

Embracing Sustainability in Purchase Behavior Using the Theory of Planned Behavior

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ABSTRACT

Objectives: The purpose of this paper is to examine factors influencing consumer green purchase behavior towards international and local sustainable and slow-fashion brands in Indonesia. The fashion industry contributes 10% of total carbon emissions globally. Indonesia itself is a country ranked second in contributing water pollutant damage caused by textile production. The growth of fast fashion trends threatens the environment and the planet. But, public awareness of sustainable and slow fashion is beginning to rise. This study aims to further analyze factors influencing green purchase behavior. The theory of planned behavior was developed to examine consumer sustainable consumption behavioral intention.

Methodology: Online questionnaires were distributed to people who had already purchased one of the sustainable brands in Indonesia at least once in their life. 283 data were collected but only 240 of which were able to fulfill the criteria of the study. Data analysis used Smart PLS 3.2.8.

Finding: Environmental knowledge, eco-label, environmental advertisement, and green trust positively influence green purchase behavior. Environmental advertisement positively influences environmental knowledge, and environmental knowledge and advertisement positively influence eco-label. Green trust is not a mediating influence between environmental knowledge and green purchase behavior.

Conclusion: This study's finding is that consumer awareness and recognition of sustainable fashion adoption is rising. People are starting to worry about textile production and consumption that harm the environment.

Keywords: Green Marketing; Green Purchase Behavior; Environmental knowledge; Eco-label; Green Trust.

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INTRODUCTION

Due to the negative effects of climate change, stakeholders are interested in being involved in mitigating environmental impacts (Jahari et al., 2022) and (Adi, I. N. R., et al., 2022). The International G20 Forum also emphasized the importance of collective action in addressing environmental issues and climate change. The OECD supports the activities of the G20 Presidency on building green growth, fossil fuel subsidies, energy regulation, green finance and investment, environmental taxation, and the Environmental, Social, and Governance (ESG) (OECD, 2022). The surge in global consumption has caused serious damage to the environment and the planet. Several environmental issues, such as global warming and air pollution have made customers more environmentally friendly about their purchases and their environmental impact (Soomro et al., 2020).

The fashion industry accounts for 10% of the world's total carbon emissions (Dottle & Gu, 2022). The emerging phenomenon of the "fast fashion industry" has an impact on increasing the production and consumption of fashion products by offering low prices. This is contrary to the concept of sustainability and what it is achieving. The mindset of consumer purchases in considering what materials are used to how these materials decompose is changing. Even though fast fashion brands currently dominate the fashion industry, sustainable fashion trends have started to emerge around the world (Brandão & Costa, 2021). The CAGR of the global ethical fashion market in 2020 is increasing by 6.1% compared to 2015, and the CAGR is projected to increase by 9.7% in 2025. Public awareness of sustainable fashion is beginning to rise (Globe Newswire, 2022).



Figure 1.1 Sustainable Fashion trends in the US
Source: Google Trends (2022)

Fast fashion is a business model which is inherently unsustainable. Fast fashion must be dismantled and moved to slow fashion where every garment is accounted for. Slow fashion or at least slower fashion can be achieved by more accurately calculating consumer demand. This is expected to reduce the number of overproduction (Haradea & Suryawan, 2022). The European Union is concerned about the negative environmental and social impact of fast fashion in Asia (Gaikwad, 2022). However, research on sustainable fashion trends in Asia has rarely been done (Joshi & Srivastava, 2020). According to the June 2022 survey by Milieu Insight, which surveyed 1,000 respondents each from Singapore, Malaysia, Thailand, Indonesia, Vietnam, and the Philippines found most of the respondents indicated that they would do more research before purchasing. Meanwhile, 62% of Indonesian respondents are willing to pay more for sustainable fashion products. Overall, 66% of Southeast Asian

consumers have purchased sustainable fashion products, especially those in Indonesia (71%) (Tan, 2022). Southeast Asia has great potential to lead the change in fashion trends toward being more environmentally friendly. Indonesia with fast economic growth managed to contribute 18% or around more than US\$ 12.7 billion in exports of textile products in 2019. Unfortunately, Indonesia is also in the second highest rank as a country that contributes to water pollution from textile production (Fashion Revolution Singapore and Oxford Development Consultancy (ODC), 2021).

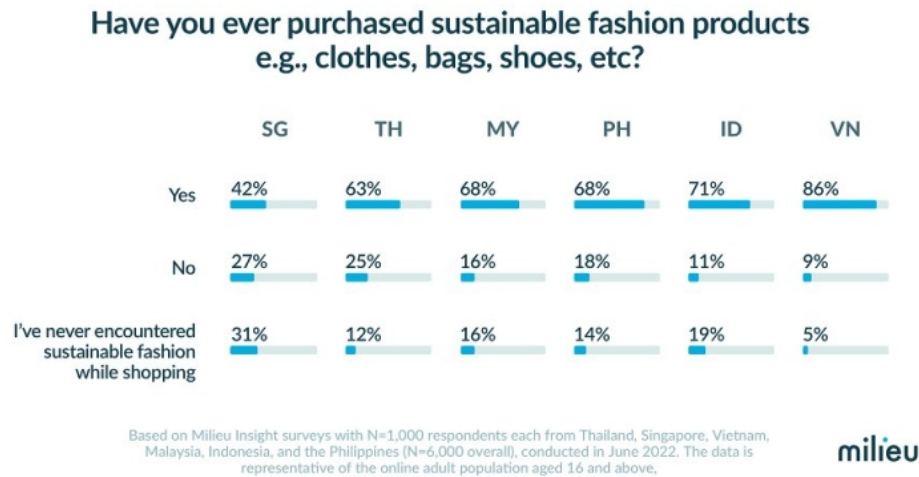


Figure 1.2 Sustainable Fashion purchase behavior in Asia
 Source: (Tan, 2022)

Even though the public is aware of the impact of using products on the environment, companies still need to provide complete information to gain customers' trust. The company can provide this information through a green marketing strategy (Adi et al., 2022). Green marketing aims to reduce the harm caused to the environment by restructuring the production and development of a product. This allows an organization to gain a reputation that cares for and protects the environment and its consumers (Ali, 2021). Eco-friendly products are defined as products that are labeled or advertised with at least one of the characteristics, such as reducing water and air pollution, reducing waste, avoiding animal cruelty, and are made from recycled materials (McLelland et al., 2022). From this, we can conclude that green marketing provides environmentally friendly products and includes changes in production, packaging, advertising, and other activities that do not harm the environment (Genoveva & Samukti, 2020).

Customers' attitudes toward fashion sustainability are still relatively low. Given the challenges faced by fast fashion brands, this study analyzes whether Indonesian customers are aware of sustainable fashion and its behavior or its appeal to sustainable fashion and intend to buy. The output of this study will support the international and local fashion industry to understand Indonesian customer preferences regarding sustainable fashion (Wijaya & Paramita, 2021) which are intended to help industry and marketers in understanding the factors that impact consumers to buy environmentally friendly and sustainable slow fashion products in Indonesia.

This study also fills research gaps and recommendations from Biswal et al., (2021), (Brandão & Costa, 2021), (Amoako et al., 2020) to understand and promote green marketing-related consumer behavior including purchasing behavior that takes environmental conditions into

account (Suganda, et al, 2022). Green marketing is an essential tool for a sustainable business strategy. Businesses need to adopt green marketing practices to achieve better business performance (Ramli et al., 2020). Therefore, it is vital to understand and remove the barriers to change toward a more sustainable society and consumers. Several studies use the TPB theory in testing environmentally friendly products specifically, such as household goods, skincare products, and sustainable apparel (Brandão & Costa, 2021).

LITERATURE REVIEW

Theory of planned behavior (TPB)

TPB is a social psychological theory for predicting and interpreting human behavioral intentions (Jaiswal et al., 2022) toward eco-friendly consumer behavior (Joshi and Srivastava, 2021). TPB theory is used and developed in several studies related to sustainable consumption behavioral intention, precedents, and direct predictors of behavior (Brandão & Costa, 2021). Purchase intention is the consumer's thoughts, desires, and interests about a product, leading to informed product-buying behavior (Afendi, A., & Indriani, F. 2022), The TPB model consists of four constructs, namely intention, attitude, subjective norms, and perceived behavioral control. This study develops the TPB theory in testing the behavioral intention of the community towards sustainable fashion and the slow fashion industry (Kautish & Khare, 2022). There are several previous studies about organic clothing consumption (Khare & Varshneya, 2017), sustainable fashion consumption (Kautish & Khare, 2022); (Okur & Saricam, 2019), and green apparel purchase intention (Joshi & Srivastava, 2020).

Table 2.1 State-of-the-Art of the research

Author	Findings
Deepak Jaiswal, Bhagwan Singh, Rishi Kant, Abhijeet Biswas (2021)	Environmental labeling and environmental advertising awareness positively influence green purchasing behavior, but the model did not support a direct relationship between environmental labeling and environmental knowledge. However, environmental advertising and environmental knowledge had indirect impacts on green purchasing.
Muhammad Ali (2021)	Environmental knowledge was not found to mediate the relationship between green marketing and green purchasing behavior.
Fauziah Sh. Ahmad, Nennie Trianna Rosli and Farzana Quoquab (2021)	Green trust, green self-efficacy, and environmental attitude affect green purchase behavior positively.
George Kofi Amoako, Robert Kwame Dzogbenuku, Aidatu Abubakari (2020)	Green knowledge and purchasing behavior have a positive and significant influence.
Tehreem Raza Ch, Tahir Mumtaz Awan, Haider Ali Malik, Tayyba Fatima (2021)	Attitude, ecolabeling, and green advertising have major impacts on green product purchasing decisions.

Eco-Label and Environmental advertisements directly influence environmentally friendly purchasing behavior (Jaiswal et al., 2022). Meanwhile, Environmental Knowledge and Eco-brand do not directly influence GPB. According to (Ali, 2021), environmental knowledge does not influence green buying behavior directly. Environmental knowledge and green advertising have a direct influence on GPB. Thus, this study wants to examine further the factors that directly and indirectly influence Green Purchase Behavior (Martin, 2021).

Green Purchasing Behavior

Buying behavior is a process a person goes through when deciding to buy a product. Consumers' primary concern when consuming products and services is that the materials and manufacturing processes do not pollute the environment. They also care about the impact after using the product (Ali, 2021), and purchasing a green product that is harmless and does not damage the environment is called green purchasing behavior. Consumers tend to contribute to a sustainable world (Mirani et al., 2020).

Eco Label

Eco-label simplifies green product decision-making and enables consumers to learn about product manufacturing (Patwary et al., 2022). Some companies seek third-party green product certification as a competitive advantage by building a good brand image and being environmentally safe. The use of this eco-label is the marketing strategy for organizations dedicated to addressing the issues of climate change and global warming (Ali, 2021). Eco-label is a concept in the field of environmental marketing and an essential source of information for consumers towards purchasing eco-friendly products (Waris and Ahmed, 2020) and is used to distinguish between eco-friendly and non-environmentally friendly products. Several studies in both developed and developing countries suggest a relationship between perception and awareness that influences the decision to buy eco-labeled products (McLelland et al., 2020) (Jaiswal et al., 2021). Eco-label is found to be a pivotal predictor of purchase intention (Hosseinikhah Choshaly & Mirabolghasemi, 2022) and very influential on organic-product purchasing decisions in the younger generation (Ch et al., 2021).

Hypothesis 1: Eco-label has a positive effect on green purchasing behavior.

Environmental Advertisement

The purpose of green marketing is to let consumers choose to consume eco-friendly products compared to other regular products (Ali, 2021). Environmental advertisement contains promotional messages that attract consumers because it contains environmentally friendly features that are owned by the product (Patwary et al., 2022). Ad needs to explain three things: 1) Convince the general public by providing helpful information about environmental benefits and environmentally friendly versions of products such as recycled and preserved products. 2) Must be advertised as "Implementing Environmentally Friendly Product Claims" and "Green Unique Selling Proposition" (GUSP). Failure to do this can create a hostile and obscure brand image in the eyes of the targeted consumer. Finally, 3) Test whether the reaction of the targeted consumer applies to the advertisement. This can be done by offering campaigns on television, news media, and the internet to encourage consumers to participate in the consumption of eco-friendly products (Biswal, 2021) (Jaiswal et al., 2022). Environmental advertisement plays an important role in promoting the green image of a company and significantly influences individual intention in the convention industry (Ch et al., 2021).

Hypothesis 2: Environmental advertisement has a positive effect on green purchasing behavior,

Hypothesis 3: Environmental advertisement has a positive effect on eco-label,

Hypothesis 4: Environmental advertisement has a positive effect on environmental knowledge.

Environmental Knowledge

With the advancement of social media and the increasing flow of information, people are constantly aware of the latest developments related to natural and environmental conditions. The consumer community is becoming more aware of the environmental impact of the activities performed by organizations and how environmental issues are managed (Ali, 2021). Researchers argue that environmental knowledge is subjective, based on consumers' beliefs about the cognitive perception of information available in the community and the environment, and has a direct and indirect impact on the consumption of green products. (Jaiswal et al., 2022) (Wang, 2020). Environmental knowledge is a person's ability to understand and evaluate the effects of the environment on society. Environmental knowledge also indicates consumers' knowledge about environmental issues and recognizes various ecological symbols. Environmental knowledge in a person indicates an increase in green purchase behavior (Amoako et al., 2020).

Hypothesis 5: Environmental knowledge has a positive effect on green purchasing behavior,

Hypothesis 6: Environmental knowledge has a positive effect on eco-label.

Green Trust

In general, trust is a person's belief level in another party. Green trust is a person's desire to believe in an environmentally friendly product and service based on its credibility and impact on the environment. The higher the level of trust, the more likely a person is to act positively on a behavior. With trust, it is possible to increase the desire to participate in the green movement by consuming environmentally friendly products. Failure to create public trust will impact the condition of the green market in the future. The relationship between brands and consumers can build trust that leads to purchases. Barriers will arise when consumers do not trust the claims of green products. Therefore, trust is an essential factor that influences purchase intention (Waris & Ahmed, 2020). Several studies by (Sh. Ahmad et al., 2022), and Amid & Tarun (2020) have tested the direct influence of green trust on green purchase behavior. Therefore, this study includes green trust as an intervening variable that mediates the relationship between environmental knowledge and green purchasing behavior (Soomro et al., 2020) (Amoako et al., 2020).

Hypothesis 7: Green trust has a positive effect on green purchasing behavior,

Hypothesis 8: Green trust mediates the relationship between environmental knowledge and green purchasing behavior.

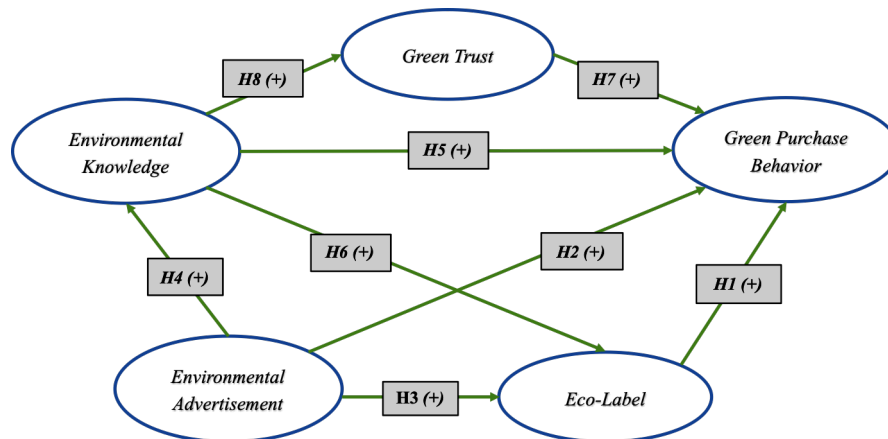


Figure 2.1 Theoretical Framework

METHOD

This study uses a quantitative method by collecting primary data by distributing online questionnaires. The sampling method used is non-probability sampling, namely purposive sampling, by selecting the criteria for respondents who have purchased sustainable and slow fashion brands in Indonesia. The questionnaire was divided into three parts; in the first part, respondents' criteria were tested as to whether they had already purchased sustainable fashion or not. The following section contains the demographic statistics of respondents, including gender, age, occupation, income, and domicile. The final section contains the measurement of variables and indicators with 23 question items using a 5-point Likert Scale, "strongly disagree = 1" to "strongly agree = 5". With a total of 24 questions, the minimum sample size must be obtained from 120 to 240 respondents (as 24 question items multiply 10 equals 240 respondents) (Hair et al., 2021) (Astini & Yustian K, 2020).

Data was analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS software version 3.2.8. Technical data analysis using PLS-SEM has been widely used in several studies in the field of marketing management. This study was conducted to discover factors that predict and influence a person's intention to purchase environmentally friendly fashion items. Hence, SEM is the proper technique because of its ability to simultaneously predict the hypothesized relationship (Channa, et al, 2021).

RESULTS AND DISCUSSION

This study approaches 283 respondents from Levis, Timberland, Sejauh Mata Memandang, Sare Studio, Imaji Studio, and Pijak Bumi followers on their social media by distributing online questionnaires using Google Forms. Only 240 respondents meet the criteria for this study.

Table 3.1 Demographic result

Demographic	Response	Total	Percentage (n=240)
Gender	Female	122	52.1%
	Male	108	47.9%
Age	Below 21 y.o	26	11.3%
	21 – 25 y.o	92	40%
	26 – 30 y.o	44	19.1%
	31 – 35 y.o	27	11.7%
	36 – 40 y.o	18	7.8%
	41- 45 y.o	12	5.2%
	Above 45 y.o	11	4.8%
Occupation	Student	45	19.6%
	Private employee	100	43.5%
	Government employee	44	19.1%
	Entrepreneur	33	14.3%
	Housewives	5	2.2%
	Unemployed	3	1.3%
Monthly income	Below Rp 5 Mio	66	28.7%
	Rp 5 – 10 Mio	101	43.9%
	Rp 10 – 20 Mio	39	17%
	Rp 21 – 30 Mio	17	7.4%
	Above Rp 30 mio	7	3%
Domicile	Jakarta	96	41.6%
	Bogor	17	7.4%
	Depok	18	7.8%
	Tangerang	36	15.6%
	Bekasi	22	9.5%
	Non-Jabodetabek	42	18.2%

Based on Table 3.1, it is known that this research was dominated by women (52.1%), which means that women dominate sustainable fashion adoption. Respondent's age is also dominated by 21-25 years (40.8%), and social media users are dominated by users aged 18-34 years (Hootsuite, 2022) because this study approaches the brand's social media followers. Consumers of Green Products also come from private employees (43.3%) with an income range (Rp5 – 10 million). In the second position, income below Rp 5 million is also quite dominant (29.6%). This shows that the adoption of green products has begun to reach and penetrate the middle class. The middle-class population is the foundation of the Indonesian economy. Thus, there is hope to increase the level of green product consumption in Indonesia.

Table 3.2 Result of Statistical Table

	Factor Loading	Cronbach Alpha	Result		Mean	Std. Deviation
Environmental Knowledge (Ali, 2021)		0.686		Reliable		
(1) I think that green products offer higher quality than regular ones	0.643		Valid		4.129	0.772
(2) My knowledge about recycling is better than anyone	0.766		Valid		3.563	1.120
(3) I know where to find products with less wastage	0.781		Valid		3.629	1.118
(4) I know the sustainability logo on the packaging of a product	0.677		Valid		3.871	0.973
Environmental Advertisement (Ali, 2021)		0.861		Reliable		
(2) Environmental advertisement helps to create awareness of the environmental condition	0.726		Valid		4.371	0.764
(3) Environmental advertisement has already delivered the message to take care of the environment	0.926		Valid		4.071	0.894
Eco Label (Ali, 2021)		0.764		Reliable		
(1) I tend to buy eco-labeled products	0.644		Valid		3.796	0.960
(2) I recognize whether the product has eco-labels or not	0.730		Valid		3.829	0.979
(3) If an eco-label product is not available, I delay my purchase	0.745		Valid		2.925	1.226
(4) I am willing to pay more for eco-labeled products	0.641		Valid		3.533	1.032
(5) I spend time searching for eco-labeled products before buying products	0.816		Valid		3.379	1.108
Green Trust (Ahmad et al, 2021)		0.752		Reliable		
(1) I can rely on green products	0.826		Valid		4.113	0.753
(2) I can depend on the quality of green products	0.811		Valid		4.033	0.856
(3) Environmental claims for green products are credible	0.698		Valid		4.300	0.731
(4) Green products are safe to protect the environment	0.668		Valid		4.150	0.797
Green Purchase Behavior (Ali, 2021)		0.828		Reliable		
(1) I choose a brand which committed to the take care of the environment	0.901		Valid		3.938	0.940
	0.856		Valid		4.008	0.871

(2) I choose a brand who active in participating in social and environmental responsibilities	0.831		Valid		3.733	0.989
(3) I have switched my purchasing behavior on certain products because of ecological reasons and impact						

Source: (Ali, 2021), (Sh. Ahmad et al., 2022)

The statistical analysis test was conducted to test whether the variables and each indicator are valid and reliable. This study consists of 240 samples so the loading factor must be above 0.50 (Hair et al., 2021) to test the indicator of its variable's validity. Besides, Cronbach's alpha must be above 0,70 to test out the variable's reliability. This research consists of 24 questions as the indicator of each variable. After testing out the validity and reliability of each indicator, it turns out there are six questions that do not meet the requirement to be valid and reliable in this study. Question 5 in environmental knowledge was not valid (factor loading > 0.50), so it needs to be taken out to continue the test. Similar to questions 1, 4, and 5 in the environmental advertisement, those questions were invalid. Thus, the questions need to be eliminated to continue the test. Lastly, question 4 in green purchase behavior was neither invalid nor eliminated from the test. After eliminating those non-valid questions, the validity and reliability test was conducted again which is shown in Table 3.2 where all the questions are already valid and reliable.

Table 3.3 Result of Direct Effect

Hypotheses	T-statistics	P Values	Hypotheses supported
Eco label -> green purchasing behavior	0.323	0.000	Yes
Environmental knowledge -> green purchasing behavior	0.325	0.000	Yes
Environmental knowledge -> eco-label	0.722	0.000	Yes
Environmental advertisement -> eco-label	0.076	0.000	Yes
Environmental advertisement -> environmental knowledge	0.219	0.001	Yes
Environmental advertisement -> green purchasing behavior	0.048	0.000	Yes
Green trust -> green purchasing behavior	0.219	0.000	Yes

Source: primary data process

Furthermore, hypotheses were tested to test the direct effect among variables in the model. To prove the influence among variables, P Values must be below 0.05. Table 3.3 showed that Eco-label, Environmental knowledge, Environmental advertisement, and Green trust directly influence green purchase behavior with P-Values < 0.05. In comparison, environmental knowledge and environmental advertisement positively influence eco-label. Lastly, environmental advertisement also has a positive influence on environmental knowledge.

Table 3.4 Result of Indirect Effect

Hypotheses	T-statistics	P Values	Hypotheses supported
Environmental knowledge -> green trust -> green purchasing behavior	0.048	0.185	No

Source: primary data process

Unfortunately, green trust was not found to mediate the relationship between environmental knowledge and green purchase behavior (P values = 0.185).

Discussion

This research was conducted to test the cognitive theory of green consumer psychology using the theory of planned behavior (TPB). TPB effectively measures the green phenomenon using a psychological construct such as environmental knowledge related to green product consumption in developing countries. In Asia and other developing countries, green marketing instruments are measured by environmental labels, environmental advertisements, and eco-trust to predict green purchase behavior (Jaiswal et al., 2022). A past study found that trust creates a sustainable competitive advantage by overcoming doubts and risks in consumer purchasing (Amoako et al., 2020).

Based on the data result using SmartPLS 3.2.8 above, the findings of each hypothesis show that eco-labels, environmental advertisement, and green trust have a direct positive influence on green purchasing behavior. P Values are below 0,05; thus, **hypotheses 1, 2, and 7 are accepted**. This finding is consistent with (Ch et al., 2021). Environmental knowledge has a direct positive influence on green purchasing behavior. P Values are below 0,05 meaning that the higher knowledge of the customer, the more they follow green purchasing behavior. Thus, **hypothesis 5 is accepted**. This finding confirms a previous study by (Amoako et al., 2020). Environmental knowledge and environmental advertisement were found to have a direct positive influence on eco-label. P Values below 0,05 mean that the higher knowledge of the customer, the more they recognize an eco-label product. The result supported the studies of (Sh. Ahmad et al., 2022). Thus, **Hypotheses 3 and 6 are accepted**. In addition, an environmental advertisement was found to have a positive influence on environmental knowledge. The more brand advertises their green campaign, the more people are educated about current environmental issues. Thus, **hypothesis 4 is accepted**. Furthermore, green trust could not mediate the relationship between environmental knowledge and green purchasing behavior. P Value > 0.05 indicates no relationship among them. The result was similar to (Amoako et al., 2020), showing that **hypothesis 8 is rejected**. On the other hand, green trust was found to influence green purchase behavior positively. The finding was consistent with (Waris & Ahmed, 2020) and (Sh. Ahmad et al., 2022). Thus, **hypothesis 7 is accepted**.

CONCLUSION

The antecedent of purchase behavior of sustainable and slow fashion brands in Indonesia was tested in this study. The result of the study proves that environmental knowledge, environmental advertisement, eco-label, and green trust can increase green purchasing behavior which was described as a term used to denote an individual's knowledge and awareness of environmental issues. Consumer knowledge and awareness of the environment have risen and people are already educated about the environmental problems that may occur if they still consume

conventional brands (Debora Indriani et al., 2019). By including labels or tags that explain product materials are safe for the earth, animal, and the environment, people are convinced to act to reduce casual brand consumption. The fashion industry has a vast opportunity to enter the Indonesian market. A marketer should create awareness and recognition due to environmental harm caused by producing and consuming fast fashion products. Meanwhile, people expected that green products have higher quality rather than usual products.

Fashion brands must design marketing communications and advertisements to educate their customers about sustainable fashion. Customers' trust in the fashion industry would lead to a positive attitude and intention to buy sustainable fashion products. Therefore, fashion brands need to be more transparent about their supply chains by providing information on outsourcing, sweatshop-free working conditions, pollution control, eco-friendly materials, fair trade, etc. As knowledge of sustainable fashion is significant in predicting TPB factors, such insights will influence the creation and commercialization of relevant knowledge and related products. Many fashion and apparel companies have launched corporate social responsibility (CSR) reports to communicate the ethical measures taken to outsiders and stakeholders. This includes using the ISO 26000 standard and its areas of ethics to communicate the actions taken. Practices like this will increase consumer confidence and knowledge about sustainable fashion (Liu et al., 2021).

Green trust did not play a part as mediators, hence directly influencing green purchasing behavior and proving that consumers' beliefs about the claims and benefits of sustainable fashion products are high. Nevertheless, product performance becomes the barrier to sustainability adaptation. People are admitting that the quality of a casual brand is more convincing. By creating informative descriptions and advertisements to educate consumers about their choices' environmental impact and the benefits that can be gained by switching to sustainable choices. In turn, consumer behavior towards sustainable fashion will increase, driving consumers towards sustainable products from retailers and shifting demand to brands that focus on sustainability. Also, the world of marketing is changing. Consumers care about how brands fulfill their social responsibilities. This provides an opportunity for brands to advance their sustainability efforts by educating consumers on sustainable practices (Brandão & Costa, 2021).

This study has several limitations which it only focuses on eco-label, environmental knowledge, environmental advertisement, and green trust relationship towards green purchase behavior on sustainable fashion products purchase. Further research is recommended to test other variables such as price consciousness, environmental concern, peer influence (Ch et al., 2021), eco-innovation, green perceived value, and green perceived risk (Rizqiyana & Wahyono, 2020) should be a consideration. As a society, environmental and economic challenges face humanity, and many people believe that green businesses have an important role to play in transforming society towards the future (Arief, H., et al, 2019). Separate testing of an international and local brand may occur different attitudes and results to the study.

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