



# Indonesian Customer Awareness Toward Purchase Intention of Sustainable Fashion

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**Abstract**— The awareness of sustainable fashion is still low rather other fields. Indonesia is one of the countries that consume a lot of fashion products. This study aims to know the Indonesian awareness toward purchase intention of sustainable fashion products. This research used quantitative descriptive research with a simple regression test. This study obtained 198 respondents with the criteria: (1) males and females from Indonesia aged 21-40 years old, (2) males and females who know about the fashion trend, and (3) potential customers who will consider purchasing sustainable fashion products. The result of this research showed that awareness of sustainable fashion affects purchase intention. The level of awareness among men and women has slightly different, even with the same sample for each gender. As well as knowledge of sustainable fashion will increase the level of awareness that led to the intention to purchase sustainable fashion products. The study's findings suggest that as consumers get more knowledgeable about sustainable fashion, they become more aware of the benefits of doing so, including the worth of products with a higher price that have a positive influence on society and the environment.

**Keywords**—customer awareness, purchase intention, sustainable fashion

## I. INTRODUCTION

Clothing is an important thing for humans. This is a basic need that is used every day. Fashion has become one of the elements when it comes to dressing. Fashion itself is a medium for humans to express individuality [36]. As time goes by, fashion trends are changing. Nowadays, the phenomenon that occurs in fashion trends is fast fashion. Fast fashion gives the customer the latest collection in a short time and low prices at the same time [32]. Behind the fast production of fast fashion, there is a negative impact, especially on the environmental side. There is a fact that fast fashion contributes 1.7 billion tons of carbon dioxide, contributes annually to 2.1 million tons of waste, and the use of hazardous chemicals, also it is one of the contributors to micro plastics scattered in the oceans [10, 18, 24]. The urgency of this issue is that the majority of clothing waste ends up in landfills or is incinerated; globally, only 20% of clothing is collected for reuse or recycling [39].

Sustainable fashion has become a movement to respond to the negative effects of fast fashion [4]. Sustainable fashion not only talks about the use of environmentally friendly raw materials for production, but also every aspect that can have an impact on the environment. The concept of sustainability is not new, however, according to [14], consumers' awareness of sustainable fashion is still low. Awareness plays an important role for consumers to get to know a product because if consumers have a good understanding of sustainable fashion it will increase consumers' intention of buying sustainable fashion products [35]. This is supported

by [31] who explains that 28% of consumers who know sustainable fashion products will be willing to pay even though at a higher price because it will create a sense of contribution to the earth's recovery from purchasing sustainable products. Therefore, the importance of consumer knowledge about the meaning of sustainable products as a whole to create trust in these products that will support purchase intentions [43].

Several studies located in Croatia, India, and the United Arab Emirates prove that the level of awareness based on gender shows differences which in the results show that women are more aware than men [19, 21, 32]. However, judging from the collected samples, the difference in the number of the sample between women and men is quite far, in the two previous studies there is a more dominant number of samples for the female gender [21, 32]. It is quite interesting because there are different results from different surveys, which show that 52 percent of men are more likely to care about eco-fashion – which is part of sustainable fashion [29]. This is supported by a survey of Statista (2020) about which customers prefer to buy clothes from sustainable brands in the UK – shows 53 percent of men prefer shopping with sustainable fashion brands over 47 percent of women. The gaps show the differences resulting in gender awareness. Refers to the facts, the researcher is interested in doing more research about awareness. Whether there are differences in awareness among Indonesian consumers – Is it true that men are not as aware as women about sustainable fashion. This research is a modification of [21] research which in the study analyzes two different age groups in women. While in this study the researchers will analyze the awareness of two different genders. The following research question is: Does customer awareness affect the purchase intention of sustainable fashion products? The contribution of this research is to add information or data and help other researchers about customer (Indonesian customers) awareness of purchase intention of sustainable fashion products that focus on gender differences in future studies.

## II. LITERATURE REVIEW

### A. Sustainable Fashion

In line with the increase in SDGs events, fashion trends are becoming more sustainable [8]. Customers, especially the younger generation, are becoming more aware of sustainability [30]. Sustainable fashion is a movement response to the negative effects of fast fashion [4]. Sustainable fashion is a fashion that does not harm the environment and workers, has fair trade principles, and provides sweatshop-free conditions [17]. Reference [40] states that sustainable fashion is continuing or preserving anything, not only environmental protection but also human rights and social fairness. Sustainability, on the other hand, is

based on ethical structures. Sustainable fashion products use eco-friendly materials in production, such as blends of organic polyester and organic cotton, and become an alternative consumption for long-time wear [23]. The price for sustainable fashion products is slightly more expensive. However, this higher price is worth the less damage the brand is doing to the environment [12].

In sustainable fashion products, there are 8 categories namely recycled, organic, vintage, vegan, artisan, locally made, custom and fair trade certificates [3, 9]. Recycled is a product that uses reclaimed materials from used products to make new products. Organic products mean the material is from natural resources that are not contaminated by any pesticides or toxic materials. Vintage refers to any secondhand or upcycled item of clothing that has been given a new life. Vegans use no leather or animal tissue products. Artisan products and the abilities of ancestral traditions are passed down through generations. Locally made products are those that require less shipping and benefit the local economy. Custom products are a way to encourage quality and "slow fashion" over mass-produced disposable fashion. The term "fair trade certified" refers to products made by businesses that uphold human rights.

*B. Customer Awareness*

Customer awareness is the knowledge of customers about brands or products [16]. Awareness is the degree to which customers are informed about a product's features, persuaded to try, and reminded to buy again [28]. Awareness and knowledge have become important elements in changing consumer attitudes and behavior towards products, which in turn are needed to achieve growth in the market [1]. The target market of a marketing communicator may not know the product at all, only know the name, or only know a few things about the product [20]. Therefore, marketers must first create awareness. Customers' awareness refers to the fact that people know a business and its products and services. Customer awareness is an important aspect of a business's marketing and communications strategy. Awareness plays a crucial part as a vital factor in consumers' purchase intentions [22]. Furthermore, when consumers are aware of a recognizable brand, it leads to higher purchase intentions [2].

*C. Purchase Intention*

Purchase intention is a form of behavior from consumers who want to buy or choose a product based on their experience, use, and desire [20]. It refers to a consumer's decision to acquire a product or service because of the need or function of the product or service. This is the process by which customers assess their product knowledge, compare it to similar products, and make decisions about which things to purchase [26]. In the purchasing process, one of the significant roles is purchase intention as the main driver [15]. Several factors influence purchase intention, including customers' knowledge and perception, product design or packaging, celebrity endorsements, and others [45]. Purchase intention is influenced not only by the existence of consumers' knowledge but also by the level of trust required to encourage consumers' knowledge to turn into a purchase intention [43]. The study conducted by [35] shows that consumers who know sustainable fashion will make them more confident in sustainable fashion products and ultimately increase the consumer purchase intention for sustainable fashion products. This strengthens that

knowledge of a product plays a major role in purchasing decisions.

*D. Gender*

Gender is one of the demographic factors that frequently appears to be studied in several studies. Gender reflects a person's characteristics, attitudes, and behavior when it comes to processing information [5]. Gender has a different approach that will affect the possibility to purchase the product [42]. Females are more meticulous and thorough in their processing of product information and advertisements than males [34]. When talking about the sustainability of fashion products, the most important thing for women is the environmentally friendly colors used in the creation of clothing. For men, the most important factor is reduced water consumption in the process of production [21]. When it comes to evaluating an apparel product, women are more concerned with style and color. Men, on the other hand, are more likely than women to base their product choices and purchases on the brand name and place of origin [27].

*E. Hypothesis Development*

Awareness describes a person's understanding of a product [16]. Knowledge about sustainability is very important because it leads to purchase intention [45]. Sustainable fashion products are known as slow fashion products; and they are more expensive than fast fashion products [4, 11]. That is why having good information or knowledge about sustainable fashion is very important because people who have more knowledge about sustainable fashion know the essential value of the product and are willing to pay a higher price for sustainable products [7, 25]. Several studies show that awareness of sustainability has a positive effect on customers' purchase intention [32, 44]. It is supported by [35] who state that customers who know sustainable fashion tend to trust sustainable products and ultimately increase the consumer's purchase intention for sustainable fashion products.

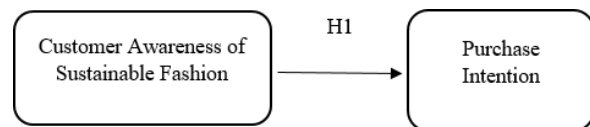


Figure 1. Research Model

Gender is also closely related to purchase intention. When it comes to gender differences in fashion consumer behavior, many experts believe that women are more fashion conscious than men; women buy more clothes and spend more resources like time, money, and mental energy on shopping [6, 13]. Several studies state that women have more tendency towards awareness than men [19, 21, 32]. However, there tends to be more women in the samples. A different survey shows that men spend more on sustainable fashion brands than women [37]. This research will focus more on the balanced number of samples. Hence, the developed hypothesis aims to get answers to the curiosity about the awareness of Indonesian customers towards purchase intention of sustainable fashion and sustainable fashion products in relation to gender differences with the following hypothesis:

H1: Customer awareness towards sustainable fashion affects the purchase intention of sustainable fashion products

III. RESERCH METHODS

A. Type of Research

This research uses a quantitative explanatory method. Reference [38] states that quantitative research is a research method based on the philosophy of positivism. This method is used to examine a particular population or sample by collecting data using research instruments and quantitative/statistical data analysis to test the established hypothesis. Quantitative explanatory research is research that explains the relationship between variables that affects the researcher's hypothesis [38].

B. Population and Sample

The population is a generalization area consisting of objects/subjects with certain qualities and characteristics that the researcher has chosen to study and derive conclusions from [38]. The population of this research is all Indonesians who know and have an interest in fashion. The sample, on the other hand, is a subset of the population's size and features [38]. This research adopts a purposive sampling technique with the requirements of (1) males and females from Indonesia aged 21-40 years old, (2) males and females who know about the fashion trend, and (3) potential sustainable customers who will consider purchasing fashion products. The researcher will conduct a survey by sending an online questionnaire through google forms. The classic 5-point Likert scale ranging from 1, strongly disagree, to 5, strongly agree, is used in this research. The sample that will be collected is 198 Indonesians with 99 males and 99 females.

C. Data Analysis

Validity and reliability tests are the first step before data processing with analytical techniques. A validity test is used to determine whether the data collection is similar to the actual data of the research object. Valid means that the instrument can be used to measure what should be measured [38]. Reliability is used to measure the similarity of data at different times. The reliability of a measure is an indication of the instrument's stability and consistency in measuring the concept, and it helps in determining the measure's "goodness" [33]. Before carrying out the actual test, the researcher needs to conduct a pretest. The pretest is used to analyze the measurements' validity and reliability. The number of samples taken in the pretest is smaller than the actual number of samples to be studied. This research will collect 50 respondents as a sample in the pretest. The researcher uses different analyzes for each hypothesis. Simple regression analysis is used in this research to test the

first hypothesis – whether customer awareness affects purchase intention. Simple regression analysis is used when one independent variable is hypothesized to affect one dependent variable [33]. The second hypothesis will analyze the differences in the level of awareness of gender to purchase intention.

IV. RESULT AND DISCUSSION

Before going to the hypothesis testing, the researcher conducts a pretest as including validity and reliability tests of the data collection. Pretest is using to prove whether the question to measure the research is valid and reliable. 50 respondents are included in the pretest to measure each variable. The result shows that the coefficient of Cronbach's Alpha for all of the variables is greater than 0.70. For the validity test based on the R-table, it can prove that the questions are valid when the R-count is greater than the R-table. The R-table for 50 respondents (N = 50) is 0.2787. The result shows that the R count for variables X and Y is greater than 0.2787. It concludes that the 18 empirical indicators used in this study are proven valid and reliable. It means the researcher can continue to do the classical assumption tests.

TABLE I. THE EFFECT OF CUSTOMER AWARENESS SUSTAINABLE FASHION ON PURCHASE INTENTION

Model	Unstandardized Coefficients			Sig.
	B	Std. Error	t	
1 (Constant)	8.557	1.803	4.745	.000
Customer Awareness	.550	.061	8.991	.000

R Square = 0.540 (54%)

a. Dependent Variable: Purchase Intention

The classical assumption is need to be passed first before the researcher can go with simple regression test. The result shows that all of the classical assumption is passed. With the result of heteroscedasticity test shows that the data value has significant greater than alpha value (0.893 > 0.05). It means the data is accepted and there is no problem with the heteroscedasticity and the researcher can continue to the next test which is the simple regression test. Simple regression result is shown on the table 1. It shows that customer awareness has positive affects to the purchase intention of sustainable fashion products ( $\beta= 0.550$ ;  $t= 8.991$ ;  $p<0.05$ ), which means the H1 is accepted, which means customer awareness affects the purchase intention. The value of R Square is 0.540, it means 54% the variation of purchase intention can be explained by the awareness variable. While the rest 46% is explained by other variables that not included in this research.

TABLE II. DESCRIPTIVE DATA FASHION PRODUCTS TO BE PURCHASED IF CATEGORIZED AS SUSTAINABLE FASHION

	Fashion Products to be Purchased If Categorized as Sustainable Fashion									
	Frequency	%	Apparel	%	Formal Wear	%	Accessories	%	Footwear	%
21-25	91	46%	50	55%	12	13%	10	11%	19	21%
26-30	56	33%	31	48%	10	15%	13	20%	11	17%
31-35	23	12%	6	26%	8	35%	2	9%	7	30%
36-40	19	10%	1	5%	5	26%	9	47%	4	21%

TABLE III. DESCRIPTIVE DATA GENDER ON KNOWLEDGE, CUSTOMER AWARENESS, AND PURCHASE INTENTION

	N	Sustainable Fashion Knowledge	Customer Awareness	Purchase Intention
Male	99	20,57	29,36	24,74
Female	99	21,06	29,40	24,71

According to the data in table 3 shows that female (29.40) has a slightly higher level of awareness than male (29.36). The results, although using a balanced sample size, still indicate that women are more knowledgeable about sustainable fashion than men. It has been demonstrated to be the same as earlier studies that indicate that women are more conscious of sustainable fashion than men are [21, 41]. Additionally, the data's findings showing men and women have different levels of knowledge (20.57 and 21.06, respectively) demonstrate that as awareness rises, so do purchasing intentions.

Purchase intention in respondents aged 21-30 is more interested in buying apparel on sustainable fashion products with a percentage of 55 percent for the age range of 21-25 and 48 percent for the age range of 26-30. Between the ages of 31 and 35, there is a 35% interest in purchasing formal wear on sustainable fashion products. However, respondents aged 36 to 40 are more likely to be interested in purchasing in the category of accessories at the sustainable fashion product with a percentage of 47 percent. For the footwear category, the age range of 31 to 35 accounts for the biggest percentage, making it the second-highest option. It is supported by a previous study that found that consumers who are knowledgeable about sustainable fashion will have greater trust in sustainable fashion products, which will ultimately lead to increased consumer purchase intentions for sustainable fashion products. This is significant because it has an impact on other variables, such as higher prices. Customers will understand why a product is more expensive if they are aware of its value [35, 44].

## V. CONCLUSION

An emerging trend in Indonesia and the fashion industry is sustainable fashion. Sustainability can be a type of solutions for the problems that fast fashion items continue to cause, particularly in terms of fashion waste. One of the nations that consumes a lot of fashion goods is Indonesia. Before ultimately transitioning to a sustainable fashion, knowledge and awareness of sustainable fashion are required. This study has been successful in providing answers to queries on how awareness affects purchase intention. The findings of this study indicate a highly significant positive effect of awareness on purchase intention. This shows that Indonesians are becoming more conscious of sustainable fashion. Additionally, it has been demonstrated that gender disparities exist in the degree of awareness, leading to the conclusion that women are more conscious of sustainable fashion than males. Despite the fact that there are not many differences between average value levels. In contrast, men are valued higher than women when it comes to purchase intention. The conclusions of this study have ramifications that can serve as further literacy subsequent research. Particularly on the subject of sustainability in the fashion sector, where there is a lack of knowledge and awareness in comparison to other industries.

In this study the researcher only focused on seeing the level of awareness between gender against Purchase intention. Researchers suggest comparing gender comparisons with other factors, such as income or education levels, in order to discover whether there are any changes that can increase a person's level of awareness. Additional factors, such as Indonesian areas, can further enhance the findings of future studies.

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