Indonesian Journal of Business and Entrepreneurship, Vol. 10 No. 1, January 2024
Permalink/DOI: http://dx.doi.org/10.17358/IJBE.10.1.223

Available online at
http://journal.ipb.ac.id/index.php/ijbe

SUSTAINABLE APPAREL PRODUCT PURCHASE DECISIONS ON INDONESIAN GEN Z AND MILLENNIAL WOMEN CONSUMERS USING THEORY OF PLANNED BEHAVIOUR

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Abstract: Sustainable and fast fashion brands compete to provide diverse choices for consumers. This study aims to identify characteristics of Indonesian Gen Z and millennial women consumers of sustainable apparel, analyze the influence of product attributes and marketing factors on their purchasing decisions, and examine the impact of individual and social factors using the theory of planned behavior. The target population is Instagram followers of the sustainable clothing official store who meet the criteria. The questionnaire was created using Google Forms and distributed through Instagram Direct Message. Seventy-seven willing respondents were obtained. Data analysis was carried out using the SEM-PLS method and descriptive analysis. Social norms, subjective norms, and individual behavior control factors significantly influence purchase intention and purchase decisions. However, sustainable clothing product attributes and marketing factors have a positive but insignificant impact on purchase intention and purchase decisions. Individual attitude factors weakly and insignificantly influence purchase intention and purchase decisions. Purchase intention, on the other hand, significantly influences purchase decisions. Five managerial implications are suggested: consumer segmentation, consumer-involved marketing strategies, collaboration with offline stores, enhancing sustainable product attributes, and improving the marketing of sustainable clothing products.

Keywords: product attributes and marketing, purchase decision, SEM-PLS, sustainable apparel product, theory of planned behavior

Abstrak: *Merek sustainable dan fast fashion terus bersaing untuk memberikan pilihan yang beragam bagi konsumen. Studi ini bertujuan untuk mengidentifikasi karakteristik konsumen pakaian berkelanjutan Generasi Z dan milenial perempuan Indonesia, menganalisis pengaruh atribut produk dan faktor pemasaran terhadap keputusan pembelian mereka, serta menguji pengaruh faktor individual dan sosial menggunakan teori perilaku yang direncanakan. Populasi target adalah para pengikut Instagram dari official store pakaian berkelanjutan yang memenuhi kriteria. Kuesioner dibuat menggunakan Google Form dan disebar melalui pesan langsung di Instagram. Sebanyak 77 responden yang bersedia mengisi kuesioner berhasil diperoleh. Analisis data dilakukan menggunakan metode SEM-PLS dan analisis deskriptif. Faktor norma sosial, norma subjektif, dan pengendalian perilaku individu memiliki pengaruh signifikan terhadap niat pembelian dan keputusan pembelian. Namun, atribut produk pakaian berkelanjutan dan faktor pemasaran memiliki pengaruh positif namun tidak signifikan terhadap niat pembelian dan keputusan pembelian. Faktor sikap individu memiliki pengaruh yang lemah dan tidak signifikan terhadap niat dan keputusan pembelian. Niat pembelian, di sisi lain, memiliki pengaruh yang signifikan terhadap keputusan pembelian. Terdapat lima implikasi manajerial yang disarankan: segmentasi konsumen, strategi pemasaran yang melibatkan konsumen, kolaborasi dengan toko offline, peningkatan atribut produk berkelanjutan, dan peningkatan pemasaran produk pakaian berkelanjutan.*

Kata kunci: *atribut dan pemasaran produk, keputusan pembelian, SEM-PLS, produk pakaian berkelanjutan, theory of planned behavior*

Article history:

Received
3 July 2023

Revised
1 September 2023

Accepted
25 September 2023

Available online
15 January 2024

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INTRODUCTION

In 2019, Indonesia's creative economy contributed 7.64% of the National GDP, with fashion among the top three contributors (Indonesia Ministry of Tourism and Creative Economy, 2021). The revenue of the Indonesian fashion market in 2021 was $16,223 million, with an expected annual growth rate of 9.14% (Statista, 2021). Modernization has influenced people's perceptions of clothing, making it a means of self-expression and social status (Shinta, 2018).

Fast fashion, a business model offering short-lived, affordable, and mass-produced designer clothing, has emerged due to rapid fashion trends and technological developments (Caro & Martìnez, 2015). This concept has significantly impacted the clothing consumption patterns of Gen Z and millennials. Studies show that Gen Z and millennial women often purchase fashion products online and discard half of their clothes within a year due to size issues, damage, or boredom (Populix survey, 2020; The You Gov Omnibus, 2017). Unfortunately, the fast fashion consumption pattern contributes to a substantial carbon footprint, negatively affecting the environment (UN Environment Program, 2019). Fast fashion leads to pollution and unsustainable growth, driving the rise of the slow fashion movement and sustainable clothing practices. Sustainable clothing adheres to fair trade principles, uses environmentally friendly materials (organic or recycled), and aims for longer product lifespans (Fletcher, 2008; Fletcher, 2010; Joergens, 2006). The COVID-19 pandemic has further boosted the demand for sustainable fashion (Tania et al. 2020), with Gen Z and millennials valuing ecological sustainability, ethics, equality, and diversity in production houses (Drapers, 2020).

The Indonesian population is predominantly composed of Generation Z (27.94%) and millennials (25.84%) (Statistics Indonesia, 2021). As Gen Z enters the productive age group within the next seven years, sustainable fashion is expected to have significant growth potential despite the fashion industry's overall projected expansion. Sustainable fashion brands face challenges competing with other sustainable and fast fashion brands. Understanding target consumers' characteristics and behavior is crucial in this context. The purchase of sustainable products is influenced by individual, product and marketing attributes, and social factors (Zhang & Dong, 2020). Individual factors include demographic characteristics and aspects of the Theory of Planned Behaviour (TPB), such as attitudes and behavior control. TPB's subjective norms describe social factors. Product attributes and marketing factors encompass sustainable apparel attributes, product design, quality, prices, packaging, societal impacts, eco-labels, sustainability information, promotions, and marketing channels (Park & Lin, 2020).

This study analyses purchasing decisions for sustainable clothing products among Indonesian Gen Z and millennial women. It aims to help companies design marketing strategies, consumer segmentation, product positioning, differentiation, and business environment analysis, ultimately increasing consumer purchase intentions and decisions (Setiadi, 2013). The research complements Peng and Adam's (2021) study, which explores the influence of fashion interest and psychological attitudes toward slow fashion in young Indonesians.

Three specific research objectives are to (1) identify the characteristics of Gen Z and millennial women consumers of sustainable clothing products; (2) Analyze the influence of product attributes and marketing factors (product design, quality, price, packaging, impact on society, eco-label, sustainability information, promotion, and marketing channel) toward sustainable clothing product purchasing decisions of Gen Z and millennial women consumers; and (3) analyze the influence of individual and social factors on sustainable clothing product purchasing decisions of Gen Z and millennial women consumers using the TPB (attitude, subjective norms, and perceived behavior control).

The research focuses on the characteristics of Gen Z and millennial women consumers, the influence of product attributes and marketing factors and the TPB on purchasing decisions for sustainable clothing products. The products discussed in this study are sustainable clothing products with the following criteria: using raw or recycled raw materials, carrying out responsible production and coloring processes, and working conditions free from the sweet shop. The unit of analysis of this research is selected by Gen Z and millennial women who have bought sustainable clothing products. The research is expected to sustainably enhance business practices and behavior in Indonesia, particularly in marketing strategies.

METHODS

The locations of several sustainable clothing brands used as research objects are Jakarta, Tangerang, and Bali. Meanwhile, the consumers of these brands used as respondents are spread across various regions in Indonesia. The study was conducted from June to December 2021, and research data was collected in November 2021. The data used in this study is primary data, which was obtained through an online survey. The survey questionnaire comprises several questions divided into five parts (screening, filling in the identity, the effect of TPB, the effect of product attributes and marketing, and purchase intentions and purchase decisions). The answer choices for sections 3, 4 and 5 are arranged on a Likert scale.

Respondents were selected using a non-probability sampling method and a convenience sampling technique. The target population consists of Instagram followers of sustainable clothing brands in Indonesia that have been widely recognized as Sejauh Mata Memandang, SukkhaCitta, OSEM, Kana Goods, Imaji Studio, and Rupahus who meet the criteria. The questionnaire was created using Google Forms, and the link was distributed through Instagram Direct Message, resulting in 77 willing respondents. The criteria were women aged 17–39 (Gen Z and millennials) who have purchased sustainable clothing products. Women were assumed to buy fashion products more frequently than men (KIC, 2022). The age range aligns with the millennial generation classification by BPS (24–39 years old) to depict Gen Z and millennial female consumers' behavior towards sustainable clothing products.

The research utilized descriptive analysis and Structural Equation Modeling - Partial Least Square (SEM-PLS). Descriptive analysis was used to identify demographic characteristics of Gen Z and millennial women respondents related to sustainable clothing purchasing decisions. PLS-SEM analysis established causal relationships between individual, social, product attributes, and marketing factors on purchase intentions and decisions. The analysis involved two sub-models: the outer model (measurement model) and the inner model (structural model). The research data were analyzed using SMART PLS 3.0 software.

The literature review covers three key concepts: sustainable fashion, consumer behavior, and the Theory of Planned Behavior (TPB), along with product and marketing attributes. Sustainable fashion adheres to fair trade principles and uses environmentally friendly materials designed for more prolonged use (Fletcher, 2008; Joergens, 2006), encompassing ethical and eco-friendly principles regarding the environment (planet), working conditions (social), and business sustainability (profit). Several sustainable clothing brands in Indonesia that have been widely recognized are Sejauh Mata Memandang, SukkhaCitta, OSEM, Kana Goods, Imaji Studio, and Rupahus. Consumer behavior research examines consumer characteristics, buying processes, and product consumption, enabling marketers to create strategies that influence feelings and thoughts, leading to increased consumer satisfaction and company profits (Fitriana & Suprehatin, 2018; Firmansyah, 2018).

Theory of Planned Behaviour (TPB) predicts a person's intentions by considering attitude, subjective norms, and perceived behavior control (Ajzen, 2015). Attitude represents a consumer's evaluation of likes or dislikes about an object, influencing beliefs and decision-making (Ajzen, 1991; Sumarwan, 2011). It significantly affects consumer buying behavior, as shown in research by Nam et al. (2017) and Paul et al. (2016) in the United States, where attitude positively impacts purchasing sustainable clothing products. Peng and Adam's (2021) research in Indonesia found that attitude, influenced by environmental awareness and fashion interest, affected buying intentions for slow fashion products in Surabaya, Malang, and Yogyakarta.

Subjective norms, influenced by the social environment, significantly impact individual behavior. Family, neighbours, friends, and colleagues are crucial sources of social influence (Tan & Thompson, 2020). Studies in the United States on the 18–26 age group found that subjective norms positively affect purchasing behavior toward environmentally friendly clothing products (Zheng & Chi, 2015). Similarly, research by Nam et al. (2017) indicated the importance of subjective norms in purchasing sustainable sportswear products among 542 respondents. Perceived behavioral control reflects individuals' perceptions of the ease or difficulty of performing a behavior (Ajzen, 2002). It is associated with resources, opportunities, and confidence needed for the behavior (Taylor & Todd, 1995; Ajzen, 1991). Previous research by Kim and Chung (2011) showed that perceived behavioral control positively impacts the purchase intention of organic products. This finding aligns with Paul et al.'s (2016) research, where perceived behavioral control predicts purchase

intentions and consumer attitudes towards sustainable products. Product attributes are crucial in making a product identifiable and distinguishable from others. Marketing involves creating and exchanging values to satisfy individuals' and groups' needs (Armstrong et al. 2014). Sustainable product attributes for clothing, including quality, price, packaging, impact on society, and unique designs, significantly influence purchase intentions (Park & Lin, 2020). Marketing strategies such as eco-labels, sustainability information, promotions, and channels also impact sustainable product purchasing behavior (Zhang & Dong, 2020). Previous research by Megavannan et al. (2019) and Coderoni and Perito (2020) supports the role of product attributes and marketing in guiding consumers toward sustainable choices. Chekima et al. (2016) found that eco-labels strongly influence consumer purchases, outweighing the effect of premium prices on product purchase intentions.

The exogenous variables in this study are (X1) theory of planned behavior aspect attitude (AT), subjective norms (SN), perceived behavioral control (PBC) and (X2) sustainable products attributes (SPA) and marketing (MA). Meanwhile, the endogenous variables are (Y1) purchase intention (PI) and (Y2) purchase decision (PD). The relationship between exogenous latent variables and endogenous variables is presented in Figure 1 research framework. Exogenous latent variables are directly related to purchasing intentions and indirectly related to purchase decisions through purchase intentions. The hypotheses consist of attitude, subjective norms, perceived behavioral control, sustainable product attributes, and marketing significantly influencing purchase intention. Purchase intention significantly influences purchase decisions.

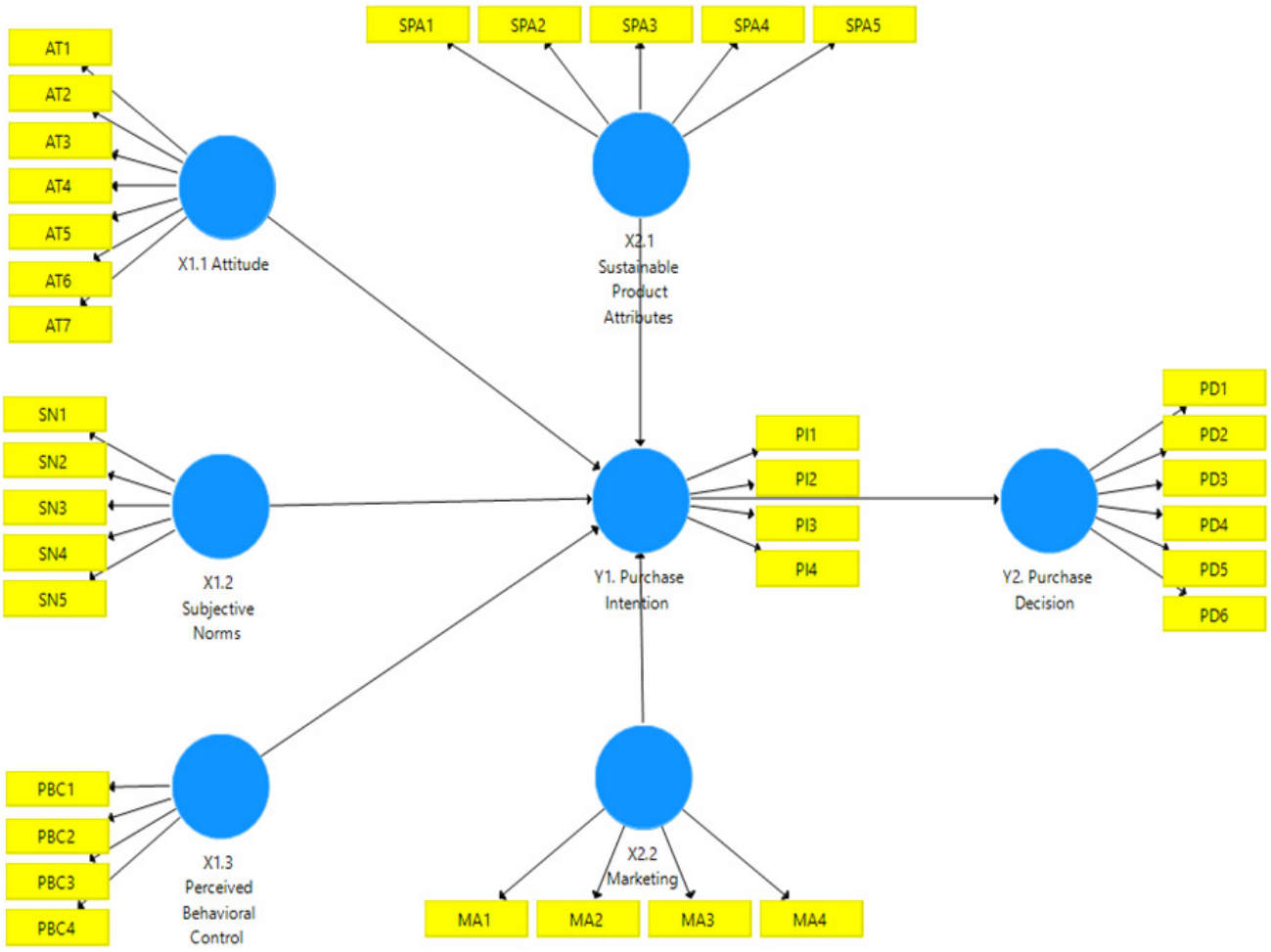

Figure 1. Research framework

RESULTS

Consumer Characteristics

The sample of respondents taken in this study amounted to 77 people. The majority of respondents who are sustainable clothing consumers are millennial generation women or those aged 24–39 years (67%), domiciled in Jakarta (42%) and Bogor, Depok, Tangerang, Bekasi (27%) and unmarried (64%). From the recent education aspect, most respondents (83%) have the latest education level equivalent to higher education (diploma, bachelor's, and master's degree). Most respondents work as private employees 45%, students 21%, entrepreneurs 8%, homemakers 8%, civil servants 5%, doctors 4%, BUMN employees 4% and others (freelancers, fashion designers, architects and NGO employees) 5%. This employment data is also in line with the majority of consumers who are respondents having a monthly income of 5 million rupiahs to 20 million rupiahs, which is also classified as upper middle income.

Validity and Reliability of the Variable Indicators of Theory of Planned Behaviour (TPB)

The outer model's validity and reliability were evaluated to test the relationship between each indicator and the exogenous latent variable. Convergent validity was assessed using loading factor values and Average Variance Extracted (AVE), discriminant validity was tested through cross-loading values, and composite reliability was assessed using Cronbach's alpha (Ghozali, 2014). Initially, 35 indicators were used, and after two recalculations, 19 indicators with loading factor values > 0.7 were declared valid (Table 1).

The attitude variable (AT) (X1.1) is represented by three valid indicators: essential to buy sustainable clothing products (AT5), get long-term benefits on sustainable clothing purchases (AT6), and Implement a sustainable lifestyle by buying sustainable clothing (AT7). Evaluating the behavioral outcomes of purchasing sustainable clothing products that provide long-term benefits and implementing a sustainable lifestyle influences consumer attitudes toward sustainable clothing. The subjective norm (SN - X1.2) is represented by people who have sustainable clothing products (SN1) and family/friends who think that buying sustainable clothing is good (SN2). This finding is consistent with previous research by Lee (2010), Salazar et al. (2013), and Tsarenko et al. (2013), which demonstrated that social groups and peer references have a significant influence on consumers' decisions. Perceived Behavioral Control (PBC) (X1.3) is represented by belief in control of the existence of material resources (PBC1), belief in control of intention and time (PBC2) and the power of knowledge control of brands (PBC3). Therefore, consumers who are respondents in this study know sustainable clothing brands and have confidence in controlling the intention, time, and material resources to buy sustainable clothing products.

In the exogenous variable, Sustainable product attributes (SPA - X2.1) are represented by three valid indicators, namely product quality (SPA2), product price (SPA3) and impact on society (SPA5). Product quality (SPA2) has the most outstanding loading factor value. Value finding aligns with previous research; consumers prefer functional attributes of products (which meet personal needs and desires) over ethical/ sustainable characteristics (Tsakiridou et al. 2008; Chen & Lobo, 2012). Furthermore, sustainable product marketing (MA - X2.2) is represented by sustainability information (MA2), promotion (MA3), and marketing channels (MA4). The marketing channel (MA4) has the highest loading factor value. This finding aligns with previous research that consumers generally seek convenience in purchasing and avoid behaviors that require serious effort, so consumers prefer products that are easily accessible (Gossling et al. 2005; Padel & Foster, 2005; Young et al. 2010).

Endogenous variable purchase intention (PI - Y1) has two valid indicators, namely talking about the product (PI2) and trying the product (PI3). Hence, consumers will talk about sustainable clothing products with family and friends and visit offline stores/studios for sustainable clothing brands to try products when they intend to buy them. Purchasing decisions (PD - Y2) are represented by information search (PD2), purchase decisions (PD4), and sharing experiences of using sustainable clothing (PD6). Therefore, consumers search for information before purchasing sustainable clothing products. After making a purchase, consumers also often share their experiences when using sustainable clothing.

Table 1. Final measurement model testing results

Constructs and measurement item	Loading Factor		
	First Running	Second Running	Final
Attitude (AT) 7 items			
AT1- Believe that buying sustainable clothing is a good idea	0.567		
AT2- Believe that sustainable clothing is better than fast fashion	0.518		
AT3- Believe that sustainable clothing can be worn for a long time	0.536		
AT4- Belief in buying sustainable clothing helps artisans	0.507		
AT5- It is essential to buy sustainable clothing products	0.727	0.739	0.739
AT6- Get long-term benefits on sustainable clothing purchases	0.784	0.897	0.897
AT7- Implement a sustainable lifestyle by buying sustainable clothing	0.752	0.802	0.803
Subjective Norms (SN) 5 Items			
SN1- People around have sustainable clothing products	0.740	0.814	0.902
SN2- Family/friends think that buying sustainable clothing is good	0.805	0.853	0.892
SN3- Influencers influence the purchase of sustainable clothing products	0.731	0.661	
SN4- Follow the suggestion of friends/family to buy sustainable clothing products	0.684		
SN5- Follow Influencers to buy sustainable apparel products	0.635		
Perceived Behavioral Control (PBC) 4 Items			
PBC1- Belief in control of the existence of material resources	0.732	0.788	0.788
PBC2- Belief in control of intention and time	0.818	0.894	0.894
PBC3- Power of knowledge control of brands	0.837	0.808	0.809
PBC4- Control power to get sustainable clothing information	0.682		
Sustainable Product Attributes (SPA) 5 Items			
SPA1- Product Design	0.552		
SPA2- Product Quality	0.768	0.871	0.870
SPA3- Product Price	0.854	0.851	0.851
SPA4- Packing	0.461		
SPA5- Impact on Society	0.788	0.762	0.762
Marketing (MA) 4 Items			
MA1- Eco-Label	0.653		
MA2- Sustainable Information	0.812	0.788	0.788
MA3- Promotion	0.732	0.764	0.764
MA4- Marketing	0.834	0.864	0.864
Purchase Intention (PI) 4 Items			
PI1- Thinking about the product	0.643		
PI2- Talking about the product	0.840	0.907	0.910
PI3- Try the product	0.714	0.869	0.866
PI4- Tendency to want to have	0.685		
Purchase Decision (PD) 6 Items			
PD1- Recognition of needs	0.520		
PD2- Information search	0.742	0.816	0.816
PD3- Evaluation of alternatives	0.685		
PD4- Purchase decision	0.776	0.785	0.785
PD5- Repurchase	0.690		
PD6- Share experience of using sustainable clothing	0.796	0.827	0.828

To evaluate convergent validity, another method is to check the Average Variance Extracted (AVE) value, with values greater than 0.5 indicating validity. Table 1 shows that all latent variables in this study have an AVE value above 0.5, indicating convergent validity. Discriminant validity is confirmed by checking cross-loading values to ensure indicators reflect different constructs and are not highly correlated (Ghozali, 2014). The cross-loading results show that all indicators have a more excellent cross-loading value for each indicator on the latent variable than the cross-loading on other latent variables. Then, all the indicators are declared valid and meet the requirements of discriminant validity to measure the variables of TPB, SPA, MA, PI, and PD. In evaluating the outer model, the reliability of the constructs is tested using composite reliability and Cronbach's alpha. All latent variables were found to be reliable (composite reliability > 0.7, Cronbach's alpha > 0.6), as shown in Table 2 (Ghozali, 2014). The model is deemed sufficient for reliability and validity testing, enabling the analysis of the inner model.

Effect of the variable indicators of Theory of Planned Behaviour (TPB)

The effect of TPB, SPA, and MA variables on PI and PD can be seen by evaluating the structural or inner models. Structural model evaluation was done using R-square (R^2) for each endogenous latent variable and path coefficient estimation using bootstrapping. The value of R^2 is used to explain the magnitude of the effect of the exogenous latent variable on the endogenous latent variable.

The structural model of the purchase intention of female consumers of sustainable clothing products Gen Z and millennials produces an R^2 value of 40.2%, meaning that the individual, social, and attribute factors, as well as the marketing of sustainable clothing products, especially the variables TPB (AT, SN, PBC) and SPA and MA, can explain the diversity of PI for 40.2%. Other factors outside the study explain the remaining 59.8% (Table 3). The structural model of purchasing decisions on female consumers of sustainable clothing products Gen Z and millennials produces an R^2 value of 38.2%. That shows that the diversity of PD that can be explained by the individual, social, and attribute factors, as well as the marketing of sustainable clothing products studied in this study, was 38.2%. In comparison, other factors outside the research explained the remaining 62.8%.

Then, bootstrapping is done to get the path coefficient and t-statistics values. The path coefficient value can show whether the relationship between latent variables is positive or negative. Meanwhile, the value of t-statistics can be used to assess the significance of a variable. If the relationship between latent variables has a value of t-statistics ≥ T-table (1.96), then exogenous variables significantly affect endogenous variables and vice versa (Table 4).

As a result, five significant and six insignificant influence paths exist. Five relationship paths with a positive and significant direct and indirect influence are SN on PI, SN to PD through PI, PBC on PI, PBC on PD through PI, and PI to PD. Six paths of relationship that have an insignificant effect are AT on PI, AT on PD through PI, SPA on PI, SPA on PD through PI, MA on PI, and MA on PD through PI.

Table 2. Value of AVE, composite reliability, cronbach's alpha

Latent Variable	AVE	Composite Reliability	Cronbach's alpha
X1.1. Attitude	0.665	0.855	0.771
X1.2. Subjective Norm	0.805	0.892	0.757
X1.3. Perceived Behavioral Control	0.691	0.870	0.778
X2.1. Product Attributes	0.687	0.868	0.782
X2.2. Marketing	0.651	0.848	0.731
Y1.1. Purchase Intention	0.789	0.882	0.735
Y2.1. Purchase Decision	0.656	0.851	0.740

Table 3. R^2 Score

Indicators	R Square
Y1. Purchase Intention	0.402
Y2. Purchase Decision	0.382

Table 4. Path coefficient and t-statistic value of direct and indirect influence

Influence Path	Path Coefficient	T-Statistics	Conclusion
Attitude (X1.1) → Purchase Intention (Y1)	-0.057	0.442	not significant
Attitude (X1.1) → Purchase Intention (Y1) → Purchase Decision (Y2)	-0.035	0.458	not significant
Subjective Norm (X1.2) → Purchase Intention (Y1)	0.320	3.636	significant
Subjective Norm (X1.2) → Purchase Intention (Y1) → Purchase Decision (Y2)	0.198	3.280	significant
Perceived Behavioral Control (X1.3) → Purchase Intention (Y1)	0.288	2.422	significant
Perceived Behavioral Control (X1.3) → Purchase Intention (Y1) → Purchase Decision (Y2)	0.178	2.269	significant
Sustainable product Attributes (X2.1) → Purchase Intention (Y1)	0.186	1.629	not significant
Sustainable product Attributes (X2.1) → Purchase Intention (Y1) → Purchase Decision (Y2)	0.115	1.558	not significant
Marketing (X2.2) → Purchase Intention (Y1)	0.084	0.700	not significant
Marketing (X2.2) → Purchase Intention (Y1) → Purchase Decision (Y2)	0.052	0.666	not significant
Purchase Intention (Y1) → Purchase Decision (Y2)	0.618	8.170	significant

Subjective Norms towards Purchase Intentions and Decisions

SN has a direct and indirect positive effect, significantly impacting PI and PD through PI for sustainable clothing. This finding aligns with previous research by Nam et al. (2017) and Zheng and Chi (2015) that showed SN's positive and significant influence on PI and PD environmentally friendly products. Higher normative beliefs regarding sustainable clothing among Gen Z and millennial women positively correlate with higher PI and PD. Normative beliefs are formed by SN1 (people around having sustainable clothing products) and SN2 (family/friends promoting sustainable clothing purchases). It aligns with earlier studies showing that social and reference groups, particularly close peers, significantly influence sustainable purchasing decisions (Lee, 2010; Salazar et al. 2013; Tsarenko et al. 2013). The positive and significant influence of SN on PI and PD for sustainable clothing is also supported by consumer behavior, where potential consumers discuss sustainable collections with their closest family (PI2), and purchasers share their experiences using sustainable clothing (PD5).

Perceived Behavioral Control towards Purchase Intentions and Decisions

PBC has a positive direct and indirect effect, significantly influencing PI and PD through PI for sustainable clothing products. Higher control power of sustainable knowledge (PBC1) and belief in controlling resources, intention, and time for sustainable clothing purchase (PBC2&3) lead to increased sustainable PI and PD. This finding is consistent with previous research showing PBC's positive and significant impact on PI and sustainable PD products (Kim & Chung, 2011; Paul et al. 2016). Additionally, consumers' education level (83% with college education) and income characteristics (52% belonging to the upper-middle-class income of five million to twenty million rupiahs) support their control over resources and intention to buy sustainable clothing (Moser, 2015; Nam et al. 2017).

Purchase Intention towards Purchase Decision

PI has a positive and significant direct effect on PD at the 5% level, supported by the t-statistic value exceeding the t-table (1.96). Higher PI, indicated by discussing products (PI2) and visiting offline stores (PI3), leads to increased PD. It aligns with valid SN (SN1 and SN2) indicators, where people around potential consumers have sustainable clothing products and encourages discussions about sustainable clothing. The positive and significant effect of PI3 on purchasing decisions for sustainable products is consistent with most respondents residing in Jakarta (42%) and Bodetabek (27%), providing access to sustainable offline studios/ stores in the area.

Attitude towards Purchase Intentions and Decisions

AT has a feeble and insignificant direct and indirect negative effect on PI and PD for sustainable clothing. This contrasts with previous research findings by Nam et al. (2017), Paul et al. (2016), and Peng and Adam

(2021) that showed a positive and significant effect of AT on PI and PD of sustainable products. Other factors may strongly influence consumers' intention and decision to purchase sustainable clothing. The limited number of certified sustainable clothing brands in Indonesia may lead to a lack of consumer confidence in the claims of sustainable value characteristics, hindering the purchasing of environmentally friendly products (Tsakiridou et al. 2008).

Sustainable Products Attributes towards Purchase Intentions and Decisions

The SPA variable has a positive direct and indirect effect but is insignificant to PI and PD through PI. It means that consumers' consideration of product quality (SPA2), product price (SPA3), and product impact on society (SPA5) can increase consumers' intention to buy sustainable clothing but not significantly. The attributes of an excellent sustainable product positively affect consumers' PI and PD, which is consistent with previous findings (Young et al. 2010; Chen and Chang, 2012). Conversely, poor SPA can lead to a conflict between consumer needs and their sense of social and environmental responsibility, reducing the PI and PD of purchasing sustainable clothing (Gleim et al. 2013; Joshi & Rahman, 2015).

Marketing towards Purchase Intentions and Decisions

MA has a positive direct and indirect effect on PI and PD, but it is insignificant. While sustainability information (MA2), promotion (MA3), and marketing channels (MA4) for sustainable clothing products can potentially increase PI and PD, the impact is not significant. This finding aligns with previous research showing that easy access to sustainable products positively affects PI and PD (Gossling et al. 2005; Padel & Foster, 2005; Young et al. 2010). The insignificant marketing effect suggests that other factors strongly influence PI and PD.

Managerial Implications

The following managerial implications were designed: Decise consumer segmentation is essential, with individual factors (PBC) significantly influencing PD through PI. Effective consumer segmentation in sustainable clothing marketing, targeting Gen Z and millennial women with college-level education and a minimum income of 5 million to 20 million rupiahs, can increase consumer confidence and control over sustainable clothing brands. Developing a marketing strategy involving consumers is crucial, as social factors (SN) significantly impact purchasing decisions through purchase intentions. Influenced by family and close friends who support sustainable clothing, normative beliefs can boost sales. Brands can attract consumers as advocates and implement referral programs for word-of-mouth marketing. Collaborating with offline shops is recommended, as consumers with PI often visit offline stores to explore and try sustainable clothing products. Brands should consider collaborations to expand beyond social media and allow potential consumers to experience products firsthand. Maintaining and improving the quality of sustainable product attributes is vital. A positive SPA positively impacts PI and PD, while a negative SPA creates a gap in consumer awareness. Brands must prioritize product quality, ethical pricing, and societal impact to establish their sustainability value. Increasing marketing efforts for sustainable clothing products is crucial, as consumer trust and knowledge gaps affect PI and PD. Long-term marketing campaigns highlighting sustainability attributes can boost consumer confidence and expand the sustainable clothing market. Collaborating with the government is essential to raise environmental awareness and promote sustainable fashion, contributing to environmental preservation and sustainable development in the fashion industry.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Social norms, subjective norms, and individual behavior control factors significantly influence purchase intention and purchase decisions. However, sustainable clothing product attributes and marketing factors have a positive but insignificant impact on purchase intention and purchase decisions. Individual attitude factors weakly and insignificantly influence purchase intention and purchase decisions. Purchase intention, on the other hand, significantly influences purchase decisions. Five managerial implications are suggested: consumer segmentation, consumer-involved marketing strategies, collaboration with offline stores, enhancing sustainable product attributes, and improving the marketing of sustainable clothing products.

Recommendations

Subsequent research on the same topic recommendation complementing individual and social factors with psychological and social capital variables. Additionally, competitiveness variables from the producer side, such as market share, innovation, technology, and export share, can be included for product attributes and marketing factors. Respondents in this study were selected using a non-probability sampling method, targeting women aged 17 to 39 years (Gen Z and millennials) who had purchased sustainable clothing products. For future research, collaborating with sustainable clothing brands to access consumer lists and using a probability sampling method with a simple random sampling technique can better represent the population characteristics. The data processing employed descriptive analysis and SEM PLS. Increasing the sample size is recommended for more accurate results in further research using the same analytical tool.

FUNDING STATEMENT: This research did not receive any specific grant from funding agencies in the public, commercial, or not - for - profit sectors.

CONFLICTS OF INTEREST: The authors declare no conflict of interest.

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