



Turning Environmental Concern into Sustainable Fashion Purchase Intention: The Role of Attitude

Ferris Febrio*, Barkah, Bintoro Bagus Purmono, Heriyadi, Wenny Pebrianti

Universitas Tanjungpura, Indonesia

Email : ferrisfebrio@gmail.com

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ABSTRACT

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*Corresponding Author

The rapid growth of fast fashion has intensified environmental problems and increased the need for sustainable consumption. However, high environmental concern does not necessarily translate into consumers' intention to purchase sustainable fashion products. This study aims to examine the effects of environmental concern on attitude and purchase intention, the effects of subjective norm, perceived behavioral control, and attitude on purchase intention, and the mediating role of attitude in the relationship between environmental concern and purchase intention. A quantitative causal design was employed using purposive sampling involving 220 respondents. Data were collected through a five-point Likert-scale questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results show that environmental concern significantly affects attitude but does not directly affect purchase intention. Subjective norm, perceived behavioral control, and attitude significantly affect purchase intention. Attitude also significantly mediates the relationship between environmental concern and purchase intention. These findings imply that sustainable fashion businesses should combine environmental communication with positive product evaluations, social influence, and purchasing accessibility to strengthen consumers' purchase intentions.

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INTRODUCTION

The fashion and textile industry has become a major environmental issue worldwide today because rapid production and short product-use cycles generate enormous waste. Globally, textile waste is estimated at about 92 million tons annually, while recycling remains limited (Hall, 2025; Shamsuzzaman et al., 2025). Fast fashion intensifies this problem by encouraging frequent purchasing, rapid replacement, and disposable consumption patterns, increasing pressure on landfills and natural resources (Maiti, 2025; UNEP, 2024). This issue matters

greatly because clothing consumption connects everyday purchasing decisions with resource depletion, pollution, and waste generation. Sustainable fashion offers a pathway toward reducing these impacts through longer product lifecycles, circular practices, and responsible consumption (Darina & Baharun, 2025; Yoeliyanto et al., 2025). Therefore, understanding what encourages consumers to choose sustainable fashion is important for supporting environmental protection while enabling businesses to develop more effective sustainability strategies for businesses.

This study uses the Theory of Planned Behavior (TPB) as its principal theoretical foundation for explaining sustainable fashion purchase intention. The theory proposes that behavioral intention is shaped by attitude, subjective norm, and perceived behavioral control. Attitude reflects an individual's evaluation of sustainable purchasing, subjective norm represents perceived social expectations, and perceived behavioral control concerns the perceived ability to perform the behavior (Nicolau et al., 2025; Sági et al., 2025). These constructs capture personal evaluations, social influence, and perceived capability. Previous applications of TPB to green products and circular-fashion behavior demonstrate its usefulness for explaining environmentally responsible purchasing decisions (Puspasari, 2025; Puspita-Sari et al., 2025). This study further considers environmental concern as an antecedent of attitude because concern about environmental consequences may shape how consumers evaluate sustainable fashion and subsequently influence purchasing intentions effectively.

Despite growing environmental awareness, a substantial social problem remains: concern about environmental degradation does not automatically produce sustainable purchasing intentions (Handranata & Kalila, 2025; Lai et al., 2025). Consumers may recognize textile waste, pollution, and resource consumption as serious problems while continuing to prioritize price, convenience, trends, and availability. This disconnect matters in fast-fashion markets, where frequent consumption can normalize short product lifecycles and increase textile waste (Wahyudin et al., 2023; Zahroh & Furqon, 2025). Research on sustainable fashion indicates that consumer perceptions, attitudes, social influences, and perceived behavioral capability differ across contexts, suggesting that environmental concern alone may be insufficient to explain purchasing intention (Lee et al., 2025; Ngo et al., 2024). Consequently, society needs clearer evidence of how environmental concern becomes favorable evaluation and purchase intention among fashion consumers, particularly within rapidly changing fashion markets and consumer cultures.

Research has established that sustainable fashion purchase intention is influenced by multiple psychological and behavioral factors, but evidence remains fragmented. Studies emphasize green product beliefs, sustainable

fashion preferences, social influences, perceived behavioral control, and circular-fashion behavior (Ngo et al., 2024; Puspita-Sari et al., 2025). However, findings across countries suggest determinants vary. Attitudes may strongly influence sustainable fashion intentions, while environmental perspectives do not always exert a direct effect (Lee et al., 2025). Similarly, perceived behavioral control can become important when consumers face practical purchasing constraints (von der Assen & Schellhaas, 2025). These differences reveal a limitation: environmental concern is often examined as a direct predictor rather than an antecedent of attitude. This relationship requires investigation in Indonesia, within sustainable fashion markets. Therefore, further research is needed to clarify this psychological pathway.

The Indonesian context provides an important setting for addressing this gap because sustainable fashion is developing alongside persistent textile-waste challenges and changing consumer preferences. Existing Indonesian research has examined circular fashion, second-hand clothing, and green buying behavior, providing evidence about consumer decision-making (Pohan et al., 2024; Puspasari, 2025). Nevertheless, limited attention has been given to the psychological pathway through which environmental concern influences attitude and subsequently sustainable fashion purchase intention. This limitation matters because environmental concern may affect intention indirectly by changing consumers' evaluations of sustainable products. Focusing on a recognized Indonesian sustainable fashion brand also provides a consumption context (Sanjani et al., 2024; Subhi et al., 2025). Addressing this issue can strengthen understanding of how environmental motivations become consumer intentions and help businesses design sustainability communication strategies for consumers and businesses.

The state of the art of this study lies in integrating environmental concern into the TPB framework as an antecedent of attitude rather than treating it only as an independent predictor of purchase intention. This positioning offers a clearer psychological pathway from environmental concern to consumer evaluation and behavioral intention. The study also specifically examines this issue through Sejauh Mata Memandang, a local brand associated with circular practices. Previous studies have provided evidence for TPB-based explanations of green purchasing and sustainable fashion, but the proposed environmental-concern-to-attitude pathway remains insufficiently developed in the Indonesian context. Resolving this important gap can help explain sustainable purchase intention and help businesses convert environmental concern into consumer engagement and decisions. This contribution is important for advancing sustainable fashion research in Indonesia.

The research problem addressed in this study is whether environmental concern can strengthen sustainable fashion purchase intention through attitude while subjective norm and perceived behavioral control provide explanatory power. The central argument is that consumers who are more concerned about environmental consequences are likely to develop favorable evaluations of sustainable fashion, and these evaluations may increase their intention to purchase sustainable products. At the same time, social expectations and perceived ability to make sustainable purchases may independently reinforce purchase intention. Thus, environmental concern should not be viewed only as a direct motivational factor, but also as an antecedent operating through attitude. Accordingly, this study examines the effects of environmental concern on attitude and purchase intention, the effects of attitude, subjective norm, and perceived behavioral control on purchase intention, and the mediating role of attitude. Overall, this framework provides a focused and integrated explanation of sustainable fashion purchase intention in the Indonesian consumer context today overall.

RESEARCH METHODS

This study employed a quantitative causal research design to examine the relationships among environmental concern, attitude, subjective norm, perceived behavioral control, and sustainable fashion purchase intention (Garg et al., 2025; Handranata & Kalila, 2025). A quantitative approach was selected because the study aims to test hypothesized relationships among measurable constructs using numerical data and statistical procedures. The causal design was appropriate because the proposed model investigates both direct and indirect relationships, particularly the role of attitude in mediating the relationship between environmental concern and purchase intention (Dong & Huang, 2025; Handranata & Kalila, 2025). The study was conducted in Indonesia, focusing on consumers familiar with Sejauh Mata Memandang products. Indonesia was selected because its growing sustainable fashion market provides a relevant context for examining environmentally responsible purchasing. The brand context was selected because Sejauh Mata Memandang represents local sustainable fashion practices, making it appropriate for investigating consumer perceptions and purchase intentions toward sustainable fashion products.

The population comprised consumers residing in Indonesia who were accustomed to shopping to fulfill their personal needs. Respondents were selected using purposive sampling because participation required specific characteristics relevant to the research objectives. The inclusion criteria were: (1) respondents were at least 18 years old, (2) resided in Indonesia, (3) had concern for environmental issues, (4) were familiar with Sejauh Mata Memandang

products, and (5) had never purchased Sejauh Mata Memandang products. The sample size was determined using the indicator-based approach recommended for PLS-SEM, with a minimum sample obtained by multiplying the number of indicators by ten. Because the research instrument contained 22 indicators, the minimum required sample was 220 respondents. This sampling strategy ensured that participants possessed sufficient knowledge and experience to evaluate sustainable fashion products and express meaningful purchase intentions without previous purchasing experience.

Primary data were collected through a structured online questionnaire distributed to respondents who fulfilled the predetermined sampling criteria. The questionnaire used a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. Before completing the substantive questions, respondents were screened according to age, domicile, environmental concern, familiarity with Sejauh Mata Memandang, and previous purchasing experience. The research instrument consisted of measures for environmental concern, subjective norm, perceived behavioral control, attitude, and purchase intention. Environmental concern included environmental worry, human impact, harmony with nature, environmental importance, ecological responsibility, and environmental awareness. Subjective norm comprised peer influence, social expectation, family influence, and reference group influence (Fragolia & Wibowo, 2025; Wu & Lee, 2025). Perceived behavioral control covered knowledge, opportunity, and self-efficacy. Attitude included perceived benefit, positive perception, perceived value, wise choice, and positive impact, whereas purchase intention covered willingness, planning, effort, and recommendation.

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The analysis consisted of measurement-model and structural-model evaluations. The measurement model was assessed through convergent validity, discriminant validity, and internal consistency reliability. Convergent validity was evaluated using outer loadings and Average Variance Extracted (AVE), while Composite Reliability and Cronbach's Alpha were examined to assess construct reliability. Discriminant validity was evaluated to ensure that each construct was empirically distinct from the others. The structural model was assessed using R-square to determine the explanatory power of endogenous constructs and hypothesis testing to examine the proposed relationships. Hypotheses were considered supported when the t-statistic exceeded 1.96 and the p-value was below 0.05. The mediation effect of attitude was also examined to determine whether it transmitted the effect of environmental concern on purchase intention.

RESULTS AND DISCUSSION

Results

Respondent Characteristics

The characteristics of the respondents are presented in Table 1.

Table 1. Characteristics of Respondents

1. Category	2. Item	3. F	4. %
5. Gender	6. Male	7. 94	8. 42.73%
	9. Female	10. 126	11. 57.27%
	12. Total	13. 220	14. 100.0%
15. Age 16.	17. 18–24 years	18. 93	19. 42.27%
	20. 25–34 years	21. 87	22. 39.55%
	23. 35–44 years	24. 30	25. 13.64%
	26. More than 45 Years	27. 10	28. 4.55%
	29. Total	30. 220	31. 100.0%
32. Education	33. Elementary School	34. 0	35. 0.0%
	36. Junior High School	37. 0	38. 0.00%
	39. Senior High School	40. 43	41. 19.55%
	42. Diploma	43. 33	44. 15%
	45. Bachelor's Degree	46. 129	47. 58.64%
	48. Master's/Doctoral Degree	49. 15	50. 6.82%
	51. Total	52. 220	53. 100.0%
54. Domicile	55. Bali and Nusa Tenggara	56. 21	57. 9.55%
	58. Java	59. 103	60. 46.82%
	61. Kalimantan	62. 32	63. 14.55%
	64. Papua	65. 2	66. 0.91%
	67. Sulawesi	68. 23	69. 10.45%
	70. Sumatra	71. 39	72. 17.73%
	73. Total	74. 220	75. 100.0%
76. Occupation	77. Student (D3, D4, Bachelor's, Master's, Doctoral)	78. 73	79. 33.18%
	80. Civil Servant	81. 3	82. 1.36%
	83. Private-Sector Employee	84. 87	85. 39.55%
	86. Entrepreneur	87. 25	88. 11.36%
	89. Freelancer	90. 32	91. 14.55%
	92. Total	93. 220	94. 100.0%
95. Monthly Income	96. < IDR 3,000,000	97. 58	98. 26.36%
	99. IDR 3,000,000–5,000,000	100. 66	101. 30.00%
	102. > IDR 5,000,000–10,000,000	103. 63	104. 28.64%
	105. > IDR 10,000,000	106. 33	107. 15.00%
	108. Total	109. 220	110. 100.0%
111. Monthly Fashion Expenditure	112. < IDR 500,000	113. 47	114. 21.36%
	115. IDR 500,000–1,000,000	116. 92	117. 41.82%
	118. > IDR 1,000,000–3,000,000	119. 64	120. 29.09%
	121. > IDR 3,000,000	122. 17	123. 7.73%

	124. Total	125. 220	126. 100.0%
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Source: Researcher's processed results (2026)

Based on Table 1, this study involved 220 respondents. The majority of respondents were female (57.27%), aged 18–24 years (42.27%), and domiciled in Java (46.82%). In terms of occupation, private-sector employees represented the largest group (39.55%). Meanwhile, the largest proportion of respondents reported a monthly income of IDR 3,000,000–5,000,000 (30.00%) and monthly expenditure on fashion products of IDR 500,000–1,000,000 (41.82%).

Measurement Model

The results of the suitability, validity, and reliability tests are presented in Table 2.

Table 2. Convergent Validity and Composite Reliability

127. Variabel	128. Item	129. LF	130. CA	131. CR	132. AVE
133. Environmental Concern (EC)	134. I believe that environmental problems should not be ignored.	135. 0.808			
	139. I am concerned about the condition of the global environment and its impact on my future.	140. 0.837			
	141. Human activities have had a serious impact on the environment.	142. 0.842	136. 0.910	137. 0.930	138. 0.690
	143. Humans must live in harmony with nature to survive.	144. 0.796			
	145. Environmental problems are a very important issue.	146. 0.847			
	147. We should care about environmental problems.	148. 0.854			
149. Subjective Norm (SN)	150. My friends influence me to purchase Sejauh Mata Memandang products rather than fast fashion products.	151. 0.810	152. 0.826	153. 0.885	154. 0.657

	155. People who are important to me believe that I should purchase Sejauh Mata Memandang fashion products.	156. 0.857			
	157. My family members influence my behavior in purchasing Sejauh Mata Memandang products.	158. 0.766			
	159. Influencers or public figures whom I follow influence me to purchase Sejauh Mata Memandang products.	160. 0.806			
161. Perceived Behavioral Control (PBC)	162. I have sufficient knowledge to purchase Sejauh Mata Memandang products.	163. 0.810			
	167. I have the opportunity to purchase Sejauh Mata Memandang products.	168. 0.869	164. 0.815	165. 0.890	166. 0.730
	169. I feel that I have the ability to purchase Sejauh Mata Memandang fashion products.	170. 0.882			
	172. I believe that purchasing Sejauh Mata Memandang fashion products can help improve environmental conditions.	173. 0.812	174. 0.833	175. 0.882	176. 0.600
171. Attitude (ATT)	178. I think that purchasing Sejauh Mata Memandang products is a positive thing.	179. 0.789	180.	181.	182.
183.	184. I believe that purchasing Sejauh Mata Memandang products can reduce clothing production	185. 0.797	186.	187.	188.

	and environmental pollution.				
189.	190. I think that purchasing Sejauh Mata Memandang products is a wise choice.	191. 0.717	192.	193.	194.
195.	196. I believe that purchasing Sejauh Mata Memandang fashion products has a positive impact on the environment by extending clothing use.	197. 0.753	198.	199.	200.
	202. I am willing to purchase Sejauh Mata Memandang fashion products.	203. 0.826			
	207. I am likely to purchase Sejauh Mata Memandang products in the future.	208. 0.825			
201. Purchase Intention (PI)	209. I will actively search for Sejauh Mata Memandang products to purchase.	210. 0.749	204. 0.814	205. 0.877	206. 0.642
	211. I will recommend to my family and friends that they purchase Sejauh Mata Memandang fashion products.	212. 0.801			

Source: Researcher's processed results (2026)

Based on Table 2, all indicators in the measurement model have met the criteria for validity and reliability. The loading factor values of each indicator are above 0.70, with ranges of 0.796–0.854 for environmental concern, 0.766–0.857 for subjective norm, 0.810 – 0.882 for perceived behavioral control, 0.717 – 0.812 for attitude, and 0.749 – 0.826 for purchase intention. Convergent validity in PLS-SEM is assessed based on outer loading values of ≥ 0.70 and AVE values of ≥ 0.50 . These results indicate that all indicators adequately represent their respective constructs.

In addition, the Cronbach's alpha values for all constructs range from 0.815 to 0.910, while the composite reliability values range from 0.877 to 0.930, indicating good internal consistency. The AVE values of all constructs exceed

0.50, ranging from 0.600 to 0.730, indicating that each construct explains more than 50% of the variance in its respective indicators. Therefore, the measurement model has met the criteria for convergent validity and reliability.

Descriptive statistics

The descriptive statistics for the five variables are presented in Table 3.

Table 3. Descriptive Statistics

213. Variables	214. Mean	215. Standard Deviation	216. N
217. Environmental Concern	218. 4.150	219. 0.815	220. 220
221. Subjective Norm	222. 3.384	223. 0.942	224. 220
225. Perceived Behavioral Control	226. 3.902	227. 0.824	228. 220
229. Attitude	230. 4.027	231. 0.724	232. 220
233. Purchase Intention	234. 3.822	235. 0.762	236. 220

Source: Researcher’s processed results (2026)

Based on Table 3, environmental concern obtained the highest mean score of 4.150, followed by attitude with a mean score of 4.027, perceived behavioral control with 3.902, and purchase intention with 3.822. Meanwhile, subjective norm obtained the lowest mean score of 3.384. These results indicate that respondents generally demonstrated relatively strong environmental concern and positive attitudes toward sustainable fashion products. Respondents also showed relatively high perceived behavioral control and purchase intention toward Sejahuh Mata Memandang products, while subjective norm had the lowest mean score among the five constructs.

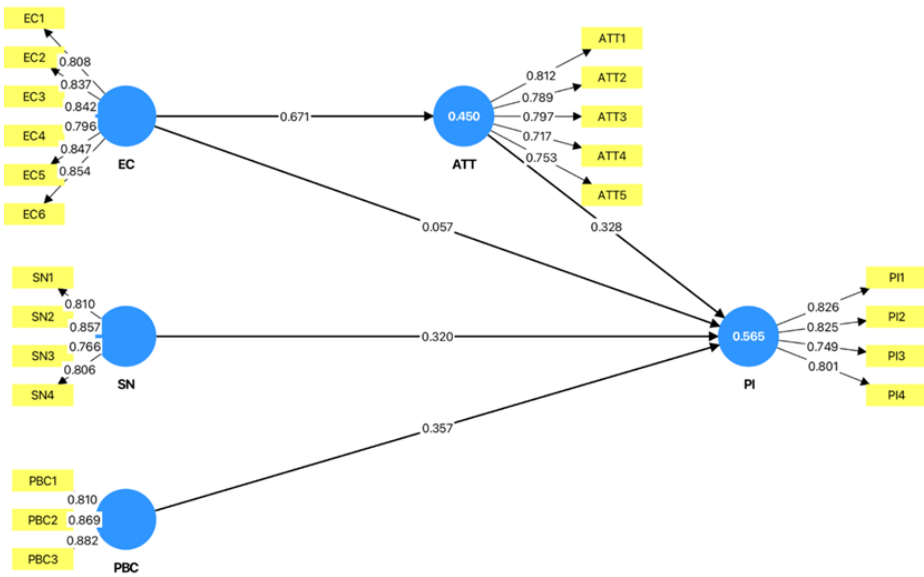


Figure 1. PLS-SEM Algorithm

Figure 1 illustrates the PLS-SEM structural model, showing the relationships among environmental concern (EC), subjective norm (SN), perceived behavioral control (PBC), attitude (ATT), and purchase intention (PI). Environmental concern has a strong positive relationship with attitude ($\beta = 0.671$), while its direct relationship with purchase intention is weak ($\beta = 0.057$). Subjective norm ($\beta = 0.320$), perceived behavioral control ($\beta = 0.357$), and attitude ($\beta = 0.328$) show positive relationships with purchase intention. The model explains 45.0% of the variance in attitude and 56.5% of the variance in purchase intention. The indicator loadings shown in the model range from 0.717 to 0.882, indicating that the indicators adequately represent their respective constructs.

Discriminant Validity

The discriminant validity results based on the HTMT criterion are presented in Table 4.

Table 4. Discriminant validity- Heterotrait – Monotrait Ratio					
	ATT	EC	PBC	PI	SN
ATT					
EC	0.760				
PBC	0.303	0.183			
PI	0.693	0.540	0.614		
SN	0.439	0.487	0.223	0.641	

Source: Researcher's processed results (2026)

Based on the results presented in Table 4, all HTMT values between constructs are below the recommended threshold of 0.90. The highest HTMT value is 0.760 for the relationship between attitude and environmental concern, while the other values range from 0.183 to 0.693. This indicates that all constructs meet the discriminant validity criteria, demonstrating that each construct has sufficient empirical distinctiveness from the other constructs in the model.

Fornell-Larcker Criterion

The discriminant validity results based on the Fornell–Larcker criterion are presented in Table 5.

Table 5. Fornell-Larcker Criterion					
	ATT	EC	PBC	PI	SN
ATT	0.774				
EC	0.671	0.831			
PBC	0.250	0.159	0.854		
PI	0.573	0.469	0.507	0.801	
SN	0.368	0.421	0.184	0.530	0.811

Source: Researcher's processed results (2026)

Based on Table 5, the Fornell–Larcker criterion indicates that the square root of the Average Variance Extracted (AVE) for each construct is higher than its correlations with the other constructs in the research model. The square root of AVE for attitude is 0.774, environmental concern is 0.831, perceived behavioral control is 0.854, purchase intention is 0.801, and subjective norm is 0.811. These results indicate that each construct explains more variance in its own indicators than the variance it shares with other constructs. Therefore, all constructs demonstrate sufficient discriminant validity based on the Fornell–Larcker criterion.

Cross Loading

The cross-loading results for all indicators and constructs are presented in Table 6.

Table 6. Cross -Loadings

	ATT	EC	PBC	PI	SN
ATT1	0.812	0.654	0.176	0.481	0.370
ATT2	0.789	0.493	0.219	0.408	0.194
ATT3	0.797	0.569	0.174	0.376	0.230
ATT4	0.717	0.422	0.247	0.467	0.311
ATT5	0.753	0.424	0.162	0.487	0.304
EC1	0.552	0.808	0.196	0.439	0.369
EC2	0.564	0.837	0.183	0.382	0.373
EC3	0.544	0.842	0.064	0.350	0.323
EC4	0.540	0.796	0.094	0.338	0.362
EC5	0.558	0.847	0.164	0.460	0.308
EC6	0.585	0.854	0.083	0.357	0.365
PBC1	0.170	0.122	0.810	0.388	0.163
PBC2	0.218	0.158	0.869	0.429	0.136
PBC3	0.247	0.129	0.882	0.476	0.173
PI1	0.491	0.430	0.428	0.826	0.435
PI2	0.481	0.363	0.481	0.825	0.459
PI3	0.396	0.312	0.338	0.749	0.388
PI4	0.462	0.391	0.362	0.801	0.411
SN1	0.377	0.378	0.168	0.396	0.810
SN2	0.305	0.327	0.207	0.462	0.857
SN3	0.226	0.317	0.105	0.385	0.766
SN4	0.286	0.347	0.113	0.466	0.806

Source: Researcher's processed results (2026)

Based on Table 6 all indicators in the research model demonstrate the highest loading values on their respective constructs compared with the other constructs. The loading values for Environmental Concern (EC1–EC6) range

from 0.796 to 0.854, Subjective Norm (SN1–SN4) range from 0.766 to 0.857, Perceived Behavioral Control (PBC1–PBC3) range from 0.810 to 0.882, Attitude (ATT1–ATT5) range from 0.717 to 0.812, and Purchase Intention (PI1–PI4) range from 0.749 to 0.826. These results indicate that each indicator represents its respective construct consistently, as its loading value is higher on its assigned construct than on the other constructs. Therefore, the measurement model meets the discriminant validity criterion based on the cross-loading assessment.

Structural model (Inner Model)

R-square (R^2) was evaluated to assess the proportion of variance in the endogenous constructs explained by the predictor variables in the structural model. Higher R^2 values indicate greater explanatory power of the structural model. The R Square value is shown in the table following:

Table 7. R-Square

	R-square	R-square adjusted
Attitude	0.450	0.448
Purchase Intention	0.565	0.557

Source: Researcher's processed results (2026)

Based on Table 7, the R-square value for the attitude construct is 0.450, indicating that 45.0% of the variance in attitude toward sustainable fashion products from Sejauh Mata Memandang can be explained by environmental concern, while the remaining 55.0% is explained by other factors outside the model. The adjusted R-square value of 0.448 indicates that the explanatory power of the model remains relatively stable after adjustment for the number of predictors. Meanwhile, the R-square value for purchase intention is 0.565, indicating that 56.5% of the variance in purchase intention can be explained by environmental concern, subjective norm, perceived behavioral control, and attitude, while the remaining 43.5% is explained by other factors outside the model. The adjusted R-square value of 0.557 indicates that the explanatory power of the model remains consistent after adjustment. Overall, the structural model demonstrates greater explanatory power for purchase intention than for attitude.

Hypothesis testing

Hypothesis testing was conducted using Structural Equation Modeling (SEM) with SmartPLS 4. A hypothesis was considered supported when the p-value was below 0.05 and the t-statistic exceeded 1.96.

Table 8. Hypothesis Result

Path	Original sample	Sample mean	Standard deviation	T statistics	P values	Results	Hypothesis Decisions
EC -> ATT	0.671	0.673	0.041	16.258	0.000	Significant	Supported
EC -> PI	0.057	0.051	0.087	0.654	0.513	Insignificant	Not Supported
SN -> PI	0.320	0.325	0.064	4.959	0.000	Significant	Supported
PBC -> PI	0.357	0.351	0.060	5.919	0.000	Significant	Supported
ATT-> PI	0.328	0.334	0.078	4.232	0.000	Significant	Supported
EC -> ATT -> PI	0.220	0.225	0.055	3.977	0.000	Significant	Supported

Source: Researcher's processed results (2026)

The path analysis results show that environmental concern has a positive and significant effect on attitude ($\beta = 0.671$; $p = 0.000$). Subjective norm has a positive and significant effect on purchase intention ($\beta = 0.320$; $p = 0.000$), perceived behavioral control has a positive and significant effect on purchase intention ($\beta = 0.357$; $p = 0.000$), and attitude has a positive and significant effect on purchase intention ($\beta = 0.328$; $p = 0.000$). In contrast, environmental concern does not have a significant direct effect on purchase intention ($\beta = 0.057$; $p = 0.513$). This finding is consistent with Lee et al. (2025), who found that environmental concern does not directly encourage consumers' intention to purchase sustainable fashion products, as consumers may still consider other factors such as their attitudes toward the products, social norms, and perceptions of their ability to make the purchase.

Furthermore, the indirect effect analysis shows that environmental concern has a positive and significant indirect effect on purchase intention through attitude ($\beta = 0.220$; $p = 0.000$). Therefore, the findings indicate that environmental concern significantly influences attitude, while subjective norm, perceived behavioral control, and attitude significantly influence purchase intention. On the other hand, environmental concern does not have a direct significant effect on purchase intention but has a significant indirect effect through attitude. Thus, attitude serves as a mediating variable in the relationship between environmental concern and purchase intention.

Discussion

The findings show that environmental concern has a positive and significant effect on attitude toward sustainable fashion products. Consumers concerned about environmental degradation tend to evaluate sustainable fashion more positively, particularly when products involve responsible materials, ethical practices, and longer use. This finding is consistent with Wu and Li (2025), who emphasize sustainable fashion product beliefs, von der Assen & Schellhaas

(2025), who demonstrate the relevance of psychological evaluations in green product purchasing. Theoretically, this result supports extending TPB by positioning environmental concern before attitude rather than treating concern only as a direct predictor of intention. Practically, sustainable fashion businesses should communicate environmental benefits in ways that strengthen favorable product evaluations and help consumers connect environmental responsibility with the value and benefits of sustainable fashion products in everyday purchasing decisions today.

Environmental concern does not have a significant direct effect on purchase intention, although respondents demonstrate relatively high concern for environmental issues. This finding indicates that environmental concern alone may be insufficient to stimulate sustainable fashion purchases. The result is consistent with Lee et al. (2025), who found that environmental concern did not directly influence sustainable fashion purchase intention in South Korea. This similarity suggests that consumers may require additional psychological evaluations before translating concern into intention. Theoretically, the finding strengthens the extended TPB model by showing that environmental concern can operate indirectly through attitude. Practically, sustainable fashion brands should avoid relying solely on environmental messages. Environmental communication should instead be connected with product quality, benefits, value, and attractiveness, enabling consumers to transform concern into favorable evaluations and stronger purchase intentions.

Subjective norm has a positive and significant effect on purchase intention, demonstrating that social expectations can encourage consumers to consider purchasing sustainable fashion products. This finding is consistent with Ngo et al. (2024), who identified subjective norm as an important factor influencing Generation Z's intention to purchase sustainable clothing. It also complements the green purchasing perspective presented by von der Assen & Schellhaas (2025), in which social and psychological factors contribute to behavioral intention. Theoretically, the finding confirms the importance of social influence within TPB and demonstrates that sustainable fashion intention is not formed solely through environmental concerns. Practically, brands can strengthen purchase intention by involving friends, family, influencers, and communities in sustainability campaigns. Social recommendations and visible support may make sustainable fashion more socially accepted, recognizable, and appealing among Indonesian consumers in sustainable fashion.

Perceived behavioral control has a positive and significant effect on purchase intention, indicating that consumers who perceive sufficient knowledge, opportunity, and ability are more likely to intend to purchase sustainable fashion products. This finding is consistent with von der Maiti (2025),

who identified perceived behavioral control as an important determinant of sustainable fashion purchase intention. The result reinforces the behavioral capability dimension of TPB by demonstrating that favorable intention requires consumers to perceive sustainable purchasing as feasible. Practically, sustainable fashion businesses should reduce barriers by providing accessible product information, convenient purchasing channels, transparent product descriptions, and guidance about sustainable materials. These efforts can strengthen consumers' confidence in purchasing ability. The contribution is evidence that perceived capability complements environmental concern and social influence in explaining sustainable fashion purchase intention.

Attitude has a positive and significant effect on purchase intention and significantly mediates the relationship between environmental concern and purchase intention. This finding is consistent with Hall (2025), who emphasize attitudes in explaining green product purchase behavior, and Wu and Li (2025), who demonstrate the relevance of product beliefs in sustainable fashion purchase intention. The mediation result explains the nonsignificant direct relationship between environmental concern and purchase intention. Environmental concern appears to influence intention after being translated into favorable evaluations of sustainable fashion. Theoretically, this finding strengthens the extended TPB framework by identifying attitude as a psychological mechanism connecting environmental concern with behavioral intention. Practically, brands should develop communication that converts environmental values into attractive product evaluations, emphasizing environmental benefits, usefulness, value, quality, and sustainability together in effective integrated marketing communication strategies effectively clearly.

Overall, findings indicate that purchase intention is shaped by attitude, subjective norm, and perceived behavioral control, whereas environmental concern contributes indirectly through attitude. This pattern is consistent with sustainable fashion literature emphasizing psychological evaluations, social influence, and behavioral capability (Puspasari, 2025; Puspita-Sari et al., 2025). Theoretically, the study contributes by demonstrating a pathway in which environmental concern becomes relevant to purchase intention through attitude. Practically, sustainable fashion businesses should integrate environmental communication with positive product positioning, social influence, and accessible purchasing opportunities. The study contributes empirical evidence from Indonesia to sustainable fashion research for Indonesian businesses in this context. These findings suggest that increasing environmental concern alone is insufficient unless consumers develop favorable attitudes and perceive sustainable purchasing as socially supported and practically achievable.

CONCLUSION

The study concludes that sustainable fashion purchase intention is shaped by a combination of psychological, social, and behavioral factors, with the key lesson being that environmental concern alone does not automatically translate into purchase intention but must first develop into a positive attitude toward sustainable fashion. The study contributes theoretically by extending the Theory of Planned Behavior through positioning environmental concern as an antecedent of attitude and demonstrating that attitude, subjective norm, and perceived behavioral control significantly explain purchase intention. Practically, sustainable fashion businesses should strengthen environmental communication while emphasizing product benefits, social support, purchasing accessibility, and consumer confidence to translate environmental concern into stronger intentions. However, the study is limited to consumers familiar with Sejahu Mata Memandang who had not previously purchased its products, and purchase intention may not necessarily reflect actual behavior. Future research should examine actual purchasing behavior, compare different sustainable fashion brands, broaden respondent characteristics, and incorporate variables such as green trust, perceived value, brand image, environmental knowledge, and willingness to pay a premium.

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