

## Green Purchase Intention in Slow Fashion: A Conceptual Framework

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### ABSTRACT

This study aims to explore the connection between environmental concern, environmental knowledge, eco-innovation, green products, and consumer attitudes towards green purchase intentions using data from Generation Z in West Java. The research model employs structural equation modeling (SEM) with a partial least square (PLS) method. The findings indicate that environmental concern, environmental knowledge, eco-innovation, and green products positively influence green purchase intentions, with consumer attitudes serving as a mediating factor in this relationship

## INTRODUCTION

The fashion industry has become one of the industries with the most attention social and ecological impacts in recent years. The industry contributes the most pollution at all stages of its life cycle (Freudenreich & Schaltegger, 2020). In 2020, about 18.6 million tons of textile waste was disposed of in landfills. The average consumer throws away 60% of their clothes within a year of purchase (Fibre2Fashion, 2020). This shows that fashion trends that develop in society only last about 1 year, meaning that trends will continue to change and die old trends. Coupled with the emergence of e-commerce makes it too easy for consumers to click-and-buy fashion products that can make them shop for clothes massively.

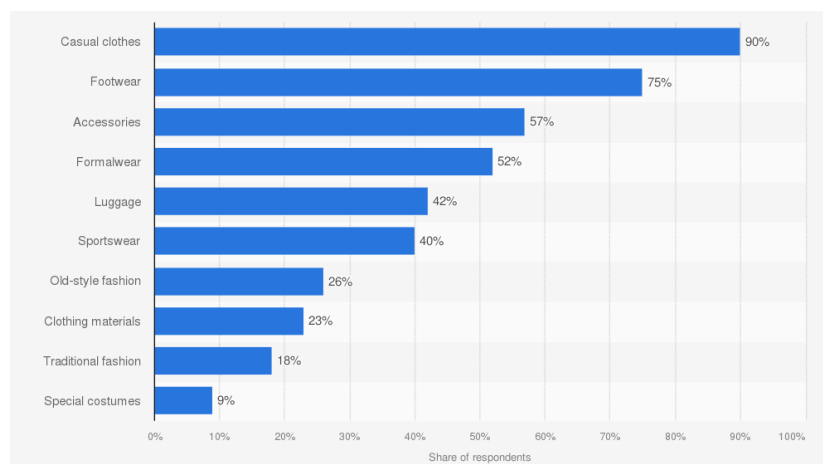


Figure 1. Most Common Type of Fashion Products Purchased  
Source: Statista (2024)

The phenomenon of clothing consumption in Indonesia shows similar things. A fashion trend survey conducted in Indonesia in July 2023 shows that 90% of respondents make casual clothing the most purchased type of fashion product (Statista, 2024). With a population of 280.73 million (Databoks, 2024), 66% of adults throw away at least one garment each year. In fact, three out of 10 Indonesians have thrown away clothes after wearing them only once (GoodStats, 2023). The lack of awareness of fashion industry consumers on the benefits of reusing, recycling, and buying environmentally friendly products results in many old clothes being thrown away and polluting the environment. Data released by the National Waste Management Information System (SIPSN) shows that fabric waste accounts for 2.5% of the total volume of waste (GoodStats, 2023). Although small, the act of clothing disposal is expected to become more frequent and will increase the amount of clothing waste. This is a threat to environmental sustainability and human well-being.

To solve this problem, slow fashion emerged as a form of long-term care and well-being for people and the earth. In the fashion industry itself, slow fashion represents a need for sustainability. Slow fashion focuses on products that are more durable, design that has no seasons, and emphasizes on quality to achieve sustainability (Şener, Bişkin, & Kılınc, 2019). In other words, slow fashion encourages brands to adopt a business philosophy that focuses on quality over

speed by emphasizing slower production, high ethics, and well-made, durable products.

Support for slow fashion is growing as consumers demand higher standards for sustainability and corporate ethics (Şener, Bişkin, & Kılınc, 2019). Clothing, shoes, and accessories with various price ranges can be found in the market to meet the growing consumer demand, of course these products are produced with slow production. The main reason that encourages consumers to participate in buying sustainable products is that consumers find alternatives to reduce negative impacts on the environment without compromising style (Domingos, Vale, & Faria, 2022).

Concern for environmental sustainability and human well-being and the emergence of slow fashion led to changes in consumer views regarding value and buying habits. According to a sustainable consumption survey carried out by Rakuten Insight in Indonesia, it was revealed that 68% of respondents claimed to follow the principles of sustainable shopping, while 10% of respondents have not implemented sustainable practices (Statista, 2024). This means that there has been an increase in awareness from consumers of the importance of environmental sustainability. Consumers who are more aware of environmental issues often perceive sustainability as a moral issue and seek to show concern for the environment (Mehmood & Bhaumik, 2023).

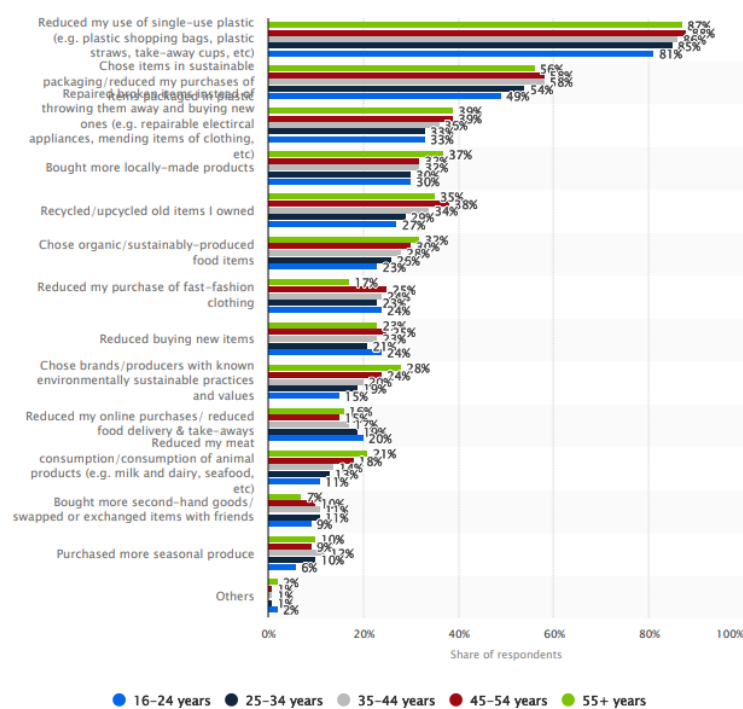


Figure 2. Sustainable Practices Adopted in 2023

Source: Statista (2024)

According to a survey conducted by Rakuten Insight in December 2023 on sustainable consumption in Indonesia, around 24% of respondents aged 16-24 years stated that they would reduce purchases of fast fashion products.

More conscious consumers generally begin to seek more information on how they can contribute to protecting the environment. The more they

comprehend sustainability and environmental matters, consumers are more likely to show interest in making eco-friendly purchases (Horner & John, 2020). Consumer knowledge about environmental issues and issues relates to their purchase intentions. Knowledge about environmental sustainability raises interest in buying environmentally friendly products. The greater the consumer's concern for the environment, the more likely they are to buy the product (Jaiswal & Kant, 2018). Customers' willingness to invest in sustainable products is also a sign of their support for environmental initiatives (Waris, Dad, & Hameed, 2021).

In slow fashion, innovation involves taking raw materials from nature and returning them to nature after use. Vehmas, Raudaskoski, Heikkila, Harlin, & Mensonen (2018) said that the environmental impact can be minimized by switching to new processes that focus on reusing and recycling materials. If old clothes can be recycled, composted or used again, then the life cycle of clothes can be longer. Properly designed products can help support the end-of-life ecosystem, not contaminate it. Abbas & Sağsan (2019) shows that the company adopts eco-innovation to differentiate innovative and eco-friendly products to the market, thereby increasing consumers' environmental awareness. Thus, it is crucial for consumers to understand the impact their choices have on the environment. Consumers who are aware of environmental sustainability have a tendency to avoid purchasing products that can damage the environment (Aruga, 2020). Therefore, this study will discuss how environmental concern, environmental knowledge, eco-innovation, and green products can affect green purchase intention, as well as how consumer attitudes can act as mediators.

## **LITERATURE REVIEW**

### **Green Purchase Intention**

The probability that a consumer will intend to buy a specific good or service in the future is known as purchase intention. Purchase intention is regarded as the cornerstone of the entire purchasing process (Prentice, Han, Hua, & Hu, 2019). A high level of purchase intention significantly increases the likelihood of an actual purchase (Martins, Costa, Oliveira, Goncalves, & Branco, 2019). Currently, consumers are more inclined to buy green products or those that are less detrimental to the environment (Liu, Liu, & Mo, 2020; Lacap, 2021). Green purchase intention is the intention of consumers to support the concept of environmentally friendly, accompanied by concern for environmental issues through information search, as well as interest in the desired product (Hernizar, Ramdan, & Mulia, 2020). According to Moslehpour, Chau, Du, Qiu, Lin, & Batbayar (2023) green purchasing basically deals with environmentally friendly products, thus ruling out products that damage the environment. Green purchase intention reflects consumers' willingness to choose green products over conventional ones when making purchasing decisions. Green purchase intention allows consumers to get involved in environmental protection (Sun, Luo, Wang, & Fang, 2021). Panopoulos, Poulis, Theodoridis & Kalampakas (2022) states that green purchase intention reflects ethical decision making that demonstrates social responsibility. Consumers' environmental consciousness, or green purchase behaviour, is reflected in their awareness of ecological sustainability and their inclination towards green products and services. Consciousness of the

environment and a more ecological mindset are key factors in making positive environmental purchases (Ali, Ashfaq, Begum, & Ali, 2020).

### **Environmental Concerns**

Environmental Concerns is defined as a concept related to feelings towards various ecological issues such as the protection of animals, plants, air, sea, and land (Leclercq-Machado, Alvarez-Risco, Gomez-Prado, Cuya-Velasquez, Esquerre-Botton, Morales-Rios, Almanza-Cruz, Castillo-Benancio, Anderson-Seminario, Del-Aguila-Arcentales, & Yanez, 2022). The study also explains that consumers' attitudes towards environmental concern have a positive impact on their willingness to act consistently to help the environment. Balaska, Panagiotarou, & Rigou (2023) found that the more familiar consumers are with environmental and social issues, the more often they choose pro-social and eco-friendly options. The greater a person's environmental concern, the greater their desire to protect the environment through the consumption of sustainable products (Choi & Johnson, 2019). This suggests that environmental concern can significantly affect consumers' green purchase intent.

H1: Environmental Concern has a significant effect on green purchase intention

### **Environmental Knowledge**

Environmental knowledge relates to the level of consumer understanding of environmental issues (Mabkhot, 2024). This knowledge helps raise awareness about environmental issues and encourages a positive attitude towards eco-friendly products. Environmental knowledge includes consumer awareness of the greenhouse effect, waste management, and the importance of recycled materials (Chaihanchai & Anantachart, 2023). Environmental knowledge has a significant impact on consumer intent towards green purchases (Han, 2021). Heo & Muralidharan (2019); Huang, Chien, & Sadiq (2022) shows that green product purchases made by consumers are related to environmental concerns, environmental knowledge and consumer effectiveness. Amoako, Dzogbenuku, & Abubakari (2020) assessing that there is a positive influence on environmental knowledge on adolescent green purchasing intention. Consumers with higher environmental knowledge tend to buy environmentally friendly products compared to other consumers (Wang, Bao, Wang, & Wu, 2018). This means that consumers who have environmental knowledge know the impact of their actions on the environment so they tend to choose environmentally friendly products.

H2: Environmental knowledge has a positive effect on green purchase intention.

### **Eco-Innovation**

Eco-innovation aims to protect and preserve nature from the negative impacts of the production process (Acar & Temiz, 2020), so that it will help reduce waste and enable the reuse of waste from the early stages of the production process (Moslehpour, Chau, Du, Qiu, Lin, & Batbayar, 2023). Eco-innovation includes processes, products, and business methods that reduce environmental impact by reducing ecological footprint. Adopting Wang, Weng, & Elangkovan (2020) eco-innovation will have a positive impact on the environment and increase green purchase intention. Eco-innovation focuses on the product and its features, so it can be assumed that the consumer's experience with the resulting product eco-innovation will increase their knowledge of green

products as well as their interest in buying (Zameer & Yasmeeen, 2022). Consumer purchase intentions will increase with positive social attitudes and useful innovations.

H3: Eco-innovation has a positive effect on green purchase intention.

### **Green Product**

Products that are environmentally friendly or harmless to living organisms, minimize waste and environmental damage, and do not use hazardous materials are considered green products (Hernizar, Ramdan, & Mulia, 2020). Tan, Ojo, & Thuraamy (2019) mentioned that green product purchasing decisions are changing among young consumers. Wang, Bao, Wang, & Wu (2017) said people with a green lifestyle tend to choose eco-friendly products. This lifestyle is motivated by environmental awareness and concern, prompting consumers who recognize the importance of protecting the environment to prefer green products. Consumers who have concerns about environmental issues will display attitudes that support the improvement of green products.

H4: Green products positively affect green purchase intention.

### **Consumer Attitude**

Attitude is a view or thought about an object, person or thing to respond positively or negatively (Tiwari, 2023). Consumer attitudes can be understood through their beliefs formed from product appraisals based on previous experience. Thus, an increase or decrease in consumer interest in a product depends on the consumer's view of taste, support, or preference for product features. Customers who value sustainable products are more inclined to opt for sustainable goods (Pham, Nguyen, Phan, & Nguyen, 2019). Attitude greatly influences society in choosing fashion products (Nguyen, Vo, & Ho, 2022). Consumers who are aware of the negative impact of conventional products will tend to switch to more environmentally friendly consumption patterns and develop a more positive attitude towards sustainable products. Purchase intent is based on attitudes, evaluations, and external factors of consumers, so it becomes to predict their behavior (Maziriri, Nyagadza, Chuchu, & Mazuruse, 2023). Pham, Nguyen, Phan, & Nguyen (2019) explained that attitude strongly mediates environmental concern about the intention to buy organic food. Environmental knowledge is considered a basic condition for attitudes and intentions to buy sustainable products (Leclercq-Machado, Alvarez-Risco, Gomez-Prado, Cuya-Velasquez, Esquerre-Botton, Morales-Rios, Almanza-Cruz, Castillo-Benancio, Anderson-Seminario, Del-Aguila-Arcentales, & Yanez, 2022). Correspondingly Ahmad & Zhang (2020) environmental knowledge reflects consumers' level of awareness about environmental damage, which affects their attitudes. Chi, Gerard, Yu, & Wang (2021) found that environmental knowledge shapes consumers' positive attitudes towards eco-friendly clothing, which then influences their purchase intent. On the other hand, eco-innovation will increase with positive social attitudes and increased purchase intentions of green products (Wang, Weng, & Elangkovan, 2020).

H5: Consumer attitude mediates the relationship between environmental concern and green purchase intention

H6: Consumer attitude mediates the relationship between environmental knowledge and green purchase intention

H7: Consumer attitude mediates the relationship between eco-innovation and green purchase intention

H8: Consumer attitude mediates the relationship between green products and green purchase intention

Figure 4 illustrates the theoretical framework that was established in this study. Environmental concerns, environmental knowledge, eco-innovation, green product, and consumer attitude as mediators of green purchase intention. In particular, the framework proposes that environmental concerns, environmental knowledge, eco-innovation, green products are hypothesized to influence consumer attitudes that ultimately shape green purchase intention.

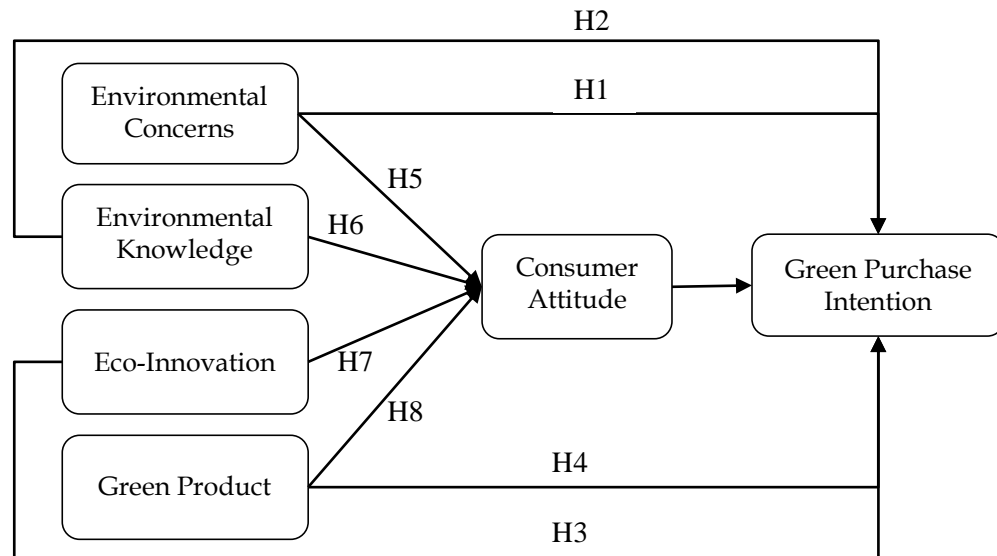


Figure 3. Conceptual Framework

## METHODOLOGY

This study uses a correlational approach to examine the relationships among the six major factors: Environmental Concerns, Environmental Knowledge, Eco-Innovation, Green Product, Consumer Attitude, and Green Purchase Intention. The sample population consists of generation z in West Java who have purchased local products. Samples for this study will be chosen using a purposive sampling method, incorporating specific criteria into the selection process. The sample consists of Generation Z in West Java who have purchased local products at least once. The data collected will be analyzed using the Partial Least Squares (PLS) approach to Structural Equation Modeling (SEM). SEM-PLS is a technique used to validate structural equation models that contain latent variables through statistical analysis.

## **RESULTS**

With the amount of information that consumers have about environmental and social issues, increasing consumer awareness of the importance of choosing products that are pro-social and environmentally friendly. This awareness drives their intention to consume products that adopt sustainability values. Consumers who are aware of environmental issues and see a brand practicing environmentally friendly practices, their purchase intention towards green products increases. In this view, consumers who care about issues such as greenhouse gas emissions, hazardous waste, and global warming, tend to buy green products to support the environmental performance of the business (Zhang, Li, Cao, & Huang, 2018). In line with that, the knowledge that consumers have about the environment, the company's production mode, and product quality makes consumers strive to choose environmentally friendly products (Xu, Wang, & Yu, 2020). When consumers know the product does not harm the health of users and those around, consumers are more likely to make green purchases (Ahmad & Zhang, 2020). Consumers with high environmental knowledge tend to have an ecological attitude when interacting with companies, so they consume green products (Mohiuddin, Al Mamun, Syed, Mehedi, & Su, 2018). Consumer experience with green products will change consumer attitudes towards products and have green purchase intentions (Sreen, Purbey, & Sadarangani, 2018). On the other hand, companies adopt eco-innovation to differentiate innovative and eco-friendly products to the market, thereby increasing consumers' environmental awareness (Abbas & Sağsan, 2019). The application of eco-innovation in products and adopting environmentally friendly production methods, can reduce environmental impact, this innovation satisfies consumers and encourages consumers to buy products. Attitude greatly influences society in choosing fashion products (Nguyen, Vo, & Ho, 2022). Consumers who are conscious of the negative effects of conventional products will tend to switch to more environmentally friendly consumption patterns and develop a more positive attitude towards sustainable products. Companies that adopt eco-innovation in business, raw materials, and products, build a positive attitude in consumers which then motivates green purchase intention (Chien, Ananzeh, Mirza, Bakar, Vu, & Ngo 2021).

## **DISCUSSION**

With evidence of increasing environmental degradation, consumers are becoming more mindful of the impact of their consumption and are seeking ways to reduce its environmental impact (White, Habib, & Hardisty, 2019). When consumers care about the environs and have a positive attitude towards green products, brands will choose to buy green products. High environmental awareness strengthens the link between attitudes, and purchase intentions of green products because consumers want to be consistent between their values, attitudes, and actions (McDonald, Oates, Thyne, Timmis, & Carlile, 2015). Knowledge of environmental impact makes consumers understand that sustainable fashion can reduce environmental damage through attitudes that imply recycling and reuse (McNeill & Venter, 2019; Niinimäki, Peters, Dahlbo, Perry, Rissanen, & Gwilt 2020; Wong & Ngai, 2021). Consumer green product



purchase intent will increase when consumers are aware of environmental concerns and see the company's environmentally friendly practices (Choi & Johnson, 2019). To meet consumer needs, brands innovate with consideration of consumer characteristics and preferences (Chen, Qie, Memon, Yesuf, 2021). Adopting eco-innovation will have a positive impact on the environment and increase green purchase intention. Eco-innovation focuses on the product and its features, so it can be known that the consumer's experience with the resulting product Eco-innovation will increase their knowledge about green products as well as their interest in buying (Zameer & Yasmeen, 2022). Consumer attitudes influence intentions and actions, therefore, consumer views shape attitudes, which ultimately influence purchase intentions (Lee & Yun, 2015).

## **CONCLUSIONS AND RECOMMENDATIONS**

This conceptual paper explores the relationship between environmental concern, environmental knowledge, eco-innovation, green product, consumer attitude, and green purchase intention so that statistical results are not yet available for this study. This model shows that environmental concern, environmental knowledge, eco-innovation, green products contribute positively to green purchase intention. Concern and knowledge about environmental issues and their impact on nature and human health increase the willingness to buy environmentally friendly. This paper suggests that businesses should start implementing eco-innovation in products by considering consumer characteristics and preferences and adopt environmentally friendly production methods, which can reduce environmental impact, this innovation will satisfy consumers and encourage consumers to buy products.

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