

# Factors that Influence Green Purchase Behavior by Green Purchase Intention on Green Apparel

Irine Lim<sup>1</sup> & Lady<sup>2</sup>

<sup>1,2</sup> Faculty of Management, University International Batam, Indonesia  
Email: <sup>1</sup>1941373.irine@uib.edu, <sup>2</sup>lady@uib.edu.

**ARTICLE INFO**

Research Paper

**Article history:**

Received: 30 November 2022  
Revised: 26 January 2023  
Accepted: 15 February 2023

**HOW TO CITE**

Lim, I., & Lady, L. Factors that Influence Green Purchase Behavior by Green Purchase Intention on Green Apparel .*International Journal of Indonesian Business Review*, 2(1), 1–17. <https://doi.org/10.54099/ijibr.v2i1.390>

**ABSTRACT**

This research is aims to confirmation of the influence of TPB (Theory Planned Behavior), willingness to pay and environmental consciousness on green purchase behavior by green purchase intention on green apparel. Respondents are received 343 that contains Y and Z generations from Batam by filled questionnaires online. Data are analysed by PLS system. Findings of research are attitude has positive significant impact on intention but insignificant on behavior. Subjective norms and perceived behavioral are insignificantly on behavior and intention. Willingness to pay has positive significant impact on behavior but insignificant on intention. Environmental has positive significant impact on intention and ndegative significant on behavior. Green purchase intention has positive significant on behavior and worked as intervening to mediate others variables.

Keywords: Theory Planned Behavioral, Willingness To Pay, Environmental Consciousness, Green Purchase Intention, Green Purchase Behavior

*This work is licensed under a Creative Commons Attribution-Non Commercial 4.0 International License.*

**INTRODUCTION**

Globalisation have significantly impact of human culture, such as technology that created for the purpose of making work easily or to educate and entertain. Mass media is one of the impacts of the technology development (Yusra, 2016) which people can get information from other sources. The other sources here contains other people from other culture, country or etc that can influence the locals by their stigma, entertainment till fashion (Seru, 2016). Fashion isn't the impact of mass media only, but also a reflection of someone social level (Agustin, 2019). Most of high class people would spend their wealth for their appearance, such as fashion. This also speak that the wealtier someone, then it can increase their consumption on apparel (fashion).

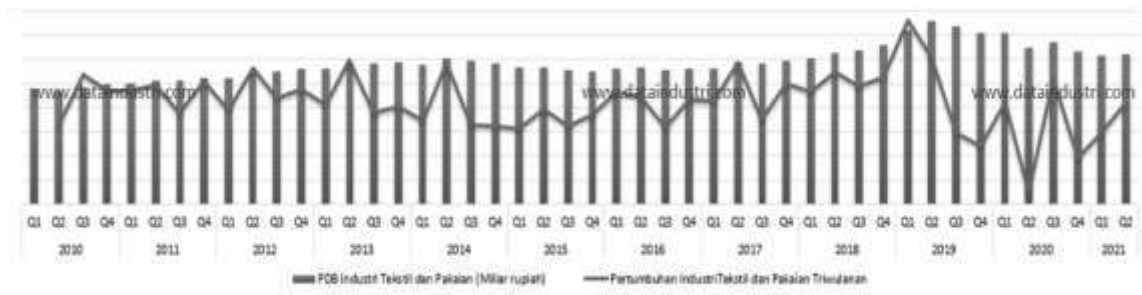


Figure 1. Quarter data of growth in textile industry and ready wear apparel in Indonesia from year 2020 to 2021. Source: Dataindustri.com (2021)

From the graphics above, textile industrial in Indonesia increase significantly by years. The highest number reached on 2019 year on the first quarter 8,79% which the second of the highest one from the furniture industrial (bisnis.com, 2019). The industry got decreased of number on 2020 because of the pandemic. Textile industrial do increase significant on the growth but also the negative effect which whole of waste from this industry already concern on land and water (O'Donnell, 2022). An activist once said that waste of textile in East Ancol Beach already reached 80% to 81% from the waste be founded (Noersativa, 2020). From this statement, we know that waste of textile are more than waste of plastic. In 2021, BPS (Badan Pusat Statistik Indonesia) also claimed that waste in waters have reached 46%. For Jakarta, National Geographics (2020) confessed that 8,2% of 57% are contains textile waste (kompas.com, 2021a), which is a serious concern that should be solve sooner so it won't damage the ecosystem more.

Fast fashion is one of the reason that textile waste keep increase (Utami, n.d.). Fast fashion describes the changes of fashion frequently that contains low quality of apparel that easily be wasted (kompas.com, 2022). For the purpose of changing this situation, slow fashion is one of solutions that can be realized. Opposite of fast fashion, slow fashion describes apparel that been produced with high quality and sustainable (Generali Healthy Living, 2020) which have good impact to the ecosystem. Some of countries had realized this fashion such as China, India and etc (Ayu, 2020). Indonesia also have local product that produce sustainable apparel such as heySTARTIC, Osem (kompas.com, 2021b).

Theory planned behavior (TPB) are an element that influence on purchasing of customer while firm's purpose are expanding business. Attitude define as like or unlikeable action of an idea, thing even others' behaviour. Attitude of social community can increase the green apparel purchasing if environmental consciousness stay on each individual mind (Kumar et al., 2021). Other factor of TPB is perceived behavioral control which define as behavior perception control. Less resources or capital of buying will decrease individual purchase intention even other approve the action (Prakash & Pathak, 2017). Beside of that, subjective norm is other's influence of an individual behavior by verbal or internet. The effect can occur from influencer, celebrity, friend, family or etc. Subjective norm also categorize as a variable that can effect purchase intention of green behavior (Hsu et al., 2017).

Purpose of maintaining sustainable fashion business need the society purchase intention. The price of green apparel are higher than others apparel that occur willingness to pay will influence the intention on purchase green apparel. This intention can be convert to green purchase behavior which society behavior of purchase the sustainable fashion (Kumar et al., 2021) which limited by past reseachers that only focused on purchase intention that's why purchase behavior was added in this research. The objective of this research is to find impact of TPB, environmental consciousness, willingness to pay on green purchase intention that will be convert to purchase behavior. All of those variables in use to find which variables that have the most significant impact so the sustainable entrepreneurs or firms will know which marketing that can help them in increase consumer's purchase behaviour on green apparel in case of sustainable fashion to reduce waste of fast fashion.

## **LITERATURE REVIEW**

### **Theory Planned Behavior**

Theory planned behavior that influence purchase intention (Y. Thi et al., 2020) (Ko & Jin, 2017) (Xu et al., 2019) (Qi, 2021) and behavior (Jain et al., 2017) (Yadav & Pathak, 2016) are define into 3 factors, attitude, subjective norms and perceived behavioral control. Saleki et al. (2019) once argue that attitude is individual ability to behave based on their likeable especially in a specific thing (Pacho, 2020). Attitude was an consumer's evaluation negatively or positively on purchase green product (M. Thi et al., 2019) that also claims that attitude was an indicator to measures green purchase intention that also stated by research by Kautish & Sharma (2019), Salom et al. (2021), Kashi (2019), Kim et al (2020). In research of Siddique et al. (2021), attitude can influences intention on buying and also purchasing behavior. Studies by Mishal et al. (2017) and Huang et al. (2013) also stated that. Most studies stated that attitude has significant influence on purchase intention (Y. Thi et al., 2020) and behavior.

Subjective norms are perception of society that been accepted directly or indirectly (Qi & Angelika, 2019). In research of Pacho (2020), subjective norms are define as individual beliefs on influence others at context of norms that created for purpose enhance better environment and peace (S. Wang & Wang, 2014). Others also prefer to be done on the recommendation (Saleki et al., 2019) because pressure of society that being different. This cause others' influence can effected purchase intention (Minbashrazgah et al., 2017) and behavior of an individual (Troudi & Bouyoucef, 2020) (Yadav & Pathak, 2016). This also supported by studies of Mishal et al. (2017).

Last of TPB are perceived behavior control that define as measurement or prediction on intention or behavioral even the person acted below on their will (Nam et al., 2017). Perceived behavior control can be restricted of resources (Dangi et al., 2020) and ability to buy (Pacho, 2020). Green belief can encourage individual on green purchase (Hsu et al., 2017), which also claimed in studies of Chaudhary & Bisai (2018) and Mishal et al. (2017) that perceived behavior control can influence purchase intention to behavior.

### **Willingness To Pay**

Amount that been used to purchase was relected on purchase decision (Saleki et al., 2019) especially on green product that more pricey (Xu et al., 2019). Consumers that unwilling to pay more would prevent to buy green product (Prakash & Pathak, 2017) especially when the economy condition are limited (Hsu et al., 2017). In research of Chaudhary (2018), willingness to pay would influences the purchase behaviour (Moser, 2015) by intention.

### **Environmental Consciousness**

Chaudhary (2018) claimed that green consumption would help on increasing consciousness of environmental that will be impact on purchasing green (J. Wang et al., 2020) (Arisal & Atalar, 2016). Enhance the lifestyle of environmental consciousness need to change on daily usage (Kim et al., 2020) which green product are stillrare and more expensive. Research by Saleki et al. (2019) and Salom et al. (2021) claimed that environmental consciousness can influences green purchase intention to the behavior (Mishal et al., 2017). This also supported by research of Chaudhary & Bisai (2018).

### **Green Purchase Intention and Behavior**

Intention defines as motivation on an individual's act based on their willingness and intensity that been done. Research by Kumar et al. (2021) once states that intention are an measurement on performance on behavior and are the best measurement based on socio-psychologic research (Safari et al., 2018). On behavior self, individual would willing to act and prepared on loss on finance or other context (Chaudhary & Bisai, 2018) and this would bee, affected if consumer haven't been prepared (Saleki et al., 2019). Chaudhary (2018) states that green purchase intention can influence on green purchase behavior that supported by other factors.

## **METHOD**

This research includes associative research in the form of a causal relationship which aims to determine the relationship between two or more variables. Causal relationship is a causal relationship, the independent variable (X) affects the dependent variable (Y). Interactive or reciprocal relationships are relationships that influence each other. Determination of the sample in this research using saturated sampling technique, so that all employees became respondents as many as 42 respondents and all respondents filled out the questionnaire. Data were analyzed using Partial Least Square (PLS) analysis.

This research used the causal relationship that determine between two or more variables in relationship which the independent variable can affects the dependent variable even by intervening variable. Research were used purposive sampling and likert scale from 1 to 5. Questionnaire were done online and been shared by google form to Batam citizen. The prospect respondent of this research are 12 to 42 years old contain every gender that categorize as Y and Z generation. Analysis

data program on this research are PLS-SEM which also split analysis in two model, outer model and inner model.

**RESULT AND DISCUSSION**

This research contains 343 respondents from Y and Z generation. The purpose of set is because both of the generation tend to purchase as consumptive generation (CNN Indonesia, 2018). BPS Indonesia (2020) claimed that the Y generation of Indonesia reached 25,87% and the Z generation reached 27,94% which combine are more than half population of Indonesians. From the research of MarkPlus Centre for Tourism and Hospitality (Apriadi, 2020), the Z generation used to choose product or brand that will impact the environment better which can involve to purchase behavior.

Table 1. Characteristics of Respondents

<b>Gender</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Male	123	35,9%
Female	220	64,1%
<b>Age</b>		
12-17 years old	48	14%
18-23 years old	106	30,9%
24-29 years old	67	19,5%
30-35 years old	43	12,5%
35-40 years old	44	12,8%
40-45 years old	35	10,2%
<b>Monthly income</b>		
> IDR 6.000.000	63	18,4%
0 - IDR 1.000.000	22	6,4%
IDR 1.000.001 - IDR 2.000.000	19	5,5%
IDR 2.000.001 - IDR 3.000.000	19	5,5%
IDR 3.000.000 - IDR 4.000.000	57	16,6%
IDR 4.000.001 - IDR 5.000.000	96	28%
IDR 5.000.001 - IDR 6.000.000	67	19,5%

In table 1 explains that respondents are divided into female and male respondents which contains 64,1% female respondents and 35,9% of male respondents. Female respondents are higher because female are tended to purchase more than male (kompas.tv, 2022). Most of respondents' ages are between 18 – 23 years old which contains 30,9% that are Z generation. This also reflected from third the most respondents are ages 12 – 17 years old which claimed that the Z generation are willing to pay more in consume especially on fashion purchasing kompas.com (2017). Monthly income of most respondents are IDR 4.000.000 – 5.000.000 namely 96 respondents or 28,8%. The second of the most respondents are the respondents with monthly income more than IDR 6.000.000 with 18,4%. The third position are held by IDR 3.000.000 – IDR 4.000.000 with 57 respondents of 16,6%. The monthly income are categorize enough for daily use in Batam City.

Table 2. Variable Descriptive Test Result

<b>Variable</b>	<b>Item code</b>	<b>N</b>	<b>Range</b>	<b>Min</b>	<b>Max</b>	<b>Mean</b>	<b>Std. Dev</b>	<b>Variance</b>
<b>Attitude</b>	ATT1	343	3	2	5	4,5	0,587	0,344
	ATT2	343	3	2	5	4,48	0,679	0,461
	ATT3	343	3	2	5	4,69	0,562	0,316
						<b>4,56</b>	<b>0,47</b>	<b>0,22</b>
<b>Subjective Norms</b>	SN1	343	3	2	5	4,58	0,61	0,372
	SN2	343	3	2	5	4,57	0,688	0,473

	SN3	343	2	3	5	4,71	0,521	0,271
						<b>4,62</b>	<b>0,49</b>	<b>0,24</b>
<b>Perceived Behavioral Control</b>	PBC1	343	2	3	5	4,65	0,54	0,292
	PBC2	343	2	3	5	4,66	0,57	0,325
	PBC3	343	2	3	5	4,72	0,498	0,248
						<b>4,68</b>	<b>0,42</b>	<b>0,18</b>
<b>Willingness To Pay</b>	WTP1	343	3	2	5	4,69	0,549	0,302
	WTP2	343	2	3	5	4,76	0,492	0,242
	WTP3	343	3	2	5	4,83	0,451	0,203
						<b>4,76</b>	<b>0,42</b>	<b>0,18</b>
<b>Environmental Consciousness</b>	EC1	343	2	3	5	4,8	0,445	0,198
	EC2	343	2	3	5	4,8	0,421	0,177
	EC3	343	2	3	5	4,87	0,363	0,132
						<b>4,82</b>	<b>0,31</b>	<b>0,10</b>
<b>Green Purchase Intention</b>	GPI1	343	2	3	5	4,71	0,496	0,246
	GPI2	343	2	3	5	4,72	0,511	0,261
	GPI3	343	2	3	5	4,76	0,477	0,228
						<b>4,73</b>	<b>0,39</b>	<b>0,15</b>
<b>Green Purchase Behavior</b>	GPB1	343	3	2	5	4,54	0,585	0,343
	GPB2	343	4	1	5	4,27	0,719	0,517
	GPB3	343	4	1	5	4,33	0,81	0,655
						<b>4,38</b>	<b>0,57</b>	<b>0,32</b>

On table 2, attitude has minimum value of 2 and maximum value of 5 with standard deviation 0,47 and mean 4,56. Subjective norms has minimum value of 2, maximum value of 5, mean reaches 4,62 with standard deviation 0,49. Perceived behavioral control has minimum value of 3, maximum value of 5, mean reaches 4,68 with standard deviation 0,42. For willingness to pay variable, it has minimum value of 2, maximum value of 5, mean reaches 4,76 with standard deviation 0,42. Environmental consciousness control has minimum value of 3, maximum value of 5, mean reaches 4,82 with standard deviation 0,31. As intervening variable, green purchase intention has minimum value of 3, maximum value of 5, mean reaches 4,73 with standard deviation 0,39. Green purchase behavior as dependent variable has minimum value of 1, maximum value of 5, mean reaches 4,38 with standard deviation 0,57. From the result of table above, it shows that respondents are willing to give high scale of score on each variables but likely to be diversity by showing the standard deviation are quite low. This also show on green purchase behavior has minimum scale of 1 because of less behavior on green product that been used of respondents.

### Data Analysis Result

#### Measurement Model (Outer Model)

In evaluation of model are needed to measure in context validity and reliability of the model. Outer model can be evaluated by convergent validity and discriminant validity. The purpose of validity measurement is accuracy knowledge of variables.

1. Convergent Validity

Table 3. Outer Loading

<b>Variables</b>	<b>Item Code</b>	<b>Loading factor</b>	<b>Description</b>
<b>Attitude</b>	ATT1	0,771	Valid
	ATT2	0,811	Valid
	ATT3	0,709	Valid
<b>Environmental Consciousness</b>	EC1	0,744	Valid
	EC2	0,781	Valid
	EC3	0,734	Valid
<b>Green Purchase Behavior</b>	GPB1	0,702	Valid
	GPB2	0,805	Valid
	GPB3	0,873	Valid
<b>Green Purchase Intention</b>	GPI1	0,824	Valid
	GPI2	0,821	Valid
	GPI3	0,7	Valid
<b>Perceived Behavioral Control</b>	PBC1	0,858	Valid
	PBC2	0,834	Valid
	PBC3	0,664	Valid
<b>Subjective Norms</b>	SN1	0,8	Valid
	SN2	0,852	Valid
	SN3	0,739	Valid
<b>Willingness To Pay</b>	WTP1	0,872	Valid
	WTP2	0,852	Valid
	WTP3	0,814	Valid

Research by Ghozali (2021), variable should reached with minimum value of 0,6. At the first measurement, there was one variable indicator (Attitude 4) not required. Therefore, it's been deleted. All above of variables are reached minimum value of 0,6 that categorize as valid.

Table 4. AVE (Average Variance Extracted)

<b>Variable</b>	<b>Average Variance Extracted (AVE)</b>	<b>Description</b>
<i>Attitude</i>	0,585	Valid
<i>Environmental Consciousness</i>	0,567	Valid
<i>Green Purchase Behavior</i>	0,635	Valid
<i>Green Purchase Intention</i>	0,614	Valid
<i>Perceived Behavioral Control</i>	0,624	Valid
<i>Subjective Norms</i>	0,637	Valid
<i>Willingness To Pay</i>	0,717	Valid

Table 4. AVE (Average Variance Extracted)

Besides of outer loading measurement, AVE also used to measure convergent validity. In this measurement, variables should has minimum value of 0,5. Therefore all of the variable that shown on table 4 are valid because has minimum value of 0,5.

2. Discriminant Validity

The discriminant validity can be measure from AVE of each variables are the bigger than other correlation variable which this can be shows on Fornell Larcker Criterion.

Table 5. Fornell Larcker Criterion

Variable	Attitude	Environmental Consciousness	Green Purchase Behavior	Green Purchase Intention	Perceived Behavioral Control	Subj ectiv e Nor ms	Willingne ss To Pay	Descri ption
Attitude	0,765							Valid
Environmental Consciousness	0,492	0,753						Valid
Green Purchase Behavior	0,466	0,321	0,797					Valid
Green Purchase Intention	0,487	0,505	0,467	0,784				Valid
Perceived Behavioral Control	0,654	0,536	0,465	0,466	0,79			Valid
Subjective Norms	0,587	0,489	0,44	0,436	0,607	0,79 8		Valid
<b>Willingness To Pay</b>	0,444	0,601	0,456	0,411	0,499	0,47 8	<b>0,846</b>	Valid

From table 5, it shows that each variables on their own variable are greater than other variables. This means that all variables are valid on discriminant validity measurement.

### 3. Reliability Measurement

Table 6. Reliability Measurement

Variable	Composite Reliability	Cronbach's Alpha	Description
<b>Attitude</b>	0,808	0,643	Reliable
<b>Environmental Consciousness</b>	0,797	0,62	Reliable
<b>Green Purchase Behavior</b>	0,838	0,712	Reliable
<b>Green Purchase Intention</b>	0,826	0,685	Reliable
<b>Perceived Behavioral Control</b>	0,831	0,697	Reliable
<b>Subjective Norms</b>	0,84	0,713	Reliable
<b>Willingness To Pay</b>	0,883	0,804	Reliable

In reliability measurement, it shows on menu construct validity and reliability on PLS system. Parameter of measurement are cornbach's alpha and composite reliability. Both of them are required that variables have to reach minimum value of 0,6. Shown on table 6, every variables have required on realiability measurement because have minimum value of 0,6.

### Measurement Model (Inner Model)

Table 7. Variance Inflation Factor (Outer)

Item Code	VIF
<b>ATT1</b>	1,282
<b>ATT2</b>	1,358

<b>ATT3</b>	1,198
<b>EC1</b>	1,165
<b>EC2</b>	1,287
<b>EC3</b>	1,264
<b>GPB1</b>	1,274
<b>GPB2</b>	1,477
<b>GPB3</b>	1,585
<b>GPI1</b>	1,417
<b>GPI2</b>	1,456
<b>GPI3</b>	1,226
<b>PBC1</b>	1,537
<b>PBC2</b>	1,533
<b>PBC3</b>	1,21
<b>SN1</b>	1,502
<b>SN2</b>	1,678
<b>SN3</b>	1,27
<b>WTP1</b>	1,725
<b>WTP2</b>	1,87
<b>WTP3</b>	1,652

Table 8. Variance Inflation Factor (Inner)

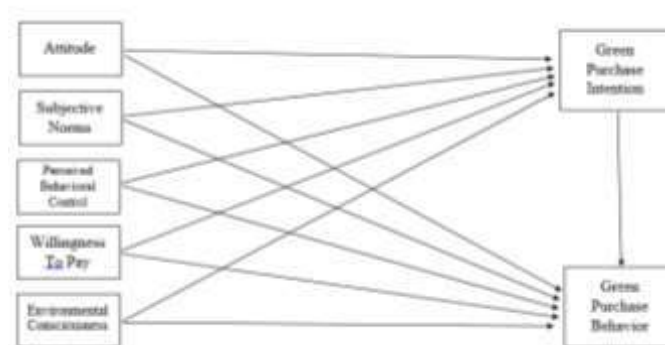
Variable	Attitude	Environmental Consciousness	Green Purchase Behavior	Green Purchase Intention	Perceived Behavioral Control	Subjective Norms	Willingness To Pay
Attitude			2,062	1,994			
Environmental Consciousness			1,946	1,838			
Green Purchase Behavior							
Green Purchase Intention			1,536				
Perceived Behavioral Control			2,197	2,183			
Subjective Norms			1,876	1,863			
Willingness To Pay			1,738	1,732			

In measurement inner model, measurement can be used are multicollinearity test which shown in collinearity statistics on PLS system. This measurement usually shown into inner and outer VIF. Research of Hair, et al (2019) explains that every variable should have value not more than 5. On table 7 and 8, it shown that every variables have required multicollinearity test because every value are below than 5.



**Path Coefficient Measurement**

Figure 2. Structural Model of Research



Path coefficient measurement are used to measure if the model are strong or weak wholly. There are some parameter such as r square adjusted, effect size, GOF.

Table 9. R Square Adjusted

R Square Adjusted	Sample Mean (M)	Description
<b>Green Purchase Behavior</b>	0,376	Moderate
<b>Green Purchase Intention</b>	0,359	Moderate

From table 9, the model (figure 2) are shown as moderate because have minimum value of 0,33 (Chin, 1998). It shown that green purchase intention can be explained by five independent variables: TPB, willingness to pay and environmental consciousness valued 0,376. On green purchase behavior also can be measure from the 5 independent variables and green purchase intention as intervening variable which valued 0,359. The rest value of green purchase behavior can be measured from other variables such as moral norm and self efficiency (Saleki et al., 2019).

Table 10. Effect Size Measurement

Variable > Variable	Sample Mean (M)	P Values	Description
Attitude -> Green Purchase Behavior	0,024	0,433	Strong
Attitude -> Green Purchase Intention	0,037	0,156	Moderate
Environmental Consciousness -> Green Purchase Behavior	0,027	0,212	Moderate
Environmental Consciousness -> Green Purchase Intention	0,068	0,115	Weak
Green Purchase Intention -> Green Purchase Behavior	0,073	0,023	Weak
Perceived Behavioral Control -> Green Purchase Behavior	0,019	0,46	Strong
Perceived Behavioral Control -> Green Purchase Intention	0,012	0,623	Strong
Subjective Norms -> Green Purchase Behavior	0,015	0,439	Strong
Subjective Norms -> Green Purchase Intention	0,012	0,613	Strong
Willingness To Pay -> Green Purchase Behavior	0,067	0,146	Weak

Willingness To Pay -> Green Purchase Intention	0,01	0,764	Strong
--	------	-------	--------

Other than r square adjusted, other parameter that can be used are effect size (F Square). Research by Hair, et al (2019) claims that variable that valued 0,02 categorize as weak, 0,15 as moderate and 0,35 as strong. On table 10, it shown that variable relationship are variative. P value of willingness to pay to green purchase intention are the strongest that reached 0,764. The weakest relationship are held by green purchase intention to green purchase behavior with value 0,023.

Table 11. SRMR Measurement

SRMR	Sample Mean (M)
Saturated Model	0,053
Estimated Model	0,053

SRMR are used to measure error of research model. Requirement for this measurement are below than 0,1. From table 11, both saturated model and estimated model are below than 0,1 so the model of this research are required SRMR criteria.

The last parameter for model measurement is GoF (Goodness of Fit) which measure the whole model completely (not one by one). Formula for this GoF is:

$$GoF = \sqrt{AVE - R^2}$$

$$GoF = \sqrt{0,626 - 0,367}$$

$$GoF = \sqrt{0,229}$$

$$GoF = 0,479$$

From the calculation result, GoF valued 0,479 which categorize as strong. Thus the model of this research are required to be use as an model of research.

### Hypothesis Testing

In hypothesis testing, two measurement parameters are p-value to measure significant effect and sample mean to measure negative or positive effect. P value that least than 0,05 are categorize as significant influence. There are two effects for this research, indirect effect and direct effect because contains intervening variable (green purchase intention).

Table 12. Direct Effect

Variable X>Y	Sample Mean	T Statistics	P Values	Description
ATT > GPB	0,155	1,851	0,064	Not Significant
ATT -> GPI	0,206	3,06	0,002	Positive Significant
EC > GPB	-0,168	2,679	0,009	Negative Significant
EC > GPI	0,273	3,486	0	Positive Significant
GPI -> GPB	0,259	5,004	0	Positive Significant
PBC > GPB	0,137	1,643	0,101	Not Significant
PBC > GPI	0,097	1,159	0,234	Not Significant
SN > GPB	0,118	1,724	0,078	Not Significant
SN > GPI	0,094	1,234	0,219	Not Significant
WTP > GPB	0,255	3,16	0,001	Positive Significant
WTP-> GPI	0,068	0,827	0,405	Not Significant

From table 12, direct effect of hypothesis testing result can be concluded as:

- 1) Hypothesis 1 attitude on green purchase intention  
Attitude has sample mean 0,206 and p-value 0,002 which means attitude has significantly and positive influence green purchase intention, so H1 is accepted. This hypothesis is supported by research of Y. Thi et al. (2020), Ko & Jin (2017) and M. Thi et al. (2019).
- 2) Hypothesis 2 attitude on green purchase behavior  
Attitude has sample mean 0,155 and p-value 0,064 which means attitude is insignificantly influence green purchase behavior, so H2 is rejected. This hypothesis is supported by research of

- Temizkan (2022) and Van Tran & Nguyen (2021) but not relevant on research by Jain et al. (2017).
- 3) Hypothesis 3 subjective norms on green purchase intention  
Subjective norms has sample mean 0,094 and p-value 0,219 which means subjective norms is insignificantly influence green purchase intention, so H3 is rejected. This hypothesis is relevant on research of Y. Thi et al. (2020), Qi (2021) and Chaudhary & Bisai, (2018) but not relevant by Ko & Jin (2017) and M. Thi et al. (2019).
  - 4) Hypothesis 4 subjective norms on green purchase behavior  
Subjective norms has sample mean 0,118 and p-value 0,078 which means subjective norms is insignificantly influence green purchase behavior, so H4 is rejected. This hypothesis is relevant on research of Minbashrazgah et al. (2017) but not relevant with research by Moser (2015).
  - 5) Hypothesis 5 perceived behavioral control on green purchase intention  
Perceived behavioral control has sample mean 0,097 and p-value 0,234 which means perceived behavioral control is insignificantly influence green purchase intention, so H5 is rejected. This hypothesis is supported by research of Nam et al. (2017), Taylor et al., (n.d.) and Jain et al. (2017) but not relevant from research by Maichum et al. (2016) and Hsu et al. (2017).
  - 6) Hypothesis 6 perceived behavioral control on green purchase behavior  
Perceived behavioral control has sample mean 0,137 and p-value 0,101 which means perceived behavioral control is insignificantly influence green purchase behavior, so H6 is rejected. This hypothesis is relevant with research of Dilotsotlhe (2021) but not relevant with Jain et al. (2017).
  - 7) Hypothesis 7 willingness to pay on green purchase intention  
Willingness to pay has sample mean 0,068 and p-value 0,405 which means willingness to pay is insignificantly influence green purchase intention, so H7 is rejected. This hypothesis is supported by research of Meersseman et al. (2021) but not relevant with Prakash & Pathak (2017).
  - 8) Hypothesis 8 willingness to pay on green purchase behavior  
Willingness to pay has sample mean 0,255 and p-value 0,001 which means willingness to pay is significantly and positive influence green purchase behavior, so H8 is accepted. This hypothesis is supported by research of Moser (2015) but not relevant with research of Chaudhary (2018).
  - 9) Hypothesis 9 environmental consciousness on green purchase intention  
Environmental consciousness has sample mean 0,273 and p-value 0 which means environmental consciousness is significantly and positive influence green purchase intention, so H9 is accepted. This hypothesis is supported by research by Prakash & Pathak (2017) and Maichum et al. (2017).
  - 10) Hypothesis 10 environmental consciousness on green purchase behavior  
Environmental consciousness has sample mean -0,168 and p-value 0,009 which means environmental consciousness is significantly and negative influence green purchase behavior, so H10 is accepted. This hypothesis is not relevant with research by Saleki et al. (2019).
  - 11) Hypothesis 11 green purchase intention on green purchase behavior  
Green purchase intention has sample mean 0,259 and p-value 0, which means green purchase intention is significantly and positive influence green purchase behavior, so H11 is accepted. This hypothesis is supported by research of Safari et al. (2018), Saleki et al. (2019), Siddique et al. (2021) and Chaudhary & Bisai (2018).

Table 13. Indirect effect

<b>Variable X &gt; Y &gt; Z</b>	<b>Sample Mean</b>	<b>T Statistics</b>	<b>P Values</b>	<b>Description</b>
ATT>GPI>GPB	0053	2,592	0,01	Positive Significant
EC>GPI>GPB	0,071	2,61	0,008	Positive Significant
PBC>GPI>GPB	0,025	1,105	0,26	Not Significant
SN>GPI>GPB	0,024	1,216	0,229	Not Significant
<b>WTP&gt;GPI&gt;GPB</b>	0,017	0,803	0,415	Not Significant

From table 13, indirect effect of hypothesis testing result can be concluded as:

- 1) Hypothesis 12 attitude on green purchase behavior by green purchase intention  
Attitude has sample mean 0,053 and p-value 0,01 which means attitude has significantly and positive influence green purchase behavior by green purchase intention, so H12 is accepted. This hypothesis is supported by research by Saleki et al. (2019) and Troudi & Bouyoucef (2020).
- 2) Hypothesis 13 subjective norms on green purchase behavior by green purchase intention  
Subjective norms has sample mean 0,024 and p-value 0,229 which means subjective norms is insignificantly influence green purchase behavior by green purchase intention, so H13 is rejected. This hypothesis is not relevant with research by Saleki et al. (2019).
- 3) Hypothesis 14 perceived behavioral control on green purchase behavior by green purchase intention  
Perceived behavioral control has sample mean 0,025 and p-value 0,26 which means perceived behavioral control is insignificantly influence green purchase behavior by green purchase intention, so H14 is rejected. This hypothesis is supported by research of Jain et al. (2017) but not relevant with research by Saleki et al (2019).
- 4) Hypothesis 15 environmental consciousness on green purchase behavior by green purchase intention  
Environmental consciousness has sample mean 0,071 and p-value 0,008 which means environmental consciousness is significantly and positive influence green purchase behavior by green purchase intention, so H15 is accepted. This hypothesis is supported by research of Saleki et al. (2019).
- 5) Hypothesis 16 willingness to pay on green purchase behavior by green purchase intention  
Willingness to pay has sample mean 0,017 and p-value 0,415 which means willingness to pay is insignificantly influence green purchase behavior by green purchase intention, so H16 is rejected. This hypothesis is supported by research of Chaudhary (2018).

## **Discussion**

### **The effect of attitude on green purchase intention and behavior**

From the result, attitude do significantly and positively impact on green purchase intention which state that H1 is accepted and supported by research of Y. Thi et al. (2020), Ko & Jin (2017) and M. Thi et al. (2019). Attitude are reflect of daily action or behavior of an individual and apparently apparel is one of the daily usage. This also state that attitude in daily lifestyle can significantly impact behavior by intention their had, which leads that H12 is accepted and supported by research by Saleki et al. (2019) and Troudi & Bouyoucef (2020). Attitude is insignificantly impact on behavior because most of respondents are Z generation that claimed as fashion lover (kompas.com, 2017) especially on fast fashion and luxury (Amalia, 2022) that can decrease the behavior of purchase green apparel so H2 is rejected which supported by research of Temizkan (2022) and Van Tran & Nguyen (2021) but not relevant on research by Jain et al. (2017).

### **The effect of subjective norms on green purchase intention and behavior**

From the result, subjective norms is insignificantly impact on green purchase behavior and intention which claimed that H3 are rejected that relevant on research of Y. Thi et al. (2020), Qi (2021) and Chaudhary & Bisai, (2018) but not relevant by Ko & Jin (2017) and M. Thi et al. (2019). H4 also rejected therefore supported by research of Minbashrazgah et al. (2017) but not relevant with research by Moser (2015). Purchase green apparel contains other factors to support. However, the dominant of respondents, Z generation have prefer lifestyle of purchase fast fashion more than green fashion. Therefore others opinion won't change their own mindset and contains that subjective norms insignificantly impact on behavior by intention. H13 are rejected which not relevant with research by Saleki et al. (2019).

### **The effect of perceived behavioral control on green purchase intention and behavior**

From the result, perceived behavioral control is insignificantly impact on both green purchase behavior and intention which reject H5 that supported by research of Nam et al. (2017), Taylor et al., (n.d.) and Jain et al. (2017) but not relevant from research by Maichum et al. (2016) and Hsu et al. (2017). H6 also been rejected that relevant with research of Dilotsotlhe (2021) but not relevant with

Jain et al. (2017). This self-trust are dynamic that can be influence by other factor of changes. This also reflected last statement which Z generation prefer to purchase fast fashion and luxury brand that can decreased their own self-trust on purchasing green apparel. Therefore, perceived behavioral control insignificantly impact on behavior by intention. H14 also rejected which supported by research of Jain et al. (2017) but not relevant with research by Saleki et al (2019).

#### **The effect of willingness to pay on green purchase intention and behavior**

From the result, willingness to pay is insignificantly impact on green purchase intention but significantly and positively impact on behavior which leads H7 is rejected which relevant with research of Meersseman et al. (2021) but not relevant with Prakash & Pathak (2017) and H8 is accepted that is supported by research of Moser (2015) but not relevant with research of Chaudhary (2018). This statement been explained from respondents data which some of them are work with average wages that leads intention of purchasing are low because the price of green apparel are costly but data also state that respondents will pay more if their condition are be able to purchase and been reflected as the most consumptive generation. Statement are made that willingness to pay insignificantly impact on behavior by intention which leads H16 are rejected which also supported by research of Chaudhary (2018).

#### **The effect of environmental consciousness on green purchase intention and behavior**

From the result, environmental consciousness are significantly and positively impact green purchase intention which H9 is accepted which supported by research by Prakash & Pathak (2017) and Maichum et al. (2017). Consciousness of ecosystem and the impact of it can leads individual intend more on saving the world, one of the actions are sustainable fashion. However, environmental consciousness is negatively significant impact on green purchase behavior which H10 also accepted but not relevant with research by Saleki et al. (2019). Dominant of respondents Z generation are the most usage of smartphone or other technologies than other generations (The Generation Guide, 2015). This cause this generation prefer to spend times on it. Purchase green apparel won't be first option for the Z generation on the green program purpose because this occur others factor such as price, sources and ability. Therefore, they would use easier way to maintaining the ecosystem sustainability such as saving usage of waters, light, paper etc. So the more they aware of environment, they will choose other options to sustain than purchasing green apparel with higher cost. This is also claims that environmental consciousness are significantly impact behavior by intention that leads fifteenth hypothesis are accepted. Therefore, individual would purchase green apparel with high intention because of their awareness of environment. Green purchase intention do significantly impact on green purchase behavior which leads H11 is accepted.

#### **The effect of green purchase intention on green purchase behavior**

From the result, green purchase intention is significantly and positively impact on green purchase behavior which leads H11 is accepted that supported by research of Safari et al. (2018), Saleki et al. (2019), Siddique et al. (2021) and Chaudhary & Bisai (2018).. This states that individuals intention to purchase an green apparel would lead behavior to buy with their own ability from resources or finance.

## **CONCLUSION**

Therefore, the past research that done by Kumar et al. (2021) only focused on purchase intention with the objective green apparel. In the case of reduce fast fashion by increase the possibility growth in sustainable fashion, entrepreneurs or firms are likely to know their consumer's behavior than intention which behavior is the action. This research is an report that claims that some variables that significant on intention can be insignificant on behavior and vice versa.

This research that focus on green purchase intention and behavior are analyze from 343 respondents of Batam Y and Z generation. This research states that attitude positive significantly impact on green purchase intention and indirect on behavior by intention. On direct effect on

behavior, attitude has insignificant impact on it. Subjective norms insignificantly impact on green purchase behavior and intention which means that others opinion won't change an individual mindset to purchase and contains that subjective norms insignificantly impact on behavior by intention. Perceived behavioral control insignificantly impact on both green purchase behavior and intention because self-trust is dynamic. Therefore, perceived behavioral control also insignificantly impact on behavior by intention. Willingness to pay has insignificantly impact on green purchase intention but positive significantly impact on behavior which state that respondents will pay more if their condition are be able to purchase and been reflected as the most consumptive generation (gen Z). Statement are made that willingness to pay has insignificantly impact on behavior by intention. Environmental consciousness is positive significantly impact green purchase intention and negative significantly impact on green purchase behavior which mean that an individual might have intention to purchase green apparel but less directly on behavior that can be influence by other factor such as price. This is also claims that environmental consciousness are significantly impact behavior by intention. The higher intention of individual, the higher behavior that will be acted. This also claims that intention is positive significant impact on behavior that shown as result.

Limitations of this research are variables that been used to measure green purchase intention and behavior, which  $r$  adjusted square reached 0,358 and 0,376 that categorized not high. This research can be used to develop on this topic to other location which can lead different results from Batam. Other green product than green apparel also can be used to future studies because the Batam citizens do have awareness of environmental but with low purchase behavior on green apparel.

Propose for the future on this researched are to planning marketing strategic on increasing people awareness of ecosystem and waste of fast fashion. Firm that produce or sells green apparel can take marketing communication that educate people of the waste of apparel or take example from Uniqlo, an apparel business that ever contains the process of producing jeans apparel with less production sources. Therefore, customer would know about the product that sell and the impact for the environment. Firm also can educate customer about capsule wardrobe that customer have their own wardrobe with less pieces of apparels but sustainable (Kevina Harmoko, 2022).

Firm also can realize the marketing strategy of promotion by hire celebrity such as Korean idol that have huge influence (Annur, 2021) to educate or promote its green apparel. Therefore, supporters of the celebrity might be influence and would purchase the green apparel. Not just the supporters but others people that watch the promotion would also have knowledge about the education on waste of fast fashion.

## **ACKNOWLEDGMENT**

Lady is the supervisor in this research. She is a lecture of University International Batam, faculty of management

## **REFERENCES**

- Agustin, P. (2019). *Perkembangan Fashion*. Kompasiana. <https://www.kompasiana.com/pratiwiagustin/5d3878250d82307ce71827a2/perkembangan-fashion>
- Amalia, K. (2022). *Tren Fast Fashion dan Perilaku Konsumtif Remaja Serta Dampak Terhadap Lingkungan di Indonesia*. Kompasiana.Com. <https://www.kompasiana.com/khofifahamalia0689/62b9596ebb44865139015a92/tren-fast-fashion-dan-perilaku-konsumtif-remaja-serta-dampak-terhadap-lingkungan-di-indonesia?page=all#section2>
- Annur, C. M. (2021). *Pengaruh Artis K-Pop dan Influencer Menggaet Pasar E-Commerce*. Katadata.Co.Id. <https://katadata.co.id/ariayudhistira/analisisdata/60abaa6d421e6/pengaruh-artis-k-pop-dan-influencer-menggaet-pasar-e-commerce>
- Apriadi, R. D. (2020). *Perilaku Konsumtif Generasi Z dan Pengaruhnya Terhadap Brand Retail*. Marketing Craft.Getcraft.Com. <https://marketingcraft.getcraft.com/id-articles/perilaku-konsumtif-generasi-z-dan-pengaruhnya-terhadap-brand-retail>
- Ayu, A. (2020). *Atas Nama Fashion, Kita Menumpuk Limbah*. Cultura.Id. <https://www.cultura.id/atas->

- nama-fashion-kita-menumpuk-limbah  
bisnis.com. (2019). *Industri Pakaian Jadi Catatkan Pertumbuhan Paling Tinggi*. Kementerian Pendindustrian Republik Indonesia. <https://kemenperin.go.id/artikel/20641/Industri-Pakaian-Jadi-Catatkan-Pertumbuhan-Paling-Tinggi>
- Chaudhary, R. (2018). Green buying behavior in India: an empirical analysis. *Journal of Global Responsibility*, 9(2), 179–192. <https://doi.org/10.1108/JGR-12-2017-0058>
- Chaudhary, R., & Bisai, S. (2018). Factors influencing green purchase behavior of millennials in India. *Management of Environmental Quality: An International Journal*, 29(5), 798–812. <https://doi.org/10.1108/MEQ-02-2018-0023>
- Chin, W. W. (1998). *The Partial Least Squares Approach to Structural Equation Modeling*. Modern Methods for Business Research.
- Dangi, N., Narula, S. A., & Gupta, S. K. (2020). Influences on purchase intentions of organic food consumers in an emerging economy. December 2019. <https://doi.org/10.1108/JABS-12-2019-0364>
- Dataindustri.com. (2021). *Tren Data Pertumbuhan Industri Tekstil dan Pakaian*. <https://www.dataindustri.com/produk/tren-data-pertumbuhan-industri-tekstil-dan-pakaian-jadi/>
- Dilotsotlhe, N. (2021). Factors Influencing The Green Purchase Behaviour Of Millennials: An Emerging Country Perspective. *Cogent Business and Management*, 8(1), 1–22. <https://doi.org/10.1080/23311975.2021.1908745>
- Generali Healthy Living. (2020). *Memahami Konsep “Sustainable Fashion”, Tren Ramah Lingkungan*. Generali.Co.Id. <https://www.generalico.id/id/healthyliving/detail/342/memahami-konsep-sustainable-fashion-tren-ramah-lingkungan>
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (2019). Análisis multivariante. *Prentice Hall*. <https://doi.org/10.1017/CBO9781107415324.004>
- Hsu, C. L., Chang, C. Y., & Yansritakul, C. (2017). Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity. *Journal of Retailing and Consumer Services*, 34(August 2016), 145–152. <https://doi.org/10.1016/j.jretconser.2016.10.006>
- Huang, Y., Yang, M., & Wang, Y. (2013). *Effects of green brand on green purchase intention*. <https://doi.org/10.1108/MIP-10-2012-0105>
- Jain, S., Khan, M. N., & Mishra, S. (2017). Understanding consumer behavior regarding luxury fashion goods in India based on the theory of planned behavior. In *Journal of Asia Business Studies* (Vol. 11, Issue 1). <https://doi.org/10.1108/JABS-08-2015-0118>
- Kevin Harmoko, K. (2022). *Apa Itu Slow Fashion dan Capsule Wardrobe, Fashion yang Jaga Bumi*. Mainmain.Id. <https://www.mainmain.id/r/19431/apa-itu-slow-fashion-dan-capsule-wardrobe-fashion-yang-jaga-bumi>
- Kim, T., Nguyen, C., Nguyen, D. M., & Trinh, V. T. (2020). *Factors Affecting Intention to Purchase Green Products in Vietnam*. 7(4), 205–211. <https://doi.org/10.13106/jafeb.2020.vol7.no4.205>
- Ko, S. B., & Jin, B. ho. (2017). *Predictors of purchase intention toward green apparel products A cross-cultural investigation in the*. <https://doi.org/10.1108/JFMM-07-2014-0057>
- kompas.com. (2017). *Gaya Belanja Milenial, Menyukai Produk yang Punya Cerita*. Lifestyle.Kompas.Com. <https://lifestyle.kompas.com/read/2017/12/11/071500720/gaya-belanja-milenial-menyukai-produk-yang-punya-cerita>
- kompas.com. (2021a). *46 Persen Sungai Indonesia Tercemar Limbah, Peneliti UP Beri Solusi*. Kompas.Com. <https://edukasi.kompas.com/read/2021/08/10/110406171/46-persen-sungai-indonesia-tercemar-limbah-peneliti-up-beri-solusi?page=all>
- kompas.com. (2021b). *Ini Brand Lokal yang Mengusung Konsep Sustainable Fashion*. Kompas.Com. <https://lifestyle.kompas.com/read/2021/03/01/192850520/ini-brand-lokal-yang-mengusung-konsep-sustainable-fashion?page=all>
- kompas.com. (2022). *Mengenal Fenomena Fast Fashion, Ciri-ciri, dan Dampaknya*. Kompas.Com. <https://www.kompas.com/tren/read/2022/09/15/113000165/mengenal-fenomena-fast-fashion->

- ciri-ciri-dan-dampaknya?page=all
- kompas.tv. (2022). *Kenapa Wanita Suka Belanja? Simak Penjelasannya Berikut Ini*. Kompas.Tv. <https://www.kompas.tv/article/260001/kenapa-wanita-suka-belanja-simak-penjelasannya-berikut-ini>
- Kumar, A., Prakash, G., & Kumar, G. (2021). Journal of Retailing and Consumer Services Does environmentally responsible purchase intention matter for consumers? A predictive sustainable model developed through an empirical study. *Journal of Retailing and Consumer Services*, 58(July 2020), 102270. <https://doi.org/10.1016/j.jretconser.2020.102270>
- Maichum, K., Parichatnon, S., & Peng, K. (2016). *Application of the Extended Theory of Planned Behavior Model to Investigate Purchase Intention of Green Products among Thai Consumers*. 1–20. <https://doi.org/10.3390/su8101077>
- Maichum, K., Parichatnon, S., & Peng, K. (2017). *The Influence of Environmental Concern and Environmental Attitude on Purchase Intention towards Green Products : A Case Study of Young Consumers in Thailand*. 2(3), 1–8.
- Meersseman, E., Geuens, M., & Vermeir, I. (2021). *Take a Bite! The Effect of Bitten Food in Pictures on Product Attitudes, Purchase Intentions, and Willingness to Pay*.
- Minbashrazgah, M. M., Maleki, F., & Torabi, M. (2017). Green Chicken Purchase Behavior: The Moderating Role Of Price Transparency. *Management of Environmental Quality*.
- Mishal, A., Dubey, R., Gupta, O. K., & Luo, Z. (2017). Dynamics of environmental consciousness and green purchase behaviour: an empirical study. *International Journal of Climate Change Strategies and Management*, 9(5), 682–706. <https://doi.org/10.1108/IJCCSM-11-2016-0168>
- Moser, A. K. (2015). Thinking green, buying green? Drivers of pro - Environmental purchasing behavior. *Journal of Consumer Marketing*, 32(3), 167–175. <https://doi.org/10.1108/JCM-10-2014-1179>
- Nam, C., Dong, H., & Lee, Y. A. (2017). Factors influencing consumers' purchase intention of green sportswear. *Fashion and Textiles*. <https://doi.org/10.1186/s40691-017-0091-3>
- Noersativa, F. (2020). *Limbah Tekstil Dominasi Tumpukan Sampah di Laut*. Leisure. <https://www.republika.co.id/berita/qf7scv463/limbah-tekstil-dominasi-tumpukan-sampah-di-laut>
- O'Donnell, D. (2022). *Water Waste in the Textile Industry & Environmental Impacts*. Sensorex.Com. <https://sensorex.com/2022/04/25/water-waste-textile-industry-environmental-impacts/>
- Pacho, F. (2020). *What influences consumers to purchase organic food in developing countries?* <https://doi.org/10.1108/BFJ-01-2020-0075>
- 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>
- Qi, X. (2021). *Explaining Chinese Consumers' Green Food Purchase Intentions during the COVID-19 Pandemic : An Extended*.
- Qi, X., & Angelika, A. P. (2019). Explaining consumers' intentions towards purchasing green food in Qingdao, China: The amendment and extension of the theory of planned behavior. *Appetite*. <https://doi.org/10.1016/j.appet.2018.12.004>
- Safari, A., Salehzadeh, R., Panahi, R., & Abolghasemian, S. (2018). Multiple pathways linking environmental knowledge and awareness to employees' green behavior. *Corporate Governance (Bingley)*, 18(1), 81–103. <https://doi.org/10.1108/CG-08-2016-0168>
- Saleki, R., Quoquab, F., & Mohammad, J. (2019). What drives Malaysian consumers' organic food purchase intention? The role of moral norm, self-identity, environmental concern and price consciousness. *Journal of Agribusiness in Developing and Emerging Economies*, 9(5), 584–603. <https://doi.org/10.1108/JADEE-02-2019-0018>
- Seru, T. (2016). *Peran Media Terhadap Fenomena Trend Fashion Di Indonesia*. Wordpress.Com. <https://sulifashion214.wordpress.com/2016/12/03/peran-media-terhadap-fenomena-trend-fashion-di-indonesia/>
- Siddique, M. Z. R., Saha, G., & Kasem, A. R. (2021). Estimating green purchase behavior: an empirical study using integrated behavior model in Bangladesh. *Journal of Asia Business Studies*, 15(2), 319–344. <https://doi.org/10.1108/JABS-04-2019-0120>



- Taylor, P., Zheng, Y., & Chi, T. (n.d.). *Factors influencing purchase intention towards environmentally friendly apparel: an empirical study of US consumers*. January 2015, 37–41. <https://doi.org/10.1080/17543266.2014.990059>
- Temizkan, V. (2022). Investigating the Effect of Consumers Environmental Values on Green Buying Behavior. *Business and Economics Research Journal*, 13(3), 505–521. <https://doi.org/10.20409/berj.2022.386>
- The Generation Guide. (2015). *Millennials, Gen X, Y, Z and Baby Boomers*.
- Thi, M., Nguyen, T., Nguyen, L. H., & Nguyen, H. V. (2019). *Materialistic values and green apparel purchase intention among young Vietnamese consumers*. 20(4), 246–263. <https://doi.org/10.1108/YC-10-2018-0859>
- Thi, Y., Nguyen, H., & Nguyen, H. V. (2020). *An alternative view of the millennial green product purchase: consumption the roles of online product review and self-image congruence*. 502. <https://doi.org/10.1108/APJML-10-2019-0612>
- Troudi, H., & Bouyoucef, D. (2020). Predicting purchasing behavior of green food in Algerian context. *EuroMed Journal of Business*, 15(1), 1–21. <https://doi.org/10.1108/EMJB-03-2019-0046>
- Utami, S. F. (n.d.). *Mengenal Fast Fashion dan Dampak yang Ditimbulkan*. Zerowaste.Id. <https://zerowaste.id/zero-waste-lifestyle/mengenal-fast-fashion-dan-dampak-yang-ditimbulkan/>
- Van Tran, A. T., & Nguyen, N. T. (2021). Organic Food Consumption Among Households In Hanoi: Importance Of Situational Factors. *Sustainability (Switzerland)*, 13(22). <https://doi.org/10.3390/su132212496>
- Wang, J., Pham, T. L., & Dang, V. T. (2020). *Environmental Consciousness and Organic Food Purchase Intention: A Moderated Mediation Model of Perceived Food Quality and Price Sensitivity*. 1–18.
- Wang, S., & Wang, S. (2014). *Consumer characteristics and social influence factors on green purchasing intentions*. <https://doi.org/10.1108/MIP-12-2012-0146>
- Xu, X., Wang, S., & Yu, Y. (2019). Corresponding Author : Shanyong Wang. In *Science of the Total Environment*. Elsevier B.V. <https://doi.org/10.1016/j.scitotenv.2019.135275>
- Yadav, R., & Pathak, G. S. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2016.06.120>
- Yusra, A. (2016). Fashion Sebagai Media Komunikasi Dalam Menunjukkan Identitas Komunitas Punk Street Permindo Kota Padang [Universitas Andalas]. In *Universitas Andalas*. [http://scholar.unand.ac.id/9550/2/BAB 1.pdf](http://scholar.unand.ac.id/9550/2/BAB%201.pdf)