

## CONSUMER'S PURCHASE INTENTION TOWARDS SUSTAINABLE FASHION PRODUCTS: EFFECT OF PERCEIVED CONSUMER EFFECTIVENESS AND ATTITUDE

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### Abstract:

**Background:** The existence of fast fashion as an environmentally unethical business model has an impact on increasing excessive consumption of fashion products. Sustainable fashion was created as a response to preventing and reducing negative impacts on this phenomenon. The idea of sustainable fashion is a love for the environment that shows up in our clothing choices and sustainable living habits.

**Purpose:** This research aims to determine the influence of perceived consumer effectiveness on consumer intentions to buy sustainable fashion products with attitude as a mediating variable.

**Design/methodology/approach:** conducted using a quantitative design. The total sample was 196 respondents using the purposive sampling technique. Quantitative data was collected through an online questionnaire via Google Form and distributed to people who met the sample size requirements: consumers over 17 years old who live in Jabodetabek and have minimal awareness of sustainable fashion products. The collected data were analyzed using WarpPLS 7.0 software, and a variance-based partial least squares-structural equation model (PLS-SEM) was applied to evaluate the hypothesized model.

**Findings/result:** The findings show that consumers' perceived effectiveness has a positive significant influence on purchase intentions. Furthermore, consumers' perceived effectiveness positively influenced purchase intentions through attitudes.

**Conclusion:** These findings show that this research model is partial mediation, where consumers' perceived effectiveness still has a positive significant effect on purchase intentions, with or without attitude as a mediating role.

**Originality/value (State of the art):** Identifying attitudes in mediating the influence of Perceived consumer effectiveness on purchase intention.

**Keywords:** sustainable fashion, perceived consumer effectiveness, purchase intention, attitude, fast fashion

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## INTRODUCTION

People often use clothing in this ever-changing era to demonstrate how high their social position is within a group or community (Suliyanthini et al. 2022). Yalcin-Enis et al. (2019) found that worldwide textile manufacturing needs have increased annually due to population expansion, individual basic demands for clothing, and often rising lifestyle standards. Resources and workforce are needed in more significant quantities as manufacturing scales increase (Muazimah 2020). Based on current theories, fast fashion has become a phenomenon in the global fashion industry.

Fast fashion is a term for a business model that provides the latest fashion trend products at reasonable prices and responds to changing consumer demands (Su and Chang, 2018). The word “fast” refers to how quickly the industry can provide designs commonly used on runways to be freely marketed in retail stores and keep up with rapid consumer demand for more and different fashion products (Bick, Halsey, and Ekenga, 2018). To achieve the intended level of speed, fast fashion companies drastically optimize the steps involved in the garment product life cycle. With trends that change relatively quickly, followed by affordable prices, people can consume more products from fast fashion.

Despite being very successful, with sales increasing in recent years, fast fashion has received much criticism for encouraging excessive consumption of fashion products and unsustainable business models (Stringer, Mortimer, and Payne, 2020). According to Yoon et al. (2020), apart from the benefits for consumers, namely the large availability of fashion products at affordable prices, fast fashion is considered to make an insufficient contribution to society and endanger the environment. This impact then created the phrase sustainable fashion as an action or response to environmental and social damage caused by fast fashion business practices (Mirna et al. 2020).

Sustainable fashion refers to fashion products, whether clothing, bags, shoes, or accessories, produced using raw materials and manufacturing practices with minimal environmental and societal impact (Niinimaki et al. 2020). With the emergence of issues regarding sustainable fashion in recent years, the fast fashion industry is trying to create more environmentally friendly products.

To influence the interest in purchasing sustainable products, Butler & Francis (1997) argued that the environment should be an aspect consumers should consider when purchasing fashion products. However, they do not consider it in real fashion product purchasing situations. Therefore, Roberts (1996) believes that PCE is one of the striking factors in explaining the phenomenon of consumer perceptions of sustainable fashion. Perceived consumer effectiveness is described as consumer personality, which refers to consumers' belief their consumption actions can contribute to solving an environmental problem.

Furthermore, consumers' perceptions regarding their contribution to solving environmental problems through their purchasing behavior are not necessarily reflected in actual purchasing preferences (Widodo and Qurniawati, 2015). In the Theory of Planned Behavior, Ajzen & Fishbein (2010) suggest that consumer attitudes play an essential role in influencing purchasing interest in a product where consumer beliefs also give rise to their attitudes, which are implemented into the intention and behavior of purchasing specific products. According to Ajzen & Fishbein (2010), attitude is an individual's hidden state or tendency to respond with their liking or disliking towards particular objects.

Several previous studies, namely Kang et al. (2013) and Gunawan & Bernarto (2021), have proven in their research that PCE significantly affects purchase intention. However, in research by Neumann et al. (2021) and Kristian Pakpahan & Johan (2022), there are different results where PCE does not affect purchase intention. Apart from that, research conducted by Alhamad et al. (2023) and Munamba & Nuangjamnong (2021) proves that attitude significantly affects purchase intention. However, research by Juliantari et al. (2019), Neumann et al. (2021), and Hartono et al. (2024) finds the opposite statement that attitude does not significantly affect purchase intention. Thus, this research will bring novelty to identifying attitudes in mediating the influence of PCE on purchase intention. This research aims to provide knowledge and information businesses can use to create sustainable fashion items. Furthermore, this research's findings could provide relevant information for further studies.

## METHODS

This research used primary data sources obtained from online-based questionnaires. The questionnaire was presented in a Google Form and distributed in October 2023 via social media such as Instagram, Twitter, and Facebook. In this research, the population chosen by researchers is the entire Jabodetabek community, the exact number of which has yet to be discovered. Determining the number of samples in this research was executed using a non-probability sampling technique, purposive sampling based on the Lemeshow formula, with a 7% sampling error, resulting in a sample size of 196 respondents. Age criteria determined this study's sample approach precisely, being older than 17 years.

There are screening questions that respondents must answer, such as: (i) Have you heard of the term sustainable fashion products? Moreover, (ii) Do you know a fashion brand that produces sustainable fashion? These screening questions are intended so that researchers get the right respondents and can answer each item of the questionnaire statement according to the respondents' understanding of sustainable fashion products. Individual responses to the research questionnaire will be measured using five Likert scale scores ranging from choices that do not support the statement (negative) to those that support the statement (positive). The scores for each questionnaire answer submitted by the researcher are as follows: (1) Strongly Disagree; (2) Disagree; (3) Neutral; (4) Agree; and (5) Strongly Agree. The data obtained will be processed using the statistics software WarpPLS 7.0 with an equation model using PLS-SEM based on the research model presented in Figure 1.

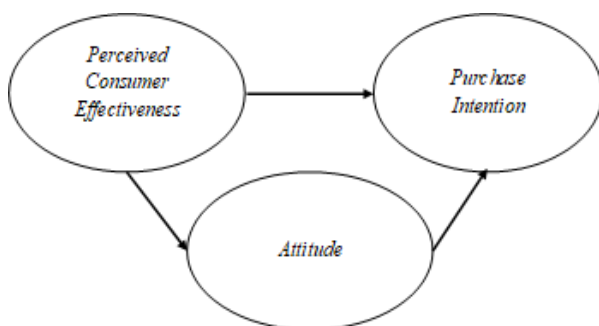


Figure 1. Research model

According to Dang et al. (2020), perceived consumer effectiveness is defined as the belief that someone as a consumer can positively contribute to overcoming

environmental and social problems. PCE reflects an individual's values regarding his capability to bring about change and overcome the problems around him. This definition relates to consumers' perceptions and behavior regarding their ethical consumption. A high level of PCE shows a strong tendency towards individual responsibility, attitudes, behavior, and awareness of their relationship with the environment. In measuring individuals' perceived consumer effectiveness, researchers adapted the four indicators formulated by Roberts (1996) as follows. (1) the individual's role in the environment, referring to the extent to which the individual believes that environmental sustainability or problems occur as a result of human actions; (2) consumption that has an impact on the environment, referring to their understanding that every product they consume also has an impact on the environment; (3) actions that bring change, referring to the individual's perspective about each of their actions, no matter how small, will bring about changes in the environment; (4) individual preferences, namely the decision to prefer environmentally friendly products over products that are not environmentally friendly. Butler & Francis (1997) explained that PCE will further explain consumers' responsibility to consume sustainable products in response to environmental and social problems. Meanwhile, according to Ferdinand (2014), four indicators can be used to measure individual purchase intention, such as (1) transactional intention, (2) referential intention, (3) preferential intention, and (4) exploratory intention. Based on this explanation, two hypotheses are formulated as follows:

H1: Perceived consumer effectiveness positively and significantly affects purchase intention.

H2: Perceived consumer effectiveness has an indirect positive and significant effect on purchase intention through attitude as a mediating variable.

Ajzen & Fishbein (2010) explains that consumer attitudes refer to the extent to which an individual's evaluation of an object takes the form of a favorable or unfavorable evaluation of the individual's behavior. This definition was further developed by Zhang et al. (2021), who said that consumer attitude is expressed as an individual's behavioral tendency to respond to the existence of a product with a like or dislike and a positive or negative judgment. According to Kurniawan et al. (2024) individuals will feel more enthusiastic if their attitudes and actions receive positive judgement from other people and their environment. An attitude is a form of individual response in expressing their feelings

regarding their likes or dislikes towards a product, so it cannot be observed directly (Suprapti, 2010). Attitude also explains the response of individual emotions and feelings to certain stimuli. Ajzen (2005) explains three indicators in measuring consumer attitudes, including (1) cognitive component, (2) affective component, and (3) conative component.

In SEM-PLS analysis, two models must be tested before finally the hypothesis that has been formulated will be tested, namely the outer model, which tests the validity and reliability of each instrument for each variable, and the inner model, which is related to the structural model (Table 1).

Table 1. Research instruments

Variable	Instrument	Code	Source
Perceived Consumer Effectiveness	I realize that environmental damage is something to worry about	PCE1	Kang et al. (2013); Liang et al. (2020); Neumann et al. (2021); Suk & Lee (2017)
	I believe that I have a role to play in preventing environmental damage	PCE2	
	I support any action that can have a positive impact for the environment	PCE3	
	I believe that my actions in purchasing a product will impact the environment where I live	PCE4	
	I believe that my personal choices can contribute to solving environmental problems	PCE5	
	I do not hesitate to take actions that will positively impact the environment	PCE6	
	I believe that one action can make a difference to the environment, no matter how small it is	PCE7	
	I tend to buy clothes made from high-quality materials that are not easily damaged	PCE8	
	Rather than following the trends, I prefer clothes with designs that will remain fashionable for a long time	PCE9	
	Overall, environmentally friendly products are better than non-environmentally friendly products	PCE10	
Purchase Intention	I am interested in buying sustainable fashion products in the future	PI1	Hussain & Huang (2020); Liang et al. (2020); Neumann et al. (2021)
	I will buy sustainable fashion product in the future	PI2	
	I repeatedly consider buying sustainable fashion products if I want to buy clothes	PI3	
	I am willing to pay more for sustainable fashion products	PI4	
	I am interested in introducing sustainable fashion products to other people	PI5	
	Sustainable fashion products attract my attention more than non-sustainable fashion products	PI6	
	I will choose sustainable fashion products to fulfill my clothing needs	PI7	
	I am looking for information and learn more about sustainable fashion products	PI8	
Attitude	I believe that sustainable fashion products are good quality and can be used for a long time	AT1	Hussain & Huang (2022); Kang et al. (2013); Neumann et al. (2021)
	I believe that sustainable fashion products are made with designs that can keep me fashionable amidst ever-changing trends	AT2	
	I like the existence of sustainable fashion products and their efforts to prevent environmental damage	AT3	
	I like that I am confident wearing sustainable fashion products because I can contribute to preserving the environment	AT4	
	I feel that purchasing sustainable fashion products is a good action	AT5	
	Sustainable fashion products will be my consideration when choosing fashion products	AT6	

## RESULTS

### Respondents Profile

The data shows that 125 (63.7%) were female and 71 (36.3%) were male. Around 90.8% are respondents aged 18-30 years, 53.5% are dominated by respondents who live in Jakarta and Tangerang, 47.4% of all respondents have a bachelor's degree, and 40.8% are dominated by respondents with monthly income amounting to less than IDR2,000,000 (Table 2).

According to the previous categorization of respondent data, it is evident that most individuals who passed the initial screening questions were female. This outcome suggests that women are more aware of sustainable fashion products than men. This finding is consistent with the study conducted by Browne and Kaldenberg (1997), which revealed that women exhibit higher engagement in fashion product purchases, particularly during the information search process, than men. Additionally, the majority of respondents fall within the 18-30 years old range, which aligns with the We Are Social: Indonesian Digital Report 2022 survey, indicating that individuals in this age range have greater exposure to the internet and social media, enabling them to acquire more information and insights related to sustainable fashion.

Furthermore, a significant portion of respondents with at least a high school education level are conscious of the availability of sustainable fashion products. This result suggests that information about sustainable fashion products is likely accessible and absorbable by those with a high school education or equivalent, indicating that higher education is not a prerequisite for awareness of environmentally friendly products as a demonstration of environmental concern. Moreover, most respondents with a monthly income of less than IDR2,000,000 are aware of sustainable fashion products. This result indicates that information regarding sustainable fashion products can reach individuals with incomes below IDR2,000,000, demonstrating that a high income is optional to cultivate an interest in purchasing sustainable fashion products.

### Measurement Model Results

The results of the validity test using factor loading and AVE values show that all instrument items are valid based on the criteria in Solimun et al. (2017), in which the loading factor value is more than 0.5, and the value of AVE for each variable is higher than the correlation coefficient between variables in the research model. The Cronbach's alpha and composite reliability values have met the criteria, in which the Cronbach's alpha coefficient value is above 0.6, and the composite reliability value is more significant than 0.7, so all latent variables are reliable. Table 3 presents the overall results of the instrument test.

Table 2. Respondent characteristics

Characteristics	Category	Number	Percentage (%)
Gender	Male	71	36
	Female	125	64
Age (years)	18 – 30	178	91
	31 – 40	14	7
	> 40	4	2
Domicile	Jakarta	55	28
	Bogor	32	16
	Depok	31	16
	Tangerang	50	26
	Bekasi	28	14
Last education	Senior High School	82	42
	Diploma	11	6

Characteristics	Category	Number	Percentage (%)
	Bachelor (S1)	93	47
	Magister (S2)	10	5
	Doctor (S3)	0	0
Monthly income	< IDR 2,000,000	80	41
	IDR 2,000,001 – IDR 5,000,000	62	32
	IDR 5,000,001 – IDR 10,000,000	49	25
	> IDR 10,000,000	5	2

Table 3. Results of the measurement model

Variable	Item	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability	Description
Perceived Consumer Effectiveness	PCE1	0.727	0.733	0.904	0.921	Valid & Reliable
	PCE2	0.783				
	PCE3	0.739				
	PCE4	0.729				
	PCE5	0.708				
	PCE6	0.736				
	PCE7	0.715				
	PCE8	0.741				
	PCE9	0.715				
	PCE10	0.737				
Purchase Intention	PI1	0.733	0.725	0.871	0.898	Valid & Reliable
	PI2	0.719				
	PI3	0.738				
	PI4	0.736				
	PI5	0.723				
	PI6	0.687				
	PI7	0.713				
	PI8	0.747				
Attitude	AT1	0.736	0.719	0.813	0.865	Valid & Reliable
	AT2	0.736				
	AT3	0.738				
	AT4	0.717				
	AT5	0.710				
	AT6	0.676				

The loading factor value describes how important an indicator is in being able to represent and explain a particular construct. The higher the loading factor value, the higher the correlation between each measurement item and the construct (Hair et al. 1998). The PCE variable shows the highest loading factor value in the PCE2 statement item of 0.783 regarding individual awareness to take responsibility for preventing environmental damage. This condition is in line with the statement of Binder & Akella (2019) that one of the factors influencing PCE is awareness, which refers to an individual's knowledge and understanding of social aspects and environmental issues that occur as a result of human actions.

In the purchase intention variable, the highest loading factor value is found in the PI8 statement item of 0.747 regarding respondents' interest in seeking further information about sustainable fashion. These results allow marketers to provide stimulus and more

information about sustainable fashion products. Some efforts can be made by providing product-related information on labels or packaging and utilizing internet networks and social media to introduce products and other stimuli that can make it easier for consumers to learn more about sustainable fashion products.

Furthermore, the highest loading factor value on the attitude variable is found in the AT3 statement item of 0.738, which relates to a favorable assessment of the existence of sustainable fashion with its efforts to prevent environmental damage. This condition is implied by Karlsson & Karlsson (2023) regarding factors that influence individual attitudes towards environmentally friendly products, such as social norm factors, which refer to people's values and beliefs in pro-environmental living. A culture in society that upholds environmental sustainability can form a positive attitude towards consuming sustainable products.

### Structural Model Results

In this research, two hypotheses are tested using WarpPLS 7.0 in the form of direct and indirect influence of three related variables. Both hypotheses can be accepted if they meet the criteria: the p-value is smaller than 0.05. The results of the structural model analysis, both direct and indirect effects, are presented in Table 4. Meanwhile, Figure 2 shows the results of testing the research model with the path coefficient values for each hypothesis.

The path coefficient value for the PCE variable for the purchase intention variable was 0.257. This result means that every 1-point increase in the perceived consumer effectiveness variable will increase the purchasing interest variable by 0.257. In addition, the resulting P value is below 0.001, so the influence between variables can be said to be highly significant. Thus, hypothesis 1 (H1) is accepted that there is a positive and significant influence of perceived consumer effectiveness on interest in buying sustainable fashion products. Roberts (1996) views perceived consumer effectiveness as an individual's assessment of themselves as consumers regarding their ability and contribution to overcoming environmental problems. This condition illustrates that the better and increased consumers' perception of their consumption in protecting the environment, the more impact it will have on increasing consumer purchase intention in sustainable fashion products. The results of this research support the theories and findings from previous research conducted by Gunawan & Bernarto (2021), Hussain & Huang (2022), Kabadayi et al. (2015), Kang et al. (2013), and Liang et al. (2020) that perceived consumer effectiveness has a significant effect on purchase intention. In other words, the results

of this research strengthen the theory in previous research, and the theory becomes more solid (general) in its truth. According to these results, high perceived consumer effectiveness is required to obtain high consumer purchase intention in sustainable fashion products.

Moreover, the path coefficient value obtained for the PCE variable on the purchase intention variable through the attitude variable as mediation is 0.299. This result shows that the consumer attitude variable can mediate the influence of the perceived consumer effectiveness variable on the purchase interest variable of 0.299 and has a positive direction. The P value is <0.001, meaning the mediating variable's influence can be significant. Therefore, hypothesis 2 (H2) is accepted. This positive path coefficient value indicates that increasing perceived consumer effectiveness will be followed by increasing consumer attitudes, ultimately impacting consumer buying interest in sustainable fashion products. In other words, perceived consumer effectiveness directly determines purchase interest and consumer attitudes. The findings also show that the influence of perceived consumer effectiveness is significant on purchase intention. After being tested again with consumer attitudes as mediation, the test results still show a considerable impact. This condition means that consumer attitudes act as a mediating variable. Ajzen & Fishbein (2010) argue that consumer attitudes are individuals' likes or dislikes towards an object they feel psychologically. This theory can be implemented into this research and illustrates that individuals who are aware of their contribution as consumers to prevent environmental damage will have a positive attitude toward sustainable products, ultimately impacting their purchase intention in sustainable fashion products.

Table 4. Structural model results

Hypothesis	Variable	$\beta$	P Value	Result
H1	Perceived Consumer Effectiveness → Purchase Intention	0.257	<0.001	Accepted
H2	Perceived Consumer Effectiveness → Attitude → Purchase Intention	0.299	<0.001	Accepted

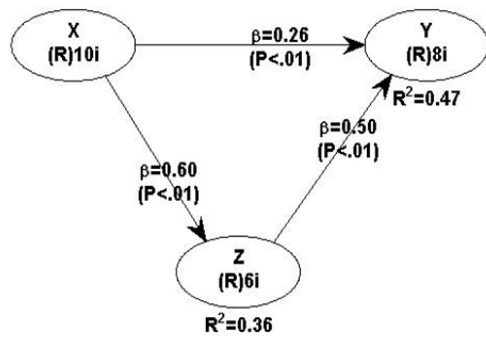


Figure 2. Research model results

The results of this study strengthen the findings of previous research conducted by Kang et al. (2013) that there is a significant influence of perceived consumer effectiveness on consumer attitudes, and other research conducted by Alhamad et al. (2023), Neumann et al. (2021), and Ribeiro et al. (2022) that consumer attitudes have a significant effect on purchase intention. Those previous studies mean that the results of this research can expand the validity of the theory so that its truth becomes universal. Based on the theory and research results, high perceived consumer effectiveness will create high consumer attitudes towards sustainable fashion products and impact high purchase intention. Additionally, the significant p-value is shown in the test results directly and indirectly so that the mediation model is indicated as a partial mediation. This condition means that perceived consumer effectiveness can influence purchase intention either with or without mediation by consumer attitudes.

### Managerial Implications

Based on the research results, several things can be done to increase purchase intention on sustainable fashion products: educating and making it easy for individuals to obtain information regarding the advantages of sustainable fashion products as a form of effort and responsibility to minimize environmental damage through stimulus from creative and innovative marketing strategies; carry out product development to increase the value and competitiveness of products, which can make consumers willing to pay more and choose sustainable products over non-sustainable products; stimulate actual purchases by increasing brand awareness and image through environmentally friendly marketing and communications so that consumers increasingly feel the impact of the presence of sustainable products as a way to preserve the environment.

The results of the analysis and hypothesis testing in this research can be one of the primary considerations for companies in the fashion industry, especially those with sustainable product lines, in making decisions based on the analysis of consumer behavior described in this research with related variables, especially as information that can be used for product evaluation and development that can create positive consumer attitudes and intention in purchasing sustainable fashion products.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

The characteristics of the respondents in this study were dominated by females aged 18-30 years old, domiciled in Jakarta with a high school education or equivalent. They had a monthly income of less than IDR 2,000,000. From the screening questions, all respondents had heard of or knew about sustainable fashion products and were familiar with at least one fashion brand with a sustainable product line.

Based on a review of the problem and interpretation of data output processed using statistical software, the variable perceived consumer effectiveness has a positive and significant direct effect on purchase intention. These results show that the better consumers perceive their contribution to solving environmental problems, the more influence they will have on their purchasing intentions for sustainable fashion products. Apart from that, the variable perceived consumer effectiveness positively and significantly affects purchase intention through attitude as a mediating variable. This finding means that the higher the consumer's perception regarding their contribution to solving environmental problems, followed by creating a positive consumer attitude towards sustainable fashion products, the more impact there will be on increasing their intention to purchase sustainable fashion products.

### Recommendations

Based on the data analysis and discussion described in the previous chapter, the researcher formulated several suggestions that can be given, namely that further research can add and involve other variables that can improve this research. In addition, future research can use a larger sample and area coverage to get more



respondents and avoid obtaining biased data. Besides, companies in the fashion industry with sustainable product lines can provide promotions with new and more attractive formats by implicitly educating consumers about their role in protecting the environment. This decision will help increase consumers' perceptions of their contribution to solving environmental problems through selecting and purchasing more sustainable fashion products.

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