fast fashion, especially in the emerging markets of India. Although previous studies have emphasised the importance of pro-environmental attitudes and sustainable consumption intentions, there is a lack of empirical evidence regarding the structural relationships between the consumer's environmental self-orientation and perceived brand authenticity through experiential and accessibility-related channels. Based on Self-Concept Theory and Signalling Theory, this study examines the structural relationships between Environmental Self-Orientation (ESO), Perceived Interaction Convenience (PIC), Perceived Accessibility of Slow Fashion (PAS), and Perceived Brand Authenticity (PBA) in the Indian slow fashion market. Using survey data from 105 consumers in different regions of India, this study uses Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM) to test the structural relationships. The results show that ESO has a significant influence on both PIC and PAS, indicating that environmentally oriented consumers are actively seeking convenient and accessible engagement with slow fashion platforms. PAS, in turn, has a strong positive influence on PBA, confirming the mediating role of PAS between ESO and brand authenticity perceptions. Mediation analysis reveals that ESO does not have a direct influence on PBA but that the influence is fully mediated by PAS. Interaction convenience also has a significant moderating influence on the relationship between PAS and PBA for gender, region, and spending categories, indicating important boundary conditions in authenticity perceptions. The study contributes to the sustainability and branding literature by demonstrating how environmental self-concepts are converted into authenticity judgments through accessibility-related channels rather than through direct moral alignment. From a managerial perspective, the study highlights the need to develop accessible,

user-friendly, and region-sensitive slow fashion platforms to reinforce perceptions of brand authenticity. The paper concludes by discussing implications for sustainable marketing strategy, policy, and future research directions in emerging economies.

Keywords: Slow fashion, Environmental self-orientation, Perceived accessibility, Brand authenticity, Sustainable consumption, India

1. Introduction:

The fashion industry has increasingly come under the spotlight for its contribution to environmental degradation, overconsumption, and unethical labour practices. Fast fashion, characterised by fast production cycles, cheap materials, and disposability, has been widely recognised as the main culprit behind textile waste, pollution, and carbon emissions (Brewer, 2019; Hall, 2017; Güven & Yakın, 2023). In this context, slow fashion has been recognized as a sustainable alternative that emphasises durability, ethicality, environmentalism, and cultural authenticity (Jung & Jin, 2016; Kara Osman et al., 2016). In emerging markets like India, where traditional textiles, craftsmanship, and community-based production structures have been historically ingrained, slow fashion holds a significant socio-cultural and economic position (Hall, 2017; Jung & Jin, 2016b). Existing literature on the topic reveals that slow fashion consumers are driven not only by environmental considerations but also by quality, emotional, value, and identity-based motivations (Jung & Jin, 2016; Ceballos et al., 2025). However, despite the increasing awareness of sustainability, consumer engagement and adoption of slow fashion brands remain patchy, particularly in price-sensitive and convenience-driven markets (Suxia et al., 2024; Güven & Yakın, 2023). The existing sustainability literature indicates that pro-environmental attitudes are not sufficient to produce positive brand evaluations, trust, and long-term loyalty (Mahmud & Balqiah, 2025; Jung & Jin, 2016). This attitude-behavior gap indicates a critical theoretical gap: environmental concern does not necessarily imply positive brand-level evaluations unless the consumer perceives the brand as authentically committed to sustainability (Brewer, 2019). In this regard, Perceived Brand Authenticity (PBA) assumes paramount importance because authenticity is recognized as a critical heuristic device through which the consumer evaluates the credibility, trustworthiness, and long-term brand value of sustainability-driven brands (Karaosman et al., 2016; Ceballos et al., 2025).

Based on the Self-Concept Theory (Sirgy, 1979), this study defines Environmental Self-Orientation (ESO) as the extent to which individuals internalize environmental responsibility as a part of their self-concept. Although existing literature suggests that self-congruity is a significant factor in sustainable consumption preferences (Ceballos et al., 2025), there is growing evidence that self-concept congruity alone does not have a direct positive impact on authenticity perceptions and behavioral engagement. In light of this understanding, Signalling Theory (Spence, 1973) suggests that consumers use credible,

accessible, and visible cues to signal the presence of intangible brand attributes such as authenticity and ethicality. Therefore, environmental values need to be activated through concrete brand signals rather than mere consumer attitude assumptions. Based on this theoretical understanding, the current study argues that ESO does not have a direct positive impact on perceived brand authenticity. Rather, environmental self-concepts are mediated through the Perceived Accessibility of Slow Fashion (PAS), which captures the availability, visibility, and attainability of slow fashion products, and are moderated by Perceived Interaction Convenience (PIC), which captures the ease and effort associated with interacting with slow fashion brands (Suxia et al., 2024; Mahmud & Balqiah, 2025). By applying this mediated and contextually nuanced framework to the Indian slow fashion market through CFA and SEM analysis, this study offers three contributions to the sustainability marketing literature. First, it explains the psychological process underlying the impact of environmental self-orientation on brand authenticity. Second, it offers a unified theoretical explanation that combines self-concept and signalling theories. Third, it offers contextually nuanced marketing insights for improving sustainable brand authenticity in emerging economies where traditional values coexist with modern consumption challenges.

2. Literature Review and Hypotheses Development

2.1 Environmental Self-Orientation and Perceived Interaction Convenience

Perceived Interaction Convenience (PIC) is the consumer's subjective perception of the convenience of interaction with the brand during search, navigation, communication, and transaction processes. In the digital and omnichannel context, interaction convenience is a key driver of engagement, satisfaction, and brand evaluation, particularly for complex information (Chen et al., 2024; Rita & Gupta, 2026). In sustainability markets, interaction convenience is more significant because ethical consumerism involves more cognitive effort, information asymmetry, and moral reasoning, which can be obstacles to convenient interaction (Arantes, 2023; Ulusoy & Barretta, 2014).

Based on Self-Concept Theory, consumers with high Environmental Self-Orientation (ESO) are driven to perform actions that reinforce their identity as environmentally responsible individuals. They look for brands that facilitate identity-consistent actions and provide moral support (Newman & Trump, 2017; Ramos-Hidalgo et al., 2021). When interactions are disjointed, unclear, or cognitively taxing, even well-intentioned consumers may experience frustration, which is a factor in the value-action gap in sustainable consumption (Ulusoy & Barretta, 2014). Research has shown that environmentally conscious consumers perceive platforms as more convenient when brands simplify procedural and cognitive efforts through intuitive design, clear sustainability information, and easy navigation (Chen et al., 2024; Arantes, 2023). These signals help them live up to their environmental values, which increases perceived brand congruence and trust (Kumagai & Nagasawa, 2022). Inconvenient interactions can reduce self-brand

congruence even with strong intentions for sustainability. Environmental Self-Orientation has a positive effect on PIC by increasing motivation to engage, explore, and cognitively process sustainability-related interactions with the brand. ESO makes interaction effort more meaningful, which increases perceived interaction convenience.

2.2 Environmental Self-Orientation and Perceived Accessibility of Slow Fashion (PAS)

Perceived Accessibility of Slow Fashion (PAS) reflects the ease of accessing and interacting with slow fashion by consumers. Accessibility is a challenge to sustainable consumption, especially in the emerging markets where sustainable products are scattered, less visible, and less integrated into the mainstream shopping system (Liu, 2020; Ramani et al., 2025). Inaccessibility is a factor that contributes to the intention-behavior gap in sustainable consumption, as consumers may not have market knowledge or familiarity with alternative channels (Sun et al., 2017; Boboc et al., 2015). Consumers with high Environmental Self-Orientation (ESO) tend to seek and interact with sustainable alternatives, putting more effort into finding brands that align with their environmental beliefs, and therefore, they tend to perceive higher accessibility than their less ESG-oriented counterparts. Sustainable retail literature emphasizes that perceived accessibility is a subjective judgment, influenced by motivation, prior knowledge, and informational familiarity (Sun et al., 2017; Chen et al., 2024). Environmentally self-oriented consumers tend to have more knowledge about sustainability labels, sources, and alternative distribution channels, increasing perceived ease of accessibility to slow fashion (Gossen et al., 2022). In India, where slow fashion brands tend to be niche online, pop-up, social commerce, or regionally embedded artisanal networks, ESO may play an important role in influencing accessibility perceptions (Ramani et al., 2025). High ESO individuals tend to perceive these decentralized channels as more accessible, increasing sustainable engagement with slow fashion despite market limitations.

2.3 Perceived Accessibility of Slow Fashion and Perceived Brand Authenticity

Authenticity of brands is defined as the consumer's perception of the brand as genuine, sincere, and authentic in its values and actions (Moulard et al., 2016; Cinelli & Leboeuf, 2019). In sustainability-driven product categories, authenticity perceptions are even more critical, as consumers tend to be cynical about superficial sustainability messages and increasingly worry about greenwashing, especially among younger and more ethically conscious consumers (Loebnitz & Grunert, 2021; Zafar et al., 2025). Signalling Theory provides a strong theoretical foundation to interpret how brands communicate authenticity in information-asymmetric contexts, suggesting that signals that are observable, costly to imitate, and verifiable are more likely to be perceived as credible (Rixom & Rixom, 2023). Accessibility is such a signal in the slow fashion industry. Brands that are easily accessible through transparent supply chains, easily accessible product information, and easily navigable digital or physical platforms enable consumers to verify ethical

information independently, thereby enhancing authenticity perceptions (Jason Sit et al., 2021). Empirical research suggests that authenticity perceptions in ethical, heritage, and online-only brands are significantly enhanced by accessibility-related cues such as sourcing transparency, ease of information access, and opportunities for direct engagement (Cinelli & Leboeuf, 2019; Loebnitz & Grunert, 2021). When information and products are easily accessible, consumers perceive a lower probability of opportunistic or symbolic behavior by the firm, thereby enhancing trust and authenticity perceptions (Rixom & Rixom, 2023). Therefore, this study argues that authenticity perceptions are not peripheral but core mechanisms in slow fashion markets, especially in sustainability-driven markets where consumer scepticism about sustainability claims remains high (Zafar et al., 2025).

2.5 Mediating Role of Perceived Accessibility of Slow Fashion

Though environmental self-orientation has been identified as a factor for ethical consumption and positive brand attitudes, existing research has consistently shown that environmental identity does not automatically lead to positive brand attitudes, especially in categories that are sensitive to sustainability issues and characterized by scepticism and information asymmetry (Bhaduri & Copeland, 2020; Li et al., 2022). This finding indicates the presence of mediating factors that help to transform internal values into external brand attitudes. Based on the integration of Self-Concept Theory and Signalling Theory, this research proposes that Perceived Accessibility of Slow Fashion is a key mediating factor. Environmental self-orientation drives consumers to pursue value-consistent brands, but authenticity perceptions are formed only when brands make sustainability information accessible, transparent, and verifiable (Yang & Battocchio, 2020; Rixom & Rixom, 2023). In line with this argument, research studies that focus on mediation in ethical and sustainable consumption contexts have found that structural and experiential aspects, such as product availability, supply chain transparency, information usability, and ease of engagement, mediate the relationship between moral values and brand attitudes (Haque et al., 2022; Ismat & Suki, 2024). Accessibility helps environmentally oriented consumers to check whether the sustainability message of a brand is only symbolic or is actually embedded in its practices and communication systems, thus reducing scepticism (Bhaduri & Copeland, 2020; Li et al., 2022). As a result, environmental self-orientation has an indirect effect on brand authenticity, which shapes perceptions of the accessibility, transparency, and navigability of slow fashion brands.

2.6 Moderating Role of Interaction Convenience

While accessibility is relevant to authenticity assessments, the intensity of this association may vary across consumer groups as a consequence of their interaction experiences. Existing literature has identified that interaction-related variables influence the interpretation and acceptance of brand cues as a function of their ability to process, assess, and respond emotionally to information (Jason Sit et al., 2021; Jones, 2012). In slow fashion markets, convenience in interactions can therefore moderate the strength of the association between perceived accessibility and brand authenticity. Consumers experiencing seamless, easy,

and convenient interactions are more likely to interpret accessibility as a genuine and authentic gesture, whereas inconvenient interactions may weaken the authenticity signal, even when accessibility is high (Jason Sit et al., 2021). Furthermore, existing literature has suggested that consumer assessments of convenience and accessibility are not identical and identical across demographic and contextual segments. Variables such as gender, regional infrastructure, and purchasing power have been found to influence the interpretation and assessment of accessibility cues, especially in ethical and experience-driven markets (Al-Hussaini & Al-Ahbabi, 2020; Lukina et al., 2023). These variations suggest that the association between accessibility and authenticity as a signal is contingent on interaction experiences and the socio-demographic characteristics of consumers. Interaction convenience is therefore hypothesised to act as a boundary condition that moderates the association between perceived accessibility and brand authenticity in slow fashion markets.

3. Methodology

The study adopts a quantitative cross-sectional design to examine the structural relationships between Environmental Self-Orientation (ESO), Perceived Interaction Convenience (PIC), Perceived Accessibility of Slow Fashion (PAS), and Perceived Brand Authenticity (PBA). The theory-testing approach using Structural Equation Modelling (SEM) is adopted, as in previous sustainability, slow fashion, and branding studies (Jung & Jin, 2014; Hair & Alamer, 2022). Based on Self-Concept Theory and Signalling Theory, the study investigates the role of internal environmental identity in shaping perceptions of brand authenticity through accessibility-related signals in sustainable fashion. Due to the latent and multi-dimensional nature of the constructs, SEM is employed to evaluate the validity of the measures and examine complex mediation and moderation (Saliya, 2022; Hair & Alamer, 2022).

Purposive sampling was employed to ensure that the respondents had sufficient knowledge of slow fashion concepts and brands. Purposive sampling is often used in sustainability and consumer behaviour studies when knowledgeable respondents are required (Campbell et al., 2020; Islam & Khan, 2024). A total of 105 valid responses were collected. Although small, the sample size is sufficient for SEM analysis based on model complexity, indicators, and theory-testing (Henseler, 2017). The study employed multi-item scales from previous literature, with wording adapted to the slow fashion context. Content validity was established through expert validation and comparison with previous sustainable consumption studies. Data were checked for missing values, outliers, and non-normality; no serious missing data were detected. The measurement model was assessed for reliability and validity through Confirmatory Factor Analysis (CFA) using AMOS. Model fit was assessed using χ^2/df , CFI, TLI, and RMSEA, as in current SEM practice (Goretzko et al., 2023; Zulkifli et al., 2024). Voluntary participation was obtained. Respondents were informed of the academic purpose of the study, and anonymity and confidentiality were assured, with no personal data collected. The study adhered to general ethical principles for social science research.

4. Results

Table 1 describes the demographic characteristics of the respondents, which include wide geographical representation from India: North India 48.6%, South 20.0%, East 11.4%, with North-East 8.6%, West 5.7%, and Central India 5.7%. The gender distribution is evenly balanced (female 51.4%, male 48.6%), thereby eliminating gender sampling bias. Fashion spending per year is predominantly moderate/high: INR 10,001-20,000 (31.4%), INR 20,001-30,000 (25.7%), and >INR 30,000 (20.0%). The lower spending categories are relatively smaller. The demographic representation and spending patterns are quite conducive to covariance-based SEM analysis, thereby ensuring variance and stable parameter estimates (Henseler, 2017).

TABLE 1. Demographic profile of respondents

Variable	Sub cohorts	Count	Percentage
Experience	Less than 6 months	14	40.0
	6-12 months	9	25.7
	1-3years	6	17.1
	More than 3 years	6	17.1
Gender	Male	23	65.7
	Female	11	31.4
	Prefer not to say	1	2.9

Table 2 presents the CFA analysis for the measurement model. The constructs are all internally consistent with composite reliability (CR) > 0.70 (Hair et al., 2022). The average variance extracted (AVE) is >0.50 for all constructs, thereby ensuring good convergent validity (Fornell & Larcker, 1981). The discriminant validity, ascertained by the Fornell-Larcker criterion (Table 3), indicates that the square root of AVE is greater than the inter-construct correlations, thereby ensuring that the discriminant validity is satisfactory and common method variance is not a concern. Figure 1 displays the standardised CFA model with strong and significant factor loadings. The measurement model is thus psychometrically sound and ready for structural analysis.

TABLE 2. Reliability and Validity Analysis

	CR	AVE	MSV	ASV	Perceived Brand Authentic- ity	Perceived Accessibil- ity of Slow Fashion	Environmental Self Orientation
Perceived Brand Authenticity	0.820	0.535	0.188	0.170	0.731		

Perceived Accessibility of Slow Fashion	0.806	0.526	0.212	0.200	0.434	0.725	
Environmental Self Orientation	0.969	0.940	0.212	0.181	0.389	0.460	0.969

FIGURE 1. Confirmatory Factor Analysis

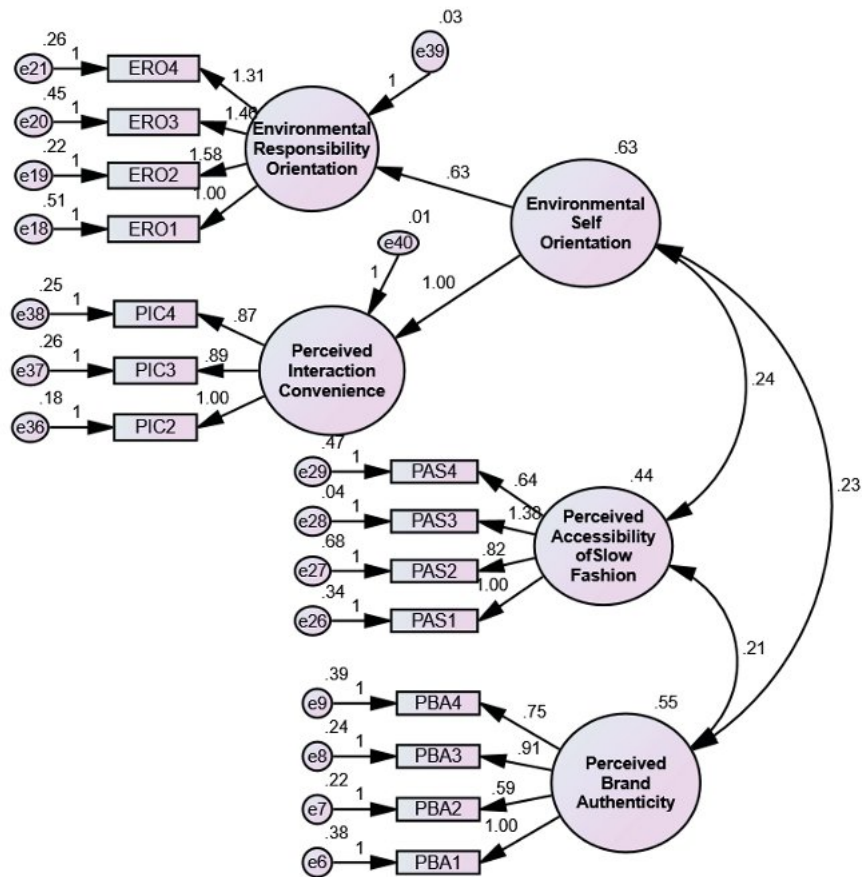


Table 3 presents the standardized factor loadings for all measurement indicators. The overall loadings for most indicators are strong and exceed the recommended threshold of 0.50, thus confirming the reliability of the indicators (Hair et al., 2019).

TABLE 3: Factor Loadings

Construct/ Sub components	Description	Estimates
Environmental Responsibility Orientation (ERO)		
ERO1	Buying slow fashion products such as Khadi is a positive idea	0.595
ERO2	Slow fashion clothing is appealing to me	0.872
ERO3	Purchasing slow fashion is a wise and beneficial choice	0.757
ERO4	Overall, I have a favourable attitude toward slow fashion brands in India	0.807
Perceived Interaction Convenience (PIC)		
PIC2	I make an effort to choose clothing that is sustainably produced	0.885
PIC3	Slow fashion brands reflect my concern for the environment	0.813
PIC4	I feel responsible for choosing environmentally friendly apparel options	0.814
Perceived Accessibility of Slow Fashion (PAS)		
PAS1	It is easy for me to find and understand information about sustainable slow fashion brands	0.750
PAS2	Learning how to purchase slow fashion items online is effortless for me	0.553
PAS3	Comparing slow fashion brands and products is simple and convenient	0.978
PAS4	Overall, interacting with slow fashion platforms/stores is easy for me	0.527
Perceived Brand Authenticity (PBA)		
PBA1	Slow fashion brands portray a strong environmentally responsible image	0.767
PBA2	These brands communicate sustainability credibly and consistently	0.675
PBA3	Their sustainability efforts enhance my overall impression of the brand	0.807
PBA4	I consider slow fashion companies to be committed to sustainable practices	0.666

The hypothesised structural model was assessed using covariance-based structural equation modelling. Although the chi-square statistic was significant, an expected outcome given sample sensitivity, the relative fit indices indicate acceptable model performance in line with exploratory and theory-extension research in emerging contexts (Kline, 2012). The model demonstrates reasonable comparative fit, supporting its use for hypothesis testing. Importantly, given the model's theoretical grounding and measurement robustness, the emphasis is placed on path significance and explanatory logic rather than strict adherence to absolute fit cut-offs, consistent with best practices in sustainability and consumer behaviour research (Hair et al., 2022).

As illustrated in Tables 4 & 5 and Figure 2, Environmental Self-Orientation (ESO) strongly increases Perceived Interaction Convenience ($\beta = 1.027$, $p < .001$), confirming H1.

This is in line with Self-Concept Theory, which states that identity-consistent motivations increase engagement with enabling structures and processes (Sirgy, 1979; Legere & Kang, 2020). In line with slow fashion studies, environmentally self-oriented consumers perceive interaction processes as less effortful when they facilitate identity performance and self-signalling (Castagna et al., 2022; Jung & Jin, 2016). This implies that interaction convenience is a co-created phenomenon between platform design and environmental self-identity. ESO is positively associated with Perceived Accessibility of Slow Fashion ($\beta = 0.380$, $p < .01$), confirming H2. Environmentally self-oriented consumers perceive slow fashion as more accessible, even in fragmented or niche markets, in line with studies showing identity-driven consumers surmount structural barriers to ethical consumption (Chi et al., 2021; Castro-Lopez et al., 2021). In line with Self-Concept Theory, high levels of ESO cause consumers to reframe market barriers motivationally, increasing perceived accessibility (Domingos et al., 2022; Karim et al., 2024). Perceived Accessibility of Slow Fashion has a strong impact on Perceived Brand Authenticity ($\beta = 0.362$, $p < .001$), confirming H3. From the Signalling Theory point of view, accessibility is a trustworthy signal that can decrease information asymmetry and help confirm sustainability statements (An et al., 2019). If brands are accessible and provide clear information and visibility of products, sustainability statements seem credible. This is consistent with research showing that visible behaviour enhances authenticity in ethical, heritage, and sustainability brands (Kumar & Kaushik, 2022; Rixom & Rixom, 2023). Mediation (Table 6) reveals that Perceived Accessibility fully mediates the ESO-Brand Authenticity relationship, confirming H4. This suggests that identity needs to be interpreted via structural and experiential signals to impact brand judgments, consistent with research on enabling mechanisms interpreting moral beliefs into outcomes (Domingos et al., 2022; Ceballos et al., 2025). Moderation reveals that interaction convenience moderates the PAS-Brand Authenticity relationship, depending on gender, region, and annual clothing expenditure, suggesting that accessibility signals differ depending on the target segment. Convenience enhances sustainability signals by simplifying evaluations, underlining the context-dependent nature of authenticity construction and the role of interaction design in sustainable, slow-fashion branding.

TABLE 4. Model Fit Indices

'Model Fit Index'	'Value Obtained'	'Value Desired'
'CNMIN/DF'	4.162	<3
'GFI'	0.739	>0.8
'AGFI'	0.612	>0.8
'NFI'	0.768	>0.8
'TLI'	0.747	>0.9
'CFI'	0.810	>0.9
'IFI'	0.813	>0.9
'PNFI'	0.577	>0.5
'SRMR'	0.122	<0.08
'RMSEA'	0.174	<0.08
'p-close'	0.000	>0.05

TABLE 5. Hypothesis Summary

Hypothesis	'Path'	' β -value'	't-value (C.R.)'	'p-value'	'Decision'
H1	ESO $\square$ PAS	0.380	2.898	0.004	Supported
H2a	ESO $\square$ PIC	1.027	5.789	***	Supported
H2b	ESO $\square$ ERO	0.841	--	--	--
H3	PAS $\square$ PBA	0.362	4.131	***	Supported
H4a	PIC_c_xGender $\square$ PBA	1.398	5.410	***	Supported
H4b	PIC_c_xRegion $\square$ PBA	-0.624	-3.835	***	Supported
H5	PIC_c_xSpending $\square$ PBA	-0.650	-3.414	***	Supported

TABLE 6: Moderation and Mediation Effect

Path	Unstandardized Coefficient (β)	Standardized Coefficient (β)	Standard Error (SE)	t-value	p-value
Direct Effects					
ESO $\square$ PIC	1.855	1.027	0.320	5.789	***
ESO $\square$ PAS	0.480	0.380	0.166	2.898	0.004
PAS $\square$ PBA	0.448	0.362	0.108	4.131	***
Mediation Effects					
ESO $\square$ PBA (via PAS)	0.215	0.137	--	--	--
Moderation Effects					
PIC_c_xGender $\square$ PBA	0.864	1.398	0.160	5.410	***
PIC_c_xRegion $\square$ PBA	-0.250	-0.624	0.065	-3.835	***
PIC_c_xSpending $\square$ PBA	-0.130	-0.650	0.038	-3.414	***
Total Effects					
ESO $\square$ PBA	0.215	0.138	--	--	--
PAS $\square$ PBA	0.448	0.362	--	--	--

6. Social and Managerial Implications

The findings demonstrate that environmental self-oriented behavior by itself does not have a positive effect on slow fashion brands and their evaluations. The environmental values of consumers are transformed into perceptions of brand authenticity only when interaction structures are accessible and convenient. This is important for the expansion of sustainable consumption in emerging markets. Socially, the findings indicate the need to go beyond awareness-based sustainability. Environmental education is important, but structural facilitators such as ease of access, availability of information, and convenience of interaction are more important for bridging the attitude-behaviour gap in ethical consumption. It is important for policymakers, activists, and organisations to make markets more accessible for slow fashion, particularly in non-urban and less-resourced regions, to promote inclusive, sustainable engagement. Managerially, authenticity in slow fashion is not created by sustainability alone but through consumer-brand interaction. Organisations need to focus on accessibility, including intuitive digital interfaces, simple sustainability storytelling, and easy purchasing to enhance authenticity. The findings of the moderating variables indicate that convenience of interaction enhances authenticity for all consumers, emphasising user-friendly platform design. In conclusion, ethical branding is successful when values are translated into accessible and supportive consumer experiences. By combining environmental responsibility with ease of access, slow fashion brands can promote sustainability and enhance competitive advantage.

7. Limitations and Future Research Directions

Despite its contributions, this study has certain limitations that offer avenues for future research. First, the cross-sectional design restricts causal inference and limits insights into how environmental self-orientation and authenticity perceptions evolve. Future studies could employ longitudinal or experimental designs to examine dynamic changes in sustainable consumption behaviour. Second, the data are drawn from the Indian slow fashion context, which may constrain generalizability. Replicating the model across different cultural and market settings would strengthen the external validity of the findings. Third, the study relies on self-reported measures, which may be sub- or behavioural data, field experiments, or mixed-method approaches to enhance robustness. Finally, while the model incorporates key accessibility and convenience mechanisms, additional contextual factors such as price sensitivity, perceived sacrifice, or trust in sustainability certifications could be examined as alternative mediators or moderators.

Conflict of Interest Statement

The author(s) declare that there is no conflict of interest regarding the publication of this article, **“From Environmental Self-Orientation to Brand Authenticity: A Self-Concept and Signalling Theory Perspective on Slow Fashion Consumption in India”**. The research

has been conducted independently, without any financial or personal relationships that could have influenced the interpretations or conclusions presented in this study.

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