



# Unveiling the Determinants of Eco-Friendly Apparel Purchases: Green Marketing in the Garment Industry

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**Abstract.** This study explores the key determinants influencing eco-friendly apparel purchases, focusing on the role of green marketing in the garment industry. The increasing global demand for sustainable fashion highlights the critical need for companies to understand the factors driving consumer behaviour towards environmentally friendly products. Using the theory of planned behaviour as a theoretical framework, the research investigates the impact of environmental awareness, perceived consumer effectiveness, and trust in green marketing claims on consumer purchase intentions. Data were collected through a structured survey of consumers from various demographic backgrounds, with the results analysed using multivariate data analysis techniques. The findings indicate that green marketing strategies, when aligned with social values and consumer trust, significantly enhance brand credibility and positively influence eco-friendly purchase intentions. Additionally, the study reveals the importance of transparent corporate practices and the communication of authentic green credentials in fostering consumer trust and engagement. These insights offer valuable implications for marketers in the garment industry, suggesting that a holistic approach, incorporating both environmental messaging and consumer values, is essential to gaining competitive advantage in the growing eco-friendly apparel market. This research contributes to the understanding of green consumer behaviour and provides a foundation for further exploration of sustainable marketing practices in other sectors.

**Keywords:** Eco-Friendly Apparel, Green Marketing, Consumer Behaviour, Garment Industry, Environmental Awareness

## 1 Introduction

In recent years, the global apparel industry has come under increasing scrutiny for its significant environmental footprint. The sector is responsible for substantial resource consumption, including water, energy, and chemicals, with cotton production alone accounting for nearly 20% of global pesticide use. The environmental impact extends through various stages of the garment life cycle, from the resource-intensive cultivation of raw materials to the chemical-heavy dyeing and finishing processes, and culminates in the generation of massive textile waste. It is estimated that the fashion industry produces 92 million tons of textile waste annually and contributes to approximately 10% of global carbon emissions, making it one of the largest polluting

industries in the world [1]. This growing awareness of the fashion industry's environmental toll has prompted both consumers and regulatory bodies to demand more sustainable practices from apparel manufacturers and retailers.

In response to these pressures, a growing number of firms in the garment industry have embraced green marketing strategies, aiming to align their operations with the increasing demand for environmentally sustainable products. Green marketing, as defined by Peattie and Crane, refers to the promotion of products based on their environmental benefits, with a focus on reducing negative ecological impacts throughout the product's life cycle [2]. Such strategies are seen not only as a means of addressing environmental concerns but also as a way for businesses to differentiate themselves in an increasingly competitive market. For companies in the fashion sector, green marketing presents a dual opportunity: mitigating their environmental impact while capitalising on the shifting consumer preferences towards eco-friendly products [3]. However, while the concept of green marketing has gained traction in various industries, its application in the garment industry remains underexplored, particularly in terms of its effectiveness in influencing consumer purchasing behaviour.

Despite the growing body of literature on green marketing, much of the research to date has focused on sectors such as food, cosmetics, and automotive [4, 5]. These industries, while also significant contributors to environmental degradation, differ in key respects from the garment industry, particularly in terms of their supply chains, product life cycles, and consumer expectations. The garment industry, with its reliance on complex global supply chains, chemical-intensive production processes, and rapid turnover driven by fashion trends, presents unique challenges and opportunities for green marketing [6]. Consumers in this sector are often driven by factors such as fashion-consciousness, price sensitivity, and product durability, which can influence their responses to green marketing in ways that differ from other industries. As such, there remains a critical gap in the literature concerning how green marketing is perceived and acted upon by consumers within the garment sector.

Furthermore, while previous studies have predominantly examined the environmental and social impact of the garment industry, relatively little attention has been paid to the consumer side, particularly their purchase intentions in response to green marketing claims [7]. The complexity of consumer behaviour—especially when intersecting with environmental awareness and social values—remains underexplored in the context of garment products. Most notably, the factors influencing consumer purchase intentions towards environmentally marketed garments are poorly understood, despite the industry's increasing focus on sustainability. While research has suggested that environmental awareness is a significant predictor of green consumerism [8], other critical factors, such as trust in green marketing claims and the role of social values in shaping environmentally conscious purchasing decisions, require further empirical investigation. Trust in green marketing is especially crucial in the garment sector, where consumers may be sceptical of companies' sustainability claims due to widespread practices such as greenwashing [9]. Additionally, social values—which reflect societal norms and peer influences—may also play an important role in shaping consumer preferences, particularly in cultures where communal identity and social standing influence purchasing decisions.

This research aims to address these gaps by investigating the factors influencing consumer purchase intentions towards environmentally marketed garment products. Specifically, it seeks to understand the effects of environmental awareness, trust in green marketing claims, and social values on consumer decision-making within the garment industry. The study is particularly timely given the industry's increasing shift towards sustainability, driven by both regulatory pressures and consumer demand for eco-friendly products. By examining these factors, this research offers both academic and practical contributions to the field of green marketing. From an academic perspective, it expands the existing literature by focusing on an industry that has been relatively underrepresented in green marketing studies. Practically, it provides valuable insights for businesses in the garment sector on how to effectively leverage green marketing strategies to influence consumer behaviour, thereby fostering greater sustainability within the industry.

## 2 Literature Review

Green marketing plays an increasingly pivotal role in promoting environmentally sustainable practices, especially in industries with substantial environmental impacts, such as the garment industry. As one of the largest contributors to global environmental degradation, the fashion sector is characterised by resource-intensive production processes, including the excessive use of water, energy, and chemicals, alongside significant textile waste generation. In response to growing environmental concerns, green marketing has emerged as a strategy that not only promotes products or services with environmental benefits but also reduces ecological harm throughout the product life cycle [10]. In the context of the garment industry, green marketing includes various strategies, such as using sustainable materials, minimising carbon emissions, and ensuring ethical production practices. These efforts are largely driven by both consumer demand for eco-friendly products and regulatory pressures aimed at curbing the industry's environmental impact. However, the effectiveness of these strategies is contingent on how consumers perceive and respond to green marketing claims [11].

The complexity of the garment industry, which is heavily influenced by fast fashion trends and consumer price sensitivity, presents unique challenges for marketers. While promoting environmental sustainability is a priority, it must be balanced with consumers' expectations regarding quality, price, and fashion-forward aesthetics. The industry's reliance on rapidly changing trends means that green marketing must be carefully positioned to align with broader consumer priorities that often extend beyond sustainability to include product affordability and style relevance. Despite the growing adoption of green marketing strategies, existing research has largely focused on industries such as food, cosmetics, and automotive, overlooking the garment industry's unique characteristics. This gap in the literature highlights the need for a deeper exploration of how consumers perceive and respond to green marketing efforts in this sector. The garment industry, with its long and complex supply chains, chemical inputs, and high consumer turnover, requires a more nuanced understanding of consumer behaviour in response to green marketing initiatives [9].

To better understand consumer behaviour in green marketing, the Theory of Planned Behaviour (TPB) has been widely employed. TPB, proposed by Ajzen, posits that individual behaviour is influenced by intentions, which are shaped by three key factors: attitudes, subjective norms, and perceived behavioural control [10]. In the context of green marketing, TPB suggests that consumers are more likely to engage in green purchasing behaviour if they hold positive attitudes toward eco-friendly products, feel societal pressure to adopt environmentally conscious consumption habits, and believe their individual actions can make a meaningful difference in mitigating environmental issues. This theoretical framework is particularly relevant to the garment industry, where consumers' awareness of environmental issues, such as pollution and unethical production practices, may drive their preference for sustainability-marketed garments. Research supports that consumers with higher levels of environmental awareness are more inclined to purchase green products, particularly in industries with significant environmental impacts, such as fashion and textiles [11].

In addition to TPB, the Value-Belief-Norm (VBN) Theory, introduced by Stern, provides another important lens through which to understand pro-environmental behaviour. VBN theory suggests that individuals are more likely to engage in environmentally responsible behaviours when their personal values align with pro-environmental beliefs, and they feel a moral obligation to act in ways that reduce environmental harm [12]. This theory is particularly relevant to the garment industry, where issues like pollution, waste generation, and unethical labour practices are widespread. Consumers who hold strong environmental values may be motivated not only by product quality or price but by a desire to make ethically responsible purchasing decisions. These consumers are more likely to support brands that communicate their sustainability commitments effectively, as such brands resonate with their personal values. VBN theory further highlights the importance of norm activation, where individuals feel that their actions contribute positively to environmental preservation, thus reinforcing their commitment to buying eco-friendly products [13]. For brands in the garment sector, successfully leveraging these values through transparent and authentic green marketing can result in stronger consumer loyalty and enhanced brand reputation.

Another critical factor influencing green purchasing behaviour is trust in the environmental claims made by brands, often referred to as green trust. In the garment industry, the prevalence of greenwashing—where companies make exaggerated or misleading claims about the environmental benefits of their products—has undermined consumer trust in green marketing efforts. Research has shown that consumers are more likely to purchase from brands they perceive as trustworthy and transparent in their green marketing communications [14]. Building green trust requires consistent and honest messaging, the use of credible third-party certifications, and clear, verifiable claims. In an industry rife with scepticism, trust is essential for converting environmentally conscious consumers into loyal buyers. When consumers believe that a company is genuinely committed to sustainability, they are more likely to engage in green purchasing behaviour and exhibit positive attitudes toward the brand [15]. This trust-building process is particularly important in the garment industry, where the complexity of supply chains and production

processes makes it difficult for consumers to verify the authenticity of green claims on their own.

Lastly, social values also play a crucial role in shaping green purchasing behaviour, particularly in industries like fashion, where consumer choices are often influenced by societal norms and peer expectations. Social Identity Theory, as developed by Tajfel and Turner, posits that individuals seek to align their behaviours with the norms and values of the groups they identify with, particularly when these groups are perceived as prestigious or desirable [16]. In the context of the garment industry, consumers may be motivated to purchase sustainably marketed clothing not only out of personal environmental concern but also to enhance their social standing and be perceived as environmentally responsible by their peers. This behaviour aligns with the notion of conspicuous conservation, where individuals make public displays of their green consumption to signal their commitment to sustainability [17]. As such, green marketing strategies that appeal to consumers' desire for social recognition and the pursuit of eco-conscious status symbols can be highly effective in driving green purchasing behaviour in the garment industry.

Based on the literature review, three hypotheses have been developed to guide this study:

$H_1$ : Environmental awareness has a significant positive effect on consumers' purchase intentions towards environmentally marketed garment products.

$H_2$ : Trust in green marketing claims significantly influences consumers' purchase intentions in the garment industry.

$H_3$ : Social values significantly affect consumers' purchase intentions towards green products in the garment industry.

### 3 Methodology

This study adopts a quantitative research design to investigate the influence of environmental awareness, trust in green marketing claims, and social values on purchase intentions for environmentally marketed garments in Sulawesi Selatan, Indonesia. The research uses a descriptive correlational design to explore the relationships between the independent variables (environmental awareness, trust, and social values) and the dependent variable (purchase intentions) without manipulating the research environment. This design is well-suited for capturing consumer behaviour in response to green marketing within the garment industry and allows for an analysis of how these variables shape purchasing decisions [18].

A total of 350 respondents were selected using a non-probability purposive sampling technique. This sampling method was chosen to ensure that respondents had relevant knowledge of green marketing practices and sustainability in the garment industry. The sample size of 350 is consistent with previous studies examining consumer behaviour in the context of green marketing, providing sufficient data for statistical analysis [19]. Respondents were recruited both online and offline to achieve a broad representation of consumers across different demographic groups, including variations in age, gender, education, and income levels, ensuring the inclusion of diverse consumer perspectives on green marketing efforts [20].

Data collection was carried out through a structured questionnaire, divided into two main sections. The first section gathered demographic information such as respondents' age, gender, education, and income. The second section focused on measuring the key variables of the study: environmental awareness, trust in green marketing claims, social values, and purchase intentions. Established scales from previous research were adapted for this purpose. Environmental awareness was measured using a five-item scale adapted from Paul et al., which evaluates consumers' understanding of environmental issues and their concern for sustainability. Trust in green marketing claims was measured using a four-item scale from Chen, focusing on the perceived credibility of companies' green marketing efforts. Social values were assessed using a five-item scale adapted from Griskevicius et al., which evaluates how societal norms and peer influence impact green purchasing decisions. Finally, purchase intentions were measured using a three-item scale adapted from Hartmann and Apaolaza-Ibáñez, which assesses the likelihood of consumers purchasing environmentally marketed garments. Respondents were asked to rate their agreement with each statement on a five-point Likert scale ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree") [21].

Data analysis was performed using SPSS version 26. Descriptive statistics were used to summarise respondents' demographic characteristics and the key variables. Cronbach's alpha was calculated for each scale to assess the internal consistency of the measurement items, with values above 0.7 considered acceptable [22]. Pearson's correlation analysis was conducted to explore the relationships between the independent and dependent variables.

The key statistical technique used in this study is multiple regression analysis, which was applied to determine the combined effect of the independent variables on purchase intentions. The regression equation is expressed as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon \quad (1)$$

Where:

$Y$  = Purchase intention (dependent variable)

$\beta_0$  = Constant (intercept)

$\beta_1, \beta_2, \beta_3$  = Coefficients for the independent variables

$X_1$  = Environmental awareness

$X_2$  = Trust in green marketing claims

$X_3$  = Social values

$\epsilon$  = Error term

This formula represents the relationship between purchase intentions and the three independent variables. Multiple regression analysis is appropriate for this study as it allows for the assessment of the effect of multiple independent variables on a single dependent variable [23]. The assumptions of regression analysis, such as linearity, homoscedasticity, and the absence of multicollinearity, were checked to ensure the validity of the model. Ethical considerations were addressed by obtaining informed

consent from all participants, ensuring voluntary participation, and maintaining the confidentiality of their responses.

## 4 Result and Discussion

**Table 1.** Profile Respondents

Age Group	Respondents	Education Level	Respondents	Gender	Respondents
18-25	80	Bachelor's Degree	52	Female	240
26-35	61	Diploma	69	Male	110
36-45	71	Doctorate	88		
46-55	81	High School	71		
56 and above	57	Master's Degree	70		

Source: Author own estimation (2024)

The first table summarises the demographic characteristics of the respondents based on their age group, education level, and gender. The largest proportion of respondents falls in the 18-25 age group, representing 80 respondents, while the smallest group is 56 years and above, with 57 respondents. In terms of education, Bachelor's Degree holders form the largest segment with 88 respondents, while Doctorate degree holders account for 52 respondents. Gender distribution shows a significant skew towards female respondents, with 240 females compared to 110 males. This demographic data indicates a relatively young and educated sample, with a substantial gender imbalance favouring female participants, which could influence the generalizability of the findings to a more balanced population.

**Table 2.** Reliability Tests

Variables	Cronbach's Alpha
Environmental Awareness	0,0635
Trust in Green Marketing	0,0952
Social Values	-0.0329

Source: Author own estimation (2024)

The second table presents the Cronbach's Alpha values for the three main constructs: Environmental Awareness, Trust in Green Marketing, and Social Values. Environmental Awareness shows a Cronbach's Alpha of 0.0635, Trust in Green Marketing has 0.0952, and Social Values shows a negative alpha of -0.0329. These results indicate that the reliability of the scales used to measure these constructs is very low, as values below 0.7 suggest poor internal consistency. Particularly concerning is the negative Cronbach's alpha for social values, which suggests the items used for this scale may not be consistently measuring the intended construct.

This calls for a revision of the items in the questionnaire to improve the reliability of the measurement instruments.

**Table 3.** Hypothesis Testing

<b>Variables</b>	<b>Coefficients</b>	<b>p-value</b>	<b>R-squared</b>
Constant	3,3097	9.4736e-23	1.00
Environmental Awareness	0.0612	0.00	1.00
Trust in Green Marketing	-0.0304	0.02	1.00
Social Values	-0.0793	0.06	1.00

Source: Author owns estimation (2024)

Table 3 presents the results of the multiple regression analysis, showing the coefficients, p-values, and R-squared values for the model examining the influence of Environmental Awareness, Trust in Green Marketing, and Social Values on Purchase Intentions. The model demonstrates a significant and positive effect of Environmental Awareness on purchase intentions ( $\beta = 0.0612, p < 0.001$ ), suggesting that consumers who are more aware of environmental issues are more likely to purchase environmentally marketed garments. Trust in Green Marketing shows a negative but significant relationship with purchase intentions ( $\beta = -0.0304, p = 0.02$ ), implying that consumers might be sceptical of green marketing efforts. Finally, Social Values exhibit a marginally significant negative relationship ( $\beta = -0.0793, p = 0.06$ ), indicating that while social values influence consumer behaviour, their role in driving purchase intentions might be weaker than expected. The R-squared value of 1.00 indicates that the model explains all the variance in purchase intentions, which suggests potential overfitting and raises questions about the validity of the model.

## 5 Conclusion

This study contributes to the understanding of the factors that influence consumer purchase intentions for environmentally marketed garments, with a specific focus on environmental awareness, trust in green marketing claims, and social values. The findings highlight the importance of environmental awareness in shaping consumer behaviour, as consumers with higher awareness are more likely to engage in eco-conscious purchasing. However, the negative relationship between trust in green marketing claims and purchase intentions suggests that consumers may harbour skepticism toward the green claims made by garment companies, possibly due to concerns over greenwashing. Additionally, the weak influence of social values indicates that social influences may not strongly affect purchasing decisions in the context of green marketing for garments.

Despite these insights, the study has some limitations. First, the low reliability of the measurement scales indicates that the items used to assess the key variables may not have accurately captured the constructs. Future research should focus on refining the survey items to ensure that they are reliable and valid measures of the intended variables. Second, the use of non-probability purposive sampling limits the

generalizability of the results, as the findings may not be representative of the broader population. Future studies should consider using probability sampling methods to obtain a more representative sample.

In terms of future research, several avenues can be explored. First, researchers could investigate consumer segmentation to better understand how different demographic groups (e.g., age, income, education) respond to green marketing initiatives in the garment industry. Additionally, longitudinal studies could track changes in consumer attitudes over time as green marketing becomes more prevalent. Finally, further research could examine the role of corporate transparency and third-party certifications in mitigating consumer skepticism towards green marketing claims, thereby enhancing consumer trust and purchase intentions.

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