

Impact of Sustainability Awareness in Fashion on Purchase Intention: Mediating Variable of Sustainability Commitment

Cherryll Heryono Putri^a, Audrey Dhamara Elysia Rosa^b
Sampoerna University, Jakarta, Indonesia

ABSTRACT

Objective – This study addresses the urgency of climate change by examining the impact of sustainability awareness on the fashion industry. Amid a rising green market, driven by environmental concerns and consumer awareness, the fashion industry grapples with its environmental footprint, particularly in fast fashion. Millennials and Gen Z show a strong preference for ecologically sustainable products. The research aimed to bridge inconsistencies in existing studies regarding the relationship between sustainability awareness and the intention to purchase sustainable fashion items.

Methodology – Utilizing the Theory of Planned Behavior, the study surveyed 107 respondents using Google Forms and a 5-point Likert scale. Then using the results, validity and reliability, collinearity, model summary, and hypothesis are tested.

Findings – Findings reveal a positive connection between sustainability awareness, commitment, and purchase intention, with commitment mediating the awareness-intention relationship.

Novelty – Theoretical implications align with previous research, while managerial implications emphasize the importance of sustainability education, commitment-building, and innovative sustainable product development to meet evolving consumer preferences.

Keywords: *consumer behavior; consumer awareness; eco fashion; purchase intention; sustainable fashion*

JEL Classification: D12, D91, L67, Q56

Article Info: Received 28 Nov 2023; Revised 7 Dec 2023; Accepted 9 Dec 2023

Article Correspondence: cherryll.heryono@my.sampoernauniversity.ac.id;

audrey.rosa@my.sampoernauniversity.ac.id

Recommended Citation: Putri, C. H., & Rosa, A. D. E. (2023). Impact of Sustainability Awareness in Fashion on Purchase Intention: Mediating Variable of Sustainability Commitment. *Journal of Business, Management, and Social Studies*, 3(3), 146-163.

I. INTRODUCTION

Given the adverse consequences associated with climate change, various stakeholders have expressed a strong desire in actively participating in efforts aimed at minimizing environmental damage (Rizkiatami et al., 2022). The emergence of the green market is positively influenced by environmental concerns and consumers' awareness of purchasing green or eco-friendly products. Currently, green businesses and sustainable development are getting more attention, with the objective of creating products that are environmentally beneficial, therefore, the emergence of the green market has undoubtedly welcomed this development (Lotfi et al., 2018). According to a survey conducted by Pew Research, it has been observed that young consumers exhibit a strong inclination towards the consumption of ecologically sustainable products. The survey findings indicate that both Millennials and Gen Z demonstrate notable levels of engagement with the issue of climate change, furthermore, an overwhelming 90% of Millennials express interest in pursuing sustainable investments (Versace & Abyss, 2022). Due to these factors, it is imperative

for organizations and governmental entities engaged in planning to ascertain the knowledge, attitudes, and purchasing behaviors pertaining to environmentally-friendly products and initiatives. This is essential in order to foster awareness and promote actions that support the adoption of sustainable consumption practices (Soomro et al., 2020).

In an era characterized by the growing environmental concerns and heightened awareness of social responsibility, the fashion industry finds itself at a pivotal crossroads. The heightened consciousness surrounding significant global concerns has led to certain sectors within the fashion industry experiencing an amplified need for ecologically sustainable goods. Consequently, manufacturers are compelled to reassess their production, product range, and communication approaches to incorporate environmentally friendly practices and render their offerings more environmentally conscious (Cleff et al., 2018). The textile and apparel industry holds significant prominence within the global economy, as seen by its substantial investments, turnover, contribution to GDP, and employment opportunities (Gonda et al., 2020). According to the United Nations Environmental Program, the fashion sector, which includes the design and production of textiles and clothing, is classified as the second largest economic activity on a global scale in terms of commerce (Mukherjee, 2015). However, the fashion business is regarded as the second most environmentally detrimental sector, accounting for around 8% of total carbon emissions and 20% of world wastewater. Additionally, it is projected that greenhouse gas emissions from this industry would experience a substantial 50% rise by the year 2030 (Tong et al., 2023). Subsequently, the burgeoning phenomenon known as the “fast fashion industry” has a notable influence on the escalation of fashion product production and consumption through the provision of affordable pricing. This is in opposition to the principle of sustainability and its accomplishments (Rizkiatami et al., 2022). The increasing awareness of sustainability issues among customers has led to a delineation of shifting consumer attitudes towards sustainable products. Numerous fast fashion firms are currently adopting the approach of green brand extensions, wherein they introduce product lines or categories that are more environmentally friendly (Hinzmann & Stark-Nasslin, 2020).

Numerous studies have reported the growing significance of organic clothing and second-hand items as sustainable choices in the realm of fashion (McKinsey & Company, 2023; Han & Sweet, 2021). Sustainable fashion encompasses a category of practices aimed at reevaluating the impact of fashion production and consumption on laborers, the communities they are part of, and the environment (Moisander & Personen, 2002). In its extensive analysis, McKinsey & Company further accentuates that these environmentally conscious alternatives are not mere passing trends but rather integral elements of a fashion landscape that values both ecological and ethical considerations. The report also draws attention to the concept of regenerative materials in fashion, highlighting organic materials made from responsibly grown and harvested sources, such as organic cotton. Furthermore, the environment stands to benefit from the practice of “reuse,” wherein individuals reduce ecological pressures by engaging in activities like renting, trading, swapping, and borrowing second-hand clothing (Syahrivar et al., 2023). Consequently, businesses aiming to foster sustainability in the fashion industry can significantly contribute by promoting and supporting these two approaches.

The research gap that would like to be tackled in this research paper is the inconsistency between previous research findings regarding this issue. According to the findings of Garanti (2020) among international students in Northern Cyprus, it is revealed that there is no significant impact of sustainability awareness on purchase intention for sustainable fashion products due to several factors. Additionally, it has been observed that buyer’s perception of sustainability in the fashion industry remains somewhat limited in comparison to other domains resulting in the widespread misconception that sustainable fashion is a costly product with low quality (Wijaya & Paramita, 2021). However, in a recent study conducted by Mandaric et al. (2022), it was discovered that the participants had a favorable disposition towards the sustainability of fashion brands, furthermore, their research revealed a positive association between the

perceived significance of fashion brand sustainability and consumers' inclination to purchase sustainable clothing items. Additionally, according to Razzaq et al. (2018), the contemporary customer who is concerned about fashion is increasingly mindful of environmental issues, when purchasing clothing, they actively seek out garments that are associated with environmentally friendly practices and sustainable manufacturing regulations. Therefore, this shows the inconsistency of the research findings around the same topic.

The contrasting assertions put out give rise to a thought-provoking investigation: Will the level of customer consciousness regarding sustainability efforts undertaken by fashion firms exhibit a positive or negative association with their purchasing choices? Moreover, this study aims to fill a gap in the existing literature by examining the influence of sustainability awareness on both sustainability commitment and intention to purchase sustainable fashion clothing. It seeks to investigate the relationship between sustainability consumers' commitment and purchase intention, as well as the potential mediating role of sustainability consumers' commitment in the relationship between sustainability awareness and purchase intention. Moreover, the theory of planned behavior will be used in this research.

II. LITERATURE REVIEW

The primary objective of this literature review is to examine and assess the relationship between consumers' awareness of sustainability and their intention to make sustainable purchases, with a particular focus on the mediating variable of sustainability commitment. This chapter offers a comprehensive examination of the theoretical underpinnings, key concepts, and structures pertaining to sustainability awareness, sustainability commitment, and purchase intention. The initial section of the chapter provides an introduction to the notion of sustainability awareness and its impact on the inclination to purchase sustainable fashion garments. Subsequently, the chapter centers its attention on the concept of sustainability awareness and its consequential influence on the level of consumers' commitment towards sustainability. Additionally, this chapter provides a detailed analysis of how commitment to sustainability influences consumers' propensity to purchase sustainable fashion clothes. Furthermore, this chapter will also dive into the examination of sustainability commitment as a mediating variable. Hence, this chapter delves into an examination and evaluation of the various elements that impact customer purchase intention, specifically focusing on the extent to which sustainability awareness and sustainability commitment of consumers influence their purchase intention towards sustainable fashion.

Theory of Planned Behavior

Theory of Planned Behavior is an improved form of the Theory of Reasoned Action (Widyarini & Gunawan, 2018). Moreover, the Theory of Planned Behavior says that people's actions are influenced by three things: their beliefs about the likely results of their actions (behavioral beliefs), their beliefs about what other people expect of them (normative beliefs), and their beliefs about factors that may help or hurt their actions (control beliefs). In addition, according to Ajzen (2020), behavioral belief refers to an individual's personal perception of the likelihood that engaging in a specific behavior will result in a particular outcome or experience, while normative belief encompasses injunctive and descriptive components. Injunctive normative belief involves the expectation of approval or disapproval from a relevant individual or group regarding the behavior, on the other hand, descriptive normative beliefs focus on whether significant others engage in the behavior (Ajzen, 2020). Moreover, control belief is the individual's subjective probability of encountering facilitating or inhibiting factors in a given situation, the control factors include required skills, time, money, cooperation from others, and other resources. In the sum, behavioral beliefs lead to a positive or negative attitude toward the behavior, normative beliefs lead to a sense of social pressure or a subjective norm, and control beliefs lead to a sense of being able to control

your behavior or self-efficacy. Perception of behavioral control moderates the effects of attitude toward the action and subjective norm on intention (Bosnjak et al., 2020).

Sustainability Awareness

The notion of sustainable awareness is characterized as an integrated framework that encompasses the environmental, social, and economic components of sustainable development (Sutinah et al., 2023; Kalsoom et al., 2017). Furthermore, Kalsoom et al. (2017) suggest that sustainability awareness encompasses an individual's recognition and understanding of sustainability-related concerns, potential remedies, underlying principles, and the adoption of health-promoting behaviors that align with sustainable practices. Subsequently, as posited by Olsson et al. (2019), sustainable awareness can be defined as the amalgamation of conscious information, attitudes, and actions pertaining to the environmental, social, and economic aspects of sustainable development. Within the context of sustained awareness, the concept of learning extends beyond the acquisition of mere factual knowledge. However, the capacity is contingent upon the comprehension and acknowledgment of the underlying principles of sustainable development, and its quantification is contingent upon the extent to which these foundational principles are recognized (Sutinah et al., 2023). Various definitions and approaches have been proposed in the academic discourse regarding the concept of sustainable awareness. Furthermore, research and terminologies such as green awareness, environmental awareness, environmental knowledge, carbon literacy, energy literacy, environmental literacy, and ecological literacy are frequently employed interchangeably in relation to this concept (Oriade et al., 2021).

Sustainability Commitment

According to Yu et al. (2019), environmental commitment refers to an individual's dedication to promoting environmental sustainability through various actions, this commitment entails a readiness to forego personal satisfaction, actively reduce resource waste, adopt environmentally friendly products, and support government initiatives aimed at adapting to environmental challenges. In essence, positive environmental commitment entails enhancing the efficiency and effectiveness of environmental outcomes through individual contributions to resource investment, waste reduction, and behavioral flexibility (Yu et al., 2019). Moreover, consumer commitment refers to the voluntary inclination and aspiration to safeguard and uphold a continuous and robust association with an organization that prioritizes sustainability, when clients recognize their socially-driven companies, they actively participate in social activities to highlight the importance of social harmony and strive to find shared objectives with other social ventures (Haddad et al., 2022; Park et al., 2016).

Subsequently, Öhman and Sund (2021) define sustainability commitment as the inherent motivation and capacity to actively participate in the process of achieving a sustainable transformation of our global society. Based on the investigations of Öhman and Sund (2021), commitment should encompass three interconnected dimensions: an intellectual dimension, an emotional dimension, and a practical dimension. In order to foster a robust commitment to sustainability among students, it is crucial to provide them with diverse learning opportunities that facilitate the following: acquiring knowledge pertaining to sustainability issues and establishing a personal connection to that knowledge (the cognitive dimension), expressing their emotional reactions and developing an ethical framework in relation to sustainability issues (the affective dimension), and cultivating the skills, drive, and inclination to actively contribute to the pursuit of democratic resolutions for sustainability challenges (the behavioral dimension).

Purchase Intention

The role of intention is significant in influencing human behavior in general. Purchase intention refers to the cognitive process by which consumers evaluate and determine their inclination to acquire a specific

brand or product, this decision-making process involves a comprehensive examination of the factors that motivate individuals to make a purchase (Mirabi et al., 2015; Shah et al., 2012). In addition, according to Kim and Sohn (2020), purchase intention refers to the projected or intended future actions of persons, encompassing the likelihood that their ideas and attitudes might be influenced to prompt them to take action. Therefore, the process of purchasing intention is multifaceted and typically linked to the attitudes, beliefs, and behaviors of consumers. Consumer attitudes and perceptions refer to the cognitive and affective evaluations that individuals hold towards a specific product. Additionally, consumer attitudes also encompass the intention or inclination to acquire the product in the future, according to marketing professionals, the favorable attitude and perception held by customers towards a product can serve as a significant determinant in assessing its potential to appeal to consumers (Giao & Vuong, 2019). Purchase intention, as used in this study, refers to the inclination to acquire a product upon learning about a company's or product's sustainability initiatives.

Hypothesis Development and Research Framework

The Influence of Sustainability Awareness on Consumers' Intentions to Buy Environmentally Friendly Apparel

According to Joshi and Rahman (2015), consumers often possess favorable attitudes towards environmentally-friendly products, yet these positive intentions may not consistently translate into actual purchasing intention. However, a critical prerequisite for consumers to convert their intentions into action is their awareness of the availability of sustainable products prior to making a purchase. This awareness plays a pivotal role in shaping consumers' choices, as supported by Mensah's (2021) research. Moreover, the significance of awareness extends beyond immediate purchasing decisions; it has a profound impact on the development of attitudes. Individuals who possess a comprehensive understanding of the ecological and socioeconomic issues associated with the fashion industry tend to exhibit more favorable attitudes towards sustainable fashion, as demonstrated by Nadyasworo et al. (2023). Their study further establishes a positive and statistically significant relationship between sustainability knowledge and consumers' intentions to engage in environmentally-friendly purchases.

Furthermore, the level of awareness concerning environmental sustainability is a key determinant of individuals' intentions to make green purchases, as confirmed by research conducted by Lacap and Guiao (2022). This awareness directly influences consumers' inclination to select goods and services with minimal ecological impact. This environmental consciousness is often reflected in pro-environmental actions, including the preference for environmentally friendly products. Drawing from the collective insights of these prior investigations, it is possible to formulate a hypothesis that explores the interplay between consumers' sustainability awareness and purchasing intention in the context of green products and environmental sustainability.

H1: Sustainability awareness has a positive effect on the purchase intention of customers on sustainable fashion garments.

The Influence of Sustainability Awareness on the Level of Commitment towards Sustainability

Commitments refer to the actions that establish the sense of obligation for individuals towards their future behavior, hence facilitating the maintenance of consistency and when individuals establish a commitment to engage in a specific behavior, there is an increased likelihood of adhering to this behavior (Isenberg & Brauer, 2022). According to Cerri et al. (2018), the dissemination of information to consumers has a pivotal role in cultivating pro-environmental attitudes and facilitating the acquisition of environmentally friendly items. Having the awareness of sustainability concerns, makes individuals more committed (Abramovich & Loria, 2015). In addition, the findings of Garanti's (2020) study indicate that there is a favorable correlation between sustainability awareness and sustainability commitment. Hence,

the findings of the present study suggest that students who acquire knowledge about sustainability concerns within the fashion business have a preference for purchasing sustainable fashion apparel, but only when they demonstrate a genuine dedication to sustainability matters. Based on the observed positive association between sustainability awareness and sustainability commitment in prior research, the author posits the following hypothesis.

H2: Sustainability awareness has a positive effect on sustainability commitment.

The Influence of Sustainability Commitment on Consumers’ Propensity to Purchase Sustainable Fashion Clothing

The term commitment indicates “an enduring desire to maintain a valued relationship,” additionally, commitment plays a crucial role in building a long-term relationship; a study has demonstrated that commitment is a robust and enduring predictor of behavior with significant impacts (Rehman et al., 2019). The study conducted by Sun et al. (2022) exploring the influence mechanism of environmental commitment on consumers’ green purchase behavior revealed that environmental commitment is positively associated with green purchase behavior. Furthermore, the study’s findings also demonstrate a significant and positive correlation between commitment to sustainability and consumers’ propensity to purchase sustainable products (Garanti, 2020). Yu et al. (2022) argued that based on their findings, it was hypothesized that customer commitment plays a role as a partial mediator in the correlation between social empowerment, salary, and online purchase intention. Due to the previous studies that show a positive correlation between sustainability commitment and purchase intention, the following hypothesis may be formulated.

H3: Sustainability commitment have a positive effect on the purchase intention of sustainable fashion garments.

Research Framework

The conceptual framework depicted in Figure 1 has three different variables: sustainability awareness as an independent variable, sustainability commitment functioning as a mediating variable, and purchase intention serving as the dependent variable. The purpose of this framework is to investigate the direct influence of sustainability awareness on purchase intention, the impact of sustainability awareness on sustainability commitment, and lastly the impact sustainability commitment has on purchase intention.

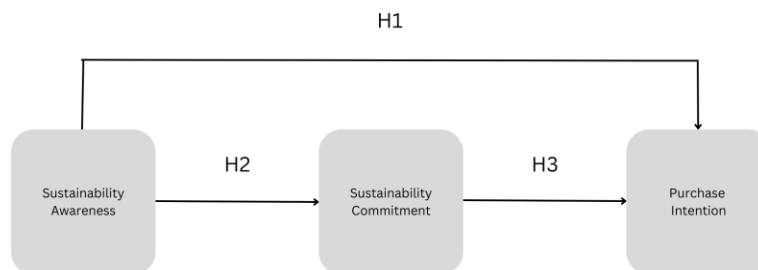


Figure 1. Research Framework

III. METHODOLOGY

Research Measures/Constructs

The survey of this present study will assess three distinct factors, namely Sustainability Awareness, Sustainability Commitment, and Purchase Intention. These measures will also serve as points of reference for developing the inquiry items in the questionnaire. The variable of sustainability awareness comprises six components, which can be observed from the first six statements after the demographics section in Appendix 1. These statements have been evaluated with items that have been generated from the scales that were produced by Garanti (2020) and Mandaric et al. (2021). After the statements of sustainability awareness, which have been taken from the scales produced by Garanti (2020) and Shukla et al. (2016), a total of six points are being evaluated within the construct of sustainability commitment. These six points may be viewed in Appendix 1 after the statements of sustainability awareness. Purchase intention is the final variable that is being explored. It comprises five items that are derived from the scales that were produced by Ayodele et al. (2017) and Cherradi and Tetik (2020). These five questions can be found in Appendix 1 after the statements that pertain to sustainability commitment.

Sample and Data Collection

This study was designed to identify the factors that affect the intention of customers to purchase sustainable fashion items. This study was conducted through an online survey using Google forms to collect data from the respondents anonymously. The authors divided this study into preliminary and main surveys. The main purpose of the presurvey was to extract components for measuring factors of purchase intention on sustainable fashion clothings. Prior to formally distributing the primary survey, the authors of this study ran a face validity test with three individuals to identify statements that were confusing or challenging to comprehend. As a result, they modified the term “colors” in question 3 to “eco-friendly dyes” in order to enhance the clarity and facilitate understanding. In addition, question 16 had a revision by replacing the phrase “influence” with “positively influences” to make the statement more specific.

Moving on to the main survey, the sample size determination used for this study is Green’s (1991) procedures where he proposed for independent predictors (β) and partial correlation, the formula $N \geq 104 + m$ to be implemented. Thus, the minimum sample for this study is 106 samples as this study contains 2 independent variables. The authors used an online survey questionnaire called Google Forms to collect data for this study, which employed a quantitative approach and managed to collect data from 107 respondents. Survey questions and demographic data make up the two main sections of the questionnaire created for this study. The respondent’s age, gender, last educational experience, and spending are all gathered in the demographic section. There is also an additional question which asked the respondents whether they have purchased any sustainable fashion products before. Additionally, respondents are asked to provide their opinions on the variables in the second section of the survey by means of the prepared questions based on the research constructs and measurements mentioned above. In total, there are 16 variable questions and 5 demographic questions.

In addition, a 5-point Likert Scale will also be used to score the questions, this is used to gauge respondents’ degree of agreement with the statements provided. The scale has the following five distinct anchors: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree (Joshi et al., 2015). The online survey distributed during this study uses a 5-point Likert Scale to assess the 17 dimensions, with 1 indicating “Strongly Disagree” and 5 indicating “Strongly Agree.”

Table 1. Demographic Information

Category	Characteristics	Frequency	Percentage
Age	<18	6	5.6
	18-25	87	81.3
	26-35	5	4.7
	36-42	4	3.7
	>42	5	4.7
Gender	Male	43	40.2
	Female	64	59.8
Last educational experience	Junior High School	0	0.0
	Senior High School	59	55.1
	Bachelor's Degree	42	39.3
	Master's/Doctoral Degree	5	4.7
	Other	1	0.9
How much do you spend per month?	<IDR1,000,000 (USD65)	19	17.8
	IDR1,000,000 (USD65) - IDR5,000,000 (USD323)	70	65.4
	IDR5,000,001 (USD323) - IDR10,000,000 (USD646)	14	13.1
	IDR10,000,000+ (USD646)	4	3.7
Have you ever purchased environmental-friendly fashion products? (Organic or secondhand clothing)	Yes	76	71.0
	No	31	29.0

Demographics

The respondents' ages ranged from less than 18 to more than 42. The total number of respondents was composed of 6 people (5.61%) under the age of 18, 87 of them (81.31%) were between the ages of 18-25, 5 people (4.67%) between the ages of 26-35, 4 people (3.74%) between the ages of 35-42, and the rest of the respondents population (4.67%) were above 42 years old. Furthermore, the gender demographic was divided into two groups based on respondents' self-identification as male or female. The results show that 43 of the respondents (40.19%) were male and the remaining 64 (59.81%) were female. Therefore, it can be said that a significantly higher proportion of female respondents than male respondents are taking part in the research. As for their last educational experience, none of them were in the elementary or junior high-school section, 59 chose senior high school (55.14%), 42 had their bachelor's degree (39.25%), 5 had master's/doctoral degree (4.67%), and 1 chose other (0.93%). One of the questions in the demographics section asked how much each respondent spent each month. Of the respondents, 19 (17.76%) spent less than IDR1,000,000 (USD 65), 70 (65.42%) spent between IDR1,000,000 (USD65) and IDR5,000,000 (USD323), 14 (13.18%) chose between IDR5,000,001 (USD323) and IDR10,000,000 (USD646), and the remaining population (3.74%) chose to spend more than IDR10.000.000 (USD646). The last question in the demographic section asked whether the respondents have purchased any sustainable fashion items before, 76 of them (71.03%) chose "Yes" while the rest (28.97%) chose "No." All this information is displayed in Table 1.

IV. RESULTS AND DISCUSSION

In this study, SmartPLS 4 was used to undertake measurement validation and reliability testing. These tests are also used to test hypotheses and determine whether or not there is multicollinearity between the independent variables and the variables being measured.

Indicator Loadings

All items displayed in Table 2, with the exception of SA4, SA5, and SA6, have attained acceptable outer loading values within the range of 0.714 - 0.853. However, an outer loading value over 0.5 remains within acceptable limits, therefore, items SA4 and SA6 are not eliminated (Cherradi & Tetik, 2020; George, 2011). Furthermore, item SA5 exhibits an outer loading value of 0.487, which falls below the threshold 0.5. Nevertheless, the item will not be excluded as the Average Variance Extracted (AVE) of the SA variables is acceptable (see Table 2).

Table 2. Reliability and Validity of Variables

Constructs	Items	Loading	Alpha	CR	AVE
Sustainability Awareness	SA1	0.853	0.774	0.810	0.476
	SA2	0.781			
	SA3	0.714			
	SA4	0.627			
	SA5	0.487			
	SA6	0.617			
Sustainability Commitment	SC7	0.829	0.895	0.896	0.655
	SC8	0.804			
	SC9	0.848			
	SC10	0.762			
	SC11	0.828			
	SC12	0.783			
Purchase Intention	PI13	0.778	0.855	0.859	0.633
	PI14	0.834			
	PI15	0.797			
	PI16	0.784			
	PI17	0.782			

Reliability and Validity Tests

A reliability and validity test was conducted for testing the variables with all 107 respondents. Cronbach's alpha is a metric employed to evaluate the reliability, or internal coherence, of a collection of scale or test items. In other words, the dependability of a measurement relates to how consistently it measures a notion, Cronbach's alpha is a method used to quantify the level of this consistency. Several methodologists suggest a minimal Cronbach alpha coefficient ranging from 0.65 to 0.8. The objective of evaluating composite reliability is to analyze the intrinsic coherence and reliability of a concept, the acceptable value for this metric is between 0.60 and 0.70, the higher the better. Conversely, evaluating the AVE measures convergent validity, the acceptable level of AVE is between 0.50-0.70 (Haji-Othman & Yusuff, 2022). Table 2 shows that all variables possess optimal Cronbach's Alpha values of more than 0.7, optimal composite reliability values of more than 0.7 and AVE values of more than 0.5. Nonetheless, Sustainability Awareness has an AVE of 0.476, which is below the threshold of 0.5, however, it will not be eliminated since the value of 0.4 is considered acceptable under the condition if the AVE is less than 0.5, but the composite reliability is higher than 0.6, then the convergent validity of the concept is deemed acceptable (Safih & Azreen, 2016). In this case, the composite reliability of Sustainability Awareness is 0.810 which is above 0.6.

Collinearity Test

Diagnostic approaches for detecting multicollinearity encompass the variance inflation factor (VIF), this is a condition when there is a strong linear relationship between the explanatory variables in a multiple

regression model (Kim, 2019). A VIF value of 1 implies that there is no correlation between the independent variables while a VIF value between 1 and 5 indicates substantial correlation between the variables. The optimal range for the VIF is often between 5 and 10, indicating a high degree of correlation between variables and it also indicates the presence of multicollinearity among the predictors in the regression (Shrestha, 2020). The results in Table 3 show VIF values ranging from 1.381-3.029 indicating substantial correlation between the variables, however, there is no evidence of multicollinearity.

Table 3. Variance Inflation Factor

SA1	SA2	SA3	SA4	SA5	SA6	SC7
3.029	2.728	1.520	1.381	1.623	1.820	2.753
SC8	SC9	SC10	SC11	SC12	PI13	PI14
2.457	2.806	2.459	2.910	2.015	1.686	2.214
PI15	PI16	PI17				
2.004	1.906	1.717				

Model Summary (R^2)

Table 4 displays the R^2 values pertaining to PI and SC. The R^2 value of 0.637 suggests that approximately 63.7% of the variability in the variable PI, as observed among the respondents, can be accounted for by the combined influence of SC and SA. This indicates that the unaccounted variation of 36.3% is attributable to external variables that have not been addressed or investigated in the present study. Furthermore, it is noteworthy that the R^2 value of 0.424 for the variable SC suggests that approximately 42.4% of the variability in the variable SC among the participants can be accounted for by the independent variable SA. The unexplained portion of the variance, accounting for 57.6%, is ascribed to additional external factors that have not been elaborated upon in the present investigation.

Table 4. R^2 Values

Construct	R^2	R^2 Adjusted
Purchase Intention	0.637	0.630
Sustainability Commitment	0.424	0.418

The regression model shown in Figure 2 presents the outcomes of the association between the three distinct hypotheses examined in this study, utilizing the P values and outer loading of the variables. Sustainability awareness functions as an independent variable, sustainability commitment serves as a mediating variable, and purchase intention operates as a dependent variable. The path analysis was conducted with a confidence level of 95%, which means that a P value up to 0.05 was considered acceptable. All three hypotheses being tested are deemed statistically significant, as indicated by a P value that is extremely close to zero. This suggests that they are strongly supported and have a high level of confidence, approaching 100%.

Hypothesis Testing

In the context of hypothesis testing, path analysis is utilized to examine the validity of the hypotheses being tested. Upon examining Table 5, it becomes evident that all of the hypotheses evaluated inside the model exhibit statistical significance. This is demonstrated by the fact that the P values for each of the hypotheses are lower than 0.5. As a consequence of this, it has been decided that all of the hypotheses (H1, H2, and H3) can be accepted.

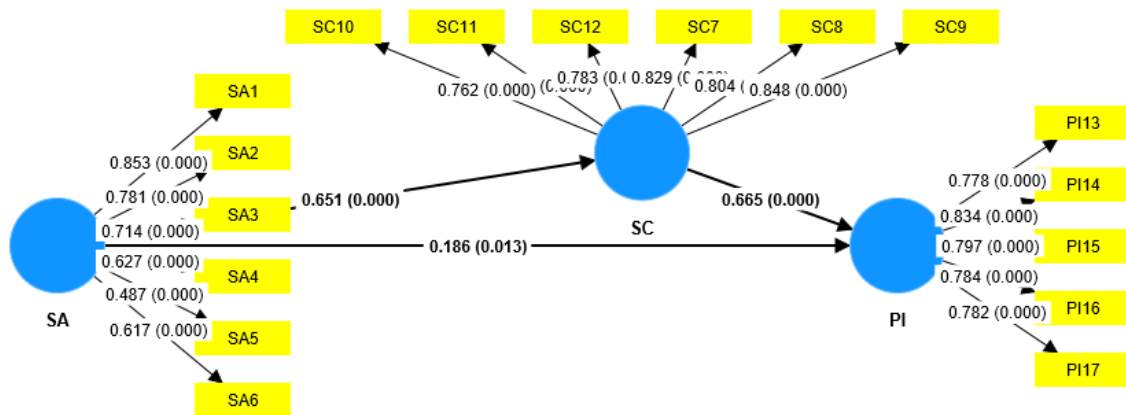


Figure 2. Regression Model

The initial hypothesis to be examined is the correlation between Sustainability Awareness and Purchase Intention. The association between the level of Sustainability Awareness and Purchase Intention is represented by a path coefficient value of 0.186, which is statistically significant with a *P* value of 0.013. Hence, it is demonstrated that Sustainability Awareness has a notable impact on Purchase Intention. The significance of awareness is paramount in the development of attitudes, individuals that have a thorough comprehension of the environmental and social issues linked to the fashion industry tend to display positive attitudes towards sustainable fashion. Consistent with this research, the Theory of Planned Behavior (TPB) is a psychological model that explains how individuals' attitudes and beliefs are linked to their intentions and subsequent actions. When it comes to sustainable fashion products, TPB can be applied to understand how customers' attitudes and beliefs influence their intentions to buy these items. (Nadyasworo et al., 2023).

The second hypothesis to be tested is the impact of Sustainability Awareness on Sustainability Commitment. Furthermore, the correlation between Sustainability Awareness and Sustainability Commitment shows a path coefficient of 0.651, with a *P* value of 0.000. Thus, the findings indicate a direct correlation between the level of sustainability awareness and the level of commitment to sustainability. Consumers are expected to choose products that promote sustainability on a consistent basis when they are provided with the appropriate information. In addition, businesses sustainability awareness has substantially expanded which has led to an increased commitment to acting in a more sustainable manner (Garanti, 2020).

The third hypothesis to be examined pertains to the correlation between Sustainability Commitment and Purchase Intention. The link between the level of commitment to sustainability and the intention to make a purchase has a path coefficient value of 0.665, which is statistically significant with a *P* value of 0.000. The presence of these values demonstrates that sustainability commitment has a favorable impact on purchase intention. Prior research has acknowledged that commitment towards sustainability is found to foster great engagement of students in sustainable practices (Garanti, 2020). According to Garanti's (2020) findings, in order to foster the consumption of sustainable fashion apparel, it is imperative for students who possess awareness regarding sustainability to exhibit a steadfast commitment to sustainability by consistently making informed choices while making purchases. Among all the route coefficients, the path coefficient pertaining to Sustainability Commitment and its impact on Purchase Intention stands out as the most noteworthy. This is evident from the path coefficient value of 0.665 and the statistically significant *P* value, which is less than 0.05.

Table 5. Path Coefficient

Path	Original Sample	Sample Mean	Std. Dev.	t Statistics	P Values
SA→PI	0.186	0.196	0.075	2.478	0.013
SA→SC	0.651	0.658	0.064	10.183	0.000
SC→PI	0.665	0.660	0.067	9.901	0.000

According to the information that was gathered and analyzed, there is a significant relationship that exists between the awareness of sustainability, the commitment to sustainability, and the intention to purchase sustainable fashion items. As a result, the findings of this study suggest that individuals who raise their awareness about the importance of sustainability in fashion intend to purchase sustainable fashion clothing. In addition, individuals who have a commitment to sustainability are more likely to have the aim of purchasing sustainable fashion clothes. A favorable correlation can also be seen between the respondents' awareness of sustainability and their commitment to the concept of sustainability. Consequently, a commitment to sustainability plays a function as a mediator in the relationship between awareness of sustainability and the intention to buy sustainable fashion products.

V. CONCLUSION

In this study, the primary objective is to address gaps in existing literature by examining the impact of sustainability awareness on sustainability commitment and the intention to purchase sustainable fashion items. The research establishes positive relationships between sustainability awareness and purchase intention, sustainability awareness and sustainability commitment, and sustainability commitment and purchase intention. Notably, commitment to sustainability acts as a mediator between sustainability awareness and purchase intention. The study validates prior research suggesting that awareness positively influences consumers' intent to acquire sustainable fashion products. However, it contrasts with a study by Garanti (2020), possibly due to sample size and participant demographics. The findings emphasize the importance of educating consumers on sustainability and fostering commitment through marketing efforts and eco-labeling. Limitations include a small sample size and a focus on a specific age group and cultural context in Indonesia. Several recommendations for future research include expanding sample diversity, considering different age groups, and conducting studies in multiple linguistic contexts to enhance generalizability and understanding of sustainability in the fashion industry.

REFERENCES

- Abramovich, A., & Loria, Y. (2015). The Long-Term Impact of An Education for Sustainability Course on Israeli Science and Technology Teachers' Pro-Environment Awareness, Commitment and Behaviour. *Australian Journal of Environmental Education*, 31(2), 264–279. <https://doi.org/10.1017/ae.2015.31>
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314–324. <https://doi.org/10.1002/hbe2.195>
- Al-Haddad, S., Al-Baw, D. A., Sharabati, A. A., & Altamimi, D. (2022). How does customer loyalty to sustainability affect entrepreneurship? *Problems and Perspectives in Management*, 21(1), 1–12. [https://doi.org/10.21511/ppm.21\(1\).2023.01](https://doi.org/10.21511/ppm.21(1).2023.01)
- Ansu-Mensah, P. (2021). Green product awareness effect on green purchase intentions of university students': an emerging market's perspective. *Future Business Journal*, 7(1), 48.

- Ayodele, A. A., Panama, A. E., & Akemu, E. (2017). Green Awareness and Consumer Purchase Intention of Environmentally-Friendly Electrical Products in Anambra, Nigeria. *Journal of Economics and Sustainable Development*, 8(22), 98-122.
- Bošnjak, M., Ajzen, I., & Schmidt, P. (2020). The theory of planned behavior: Selected recent advances and applications. *Europe's Journal of Psychology*, 16(3), 352-356.
- Cerri, J., Testa, F., & Rizzi, F. (2018). The more I care, the less I will listen to you: How information, environmental concern and ethical production influence consumers' attitudes and the purchasing of sustainable products. *Journal of Cleaner Production*, 175, 343-353.
- Cherradi, O., & Tetik, C. (2020). Attitude-Behavior Gap in sustainable clothing consumption. *Jonkoping University*.
- Cleff, T., Van Driel, G., Mildner, L., & Walter, N. (2018). Corporate Social Responsibility in the Fashion Industry: How Eco-Innovations Can Lead to a (More) Sustainable Business Model in the Fashion industry. In *Sustainability and innovation* (pp. 257-275). https://doi.org/10.1007/978-3-319-93019-0_12
- Garanti, Z. (2020). Impact of sustainability awareness and attitudes on intention to purchase sustainable fashion clothing: Mediating role of sustainability commitment. *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 13(1), 29-48.
- Gonda, G., Gorgenyi-Hegyessy, E., Nathan, R. J., & Fekete-Farkas, M. (2020). Competitive Factors of Fashion Retail Sector with Special Focus on SMEs. *Economies*, 8(4), 95. <https://doi.org/10.3390/economies8040095>
- Green, S. B. (1991). How Many Subjects Does It Take To Do A Regression Analysis. *Multivariate Behavioral Research*, 26(3), 499-510. https://doi.org/10.1207/s15327906mbr2603_7
- Guiao, B. G. M., & Lacap, J. P. G. (2022). Effects of environmental sustainability awareness and altruism on green purchase intention and brand evangelism. *Asian Journal of Business Research*, 12(3), 43-62. <https://doi.org/10.14707/ajbr.220134>
- Haji-Othman, Y., & Yusuff, M. S. S. (2022). Assessing reliability and validity of attitude construct using partial least squares Structural equation Modeling (PLS-SEM). *International Journal of Academic Research in Business & Social Sciences*, 12(5), 378-385. <https://doi.org/10.6007/ijarv12-i5/13289>
- Han, J.Y.C., & Sweet, S. (2021). Consumers Practicing Sustainable Consumption: Value Construction in Second-Hand Fashion Markets. In: Bali Swain, R., Sweet, S. (eds) *Sustainable Consumption and Production, Volume II*. Palgrave Macmillan, Cham, (pp. 171-193). https://doi.org/10.1007/978-3-030-55285-5_9
- Hinzmann, C., & Stark-Nasslin, R. (2020). *Sustainability in the Fast Fashion Industry* [Master's Thesis in Business Administration, Spring 2020, UMEA University].
- Isenberg, N., & Bräuer, M. (2022). *Commitment and Consistency*. Routledge. <https://doi.org/10.4324/9780367198459-reprw126-1>
- Jia, T., Iqbal, S., Ayub, A., Fatima, T., & Rasool, Z. (2023). Promoting Responsible Sustainable Consumer Behavior through Sustainability Marketing: The Boundary Effects of Corporate Social Responsibility and Brand Image. *Sustainability*, 15(7), 6092. <https://doi.org/10.3390/su15076092>
- Joshi, A., Kale, S., Chandel, S., & Pal, D. K. (2015). Likert scale: explored and explained. *British Journal of Applied Science and Technology*, 7(4), 396-403. <https://doi.org/10.9734/bjast/2015/14975>
- Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic Management Review*, 3(1-2), 128-143.
- Kalsoom, Q., Khanam, A., & Quraishi, U. (2017). Sustainability consciousness of pre-service teachers in Pakistan. *International Journal of Sustainability in Higher Education*, 18(7), 1090-1107. <https://doi.org/10.1108/ijsh-11-2016-0218>

- Kim, J. H. (2019). Multicollinearity and misleading statistical results. *Korean Journal of Anesthesiology*, 72(6), 558–569. <https://doi.org/10.4097/kja.19087>
- Lotfi, M., Yousefi, A., & Jafari, S. (2018). The effect of emerging Green Market on green entrepreneurship and sustainable Development in Knowledge-Based Companies. *Sustainability*, 10(7), 2308. <https://doi.org/10.3390/su10072308>
- Mandarić, D., Hunjet, A., & Vuković, D. (2022). The impact of fashion brand sustainability on consumer purchasing decisions. *Journal of Risk and Financial Management*, 15(4), 176.
- McKinsey & Company (2023). *The State of Fashion 2023*. McKinsey & Company. <https://www.mckinsey.com/~media/mckinsey/industries/retail/our%20insights/state%20of%20fashion/2023/the-state-of-fashion-2023-holding-onto-growth-as-global-clouds-gathers-vf.pdf>
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study: the Agencies of Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1), 267-273.
- Moisander, J., & Personen, S. (2002). Narratives of sustainable ways of living: Constructing the self and others as a green consumer. *Management Decision*, 40(4), 329–342.
- Mukherjee, S. (2015). Environmental and social impact of fashion: Towards an eco-friendly, ethical fashion. *International Journal of Interdisciplinary and Multidisciplinary Studies (IJMS)*, 2(3), 22-35.
- Nadyasworo, A. B., Manalu, S. R., & Yusriana, A. (2023). The Correlation Between Awareness of Sustainable Fashion and Willingness to Pay with Intention to Purchase Sustainable Fashion Products. *Interaksi Online*, 11(4), 277-284.
- Nguyen-Viet, B. (2022). Understanding the influence of eco-label, and green advertising on green purchase intention: the mediating role of green Brand equity. *Journal of Food Products Marketing*, 28(2), 87–103. <https://doi.org/10.1080/10454446.2022.2043212>
- Öhman, J., & Sund, L. (2021). A didactic model of sustainability commitment. *Sustainability*, 13(6), 3083. <https://doi.org/10.3390/su13063083>
- Olsson, D., Gericke, N., Pauw, J. B., Berglund, T., & Chang, T. (2019). Green schools in Taiwan – Effects on student sustainability consciousness. *Global Environmental Change*, 54, 184–194. <https://doi.org/10.1016/j.gloenvcha.2018.11.011>
- Oriade, A., Osinaike, A., Aduhene, K., & Wang, Y. (2021). Sustainability awareness, management practices and organisational culture in hotels: Evidence from developing countries. *International Journal of Hospitality Management*, 92, 102699. <https://doi.org/10.1016/j.ijhm.2020.102699>
- Park, J., Chung, T., Hall-Phillips, A., & Anaza, N. A. (2016). Loyalty to social ventures in social media: the role of social cause involvement, identification, and commitment. *Journal of Nonprofit & Public Sector Marketing*, 28(3), 185–208. <https://doi.org/10.1080/10495142.2015.1015378>
- Razzaq, A., Ansari, N. Y., Razzaq, Z., & Awan, H. M. (2018). The impact of fashion involvement and Pro-Environmental attitude on sustainable clothing consumption: The moderating role of Islamic religiosity. *SAGE Open*, 8(2), 215824401877461. <https://doi.org/10.1177/2158244018774611>
- Rehman, S. U., Bhatti, A., Mohamed, R., & Ayoup, H. (2019). The moderating role of trust and commitment between consumer purchase intention and online shopping behavior in the context of Pakistan. *Journal of Global Entrepreneurship Research*, 9(1), 1-25.
- Safiih, L. M., & Azreen, M. N. (2016). Confirmatory Factor Analysis Approach: A case study of mathematics students' achievement in TIMSS. *Malaysia Journal of Mathematical Sciences*, 10(S), 41-51.
- Shah, S. S. H., Aziz, J., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M., & Sherazi, S. K. (2012). The Impact of Brands on Consumer Purchase Intention. *Asian Journal of Business Management*, 4(2), 105-110.
- Shrestha, N. (2020). Detecting multicollinearity in regression analysis. *American Journal of Applied Mathematics and Statistics*, 8(2), 39–42. <https://doi.org/10.12691/ajams-8-2-1>

- Shukla, P., Banerjee, M., & Singh, J. (2016). Customer commitment to luxury brands: Antecedents and consequences. *Journal of Business Research*, 69(1), 323–331.
- Sohn, J. W., & Kim, J. K. (2020). Factors that influence purchase intentions in social commerce. *Technology in Society*, 63, 101365. <https://doi.org/10.1016/j.techsoc.2020.101365>
- Soomro, R. B., Mirani, I. A., Ali, M. S., & Soomro, M. (2020). Exploring the green purchasing behavior of young generation in Pakistan: Opportunities for green entrepreneurship. *Asia Pacific Journal of Innovation and Entrepreneurship*, 14(3), 289–302. <https://doi.org/10.1108/apjie-12-2019-0093>
- Sun, X., Tian, Z., Wang, J., & Su, W. (2022). The impact of environmental commitment on green purchase behavior in China. *International Journal of Environmental Research and Public Health*, 19(14), 8644. <https://doi.org/10.3390/ijerph19148644>
- Sutinah, C., Widodo, A., Muslim, M., & Syaodih, E. (2023). Sustainable awareness about climate change on elementary school pupils' perspective: What wonderful finding! *Al Ibtida: Jurnal Pendidikan Guru MI*, 10(1), 53. <https://doi.org/10.24235/al.ibtida.snj.v10i1.13037>
- Syahrivar, J., Kusuma, K., Pahlevi, R. A., Wei, Y., Chairy, C., & Genoveva, G. (2023). No longer look down: Investigating second-hand clothing purchase in Indonesia. *International Review on Public and Nonprofit Marketing*, 20(2), 319–339.
- Syauqina, Z., Haribowo, P., & Hidayat, Y. A. (2022). Influence of Environmental Knowledge and Fashion Consciousness on Green Purchase Intention of Sustainable Fashion Products. *Admisi dan Bisnis*, 23(3), 221-232.
- Versace, C., & Absy, M. (2022). How millennials and Gen Z are driving growth behind ESG. *Nasdaq*. <https://www.nasdaq.com/articles/how-millennials-and-gen-z-are-driving-growth-behind-esg>
- Vuong, B. N., & Giao, H. N. K. (2019). The Impact of Perceived Brand Globalness on Consumers' Purchase Intention and the Moderating Role of Consumer Ethnocentrism: An Evidence from Vietnam. *Journal of International Consumer Marketing*, 32(1), 47–68.
- Widyarini, L. A., & Gunawan, S. (2018). Predicting consumer purchase intention on fashion products in online retailer: Integration of Self Determination Theory and Theory of Planned Behavior. *International Journal of Emerging Research in Management and Technology*, 6(9), 7.
- Wijaya, S. G. T., & Paramita, E. L. (2021). Purchase intention toward sustainable fashion brand: analysis on the effect of customer awareness on sustainability on willingness to pay. *DIJB (Diponegoro International Journal of Business)*, 4(1), 49–57. <https://doi.org/10.14710/dijb.4.1.2021.49-57>
- Yu, F., Qian, W., & Zhou, J. (2022). Nexus between consumer's motivations and online purchase intentions of fashion products: A Perspective of Social Media Marketing. *Frontiers in Psychology*, 13, 1-13. <https://doi.org/10.3389/fpsyg.2022.892135>
- Yu, T., Lin, F., Kao, K., & Yu, T. (2019). Encouraging environmental commitment to sustainability: An Empirical study of Environmental connectedness Theory to undergraduate students. *Sustainability*, 11(2), 342. <https://doi.org/10.3390/su11020342>

Appendix 1

Survey Items (Questionnaire)

Research Survey

Dear Sir/Madam,

Greetings to all of us. Allow us to introduce ourselves, Cherryll Heryono Putri & Audrey Dhamara Elysia Rosa, students from the Sampoerna University management program who are currently conducting research on consumer intentions towards environmentally friendly fashion products.

Environmentally friendly fashion products are part of a global movement that demands the textile and clothing industry to be more environmentally friendly amidst the growing awareness of sustainable products.

Filling out this survey will only take approximately 5-10 minutes and will be completely anonymous. Please choose the answers that best represent your opinion or understanding. There are no right or wrong responses because your original opinions and personal experiences are crucial to this research. Your answers will be kept confidential and used solely for this research.

Thank you very much for your time and participation. Your participation is highly valuable and will contribute to the completion of this research.

Cherryll Heryono Putri & Audrey Dhamara Elysia Rosa
Management Program, Sampoerna University

Your current age:

- < 18 years
- 18 - 25 years
- 26 - 35 years
- 36 - 42 years
- > 42 years

Your gender:

- Male
- Female

Your highest level of education:

- Elementary School
- Junior High School
- High School
- Bachelor's Degree
- Master's/Ph.D.
- Other:

What is your monthly expenditure:

- < Rp1,000,000

Rp1,000,000 - Rp5,000,000
Rp5,000,001 - Rp10,000,000
> Rp10,000,000

Have you ever purchased environmentally friendly fashion products? (Example: organic clothing, secondhand clothing, etc.)

Yes

No

Survey Instructions

You will be presented with a series of statements, and you will be asked to assess your agreement or disagreement on a scale from 1 to 5. A rating of 1 indicates “strongly disagree,” while a rating of 5 means “strongly agree.”

Please make sure to read each statement carefully and provide your honest responses. Remember that there are no right or wrong answers, as the purpose of this survey is to collect your personal opinions and perceptions.

Please respond to the following statements carefully.

1. In my opinion, it is important for fashion brands to use organic materials in clothing production.
 1. Strongly Disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly Agree
2. In my opinion, it is important for fashion brands to use recycled materials in their clothing production.
3. In my opinion, it is important for a fashion brand to use eco-friendly dyes in clothing production.
4. In my opinion, it is important for fashion brands to reduce water consumption in clothing production.
5. I always ensure that no child labor is involved in the production of the fashion clothing I purchase.
6. I always check whether the fashion clothing I buy is produced under fair conditions for workers.
7. I have an emotional attachment to environmentally friendly clothing.
8. Clothing that uses eco-friendly materials has personal significance to me.
9. It would be very difficult for me to give up environmentally friendly clothing at this time, even if I wanted to.

10. There are too many aspects of my life that would be disrupted if I decided to give up environmentally friendly clothing now.
11. I would not abandon environmentally friendly clothing at this time because I feel a sense of obligation to it.
12. Environmentally friendly fashion products deserve my loyalty.
13. I would consider buying environmentally friendly clothing if I saw it in a store.
14. I am willing to consider switching to another clothing brand for environmental reasons.
15. I would consider buying environmentally friendly clothing because it does not contribute much to pollution.
16. My environmental awareness positively influences my intention to purchase environmentally friendly clothing brands.
17. I would recommend my friends to use environmentally friendly clothing.

End of Survey

Thank you for taking the time to complete this survey. I greatly appreciate the information you have provided. Your responses will contribute to my research on consumer intentions towards environmentally friendly fashion products.

Cherryll Heryono Putri & Audrey Dhamara Elysia Rosa