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The Role of Attitude, Subjective Norms, and Perceived Behavioral Control in Affecting Intention to Purchase Eco-Friendly Fashion Products

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Abstract

This research uses the Theory of Planned Behavior (TPB) framework to understand various variables affecting consumers' intention to buy eco-friendly fashion products in Indonesia. The survey method was utilized in this study, in which all data from the respondents will be collected using questionnaires. Respondents who participated in this research were people living in Indonesia who had purchased any fashion products from UNIQLO in the past four months, and the purposive sampling method was utilized to ensure that all respondents satisfied this criterion. After gathering all of the data, PLS was utilized to assess the data, in which it was found that all three variables within the TPB framework – attitude, perceived behavioral control, and subjective norms – significantly affect people's intention to purchase eco-friendly fashion products.

Keywords: attitude; subjective norms; perceived behavioral control; intention to purchase eco-friendly fashion products

1. Introduction

Indonesia's fast fashion industry has experienced remarkable expansion over the past decade, primarily driven by growing consumer demand for stylish yet affordable clothing and the increasing prevalence of e-commerce (Purwanto, 2024). As the country's middle class continues to grow, so does their purchasing power and preference for fashion, which are aligned with global trends. Global brands such as Zara, H&M, and Uniqlo have firmly established themselves in Indonesia. In contrast, local brands have embraced similar business models to create and distribute trendy designs at competitive prices swiftly. This rapid development is further supported by the younger generation's heavy engagement with social media, where influencers and celebrities dictate fashion trends (Rizeki, 2023). As a result, Indonesian shoppers are drawn to fast fashion as it allows them to stay fashionable without overspending. Additionally, the industry's expansion is closely linked to Indonesia's thriving textile and garment sector, which has long been a key component of the national economy (Zarawaki, 2024). Local manufacturers, benefiting from modern production facilities and low

labor costs, have become crucial to global supply chains for fast fashion brands. This has led to a mutually beneficial relationship between international fashion companies and Indonesia's manufacturing industry. Furthermore, the rise of online marketplaces such as Tokopedia, Shopee, and Lazada has made fast fashion more accessible nationwide, accelerating its rapid spread.

Despite the economic advantages, the industry has also sparked concerns regarding sustainability. The environmental impact of fast fashion is particularly alarming, as it generates an overwhelming volume of textile waste (Mearns, 2021). The industry promotes frequent purchasing and disposal of clothing, causing landfills to overflow with non-biodegradable materials such as polyester. In Indonesia, where waste management infrastructure is often inadequate, discarded garments frequently pollute rivers, oceans, and public spaces (Ramadanti, 2024). Additionally, the widespread use of synthetic fibers worsens microplastic pollution in water bodies. In response to these environmental challenges, a growing number of companies within the industry are proactively shifting toward more sustainable production practices, emphasizing eco-friendly clothing with minimal ecological impact. Consequently, understanding how these sustainable strategies and consumer perceptions influence purchasing decisions has become crucial. One theoretical framework that can be applied to examine the factors influencing consumer behavior in this context is the Theory of Planned Behavior (TPB).

The Theory of Planned Behavior (TPB) is a psychological model that explains and predicts human behavior through three primary determinants: attitudes, subjective norms, and perceived behavioral control (Adaryani et al., 2025; Wilson & Prayitno, 2022). This framework builds upon the earlier Theory of Reasoned Action (TRA) by incorporating the concept of perceived behavioral control, which accounts for an individual's belief in their ability to perform a specific behavior. This addition makes TPB particularly effective in understanding behaviors influenced by external conditions or personal limitations (Mohammed & Sharif, 2024). The core idea of TPB is that a person's intention to perform a behavior is the most direct and significant predictor of whether they will follow through (Berki-Kiss & Menrad, 2022). Intentions, in turn, are shaped by the three key factors, which determine the likelihood of the behavior occurring (Llloren-Alcantara & Capistrano, 2024). The first component, attitudes, refers to an individual's positive or negative evaluation of a behavior (Mason et al., 2022). These attitudes are shaped by beliefs about the expected outcomes and the personal value placed on those outcomes. For example, a person may favor recycling because they believe it benefits the environment, a highly valued goal. According to TPB, the stronger and more positive the attitude toward a behavior, the greater the likelihood of forming an intention to engage in it (Cuong, 2024). However, attitudes alone do not dictate behavior; they interact with other influences, such as social expectations and perceived control. The second factor, subjective norms, reflects perceived social pressure to engage in or avoid a particular behavior (Ding et al., 2022). These norms are shaped by the expectations of significant individuals or groups—such as family, friends, and society—and the individual's motivation to conform to those expectations (Wilson & Edelyn, 2022). For example, if a person's social circle prioritizes sustainability, they may feel encouraged to adopt environmentally friendly habits like purchasing eco-conscious products. Subjective norms underscore the role of the social

environment in shaping behavior, particularly in collectivist cultures where societal expectations heavily influence decision-making (Fariq et al., 2023). The final component, perceived behavioral control, represents an individual's confidence in their ability to perform a behavior, considering internal and external constraints (Mu et al., 2023; Haq et al., 2024). Internal factors include knowledge, skills, and self-efficacy, whereas external factors involve resources, opportunities, and potential obstacles. For instance, a person may hold a positive attitude toward exercising and receive social encouragement (subjective norms). Still, if they lack time or access to a gym, their perceived behavioral control may be low, reducing the likelihood of translating their intention into action. This aspect of TPB acknowledges that external barriers or perceived limitations may prevent individuals from engaging in behavior even with a firm intention (Hasheem et al., 2022; Moon, 2021). Based on this framework, the present study examines whether attitudes toward a brand, subjective norms, and perceived behavioral control significantly influence consumers' intentions to purchase products from that brand.

2. Literature Review & Hypotheses Formulation

2.1 Attitude and its Effect on Purchase Intention

Attitude toward a brand is a key factor in shaping consumers' intentions to purchase eco-friendly products. Sustainably this attitude is primarily influenced by how consumers perceive the brand's commitment to environmental sustainability, ethical practices, and transparency. A positive attitude forms when consumers believe a brand engages in ecological conservation or supports fair labor standards (Al Mamun et al., 2023). For example, when a brand promotes its use of organic materials, carbon footprint reduction, or recycling efforts, it fosters trust and admiration among environmentally conscious consumers. This favorable attitude increases their likelihood of purchasing from the brand (Chatrakamollathas & Nuengchamnong, 2024). Additionally, attitudes develop based on how well a brand's values align with its target audience. When consumers prioritize sustainability and view a brand as genuinely upholding these principles, they are likelier to develop a strong positive attitude toward it (Prakash et al., 2019). This connection creates an emotional bond, reinforcing their intention to support the brand through purchases. However, if a brand is perceived as engaging in "greenwashing"—falsely claiming to be environmentally responsible—it can result in negative attitudes, thereby reducing purchase intentions. Thus, a strong and favorable attitude toward the brand drives consumer behavior in the green product market (Shehawy & Ali, 2024). Based on these considerations, the following hypothesis was proposed:

H1. Attitude toward the brand significantly affects consumers' intention to purchase

2.2 Subjective Norm and its Effect on Purchase Intention

Subjective norm, referring to the perceived social pressure to engage in or refrain from a behavior, plays a crucial role in shaping consumers' intentions to purchase green products

(Zong et al., 2024). In sustainable consumption, these norms are influenced by the expectations of important social groups, such as family, friends, and peers. When individuals within a consumer's social circle emphasize sustainability and promote eco-friendly habits, the consumer is more likely to feel obligated to purchase green products to align with these expectations (Gandhi et al., 2025; Duong et al., 2023). For instance, if a person's friends frequently discuss the benefits of reducing waste and choosing ethically produced clothing, they may feel encouraged to follow suit by supporting eco-conscious brands. In this case, subjective norms serve as a powerful social motivator, driving individuals to buy eco-friendly products to gain social acceptance or avoid disapproval. Based on these considerations, the following hypothesis was proposed:

H2: Subjective Norms significantly affect consumers' intention to purchase

2.3 Perceived Behavioral Control and its Effect on Purchase Intention

Perceived behavioral control refers to a consumer's confidence in their ability to carry out a behavior, influenced by internal factors (such as knowledge, skills, and motivation) and external factors (including resources, accessibility, and affordability). In purchasing green products, perceived behavioral control is vital in shaping consumers' buying intentions (Chatrakamollathas & Nuengchamnong, 2024). When individuals believe buying eco-friendly products is convenient, reasonably priced, and within their means, they are more inclined to develop the intention to make sustainable purchases. For instance, if a green fashion brand offers competitively priced products and ensures easy access through online and offline platforms, consumers may perceive fewer obstacles to buying them (Sabbir, 2025). Conversely, if consumers encounter significant barriers—such as high costs, limited product availability, or a lack of clear information about environmental benefits—their perceived behavioral control weakens, decreasing their likelihood of purchasing; for example, consumers may be optimistic toward green products and feel social support for sustainable choices (subjective norms). Still, if they perceive eco-friendly products as too expensive or difficult to obtain, they are less likely to follow through on their intention. Therefore, it can be said that when consumers feel capable and empowered to make environmentally conscious choices, their intention to purchase green products strengthens significantly (Phu et al., 2024). Based on these considerations, the following hypothesis was proposed:

H3: Perceived Behavioral Control significantly affects consumers' intention to purchase

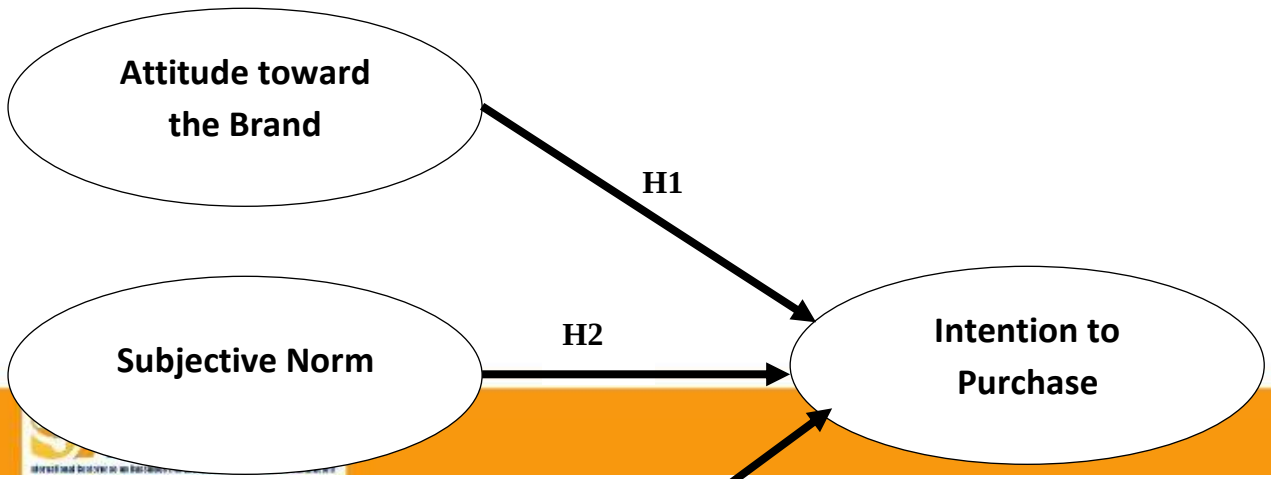

Figure 1. Research Framework

3. Method

This survey research used questionnaires to collect data from all respondents. To ensure that those who participated in this study had satisfied all criteria set in this study (people living in Indonesia who had purchased any fashion products from UNIQLO in the four months), the purposive sampling method was chosen to be implemented in this study. Additionally, UNIQLO was selected as the object of this study because it has become one of the few fashion brands that have incorporated eco-friendly practices into its operations in recent years. Moreover, to measure all variables discussed in this study, 16 indicators were all adapted from Keni et al., (2023) and Wilson & Prayitno (2023), in which four indicators represented each variable. Next, all data were then analyzed using PLS.

4. Results and Analysis

One hundred eighty-six data were successfully gathered within four months, 27 of which need to be omitted because these respondents didn't know that UNIQLO is an eco-friendly fashion brand. Therefore, in total, 159 usable data were assessed using PLS. However, a respondent's profile assessment was performed to better understand the respondents' demographics before evaluating the data. Based on this assessment, most respondents are female (60,37%), and most have bought fashion products from UNIQLO twice or thrice during the past four months (51,57%). Next, after gaining insights regarding the demographics of the respondents, PLS analysis was conducted to test both the reliability and the validity of the data, together with determining the relationships between variables included in this study.

In terms of analyzing the data using PLS, a sequential two-step analysis, namely the outer model and the inner model analysis, needs to be performed one after another. While the data's validity and reliability can be measured in this outer model assessment, the inner model analysis was conducted solely to test the significance of one variable in affecting another variable. Regarding both of these analyses, data presented in Tables 1 and 2 illustrate the outcomes of the outer model assessment. In contrast, the data presented in Table 3 were the results of the inner model assessment.

Table 1. Outer Model Assessment (Convergent Validity & Reliability)

Indicators	Variable	Loading	Cronbach's Alpha	Composite Reliability	AVE
AT1	Attitude toward the Brand	0,802	0,776	0,861	0,602
AT2		0,777			
AT3		0,762			
AT4		0,758			
SU1	Subjective Norm	0,801	0,768	0,854	0,595
SU2		0,753			
SU3		0,834			
SU4		0,706			
PC1	Perceived Behavioral Control	0,745	0,814	0,872	0,568
PC2		0,748			
PC3		0,763			
PC4		0,788			
PI1	Intention to Purchase	0,802	0,847	0,898	0,686
PI2		0,879			
PI3		0,794			
PI4		0,835			

Table 2. Outer Model Assessment (Discriminant Validity)

	Subjective Norm	Intention to Purchase	Perceived Behavioral Control	Attitude
Subjective Norm				
Intention to Purchase	0,837			
Perceived Behavioral Control	0,675	0,791		
Attitude	0,774	0,572	0,566	

Table 3. Inner Model Assessment (Discriminant Validity)

Relationship	Original Sample	p-Value	Conclusion
Attitude → Intention to Purchase	0,542	0,000	Significant & H1 Supported
Subjective Norm → Intention to Purchase	0,294	0,031	Significant & H2 Supported
Perceived Behavioral Control → Intention to Purchase	0,322	0,036	Significant & H3 Supported

Based on the results presented in Tables 1 and 2, it can be concluded that all validity and reliability criteria have been successfully satisfied since the AVE, composite reliability, and Cronbach's alpha of all variables have exceeded 0,5, 0,7, and 0,7, respectively, while the loading of all indicators has been greater than 0,7 (Keni et al., 2024). Moreover, since the HTMT of all variables is below 0,9, it can be concluded that discriminant validity was also achieved in this research. Meanwhile, based on the results of the inner model assessment presented in Table 3, it can also be concluded that all relationships were significant, which signifies that all hypotheses were supported. Regarding these findings, it can be concluded that attitude toward the brand, subjective norm, and perceived behavioral control significantly affect consumers' intention to purchase eco-friendly fashion products. In regard to these findings, first of all, attitude toward a brand is a crucial factor influencing consumers' intention to buy eco-friendly fashion products. This attitude reflects a consumer's overall perception of the brand, shaped by its values, practices, and product offerings. Consumers who believe a fashion brand is committed to sustainability, ethical production, and transparency are likelier to develop a positive attitude toward it. For example, consumers tend to build trust and show more fantastic support if a brand actively promotes its efforts to reduce environmental damage—such as using sustainable materials, implementing eco-conscious manufacturing processes, or supporting fair labor standards. A favorable attitude creates an emotional connection, fostering brand loyalty and increasing the likelihood that consumers will intend to purchase eco-friendly fashion items, even when they are priced higher than conventional alternatives.

Moreover, subjective norms, defined as the perceived social influence to adopt or avoid a behavior, significantly affect consumers' intention to purchase sustainable fashion products. These norms are shaped by the expectations of key social groups, such as family, friends, and the broader community. If consumers feel that those around them value sustainability and encourage responsible consumption, they may feel social pressure to align their purchasing habits with these expectations. Social approval is a strong motivator, as people often make choices that enhance their social identity and help them fit into their peer circles. When purchasing eco-friendly fashion is perceived as a socially responsible action, individuals are more inclined to develop an intention to buy such products to meet societal or peer expectations. Additionally, perceived behavioral control, which refers to a consumer's confidence in their ability to perform a behavior, is essential in shaping their intention to purchase eco-friendly fashion products. When consumers feel that they have the necessary resources, knowledge, and accessibility to purchase sustainable items, they are more likely to

form an intention to do so. For instance, if eco-friendly fashion products are considered affordable, readily available, and convenient to integrate into daily life, consumers experience greater control, increasing their likelihood of purchasing. On the other hand, if they perceive barriers such as high prices, limited availability, or difficulty accessing reliable information about sustainability, their perceived behavioral control decreases, making them less likely to act on their intention. This highlights the importance of addressing practical challenges that might prevent consumers from choosing sustainable fashion products.

5. Conclusion and Suggestion

This research found that all three factors within the framework of TPB – attitudes, subjective norm, and perceived behavioral control – significantly affect consumers' intention to purchase eco-friendly fashion products. Based on these findings, fashion companies must show sincere dedication to sustainability and ethical business practices to foster positive attitudes toward the brand. This requires incorporating eco-friendly materials, such as organic cotton, recycled polyester, or biodegradable fabrics, into their collections and effectively communicating these initiatives to consumers. Transparency is crucial—brands should openly share details about their supply chains, production methods, and sustainability performance to allow consumers to verify their claims quickly. Obtaining certifications, such as GOTS for organic textiles or Fair Trade, can further strengthen credibility and build consumer trust. Additionally, brands must avoid "greenwashing," as misleading sustainability claims can harm their reputation and lead to negative consumer perceptions. Furthermore, fashion brands can leverage subjective norms by fostering a sense of social acceptance and community around sustainable purchasing habits. A robust approach is collaborating with influencers, celebrities, and sustainability advocates to promote eco-conscious fashion. These public figures can amplify the brand's message and encourage their audiences to embrace sustainable choices. For instance, influencers can demonstrate how they integrate sustainable fashion into their everyday lives, helping to normalize these behaviors and inspiring their followers to do the same. Additionally, brands must tackle practical challenges that hinder consumers from purchasing eco-friendly fashion products to enhance perceived behavioral control. One of the most significant barriers is cost, as many consumers view sustainable clothing as expensive. Brands can mitigate this perception by offering affordable, eco-friendly alternatives or implementing strategies such as discounts, loyalty programs, and payment options to improve accessibility. Moreover, educating consumers on the long-term value of sustainable products—such as their durability and cost-per-wear—can help shift perceptions, allowing consumers to see them as worthwhile investments.

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