# The Influence of Green Product Knowledge, Green Trust, and Perceived Consumer Effectiveness on Green Purchase Intention and Green Purchase Behavior of Sustainable Fashion Products

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## ABSTRACT

The global fashion industry faces mounting environmental pressure, prompting a shift toward sustainable consumption, yet a persistent gap remains between consumer environmental awareness and actual purchasing behavior. This research investigates how green product knowledge, green trust, and perceived consumer effectiveness jointly shape green purchase intention and translate into actual green purchase behavior within the sustainable fashion sector. The study is grounded in the observed inconsistency between rising environmental consciousness particularly among Generation Z and the persistence of unsustainable consumption patterns. Employing a quantitative survey design, data were obtained from 270 Jakarta-based consumers who have experience purchasing sustainable fashion products and were analyzed using Structural Equation Modeling (SEM) via AMOS. The empirical results demonstrate that green product knowledge serves as a foundational driver that strengthens green trust, enhances consumers' perceived efficacy of their individual actions, and directly stimulates green purchase intention. Moreover, both green trust and perceived consumer effectiveness function as significant antecedents of green purchase intention, which subsequently emerges as a key determinant of green purchase behavior. These findings underscore that the translation of environmental concern into concrete consumption practices is contingent not merely on awareness, but on trust in green claims and confidence in the tangible impact of personal consumption choices. The study offers a more nuanced understanding of the intention–behavior nexus in sustainable fashion consumption and provides strategic direction for industry actors to move beyond symbolic green marketing toward more credible, educative, and impact-oriented engagement with consumers.

Keywords: Green Product Knowledge, Green Purchase Behavior, Green Purchase Intention, Green Trust, Perceived Consumer Effectiveness.

## 1. INTRODUCTION

The fashion industry not only serves as a means of expressing lifestyle, but also as a global economic sector with a significant environmental impact. This industry contributes to around 10% of global carbon emissions and is a major cause of water pollution due to dyeing processes and the use of hazardous chemicals (Big Think, 2023). In Indonesia, the high demand for fashion, especially in big cities such as Jakarta, has exacerbated the problem of textile waste and environmental pollution, thereby driving the urgency for a transformation towards more sustainable industrial practices. A key driver of escalating environmental degradation lies in the hegemony of the fast fashion model, which prioritizes rapid turnover and large-scale production, rapid trend cycles, and affordable prices. This model reinforces consumptive behavior, especially among young people who are exposed to digital media and influencers (Rahmawati & Warastri, 2024). Although it provides psychological satisfaction and social status symbols, this excessive consumption has an impact on the exploitation of natural resources, increased textile waste, and high carbon emissions.

These conditions have catalyzed the emergence of sustainable fashion as a normative reorientation within the industry, marked by an emphasis on environmentally sound materials, ethical modes of production, and

responsible consumer behavior (Grose, 2017; Henninger et al., 2016). Through a commitment to ethical manufacturing, supply chain openness, and environmentally conscious textiles, the sustainable fashion industry seeks to lessen its environmental footprint and protect the rights of its workers. Recent market projections point to the consolidation of sustainable fashion as a growing economic segment, with an estimated market size of USD 15.2 billion by 2025, signaling its increasing relevance beyond niche consumption (Statista, 2024) and increase to USD 27.95 billion by 2030 (Exactitude Consultancy, 2025). In Indonesia, the number of sustainable fashion brands increased by 35% during the 2020–2023 period (Indonesia Sustainable Fashion Alliance, 2023), supported by the Green Industry program from the Ministry of Industry (Kemenperin, 2023) and the significant contribution of the apparel sector to the national GDP and exports (Antaranews, 2023).

Changing consumer preferences are also accelerating the shift towards sustainable fashion. Global consumers are increasingly considering sustainability in their purchasing decisions (McKinsey Global Institute, 2022), while the secondhand clothing market is growing faster than fast fashion (ThredUp, 2023). In Indonesia, young consumers show a tendency to choose environmentally friendly products (WWF, 2023). Generation Z and Millennials are even willing to pay more for sustainable products (First Insight, 2023; Boston Consulting Group, 2023). However, increased environmental awareness is not yet fully reflected in actual purchasing behavior. The main obstacles include limited green product knowledge, low green trust due to greenwashing practices, relatively higher product prices, and limited transparent information (Bajar et al., 2024; Tarabieh, 2021). Product-related environmental knowledge operates as a cognitive foundation for trust and pro-environmental purchase intention (Hossain et al., 2022; Sudirjo et al., 2023), whereas perceived consumer effectiveness serves as a motivational mechanism that affirms the perceived efficacy of individual action in producing environmental outcomes (Kamalanon et al., 2022; Liang et al., 2020; Naz et al., 2020).

A central premise of the Theory of Planned Behavior is that intention precedes behavior. This link, however, proves to be unreliable or "weak" in scenarios where consumers are not confident in the outcome (low perceived effectiveness) or do not trust the involved parties (Ajzen, 1991; Kim & Lee, 2023; Sun & Wang, 2019). In this context, Generation Z is an important group because they have high environmental awareness and are critical of sustainability claims, but still face various obstacles in realizing their intention to purchase sustainable fashion products (Chairy & Alam, 2019; Song et al., 2020). Therefore, centered on Generation Z in Jakarta, this research investigates the relationship between green product knowledge, green trust, and perceived consumer effectiveness in shaping not only sustainable purchase intentions but also subsequent purchasing behavior. Through this integrated approach, the study contributes to a deeper understanding of why intentions often fail to translate into action within the sustainable fashion context, while offering practical insights for building a more ethical and transparent industry (Bajar et al., 2024; Wang et al., 2019).

## 2. LITERATURE REVIEW

### 2.1. Green product knowledge and green trust

Green product knowledge functions as a cognitive basis for green trust, insofar as informed consumers are better positioned to assess the credibility of environmental claims and to form stable pro-environmental attitudes toward products. Based on the Theory of Reasoned Action (TRA), individual knowledge plays a role in building beliefs and attitudes that subsequently influence intentions and behavior (Fishbein & Ajzen, 1975). In the context of green products, consumers' understanding of sustainable materials, production processes, and environmental impacts encourages the formation of trust that the product truly lives up to the sustainability claims made by the manufacturer (Y. Chen & Chang, 2012). Consistent with Information Integration Theory, individuals combine diverse informational inputs when evaluating products and developing attitudes. The theory suggests that greater ecological knowledge enhances a consumer's ability to discern valid environmental messaging, a process that ultimately strengthens their trust in green products (Y.-S. Chen, 2010).

A number of empirical studies show that green product knowledge not only increases environmental awareness but also significantly strengthens consumer trust in green products and the brands that market them (Chairy & Alam, 2019; Wang et al., 2019). Consumers with adequate knowledge about sustainability aspects, such as the use of environmentally friendly materials, production processes, and eco-labels, tend to be more confident that the product meets the expected environmental standards, thereby reducing green risk

perception and increasing green purchase intention (Hossain et al., 2022; Sudirjo et al., 2023). This trust develops when the information provided by producers is considered consistent with reality and has a positive impact on the environment (Wang et al., 2019). Thus, the higher the level of green product knowledge consumers have, the stronger the green trust that is formed, which ultimately encourages more sustainable purchasing behavior (Hossain et al., 2022).

## 2.2. Green product knowledge and perceived consumer effectiveness

The formation of perceived consumer effectiveness (PCE) is contingent upon consumers' green product knowledge, as such knowledge structures their understanding of the environmental externalities of consumption and legitimizes the belief that environmentally responsible purchases represent a substantive form of environmental contribution (Kanchanapibul et al., 2014). Peschel's (2016) findings show that understanding eco-labels is positively related to the behavior of choosing environmentally friendly products, confirming that knowledge can be translated into concrete actions. This relationship is also supported by the Value-Belief-Norm Theory, which explains that environmental knowledge shapes individual values and beliefs, which in turn give rise to personal norms for pro-environmental behavior (Stern et al., 1993), as well as the Cognitive Learning Theory, which emphasizes the role of the learning process in building consumers' perceptions of self-efficacy (Moisander, 2007).

Research increasingly demonstrates that knowledge about green products enhances perceived consumer effectiveness (PCE). The underlying logic is that informed consumers develop a stronger conviction that their individual choices serve as a viable mechanism for combating environmental degradation (Wang et al., 2019). Kim & Lee (2023) found that green product knowledge increases consumers' confidence that small actions, such as choosing environmentally friendly products, can bring about significant change. Furthermore, Liang et al. (2020) showed that subjective knowledge about green products, particularly when supported by information such as carbon labels, strengthens PCE and encourages the intention to purchase environmentally friendly products. Thus, green product knowledge not only serves as a source of information but also as a means of psychological empowerment that strengthens consumers' belief in the effectiveness of their role in supporting environmental sustainability.

## 2.3. Green product knowledge and green purchase intention

Green product knowledge plays a strategic role in shaping green purchase intention because knowledge reflects consumers' understanding, values, and commitment to environmental issues. Adequate knowledge about environmentally friendly products helps consumers assess the benefits, risks, quality, and credibility of green claims, thereby increasing confidence in purchasing decision. Conversely, limited knowledge can reduce purchase intention and trigger negative perceptions of green products. Various studies show that understanding environmental benefits, sustainable production processes, and product transformation and traceability information significantly encourages green purchase intention (Liang et al., 2020; Lin et al., 2023; Wang et al., 2019). Empirical findings also confirm that consumers with high levels of knowledge tend to have positive attitudes, stronger trust in environmental claims, and greater green purchase intentions, especially among the younger generation (Kim & Lee, 2023; Yadav & Pathak, 2017).

Based on Cognitive Learning Theory, consumer behavior is formed through an active cognitive process, in which individuals observe, understand, and process information before making decisions (Schunk, 2012). In the context of green marketing, information about green products is processed cognitively and associated with personal values and environmental concerns, thereby forming mental representations that support sustainable consumption behavior. By grounding purchase decisions in validated knowledge, this process enhances green purchase intention through increased cognitive certainty and perceived rationality. Consistent with prior findings, consumers with stronger environmental orientations actively acquire information on green products, and such knowledge exerts a direct positive effect on green purchase intention (Chairy & Alam, 2019). Consequently, green product knowledge operates as a primary cognitive mechanism shaping the emergence of green purchase intention.

## 2.4. Perceived consumer effectiveness and green purchase intention

PCE captures consumers' perceived capacity to generate environmental impact through their consumption behavior and plays a critical role in the formation of green purchase intention. In the Theory of Planned Behavior, this perceived capacity aligns with perceived behavioral control, which operates in

conjunction with attitudes and subjective norms in shaping behavioral intentions (Ajzen, 1991). A heightened sense of control and personal efficacy thus translates into stronger intentions to engage in green purchasing (Yadav & Pathak, 2016). In addition, PCE is also in line with the Value-Belief-Norm Theory, which places belief in individual effectiveness as a trigger for the emergence of personal norms and moral motivation to act pro-environmentally (Stern et al., 1993).

Extensive research validates perceived consumer effectiveness (PCE) as a key precursor to green purchase intention. In other words, consumers are more prone to intend to buy green products when they feel their individual efforts have a real impact (Kamalanon et al., 2022; Kim & Lee, 2023). A better understanding of environmental issues also makes consumers more critical of sustainability claims, thereby strengthening their belief in the effectiveness of individual actions (de Sio et al., 2022). Consumers with high PCE levels tend to be more motivated to choose environmentally friendly products because they feel that their purchases are meaningful for environmental preservation (Zhuang et al., 2021), and this belief can be further enhanced through the provision of relevant environmental information and education (Liang et al., 2020).

## 2.5. Green trust and green purchase intention

The development of green purchase intention relies heavily on green trust, which represents consumers' belief in the authenticity, functionality, and ecological impact of sustainable products, as informed by their previous encounters with such items (Y.-S. Chen, 2010). Amid rising expectations for corporate social and environmental responsibility, trust operates as a key cognitive and relational mechanism in consumer choice. Drawing on the Commitment–Trust Theory of Relationship Marketing, trust is positioned as a necessary foundation for building durable relationships with consumers (Morgan & Hunt, 1994). In green consumption settings, trust enables consumers to interpret their purchasing behavior as value-consistent and environmentally consequential, thereby reinforcing intention formation.

Evidence increasingly demonstrates that green trust serves as a key driver of green purchase intention. The underlying mechanism suggests that heightened trust in green assertions directly amplifies consumers' readiness to choose sustainable alternatives. Chairy & Alam (2019) found that trust in the environmental benefits of green products significantly increases purchase intention, especially when supported by consumers' environmental awareness and understanding. However, this trust is highly dependent on the clarity and consistency of environmental claims, as misleading claims can reduce trust and weaken purchase intention (Jog & Singhal, 2020; Tarabieh, 2021). Sudirjo et al. (2023) emphasize that the credibility of environmental claims is a key determinant in building green trust, which ultimately drives purchase intention and even recommendation behavior to others (Zhuang et al., 2021).

## 2.6. Green purchase intention and green purchase behavior

Green purchase intention denotes consumers' expressed inclination to purchase and utilize products or services with reduced environmental impact, signaling a pro-environmental preference that emerges alongside rising ecological awareness, yet may not always translate into actual behavior (Dropulić & Krupka, 2020). Green purchase behavior refers to consumers' actual actions in purchasing and consuming products that benefit the environment and reflect concern for ecological issues (Ahmed et al., 2020). The predictive role of intention in shaping behavior is well established within the Theory of Planned Behavior, which identifies intention as the closest antecedent of action (Ajzen, 1991). Complementarily, the Theory of Reasoned Action underscores that intention effectively translates into behavior under conditions where individuals retain sufficient control over their actions (Fishbein & Ajzen, 1975).

Empirical research consistently reinforces the intention–behavior linkage in green consumption contexts. Dropulić & Krupka (2020) identify green purchase intention as a dominant predictor of actual purchasing behavior, particularly when embedded within supportive cognitive (knowledge), motivational, and normative frameworks. In the domain of sustainable textiles, Ruangkanjanases et al. (2020) likewise report a significant effect of intention on green purchase behavior. Complementing this, Soomro et al. (2018) highlight the propensity of younger cohorts to operationalize green intentions into practice, a dynamic that also underpins green entrepreneurial development. Collectively, these findings align with Ahmed et al. (2020), who emphasize the centrality of intention strength in shaping green purchase behavior.

From the relevant previous studies and the theoretical framework above, the following research model which depicted in figure 1can be obtained:
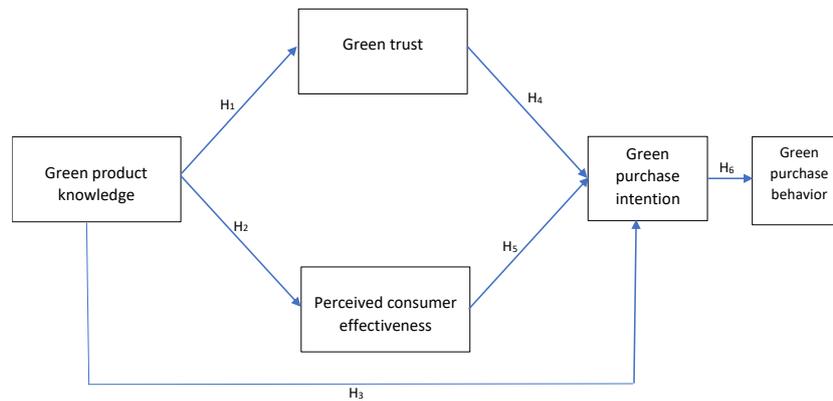
**Figure 1. Research Model**

**H1:** Green product knowledge has a positive and significant effect on green trust.
**H2:** Green product knowledge has a positive and significant effect on perceived consumer effectiveness.
**H3:** Green product knowledge has a positive and significant effect on green purchase intention.
**H4:** Perceived consumer effectiveness has a positive and significant effect on green purchase intention.
**H5:** Green trust has a positive and significant effect on green purchase intention.
**H6:** Green purchase intention has a positive and significant effect on green purchase behavior.

## 3.  RESEARCH METHODS

### 3.1.  Time and Place of Research

In this study, the process of distributing questionnaires to respondents will begin in June 2025. This research will be conducted online using questionnaires created through Google Forms. Next, the researcher will distribute the questionnaire to respondents who meet certain criteria, including those who reside in Jakarta as the location of the research due to the high demand for fashion products, which also contributes to pollution, including textile waste and water pollution due to environmentally unfriendly production processes (Big Think, 2023).

### 3.2.  Research Design

The research utilizes a conclusive research design with a descriptive approach, as conceptualized by Malhotra (2010). Primary data were gathered directly from respondents via a structured questionnaire survey, targeting consumers in Jakarta who have experience purchasing and using sustainable fashion products.

### 3.3.  Population and Sample

The target population includes individuals who have experience purchasing and using sustainable fashion products. Based on the sample size recommendations of Hair et al. (2013), which suggest 5-10 respondents per measurement indicator, a minimum of 270 respondents was required for the 45 indicators employed in this study. Data collection was conducted using a structured questionnaire. The questionnaire was administered by presenting a list of written statements to 280 respondents who are buyers and users of sustainable fashion products.

### 3.4.  Data Collection Techniques

This study employs a questionnaire divided into four distinct parts. The first section serves as an introduction, offering a brief overview of the research, disclosing the researcher's identity, and presenting individuals with the option to volunteer for the study. The second section collects psychographic data through questions related to whether the respondents already use sustainable fashion products. The third part contains the main questions, featuring statements related to the variables being analyzed. Finally, the questionnaire concludes with a section gathering respondent demographic data, including gender, age, marital status, highest level of education, and employment status.

### 3.5. Measurement Scale

To capture the relevant attitudes, opinions, and perceptions, the study adopted a Likert-type scale as its principal measurement instrument (Arikunto, 2013). Accordingly, for every item in the questionnaire, respondents specified the extent to which they agreed or disagreed.

### 3.6. Analysis Method

#### 3.6.1. Validity Test

Instrument validity was assessed to ensure that each measurement item accurately captures the construct it is intended to represent. Construct validity was examined using Confirmatory Factor Analysis (CFA), which evaluates the extent to which observed indicators appropriately reflect their underlying latent variables (Hair et al., 2010). In line with established criteria, factor loadings were used as the primary indicator of validity, with items considered acceptable when their standardized loading values met or exceeded the threshold of 0.50 (Hair et al., 2010). This procedure was undertaken to confirm that each indicator meaningfully contributed to the measurement of its respective construct.

#### 3.6.2. Reliability Test

The reliability of the survey instrument was examined to confirm the consistency and stability of the data. Two metrics were employed to assess internal consistency: Cronbach's Alpha, calculated using SPSS version 24.0 with an acceptability threshold of 0.60, and Composite Reliability (CR), where values of 0.70 or higher were considered satisfactory (Hair et al., 2010). The application of both measures provides a robust confirmation that the constructs exhibit strong internal consistency and that the measurement model is stable enough to support further analysis.

#### 3.6.3. Structural Equation Modeling (SEM) Data Analysis Test

To rigorously assess the proposed relationships, the study utilized Structural Equation Modeling (SEM). This multivariate technique is particularly suited for estimating multiple associations simultaneously between latent variables and their observed indicators. Through the interpretation of standardized path coefficients, SEM provides a unified assessment of the measurement model (how well indicators represent constructs) and the structural model (the causal links among constructs). This comprehensive analysis allows for a nuanced exploration of both direct and indirect effects, offering deeper insight into the complex interdependencies within the theoretical model.

## 4. RESULTS AND DISCUSSION

### 4.1. Research Results

#### 4.1.1. Respondent Profile

Table 1. Respondent Profile

| | Characteristics | Frequency | Percentage |
|---|---|---|---|
| Gender | Male | 103 | 38.15% |
| | Female | 167 | 61.85% |
| | **Total** | **270** | **100%** |
| Age | <20 years old | 11 | 4.1% |
| | 20-25 years old | 138 | 51.1% |
| | 26-30 years old | 62 | 23.0% |
| | 31-40 years old | 38 | 14.1% |
| | >40 years old | 21 | 7.8% |
| | **Total** | **270** | **100%** |
| Latest Education | High School Diploma | 62 | 23.0% |
| | Diploma | 51 | 18.9% |
| | Bachelor's Degree | 132 | 48.9% |
| | Master's Degree | 25 | 9.3% |
| | **Total** | **270** | **100%** |

| | Characteristics | Frequency | Percentage |
|---|---|---|---|
| Occupation | Students | 84 | 31.1% |
| | Civil servants | 19 | 7.0% |
| | Private sector employees | 100 | 37.0% |
| | Entrepreneurs | 54 | 20.0% |
| | Others | 13 | 4.8% |
| **Total** | | **270** | **100%** |

Source: Data processing results, 2025

Table 1 indicates a higher proportion of female participants (61.85%) relative to males (38.15%), suggesting stronger female engagement in sustainable fashion consumption while maintaining sufficient gender representation. The sample is largely concentrated in the early adult cohort, with more than half of respondents aged 20-25 years. This is followed by the 26-30 age group, whereas older age categories constitute a relatively smaller share of the sample. The dominance of young and early adult respondents reflects the relevance of the sample to the behavioral context examined in this study. Based on education level, most respondents had a bachelor's degree (132 people or 48.9%), followed by high school (62 people or 23.0%), diploma (51 people or 18.9%), and 25 respondents (9.3%) with a Master's degree (S2), reflecting a diversity of academic backgrounds with an adequate level of understanding of the research instruments. Meanwhile, in terms of occupation, the majority of respondents were private employees, numbering 100 (37.0%), followed by 84 students (31.1%), entrepreneurs 54 people (20.0%), civil servants 19 people (7.0%), and other occupations 13 people (4.8%), which shows the variety of experiences and work activities of the respondents so that the data obtained is expected to reflect comprehensive and objective conditions.

### 4.2. Validity Test Results

The CFA findings, presented in Figure 2, reveal robust convergent validity across all constructs. With factor loadings and AVE values comfortably above recommended minimums, the evidence confirms that the selected indicators accurately reflect the underlying latent variables they were designed to measure.
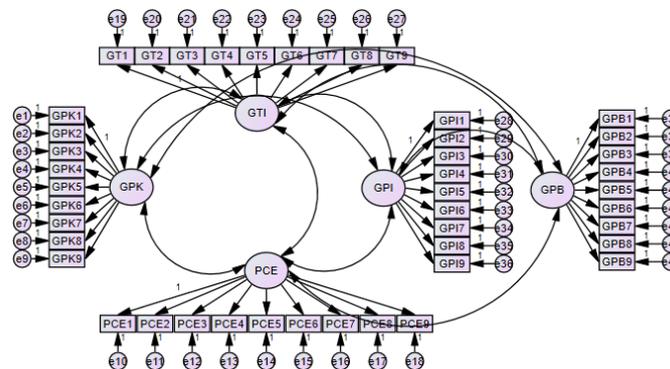


**Figure 2. Initial Measurement Model Test**

Results from the CFA confirm strong convergent validity for the measurement model. All factor loadings were above 0.7, and AVE values exceeded the 0.5 benchmark, indicating that each construct is well-represented by its indicators.

### 4.2.1. Reliability Test Results

The measurement model's reliability was confirmed through Cronbach's Alpha and Composite Reliability, with all values surpassing acceptable thresholds. See Table 2 for full statistics.

**Table 2. Reliability Test Results**

| Variable | CR | Cronbach's Alpha | Conclusion |
|---|---|---|---|
| Green Purchase Knowledge | 0.949 | 0.949 | Reliable |
| Green Trust | 0.933 | 0.934 | Reliable |
| Perceived Consumer Effectiviness | 0.926 | 0.925 | Reliable |
| Green Purchase Intention | 0.935 | 0.935 | Reliable |
| Green Purchase Behavior | 0.916 | 0.916 | Reliable |

Source: Data processing results, 2025

Table 2 confirms that internal consistency is well-established across all variables, as Cronbach's alpha and composite reliability values consistently surpass minimum benchmarks. This establishes the instruments as dependable tools for measuring the constructs of interest.

### 4.2.2. Structural Equation Modeling (SEM) Data Analysis Test Results: Goodness of Fit

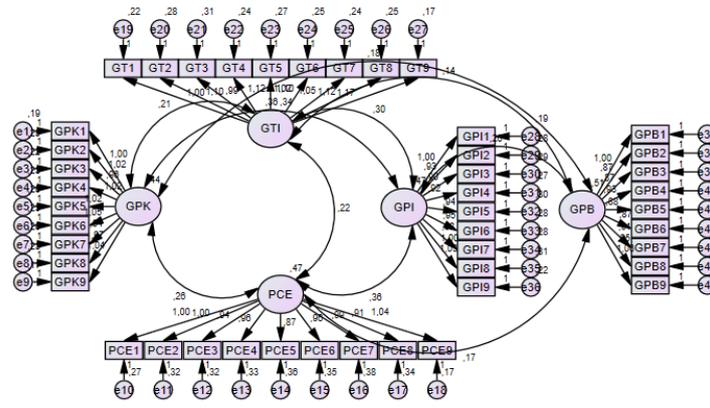The test results based on the measurement model are shown in Figure 3.



**Figure 3. Initial Measurement Model Test**

Based on the results of the goodness of fit analysis on the measurement model shown in Table 3, it is known that almost all indicators do not meet the model feasibility criteria. Therefore, model modification is needed to achieve a better level of fit before proceeding to the structural analysis stage.

**Table 3. Model Fit Measures SEM – Initial Measurement Model**

| Goodness of fit- Index | Cut of Value | Estimated Results | Conclusion |
|---|---|---|---|
| Probability | ≥ 0.05 | 0.000 | Not Fit |
| RMSEA | ≤ 0.08 | 0.067 | Not Fit |
| GFI | ≥ 0.90 | 0.776 | Not Fit |
| AGFI | ≥ 0.90 | 0.752 | Not Fit |
| CMIN/DF | ≤ 2.00 | 2.205 | Not Fit |
| TLI | ≥ 0.95 | 0.876 | Not Fit |
| CFI | ≥ 0.95 | 0.883 | Not Fit |

Source: AMOS data processing results (2025)

Initial analysis (see Table 3) showed poor model fit across all indices (Probability, RMSEA, GFI, AGFI, CMIN/DF, TLI, CFI), rendering the model unacceptable. Model modification was therefore performed. This follows CB-SEM guidelines, which allow indicator deletion to improve fit as long as construct meaning is retained (Byrne, 2013; Hair et al., 2019). As part of the model refinement, several indicators that contributed minimally to their respective constructs were excluded. The resulting modifications enhanced the model's fit, as illustrated in the figure 4.
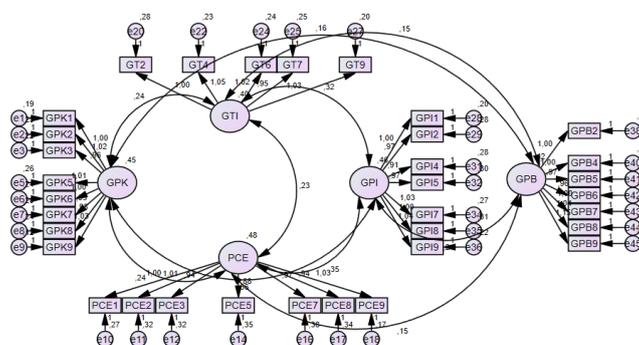


**Figure 4. Final Measurement Model Test**

The following table 4 shows the results of measuring the final model suitability criteria of the CFA results:

**Table 4. SEM Model Fit Measurements in the Measurement Test Fit Model**

| Goodness of fit- Index | Cut of Value | Estimated Results | Conclusion |
|---|---|---|---|
| Probability | ≥ 0.05 | 0.200 | Fit |
| RMSEA | ≤ 0.08 | 0.027 | Fit |
| GFI | ≥ 0.90 | 0.896 | Medium Fit |
| AGFI | ≥ 0.90 | 0.870 | Medium Fit |
| CMIN/DF | ≤ 2.00 | 1.199 | Fit |
| TLI | ≥ 0.95 | 0.983 | Fit |
| CFI | ≥ 0.95 | 0.986 | Fit |

Source: AMOS data processing results (2025)

Table 4 confirms that all indicators are acceptable. Supported by the other fit indices, the model is deemed reliable and ready for the next stage of analysis.

### 4.2.3. Structural Model Analysis Test Results

As shown in Figure 5, the fit indices indicate that the structural model aligns well with the data, confirming its adequacy.
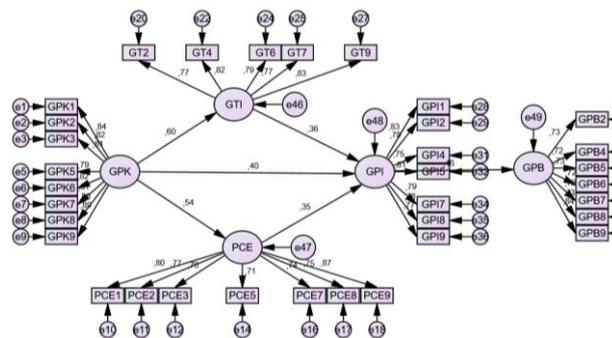


**Figure 5. Structural Model Testing**

The following table 5 shows the results of measuring the final model suitability criteria of the CFA results:

**Table 5. SEM Model Fit Measurements - Structural Model**

| Goodness of fit- Index | Cut of Value | Estimated Results | Conclusion |
|---|---|---|---|
| Probability | ≥ 0.05 | 0.243 | Fit |
| RMSEA | ≤ 0.08 | 0.013 | Fit |
| GFI | ≥ 0.90 | 0.909 | Fit |
| AGFI | ≥ 0.90 | 0.905 | Fit |
| CMIN/DF | ≤ 2.00 | 1.045 | Fit |
| TLI | ≥ 0.95 | 0.996 | Fit |
| CFI | ≥ 0.95 | 0.997 | Fit |

Source: AMOS data processing results (2025)

Table 5 shows that the indicators in the model application table above all show good values. If other indices are met, the data is installed and the model is acceptable, so that the model can be declared feasible and can be used for further analysis.

### 4.2.4. Hypothesis Testing

The criteria for hypothesis testing are as follows: a Critical Ratio (C.R.) greater than 1.96 supports acceptance, and the estimate value reveals both the direction (positive or negative) and strength of the relationship. Table 6 summarizes these results.

**Table 6. Hypothesis Test Results**

| No | Hypothesis | Estimate | S.E. | C.R. | P | Results |
|---|---|---|---|---|---|---|
| 1 | GPK -> GT | .581 | .060 | 9.673 | *** | Accepted |
| 2 | GPK -> PCE | .554 | .064 | 8.611 | *** | Accepted |

| No | Hypothesis | Estimate | S.E. | C.R. | P | Results |
|----|-----------|----------|------|------|---|---------|
| 3 | GPK -> GPI | .403 | .046 | 8.692 | *** | Accepted |
| 4 | PCE -> GPI | .347 | .045 | 7.787 | *** | Accepted |
| 5 | GT -> GPI | .383 | .050 | 7.602 | *** | Accepted |
| 6 | GPI -> GPB | .433 | .064 | 6.804 | *** | Accepted |

Source: AMOS data processing results (2025)

## 4.3. Discussion

### 4.3.1. The influence of green product knowledge on green trust

Hypothesis 1 examined whether green product knowledge influences green trust. The analysis revealed a significant positive effect, thereby confirming the hypothesis. The finding implies that as consumers become more informed about sustainable fashion products, their confidence in the brand's sustainability practices and claims increases. Theoretically, these results are in line with the green marketing and consumer trust theory framework, which states that consumer knowledge is a major determinant in the formation of trust. Consumers who have adequate understanding of environmentally friendly materials, sustainable production processes, and environmental certifications and labels will be better able to evaluate the credibility of the information provided by producers. Thus, green product knowledge functions as a cognitive mechanism that reduces consumer uncertainty and risk perception regarding greenwashing practices.

The results are consistent with the Theory of Reasoned Action (Fishbein & Ajzen, 1975), which proposes that knowledge informs beliefs and attitudes, and these in turn drive intentions and subsequent behavior. They also resonate with Information Integration Theory (Anderson, 1981), which suggests that consumers form product evaluations by integrating diverse information they encounter. Both theoretical perspectives reinforce the pathways observed in this study. The descriptive statistics confirm the empirical findings, indicating that respondents generally possess strong knowledge of sustainable fashion products. A substantial 78.9% reported reading sustainability labels prior to purchase, highlighting informed consumer behavior consistent with the study's theoretical expectations (GPK1). In addition, 77.1% of respondents understood environmental symbols such as eco-labels and recycling logos (GPK2), and 77.8% of respondents stated that the information on the label helped them assess whether a product was truly environmentally friendly (GPK3). This high level of understanding indicates that respondents have sufficient cognitive capacity to assess the credibility of environmental claims made by brands.

The descriptive statistics for green trust further substantiate these findings, showing consistently positive responses. A substantial majority of respondents—85.5%—agreed that sustainable fashion brands have a trustworthy reputation (GT1), and 81.8% acknowledged the superior environmental profile of green products compared to conventional ones (GT5). Similarly, 81.5% believed that these brands genuinely honor their sustainability pledges (GT9). Collectively, these numbers support the hypothesized role of knowledge in building trust. This aligns with established research: Chen and Chang (2012) note that informed consumers are more adept at evaluating the sincerity of environmental messaging; Hossain et al. (2022) observe that environmental knowledge fosters trust by helping consumers identify credible green initiatives; and Sudirjo et al. (2023) highlight that such understanding is foundational to trust development, ultimately shaping both attitudes and purchase decisions.

Thus, the results of this study confirm that green product knowledge is the main foundation for building green trust in sustainable fashion products. The practical implications of these findings indicate that sustainable fashion industry players need to actively improve consumer literacy by providing clear, accurate, and transparent information regarding materials, production processes, and sustainability certifications. These educational efforts not only increase consumer knowledge but also strengthen trust in brands, which ultimately contributes to an increase in the intention and behavior of purchasing sustainable fashion products.

### 4.3.2. The influence of green product knowledge on perceived consumer effectiveness

The data supported Hypothesis 2, confirming that green product knowledge positively influences perceived consumer effectiveness. Informed consumers, it appears, are more likely to believe that their individual purchases can make a tangible environmental difference. This finding is theoretically grounded in Stern's (1993) Value-Belief-Norm (VBN) Theory, which describes how environmental awareness informs beliefs about the efficacy of personal action. Here, green product knowledge acts as the cognitive starting

point, leading consumers to see sustainable fashion purchases as a genuine part of the solution to industry-related environmental problems.

In addition, these findings are also relevant to the research by Kim and Lee (2023), which states that consumers will be more encouraged to behave in an environmentally friendly manner if they believe that their individual actions have a meaningful contribution. Consumers who understand the negative impacts of the fashion industry, such as textile waste, the use of hazardous chemicals, and the exploitation of resources, will be more convinced that choosing sustainable fashion products is an effective and valuable action. These results are corroborated by the descriptive analysis of the green product knowledge variable, which reveals that the majority of respondents demonstrate high awareness of sustainability issues in fashion products. Specifically, 80.0% of respondents reported agreement or strong agreement regarding the environmental damage caused by fashion industry waste (GPK8), while 78.1% indicated that choosing eco-friendly fashion products could alleviate such impacts (GPK9). This high level of knowledge is an important basis for shaping respondents' beliefs about the effectiveness of their role as consumers.

In line with this, descriptive analysis of the Perceived consumer effectiveness variable shows that the majority of respondents have strong confidence in the impact of their purchasing actions. A total of 73.4% of respondents agreed and strongly agreed that buying sustainable fashion products has a real impact on the environment (PCE1). In addition, 75.1% of respondents believe that individual purchasing decisions can help reduce the negative impact of the fashion industry on the environment (PCE9), and 75.1% of respondents believe that collective consumer decisions can affect the overall condition of the fashion industry (PCE6). This data descriptively reinforces the hypothesis test results that green product knowledge contributes directly to increased perceived consumer effectiveness. The findings of this study corroborate prior research. Liang et al. (2020) demonstrate that consumer knowledge regarding environmental issues has a significant positive effect on perceived consumer effectiveness, as informed individuals are more likely to believe that their consumption behaviors can make a substantive contribution to environmental sustainability. Research by Lin et al. (2023) also states that environmental education campaigns that increase green knowledge can strengthen consumer confidence in the effectiveness of personal actions, which in turn encourages pro-environmental behavior. In addition, Yadav and Pathak (2019) emphasize that environmental knowledge is an important factor in shaping individuals' beliefs about personal responsibility and impact on the environment.

Thus, the results of this study confirm that green product knowledge not only increases consumer understanding but also strengthens their belief in the effectiveness of their role as agents of environmental change. The practical implications of these findings suggest that sustainable fashion industry players need to emphasize the educational aspect in their marketing communication strategies, such as providing comprehensive information about environmental impacts, sustainable production processes, and the collective benefits of consuming green products. These efforts will strengthen consumers' perceived effectiveness, which will ultimately contribute to an increase in the intention and behavior to purchase sustainable fashion products.

### 4.3.3. The influence of green product knowledge on green purchase intention

The third hypothesis examined whether green product knowledge influences green purchase intention. The data confirmed a positive and significant effect, indicating that knowledgeable consumers are more likely to form intentions to buy sustainable fashion. This result is consistent with Cognitive Learning Theory (Schunk, 2012), which emphasizes that learning is an active mental process involving observation, interpretation, and information processing. According to this perspective, consumer decisions are shaped not just by external factors but by internal cognitive activities such as drawing on existing knowledge and memory making informed consumers better equipped to translate understanding into intention.

Descriptive statistics reinforce the results, showing that the majority of respondents possess substantial knowledge of sustainability in fashion. Specifically, 78.1% indicated agreement or strong agreement that selecting environmentally friendly fashion products can mitigate negative effects on the environment (GPK9). In addition, 80.0% of respondents understood that fashion industry waste had a negative impact on the environment (GPK8). This high level of knowledge created a strong cognitive foundation for forming green purchase intentions. In line with this, descriptive analysis of the Green Purchase Intention variable shows that respondents have a high purchase intention for sustainable fashion products. As many as 79.6% of respondents agreed and strongly agreed that they had the intention to buy environmentally friendly fashion

products (GPI1). In fact, 75.2% of respondents stated that they still intended to buy sustainable fashion products even though the prices were slightly more expensive (GPI3). This data shows that adequate knowledge can encourage purchase intention, even when there are higher economic considerations.

The results corroborate existing literature on the knowledge-intention link. As Amoako et al. (2022) demonstrate, heightened awareness of a product's ecological benefits corresponds with increased purchase interest among consumers. Likewise, Wang et al. (2019) emphasize that social learning processes that increase green knowledge can promote the development of pro-environmental intentions, such as purchasing sustainable products. Overall, the results indicate that consumer knowledge about sustainable fashion products is a key factor in forming green purchase intentions. Practically, this underscores the need for sustainable fashion brands to strengthen educational efforts via clear product information, sustainability campaigns, and marketing communications highlighting environmental benefits. These strategies can enhance consumer understanding while directly motivating the purchase of eco-friendly fashion products.

### 4.3.4. The influence of perceived consumer effectiveness on green purchase intention

The fourth hypothesis tested whether perceived consumer effectiveness (PCE) influences green purchase intention (GPI). The data confirmed a positive and significant effect, showing that consumers who believe their personal choices matter are more likely to intend to buy sustainable fashion. This finding is theoretically grounded in the concept introduced by Ellen et al. (1991), which holds that perceived efficacy is a prerequisite for pro-environmental action. In practice, consumers who see their fashion purchases as genuinely reducing environmental damage and encouraging responsible production are those most likely to form strong purchase intentions. The Value–Belief–Norm (VBN) Theory further supports this, linking beliefs about personal impact directly to pro-environmental intentions. When consumers have high perceived consumer effectiveness, they will feel a moral responsibility to act in accordance with sustainability values, which ultimately increases green purchase intention (Zhang & Zhao, 2023).

The perceived consumer effectiveness data reinforce the hypothesis testing results, showing widespread belief in personal consumer power. A majority of respondents (73.4%) affirmed that their sustainable fashion purchases produce real environmental effects (PCE1). Moreover, 75.1% agreed that individual choices can reduce the fashion industry's negative environmental footprint (PCE9), and another 75.1% believed that when consumers act collectively, they can influence the industry's overall direction (PCE6). These patterns demonstrate that respondents see themselves not as passive observers but as active participants in environmental change. In line with the high perceived consumer effectiveness, descriptive analysis of the Green purchase intention variable also shows a high purchasing intention. The descriptive data further corroborate the hypothesis test results. A total of 79.6% of respondents reported agreement or strong agreement with having the intention to purchase environmentally friendly fashion products (GPI1). In addition, 78.9% acknowledged that buying eco-friendly products could produce positive environmental outcomes (GPI4), supporting the notion that perceived consumer effectiveness contributes to stronger green purchase intentions.

These results resonate with findings from multiple earlier studies. According to Kamalanon et al. (2022), perceived consumer effectiveness serves as a primary predictor of green consumption, as belief in personal efficacy motivates consumers to choose eco-friendly options. De Sio et al. (2022) added that those with stronger perceived effectiveness consistently report higher green purchase intentions. Supporting this, Zhang and Zhao (2023) confirmed that such beliefs play a significant role in driving intentions toward sustainable products. The convergence of evidence positions perceived consumer effectiveness as a foundational psychological factor in shaping intentions for sustainable fashion. From a practical standpoint, this suggests that brands should design marketing communications that strengthen consumers' sense of impact. Highlighting how individual and collective choices contribute to environmental sustainability can enhance perceived effectiveness, ultimately fostering more robust green purchase intentions.

### 4.3.5. The influence of green trust on green purchase intention

Testing the fifth hypothesis confirmed that green trust positively and significantly influences green purchase intention. Consumers who trust sustainable fashion brands are simply more likely to intend to buy their products. This finding is theoretically grounded in the Commitment-Trust Theory (Morgan & Hunt, 1994), which emphasizes trust as the cornerstone of lasting consumer-brand relationships. In sustainable

fashion, this translates into tangible outcomes: green trust cultivates loyalty and drives repeat purchase intentions. On a deeper level, trust shapes consumer perceptions, making green purchasing feel like the right choice, one that delivers positive impact and resonates with personal values.

The Green Trust descriptive statistics reinforce the hypothesis testing results, showing widespread consumer confidence in sustainable fashion brands. A substantial majority (85.5%) viewed these brands as having a trustworthy reputation (GT1). Similarly, 83.7% believed that product environmental performance aligns with stated claims (GT6), and 81.5% were convinced that these brands authentically uphold their sustainability pledges (GT9). This high level of trust creates a psychological condition conducive to the formation of green purchase intentions. In line with this, descriptive analysis of the Green purchase intention variable also shows a strong purchasing intention trend. The descriptive data on green purchase intention show high levels of consumer commitment: 79.6% expressed intention to buy eco-friendly fashion (GPI1), and 78.9% acknowledged the environmental benefits of doing so (GPI4). These findings provide descriptive support for the link between brand trust and sustainable purchase intention.

These results corroborate earlier studies on the trust-intention relationship. According to Chairy and Alam (2019), green trust exerts a meaningful impact on green purchase intention by bolstering consumer confidence in environmental assertions. Chen (2010) further reinforces this view, identifying trust in a brand's environmental dedication as essential for motivating sustainable purchases, especially against the backdrop of rising greenwashing skepticism. Thus, the results of this study confirm that green trust is a crucial factor in shaping consumers' green purchase intention towards sustainable fashion products. The practical implications of these findings indicate that sustainable fashion industry players need to build and maintain consumer trust through information transparency, consistent environmentally friendly practices, and the use of credible sustainability certifications. These efforts are expected to strengthen consumer green trust, which will ultimately increase the intention to purchase sustainable fashion products on an ongoing basis.

### 4.3.6. The influence of green purchase intention on green purchase behavior

Testing Hypothesis 6 revealed that green purchase intention positively and significantly influences green purchase behavior. This finding underscores the role of intention as a key mechanism through which pro-environmental attitudes manifest as actual purchases. The result is theoretically grounded in Ajzen's (1991) Theory of Planned Behavior, which positions intention as the primary driver of behavior. In sustainable fashion, green purchase intention captures consumers' mental readiness and dedication to eco-friendly consumption, paving the way for tangible action. Supporting this, descriptive data show that 79.6% of respondents intended to buy green fashion (GPI1), and 75.2% were prepared to pay more for sustainability (GPI3), clear indicators of psychological readiness.

In line with this, descriptive analysis of the Green Purchase Behavior variable shows that green purchase intention has been internalized in the consumption behavior of respondents. A total of 67.4% of respondents agreed and strongly agreed to repurchase environmentally friendly products that they had used before (GPB1). In addition, 75.2% of respondents stated that they would reuse environmentally friendly products in the future (GPB2), and 76.3% of respondents stated that they were likely to repurchase products that were proven to be environmentally friendly (GPB3). These descriptive findings provide additional support for the intention-behavior link, consistent with established literature. Ruangkanjanases et al. (2020) showed that strong green purchase intentions empower consumers to act on their environmental values. Complementing this, Ahmed et al. (2020) identified green purchase intention as a key determinant of actual green purchasing behavior, especially for those with heightened environmental awareness. The current results echo these conclusions.

The study confirms green purchase intention as a major predictor of green purchase behavior in sustainable fashion. Practically, industry players must not only build knowledge, trust, and confidence but also actively strengthen purchase intentions through consistent, sustainability-focused marketing. By strengthening green purchase intentions, companies can increase the probability of actual purchase behavior, thereby supporting the sustainable growth of the sustainable fashion market. From a business perspective, the results of this study have strong strategic implications for the formulation of sustainable marketing strategies. Since all hypotheses proved to be significant, each variable can be translated into applicable marketing strategies.

**Table 7. Sustainable Marketing Strategies Based on Research Results**

| Variable | Strategy | Implementation | Person in Charge | How to Implement | Success Indicators |
|---|---|---|---|---|---|
| GPK | Sustainable product education | Educational content, eco-label | Marketing Team | Social media, website | Increased awareness |
| GT | Sustainability transparency | Sustainability report | Management | Open publications | Brand trust |
| PCE | Consumer empowerment | Collective impact campaign | CSR Team | Impact storytelling | Perceived contribution |
| GPI | Value-based marketing | Green value narrative | Brand Manager | Thematic campaigns | Increased purchase intent |
| GPB | Green consumer loyalty | Loyalty program | CRM Team | Sustainable rewards | Repeat purchases |

Source: Data processing results, 2025

These strategies place sustainability at the core of the company's value proposition, rather than merely as a promotional tool. In this way, sustainable fashion businesses can build long-term competitive advantages that are aligned with the principles of sustainability.

## 5. CONCLUSIONS

In conclusion, green product knowledge emerges as a critical starting point, fostering green trust and perceived consumer effectiveness. These factors, in turn, propel green purchase intention and translate into tangible green purchase behavior in sustainable fashion. The findings highlight that knowledge, trust, and efficacy beliefs are essential mechanisms for converting intention into action. Practically, these findings highlight the need for consumer education programs, transparent sustainability labeling, and clear communication of the environmental effects of purchases. Theoretically, the findings underscore the role of green trust and perceived consumer effectiveness in the Theory of Planned Behavior for pro-environmental decisions. Limitations include the cross-sectional design, self-reported measures, and limited variables. Future research should adopt longitudinal designs, mixed methods, and include contextual, cross-product, and cross-cultural factors to enrich understanding.

Based on the research findings, sustainable fashion industry players are advised to improve consumer education by providing transparent product information, credible environmental certification, and marketing communications that emphasize the real impact of each purchase on the environment. In addition, companies need to build and maintain consumer trust by ensuring consistency between sustainability claims and production practices, as well as communicating the concrete contributions of purchases to strengthen perceived consumer effectiveness. For future researchers, it is recommended to develop research models by adding contextual and social variables, using longitudinal or mixed methods approaches, and expanding the research context to different product types and regions in order to gain a more comprehensive understanding of sustainable purchasing behavior.

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