

The Influence of Green Marketing, Environmental Awareness, and Consumer Attitude on Generation Z Consumers' Purchase Intention toward Sustainable Fashion Products in Jakarta

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Received: April 14, 2026

Revised: May 20, 2026

Accepted: June 18, 2026

Abstract

This study aims to examine the influence of green marketing, environmental awareness, and consumer attitudes on purchase intention toward sustainable fashion products among Generation Z. Sustainability issues in the fashion industry have become increasingly critical due to rising textile waste, growing demands for responsible production practices, and the widening gap between environmental concern and actual purchasing behavior. The research adopts a positivist paradigm with a quantitative approach using a cross-sectional causal survey design. A purposive sampling technique was employed to collect data from 120 Generation Z respondents through a structured questionnaire measured using a 1–5 Likert scale. Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM), covering both the measurement model and the structural model. The empirical results indicate that green marketing does not have a significant effect on purchase intention ($\beta = 0.036$, $t = 0.592$, $p = 0.555$). In contrast, environmental awareness has a positive and significant effect on purchase intention ($\beta = 0.248$, $t = 3.186$, $p = 0.002$). Furthermore, consumer attitude emerges as the most dominant and significant predictor ($\beta = 0.684$, $t = 9.682$, $p < 0.001$). These findings underscore the importance of strengthening positive consumer attitudes and environmental knowledge in encouraging sustainable fashion purchasing behavior.

Keywords: Green Marketing, Environmental Awareness, Purchase Intention, Consumer Attitude, Sustainable Fashion

Introduction

The fashion industry is one of the most rapidly growing creative sectors; however, it is simultaneously facing increasing pressure due to heightened global concern over sustainability issues (Thorisdottir & Johannsdottir, 2020; Gazzola et al., 2020). Fashion production and consumption practices are no longer evaluated solely on aesthetics, quality, price, and trends, but also on their environmental impacts. Issues such as textile waste, the use of non-eco-friendly raw materials, intensive resource consumption, and the increasingly short life cycle of fashion products have driven the emergence of sustainable fashion as a response to the need for more responsible consumption patterns.

In Indonesia, the sustainability agenda has received institutional support through national policy frameworks, one of which is Presidential Regulation No. 59 of 2017 concerning the Implementation of Sustainable Development Goals (SDGs). This regulation emphasizes the importance of responsible consumption and production patterns, as reflected in SDG Goal 12. The concept of a “green industry” is also actively promoted by the Ministry of Industry, particularly within the textile and textile product sectors. This policy orientation indicates that sustainability is positioned not only as an environmental concern, but also as an integral

component of industrial and commercial transformation strategies in Indonesia (Soewarno & Tjahjadi, 2020; Amir & Prabawani, 2023; Wardhani & Rahadian, 2021).

However, increasing concern for sustainability does not always translate into actual purchasing behavior. A report by Aslam et al. (2025), Hidayat et al. (2026), Syafira (2024), projects that although the majority of Generation Z consumers in Indonesia express strong awareness and concern regarding sustainability issues in fashion, not all of them consistently purchase sustainable fashion products. This phenomenon indicates the presence of an attitude–behavior gap, namely a discrepancy between positive environmental attitudes and actual purchasing decisions in the marketplace.

Generation Z is an important consumer segment for academic investigation due to their upbringing in a digital environment, broad access to information, and relatively high familiarity with sustainability issues (Ghouse et al., 2025; Wajdi et al., 2024; Dabija et al., 2020). On the one hand, Generation Z is often characterized as consumers who are more attentive to ethical standards, environmental responsibility, and corporate social performance. On the other hand, their purchasing decisions are still influenced by multiple practical and psychological factors, including price sensitivity, brand image, social trends, trust in sustainability claims, and personal product experiences.

In this context, green marketing has become one of the key strategies widely adopted by companies to communicate environmentally responsible value propositions. Green marketing is not limited to promoting eco-friendly products, but also encompasses production processes, packaging, distribution, labeling, and communication strategies that emphasize ecological responsibility. Cherian & Jacob (2012) defines green marketing as all marketing activities designed to satisfy consumer needs while minimizing environmental impact. Meanwhile, Peattie & Crane (2005) emphasize that the effectiveness of green marketing depends largely on the authenticity, consistency, and credibility of the environmental messages communicated by firms.

Besides green marketing, environmental awareness is also a crucial factor that can shape purchase intention. Environmental awareness refers to the level of understanding, concern, and sense of responsibility an individual has toward environmental issues. According to Akehurst et al. (2012), individuals with higher environmental concern are more likely to accept and support environmentally friendly products. However, consumers still consider other factors such as benefits, cost, accessibility, and product reliability; thus, knowledge alone is not always sufficient to drive actual purchasing behavior.

Consumer attitude represents another important determinant. According to the Theory of Planned Behavior, an individual's attitude toward a behavior is a significant predictor of their intention to perform that behavior (Ajzen, 1991). In the context of sustainable fashion, consumer perceptions of eco-friendly fashion products may vary from positive to negative. Consumers are more likely to engage in purchasing behavior when they believe that the product aligns with their identity, values, and lifestyle.

Considering this context, the objective of this study is to examine how consumer attitudes, environmental awareness, and green marketing influence Generation Z's intention to purchase sustainable fashion products. This research specifically addresses three main questions: whether green marketing influences Generation Z consumers' purchase intention toward sustainable fashion products, whether environmental awareness has an effect on such intention, and whether consumer attitudes significantly affect their purchase intention.

Methods

Research Paradigm

The research paradigm adopted in this study is positivism. This paradigm is selected because the study employs numerical data and statistical techniques to examine causal relationships among variables. Purchase intention toward sustainable fashion products is positioned as the dependent variable, while green marketing, environmental awareness, and consumer attitude are treated as independent variables. A structural model is utilized to empirically investigate the relationships among these variables.

Research Approach

The research approach used in this study is quantitative. This approach is considered appropriate for the research objectives because data are collected in the form of respondents' scores through a structured questionnaire and subsequently analysed using statistical techniques. The quantitative approach enables the researcher to measure the strength of relationships among variables and to determine whether the research hypotheses are accepted or rejected based on coefficient values, t-statistics, and p-values.

Research Method

The research method employed in this study is a survey with a cross-sectional design. Data were collected at a single point in time from respondents who met the specified research criteria. This design is used to obtain an empirical overview of Generation Z's perceptions, environmental awareness, attitudes, and purchase intentions toward sustainable fashion products.

Research Object and Subject

The object of this study is purchasing intention toward sustainable fashion products, which is analysed based on three main factors, namely green marketing, environmental awareness, and consumer attitude. The subjects of this study are Generation Z consumers aged 18–30 years who have an interest in or concern for fashion and environmental issues. The total number of respondents in this study is 120 individuals.

Unit of Analysis and Data Analysis Techniques

Generation Z serves as the unit of analysis in this study, with respondents from this cohort completing a questionnaire to evaluate each research indicator. Data analysis is conducted using SmartPLS, employing Partial Least Squares Structural Equation Modeling (PLS-SEM). The analysis is carried out in two stages, namely the evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model)

Data Collection Techniques

Data were collected using a structured questionnaire with a 1–5 Likert scale. The questionnaire was distributed through social media platforms and online forums related to sustainable fashion issues. The sampling technique applied in this study was purposive sampling, in which respondents were selected based on specific criteria aligned with the research objectives.

Data Analysis Techniques

The data analysis process consists of several stages. First, outer loading values are examined to assess convergent validity. Indicators with outer loading values higher than 0.70 are considered valid. Second, Average Variance Extracted (AVE) is used to evaluate discriminant validity, with a threshold value greater than 0.50. Third, Cronbach's Alpha and Composite Reliability are applied to assess the reliability of the measurement instrument. Fourth, R-

Square, Q-Square, SRMR, and Goodness of Fit indices are used to evaluate the structural model, while bootstrapping is employed to test the research hypotheses.

Credibility and Trustworthiness

The credibility and reliability of the data in this study are ensured through validity and reliability testing of the research instruments. All indicators are considered valid, as their outer loading values exceed 0.70. In addition, all constructs demonstrate adequate convergent validity, indicated by AVE values above 0.50. Furthermore, Cronbach's Alpha and Composite Reliability values for each variable indicate a very reliable measurement level. The model evaluation also shows a good model fit, as reflected by an SRMR value of 0.072, which is below the acceptable threshold of 0.08.

Result and Discussion

Profile of Respondents

A total of 120 Generation Z respondents participated in this study. In terms of gender distribution, 76 respondents (63%) were female, while 44 respondents (37%) were male. The majority of respondents, 118 individuals (98%), were students. Regarding employment status, 101 respondents (84%) were unemployed. In terms of age distribution, 59 respondents (49%) were under 20 years old, while 61 respondents (51%) were aged above 21 years. This demographic profile indicates that the respondents are predominantly Generation Z individuals within the higher education age group. This is relevant to the context of sustainable fashion, as university students tend to be highly active in digital media usage, more engaged with fashion trends, and have relatively better access to environmental information.

Measurement Model Results

The measurement model assessment was conducted to ensure that the indicators consistently and accurately measure their respective constructs. All indicators for green marketing, environmental awareness, consumer attitude, and purchase intention demonstrated outer loading values above 0.70, based on the convergent validity test results. Therefore, all indicators are considered valid and appropriate for further analysis in this study. The information is presented in the following table:

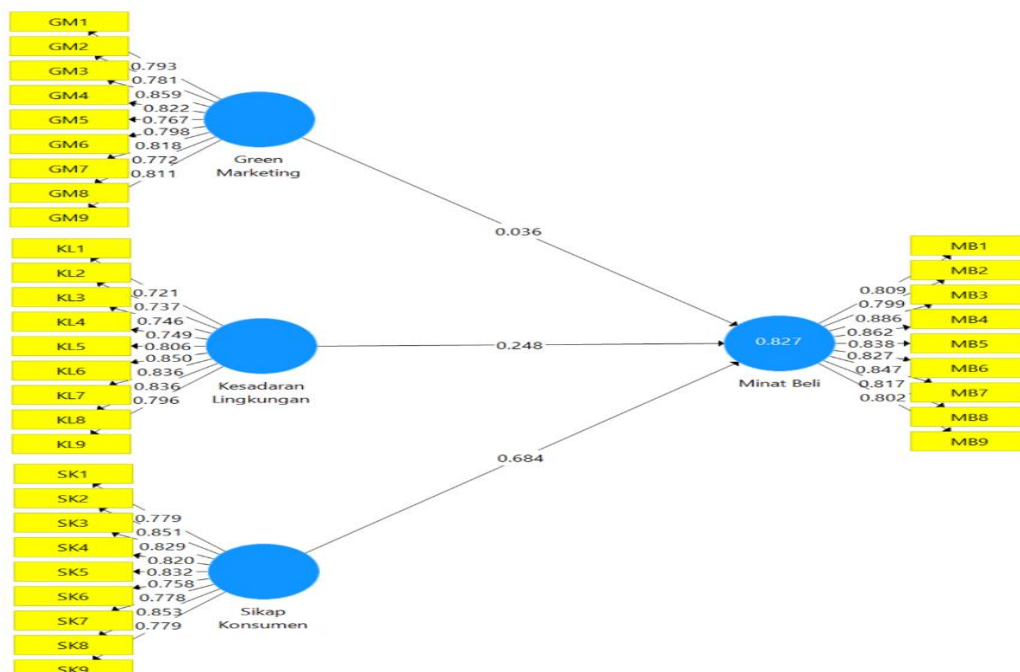


Figure 1. Structural Equation Modeling Results Using SmartPLS

Source: *SmartPLS 3.2.9 output, processed data, 2026*

Table 1. Average Variance Extracted (AVE)

Variable	AVE	Decision	Description
Green Marketing (X1)	0.645	$X1 > 0.5$	Valid
Environmental Awareness (X2)	0.621	$X2 > 0.5$	Valid
Consumer Attitude (X3)	0.655	$X3 > 0.5$	Valid
Purchase Intention (Y)	0.693	$Y > 0.5$	Valid

Source: SmartPLS 3.2.9 output, processed data, 2026

The AVE results indicate that purchase intention has a value of 0.693, consumer attitude is 0.655, environmental awareness is 0.621, and green marketing is 0.645. All of these values exceed the minimum required threshold of 0.50. These findings suggest that the indicators of each construct are able to accurately represent and measure the respective latent variables in the model, thereby confirming adequate convergent validity.

Table 2. Coefficient of Determination (R^2) Results

Variable	Cronbach's Alpha	Composite Reliability	Remarks
Green Marketing (X1)	0.931	0.942	highly Reliable
Environmental Awareness (X2)	0.923	0.936	highly Reliable
Consumer Attitude (X3)	0.934	0.945	highly Reliable
Purchase Intention (Y)	0.944	0.953	highly Reliable

Source: SmartPLS 3.2.9 output, processed data, 2026

Strong instrument reliability is also demonstrated by the results of internal consistency testing. Green marketing, environmental awareness, consumer attitude, and purchase intention exhibit Cronbach's Alpha values of 0.931, 0.923, 0.934, and 0.944, respectively. In addition, the Composite Reliability values for green marketing, environmental awareness, consumer attitude, and purchase intention are 0.942, 0.936, 0.945, and 0.953, respectively. These findings indicate that all constructs demonstrate a very high level of internal consistency, confirming that the measurement instrument is highly reliable for use in further analysis.

Structural Model Results

The structural model analysis in this study was conducted using blindfolding and bootstrapping procedures in SmartPLS version 3.2.9, with a significance threshold of 0.05. A two-tailed test was applied because the direction of the relationships among variables was not explicitly specified. Hypotheses were evaluated using the two-tailed approach, where a hypothesis is considered supported if the t-statistic exceeds 1.96. Based on the statistical results presented below:

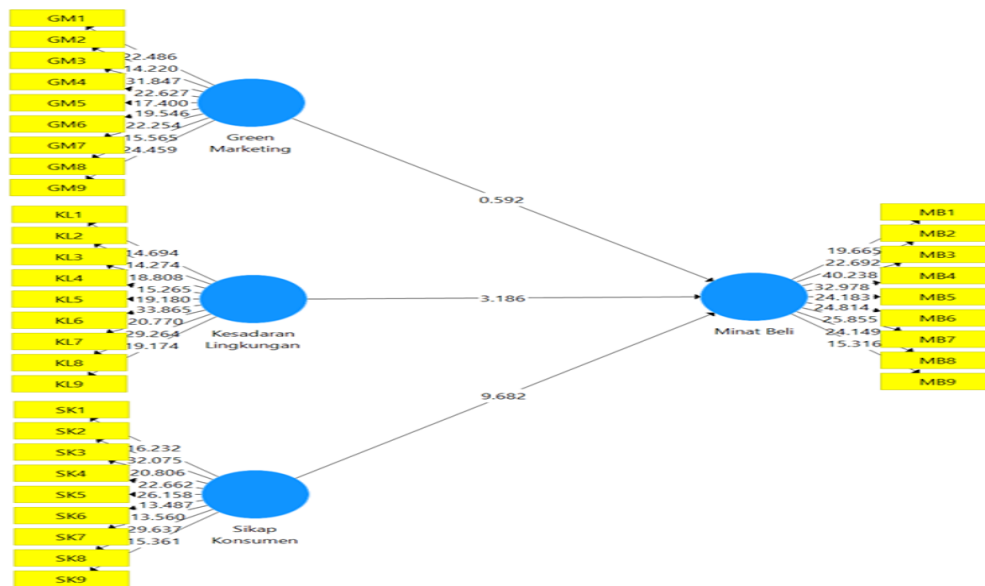


Figure 2. Inner Structural Model Results Using SmartPLS
Source: SmartPLS 3.2.9 output, processed data, 2026

Table 3. R-Square (R^2) Results

Variable	R-Square	Adjusted R-Square	Remark
Purchase Intention (Y)	0.827	0.823	Strong

Source: SmartPLS 3.2.9 output, processed data, 2026

To assess the explanatory power of the model in predicting purchase intention, a structural model evaluation was conducted. The R-square value for purchase intention is 0.827. This indicates that 82.7% of the variance in purchase intention is jointly explained by green marketing, environmental awareness, and consumer attitude, while the remaining 17.3% is influenced by other variables not included in this study.

Table 3. Model Fit

Model Fit Index	Saturated Model	Estimated Model
SRMR	0.072	0.072

Source: SmartPLS 3.2.9 output, processed data, 2026

The SRMR value of 0.072 indicates that the model meets the goodness-of-fit criteria, as it is below the recommended threshold of 0.08. This result confirms that the structural model demonstrates an acceptable level of fit and is suitable for further interpretation.

Table 4. Mean Communality Values

Variable	Communality	R-Square
Green Marketing (X1)	0.645	—
Environmental Awareness (X2)	0.621	—
Consumer Attitude (X3)	0.655	—
Purchase Intention (Y)	0.693	0.827
Average	0.653	0.827

Source: SmartPLS 3.2.9 output, processed data, 2026

The Goodness of Fit (GoF) value is calculated as follows:

$$GoF = \sqrt{Communalities \times R^2}$$

$$GoF = \sqrt{0.653 \times 0.827} = \sqrt{0.73486} = 0.857$$

The Goodness of Fit (GoF) value of 0.857 also indicates that the model exhibits a very strong level of fit between the empirical data and the theoretical framework applied in this study. A summary of the hypothesis testing results is presented as follows.

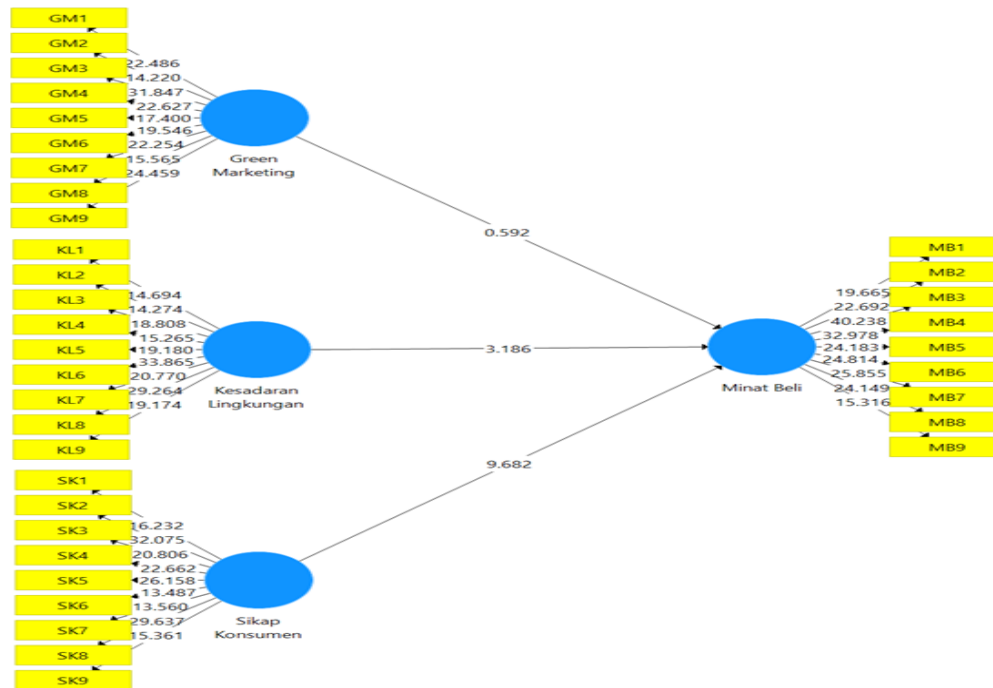


Figure 4. Structural Model Hypothesis Testing Results (Bootstrapping Analysis)

Source: SmartPLS 3.2.9 output, processed data, 2026

Table 5. Path Coefficient Results

Hypothesis	Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics	P-Values	Result
H1	Green Marketing → Purchase Intention	0.036	0.029	0.060	0.592	0.555	Not Supported
H2	Environmental Awareness → Purchase Intention	0.248	0.249	0.078	3.186	0.002	Supported
H3	Consumer Attitude → Purchase Intention	0.684	0.692	0.071	9.682	0.000	Supported

Source: SmartPLS 3.2.9 output, processed data, 2026

The results of hypothesis testing using bootstrapping in SmartPLS indicate that Green Marketing does not have a significant effect on Purchase Intention ($t = 0.592$; $p = 0.555$), thus H1 is not supported. In contrast, Environmental Awareness has a positive and significant effect on Purchase Intention ($t = 3.186$; $p = 0.002$), supporting H2. Furthermore, Consumer Attitude

shows the strongest and most significant influence on Purchase Intention ($t = 9.682$; $p < 0.001$), supporting H3.

Discussion

The findings indicate that Generation Z's intention to purchase sustainable fashion products is not significantly influenced by green marketing. Although the t-statistic value of 0.592 and the p-value of 0.555 suggest an insignificant effect, the path coefficient of 0.036 indicates a positive but very weak relationship. Accordingly, the first hypothesis is rejected. This result suggests that green marketing messages are not yet strong enough to drive purchase intention among Generation Z consumers. In the context of sustainable fashion, young consumers are likely not only to consider eco-friendly claims, but also to evaluate the authenticity, transparency, and credibility of such claims. This is consistent with Peattie & Crane (2005), who argue that green marketing may lose its effectiveness when it is used merely as a communication strategy without being supported by genuine sustainability practices. Furthermore, Chen & Chang (2013) emphasize that greenwashing can significantly reduce consumer trust in a brand's environmental claims.

This finding also indicates that Generation Z is not merely a consumer segment easily influenced by eco labelling. Instead, they tend to require evidence, consistency, and a brand narrative that aligns with sustainability values. Therefore, green marketing should not be developed solely as a promotional tool, but as a value-based marketing strategy that reflects production processes, raw material sourcing, ethical labor practices, packaging, distribution systems, and corporate social responsibility. Purchase intention toward sustainable fashion products is also found to be positively and significantly influenced by environmental awareness, in contrast to green marketing. The intention to purchase sustainable fashion increases along with the level of environmental awareness among consumers, as indicated by the path coefficient of 0.248, t-statistic of 3.186, and p-value of 0.002. This finding supports Akehurst et al. (2012), who argue that environmentally conscious consumers are more likely to accept and adopt eco-friendly products.

Environmental awareness in this study functions as a cognitive and affective foundation that encourages consumers to consider the ecological consequences of their purchasing decisions. Generation Z individuals who understand issues such as textile waste, overconsumption, and the environmental impacts of the fashion industry tend to exhibit a stronger inclination toward selecting products that align with sustainability principles. Nevertheless, the influence of environmental awareness remains lower compared to consumer attitude. This suggests that environmental knowledge and concern need to be translated into more concrete product-related attitudes and behaviour orientations.

The findings of this study further indicate that the most dominant factor influencing purchase intention is consumer attitude. A strong and significant effect is demonstrated by the path coefficient of 0.684, t-statistic of 9.682, and p-value of 0.000. This result is consistent with the Theory of Planned behaviour, which posits that behaviour intention is significantly predicted by an individual's attitude toward the behaviour (Ajzen, 1991).

In the context of sustainable fashion, positive consumer attitudes are shaped by perceptions that environmentally friendly products carry moral, social, and personal value. Consumers who perceive sustainable fashion as a good, relevant, prestigious, and identity-congruent choice are more likely to be motivated to purchase such products. Therefore, fashion brands need to deliver brand experiences that reinforce positive consumer perceptions, in addition to communicating environmental considerations. Overall, the findings of this study indicate that internal consumer factors particularly attitude and environmental awareness have a stronger

influence on Generation Z's intention to purchase sustainable fashion products than explicit green marketing strategies. This study is significant for stakeholders in the fashion industry, as it suggests that the ability of brands to build trust, uphold values, and consistently shape positive consumer attitudes is as important as environmental marketing efforts in driving sustainable product purchasing behaviour.

Conclusion

Based on the research findings, it can be stated that Generation Z's tendency to purchase sustainable fashion products is not strongly influenced by green marketing. Although the relationship shows a positive direction, it is not statistically significant. This suggests that when green marketing messages are not supported by transparency, authenticity, and credible evidence of sustainable practices, they are unlikely to effectively enhance purchase intention. Purchase intention is found to be positively and significantly influenced by environmental awareness. Sustainable fashion products tend to be more attractive to Generation Z consumers who are conscious of and concerned about environmental issues. Accordingly, environmental literacy plays an important role in promoting more responsible consumption behavior. Consumer attitude emerges as the most dominant factor influencing purchase intention. A positive attitude toward sustainable fashion products strengthens consumers' intention to purchase. This finding reinforces the understanding that purchase intention is shaped not only by information and promotional activities, but also by consumers' personal evaluation of the value, benefits, and meaning of the product.

Suggestions

More authentic and transparent communication is required from companies. Firms should present concrete evidence of their sustainability practices, such as the use of recycled materials, low-emission production processes, environmentally friendly packaging, and ethical manufacturing standards. Marketing communication should not merely emphasize green claims, but also build a meaningful brand narrative that resonates with Generation Z values. The government is expected to strengthen environmental education and sustainability consumption literacy, particularly among younger age groups. In addition, clear standards or certification systems are needed so that environmentally friendly claims in fashion products can be more easily identified and trusted by consumers. Policy support and incentives for sustainable fashion industry players are also essential to strengthen a responsible business ecosystem. Future researchers are encouraged to include additional variables such as green brand trust, perceived price, peer influence, brand image, lifestyle, or personal values. Subsequent studies may also adopt a mixed-method approach in order to explore more deeply the psychological, social, and emotional factors that shape Generation Z's purchase intention toward sustainable fashion products.

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