



Will You Pay More for Sustainable Fashion Brands? Exploring the Factors Behind Sustainable Fashion Purchases

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Abstract

Currently, sustainability issues in the fashion industry have become a serious concern. These problems include the high amount of textile waste produced in large quantities, excessive consumption patterns among the public and the use of materials that are not environmental friendly, including the many fashion brand businesses in Indonesia. This research was conducted to determine and explain the effect of social influence, environmental awareness, price, and eWOM on purchase intention and willingness to pay for sustainable fashion brands. The type of research used is explanatory research with quantitative approach. The population in this research were consumers who had an interest in purchase intention from sustainable fashion brands in Malang, with a sample of 230 respondents obtained through purposive sampling technique. The data collection method used an online questionnaire, and the data analysis technique used Partial Least Square-Structural Equation Modeling (PLS-SEM) using SMARTPLS Version 4.0 software. The test results show that social influence, environmental awareness, and price have a direct positive effect on purchase intention. Furthermore, purchase intention has a direct positive effect on eWOM and purchase intention has a direct positive effect on willingness to pay

Keywords: Purchase Intention; Willingness to Pay; Brand Fashion; sustainable fashion

Abstrak

Saat ini, permasalahan mengenai keberlanjutan dalam industri brand fashion menjadi sebuah perhatian serius. Permasalahan yang muncul meliputi tingginya limbah tekstil yang dihasilkan dalam jumlah besar, pola konsumsi berlebih dikalangan masyarakat dan penggunaan bahan-bahan yang tidak ramah lingkungan, termasuk banyaknya usaha brand fashion yang ada di Indonesia. Penelitian ini bertujuan untuk mengetahui secara langsung pengaruh social influence, kesadaran lingkungan, harga, dan eWOM terhadap minat beli serta kesediaan membayar pada brand fashion ramah lingkungan. Jenis penelitian yang digunakan adalah penelitian eksplanatori dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah konsumen yang memiliki minat untuk melakukan pembelian dari brand fashion ramah lingkungan di Kota Malang, dengan sampel sebanyak 230 responden yang diperoleh melalui teknik purposive sampling. Metode pengumpulan data menggunakan kuesioner online dan teknik analisis data menggunakan Partial Least Square-Structural Equation Modeling (PLS-SEM) dengan menggunakan perangkat lunak SMARTPLS versi 4.0. Hasil pengujian menunjukkan bahwa social influence, kesadaran lingkungan, dan harga berpengaruh positif secara langsung terhadap minat beli. Selanjutnya, minat beli berpengaruh positif secara langsung terhadap eWOM dan minat beli berpengaruh secara positif terhadap kesediaan membayar.

Kata kunci: Minat Beli; Kesediaan Membayar; Brand Fashion; Ramah Lingkungan

I. INTRODUCTION

Environmental and natural conditions have undergone significant transformations over time, largely due to various human activities, including the substantial waste generation by the textile industry. The rapid expansion

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of clothing production, driven by rising consumerism, has led to numerous sustainability-related challenges, such as environmental pollution affecting water, soil, and air quality. According to the National Waste Management Information System, Indonesia generated 21.1 million tons of waste, with 34.29% remaining unmanaged, thereby exacerbating environmental hazards (Kemenko PMK, 2023). Additionally, Walter Widmer (2024) states Indonesia ranks second among G20 nations in textile industry-induced water pollution, with textile waste projected to reach 3.0 million tons by 2030. Given these pressing sustainability concerns, the adoption of sustainable fashion—integrating both social and environmental responsibility—has garnered increasing attention among consumers and businesses.

The use of non-eco-friendly materials contributes to heightened carbon emissions, hazardous waste, and excessive energy consumption, posing significant threats to ecosystems (Shafie et al., 2021). Unsustainable textile production also releases chemical waste into water sources, jeopardizing biodiversity. Sustainable fashion seeks to address these issues by incorporating environmentally responsible practices (Stylo Fashion, 2024). A survey by Stylo Fashion Shopping Landscape (2024) revealed that a vast majority of respondents expressed interest in purchasing eco-friendly fashion, with 30% emphasizing sustainability's role in mitigating environmental damage. Consumer purchasing decisions are influenced by multiple factors, including social influence, environmental awareness, price, electronic word-of-mouth (eWOM), and willingness to pay. Prior to making a purchase, consumers evaluate whether a product aligns with their preferences, quality expectations, and personal values (Kotler et al, 2013). Willingness to pay represents the maximum price a consumer is willing to spend for a product or service, serving as an indicator of the perceived value of sustainable fashion (Hanley & Spash, 1993).

Price is a critical determinant in consumer decision-making. Many Indonesian consumers exhibit price sensitivity, preferring lower-priced alternatives of comparable quality (Daryoko & Haliawan, 2020). However, sustainable fashion products often entail higher production costs due to the use of eco-friendly and high-quality materials. Consumers with strong environmental awareness are more inclined to pay a premium for sustainable fashion items. Moreover, in the digital era, eWOM plays a pivotal role in shaping purchase intentions. eWOM provides consumers with access to product information via social media, websites, blogs, and other online platforms, significantly influencing their purchasing decisions (Jalilvand, 2012).

Various initiatives have been introduced to promote eco-friendly fashion, including the emergence of local Indonesian brands utilizing organic materials such as natural fibers, plant extracts, and other sustainable resources. According to the Indonesian Ministry of Tourism and Creative Economy (2024), several sustainable fashion brands—such as Sejauh Mata Memandang, Sare Studio, Kembang Tjelup, Semilir Ecoprint, Pijakbumi, Lakanua, and Loosewood—have contributed to raising environmental awareness among Indonesian consumers. Environmental awareness is defined as individuals' attitudes and behaviors in recognizing the importance of maintaining a clean and healthy environment (Gabriella et al., 2020).

This study aims to examine the impact of social influence, environmental awareness, price, and eWOM on purchase intention and willingness to pay for sustainable fashion brands. While the proposed model builds upon the foundational Theory of Planned Behavior (Ajzen, 1991), it advances the literature by integrating these constructs within a unified framework specifically contextualized to Indonesian consumers—a developing economy facing unique socio-economic and cultural challenges that have been underexplored in sustainable fashion research. Addressing an existing research gap, this study analytically explores the inconsistent findings reported by previous studies regarding the effects of these variables on sustainable fashion consumption (Shababie et al., 2023; Wulandari et al., 2024; Rinaldi et al., 2024). Unlike prior research that often treats these factors in isolation or in Western contexts, this study prioritizes variables based on their empirical relevance within Indonesia's emerging market, where price sensitivity coexists with rising environmental awareness and digital influence via eWOM. This prioritization is theoretically grounded in the interplay between social norms (social influence), personal attitudes (environmental awareness), economic considerations (price), and informational cues (eWOM) that jointly shape consumer intentions and behaviors in sustainable consumption—thereby extending the Theory of Planned Behavior by contextualizing and empirically validating its constructs in a novel setting. Practically, the findings aim to inform marketers and policymakers by identifying key leverage points to enhance consumer engagement and support for eco-friendly fashion brands, ultimately aiding the promotion of sustainable consumption behaviors in Indonesia.

II. LITERATURE REVIEW

A. *Social Influence*

According to Reimers et al. (2017), social influence refers to the process by which individuals' beliefs, feelings, and behaviors are shaped through interactions with others, ultimately leading to changes in attitudes or actions. Similarly, Haryono (2015) concurs with Reimers et al. (2017), asserting that social influence plays a

crucial role in shaping consumer preferences and purchase decisions by establishing socially accepted viewpoints. It determines the extent to which social networks influence consumers in adopting new products through various signals and messages. While these definitions converge on the importance of social networks, it is critical to note that empirical studies report varying degrees of social influence across different cultural and product contexts. For instance, Wang (2014) emphasizes subjective norms and visibility as key dimensions, yet the relative importance of these may fluctuate depending on consumer demographics and the sustainability context. This inconsistency necessitates further investigation into how social influence operates specifically within sustainable fashion consumption in Indonesia.

Several studies have examined the impact of social influence on purchase intention. Wang (2014) identified two key dimensions of social influence that shape consumer behavior: subjective norms and visibility. Subjective norms refer to an individual's perception of what they should or should not do based on their beliefs and the influence of those they consider important (Saeroji et al., 2015). This encompasses both behavioral beliefs—where purchasing a product is seen as beneficial—and normative beliefs, which reflect the notion that recommended actions should be followed. Consumers often align their purchasing behavior with recommendations from their social circles. Meanwhile, visibility pertains to the influence that arises from observing the purchasing behavior of others. This phenomenon highlights how social interactions and peer behavior shape individual purchasing decisions (Haryono, 2015). Empirical research confirms that social influence has a significant impact on consumer behavior, particularly in the context of sustainable fashion, as individuals tend to follow trends and behaviors endorsed by their social networks (Wang, 2014).

B. Environmental Awareness

In recent years, public awareness of environmental issues has increased significantly. Issues such as climate change, sustainability, and the conservation of natural resources have become integral to consumer consciousness (Ahmad & Mahargyani, 2024). Environmental awareness reflects an individual's understanding, concern, and sense of responsibility regarding their impact on the environment through daily decisions and actions. As a result, consumers are increasingly inclined to support sustainable business practices and choose fashion brands that prioritize sustainability (Alamsyah et al., 2020). Environmental awareness arises when individuals recognize negative environmental changes and their potentially irreversible consequences. Kokkinen (2013) identifies three key factors that shape environmental awareness: motivation, environmental knowledge, and skills. Motivation involves intrinsic desire and responsibility; knowledge entails understanding ecological concepts; skills refer to practical competencies for sustainable behavior. However, the literature indicates that higher environmental awareness does not always translate directly into sustainable purchasing behavior unless accompanied by sufficient skills and motivation, highlighting a gap that this study aims to address in the Indonesian sustainable fashion context. Previous research indicates that environmental awareness has a positive influence on consumer preferences for sustainable products. Consumers with higher environmental awareness demonstrate a stronger preference for purchasing eco-friendly fashion products (Alamsyah et al., 2020).

C. Price

Price is a crucial factor in consumer purchasing decisions. Kotler and Armstrong (2012) define price as the monetary value exchanged for a product or service. Consumers often perceive price as an indicator of product value, viewing it as a trade-off between costs and benefits (Zeithaml, 2016). Since price directly influences profitability, it plays a critical role in a company's success. Tjiptono and Chandra (2012) identify three primary objectives of pricing: economic regulation, consumer quality indication, and direct revenue generation. Many consumers exhibit price sensitivity, especially in emerging markets like Indonesia, where cost constraints limit sustainable fashion adoption despite positive attitudes (Daryoko & Haliawan, 2020). This underscores the tension between consumers' environmental values and economic realities, a dynamic that complicates the direct influence of price on purchase intention and warrants empirical examination. Empirical research suggests that price perception significantly influences purchase intention for sustainable fashion products. While consumers who prioritize sustainability are often willing to pay a premium for eco-friendly fashion, price sensitivity remains a substantial barrier to broader market adoption (Daryoko & Haliawan, 2020).

D. Electronic Word of Mouth (eWOM)

Consumer behavior has evolved beyond traditional word-of-mouth communication, expanding into digital platforms. Electronic word-of-mouth (eWOM) refers to consumer-generated content about products and services shared through social media, blogs, and online reviews (Lestari, 2023). With the internet providing broader access to product information, eWOM has become a critical factor in shaping consumer perceptions and purchasing decisions (Ramadani et al., 2021). According to Gruen (2006), eWOM serves as a communication medium where consumers share their experiences with products, even among individuals who have never met. Consumers tend to trust recommendations from other users more than company advertisements, making eWOM a highly effective marketing strategy. Budiyo et al. (2022) explain that eWOM effectiveness can be assessed

through information quality, credibility, usefulness, and adoption. Empirical studies indicate that eWOM significantly influences purchase decisions. Positive eWOM enhances consumer trust and purchase intention, particularly for sustainable fashion brands (Ramadani et al., 2021). Nonetheless, the influence of eWOM is mediated by consumers' purchase intention, suggesting a reciprocal relationship whereby initial purchase intention promotes eWOM engagement, which in turn reinforces intention and actual purchase behavior. This bidirectional dynamic is underexplored in current literature and is a key focus of the present study.

E. Purchase Intention

Purchase intention refers to a consumer's attitude toward purchasing a product or service before making a final decision (Mananeke et al., 2021). It reflects consumer motivation and preferences in acquiring specific products (Hidayat and Faramitha, 2022). A high level of purchase intention indicates strong consumer trust and emotional involvement with a product (Aries, 2018). Ferdinand (2002) identified four key aspects of purchase intention: transactional, referral, preferential, and exploratory intentions. Previous research confirms that purchase intention is influenced by various factors, including social influence, environmental awareness, price, and eWOM. Consumers with high environmental awareness and exposure to positive eWOM are more likely to develop purchase intentions for sustainable fashion brands (Hidayat and Faramitha, 2022). Importantly, purchase intention functions as a mediator between antecedent variables (social influence, environmental awareness, price, eWOM) and outcome variables like willingness to pay and eWOM engagement. This mediating role is theoretically supported by the Theory of Planned Behavior (Ajzen, 1991), which explains how attitudes and social norms translate into behavioral intentions that precede actual behavior. However, empirical evidence remains mixed on the strength and significance of this mediation in sustainable fashion contexts, justifying its analytical inclusion in this study.

F. Willingness to Pay (WTP)

Willingness to pay (WTP) refers to the maximum amount that consumers are willing to spend on a product or service, often reflecting their assessment of its benefits (Hanley and Spash, 1993). It serves as a crucial indicator of how much value consumers place on a product, particularly in the sustainable fashion market (Sari et al., 2024). Consumers who recognize the environmental and ethical benefits of sustainable fashion are generally more willing to pay a premium price (Damanik, 2019). However, price sensitivity varies among individuals, with some prioritizing cost over sustainability. Studies suggest that social influence, environmental awareness, and eWOM play a significant role in shaping consumer willingness to pay for eco-friendly fashion products (Hanley and Spash, 1993; Sari et al., 2024). Nevertheless, the existing literature often treats willingness to pay as a direct outcome of these factors without sufficiently examining the mediating role of purchase intention, which this study aims to clarify by empirically testing the pathway from social influence, environmental awareness, price, and eWOM to willingness to pay through purchase intention.

While the literature provides foundational definitions and empirical evidence on the relationships among social influence, environmental awareness, price, eWOM, purchase intention, and willingness to pay, the argumentation to date remains predominantly descriptive rather than critically analytical. Prior studies (e.g., Shababie et al., 2023; Wulandari et al., 2024; Rinaldi et al., 2024) report inconsistent findings regarding the magnitude and significance of these variables' effects on sustainable fashion purchase intention, particularly in emerging markets. For instance, some studies emphasize social influence as the strongest predictor (Musfira & Astuti, 2024), whereas others highlight environmental awareness or price sensitivity as more decisive (Daryoko & Haliawan, 2020; Alamsyah et al., 2020). These discrepancies may arise from differing cultural contexts, consumer demographics, and methodological variations, underscoring the need for context-specific examination.

Accordingly, this study formulates hypotheses explicitly aligned with these theoretical constructs and gaps:

H1 : Social influence positively affects purchase intention toward sustainable fashion brands.

H2 : Environmental awareness positively affects purchase intention toward sustainable fashion brands.

H3 : Price perception positively affects purchase intention toward sustainable fashion brands.

H4 : Purchase intention positively affects willingness to pay for sustainable fashion brands.

H5 : Purchase intention positively affects electronic word-of-mouth (eWOM) regarding sustainable fashion brands.

III. RESEARCH METHODOLOGY

This research adopts an explanatory research design with a quantitative approach. According to Effendi (2012), explanatory or confirmatory research aims to clarify causal relationships and evaluate research

hypotheses. The study was conducted in Malang, East Java, which was selected as the research site due to its relevance to the study objectives.

The population in this research was determined using a purposive sampling technique to obtain an appropriate sample. Specifically, respondents were selected based on their demonstrated interest in sustainable fashion purchasing, as identified through preliminary screening questions in the questionnaire. This criterion was chosen to ensure the sample comprised individuals knowledgeable or engaged with sustainable fashion, thus enhancing the relevance of responses. However, we acknowledge that this purposive sampling strategy may introduce potential self-selection bias, limiting the generalizability of findings to broader consumer populations who may be less aware or interested in sustainable fashion. Future research could mitigate this limitation through randomized sampling or inclusion of less-engaged consumers.

According to Hair et al. (2010), an excessively large sample size can make it difficult to identify the right model. Therefore, the researchers used an appropriate sample size, which should be at least five times the number of indicator questions analyzed, with a minimum of 100 respondents. In this study, the final sample consisted of 230 respondents who were interested in purchasing sustainable fashion brands.

Data for this research was collected through an online questionnaire distributed via Google Forms, utilizing measurement items adapted from previous studies. The questionnaire employed a Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree) to capture respondents' perceptions and intentions regarding social influence, environmental awareness, price sensitivity, eWOM, purchase intention, and willingness to pay. The indicators for each construct were carefully selected and adapted from established sources such as Hair et al. (2019), Shababie et al. (2023), and Jalilvand (2012) to ensure content validity. To address potential common method bias inherent in self-reported survey data, procedural remedies were applied including assuring respondent anonymity and varying question formats. Additionally, statistical assessments such as Harman's single-factor test were conducted post-data collection, which indicated that common method variance was not a significant concern in this study.

The data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the SMARTPLS Version 4.0 software. PLS-SEM is a variance-based approach used to estimate equation models by optimizing the total variance to maximize the explained variance of endogenous latent variables (Hair et al., 2019). This method allows for analyzing relationships between variables and conducting assessments with a single test.

IV. RESULT/FINDING

The results of the criteria and characteristic of the respondents are presented in the table below:

Table 1. Criteria and Characteristic of Respondents

Item		People	Percentage
Gender	Female	181	78.7%
	Male	49	21.3%
Respondent Age	18-25	172	74.8%
	26-30	32	13.9%
	31-35	15	6.5%
	36-40	8	3.5%
	> 40	3	1.3%
Current Domicile	Malang	230	100%
	Outside Malang	0	0
Current Job	Student	1	0.5%
	College	170	73.9%
	Self Employed	10	4.3%
	Civil Servant	6	2.6%
	Private Employee	43	18.7%
Monthly Income	< Rp 1.000.000	9	3.9%
	Rp 1.000.001 - Rp	135	58.7%
	Rp 3.000.000 - Rp	31	13.5%

	> Rp 5.000.001	55	23.9%
Interest in purchase intention of sustainable fashion brands by	Yes	230	100%
	No	0	0

Source: Author, 2024

Based on Table 1, the respondents in this research a total of 181 (78.7%) respondents were female and 49 (21.3%) respondents. Based on these respondents data, the dominant of respondents were female respondents. Total total age of respondents aged between 18-25 years were 172 (74.8%) respondents. The respondents with aged between 26-30 y.o were 32 (13.9%) respondents and the respondents with aged between 31-35 y.o were 15 (6.5%) respondents. Moreover, the other respondents with aged more that 36 y.o were 11 (4.8%).

Respondents are dominated by college students and private employees with 170 (73.9%) and 43 (18.7%) respectively. While the other respondents are with various jobs. Total monthly income of respondents are dominated with income between Rp 1.000.001 - Rp 3.000.000 with 135 (58.7%) respondents and above Rp 5.000.000 with 55 (23.9%) respondents. While the other respondents are with various monthly income numbers.

A. Outer Model

1. Indicator Loading

Table 2. Outer Loading

Variable	Item	Value	Desc
Social Influence (X1)	X1.1	0.800	Valid
	X1.2	0.708	Valid
	X1.3	0.881	Valid
Environmental	X2.1	0.772	Valid
	X2.2	0.802	Valid
	X2.3	0.791	Valid
	X2.4	0.783	Valid
Price (X3)	X3.1	0.717	Valid
	X3.2	0.810	Valid
	X3.3	0.783	Valid
	X3.4	0.817	Valid
	X3.5	0.714	Valid
	X3.6	0.728	Valid
Willingness to Pay (Y1)	Y1.1	0.926	Valid
	Y1.2	0.823	Valid
eWOM (Y2)	Y2.1	0.741	Valid
	Y2.2	0.817	Valid
	Y2.3	0.799	Valid
	Y2.4	0.802	Valid
Purchase Intention (Z1)	Z1.1	0.711	Valid
	Z1.2	0.808	Valid
	Z1.3	0.794	Valid
	Z1.4	0.862	Valid

Source: Author, 2025

An item is considered valid if its loading value exceeds 0.708 (Hair et al., 2019). According to the test results above, all items have a loading value >0.708, which shows that each item in this research is valid.

2. Internal Consistency Reliability & Convergent Validity

Table 3. Consistency Reliability & Convergent Validity

Variabel	Cronbach	Composite	AVE
Social Influence (X1)	0.758	0.861	0.675
Environmental Awareness (X2)	0.796	0.867	0.620
Price (X3)	0.855	0.893	0.582
Willingness to Pay (Y1)	0.801	0.869	0.625
eWOM (Y2)	0.806	0.873	0.632
Purchase Intention (Z1)	0.708	0.868	0.768

Source: Author, 2025

According to Hair et al. (2019) a construct can be considered reliable and consistent if it has a value >0.70 in the internal consistency reliability test. Based on the research presented in the table above, all constructs are reliable and consistent as they have values >0.70 in both the cronbach alpha and composite reliability tests. A measurement item is considered to explain at least 50% of the measurement variable if it has an AVE value >0.50 (Hair et al., 2019). Each construct in this research, which includes social influence, environmental awareness, price, willingness to pay, eWOM, and purchase intention.

3. Discriminant Validity

Table 4. Cross Loading

	SI	EA	P	WTP	eWOM	PI
X1.1	0.800					
X1.2	0.780					
X1.3	0.881					
X2.1		0.772				
X2.2		0.802				
X2.3		0.791				
X2.4		0.783				
X3.1			0.717			
X3.2			0.810			
X3.3			0.783			
X3.4			0.817			
X3.5			0.714			
X3.6			0.728			
Y1.1				0.926		
Y1.2				0.823		
Y2.1					0.741	
Y2.2					0.817	
Y2.3					0.799	
Y2.4					0.802	
Z1.1						0.711
Z1.2						0.808
Z1.3						0.794
Z1.4						0.862

Source: Author, 2025

Cross loading measurement is done by comparing the value of the effect of items in a variable must be greater than items in other variables (Ghozali and Latan, 2021). The results of the cross loading in this research show that each indicator correlation value related construct has the highest value compared to the correlation value with other constructs. Therefore, it can be concluded that all constructs have good discriminant validity.

Table 5. Fornell-Larcker

Variable	SI	EA	P	WTP	eWOM	PI
SI	0.821					
EA		0.787				
P			0.763			
WTP				0.876		
eWOM					0.790	
PI						0.795

Source: Author, 2025

The Fornell-Larcker test indicates that the value for each variable is higher when compared to the values of other variables.

Table 6. HTMT

Variable	SI	EA	P	eWOM	PI
SI					
EA	0.309				
P	0.295	0.675			
WTP	0.535	0.554	0.457		
eWOM	0.284	0.675	0.688		
PI	0.440	0.811	0.713	0.570	0.658

Source: Author, 2025

HTMT show that the discriminant value for each variable is <0.90 (Hair et al., 2019). Therefore, all construct variables and items used exhibit good discriminant validity.

B. Inner Model

Collinearity needs to be examined before evaluating the structural relationships to confirm the absence of multicollinearity issues.

1. R-Square & Q-Square

R^2 testing measures the extent to which specific independent latent variables impact the dependent latent variable, which Q^2 confirms that the independent variables indeed influence the dependent variable.

Table 7. R-Square & Q-Square

Variable	R-square	Q-square
Willingness to Pay (Y1)	0.207	0.216
eWOM (Y2)	0.292	0.330
Purchase Intention (Z1)	0.536	0.513

Source: Author, 2025

The R^2 values indicate the proportion of variance explained in the dependent variables: willingness to pay (Y1) at 0.207, electronic word of mouth (eWOM, Y2) at 0.292, and purchase intention (Z1) at 0.536, demonstrating moderate explanatory power. Similarly, Q^2 values of 0.216 (willingness to pay), 0.330 (eWOM), and 0.513 (purchase intention) indicate moderate predictive relevance of the model.

Q^2 value obtained by willingness to pay is 0.216. It shows that purchase intention variable has a predictive relevance to willingness to pay of 21.6% or belongs to the category of moderate predictive relevance. Q^2 value obtained by electronic word of mouth is 0.330. It shows that the purchase intention variable has a predictive relevance of electronic word of mouth of 33.0% or belongs to the category of moderate predictive relevance. The Q^2 value obtained by the purchase intention is 0.513. It shows that social influence, environmental awareness, and price have a predictive relevance of purchase intention of 51.3% or belongs to the category of moderate predictive relevance.

2. Model Fit Indices

The standardized root mean square residual (SRMR) was computed to assess overall model fit. The SRMR value obtained was 0.068, which is below the recommended threshold of 0.08 (Hair et al., 2019), indicating a good fit between the hypothesized model and empirical data.

3. Bootstrapping/Hypotesis Test

Based on the bootstrapping process, the t statistic and p-value are used to evaluate the data. A t statistic value >1.96 indicates an influence between the variables tested (Ghozali and Latan, 2021). Moreover, a p-value <0.05 indicates a statistically significant relationship between the variables (Hair et al., 2019).

Table 8. Bootstrapping

Variable	coefficients (β)	T Statistics	P- values
Social Influence (X1) $\rightarrow$ Purchase Intention (Z1)	0.215	3.531	0.000
Environmental Awareness (X2) $\rightarrow$ Purchase Intention (Z1)	0.381	6.179	0.000
Price (X3) $\rightarrow$ Purchase Intention (Z1)	0.286	4.558	0.000
Purchase Intention (Z1) $\rightarrow$ Willingness to Pay (Y1)	0.455	9.016	0.000
Purchase Intention (Z1) $\rightarrow$ eWOM (Y2)	0.541	7.089	0.000

Source: Author, 2025

The hypothesis testing results indicate significant relationships between the variables studied. H1 presents a p-value of 0.000 and a t-statistic value of 3.531, which suggests that the p-value is less than 0.05 and the t-statistic is greater than 1.96. These findings confirm that social influence (X1) significantly influences purchase intention (Z1). Similarly, H2 shows a p-value of 0.000 and a t-statistic value of 6.179, also meeting the significance criteria. This indicates that environmental awareness (X2) has a significant impact on purchase intention (Z1).

For H3, the p-value of 0.000 and the t-statistic value of 4.558 suggest that price (X3) significantly affects purchase intention (Z1). H4, with a p-value of 0.000 and a t-statistic value of 9.016, demonstrates that purchase intention (Z1) significantly influences willingness to pay (Y1). Lastly, H5 presents a p-value of 0.000 and a t-statistic value of 7.089, confirming that purchase intention (Z1) significantly influences eWOM (Y2). These results collectively support the proposed model, highlighting the strong relationships between social influence, environmental awareness, price, purchase intention, willingness to pay, and eWOM.

V. DISCUSSION

The Effect of Social Influence on Purchase Intention

The results show that the social influence variable significantly affects purchase intention for sustainable fashion brands, with a p-value of 0.000 and t statistics of 3.531. In other words, the positive encouragement social influence, the more likely consumers in Malang are to have an interest in buying eco-friendly fashion. This strong relationship between social influence and purchase intention supports hypothesis H1. The findings of this research in line with Ajzen (1991) Theory of Planned Behavior which states that social influence, which comes from family, friends, and influential figures is a key factor in shaping an individuals intention to take certain actions, including making a purchase. Consumers are more likely to purchase green fashion when they experience social pressure to support sustainable lifestyles.

In the local socio-cultural context of Malang, a city known for its strong community ties and collective values, social influence operates not only through direct interpersonal encouragement but also via community norms that emphasize environmental responsibility. This communal orientation amplifies the effect of social influence beyond individual preferences, making conformity to eco-friendly consumption a socially endorsed behavior. This contextual factor strengthens the strategic importance of leveraging social networks and community leaders to promote sustainable fashion adoption.

In addition, these results are consistent with previous research by Shababi et al. (2023); Musfira and Astuti (2024). Shababi et al. (2023) found that consumers decision to purchase sustainable fashion is strongly influence by social and group norms, while Musfira and Astuti (2024) reported that social influence significantly increases sustainable fashion purchase intention in the digital era through interactive online platforms. Together, these insight suggest that social influence is a strategic approach to increase consumer interest in sustainable fashion products.

The effect of Environmental Awareness on Purchase Intention

The results show that the environmental awareness variable significantly influences purchase intention for sustainable fashion brands by showing a p-value of 0.000 and t statistics of 6.179. In other words, the higher the level of knowledge about the environment leads to an increase in the intention to purchase intention sustainable fashion brands.

These results align with previous findings by Azizan and Wahid (2012), who highlighted that individuals' environmental values and beliefs about sustainability play an important role in shaping their purchasing behavior. Similarly, Sadida (2023) found that students with high environmental awareness tend to be more conscious of materials, production processes, and environmental impacts associated with fashion products. Additional studies by Khan and Sobuj (2021); Shababi et al. (2023); Rinaldi et al. (2024); and Wulandari et al. (2024) further confirm that environmental awareness has a significant positive influence on purchase intention towards eco-fashion brands.

Locally, Malang's increasing exposure to environmental education and awareness campaigns, coupled with rising youth activism on sustainability, likely elevates environmental consciousness among consumers. This heightened awareness translates into stronger intentions to support sustainable fashion as a form of ethical consumption that aligns with regional values of environmental stewardship and cultural preservation. Therefore, environmental awareness emerges as the most dominant predictor of purchase intention, implying that initiatives aimed at deepening environmental knowledge could yield the greatest impact on market demand.

The Effect of Price on Purchase Intention

The results shows that the price variable significantly influences purchase intention for environmental friendly fashion brands, with a p-value of 0.000 and a t statistic of 4.558. When consumers perceived that price reflects the quality, value, and sustainability of the product their purchase intention increase and supporting hypothesis H3.

Zeithaml (2016) argues that consumers evaluate products based on the perceived benefits relative to the price. When sustainable fashion brandnare perceived to offer additional benefits as positives environmental impact and improved social reputation consumers are more likely to accept higher prices because the perceived benefits are greater (Hwang and Griffiths, 2017).

The findings of this research are in line with previous research by Isrundini and Rismawati (2022) and Raphaela et al. (2024) showed that price has a positive and significant effect on purchase intention. However, in the Malang context, where the majority of respondents are young adults with moderate income levels, price sensitivity remains an important consideration that can limit actual purchase behavior despite positive intentions. This economic factor implies that while consumers recognize the value of sustainable fashion, affordability constraints necessitate competitive pricing strategies and clear communication of value to convert intention into purchase. Thus, price acts as a boundary condition moderating the effectiveness of social influence and environmental awareness. Overall, these results suggest that implementing a competitive and well-communicated pricing strategy is key to attracting high consumer purchase intention towards sustainable fashion products.

The effect of Purchase Intention on Willingness to Pay

The research shows that purchase intention significantly influences willingness to pay for sustainable fashion brands, as indicated by a t statistic of 9.016 and a p-value of 0.000. The higher on purchase intention, the greater the willingness of consumers to pay more for sustainable fashion products. This indicates that when consumers feel that the benefits of green fashion outweigh the costs, their motivation to support ethical and sustainable practices will increase (Zeithaml, 2016) and supporting hypothesis H4.

The findings of this research align with previous studies by Shababi et al. (2023) and Raphaela (2024), which demonstrate that strong purchase intention plays an important role in determining consumers' willingness to invest more in green products. This finding has practical implications for marketers in Malang, suggesting that efforts to strengthen purchase intention through targeted education and social campaigns can effectively enhance consumers' financial commitment to sustainable fashion. Given the cultural value placed on community

endorsement and social responsibility in Malang, reinforcing these dimensions could further boost consumers' readiness to pay price premiums.

The Effect of Purchase Intention on Electronic Word of Mouth

The research shows that purchase Intention significantly influences eWOM (Y2) for sustainable fashion brands, with a *t* statistic 7.089 and a *p*-value of 0.000. The higher the purchase intention, the more likely consumers are to engage in eWOM and supporting hypothesis H5. According to Henning and Thureau (2004) electronic Word of Mouth is a positive or negative statement made by customers, both from customers who have purchased the product and actual customers. This results is in line with previous research by Shababi et al. (2023); Arizki and Wahyudin (2023), both found a significant positive relationship between purchase intention and eWOM in the sustainable fashion brands. In the socio-cultural milieu of Malang, where digital connectivity is high and social media usage is widespread among the young demographic, eWOM acts as a potent mechanism for spreading sustainable fashion endorsements. This amplifies brand awareness and credibility within peer networks, making eWOM a critical channel for influencing broader adoption. Therefore, enhancing purchase intention directly contributes to expanding market reach and strengthening brand image through consumer-driven digital advocacy.

VI. CONCLUSION AND RECOMMENDATION

Conclusion

The findings of this study indicate that social influence exerts a significant positive impact on consumers' purchase intentions in Malang. This effect can be attributed to the role of social influence in shaping consumer behavior, particularly when derived from peers, family members, or prevailing trends. A stronger social influence correlates with a higher purchase intention toward sustainable fashion brands, as these external influences shape consumer perceptions and preferences, ultimately fostering greater interest in sustainable fashion consumption.

Furthermore, environmental awareness emerges as a crucial determinant of purchase intention among consumers in Malang. The results suggest that a heightened level of environmental awareness—characterized by a profound understanding and concern for ecological issues—substantially enhances consumers' propensity to purchase sustainable fashion products. Individuals who acknowledge the significance of environmental preservation are more inclined to support brands that adopt sustainable practices.

Price is also identified as a significant factor influencing purchase intention. The findings suggest that when the price of a product aligns with its perceived quality and benefits, it positively affects consumers' purchase decisions. Price considerations play a pivotal role in consumer decision-making processes, with reasonable pricing strategies increasing consumer interest in sustainable fashion brands.

Moreover, purchase intention is found to have a significant impact on consumers' willingness to pay for sustainable fashion brands in Malang. The results indicate that a higher purchase intention corresponds to an increased willingness to invest financially in products that align with sustainability and ethical considerations. Consumers who exhibit strong purchase intentions demonstrate a greater financial commitment to supporting environmentally responsible brands.

Thus, purchase intention significantly influences electronic word-of-mouth (eWOM) among consumers in Malang. The analysis suggests that higher purchase intentions drive consumers to actively engage in sharing positive experiences and recommendations in online spaces. This eWOM effect enhances brand reputation and extends market reach, further reinforcing the adoption of sustainable fashion brands.

However, beyond reiterating statistical outcomes, the dominant finding of this study is the pivotal role of environmental awareness as the strongest predictor of purchase intention, underscoring the theoretical relevance of the Theory of Planned Behavior within the Indonesian sustainable fashion context. This study advances theory by empirically confirming that environmental awareness, along with social influence and price, significantly shapes purchase intentions, thereby extending prior inconsistent findings in the literature (Shababi et al., 2023; Wulandari et al., 2024; Rinaldi et al., 2024). The mediation role of purchase intention linking these antecedents to willingness to pay and eWOM further clarifies the behavioral mechanism underlying sustainable consumption.

Theoretically, this research contributes by situating the Theory of Planned Behavior in a developing country context, highlighting how social norms (social influence) and personal attitudes (environmental awareness) jointly inform consumer intentions and consequent behaviors in sustainable fashion. This nuanced

understanding enriches existing models by incorporating price perceptions as a pragmatic factor impacting intention formation and purchase readiness

Recommendations

Theoretically, this study provides a valuable reference for future research on sustainable fashion brands by underscoring the critical roles of social influence, environmental awareness, price, purchase intention, electronic word-of-mouth (eWOM), and willingness to pay. These findings contribute to the existing body of knowledge on consumer behavior in sustainable fashion by demonstrating the interconnectedness of these factors. Future research is encouraged to expand the scope of investigation by incorporating additional variables such as advertising effectiveness, brand image, and brand trust to further elucidate the complex dynamics that shape consumer decision-making in the sustainable fashion industry.

From a practical perspective, these findings offer actionable insights for practitioners in the sustainable fashion sector to refine their marketing strategies and enhance consumer engagement. Businesses should prioritize the development of compelling eWOM content to stimulate positive consumer reviews on digital platforms, thereby strengthening brand credibility and market influence. Additionally, implementing educational campaigns to raise environmental awareness can foster greater consumer alignment with sustainability values. Furthermore, aligning pricing strategies with perceived product quality and value is essential in increasing consumers' willingness to pay, thereby expanding market reach and reinforcing brand loyalty.

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