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The Effects Of Green Products, Price Perception And Attitude On Purchase Intention of sustainable fashion

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ABSTRACT

Objective : The issue of environmental damage caused by clothing garbage accumulation, which highlights the importance of focusing on businesses that prioritize the environment and sustainability, which need to be enhanced in today's economy. This study aims to analyze the effect of Green Products, Price Perceptions, Environmental Attitudes on Buying Interests of Senaleen clothing products. **Methodology :** The population in this study were Senaleen Instagram followers, who are concerned about the environment and know the Senaleen brand. Sampling method using Purposive Sampling. The data collection method uses a survey method, with a research instrument in the form of a questionnaire. The data analysis method used is Partial Least Square. **Finding :** Green Products have a positive and significant effect on Purchase Intention. Price Perception has a positive and significant effect on Purchase Intention. Environmental Attitudes do not have a significant effect on Purchase Intention.

Keywords : Environmental Attitude, Green Products, Price Perception, Purchase Intention

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INTRODUCTION

Environmental issues, including air pollution, water pollution and waste problems, are increasingly in the global spotlight, especially in Indonesia. One crucial issue is textile waste, which increases the burden on the environment. Data from Zerowaste (2022) shows that Indonesia generates around 18.6 million tons of textile waste every year, most of which ends up in landfills and the sea. This phenomenon reinforces the urgency of tackling textile waste. The fast fashion industry is a significant contributor to this problem, with rapid production resulting in unsold garments that are difficult to recycle. The negative impacts of fast fashion include water pollution, increased litter and overuse of natural resources.

CNBC Indonesia reports that Indonesia is becoming a destination for other countries to dispose of their used clothing. However, not all used clothing is still wearable, and the leftovers often end up piling up and becoming waste that eventually ends up being burned. In the end, this leads to pollution and environmental damage. In addition, a significant portion of textile

waste in Indonesia comes from the Indonesian population itself. A survey conducted by YouGov in 2022 found that 66% of the adult population in Indonesia discards at least one piece of clothing per year, while 25% discards more than 10 pieces per year. Furthermore, 41% of millennial Indonesians are the largest consumers of Fast Fashion.

Various solutions have emerged to address the problem, such as a campaign conducted by the Zero Waste community in 2019 with a shirt swap activity between campaign participants that succeeded in reducing at least 485kg of potential clothing waste in a day. In addition, there is another solution in the form of the emergence of the Slow Fashion industry, which offers clothing products with an environmentally friendly concept from the production process to its distribution. Senaleen is an example of a clothing product that carries the Slow Fashion concept. The Senaleen brand produces clothing that is both Islamic and environmentally friendly. In addition, Senaleen also promotes local Indonesian culture, especially Aceh, through the motifs on their products. Senaleen offers various products, from Muslim clothing to mukena and hijab, all made with natural and organic materials. The concept of production followed by Senaleen is producers produce products without causing environmental damage and produce products that can be recycled. The materials used by Senaleen are 100% natural and organic fabric, made from Tencel by Lenzing, which is more effective in absorbing moisture compared to synthetic materials. It is hoped that this will reduce clothing waste, which is currently becoming a problem and causing environmental damage, but based on a survey of 30 respondents, only 7 out of 30 have ever bought environmentally friendly clothing. This shows that the Slow Fashion Industry, which should be a long-term solution, is said to have not been able to handle the problem.

Changing consumer behavior towards eco-friendly products is an important initial step in protecting the environment. Companies should adopt green marketing strategies to increase interest in eco-friendly clothing and reduce environmental impact through product and production process modifications. Indonesia needs to take concrete steps to address textile waste issues and guide consumer behavior towards more sustainable practices. Sienatra & Evani (2021) states that Green Products significantly influence purchasing intention, as consumers tend to show interest in purchasing a product when they perceive it as environmentally friendly. In another study, Kurniasari (2021) found that perception of price also positively and significantly influences purchasing intention, as consumers feel more inclined to purchase when they believe the price is commensurate with the product's benefits. Furthermore, Alhally (2020) found that environmental attitude also positively and significantly influences purchasing intention, as consumers with positive environmental attitudes are more likely to contribute to environmental sustainability.

The research aims to analyze consumer purchasing intention towards the Senaleen clothing brand, using Green Products, Perception of Price, and Environmental Attitude as independent variables and Purchasing Intention as the dependent variable.

LITERATURE REVIEW

Marketing Management

According to Kotler and Keller, the goal of marketing management is to manage the activities of a company with a focus on understanding the needs and desires of consumers. This is followed by providing and fulfilling their needs and desires through marketing and sales of products and services, as well as building good communication with consumers.

Consumer Behavior

According to Schiffman and Kanuk, consumer behavior can be defined as an individual's actions towards products, services, brands, or companies. This includes activities such as searching, buying, using, and evaluating products and services with the hope of predicting consumer behavior, as well as understanding and predicting consumer behavior, and understanding consumers better.

Theory of Planned Behavior (TPB)

According to Bosnjak et al. (2020), TPB can be defined as a person's intention to perform a specific behavior. There are three factors involved: attitude, subjective norms, and perceived behavioral control. The better the attitude and subjective norms, the greater the perceived control, and the stronger the intention of the person to perform the behavior.

Purchase Intention

According to Kotler, P., & Keller (2016), purchase intention is a consumer behavior where a person decides to choose, use, and consume a specific product. Purchase intention occurs when a person realizes the need for a particular product after evaluating or recognizing the usefulness of the product to be purchased.

Green Products

According to Elkington (1997), green products are products made from environmentally friendly materials or produced with consideration of the impact on the environment. Green products are essentially an attempt to minimize waste in the production process and maximize the production of products that meet environmental standards. Green products themselves must have product quality that lasts long in terms of not easily deteriorating, not containing toxins, made from materials that can be recycled, and have eco-friendly packaging.

Perception of Price

According to Kotler et al. (2021), price is the amount of money or cost incurred by a potential consumer when purchasing a product or service, or the condition of the potential consumer when they see the value given by a product or service. Perception of price includes the consumer's perception of the price of a product or service marketed by a seller.

Environmental Attitude

According to Utama (2021), environmental attitude and behavior refer to how far a person evaluates or assesses the beneficial or harmful aspects of a person. The more a person is committed to the environment, the more individuals will be inclined to perform specific behaviors. Environmental attitude consists of several complex perspectives that are formed from values and beliefs that create verbal, actual, and intentional commitment to actively participating in protecting the environment

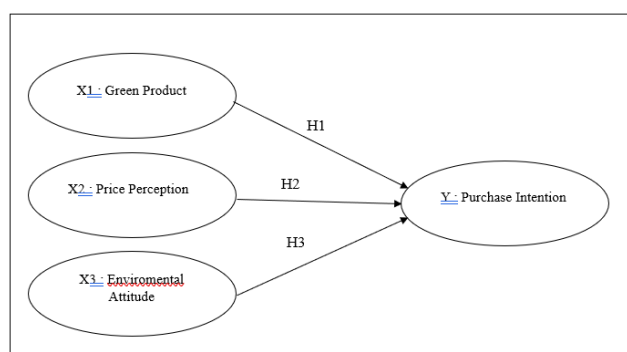


Figure 1. Conceptual Framework.

H1: Green Products has positively affect Purchase Intention

H2: Price Perception has positively affects Purchase Intention

H3: Environmental Attitude has positively affects Purchase Intention

METHOD

This research is a quantitative study that used a causal design. Data collection for the study was conducted in October 2023. The sampling technique used in the study was purposive sampling, with the population being Instagram followers of Senaleen, which numbered 1,500. The sample used in the study consisted of individuals who use Muslim clothing and are familiar with the Senaleen brand, with a minimum age limit of 18 years. A total of 135 samples (respondents) were used in the study. Data collection was carried out by distributing questionnaires using Google Form, which contained questions related to the research variables that had been determined previously, namely Green Products, Perception of Price, and Environmental Attitude towards Purchase Intention.

This research uses the Structural Equation Model (SEM) for data analysis, similar to previous studies referenced in the research. Validity testing will be conducted for each construct or measurement model (the relationship between a latent variable and several observed or indicator variables) separately through: Validity assessment of the measurement model. Validity testing is used to determine and measure the effectiveness of the instrument to be measured. According to Ghozali (2023), Convergent validity can be seen from the Average Variance Extracted (AVE) value. A well-designed model is required if the AVE value for each construct is greater than 0.5 (Ghozali, 2023). Validity assessment of the measurement model is used to measure the reliability of the measurement model. Reliability is the consistency of a measurement. High reliability results indicate that the indicators have high consistency in measuring the latent construct. In SEM, reliability will be measured using the composite reliability measure (composite reliability) $CR \geq 0.7$. The results of hypothesis testing can be determined by the significant value of p from the causal relationship between variables in the research model. If the estimated result in the analysis shows a positive $p < 0.05$, the hypothesis is significantly supported and confirmed by the data (H_0 is rejected). If the estimated result shows a negative $p > 0.05$, the hypothesis is not significantly supported and not confirmed by the data (H_0 is accepted).

RESULTS AND DISCUSSION

Results

The descriptive analysis shows that 65% (87 respondents) are between the ages of 18-30, 30% (41 respondents) are between 31-40 years old, 3% (4 respondents) are over 40 years old, and 2% (3 respondents) are under 18 years old. The majority of respondents, which covers 64% (86 respondents), are students. Following that are 32% (41 respondents) who are employees or workers, 1% (2 respondents) who are entrepreneurs, and 3% (4 respondents) who answered "Other". Furthermore, the data from respondents based on their monthly income shows that 30% (41 respondents) earn Rp. 500,000, 27% (36 respondents) earn Rp. 500,000-Rp. 1,000,000, 28% (37 respondents) earn Rp. 1,000,000-Rp. 3,000,000, and 15% (21 respondents) earn more than Rp. 3,000,000.

Data Analysis Results

Table 1. Validity Test

Variabel	Average variance extracted (AVE)
X1 : Green Product	0.686
X2 : Price Percception	0.622
X3 : Environmental Attitude	0.612
Y : Purchase Intention	0.613

Source : Output PLS 4.0 (2023)

According to Table 1. The AVE values from the tests above show that the results from each variable are greater than 0.5. Therefore, it can be said that the data from the second Convergent Validity test in this research has met the requirements.

Table 2. Reliability Test

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
XI : Green Product	0.907	0.913	0.929
X2 : Price Perception	0.913	0.915	0.929
X3 : Environmental Attitude	0.842	0.863	0.887
Y : Purchase Intention	0.909	0.913	0.926

Source : Output PLS 4.0 (2023)

Based on Table 2. The results from the Cronbach's Alpha and Composite Validity tests on the variables Purchase Intention, Green Products, Perception of Price, and Environmental Attitude show values greater than 0.7. Therefore, it can be said that the instruments used in the study have already shown consistency and can be used for further analysis.

Table 3. R-Square Test

Variable	R-square
Y : Purchase Intention	0.699

Source : Output PLS 4.0 (2023)

According to Table 3. The R-Square value is 0.669 or 69.9%, indicating that the research model is moderate. Therefore, the variables Green Products, Perception of Price, and Environmental Attitude can influence the Purchase Intention variable by 69.9%, while the remaining 30.1% is influenced by other variables.

Table 4. Hypothesis Test

Variable	Original sample (O)	T statistics (O/STDEV)	P values
Green Product -> Purchase Intention	0.334	2.529	0.011
Price Perception -> Purchase Intention	0.395	3.740	0.000
Environmental Attitude -> Purchase Intention	0.182	1.498	0.134

Source : Output PLS 4.0 (2023)

The study found that Green Products (X1), Perception of Price (X2), and Environmental Attitude (X3) have different effects on Purchase Intention (Y). Base on Table 4. The results showed that Green Products (X1) had a positive and significant effect on Purchase Intention (Y) with a T-Statistic value of 2.529, P-Value of 0.011, and Original Sample value of 0.334. The hypothesis that Green Products (X1) have a positive effect on Purchase Intention (Y) was accepted. Perception of Price (X2) also had a positive and significant effect on Purchase Intention (Y) with a T-Statistic value of 3.740, P-Value of 0.000, and Original Sample value of 0.395. The hypothesis that Perception of Price (X2) has a positive effect on Purchase Intention (Y) was accepted. However, Environmental Attitude (X3) did not have a significant effect on Purchase Intention (Y) with a T-Statistic value of 1.498, P-Value of 0.134, and Original Sample value of 0.182. The hypothesis that Environmental Attitude (X3) has a positive effect on Purchase Intention (Y) was not accepted.

Discussion

1. Green Product towards Purchase Intention

Based on the results of the hypothesis tests conducted by the researchers, Hypothesis 1 (H1) shows a positive and significant effect on Purchase Intention, as indicated by a T-Statistic of 2.529, a P-Value of 0.011, and a positive Original Sample value of 0.334. Therefore, Hypothesis 1 in this study is accepted. Green Products have a positive and significant impact on Purchase Intention, as shown by the results of the study. Green products contribute positively to increasing customer interest in purchasing. The more people understand the concept of green products, the greater their interest in buying. However, according to the descriptive statistics on the Product variable, there is a lowest index value for indicator PH1, with the statement "Senaleen is the first thing that comes to mind when buying eco-friendly clothing." This finding can be a focus for the company to introduce Senaleen products more widely to the public to increase customer interest. According to the analysis, the research findings are consistent with previous studies by Elvierayani & Choiroh (2020), who stated that Green Products have a positive and significant effect on Purchase Intention for Tupperware products. This is further supported by the findings of Purwanto (2021), who found that Green Products have a significant impact on Purchase Intention. Additionally, Sienatra & Evani (2021) reported that Green Products have a positive and significant effect on Purchase Intention.

2. Price Perception towards Purchase Intention

Based on the results of the hypothesis tests conducted by the researchers, Hypothesis 2 (H2) shows a positive and significant effect on Purchase Intention, as indicated by a T-Statistic of 3.740, a P-Value of 0.000, and a positive Original Sample value of 0.395. Therefore, Hypothesis 2 in this study is accepted. Perception of Price plays a positive and significant role in Purchase Intention, as shown by the results of the study. Perception of Price is one of the strongest indicators that influence Purchase Intention. The more accessible the price and the better the perception of price, the higher the Purchase Intention of the public. However, according to the descriptive statistics on the Perception of Price variable, there is a lowest index value for the indicator that states the suitability of the price with the model offered by Senaleen. Therefore, the company needs to re-evaluate the clothing models they release to better attract customer interest. According to the analysis, the research findings are consistent with the results of Kurniasari's (2021) study, which states that Perception of Price has a positive and significant effect on Purchase Intention, with a good perception of price in the consumer's mind encouraging the desire to purchase the product.

3. Environmental Attitude towards Purchase Intention

Based on the results of the hypothesis tests conducted by the researchers, Hypothesis 3 (H3) shows a positive but non-significant effect on Purchase Intention, as indicated by a T-Statistic of 1.498, a P-Value of 0.134, and a positive Original Sample value of 0.182. Therefore, the variable Environmental Attitude in this study has a positive effect on the Purchase Intention variable, but it is not significant. Attitude towards the environment can be understood as a tendency for individuals to behave consistently with their environment. A good environmental attitude is formed from the level of knowledge and concern individuals have for the living environment, which is reflected in the respondents' answers to each perspective. The results of the respondents' answers in this study show that the public is still confused and not well-informed about the impact of using eco-friendly clothing. The results of this study are consistent with Trivedi et al. (2018) study, which states that Environmental Attitude does not have a

significant effect on Purchase Intention. It is necessary for the public to have trust in their own ability to have a good environmental attitude to help protect the environment in the present and future.

CONCLUSION

This research was conducted to determine the influence of Green Products, Perception of Price, and Environmental Attitude on the Purchase Intention of Senaleen products. Based on the analysis of data and discussions presented in the previous chapter, the following conclusions can be drawn from the research:

1. Green Products have a positive and significant impact on the Purchase Intention of Senaleen products. This indicates that Green Products play an important role in influencing the Purchase Intention of customers, suggesting that customers who have knowledge about the benefits and uses of a product are more likely to purchase it.
2. Perception of Price has a positive and significant impact on the Purchase Intention of Senaleen products. This suggests that the better the public's perception of the price offered by Senaleen, the better and more likely the Purchase Intention of customers towards Senaleen products.
3. Environmental Attitude has a positive but not significant impact on the Purchase Intention of Senaleen products. This indicates that the environmental attitude of the public is still low in choosing to use eco-friendly clothing at present.

The research findings indicate that a significant proportion of respondents do not agree with certain statements related to Senaleen products, such as the brand image, price, and environmental attitude. These findings can be used by the company to improve their products and marketing strategies to increase customer purchase intention and attractiveness. There are some key suggestions to solve the problem, which include: building a strong brand image, evaluating clothing models, and providing environmental education.

Suggestions for future research to explore other factors that can influence Purchase Intention, such as Brand Image, Product Quality, Promotion, etc. This will provide more information about other factors that can influence Purchase Intention.

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