

## THE EFFECT OF ENVIRONMENTAL CONCERN ON ECO FRIENDLY FASHION PRODUCT PURCHASE DECISION: THE MEDIATOR ROLE OF GREEN BRAND IMAGE

Eka Septiarini<sup>1</sup> Faiz Irsyadi<sup>2</sup> Ceha Mutiah<sup>3</sup>

<sup>1</sup> Management Department, Jenderal Achmad Yani University, Cimahi, Indonesia

<sup>2</sup> Management Department, Jenderal Achmad Yani University, Cimahi, Indonesia

<sup>3</sup> Management Department, Jenderal Achmad Yani University, Cimahi, Indonesia

[eka.septiarini@lecture.unjani.ac.id](mailto:eka.septiarini@lecture.unjani.ac.id)

### INFO ARTIKEL

### ABSTRACT

#### Histori Artikel :

Tgl. Masuk : ([dikosongkan](#))

Tgl. Diterima : ([dikosongkan](#))

Tersedia Online : ([dikosongkan](#))

#### Keywords:

Environmental concern, green brand image, green purchase decision, ecofriendly fashion product

*Indonesia is now struggling with a number of environmental challenges. These challenges constitute a threat to ecosystems and the environment. Waste is Indonesia's greatest environmental issue. A significant amount of waste was accumulated, totaling 32 million tons, including textile waste. The cause of this phenomenon is the growth of fast fashion industry. The Indonesian apparel textile industry's export growth climbed by 56% (Kemenperin, 2021), although the market for environmentally friendly clothes fell in 2020 with a compound annual growth rate (CAGR) of -3.24% (Business Wire, 2020). 28% of Indonesian customers comprehend eco-friendly products. So it might be assumed that Indonesians lack comprehension of an environmentally friendly product. The purpose of this research is to broaden the understanding of green customers' purchasing decisions for eco-friendly fashion products by presenting and testing an integrated conceptual model that investigates the influence of consumers' personal environmental concern, green brand image, and its relationships. Using descriptive and associative quantitative methods, 371 respondents who live in Indonesia and had an experience purchase ecofriendly fashion product filled the questionnaire through google form. Data analysis using PLS software which consists of outer model and inner model. The outcome retrieved 72.4% of green brand image is positive influenced by environmental concern. The environmental concern positively influences green purchase decision by 24.2%. The green brand image positively influences green purchasing decisions by 38.7%. Green brand image positively mediated environmental awareness and green purchasing decisions by 28.2%.*

## INTRODUCTION

Indonesia is now dealing with a variety of environmental issues. These challenges pose a hazard to ecosystems and the environment. As a result, in order to decrease negative environmental impacts, the government encourages citizens to

progressively adopt ecologically friendly consumption habits. In addition, this advice is one of Indonesia's low-carbon development strategies. Waste is Indonesia's major environmental challenge, accounting for 40% of the total. In 2020, a large amount of waste was accumulated, totaling 32 million tons,

including textile waste (*Indonesia Environment and Energy Center, 2023*).

Approximately 18.6 million tons of textile waste are discarded in landfills and end up in the ocean. After a year of purchase, the average customer discards 66% of their clothes, with 19% burnt and 15% recycled (Ruiz, 2024). This phenomenon is possible since Indonesia is the world's fourth most populated country and the textile and apparel industries are in high demand among Indonesians (Worldometers, 2023).

Fashion is growing increasingly popular, innovative, and diverse as time and civilization progress. Furthermore, people are now allowed to wear a variety of clothing and whatever they like. Unfortunately, the global fashion industry is still not environmentally conscious enough to prioritize sustainable fashion. Sustainable here refers to environmental friendliness and reduced emissions (Ridwan, 2022).

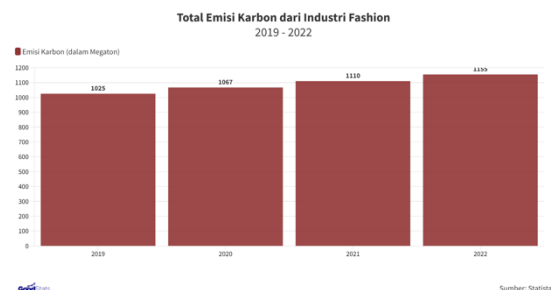


Figure 1. Total Carbon Emissions from The Fashion Industry 2019-2022

Every year, the fashion business produces a significant quantity of emissions is shown by figure 1. In 2019, the fashion sector generated 1025 megatons of carbon emissions. This value continued to climb in subsequent years, reaching 1067 and 1110 megatons in 2020 and 2021, respectively. This year, the fashion industry's carbon emissions increased to 1155 megatons (Fleck, 2023).

Today's fashion business is far from ecologically friendly, with polyester accounting for 54% of all textiles made and distributed. Polyester is considered environmentally unfriendly because it is typically derived from petroleum and is difficult to breakdown. For this reason,

recycled polyester manufactured from recycled plastic bottles is considered environmentally beneficial. Cotton, behind polyester, accounts for 22 percent of global textile production and distribution. Cotton is considered an eco-friendly textile material. However, it has been shown that inorganic cotton is created as a result of pesticide use and is not regarded environmentally benign (Exchange, 2021).

The environmental impact of fast fashion in Indonesian society is that at least one item is discarded each year, with 25% discarding more than ten clothes. This can happen when individuals become aware of the low quality of fast fashion products (Rizqiyah, 2023). Furthermore, the Ministry of Environment and Forestry KLHKH (2021) stated through SIPSN that Indonesia generates 2.3 million tons of garment trash, which accounts for 12% of total household garbage.

The Indonesian apparel textile industry's export growth climbed by 56% (Kemenperin, 2019), although the market for environmentally friendly clothes fell in 2020 with a compound annual growth rate (CAGR) of -3.24% (Business Wire, 2020).

According to Cameron & Kafi (2019), customers all around the world are becoming more conscious of how and where their clothes are made. Consumers are becoming more aware of the detrimental environmental impact of their buying practices. Eco friendly clothing products are one of the most innovative ways to reduce environmental impact. Eco friendly clothing products are produced through a series of manufacturing processes that reduce energy consumption, use recycled materials, do not pollute the environment, and promote employee safety. Because of the long processes that's why eco friendly fashion products are more expensive than conventional products. The lifestyle category of eco friendly fashion products does not require more explanation. According to Štefko & Steffek (2018), the focus is on quality and the need for mutual trust between producers and consumers to optimize production and consumption cycles.

Sustainable fashion, often known as slow fashion, is an ethical approach to fashion products that encourages moderate (not frequent) purchase because they are of high quality and created sustainably. Slow fashion focuses on producing high-quality garments and accessories that can last for years (Fletcher, 2010; Jung & Jin, 2016; Niinimäki, 2010) and is intended to be a viable alternative to quick fashion (Henninger et al., 2009; Sung & Woo, 2019).

A person's concern for the environment will lead to a search for a brand with an environmentally friendly image. A person's level of environmental care is believed to contribute to the community's perception of environmentally beneficial behavior. The findings of this study are consistent with those of Hussain et al. (2014), who found that environmental concerns have a positive effect on green brand image.

The market share of sustainable and eco-friendly fashion has been increasing, and it is expected to continue to climb until 2026 is shown in Figure 2. Sustainable fashion held a 4.3 percent market share in 2022 and is expected to grow to 6.1 percent by 2026 (Statista, 2024).

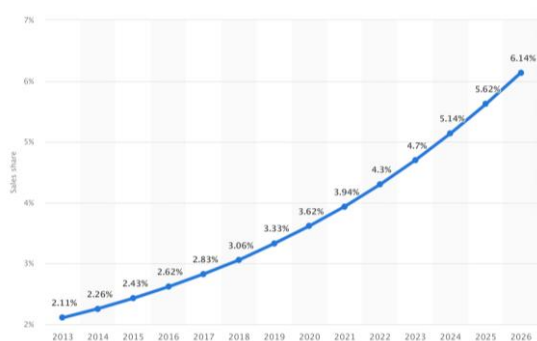


Figure 2. Revenue Share of The Sustainable Apparel Market Worldwide From 2013-2026

Consumers' growing awareness of being eco-friendly and socially responsible, as well as sustainable retail and consumption, are prerequisites for sustainable Fashion supply chain management in order to meet evolving customer expectations and preferences (Jacobs et al., 2018). Environmental concern and a preference

for green items have a major and beneficial influence on green shopping decisions (Majeed et al., 2022).

The notion of a green brand is one of the company's strategy in which the brand considers both profit and the environment (Praharjo, 2019). The green brand image variable influences purchasing decisions in a good and significant way (Muqorrobin et al., 2019). It may be inferred that brand image have a positive and important role in mediating the relationship between environmental concern and purchase decision (Larasati et al., 2021).

This is an interesting topic for research because only 28% of Indonesian customers comprehend eco friendly products. So it might be assumed that Indonesians lack comprehension of an environmentally friendly product. One example is eco friendly fashion products, where consumers must first be persuaded by information about environmentally friendly products, read reviews to learn about eco-friendly fashion products information, and assess the brand image of eco-friendly fashion products through production activities, environmental rescue programs, and brand image in the community (Katadata Insight Center, 2021). As a result, the eco friendly clothing product business must take decisive action, implementing transformative and inventive improvements to meet future fashion industry difficulties.

This research was conducted as an effort to understand green purchase decisions on slow fashion products as a result of consumer environmental concern. One of the environmental concern variables has not been widely studied. Previous research that has been widely researched is still about green knowledge and green awareness. In addition, research that measures the mediating impact of green brand image from environmental concern on purchase decisions is also still minimal. In addition, there are still few research objects in slow fashion, especially in Indonesia. Therefore, this study will specialize in measuring the effect of environmental concern mediated by green brand image on purchasing decisions.

## THEORITICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Consumer behavior is reflected in the activity of the decision-making process in purchasing, which begins by considering stimuli from external aspects executed by marketers or companies (products or services, selling prices, distribution, and marketing communications), as well as other external environmental factors (derived from macroeconomic, political, technological, and cultural conditions), and is also a part that is closely related to core consumer psychological (Kotler & Keller, 2016).

Green consumer behavior will play an important role in the environmental movement. In general, environmentally friendly consumption behavior refers to the various activities that consumers engage in such as purchasing, consuming, handling garbage, energy-saving behavior, activism in environmental movements, restrictions, reducing the impact of consumption on the environment, minimizing the use of natural resources, and ethical perceptions (Wahab et al., 2017; Xiao et al., 2022).

Many consumers are becoming aware of the need of environmental protection. the increasing environmental challenges that arise, human activity in addressing wants is a leading cause of environmental degradation, the expanding population places a strain on the entire environment, not just in terms of food and shelter, but also in terms of waste generation and the environment's ability to maintain this increase. One manifestation of this awareness is the urge to purchase eco-friendly items (Chen, 2013; Rahmi et al., 2017).

Based on changes in consumer behavior, the corporation is implementing a green strategy to address consumers' need for ecologically friendly products. When marketing initiatives are influenced by environmental awareness, the company's image as an environmentally conscious corporation improves (Joshi & Rahman, 2015). As a result,

environmentally friendly brands stand out from the competition by offering considerable environmental benefits. As a result, consumers may be motivated to use or develop interested in purchasing environmentally (Rahmi et al., 2017).

### Environmental Concern

According to Tondolo et al. (2023), environmental concern is a person's attitude toward environmental issues that may influence their behavior toward the environment. Environmental concern is the degree to which a person is prepared to take action to address environmental problems and aware of hem (Prakash & Pathak, 2017). A collection of emotional and cognitive attitudes on the environment are referred to as environmental concern. Different customers exhibit different levels of environmental concern in their behaviors (Klabi & F., 2022).

Wesley Schultz (2001) identifies three dimensions that can influence a person's perception of the environment:

1. Egoistic concern is egoistic concern for oneself can impact one's health, lifestyle, and future.
2. Altruistic concern refers to our concern for others and our desire to help them in need. For examples humanity, children and society in an area.
3. Biospheric concern is concern for other aspects of life, such as the environment, flora, and animals.

### Green Brand Image

Green brand image is a collection of consumer impressions of a brand that reflect their ongoing commitment to environmental protection (Rahmi et al., 2017b). A green brand image may show consumers that a company is innovative and caring as awareness of climate change and the harmful consequences of particular products and activities on the environment grows (Wu & Chen, 2014). The term green brand image refers to all business operations, from sales to production, that use highly effective environmental components to prevent pollution that endangers people or the environment (Chan, 2018).

Green brand image is a succession of customers build brand images for corporate brands that demonstrate commitment, care, and usefulness of products to the environment (Y. S. Chen, 2010; Lin et al., 2017; Mourad & Ahmed, 2012). Transparency, information, communication, and procedure are critical components of successful businesses (Vilanova et al., 2009).

1. Transparency, green brand gives clear and honest information about its environmental policies and production practices.
2. Information, green Brand provide information to urge consumers to modify their purchasing habits and become more environmentally conscious.
3. Communication, how the brand communicates sustainable (eco-friendly) items that invokes knowledge and meaning, as well as the brand's value to the environment
4. Procedure, measures that reduce environmental consequences throughout a product's manufacturing process.

### **Green Purchase Decision**

The deliberate choice to purchase environmentally friendly products stems from the self-evaluation's indication of environmental support (Genoveva & Rahdino, 2020). The choice of green customers to buy green products is increasingly becoming a key topic in the field of green marketing research. The consumer's desire to support environmentally conscious businesses led to the purchasing decision (Mohd Noor et al., 2016). The choice to buy a green product that both endorses sustainable consumption patterns and supports environmentally friendly business operations is referred to as a green purchase decision (Carfora et al., 2019). According to Nekmahmud & Fekete-Farkas (2020), buying environmentally friendly products, endorsing sustainable consumption methods, and shelling out additional money for them are examples of green purchasing decisions.

According to Nekmahmud & Fekete-Farkas (2020), Mohd Noor et al. (2016), and Suki (2013), the dimensions of green product purchasing decisions are as follows:

1. Type of product, decisions concerning what types of environmentally friendly products consumers will use to meet their demands.
2. First choice, consumers are dedicated to main green product, consistent to choose and have no interest in or desire to move to alternative green product offerings.
3. Recommendation, recommend eco friendly products to others in the expectation that they will feel the same satisfaction.
4. Future decision, consumer decision to purchase an environmentally friendly product in the future

### **Environmental Concern and Green Brand Image**

Consumers that care about the environment frequently believe that green brands provide distinctive and beneficial value over ordinary products, therefore they identify them with a good image (Butt et al., 2017; Ha, 2020). According to studies, consumer environmental concern has an impact on the image of green brands. This can influence customer decisions to purchase eco-friendly product (Yasmin et al., 2021).

A consumers environmental care is anticipated to contribute to an ecologically friendly image in the eyes of consumers. The findings of this study are consistent with the results obtained by (Hussain et al., 2014), who found that environmental concern had positive impacts on green brand image.

Based on the previous narration, a hypothesis can be submitted as follows:

**H1: Environmental Concern positive and significantly influence green image**

### **Environmental Concern and Green Purchase Decision**

Green Purchasing Decisions (GPD) are significantly and favorably impacted by Environmental Concern (EC) (Fahmi et al., 2023; Hossain, 2022; Wahab et al., 2017).

The decision of consumers to buy eco-friendly products is significantly and favorably influenced by their care for the environment. This implies that consumers' decisions to make green purchases would rise in tandem with their growing concerns about the environment (Esmaeilpour & Bahmiary, 2017). Young generation and informed customers are heavily influenced by environmental concern while making green purchase selections (Nekmahmud & Fekete-Farkas, 2020).

Based on the explanation provided, it can be concluded that environmental concern is an element of consumer are concerned for the environment, which may affect green product purchase behavior. Environmental concerns determine green product purchasing decisions positively (Kumaim, 2021).

Based on the narration above, the following hypothesis can be submitted:

**H2: Environmental concern positive and significant impact to green purchase decision**

### **Green Brand Image and Green Purchase Decision**

The perception of a green brand is one of the strategies carried out by companies looking at environmental aspects and the welfare of society in the future. Brands are not only profit-oriented (Praharjo, 2019). Green brand image have a positive and significant effect on purchasing decisions (Muqorrobin et al., 2019). Purchase decisions are positively impacted by green brand image (Darmawan & Widodo, 2019). Green brand image has been shown to have a considerable and favorable impact on purchasing decisions (Bestari dan Suhermin, 2016; Fatharani, 2023).

Brand image is a consumer's perception of a product or service based on their experience, knowledge, and brand. A positive image of the product, the company, and the consumer all influence purchasing decisions. A strong brand image enables consumers to recognize satisfied demands and select these products when deciding on a purchasing decision. Research findings (Adiwiidjaja & Tarigan, 2017; Nandaika & Respati, 2021).

Considering all of those findings, we proposed the following hypothesis,

**H3: Green Brand Image has a positive and significant impact on Green Purchase Decision**

### **Green Brand Image as a mediator between Environmental Concern and Green Purchase Decision**

In previous research conducted by Larasati et al. (2021) brand image has a positive and significant effect on the relationship between environmental concern and purchasing decisions. Thus, environmental concern has a positive effect on purchasing decisions, and brand image can be used as a mediator.

Environmental concern as an individual's knowledge of the environment that has a significant impact on decision process. When consumers are concerned about environmental issues, their level of awareness will improve, potentially leading to a positive attitude toward green products. Alamsyah, 2020 found that environmental concern has a significant influence on purchasing decisions.

Furthermore, Yasmin et al. (2021) found that brand image does not influence the relationship between environmental concern and green purchasing decisions.

Based on the information above, the following hypothesis can be proposed,

**H4: Green Brand Image is a mediator of environmental concern and green purchase decision**

## **RESEARCH METHODOLOGY**

Descriptive and associative quantitative methods were implemented in this study. Respondents have filled out the research questions through questionnaire via google form and have met the requirements of this study, namely having experience buying environmentally friendly fashion products in the last three months and residing in Indonesia. The research conducted from February until May 2024 and gain 428 respondents by purposive sampling. Only 371 respondents meet the criteria. The total questions of this research are 16 questions and using conceptual research refers to: 1)



5 questions about environmental concern (Wahab et al., 2017; Wesley Schultz, 2001), 2) 5 questions about green brand image (Vilanova et al., 2009), 3) 6 questions of green purchase decision (Mohd Noor et al., 2016; Nekmahmud et al., 2022).

In analyzing data from the variables in this research, Smart PLS was used. Data analysis using PLS software which consists of Outer Model and Inner Model Analysis. Outer model analysis can be described by convergent validity, discriminant validity, Composite Reliability while inner model analysis via R-Square, F-Square, Blindfolding, Path and Hypothesis Testing.

## RESULT AND DISCUSSION

### Descriptive Result

Table 1. Descriptive Result

<b>Domicile</b>	Kota Bandung	17,8%
	Kab Bandung	3,8%
	Kab Bandung Barat	3,8%
	Kota Cimahi	5,1%
	Jakarta	4,6%
	Lainnya	65,0%
<b>Age</b>	13-21	42,6%
	22-29	38,5%
	30-37	15,4%
	38-46	3,2%
	>46	0,3%
<b>Gender</b>	Woman	74,9%
	Man	25,1%
<b>Education Background</b>	SMA/SMK	52,3%
	D3/D4/S1	40,7%
	S2	4,9%
	S3	0,3%
	Others	1,9%
<b>Occupation</b>	Student	11,9%
	Graduate Student	34,8%

<b>Income</b>	Civil Servant	5,1%
	Private Sector	
	Employee	25,6%
	Entrepreneur	8,1%
	Others	14,6%
	<1 million	50,7%
<b>Budget to purchase eco friendly fashion product</b>	1-3 million	23,7%
	3-5 million	13,7%
	5-10 million	6,5%
	>10 million	5,4%
	<1 million	82,7%
	1-3 million	15,9%
	>3 million	1,3%

In the first place, 45% of respondents came from Greater Bandung and Jabodetabek. Other 65% respondents reside in several major cities in Indonesia. West Java, East Java, Sumatera, Kalimantan, South Sulawesi, Bali and West Nusa Tenggara area. It is known that respondents that fulfill the filling criteria are between 17 and 21 years old (42.6%), 22 and 29 years old (38.5%), and have a last educational background of undergraduate (52.3%). The majority of respondents (34.8%) were university students, followed by private firm employees (25.60%) with an average income of less than one million to three million rupiah (50.7%) and will purchase eco friendly fashion product under 1 million rupiah.

### Convergent Validity

The loading factor value assigned to each construct indicator is indicative of the test for convergent validity. Validity is attributed to an indicator whose loading factor is greater than 0.7 (Hair et al., 2019).

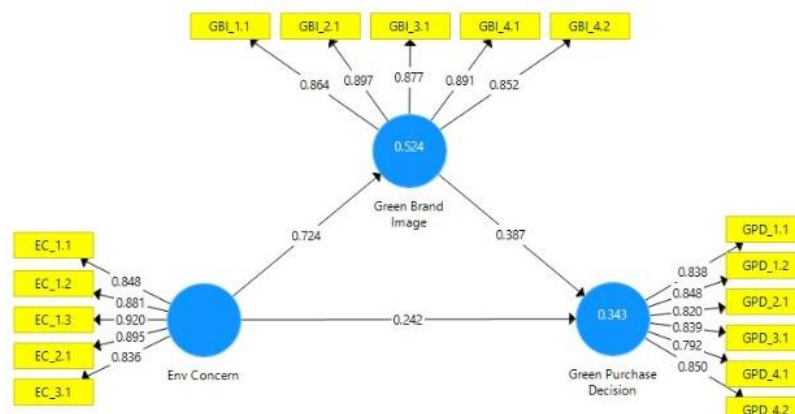


Figure 3. Convergent Validity

Figure 3 displays the results of the convergent validity calculation, which reveal that all research variables have a loading factor greater than 0.70. This signifies that the indicators are correct and fulfill the specifications.

### Discriminant Validity

Cross loading calculations are appropriate for determining discriminant validity. The cross loading value indicates if the construct has a sufficient discriminant or not. The variable must have the highest cross loading value when compared to the other constructs.

Table 2. Discriminant Validity

	EC	GBI	GPD
EC_1.1	0.848	0.653	0.464
EC_1.2	0.881	0.643	0.456
EC_1.3	0.920	0.659	0.466
EC_2.1	0.895	0.644	0.482
EC_3.1	0.836	0.566	0.412
GBI_1.1	0.591	0.864	0.472
GBI_2.1	0.620	0.897	0.496
GBI_3.1	0.653	0.877	0.525
GBI_4.1	0.677	0.891	0.488
GBI_4.2	0.626	0.852	0.478
GPD_1.1	0.411	0.460	0.838
GPD_1.2	0.441	0.437	0.848
GPD_2.1	0.423	0.509	0.820
GPD_3.1	0.451	0.459	0.839
GPD_4.1	0.388	0.437	0.792
GPD_4.2	0.481	0.493	0.850

Source: Data Processed 2024

### Composite Reliability

Table 3. Composite Reliability

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
EC	0.924	0.943	0.768
GBI	0.924	0.943	0.768
GPD	0.911	0.931	0.691

Source: Data Processed 2024

Reliability is used to analyze the consistency of results obtained from many measurements. A decent composite reliability and average variance extracted (AVE) score must be greater than 0.7. Meanwhile, the average variance extracted (AVE) value must exceed 0.5 (Hair et al., 2019). The Cronbach alpha, composite reliability, and AVE values in Table 3 all matched the criterion. Thus, the variable constructs can be considered dependable.

### R-Square

The effect of endogenous factors on other variables is found using the R-square. An acceptable R-squared value is one that is higher than 0.7. A moderate R-square value is between 0.25 and 0.74, and a value less than 0.25 indicates a poor category.

Table 4. R-Square

	R Square
GBI	0.524
GPD	0.343

Source: Data Processed 2024

Based on the table above, we can deduce that the green brand image variable has an R-square value of 0.524 (moderate category), indicating that the variables green brand image account for 52.4% of the environmental concern. Meanwhile, green purchase decision has an r-square 0.343 (moderate category) which means 34.3% of green purchase decision described by environmental concern.

### F-Square

The f-squared test is used to determine the effect of predictor variables on the dependent variable. Should the f-square values of 0.02, 0.15, and 0.35 be interpreted as indicating a weak, medium, or strong influence from latent variable predictors. The f-square findings are displayed based on the data processing outcomes.

Table 5. R-Square

	GBI	GPD
EC	0.475	0.722



GBI	0.182
-----	-------

Source: Data Processed 2024

The f-Square value of environmental concern to green brand image is 0.475 (strong). It can be said that the environmental concern relatively caused high impact on green brand image. In addition, environmental concern's f-square on green purchase decision is 0.722 (strong). Meanwhile, the green brand image variable has a moderate impact on green purchase intention shown by f-square value of 0.182.

### Blindfolding

The Q-square value (predictive relevance) can be used to interpret the PLS model assessment. By estimating observed variables through blindfolding stages and estimating construct parameters through blindfolding processes, the Q-square value can display the synthesised outcomes of cross-validation and fitting functions. According to (Hair et al., 2019), the PLS path model's small, medium, and big meanings are indicated if the Q-square value is more than 0; 0.25; or 0.5.

Table 6. Blindfolding Test  
Source: Data Processed 2024

The predictive value of the relevance of green brand image and green purchase decision is shown in Table 5. The model exhibits a good fit and is deemed acceptable or relevant based on the Q-Square value, which reveals values of 0.397 and 0.276 in the medium category.

### Path Analysis and Hypothesis Testing

#### a. Direct Effect Test

Hypothesis testing, as evidenced by the t-statistics and path coefficients. The route coefficient depicts the relationship between constructs, whilst the t-statistic value indicates the importance of the construct. The t-statistic value utilized is 1.98 (alpha 5%), hence the criteria for accepting or rejecting the hypothesis are as follows. Ha is accepted; H0 is rejected.

Table 7. Direct Effect Test

	<i>Path Coeff</i>	<i>T-Stat</i>	<i>P Values</i>
EC -> GBI	0.724	17,954	0.000
EC -> GPD	0.242	4,130	0.000
GBI -> GPD	0.387	5,431	0.000

Source: Data Processed 2024

Based on Table 7, the following are the test findings for each hypothesis:

1. The study indicated that environmental concerns have a strong positive impact on green brand image. This is corroborated by the parameter coefficient of 0.724. Data processing yielded a p-value of  $0.000 < 0.05$  and a t-statistic value of 17.954, which exceeded 1.98. Thus, the study's first hypothesis (H1) has been accepted.
2. Environmental concern positively influenced the intention to make green purchases. This is supported by the parameter coefficient's value of 0.242. The data processing yielded a t-statistical value that exceeded the t-table value ( $4.130 > 1.98$ ) with a p-value of  $0.000 < 0.05$ . As a result, the study's second hypothesis (H2) was accepted.
3. According to the findings, green brand image has a positive and significant

	<i>SSO</i>	<i>SSE</i>	<i>Q-Square</i>
EC	1,855,000	1,855,000	
GBI	1,855,000	1,117,841	0.397
GPD	2,226,000	1,706,601	0.276

influence on green purchase decisions. This is supported by the parameter coefficient value of 0.387. The data processing resulted in a t-statistical value higher than the t-table value ( $5.431 > 1.98$ ) and a p-value of  $0.000 < 0.05$ . Thus, the study's third hypothesis (H3) has been accepted.

#### b. Indirect Effect Test

Table 8. Indirect Effect Test

	<i>Path Coeff</i>	<i>T-Stat</i>	<i>P Values</i>
EC -> GBI -> GPD	0.280	5,130	0.000

Source: Data Processed 2024

The results in Table 8 show that the study's fourth hypothesis (H4), the influence of environmental concern on green purchase decisions mediated by green brand image, is accepted. This is evident from the parameter coefficient's value of 0.280. The results are based on a t-statistical value greater than the t-table value ( $5.130 > 1.98$ ) and a p-value of  $0.000 < 0.05$ .

## DISCUSSIONS

### The Effect of Environmental Concern and Green Brand Image

Hypothesis 1 revealed that environmental concern has a positive and significant influence on the green brand image has been accepted. It supported by the parameter coefficient of 0.724 (72,4%). This means Environmental Concern influenced green brand image 72,4%.

Another statistic analysis show that P-value of  $0.000 < 0.05$  and a t-statistic value of 17.954, which exceeded 1.98 so hypothesis 1 is accepted. The most important acknowledge is a sense of concern for rescuing the planet due to environmental issues. This suggests that the more consumers concern to the environment, the more consumers will seek out fashion brands with an environmentally conscious image.

This is consistent with previous research that the more consumer concern about the environment, the more consumer want to find items with environmentally friendly image (Butt et al., 2017; Ha, 2020).

### The Effect of Environmental Concern and Green Purchase Decision

According to research findings, environmental concern has a positive and significant impact to green purchase decision. It shown by the parameter coefficient of 0.242 (24,2%). This means Environmental Concern influenced green purchase decision 24,2%.

The data processing yielded a t-statistical value that exceeded the t-table value ( $4.130 > 1.98$ ) with a p-value of

$0.000 < 0.05$ . By that hypothesis 2 is accepted. The more consumers have a high level of concern for the environment and supported by knowledge and awareness of saving the environment for a better life in the future. The more consumers prefer to buy environmentally friendly fashion products over ordinary products.

This result confirmed by the previous research result that green purchase decision can be influenced by environmental concern. (Fahmi et al., 2023; Hossain, 2022; Wahab et al., 2017).

### The Effect of Green Brand Image and Green Purchase Decision

The third hypothesis revealed that green brand image also has a positive and significant impact to green purchase decision. This is supported by the parameter coefficient value of 0.387 (38,7%). This means green brand image influenced green purchase decision 38,7%.

The data processing resulted in a t-statistical value  $5.431 > t\text{-table } 1.98$  and a p-value of  $0.000 < 0.05$  so that hypothesis 3 is accepted.

If brands known as providers of environmentally friendly products, have an environmentally friendly reputation and consistently carry out environmentally friendly business activities can be recognized as a brand that has an environmentally friendly image and will be influenced consumers purchase decision of eco friendly fashion product.

This finding same with previous research that green brand image have a positive and significant effect on purchasing decisions (Muqorrobin et al., 2019)(Darmawan & Widodo, 2019), (u dan Suhermin, 2016; Fatharani, 2023).

### The Mediation Effect by Green Brand Image

Mediating effect of green brand image on environmental concern and purchase decision indicated by the t-statistic value > table ( $5.130 > 1.978$ ) and p value  $0.000 < 0.05$ , significant positive results, then hypothesis 4 can be accepted. Green brand image mediates environmental

concern and purchase decision with a path coefficient value of 0.280. This means that green brand image mediates green campaign on purchase intention by 28%.

The interpretation of these results is in line with the results of research conducted by Larasati et al. (2021) brand image has a positive and significant effect on the relationship between environmental concern and purchasing decisions. Furthermore, Yasmin et al. (2021) found that brand image does not influence the relationship between environmental concern and green purchasing decisions.

## CONCLUSION

Based on the data analysis, it can be concluded that environmental concern has a positive and significant impact on green brand image. Environmental concerns have a significant positive impact on purchase decision eco friendly fashion product.

The limitations of this research include the number of respondents that need to be added to describe the situation, the research focuses only on one independent variable, the environmental concern, which is one of the psychological factors that can influence consumer purchasing decisions. Therefore, researchers can add other variables that can influence green purchase decisions such as green knowledge, green awareness, green trust, environmental consciousness and others so that they can better understand green purchase decision besides environmental concern and green brand image.

It can be seen from the results of research that green brand image has a positive and significant influence on purchase decision and is a mediator variable between environmental concern and purchase decision. On top of this, managerial implications for entrepreneurs who move on the eco friendly fashion business need to raise consumer awareness of the brand image known as the provider of environmentally friendly fashion products. Then, in order to create a good product image, the brand must maintain an environmentally friendly reputation, for example by always using

natural clothing dyes, fuel-efficient and not polluting the environment. Furthermore, in order for the brand image to become stronger in the market, it is necessary for a brand to create an environmental activity or campaign.

## REFERENCES

- Adiwidjaja, A. J., & Tarigan, Z. J. H. (2017). Pengaruh Brand Image Dan Brand Trust Ter. *AGORA Jurnal Bisnis*, 5, no: 3, 3–4.
- Bestari dan Suhermin. (2016). Pengaruh Green Brand Image, Green Advertising Dan Harga Terhadap Keputusan Pembelian. *Jurnal Ilmu Dan Riset Manajemen*, 5(5), 1–19.
- Business Wire. (2020). *Global Ethical Fashion Market to Reach \$8.25 Billion by 2023 (COVID-19 Adjusted)* - ResearchAndMarkets.com. BussinerWire. <https://www.businesswire.com/news/home/20200619005202/en/Global-Ethical-Fashion-Market-to-Reach-8.25-Billion-by-2023-COVID-19-Adjusted---ResearchAndMarkets.com>
- Butt, M. M., Mushtaq, S., Afzal, A., Khong, K. W., Ong, F. S., & Ng, P. F. (2017). Integrating Behavioural and Branding Perspectives to Maximize Green Brand Equity: A Holistic Approach. *Business Strategy and the Environment*, 26(4), 507–520. <https://doi.org/10.1002/bse.1933>
- Cameron, B., & Kafi, A. (2019). *Investigating Consumers' Online Clothing Buying Behavior Through the Lens of Extended Unified Theory of Acceptance and the Use of Technology*. <https://doi.org/10.31274/itaa.8830>
- Carfora, V., Catellani, P., Caso, D., & Conner, M. (2019). How to reduce red and processed meat consumption by daily text messages targeting environment or health benefits. *Journal of Environmental Psychology*, 65(June 2018), 101319. <https://doi.org/10.1016/j.jenvp.2019.101319>
- Chan, S. (2018). Factors Affecting Revisit

- Intention With Customer Satisfaction As a Mediating Variable in Eco Friendly Resorts. *Jurnal Manajemen Inovasi*, 9(1), 1–13.
- Chen, Y., & Chang, C. (2013). Enhance environmental commitments and green intangible assets toward green competitive advantages: an analysis of structural equation modeling (SEM). *Qual Quant* 47, 529–543. <https://doi.org/10.1007/s11135-011-9535-9>
- Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>
- Darmawan, E. I., & Widodo, A. (2019). Pengaruh Green Product, Green Advertising Dan Green Brand Image Terhadap Purchased Decision Cat Tembok Nippon Paint. *EProceedings ...*, 6(3), 6149–6161. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/11443%0Ahttps://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/viewFile/11443/11307>
- Esmailpour, M., & Bahmiary, E. (2017). Investigating the impact of environmental attitude on the decision to purchase a green product with the mediating role of environmental concern and care for green products. *Management and Marketing*, 12(2), 297–315. <https://doi.org/10.1515/mmcks-2017-0018>
- Exchange, T. (2021). *Products Classification*. 1–40.
- Fahmi, M. A., Hasan, Z. I., Rozudin, M., & Ridho, I. (2023). *Economics and Digital Business Review Analisis Faktor Green Purchase Decision Pada Alternatif Reusable Botol Di Convenience Store: Sebuah Model Persamaan Struktural*. 4(2), 478–497.
- Fatharani, N. A. (2023). Pengaruh Green Product, Green Brand, Dan Green Advertising Terhadap Keputusan Pembelian. *Fokus Bisnis: Media Pengkajian Manajemen Dan Akuntansi*, 7(1). <https://doi.org/10.32639/fokusbisnis.v14i1.533>
- Fleck, A. (2023). *The Hidden Carbon Footprint of the Fashion Industry*. Statista.Com. <https://www.statista.com/chart/30169/carbon-emissions-from-business-travel-to-fashion-shows/>
- Fletcher, K. (2010). Slow Fashion: An Invitation for Systems Change. *Fashion Practice*, 2(2), 259–265. <https://doi.org/10.2752/175693810x12774625387594>
- Genoveva, G., & Rahdino, A. (2020). Green Purchase Decision on Mineral Waters' Environmental Packaging: Millennials Perspectives. *Jurnal Manajemen Dan Bisnis Sriwijaya*, 18(1), 1412–4521. <http://ejournal.unsri.ac.id/index.php/jmbs>
- Ha, M. tri. (2020). Linking adaptive capability, product innovation and marketing performance: Results from Indonesian SMEs. *Management Science Letters*, 10(10), 2379–2384. <https://doi.org/10.5267/j.msl.2020.2.026>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Henninger, C. E., Panayioti, J., & Alevizou, C. J. O. (2009). What is sustainable fashion? *Journal of Fashion Marketing and Management: An International Journal International Marketing Review International Journal of Retail & Distribution Management*, 13(7), 279–296. <https://doi.org/10.1108/13612020910957770>
- Hossain, M. M. (2022). Green Products Purchase Decision during COVID-19 Pandemic: An Emerging Market Perspective. *Researchgate.Net, February*. <https://www.researchgate.net/profile/>

- Md-Hossain-276/publication/358894189\_Green\_Products\_Purchase\_Decision\_during\_COVID-19\_Pandemic\_An\_Emerging\_Market\_Perspective/links/621bab9d6051a16582fd7a85/Green-Products-Purchase-Decision-during-COVID-19-Pandemic-An-
- Hussain, M. A., Khokhar, M. F., & Asad, A. (2014). Green awareness effects on consumers' purchasing decision: A case of Pakistan. *Global Journal of Management and Business Research*, 14(6), 9–16. <https://pdfs.semanticscholar.org/62e9/6c1e9272e4024508bc370033730f4058162f.pdf>
- Indonesia Environment and Energy Center. (2023). IEC. <https://environment-indonesia.com/infographic3/10-masalah-besar-lingkungan-di-indonesia/>
- Jacobs, K., Petersen, L., Hörisch, J., & Battenfeld, D. (2018). Green thinking but thoughtless buying? An empirical extension of the value-attitude-behaviour hierarchy in sustainable clothing. *Journal of Cleaner Production*, 203, 1155–1169. <https://doi.org/10.1016/j.jclepro.2018.07.320>
- Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour and Future Research Directions. In *International Strategic Management Review* (Vol. 3, Issues 1–2). Holy Spirit University of Kaslik. <https://doi.org/10.1016/j.ism.2015.04.001>
- Jung, S., & Jin, B. (2016). Sustainable development of slow fashion businesses: Customer value approach. *Sustainability (Switzerland)*, 8(6). <https://doi.org/10.3390/su8060540>
- Katadata Insight Center. (2021). *Survei KIC: Baru 28 Persen Konsumen Memahami Produk Hijau*. Databoks2. <https://databoks.katadata.co.id/press-release/2021/11/30/survei-kic-baru-28-persen-konsumen-memahami-produk-hijau>
- Kemenperin. (2019). *Industri Tekstil dan Pakaian Tumbuh Paling Tinggi*. Kemenperin. <https://kemenperin.go.id/artikel/21191/Industri-Tekstil-dan-Pakaian-Tumbuh-Paling-Tinggi>
- Klabi, F., & F., B. (2022). The Mechanisms for Influencing Green Purchase Intention by Environmental Concern: The Roles of Self-Green Image Congruence and Green Brand Trust. *South Asian Journal of Management Sciences*, 16(1), 76–101. <https://doi.org/10.21621/sajms.2022161.05>
- KLHKH. (2021). SIPSN. <https://sipsn.menlhk.go.id/sipsn/>
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran edisi 12 Jilid 1&2*.
- Kumaim, A. (2021). Fostering a clean and sustainable environment through green product purchasing behavior: Insights from Malaysian consumers' perspective. *Sustainability (Switzerland)*, 13(22), 1=17. <https://doi.org/10.3390/su132212585>
- Larasati, Q., Wisnalmawati, W., & Sugandini, D. (2021). Peran Mediasi Brand Image Pada Green Promotion, Environmental Consciousness, Information Credibility Terhadap Purchase Decision. *Jurnal Ecodemica: Jurnal Ekonomi, Manajemen, Dan Bisnis*, 5(1), 61–68. <https://doi.org/10.31294/jeco.v5i1.8598>
- Lin, J., Lobo, A., & Leckie, C. (2017). Green brand benefits and their influence on brand loyalty. In *Marketing Intelligence and Planning* (Vol. 35, Issue 3). <https://doi.org/10.1108/MIP-09-2016-0174>
- Majeed, A., Ahmed, I., & Rasheed, A. (2022). Investigating influencing factors on consumers' choice behavior and their environmental concerns while purchasing green products in Pakistan. *Journal of Environmental Planning and Management*, 65(6), 1110–1134. <https://doi.org/10.1080/09640568.2021.1922995>

- Mohd Noor, M. N., Masuod, M. S., Abu Said, A. M., Kamaruzaman, I. F., & Mustafa, M. A. (2016). Understanding consumers and green product purchase decision in Malaysia: A structural equation modeling - partial least square (SEM-PLS) approach. *Asian Social Science*, 12(9), 51–64. <https://doi.org/10.5539/ass.v12n9p51>
- Mourad, M., & Ahmed, Y. S. E. (2012). Perception of green brand in an emerging innovative market. *European Journal of Innovation Management*, 15(4), 514–537. <https://doi.org/10.1108/14601061211272402>
- Muqorrobin, M., Alfianto, E. A., & Sulhan, M. (2019). Pengaruh Green Product dan Green Advertising Terhadap Citra Merek dan Keputusan Pembelian Air Minum Dalam Kemasan Merek AQUA. *Sketsa Bisnis*, 4(2), 61–75. <https://doi.org/10.35891/jsb.v4i2.1597>
- Nandaika, E., & Respati, N. N. (2021). Peran Brand Image Dalam Memediasi Pengaruh Green Marketing Terhadap Keputusan Pembelian. *E-Jurnal Manajemen*, 10(6), 539–559. <https://ojs.unud.ac.id/index.php/Manajemen/article/view/69259>
- Nekmahmud, M., & Fekete-Farkas, M. (2020). Why not green marketing? Determinates of consumers' intention to green purchase decision in a new developing nation. *Sustainability (Switzerland)*, 12(19), 1–31. <https://doi.org/10.3390/su12197880>
- Nekmahmud, M., Ramkissoon, H., & Fekete-Farkas, M. (2022). Green purchase and sustainable consumption: A comparative study between European and non-European tourists. *Tourism Management Perspectives*, 43(July), 100980. <https://doi.org/10.1016/j.tmp.2022.100980>
- Niinimäki, K. (2010). Eco-Clothing, consumer identity and ideology. *Sustainable Development*, 18(3), 150–162. <https://doi.org/10.1002/sd.455>
- Praharjo, A. (2019). Pengaruh Green Advertising Terhadap Persepsi Tentang Green Brand Dan Keputusan Pembelian (Survei Pada Mahasiswa Fakultas Ilmu Administrasi Angkatan 2010/2011 Universitas Brawijaya Konsumen Air Minum Kemasan Merek Ades). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 4(2), 75172.
- Prakash, G., & Pathak, P. (2017). Intention to buy eco-friendly packaged products among young consumers of India: A study on developing nation. *Journal of Cleaner Production*, 141, 385–393. <https://doi.org/10.1016/j.jclepro.2016.09.116>
- Rahmi, D. Y., Rozalia, Y., Chan, D. N., Anira, Q., & Lita, R. P. (2017a). Green Brand Image Relation Model, Green Awareness, Green Advertisement, and Ecological Knowledge as Competitive Advantage in Improving Green Purchase Intention and Green Purchase Behavior on Creative Industry Products. *Journal of Economics, Business & Accountancy Ventura*, 20(2). <https://doi.org/10.14414/jebav.v20i2.1126>
- Rahmi, D. Y., Rozalia, Y., Chan, D. N., Anira, Q., & Lita, R. P. (2017b). Green Brand Image Relation Model, Green Awareness, Green Advertisement, and Ecological Knowledge as Competitive Advantage in Improving Green Purchase Intention and Green Purchase Behavior on Creative Industry Products. *Journal of Economics, Business, & Accountancy Ventura*, 20(2), 177–186. <https://doi.org/10.14414/jebav.v20i2.1126>
- Ridwan, P. P. (2022). *Mengamati Fesyen dari Kacamata Ramah Lingkungan*. GoodStats. <https://goodstats.id/article/mengamati-fesyen-dari-kacamata-ramah-lingkungan-tkzkP>
- Rizqiyah, A. (2023). *Sampah Pakaian Makin Banyak, Saatnya Sudahi*



- Konsumsi Fast Fashion*. GoodStats. <https://goodstats.id/article/sampah-pakaian-makin-banyak-saatnya-sudahi-konsumsi-fast-fashion-Bx10s>
- Ruiz, A. (2024). *17 Most Worrying Textile Waste Statistics & Facts*. TheRoundup.Org. <https://theroundup.org/textile-waste-statistics/>
- Statista. (2024). *Revenue share of the sustainable apparel market worldwide from 2013 to 2026*. Statista.Com. <https://www.statista.com/forecasts/1307848/worldwide-sales-of-sustainable-clothing-items#:~:text=The global revenue share in,consecutive year to 6.14 percent.>
- Štefko, R., & Steffek, V. (2018). Key issues in Slow Fashion: Current challenges and future perspectives. *Sustainability (Switzerland)*, 10(7), 1–11. <https://doi.org/10.3390/su10072270>
- Sung, J., & Woo, H. (2019). Investigating male consumers' lifestyle of health and sustainability (LOHAS) and perception toward slow fashion. *Journal of Retailing and Consumer Services*, 49(September 2018), 120–128. <https://doi.org/10.1016/j.jretconser.2019.03.018>
- Tondolo, V., Otero, L. O. de, Garcia, D. R., Brambilla, F. R., & Lunardi, G. L. (2023). Effect of Supplier Environmental Damage on Environmental Concern and Green Purchase Dynamic Capabilities. *Life Style*, 10(September), e01553. <https://doi.org/10.19141/2237-3756.lifestyle.v10.n00.pe01553>
- Vilanova, M., Lozano, J. M., & Arenas, D. (2009). Exploring the nature of the relationship between CSR and competitiveness. *Journal of Business Ethics*, 87(SUPPL. 1), 57–69. <https://doi.org/10.1007/s10551-008-9812-2>
- Wahab, Z., Tama, R. A., Shihab, M. S., Widad, A., Nofiauwaty, N., & Diah, Y. M. (2017). Analysis The Effect Of Enviromental Concern And Green Advertising To Green Purchasing In Palembang City. *Sriwijaya International Journal of Dynamic Economics and Business*, 1(3), 297. <https://doi.org/10.29259/sijdeb.v1i3.297-310>
- Wesley Schultz, P. (2001). The structure of environmental concern: Concern for self, other people, and the biosphere. *Journal of Environmental Psychology*, 21(4), 327–339. <https://doi.org/10.1006/jevp.2001.0227>
- Worldometers. (2023). *Indonesia Population*. Worldometer. <https://www.worldometers.info/world-population/indonesia-population/>
- Wu, S.-I., & Chen, Y.-J. (2014). The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products. *International Journal of Marketing Studies*, 6(5), 81–100. <https://doi.org/10.5539/ijms.v6n5p81>
- Xiao, J., Yang, Z., Li, Z., & Chen, Z. (2022). A review of social roles in green consumer behaviour. *International Journal of Consumer Studies*. <https://doi.org/10.1111/ijcs.12865>
- Yasmin, S., Namira Trisnanisa, I., Setiawan, E. B., & Antony, D. (2021). Building A Green Brand Image To Increase Customer's Decision-Making Through Green Design And Environmental Concerns. *Advances in Transportation and Logistics Research*, 5778, 281–292. <http://proceedings.itltrisakti.ac.id/index.php/altr>