Jurnal Muara Ilmu Ekonomi dan Bisnis
Vol. 8, No. 2, Oktober 2024 : hlm 425-439

ISSN 2579-6224 (Versi Cetak)
ISSN-L 2579-6232 (Versi Elektronik)

THE FACTORS OF WILLNGNESS TO BUY SUSTAINABLE FASHION IN INDONESIA

Intan Syafinatun Nida[1], Filda Rahmiati[2], Chairy Chairy[3*]

[1]Management Study Program, President University
Email: intan.nida@student.president.ac.id
[2]Management Study Program, President University
Email: filda.rahmiati@president.ac.id
[3]Master of Management in Technology Study Program, President University
Email: chairy@president.ac.id

*Corresponding Author

Masuk :19-07-2024, revisi: 24-09-2024, diterima untuk diterbitkan : 07-10-2024

ABSTRAK

Sektor aplikasi fesyen mendominasi pasar dan menguasai lebih dari 73% bagi hasil dunia pada tahun 2021. 2% PDB dunia dihabiskan untuk fesyen. Meski berkontribusi terhadap PDB dan lapangan kerja, sektor fesyen merusak lingkungan. Sektor fesyen menghasilkan 92 juta ton limbah tekstil setiap tahunnya, atau satu truk pakaian setiap detiknya. Sekitar 72% dari seluruh pakaian terbuat dari serat sintetis yang tidak dapat terurai secara hayati, seperti poliester, yang memiliki waktu penguraian yang sangat lama, yaitu 200 tahun. Tujuan dari penelitian ini adalah untuk menguji pengaruh pengetahuan, sikap, dan kemauan harga terhadap kesadaran lingkungan terhadap pembelian fashion berkelanjutan di Indonesia. Hasil penelitian menemukan bahwa pengetahuan, sikap, dan harga mempunyai hubungan positif terhadap kesadaran lingkungan.

Kata Kunci: Sikap, Kesadaran Lingkungan, Pengetahuan, Harga, Keinginan untuk Membeli.

ABSTRACT

The fashion application sector dominated the market and controlled over 73% of the worldwide revenue share in 2021. Two percents of world GDP is spent on fashion. Despite contributing to GDP and employment, the fashion sector damages the environment. The fashion sector produces 92 million tons of textile waste annually, or one truck of clothing every second. Approximately 72% of all apparel is made of synthetic fibers that are not biodegradable, such as polyester, which has a shockingly long breakdown time of 200 years. The purpose of this research is to examine the impact of environmental awareness knowledge, attitude, and price willingness to buy sustainable fashion in Indonesia. The result of this study found that knowledge, attitude, and price had a positive relationship toward environmental awareness.

Keywords: *Attitude, Environmental Awareness, Knowledge, Price, Willingness to Buy.*

1. INTRODUCTION

Background

Fashion is one of the top three ways people self-express (Amed et al., 2022). The garment market is a key part of the global economy (United, 2022). The fashion application sector led the market and controlled over 73% of the worldwide revenue share in 2021 (Research, 2020). 2% of world GDP ($3 trillion) is spent on fashion (Bakshi, 2022). Despite contributing to GDP and employment, the fashion sector damages the environment. Fast fashion trends might damage the environment in the world. Fast fashion makes affordable apparel swiftly in response to the latest trends (Su, 2020). Fast fashion refers to apparels that are quickly converted from runway to retail to capitalize on current trends (Long & Nasiry, 2022). It lets normal folks buy the latest style at a fair price (Rukhaya et al., 2021). The fashion sector produces 92 million tons of textile waste annually, or one truck of clothing every second (Mearns, 2021). Textile waste is defined as materials left over or unwanted after being used for clothing, textiles, or other items (Juanga-Labayen et al., 2022).

Only 25% of global textile waste is recycled or reused, whereas 75% is deposited in landfills (Juanga-Labayen et al., 2022). More than 100 billion dollars are lost each year because less than 1% of textile materials are recycled (Iowe, 2017). Sustainable designers worry about waste, especially when the fashion industry finds new uses for the one million tons of fabric thrown away each year. Most clothing is constructed of non-biodegradable synthetic fibers like polyester, which takes 200 years to break down (Hawthorn, 2022). Synthetic fibers, made from petroleum, need nonrenewable chemicals and energy (Karpova et al., 2021). Because of the fashion industry's environmental impact, sustainable fashion is essential. Sustainable fashion includes fair-trade labour and biodegradable materials like organic cotton (Tanzil, 2017).

Nearly half of participants understood nothing about slow fashion and environmental sustainability, according to Mcneill & Moore (2015) and Tama et al. (2017). Kovacs (2021) says frugal consumption and responsible disposal are little understood. Idea understanding promotes sustainable consumption (Kong et al., 2016). Awareness boosts sales of sustainable products (Fabiola & Mayangsari, 2020). Consumers seldom purchase eco-friendly garments. Price, appearance, and availability may outweigh product longevity (Mahrs, 2022). Price affects willingness to pay. Customers demand fair pricing (Delimarta & Rahadi, 2021; Tey et al., 2018). Sustainable clothing is costly, yet most people buy used, recycle, and reuse it (Bianchi & Gonzalez, 2021). Knowledge, cost, and availability restrict sustainable clothing purchasing. Sustainable apparel is expensive, therefore few buy it. Low pricing may increase eco-fashion demand (Bondarev, 2021). 27–35-year-olds are more environmentally concerned than 18–26-year-olds (Ryding et al., 92.3% are aware of environmental and social concerns, and 69.2% recognize the need for environmental action).

Research Purposes

According to data from the Republic of Indonesia's Ministry of Environment and Forest, by 2021, Indonesia produced 2.3 million tons of textile waste, which is equivalent to 12% of household waste. However, of the total textile waste, only 0.3 million tons of textile waste are recycled (Safitri, 2020). In Indonesia, there is still a shortage of understanding and awareness about sustainable fashion (Tanzil, 2017). According to Safina Maulida, a member of Fashion Revolution Indonesia, just a small percentage of Indonesians are concerned with sustainable fashion. Perhaps some fashion designers do not consider environmental concerns. Furthermore, those who are already interested in eco-friendly fashion contribute to raising awareness (Tan, 2019).

According to Ridaswari (2019), Indonesian customers are almost completely uninformed of the repercussions of the apparel manufacturing process. Furthermore, as a result of the industry's considerable negative repercussions, the general public's opinion of sustainable fashion is shifting. Although some argue that the country's knowledge of sustainable fashion is still lacking (Chu Wong et al., 2021). As a result, the purpose of this research is to examine the impact of environmental awareness knowledge, attitude, and price willingness to buy sustainable fashion in Indonesia. The independent factors are knowledge, attitude, and price, the intervening variable is environmental awareness, and the dependent variable is willingness to buy.

LITERATURE REVIEW

Fashion

Person's identity can be communicated with fashion (Muthu, 2019). Fashion can be defined as a representation of someone's identity that is adopted throughout period (Muthu, 2017). In addition to reinforcing values to individual, clothing can be used to contain a description about the person to others. Through clothing that adheres to social conventions, people want to express their unique

https://doi.org/10.24912/jmieb.v8i2.31412

ISSN 2579-6224 (Versi Cetak)
ISSN-L 2579-6232 (Versi Elektronik)

identities (Mcneill & Moore, 2015). Self-identification is defined as how an individual views themselves and "reflects the degree to which an individual regards himself/herself as meeting the standards for a certain society function" (Subramanian Senthilkannan Muthu, 2019). A person's identity is influenced by their personal learning preferences, what they learned, and from whom they learned (Yan et al., 2022).

Sustainable Fashion

Sustainable fashion is eco-friendly, high-quality, long-lasting, and low-impact (Shaikh, 2021). Hasbullah et al. (2020) advise individuals to purchase more sustainably and accept responsibility for their activities. Rathinamoorthy (2019) found that most respondents were aware of how garment manufacture impacts the environment but did not want to purchase eco-friendly items. According to Blazquez et al. (2020), most respondents knew what sustainable fashion was, but it didn't seem to matter. Customers seem to be seeking more ecologically friendly apparel alternatives, but they are having trouble locating them in stores. Lee (2011) suggested addressing environmental challenges and educating some customers on sustainable purchasing behavior to encourage them to buy sustainable fashion. In addition, women who buy sustainable apparel do so because they want to help the environment, not because of others' opinions (Bianchi & Gonzalez, 2021). Tan (2019) states that few Indonesians are interested in sustainable fashion. Perhaps some fashion designers disregard environmental concerns. Furthermore, eco-conscious fashion enthusiasts increase awareness. According to Ridaswari (2019), the majority of Indonesian customers are uninformed of the repercussions of garment manufacture.

Willingness to Buy

As reported by Smith (2022b), in 2018, 60% of participants said they would purchase sustainable clothing if the cost was comparable to that of conventional clothing. The willingness to purchase more on sustainable clothing was also associated who put forth more contribution to save natural resources and energy (Lee, 2011). Willingness to buy is an individual willing to purchase a product at a specific price (Lu & Hsee, 2019). People regularly purchase goods that rank highly in their evaluations (Quang et al., 2017). According to Lin, (2010), individuals who intend to buy sustainable clothing are more conscious of the negative environmental effects of garment manufacture. This study also finds that, people are willing to change their actions in order to become more environmentally aware, showing that they have an overall good attitude regarding sustainable fashion. According to (Cheung et al., 2022) there are several factors affect consumer willingness to buy sustainable products such as better product quality, better value for money and more information.

Environmental Awareness

It is believed that awareness is a necessary condition for the ethical aim of sustainable consumption (Park & Lee, 2021). Environmental awareness is the understanding of the natural world, how it affects human behavior, and how to protect it. A shopper's choice to participate in any form of sustainable shopping behavior or not is mostly influenced by their knowledge and awareness of the issue. Consumer environmental behavior is closely tied to their level of awareness, which in turn impacts their propensity to buy sustainable fashion (Tevel, 2013). Globally, people have become increasingly conscious and concerned about the environment. Customers who are environmentally sensitive voice worries for both the environment and people's lives, when people are aware of the environment, they can make decisions that are beneficial to the environment (Hassan et al., 2022). According to (Genoveva, 2020), environment awareness, environment knowledge, environment concern has a significant impact on consumer green purchase behavior.

Based on Fu et al., (2020), the indicator of awareness namely environmental concern, environmental knowledge, environmental attitude and behavioral intention.

Knowledge

In accordance with (Carvalho, 2021), the research discovers that the respondents who are already considering sustainability while purchasing fashion items noted several challenges they are running with. They specifically noted a lack of knowledge, openness, accessibility, visibility, and communication, as well as the fact that they are dealing with significantly higher costs and scant options. This demonstrates that the availability of information is still difficult to find. It is also discovered by (Mcneill & Moore, 2015), there is a lack of knowledge among the participants in the research about sustainable fashion. According to (Mandarić et al., 2021), it is necessary to improve consumer knowledge regarding sustainability in fashion in order to urge them to make responsible purchasing decisions that put less strain on the environment. It is crucial that they demonstrate enough environmental awareness and knowledge of the detrimental effects of toxins on the environment (Suggest, 2022). According to (Recker et al., 2014), knowledge can be divided into three components such as environmental literacy, experience and product expertise.

Attitude

Buyers' attitudes about ethical fashion and their level of trust in it are significantly influenced by their knowledge of it (Yongdan Liu et al., 2021). Several research that has been conducted by (Ceylan, 2019; Mahrs, 2022; Mcneill & Moore, 2015; Sadiku, 2017; Tama et al., 2017), demonstrate that individuals have a positive view toward the sustainability approach. However, this positive attitude may not always be reflected in their actions. Consumers' attitudes toward sustainable fashion are influenced by their general level of care for social and environmental well-being, their beliefs about sustainable fashion, and their past conduct with regard to ethical buying decisions. In addition, (Dewanto & Belgiawan, 2020) also found that there is a positive effect on purchase intention of sustainable fashion. Also, (Tevel, 2013) state that there is a positive correlation was discovered among environmental concern and customer buying intention. Furthermore, there was a substantial strong connection between attitudes and desire to purchase. Participants with higher of environmental awareness and attitudes were more likely to purchase sustainable clothing and textiles. According to Armstrong et al., (2018), attitudes are composed of three components including cognition, affect and conation.

Price

Research by (Bianchi & Gonzalez, 2021), the high cost of sustainable clothing is the main barrier to purchasing sustainable products. The low price and accessibility of fast fashion brands as contrasted to the pricey and exclusive nature of the sustainable fashion products frequently makes it difficult to make the decision to purchase sustainable products (Olu, 2022). According to (Shevelkova, 2020), the research shows that, 49% of respondents would not purchase higher-priced products. In terms of other responses, 19% might purchase despite the increased price, and 32% still consider whether to buy or not. Along with, the participants also said that price is the most important element on their decision to buy sustainable products. The expensive of sustainable fashion products is the primary reason why people do not purchase those goods. As a result, the low price can enhance customer desire for sustainable fashion products (Bondarev, 2021). In accordance to (Sandi, 2021), price can be determined by several factors such as premium price, price according to quality, price according to benefits and price comparison.

 https://doi.org/10.24912/jmieb.v8i2.31412

ISSN 2579-6224 (Versi Cetak)
ISSN-L 2579-6232 (Versi Elektronik)

2. RESEARCH METHODS

In this work, the Partial Least Square-based Structural Equation Modelling (PLS-SEM) method was used to model the structural equations, and quantitative approach was implemented in this research. Based on Creswell & Creswell, (2018), Quantitative research investigates the relationship among factors in particular to validate objective ideas. The goal of quantitative research is to quantify or measure the subject of study.

Population and Sample

The researcher will utilize non-probability snowball sampling to distribute questionnaires. Snowball sampling includes selecting more respondents based on first respondents' recommendations (Dubey & Kothari, 2022). The research population is unknown, hence the researcher will use Hair sampling (Hair et al., 2014) to establish the sample size as 10 times the target questions in a variable. As a result, the minimum number of participants is 100 from Indonesia's generation Z who are familiar with sustainable fashion. This study was able to collect 223 returned questionnaires for analysis throughout data collection.

Data Collection Method

The researcher uses a primary data to make online questionnaires in the form of Google Forms (Dubey & Kothari, 2022). This research will employ online questionnaires to investigate the impact of environmental consciousness, knowledge, and price on willingness to buy sustainable fashion in Indonesia. Indonesian generation Z is studied. Generation Z is 15–29-year-olds (Gupta & Gentry, 2018) born after 1995 (Gale, 2015). Young individuals ages 18-26 are less concerned about environmental and social issues, according to (Ryding et al., 2021). In addition, this research also will evaluate the questions by implementing the level of measurements-based questions with five points Likert Scale technic from strongly agree to strongly disagree.

Data Analysis

The SmartPLS software, version 3.2.8, was used to model the data. PLS-SEM is the implementation of a path model that is used the most frequently. PLS is regarded as the method that is most suited for research projects in which the primary purpose is either exploratory or predictive modelling (Garson, 2016). Two models are included in the PLS-based structural equation model; these are the measurement model and the structural model. The measurement includes outer mode, inner model and hypothesis testing measurement.

Hypotheses Testing

The calculation in this study is to compare the t-value calculated by t-Table. The level of significance should be assumed in applications where the t values are 1.96 (significant level = 5%), while the p value which should be less than 0.05 (significant level = 5%).
The following are hypotheses testing in this study:
H1: There are significant relations between Knowledge and Environmental Awareness
H2: There are significant relations between Attitude and Environmental Awareness
H3: There are significant relations between Price and Environmental Awareness
H4: There are significant relations between Environmental Awareness and Willingness to Buy
H5: Environmental Awareness has significant relation between Knowledge and Willingness to Buy
H6: Environmental Awareness has significant relation between Attitude and Willingness to Buy
H7: Environmental Awareness has significant relation between Price and Willingness to Buy

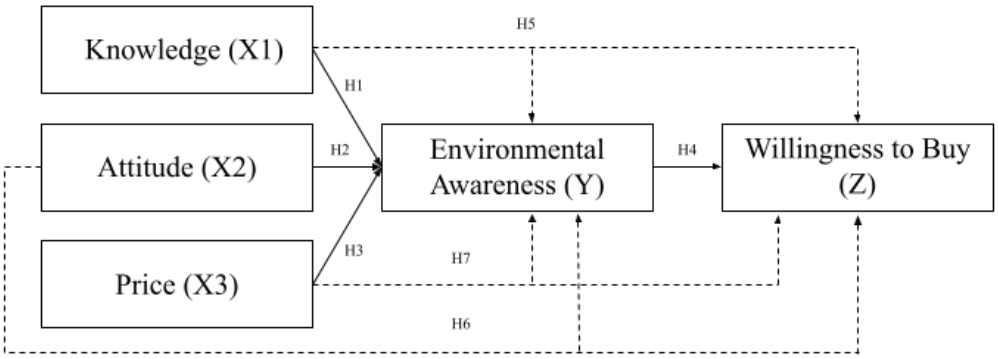

Figure 1. Theoretical Framework
Source: Conducted by researcher (2022)

3. RESULT AND CONCLUSION

Result

The researcher filtered 42 respondents who cannot participated the questionnaire, while the rest with total 223 respondents are has met the criteria of this research which led to the further analysis.

Table 1. Respondent profile
Source: Constructed by researchers (2022)

Demographic Information	Category	Sample	
		Number	Percentage (%)
Gender	Male	36	16
	Female	187	84
Age	18-22 years old	168	75
	23-27 years old	48	22
	28-32 years old	6	3
	>33 years old	1	0
Origin	Sumatera	98	44
	Java	97	44
	Kalimantan	9	4
	Sulawesi	5	2
	Bali	5	2
	Other	9	4
Education Level	College student	177	79
	Bachelor Degree	44	20
	Master Degree and above	2	1
Monthly Income	<Rp4.000.000	199	89
	Rp4.000.000 – Rp7.000.000	14	6
	Rp8.000.000 – Rp12.000.000	7	3
	>Rp12.000.000	3	1

From the table 1 above, it can be concluded that the major gender of the respondents is mostly female than male respondents. Second, the age characteristic of the respondents is dominant by age of 18-22 years old were (75%). Third, the dominant origin of this research is from Sumatera and Java with each has (44%). The fourth one is the level of education from the respondents, which are mostly of the respondents is a college student (79%). Last but not least, the respondent's monthly income is major by <Rp4.000.000 with (89%).

https://doi.org/10.24912/jmieb.v8i2.31412

ISSN 2579-6224 (Versi Cetak)
ISSN-L 2579-6232 (Versi Elektronik)

Analysis of SEM

In this work, the Partial Least Square-based Structural Equation Modelling (PLS-SEM) method was used to model the structural equations, and the SmartPLS software, version 3.2.8, was used to model the data. Two models are included in the PLS-based structural equation model; these are the measurement model and the structural model.

Measurement Model Result

The standardized outer loadings should be 0.708 or higher (Hair et al., 2019). The minimum acceptable AVE is 0.50; an AVE of 0.50 or higher shows that the construct explains 50% or more of the variation of the indicators that comprise the construct (Hair et al., 2021). The Cronbach's alpha minimum value is 0.7, with the ideal value is 0.8 or 0.9 (Sarwono & Narimawati, 2015). In particular, composite reliability values of 0.60 to 0.70 are acceptable in exploratory research, while values between 0.70 and 0.90 are satisfactory in more advanced stages of study (Hair et al., 2021).

Table 2. Measurement model assessment analysis Construct/measured items
Source: Constructed by researchers (2022)

	Convergent Validity			Construct Reliability
	Loading	AVE	Cronbach's Alpha	Construct Reliability
Knowledge		0.645	0.890	0.916
I am knowledgeable about how my buying fashion products affect the environment	0.770			
I am knowledgeable about buying sustainable fashion protects the environment	0.811			
I am knowledgeable about how I can protect the environment	0.798			
I am familiar with sustainable fashion	0.811			
I know about sustainable fashion products	0.857			
Sustainable fashion products last longer and have better quality	0.768			
Attitude		0.632	0.927	0.939
I believe that it is important to use eco-friendly products and services.	0.843			
I believe that it is our responsibility to care for the natural environment	0.733			
I am aware that excess consumption can cause a shortage of natural resources	0.837			
I believe that individuals should care for the future generation	0.830			
I know that the natural resources are decreasing at an alarming rate	0.820			
I prefer to pay more to purchase sustainable fashion	0.811			
I prefer to buy sustainable fashion, since it is environmentally friendly	0.730			
I will avoid consumption activities that can lead to environmental pollution	0.767			
I will spend my money wisely in order to avoid wastage and excessive purchases	0.776			
Price		0.698	0.855	0.902
I consider paying a premium price for sustainable fashion is acceptable	0.784			
The price of sustainable fashion is equal to the quality of the product	0.856			
The price given for sustainable fashion is in accordance with the benefits provided to the environment	0.883			
The price of sustainable fashion is higher than the price of conventional fashion	0.816			

Environmental Awareness		0.659	0.913	0.931
I am concerned about environmental issues	0.773			
I am concerned that humanity cause lasting damage to the environment	0.846			
I often think about the potential negative development of the environmental situation	0.849			
I understand how to protect the environment in the long-term	0.829			
I know that some fashion products are produced with negative environment effects	0.798			
Spending more money on encouraging environmental protection is wise	0.728			
I intend to buy a sustainable fashion product when I decide to buy	0.852			
Willingness to Buy		0.726	0.906	0.930
Better product quality encourages me to buy more sustainable products	0.840			
More affordable prices, better value for my money encourages me to buy more sustainable products	0.856			
More information about the product or brand encourage me to buy more sustainable products	0.825			
A better understanding of how my purchase can make an impact will encourage me to buy more sustainable products	0.884			
A better understanding of the environment and social benefits encourages me to buy more sustainable products	0.856			

The cross-loadings are the first method used to evaluate the indicators' discriminant validity. Cross-loadings are best assessed and reported in a table with rows for the indicators and columns for the latent variable. The cross-loading requires that the loadings of each indicator on its variable are greater than the cross loading on the other construct (Hair et al., 2017).

Table 3. Cross-loading factor
Source: Constructed by researchers (2022)

	Attitude	Environmental Awareness	Knowledge	Price	Willingness to Buy
A1	**0.843**	0.688	0.651	0.632	0.689
A10	**0.733**	0.618	0.600	0.629	0.673
A2	**0.837**	0.692	0.672	0.610	0.644
A3	**0.830**	0.676	0.624	0.615	0.646
A4	**0.820**	0.637	0.581	0.581	0.600
A5	**0.811**	0.709	0.675	0.601	0.661
A6	**0.730**	0.638	0.675	0.706	0.676
A7	**0.767**	0.721	0.719	0.722	0.731
A8	**0.776**	0.682	0.639	0.629	0.681
EA1	0.755	**0.773**	0.632	0.592	0.650
EA2	0.731	**0.846**	0.637	0.635	0.694
EA3	0.669	**0.849**	0.672	0.637	0.691
EA4	0.714	**0.829**	0.706	0.658	0.625
EA5	0.697	**0.798**	0.637	0.605	0.660
EA6	0.545	**0.728**	0.538	0.563	0.601
EA7	0.698	**0.852**	0.681	0.714	0.771
K1	0.586	0.544	**0.770**	0.487	0.576
K2	0.593	0.620	**0.811**	0.575	0.623
K3	0.716	0.686	**0.798**	0.631	0.664
K4	0.581	0.613	**0.811**	0.597	0.596
K5	0.752	0.746	**0.857**	0.678	0.718
K6	0.686	0.588	**0.768**	0.671	0.634
P1	0.615	0.649	0.627	**0.784**	0.642

https://doi.org/10.24912/jmieb.v8i2.31412

ISSN 2579-6224 (Versi Cetak)
ISSN-L 2579-6232 (Versi Elektronik)

P2	0.620	0.602	0.607	**0.856**	0.641
P3	0.777	0.709	0.709	**0.883**	0.738
P4	0.649	0.625	0.584	**0.816**	0.608
WTB1	0.729	0.725	0.690	0.682	**0.840**
WTB2	0.715	0.696	0.655	0.653	**0.856**
WTB3	0.681	0.617	0.638	0.646	**0.825**
WTB4	0.712	0.719	0.699	0.685	**0.884**
WTB5	0.737	0.757	0.699	0.694	**0.856**

In cross-loading, it is requiring the loadings of each indicator on its variable are greater than the cross loading on the other variable. Table 3 shows that the value of each indicator of its variable are greater than the value of the cross-loading on the other variable.

Structural Model Result

Figure 2 shows that the R-square value for dependent variable (endogenous latent variable). The R-square value for the dependent variable Willingness to Buy is 0.686, meaning the percentage of Willingness to buy which can be explained by Knowledge, Attitude and Price is 68.6%.

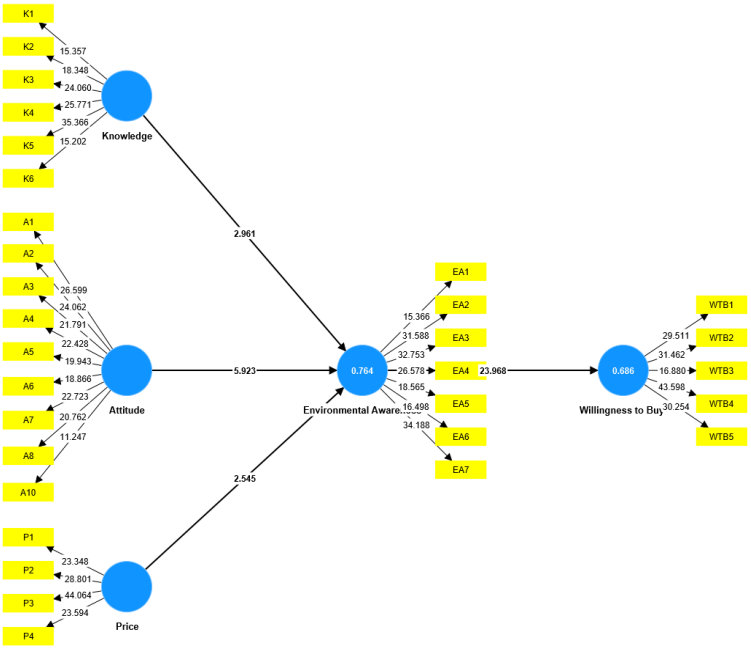

Figure 2. Structural Model
Source: Conducted by researchers (2022)

Hypothesis Testing

Based on figure 2 and table 4, it shows that knowledge (H1: n=0.239 t=2.961, p=0.003) had a significant influence towards environmental awareness. Also, the attitude (H2: n=0.485 t=5.923, p=0.000) had a significant influence towards environmental awareness, whereas price (H3: n=0.208 t=2.545, p=0.011) had a significant influence toward environmental awareness. Furthermore, the environmental awareness (H4: n=0.827, t=23.968, p=0.000) had a significant influence toward willingness to buy. The hypothesis (H5: n=0.197, t=2.967, p=0.012) showed that knowledge on environmental awareness as the mediating variable had a significant influence on willingness to buy. The hypothesis (H6: n=0.402, t=5.508, p=0.000) showed that, attitude on environmental awareness as the mediating variable has significant influence on willingness to buy. The hypothesis (H7: n=0172, t=2.526, p=0.000) showed that, price on environmental awareness as the mediating variable has a significant influence on willingness to buy.

Table 4. Path coefficient result with hypothesis testing
Source: Constructed by researchers (2022)

Hypothesis Relationships	Standard deviation (STDEV)	T statistics	P values	Result
H1: Knowledge -> Environmental Awareness	0.081	2.961	0.003	Accepted
H2: Attitude -> Environmental Awareness	0.083	5.923	0.000	Accepted
H3: Price -> Environmental Awareness	0.079	2.545	0.011	Accepted
H4 Environmental Awareness -> Willingness to Buy	0.035	23.968	0.000	Accepted
H5: Knowledge -> Environmental Awareness -> Willingness to Buy	0.067	2.967	0.003	Accepted
H6: Attitude -> Environmental Awareness -> Willingness to Buy	0.074	5.508	0.000	Accepted
H7: Price -> Environmental Awareness -> Willingness to Buy	0.066	2.526	0.012	Accepted

The influence of knowledge towards environmental awareness of sustainable fashion

The hypothesis (H1) testing showed that, knowledge has a significant influence towards environmental awareness. It has a t-statistic value of 2.961 which is more than t-value 1.96, while the p-value is 0.003 and it is lesser than 0.05. Therefore, the Hypothesis (H1) is accepted. The more a person knows about the environment, the more conscious they are of environmental concerns. Mandarić et al. (2021) found that although the younger generation of well-educated individuals is aware of sustainable fashion, the ideas remain unfamiliar. Improved fashion sustainability understanding is needed to encourage responsible shopping choices that reduce environmental impact.

The influence of attitude towards environmental awareness of sustainable fashion

The hypothesis (H2) testing showed that, attitude has a significant influence towards environmental awareness. It has a t-statistic value of 5.923 which is more than t-value 1.96, and the p-value is 0.000 where it is lesser than 0.05. Therefore, the Hypothesis (H2) is accepted. Several research (Ceylan, 2019; Mahrs, 2022; Mcneill & Moore, 2015; Sadiku, 2017; Tama et al., 2017) have shown that people have favorable sentiments about the sustainability strategy. According to (Mahrs, 2022), generation Z has a good attitude toward buying sustainable fashion items; nevertheless, there is a gap between attitude and consumer behavior in terms of purchasing sustainable fashion products owing to numerous reasons such as price, style, and availability. This is also supported by (Ceylan, 2019), who found that participants had a positive attitude regarding the sustainable strategy.

The influence of price towards environmental awareness of sustainable fashion

The hypothesis (H3) testing showed that, price has a significant influence toward environmental awareness. It has a t-statistic value of 2.545 which is more than t-value 1.96, while the p-value is 0.011 and it is lesser than 0.05. As a result, the Hypothesis (H3) is accepted. Overgaard and Rønholt's (2020) research suggest that price influences sustainable fashion. Thus, pricing may influence people's environmental consciousness, since respondents in this survey think that if the price of sustainable fashion is reasonable, they will care more about the environment.

The influence of environmental awareness towards willingness to buy sustainable fashion

The hypothesis (H4) testing showed that, environmental awareness has a significant influence toward willingness to buy. It has a t-statistic value of 23.968 which is more than t-value 1.96, while the p-value is 0.000 where it is lesser than 0.05. Therefore, the Hypothesis (H4) is accepted. As in this research, environmental knowledge strongly affects people's inclination to purchase

 https://doi.org/10.24912/jmieb.v8i2.31412

ISSN 2579-6224 (Versi Cetak)
ISSN-L 2579-6232 (Versi Elektronik)

sustainable fashion (t-value 23.968). Overgaard & Rønholt (2020) found a stronger positive association between environmental awareness and sustainable product purchases. According to Fabiola & Mayangsari (2020), more people aware of environmentally friendly products are more inclined to buy them. (Garanti, 2020) also discovered that sustainability knowledge increases sustainable commitment and buying intention for sustainable items.

Environmental awareness mediated the relationship between knowledge and willingness to buy sustainable fashion

The hypothesis (H5) showed that knowledge on environmental awareness as the mediating variable has a significant influence on willingness to buy with the t-statistic value of 2.967 more than t-value 1.96, while the p-values 0.012 and it is lesser than 0.05. Therefore, the Hypothesis (H5) is accepted. HO et al. (2020) demonstrated a robust positive association between environmental knowledge and the desire to purchase sustainable apparel. Tevel (2013) states that a positive association was shown between environmental concern and consumer purchasing intention for sustainable fashion products. The consumers' understanding of sustainability is directly linked to their eco-conscious behavior, influencing their propensity to purchase sustainable fashion goods (Nazan Okur & Saricam, 2019). Furthermore, according to Tevel (2013), individuals with greater knowledge about sustainable clothes and textiles achieved better scores on an assessment evaluating their inclination to purchase eco-friendly products.

Environmental awareness mediated the relationship between attitude and willingness to buy sustainable fashion

The hypothesis (H6) showed that, attitude on environmental awareness as the mediating variable has significant influence on willingness to buy with the t-statistic value of 5.508 more than t-value 1.96, while p-values is 0.000 and it is lesser than 0.05. As a results, the Hypothesis (H6) is accepted. According to Garanti (2020), the research reveals a direct beneficial influence of mindset on the buying intention of sustainable fashion goods. Dewanto and Belgiawan (2020) also discovered a favorable correlation between attitudes and the desire to buy sustainable clothes. The results indicate that consumers possess favorable views towards social and environmental concerns and are inclined to pay a premium for sustainable clothing (Federiko, 2022). Tevel (2013) asserts that a significant correlation exists between sentiments and the intention to buy. Individuals exhibiting elevated environmental knowledge and attitudes had a greater propensity to acquire sustainable apparel and textiles.

Environmental awareness mediated the relationship between price and willingness to buy sustainable fashion

The hypothesis (H7) showed that, price on environmental awareness as the mediating variable has a significant influence on willingness to buy with the t-statistic value of 2.526 more than t-value 1.96, while the t-values is 0.000 and it is lesser than 0.05. Thus, the Hypothesis (H7) is accepted. The price of sustainable fashion strongly affects the propensity to purchase, contingent upon awareness of environmental circumstances. According to Overgaard and Rønholt (2020), the participants in this research emphasized the importance of low pricing and said that price should supersede sustainability in purchasing decisions. The buyer's perspective stays unchanged despite their enhanced comprehension of sustainability in clothes and textile manufacturing.

4. CONCLUSION

Based on the findings, knowledge has a positive influence on environmental awareness, which means that by becoming knowledgeable can increased individuals' awareness of the environment. It can be concluded that the environmental awareness of respondents in this research where they

have enough knowledge to aware about the environment. Attitude has a positive influence on environmental awareness, it shows that the respondents attitude affecting their awareness about the environment. Also, price has a positive influence on the environmental awareness, which means that price could affect the environmental awareness of the respondents. Furthermore, environmental awareness has a positive influence on willingness to buy sustainable fashion, it can be concluded that the awareness of people through the environment are affecting their desire to buy sustainable fashion. Knowledge on environmental awareness as the mediating variable successfully led to willingness to buy, as it shows a positive influence toward its variable. Attitude on environmental awareness as the mediating variable successfully led to willingness to buy, where it has a positive influence by the variable. As well as, price on environmental awareness as the mediating variable successfully led to willingness to buy, as it has a positive influence through its each variable.

REFERENCE

Amed, I., Berf, A., Balchandani, A., Hedrich, S., Jensen, J. E., Straub, M., Rolkens, F., Young, R., Brown, P., Le Merle, L., Crump, H., & Dargan, A. (2022). The state of Fashion 2022. *McKinsey & Company,* 1–144.

Armstrong, Adam, Denize, Volkov, & Kotler. (2018). Principles of marketing. In *BSAVA Manual of Small Animal Practice Management and Development*. https://doi.org/10.22233/9781910443156.25

Bakshi, S. (2022). Fashion industry in 2022 & beyond. *Fibre2fashion*.

Bianchi, C., & Gonzalez, M. (2021). Exploring sustainable fashion consumption among eco-conscious women in Chile. *International Review of Retail, Distribution and Consumer Research*, *31*(4), 375–392. https://doi.org/10.1080/09593969.2021.1903529

Blazquez, M., Henninger, C. E., Alexander, B., & Franquesa, C. (2020). Consumers' Knowledge and Intentions towards Sustainability: A Spanish Fashion Perspective. *Fashion Practice*, *12*(1), 34–54. https://doi.org/10.1080/17569370.2019.1669326

Bondarev, S. (2021). *Consumer Awareness on Sustainable Fashion*.

Carvalho, A. R. da C. (2021). *How does sustainability affect consumer choices in the fashion industry?* 84.

Ceylan, Ö. (2019). Knowledge, attitudes and behavior of consumers towards sustainability and ecological fashion. *Textile and Leather Review*, *2*(3), 154–161. https://doi.org/10.31881/TLR.2019.14

Cheung, J., Fillare, C., Gonzalez-Wertz, C., Nowak, C., Orrell, G., & Peterson, S. (2022). Balancing sustainability and profitability. *IBM Institute for Business Value*, 1–20.

Chu Wong, Tuft, N., & Shen, X. (2021). *FASHION SUSTAINABILITY REPORT 2021 focus on change & Southeast Asia*. 1–73.

Delimarta, F. D., & Rahadi, R. A. (2021). Customer Preferences on Sustainable Fashion Purchases: a Conceptual Model. *International Journal of Entrepreneurship and Management Practices*, *4*(13), 78–88. https://doi.org/10.35631/ijemp.413006

Dewanto, K. N., & Belgiawan, P. F. (2020). The Influence of Social Norms and Attitude In Sustainable Fashion Product Purchase Behaviour. *American International Journal of Business Management*, *3*(7), 64–75.

Dubey, U. K. B., & Kothari, D. P. (2022). *Research Methodology Techniques and Trends* (First Edit). CRC Press.

Fabiola, K., & Mayangsari, L. (2020). The Influence of Green Skepticism, Environmental Knowledge and Environmental Concern on Generation Z's Green Purchase Intentions in Indonesia. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, *5*(8), 96–105. https://doi.org/10.47405/mjssh.v5i8.470

ISSN 2579-6224 (Versi Cetak)
ISSN-L 2579-6232 (Versi Elektronik)

Fister Gale, S. (2015). *Forget Gen Y: ARE YOU READY FOR GENERATION Z?*

Fu, L., Sun, Z., Zha, L., Liu, F., He, L., Sun, X., & Jing, X. (2020). Environmental awareness and pro-environmental behavior within China's road freight transportation industry: Moderating role of perceived policy effectiveness. *Journal of Cleaner Production*, *252*, 119796. https://doi.org/10.1016/j.jclepro.2019.119796

Garson, G. D. (2016). *Partial Least Squares: Regression & Structural Equation Models*. Statistical Publishing Associates.

Genoveva, G. (2020). *Factors Affecting Consumers ' Green Purchase Behavior (an*. *February*.

Gupta, S., & Gentry, J. W. (2018). Evaluating fast fashion: fast fashion and consumer behavior. *Eco-Friendly and Fair*, *May 2018*, 15–23. https://doi.org/10.4324/9781351058353-2

Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, *26*(2), 106–121. https://doi.org/10.1108/EBR-10-2013-0128

Hasbullah, N. N., Sulaiman, Z., & Mas'od, A. (2020). The Effect of Perceived Value on Sustainable Fashion Consumption in the Era of Covid-19: A Proposed Conceptual Framework. *International Journal of Academic Research in Business and Social Sciences*, *10*(8), 895–906. https://doi.org/10.6007/ijarbss/v10-i8/7645

Hassan, S. H., Yeap, J. A. L., & Al-Kumaim, N. H. (2022). Sustainable Fashion Consumption: Advocating Philanthropic and Economic Motives in Clothing Disposal Behaviour. *Sustainability (Switzerland)*, *14*(3), 1–17. https://doi.org/10.3390/su14031875

Hawthorn. (2022). *The Environmental Impact of Fast Fashion*. Hawthornintl.Com.

Iowe, D. (2017). A new textiles economy: Redesigning fashion's future. *Ellen MacArthur Foundation*, 1–150.

Juanga-Labayen, J. P., Labayen, I. V., & Yuan, Q. (2022). A Review on Textile Recycling Practices and Challenges. *Textiles*, *2*(1), 174–188. https://doi.org/10.3390/textiles2010010

Karpova, E. E., Kunz, G. I., & Garner, M. B. (2021). Sustainability in the Textile and Apparel Industries. In *Going Global*. https://doi.org/10.5040/9781501338700.ch-004

Kong, H. M., Ko, E., Chae, H., & Mattila, P. (2016). Understanding fashion consumers' attitude and behavioral intention toward sustainable fashion products: Focus on sustainable knowledge sources and knowledge types. *Journal of Global Fashion Marketing*, *7*(2), 103–119. https://doi.org/10.1080/20932685.2015.1131435

Kovacs, I. (2021). Perceptions and attitudes of generation z consumers towards sustainable clothing: Managerial implications based on a summative content analysis. *Polish Journal of Management Studies*, *23*(1), 257–276. https://doi.org/10.17512/pjms.2021.23.1.16

Lee, S. (2011). Consumers' value, environmental consciousness, and willingness to pay more toward green-apparel products. *Journal of Global Fashion Marketing*, *2*(3), 161–169. https://doi.org/10.1080/20932685.2011.10593094

Lin, S. H. (2010). A case study in Hawaii: Who will pay more for organic cotton? *International Journal of Consumer Studies*, *34*(4), 481–489. https://doi.org/10.1111/j.1470-6431.2010.00899.x

Liu, Yongdan, Liu, M. T., Pérez, A., Chan, W., Collado, J., & Mo, Z. (2021). The importance of knowledge and trust for ethical fashion consumption. *Asia Pacific Journal of Marketing and Logistics*, *33*(5), 1175–1194. https://doi.org/10.1108/APJML-02-2020-0081

Liu, Younan, & Hei, Y. (2021). *Exploring Generation Z Consumers ' Attitudes towards Sustainable Fashion and Marketing Activities regarding Sustainable Fashion*. *June*, 1–73.

Long, X., & Nasiry, J. (2022). Sustainability in the Fast Fashion Industry. *Manufacturing and Service Operations Management*, *24*(3), 1276–1293. https://doi.org/10.1287/msom.2021.1054

Mahrs, F. B. & M. (2022). *Sustainable fashion A Generation Z Perspective*. 67.

https://doi.org/10.1038/459915a

Mandarić, D., Hunjet, A., & Kozina, G. (2021). Perception of Consumers' Awareness about Sustainability of Fashion Brands. *Journal of Risk and Financial Management*, *14*(12), 594. https://doi.org/10.3390/jrfm14120594

Mcneill, L., & Moore, R. (2015). Sustainable fashion consumption and the fast fashion conundrum: Fashionable consumers and attitudes to sustainability in clothing choice. *International Journal of Consumer Studies*, *39*(3), 212–222. https://doi.org/10.1111/ijcs.12169

Mearns, E. (2021). Indonesia's fast fashion pollution problems fueled by consumer demand. *Newsue.Cgtn.Com*.

Muthu, S. S. (2017). Textiles and Clothing Sustainability:Recycled and Upcycled Textiles and Fashion. In *Textile Science and Clothing Technology*.

Muthu, S. S. (2019). *Fast Fashion, Fashion Brands and Sustainable Consumption*. https://doi.org/10.1007/978-981-13-1268-7_2

Olu, S. (2022). *10 People On Their Relationships With Sustainable Fashion*. Refinery29.Com.

Overgaard, M. (2020). *An Exploratory Study : The Fast Fashion Paradox*. *May*, 0–58. https://doi.org/10.13140/RG.2.2.33506.15049

Owen, M., International, O., Rowles, D., & Internet, T. (2019). *Digital Marketing Strategy An Integrated Approach to Online Marketing by Simon Kingsnorth (z-lib.org)*.

Park, S., & Lee, Y. (2021). Scale development of sustainable consumption of clothing products. *Sustainability (Switzerland)*, *13*(1), 1–20. https://doi.org/10.3390/su13010115

Quang, N. N., DinhChien, T., & Long, N. H. (2017). The Effects of Consumer Ethnocentrism and Consumer Animosity on the Willingness to Buy with the Mediating Role of Products Judgments: Children's Food Case. *Advances in Economics and Business*, *5*(8), 466–475. https://doi.org/10.13189/aeb.2017.050805

Rathinamoorthy, R. (2019). *Sustainable Fashion: Consumer Awareness and Education*.

Recker, A., Saleem, B., & Biedenbach, G. (2014). The Effects of Consumer Knowledge and Values on Attitudes and Purchase Intentions A Quantitative Study of Organic Personal Care Products Among German Female Consumers. *Http://Www.Diva-Portal.Org/Smash/Get/Diva2:733253/FULLTEXT01.Pdf*, 1–98.

Research, G. V. (2020). *Textile Market Size, Share & Trends Analysis Report By Raw Material (Cotton, Wool, Silk, Chemical), By Product (Natural Fibers, Nylon), By Application (Technical, Fashion), By Region, And Segment Forecasts, 2022 - 2030*. Grand View Research.

Ridaswari, A. (2019). *Erasmus School of Economics The Impact of Ethical Fashion Awareness on Indonesian Consumer Behavior towards Apparel Products*. *July*, 49.

Rukhaya, S., Yadav, S., Rose, N. M., Grover, A., & Bisht, D. (2021). Sustainable approach to counter the environmental impact of fast fashion. *~ 517 ~ The Pharma Innovation Journal*, *10*(8), 517–523.

Ryding, D., Caratù, M., Jiang, Q. Q., & Henningers, C. (2021). *Eco-fashion's impact on Young Consumers' Attitudes and Perceptions of the Fast-Fashion Brands*.

Sadiku, O. O. (2017). *Sustainable and Ethical Fashion Consumption: the role of Consumer Attitude and Behaviour*. 1–40.

Sandi, B. A. (2021). *Pengaruh green product, green price, and green promotion terhadap green brand image konsumen starbucks semarang*.

Shaikh, F. N. (2021). THE IMPACT OF SUSTINABILITY ON FASHION INDUSTRY. *Journal of Business Strategies*.

Shen, D., & Liu, F. (2015). *Consumers ' awareness of sustainable*. *23*(January 2013), 134–147.

Shevelkova, K. (2020). *Sustainable fashion from marketing view: Case study LUMI Accessories Sustainable fashion from marketing view LUMI Accessories*.

ISSN 2579-6224 (Versi Cetak)
ISSN-L 2579-6232 (Versi Elektronik)

Smith, P. (2022). *How would you describe your current willingness to purchase sustainable fashion?* Statista.

Su, Y.-Z. (2020). The Internationalization Strategies of Fast Fashion Clothing Retailer Brands: A Cases Study of ZARA, H&M, UNIQLO, and Gap. *Wenzao Ursline University of Languages,*.

Subramanian Senthilkannan Muthu. (2019). *Consumer Behaviour and Sustainable Fashion*.

Suggest, G. (2022). *Different Attitudes Toward Sustainable Fashion*. Green Suggest.

Syahrivar, J., & Setiyonovita, R. (2017). Pengaruh Kesadaran Lingkungan terhadap Keputusan Pembelian Kosmetik Ramah Lingkungan Di Kawasan Industri Cikarang. *Jurnal Manajemen*, *7*(1), 74–92.

Tama, D., Cüreklibatir Encan, B., & Öndoğan, Z. (2017). University students' attitude towards clothes in terms of environmental sustainability and slow fashion. *Tekstil ve Konfeksiyon*, *27*(2), 191–197.

Tan, K. (2019). Audience Concern of Eco-Fashion by Fashion Revolution Indonesia Through Marketing Communication in Jakarta. *Communicare : Journal of Communication Studies*, *5*(2), 81. https://doi.org/10.37535/101005220186

Tanzil, M. Y. (2017). The Sustainable Practices of Indonesian Fashion Brands. *Sustainability, Inter-and Trans-Discipline, Culture towards Creative Economy*, 203–211.

Tevel, A. (2013). *THE AFFECT OF KNOWLEDGE ON CONSUMER WILLINGNESS TO PURCHASE SUSTAINABLE APPAREL AND TEXTILES*.

Tey, Y. S., Brindal, M., & Dibba, H. (2018). Factors influencing willingness to pay for sustainable apparel: A literature review. *Journal of Global Fashion Marketing*, *9*(2), 129–147. https://doi.org/10.1080/20932685.2018.1432407

United, F. (2022). *Global Fashion Industry Statistics*. FashionUnited.

Yan, X., Chen, L., & Memon, H. (2022). *Textile and Fashion Education Internationalization: A Promising Discipline from Southeast Asia*. https://doi.org/10.1007/978-981-16-8854-6_10