

Sustainability Efforts in Eco-Fashion Industry: Consumer Perception Trust and Purchase Intention

Tarisyia Rizki Ramadina^{1*}, Mahir Pradana², Rd. Nurafni Rubiyanti³
Telkom University

Corresponding Author: Tarisyia Rizki Ramadina

tarisyaramadinarizkiramadina@student.telkomuniversity.ac.id

ARTICLE INFO

Keywords: Eco-fashion,
Sustainability Fashion,
Social Responsibility, Trust

Received : 2, June

Revised : 18, June

Accepted: 20, July

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ABSTRACT

The sustainable fashion industry is experiencing rapid growth as consumer awareness of environmental issues increases. This study aims to analyze the influence of Social Responsibility on Purchase intention in sustainable fashion products, with Trust, Attitude, and Perceived Consumer Effectiveness (PCE) as the mediating variables. The object of the research is consumers of Eiger eco-fashion products in Indonesia. The method used is explanatory quantitative with an online survey approach and Partial Least Square (PLS-SEM) analysis techniques. The sample amounted to 200 respondents who were selected using purposive sampling. The results of the study show that Social Responsibility has a positive effect on Trust, Attitude, and PCE. In addition, Trust and Attitude have a significant effect on Purchase intention, while PCE also makes a positive contribution. This research provides practical implications for companies in strengthening sustainability strategies to increase consumer buying intentions, while enriching the academic literature on sustainable consumer behavior in Indonesia.

INTRODUCTION

In recent years, environmental issues have become a major concern at the global and national levels. Climate change, scarcity of clean water, and air and soil pollution are no longer just abstract environmental problems, but daily realities felt by the wider community. A recent report from the Intergovernmental Panel on Climate Change (IPCC, 2023) reveals that global warming caused by human activities has reached a critical level, triggering major changes in ecosystems and human lives. This condition demands a fundamental transformation in consumption, production, and lifestyle patterns towards sustainability.

This transformation cannot be separated from the role of various industrial sectors, including sectors that have not received much attention in the environment. One of the sectors that is quite significant but not paid attention to is the fashion industry. So far, the fashion industry has been known as a symbol of creativity, aesthetics, and self-expression.

However, behind its glamorous side, the industry keeps a significant ecological footprint. A study by Niinimäki et al. (2020) shows that the fashion industry accounts for around 20% of global water waste and almost 10% of the world's total carbon emissions, making it one of the sectors with a major contribution to the global environmental crisis. This negative contribution is mainly exacerbated by fast fashion practices that prioritize mass and fast production according to momentary trends, resulting in large amounts of textile waste – most of which are difficult to decompose and rarely recycled.

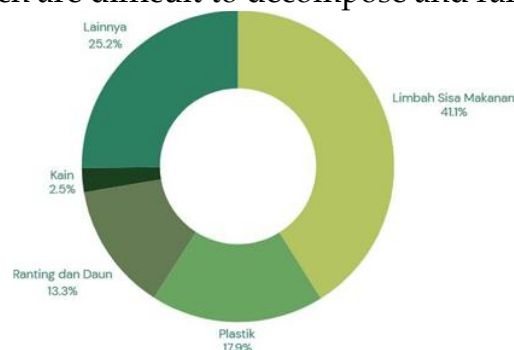


Figure 1. Percentage of Waste Type Composition in 2023

Source : GoodStats (2023a)

This is also reflected in Indonesia. Data from the Ministry of Environment and Forestry through GoodStats (2023) notes that of the 2.3 million tons of clothing waste generated per year in Indonesia, only about 0.3 million tons are successfully recycled. This condition confirms the urgency to change the paradigm of the fashion industry from one that is solely oriented to short-term profit to a more sustainable and environmentally friendly business model.

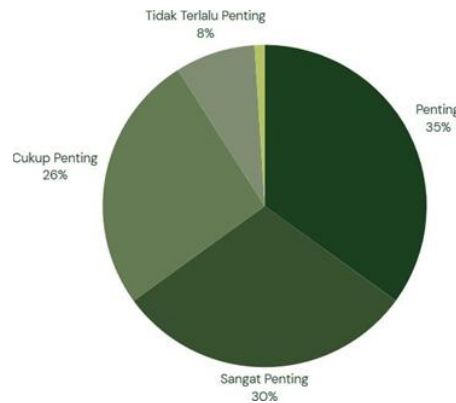


Figure 2. How important is fashion for Indonesian people?

Source : GoodStats (2025b)

This paradigm shift is increasingly important considering the high consumption of fashion products in Indonesian society. Fashion is one of the most purchased product categories, so fashion consumption patterns have a big impact on environmental and social aspects. Public interest in fashion remains high; The Snapchart survey (2023) noted that more than 65% of respondents rate fashion as an important to very important aspect of their lives. Fashion is no longer only seen as a functional necessity, but also as a medium to express personal identity and values. In this context, the concept of eco-fashion emerged as a fashion approach that prioritizes environmental sustainability and ethical principles in its production process. Eco-fashion is seen as a potential solution as well as a future trend that can answer environmental challenges while meeting the lifestyle aspirations of modern society.

However, it is important to understand that the concept of eco-fashion is not only limited to the use of environmentally friendly raw materials. The concept also involves ethical production practices, supply chain transparency, and a commitment to social justice and overall ecological impact (Joy & Peña, 2022). Thus, consumers of eco-fashion products are not only buying clothes, but also adopting a lifestyle and showing a commitment to earth conservation. This phenomenon is starting to be seen in Indonesia.

LITERATURE REVIEW

Marketing

According to Kotler & Keller (2021), marketing is the process of building profitable relationships with customers and creating superior value, in order to get a return from customers in the form of loyalty and profitability. In a modern perspective, marketing not only focuses on creating economic value, but also focuses on social and environmental value, especially in the context of sustainable business practices.

Consumer Behavior

Kotler & Keller (2021) defines consumer behavior as the study of how individuals, groups, or organizations choose, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. According to

Solomon (2020), understanding consumer behavior is the key to success in designing an effective marketing strategy.

The Theory of Planned Behavior

The Theory of Planned Behavior (TPB) developed by Ajzen (1991) states that behavioral intentions are the main predictors of actual actions, which are influenced by three main components: Attitude toward the behavior, subjective norm, and perceived behavioral control.

Social Responsibility

According to (Novita Damayanti & Dewi, 2021, citing Elkington, 1997) Social Responsibility is a company's commitment to act ethically, operate legally, and contribute to improving the quality of life of employees, their families, local communities, and the wider community.

Trust

Trust is one of the key foundations in the long-term relationship between consumers and companies. According to Simamora (2024), Trust is the willingness of a person (Trustee) to take risks to the actions of another party (Trustee) based on a positive expectation that the party will not waste the trust given. This concept includes cognitive, affective, and moral beliefs.

Attitude

In the analysis of consumer behavior towards sustainable products, attitude is one of the psychological variables that has a significant influence. According to Bhatt and Shiva (2020), Attitude is an attitude that can be said to be a person who has a positive or negative assessment based on the behavior of each person in various activities. Attitudes can be seen from how a person makes an assessment of the individual's treatment.

Relationships Between Variables

The Relationship Between Social Responsibility and Trust

Social Responsibility has a significant influence in building consumer trust in brands, especially in the eco-fashion industry which is very vulnerable to greenwashing practices.

When consumers see that a brand is visibly delivering on social and environmental commitments, such as the use of organic ingredients, ethical production processes, or supply chain transparency, they are more likely to rate the company as credible and trustworthy.

The Relationship Between Social Responsibility and Attitude

Social Responsibility also plays an important role in shaping consumer attitudes towards a product or brand. Consumers who see that a company is contributing positively to society and the environment tend to develop a more positive attitude towards the brand. In the context of eco-fashion, this is key because consumers are now more aware of the ethical background of the products they consume.

The Relationship Between Social Responsibility and Perceived Consumer Effectiveness

Corporate Social Responsibility can shape consumers' belief that their individual actions (e.g. buying sustainable products) have a real impact on the environment and society. When companies communicate sustainability commitments openly, consumers feel more "empowered" or empowered.

The Relationship Between Trust and Purchase intention

Trust or trust in the brand is a key factor in forming Purchase intention, especially in the context of sustainability. Consumers who believe in brand integrity and authenticity in implementing eco-friendly practices will be more likely to consider purchasing stronger.

The Relationship Between Attitude and Purchase Intention

Consumers' general attitudes towards brands play an important role in influencing the intention to buy products from the brand. If consumers have a positive assessment of a brand, either because of its reputation, product quality, or the values it adheres to, then the likelihood of making a purchase will increase. Ajzen et al. (1991) through the Theory of Planned Behavior, emphasized that attitude is one of the main determinants of behavioral intentions.

The Relationship Between Perceived Consumer Effectiveness and Purchase Intention

Perceived Consumer Effectiveness is the belief that a person's consumptive actions have an impact on the environment. In the context of eco-fashion, consumers with high Perceived Consumer Effectiveness are more likely to have the intention to buy environmentally friendly products.

Research Framework

According to Sugiyono (2019), the framework of thinking is to explain theoretically the relationship between dependent and independent variables. This research involves 5 variables, 1 independent variable (Social Responsibility), 1 bound variable (Purchase intention) and 3 mediator variables (Trust, Attitude and Perceived Consumer Effectiveness).

Based on the review of the theory that has been submitted, the author formulates a framework of thought related to the relationship of variables in this study as follows:

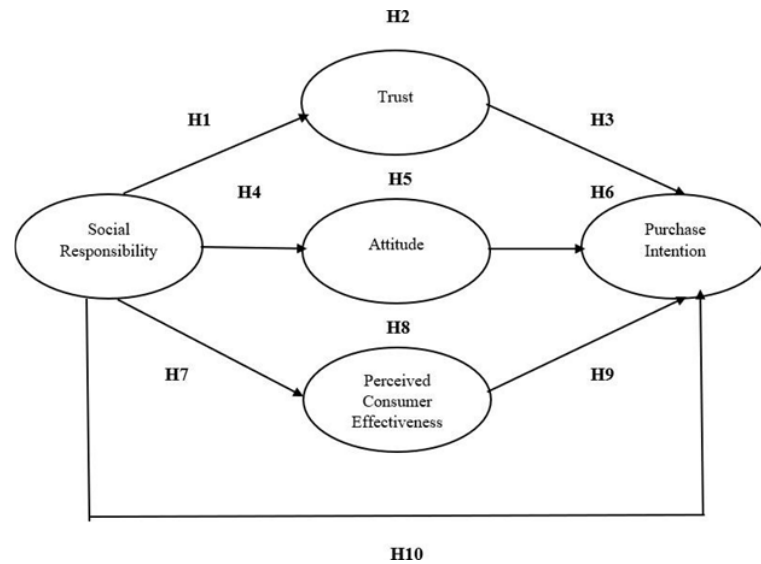


Figure 3. Frame of Mind
 Source: Neumman et., al 2021

METHODOLOGY

Types of Research

This type of research is a quantitative research that aims to explain the relationships between variables in the research model, as well as test the hypotheses that have been formulated. According to Sugiyono (2017), quantitative research is used to determine the influence of free variables on bound variables through a statistical approach. This approach is considered appropriate because it is able to measure the relationship of variables objectively and systematically.

Research Variables, Operational Variables and Measurement Scale

Research Variables

Operational variables according to Sugiyono (2019) are variables that are described in detail and can be measured based on certain indicators, so that they can be observed and analyzed empirically. The operation of this variable is intended so that researchers can clearly know what is being measured and how it is measured.

Measurement Scale

According to Sugiyono (2018), the agreement used in the research serves as a basis for determining the length or short of the interval, so that the instrument used can produce quantitative data known as the measurement scale.

Research Stages

The research stage is a logical and systematic step in conducting research. In conducting a research, of course, we must know the steps that must be taken in order to obtain maximum results.

Population and Sample

In the context of this study, the target population is all consumers in Indonesia who know or have bought eco-fashion products, especially those who know, understand and have an interest in eco-fashion in Indonesia. In this study, the approach used is purposive sampling, which is a method of selecting samples based on certain considerations that have been previously determined. This technique is used because researchers have clearly known the characteristics of the population as well as the specific objectives of the study from the beginning.

RESEARCH RESULT

Descriptive Analysis

The use of descriptive analysis on Likert scale data allows researchers to provide an overview of the tendency of respondents' responses to each variable studied.

Respondents' Responses to Social Responsibility

Based on the data that has been obtained:

- a. The statement "I believe that eco-fashion products set aside part of their income for social activities." has a percentage of 87.5% in this case can be categorized into the category of Excellent. It can be said that eco-fashion products set aside part of their income for social activities.
- b. The statement "I believe that eco-fashion products contribute to the communities in which they operate." has a percentage of 86.1% in this case can be categorized into the category of Excellent. It can be said that eco-fashion products contribute to the communities in which they operate.
- c. The statement "I see that the support of eco-fashion products is beneficial to local institutions or organizations." has a percentage of 87.7% in this case can be categorized into the Very Good category. It can be said that eco-fashion products are beneficial to local institutions or organizations.
- d. The statement "I believe that eco-fashion brands integrate social activities in their business operations." has a percentage of 86.1% in this case can be categorized into the Very Good category. It can be said that eco-fashion products integrate social activities in their business operations.
- e. The statement "I believe that eco-fashion brands have an interest in philanthropic activities or social donations." has a percentage of 87.2% in this case can be categorized into the Very Good category. It can be said that eco-fashion products have an interest in philanthropic activities or social donations.

Based on the table and explanation, the result of the largest percentage was obtained with a value of 87.7% from the statement "I see that the support of eco-fashion products is beneficial to local institutions or organizations". The total percentage obtained from the Social Responsibility variable is 86.9%. The results of the analysis state that the Social Responsibility variable is included in the Very Good category and can be seen from the continuum line below:

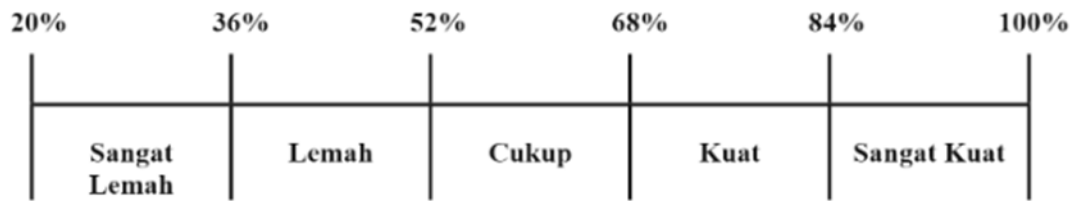


Figure 4. Social Responsibility Variable Continuum Line

Source: Researcher's Processed Results (2025)

Respondents' Responses to the Trust

Based on the data that has been obtained:

- The statement "I feel that eco-fashion products display an image that is in accordance with reality." has a percentage of 89.9% in this case can be categorized into the Very Good category. It can be said that eco-fashion products display an image that corresponds to reality.
- The statement "I believe that the claims of eco-fashion products are trustworthy." has a percentage of 90.1% in this case can be categorized into the category of Excellent. It can be said that eco-fashion products are trustworthy.
- The statement "I feel that eco-fashion products are consistent in fulfilling the promises they make." has a percentage of 89% in this case can be categorized into the category of Excellent. It can be said that eco-fashion products are consistent in fulfilling the promises they make.
- The statement "I believe eco-fashion products are a brand worthy of trust." has a percentage of 90.9% in this case can be categorized into the Very Good category. It can be said that eco-fashion products are brands worth trusting.
- The statement "I feel that eco-fashion products give what is promised to their consumers." has a percentage of 89.5% in this case can be categorized into the Very Good category. It can be said that eco-fashion products deliver what is promised to their consumers.

Based on the table and explanation, the result of the largest percentage was obtained with a value of 90.9% from the statement "I believe eco-fashion products are a brand worthy of trust.". The total percentage obtained from the Trust variable is 89.9%. The results of the analysis state that the Trust variable is included in the Very Good category and can be seen from the continuum line below:

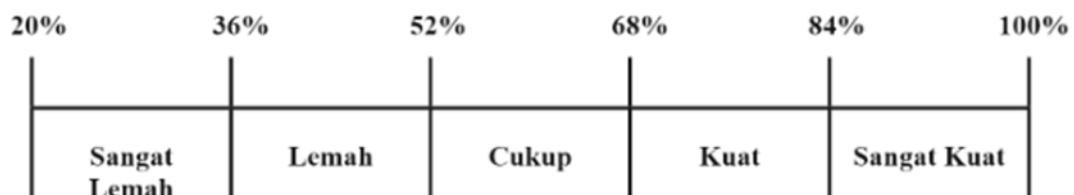


Figure 5. Trust Variable Continuum Line

Source: Researcher's Processed Results (2025)

Respondents' Responses to Attitude

Based on the data that has been obtained:

- The statement "I feel that eco-fashion products are a high-quality brand." has a percentage of 90% in this case can be categorized into the category of Excellent. It can be said that eco-fashion products are high-quality brands.
- The statement "I feel that eco-fashion products provide real benefits to the user." has a percentage of 92% in this case can be categorized into the Very Good category. It can be said that eco-fashion products provide real benefits to their users.
- The statement "I have a positive view of eco-fashion products." has a percentage of 89.3% in this case can be categorized into the Very Good category. It can be said that consumers have a positive view of eco-fashion products.

Based on the table and explanation, the highest percentage results were obtained with a value of 92% from the statement "I feel that eco-fashion products provide real benefits for their users". The total percentage obtained from the Attitude variable is 91%.

The results of the analysis stated that the Attitude variable was included in the Very Good category and can be seen from the continuum line below:

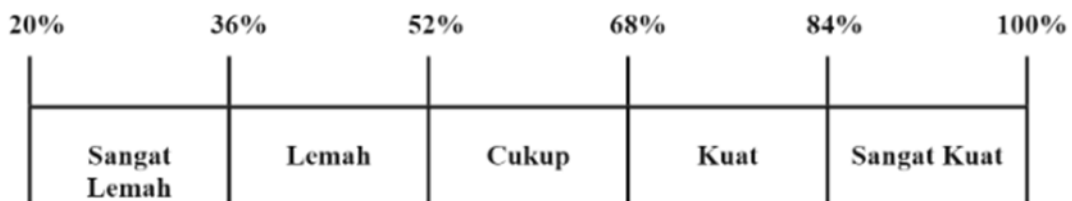


Figure 6. Attitude Variable Continuum Lines

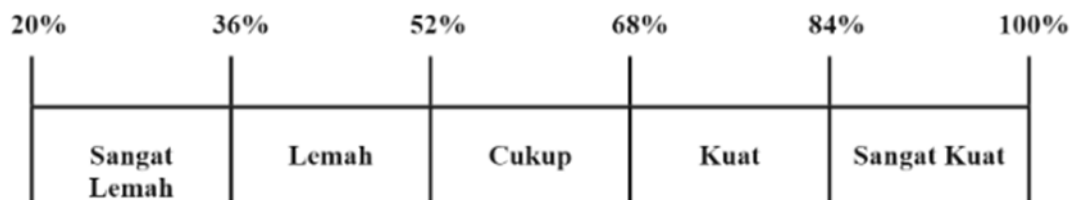
Source: Researcher's Processed Results (2025)

Respondents' Responses to Perceived Consumer Effectiveness

Based on the data that has been obtained:

- The statement "I believe that my personal choices can help solve environmental problems." has a percentage of 87.7% in this case can be categorized into the category of Excellent. It can be said that consumers feel that their personal choices can help solve environmental problems.
- The statement "I feel that my own actions are quite influential in reducing environmental problems." has a percentage of 92.3% in this case can be categorized into the category of Excellent. It can be said that consumer actions are quite influential in reducing environmental problems."
- The statement "I believe that environmental issues are related to my consumption choices." has a percentage of 90.7% in this case can be categorized into the Very Good category. It can be said that consumers believe that environmental issues are related to their consumption choices.
- The statement "I feel that my personal consumption habits do not contribute to environmental damage." has a percentage of 89.6% in this case can be categorized into the category of Excellent. It can be said that consumer consumption habits do not participate in causing environmental damage.

Based on the table and explanation, the largest percentage result was obtained with a value of 92.3% from the statement "I feel that my own actions are quite influential in reducing environmental problems". The total percentage obtained from the Perceived Consumer Effectiveness variable is 90.1%. The results of the analysis state that the Perceived Consumer Effectiveness variable is included in the Very Good category and can be seen from the continuum line below:



Gambar 7. Garis Kontinum Variabel Perceived Consumer Effectiveness

Source: Researcher's Processed Results (2025)

Respondents' Responses to Purchase intention

Based on the data that has been obtained:

- The statement "I have a high probability of buying eco-fashion products in the future." has a percentage of 89.7% in this case can be categorized into the Very Good category. It can be said that consumers have a high probability of buying eco-fashion products in the future.
- The statement "I plan to buy eco-fashion products when I need new clothes." has a percentage of 89.8% in this case can be categorized into the Very Good category. It can be said that consumers plan to buy eco-fashion products when consumers need new clothes.
- The statement "I want to try another eco-fashion product after my previous experience." has a percentage of 90.8% in this case can be categorized into the Very Good category. It can be said that consumers want to try other products from eco-fashion after previous experiences.

Based on the table and explanation, the result of the largest percentage was obtained with a value of 90.8% from the statement "I want to try another product from eco-fashion after the previous experience". The total percentage obtained from the Purchase intention variable is 90.1%. The results of the analysis state that the Purchase intention variable is included in the Very Good category and can be seen from the continuum line below:

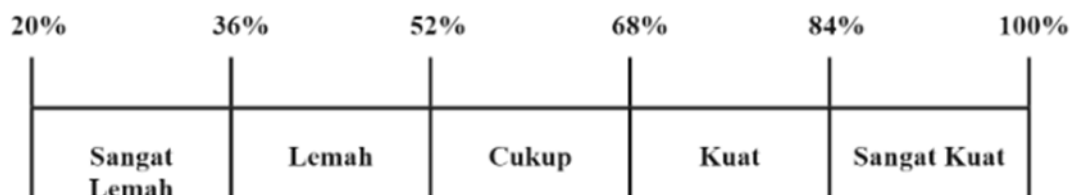


Figure 8. Continuum Line of Purchase Intention Variables

Source: Researcher's Processed Results (2025)

Based on the results of the descriptive analysis of all variables, the values and categories of each variable were obtained as follows:

Table 1. Values and categories of each variable were obtained

Variabel	Average Score	Information
<i>Social Responsibility</i>	86,9%	Excellent
<i>Trust</i>	89,9%	Excellent
<i>Attitude</i>	91%	Excellent
<i>Perceived Consumer Effectiveness</i>	90,1%	Excellent
<i>Purchase intention</i>	90,1%	Excellent

Source: Researcher's Processed Results (2025)

The following data presents that Social Responsibility, Trust, Attitude, Perceived Consumer Effectiveness and Purchase intention have Very Good percentages. This shows that the statement used is supportive.

DISCUSSION

Social Responsibility has a significant positive effect on Trust

Based on the results of hypothesis testing, it was found that the social responsibility carried out by eco-fashion brands in Indonesia, for example, has a positive and significant influence on the level of consumer trust (Trust). These findings show that the greater the social and environmental efforts a company shows, the higher the level of consumer trust in the brand. This explanation is in line with the opinion of Mahmoud et al. (2023), who stated that consumers tend to place more trust in companies that not only focus on profit, but also demonstrate a commitment to the values of sustainability and social welfare.

Kumar et al. (2021) also emphasized that consistent CSR practices are able to strengthen the psychological relationship between consumers and companies, especially in ethical industries such as eco-fashion. In this case, consumers see CSR practices as an indicator that the brand can be trusted, because it is in line with their personal values regarding concern for the environment.

Practically, companies such as eco-fashion that produce bags and clothes based on recycled or environmentally friendly materials, as well as running local social programs such as waste management training, are positively rated by consumers. In the context of Indonesia, where environmental issues are increasingly a concern of the younger generation, CSR is a strategic foundation in building brand trust. Therefore, the implication is that companies need to integrate social values into their marketing strategies in order to strengthen consumer loyalty in the long run.

Trust has a significant positive effect on Purchase intention

The results of the analysis show that consumer trust has a positive and significant influence on purchase intention in eco-fashion products in Indonesia. This means that the greater the consumer trust in the credibility and environmental commitment of a brand, the more likely they are to buy the product.

This finding is supported by a study by Shin et al. (2023) which states that Trust plays an important role in reducing the perception of risk and uncertainty,

especially when consumers are faced with sustainability claims from a product. Wu & Chen (2020) also added that Trust becomes a bridge between consumer perception and decision, as it creates a sense of security and emotional involvement in purchasing decisions. In the context of Indonesian eco-fashion, consumers are often faced with a dilemma between choosing aesthetically pleasing and affordable products with more expensive sustainable products. When trust in brands is high due to production transparency, environmental certification, and honest narratives, consumers tend to choose eco-fashion products even though the price is higher. Thus, Trust not only increases purchase intent, but can also encourage consumers to become brand advocates.

Social Responsibility has a significant positive effect on Attitude

The third hypothesis indicates that Social Responsibility has a positive and significant influence on consumer attitudes towards eco-fashion brands. In this context, attitude refers to the cognitive and affective evaluation of consumers towards brand values, image, and practices. Gao et al. (2023) and Farooq & Salam (2021) state that brands that demonstrate consistent social responsibility will influence the formation of positive consumer attitudes. This is because consumers associate the brand's social actions as a manifestation of the values they embrace. In the eco-fashion industry, where the value of sustainability is very prominent, this positive perception is even stronger.

Indonesian consumers who are increasingly aware of the issue of climate change and textile waste respond to the brand's CSR by providing a positive evaluation of the brand. Corporate campaigns such as reducing production waste, using organic materials, or involving local communities in the production process can shape the company's ethical image which then translates into positive attitudes from consumers. Therefore, CSR is not only a marketing tool, but a foundation in the formation of attitudes that lead to loyalty and advocacy.

Attitude has a significant positive effect on Purchase intention

The positive attitude formed towards eco-fashion brands has been proven to have a significant influence on purchase intentions. These findings reinforce the assumption in the Theory of Planned Behavior (Ajzen, 1991) that attitude is the main predictor of an individual's behavioral intentions. Research by Lee & Lee (2024) and Choi & Johnson (2021) shows that consumers with a positive attitude towards eco-friendly products are more likely to make repeated purchases. This attitude is formed from the evaluation of environmental benefits, product aesthetics, and value suitability between consumers and companies.

In the Indonesian context, more and more consumers, especially from the millennial generation and Gen Z, support a sustainable lifestyle. Positive attitudes towards brands that promote sustainability through social media, collaboration with environmental activists, and public education increase the likelihood of real action, including purchases.

Social Responsibility has a significant positive effect on Perceived Consumer Effectiveness

The test results show that corporate social responsibility has a positive and significant effect on the perception of consumer effectiveness (Perceived Consumer Effectiveness). Consumers who see companies taking real action on the environment tend to feel that their consumption choices will also have a meaningful impact on environmental improvement. Research by Kautish et al. (2021) and Fu & Liu (2023) explains that PCE is a belief that individual actions can affect larger environmental issues. When eco-fashion brands openly communicate CSR actions, such as reducing carbon emissions or supporting local organic farmers, consumers will feel that their support for the brand contributes to a positive impact on the environment.

In the context of Indonesia, where the eco-friendly movement is still growing, building a PCE is important so that people do not feel that individual actions are meaningless. Therefore, companies need to emphasize the narrative that purchasing their products is a direct contribution to broader change.

Perceived Consumer Effectiveness has a significant positive effect on Purchase intention

The findings of this study show that consumer perception of effectiveness has a significant effect on purchase intention. This means that when consumers believe that their actions have an impact, they tend to be more motivated to buy products that align with sustainability values. Studies by Park & Lin (2021) and Moradi & Zarei (2023) support these findings, and emphasize that PCE is an important driver in ethical consumption behavior. PCE gives consumers a sense of agency to feel responsible for their choices.

For the Indonesian market, especially among young consumers, PCE can be optimized through education and storytelling in eco-fashion promotion. By displaying concrete information such as the amount of waste reduced from one product, consumers will be encouraged to choose environmentally friendly products because they feel that their actions have an impact.

Social Responsibility Does Not Have a Significant Positive Effect on Purchase Intention

In contrast to other hypotheses, the results show that corporate social responsibility does not directly have a significant effect on consumer purchase intention. This shows that although consumers appreciate CSR, it is not strong enough to directly trigger a purchase without the presence of a mediating factor. Research by Lee et al. (2022) and Goh & Balaji (2023) reveals that CSR only shapes initial perceptions, while purchases are influenced by Trust, attitudes, and perceptions of effectiveness. In the Indonesian context, where purchasing power and practical value are still the main considerations, CSR plays a more indirect role as a driver. The implication is that companies need to package CSR in a form that builds trust and a positive attitude so that CSR has a real impact on purchasing decisions.

Social Responsibility has a significant positive effect on Purchase intention through Trust

These findings suggest that Trusts are becoming significant mediators in the relationship between CSR and purchase intent. This means that CSR can increase purchase intent if it is able to build trust first. Ali et al. (2021) and Sun et al. (2024) explain that trust serves as a bridge between the perception of corporate ethics and consumer actions. CSR accompanied by transparency and direct involvement will strengthen the Trust, and ultimately drive purchase intent. In Indonesia's eco-fashion ecosystem, companies need to convey authentic and verified CSR stories in order to maximize the role of Trust as a driver of consumer decisions.

Social Responsibility has a significant positive effect on Purchase intention through Attitude

CSR also affects purchase intentions indirectly through consumer attitudes. CSR forms positive perceptions, which then shape attitudes, then influence purchase intentions.

Ahn et al. (2021) emphasize that attitude formation is an important mechanism in turning perception into action. In this case, CSR is the basis for the formation of Attitude which leads to preference for the brand. In Indonesia, eco-fashion companies can strengthen the effectiveness of CSR through an emotional approach that forms a positive attitude, for example raising the story of a local community that is empowered through brand production.

Social Responsibility has a significant positive effect on Purchase intention through Perceived Consumer Effectiveness

Finally, PCE proved to be a significant mediator in the influence of CSR on purchase intent. In other words, CSR does not drive purchase intent directly, but when CSR forms the perception that consumers have an impact, then purchase intent increases. Shin et al. (2023) and Lim & Lee (2024) explain that CSR that strengthens the perception of consumer control over its impact is an effective strategy in sustainable industries. Consumers feel more motivated to buy products when they are confident that their choices matter.

In practice, eco-fashion brands in Indonesia must build a narrative of real impact resulting from the purchase of their products so that consumers feel that they are contributing directly to environmental conservation.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the study, all variables studied, namely Social Responsibility, Trust, Attitude, Perceived Consumer Effectiveness (PCE), and Purchase Intention for eco-fashion products in Indonesia, showed the Very Good category. This reflects the positive perception of consumers towards brands that have a commitment to environmental and social sustainability. However, Social Responsibility directly does not have a significant effect on Purchase Intention, indicating that corporate social commitment has not been the main factor in driving purchase decisions. In contrast, Social Responsibility has been shown to have a significant effect on Trust, Attitude, and PCE, which partially mediate

these relationships, reinforcing the indirect influence on purchase intention. Consumers' trust in brands increases when they see the company's real actions in protecting the environment, which in turn forms a positive attitude and belief that their actions as consumers can have a positive impact on the environment.

In terms of theoretical development, further research is recommended to expand the conceptual model by adding other variables such as brand image, green perceived value, or consumer environmental knowledge to enrich the understanding of eco-fashion consumer behavior. In addition, similar models should be tested on different brands and more diverse consumer segments for more general results. Longitudinal and qualitative approaches are also recommended to capture the dynamics of changing consumer attitudes and purchasing intentions in the long term and delve deeper into their motivations. From a practical point of view, eco-fashion companies in Indonesia need to strengthen communication about their social responsibility through transparent and accessible campaigns. Efforts to build trust can be done through concrete actions such as the use of certified eco-friendly materials and involvement in social activities. In addition, companies must educate consumers that eco-fashion is not just a trend, but a concrete solution to environmental issues, thereby encouraging positive attitudes. Finally, it is important for companies to demonstrate the real impact of consumer purchasing decisions in order to increase Perceived Consumer Effectiveness which ultimately increases the likelihood of consumers buying the product.

ADVANCED RESEARCH

Future research should develop an integrative model by adding variables like Green Brand Equity, Environmental Concern, and Emotional Attachment to better understand eco-fashion purchase behavior. Using a mixed-method approach (SEM and interviews), studies can explore how emotional and cognitive factors influence intention. Cross-cultural comparisons can also reveal how socio-demographic and cultural factors shape consumer responses, offering deeper insights for sustainable branding strategies.

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