THE INFLUENCE OF GREEN MARKETING ON THE PURCHASE INTENTION OF GREEN FASHION: A STUDY ON THE BRAND "SEJAUH MATA MEMANDANG"

Najwa Syelby Tsurayya[1]
Universitas Islam Indonesia, Yogyakarta, Indonesia
21311438@students.uii.ac.id

Erlita Ridanasti[2]
Universitas Islam Indonesia, Yogyakarta, Indonesia
erlita.ridanasti@uii.ac.id

Abstract

This study aims to analyze the influence of green marketing on the purchase intention of green fashion, using the brand "Sejauh Mata Memandang" as a case study. The research focuses on three main green marketing strategies: green advertising, green branding, and eco-labeling, as well as the role of consumer perception in green consumption. The research method employs a quantitative approach with purposive sampling, involving 247 respondents who are aware of and understand environmentally friendly fashion products from the brand. Data analysis was conducted using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The results show that green advertising, green branding, and eco-labeling have a positive and significant influence on consumer perception. Furthermore, consumer perception also has a positive and significant impact on green consumption. These findings indicate that effective green marketing strategies can enhance positive consumer perceptions and encourage the purchase behavior of sustainable fashion products. The implications of this study provide strategic insights for fashion companies in developing environmentally friendly marketing approaches that can stimulate consumer purchase intention.

Keywords: Green Marketing, Perception, Green Consumption, Green Fashion

INTRODUCTION

In recent years, environmental issues related to the fashion industry have gained increasing attention, including in Indonesia. Textile waste from unsold and discarded clothing often ends up in landfills or is incinerated, generating greenhouse gas emissions and polluting the environment. Additionally, the use of synthetic materials such as polyester contributes to microplastic release and water contamination due to hazardous chemicals from dyeing and fabric processing. Bappenas reports that textile waste in Indonesia reaches 2.3 million tons annually and is expected to increase without preventive measures. Globally, 75% of textile waste is disposed of in landfills, while only 25% is recycled (Juanga-Labayen et al., 2022). Some fashion brands, such as Patagonia, have adopted sustainable practices by using recycled materials and rejecting the fast fashion model. The introduction of eco-friendly fashion products is expected to reduce the negative environmental impact of the conventional fashion industry while promoting consumer health and sustainability.

Previous research indicates that the fashion industry has undergone a significant shift toward sustainable practices in response to increasing consumer demand, particularly from younger generations (Gazzola et al., 2020). This shift emphasizes the use of eco-friendly materials, such as organic cotton and recycled fabrics, as well as the need for sustainability-focused marketing strategies to better understand environmentally conscious consumer behavior (Ray & Nayak, 2023). Sustainable fashion products also present business opportunities, such as the resale of high-quality, durable items that align with the values of young consumers (Choi & Li, 2015). A study by the World Economic Forum revealed that 75% of Gen Z prefer purchasing from sustainable brands over well-known ones and influence older generations to adopt more responsible consumption patterns(Palomo-Domínguez et al., 2023).

Many fashion companies are striving to capitalize on business opportunities by adopting sustainability; however, sustainable fashion is still in its early stages and has yet to achieve the same prominence as conventional fashion in the broader market. Research by Mandarić et al., (2021) highlights the challenges the industry faces in educating consumers about sustainability and emphasizes the need for greater transparency and improved communication regarding sustainable practices. As environmental awareness continues to rise, consumers are increasingly inclined toward eco-friendly products, including sustainable fashion brands such as *Sejauh Mata Memandang*, which offers high-quality fashion while minimizing environmental impact. In this context, several strategies may influence consumer green consumption toward the brand's products.

Green marketing plays a crucial role in promoting environmentally friendly consumption by integrating sustainability into marketing strategies, including pricing, promotion, and distribution (Papadas et al., 2019). **Green advertising** shapes consumer perception through advertisements that emphasize environmental benefits, where appeal, information, and reliability influence purchase intention (Kim et al., 2021;Gong et al., 2020). **Green branding** establishes a sustainable brand identity to enhance consumer trust and loyalty. Meanwhile, **eco-labeling** serves as both a promotional tool and a means of demonstrating corporate transparency on environmental issues, helping consumers compare products based on their sustainability and influencing purchasing decisions (Hasan & Ali, 2015; Plakantonaki et al., 2023). In the fashion industry, these strategies strengthen consumer

trust and preference for sustainable products (Yang et al., 2017) while fostering a more environmentally responsible industry.

Although **green advertising, green branding**, and **eco-labeling** play a role in promoting *green consumption,* these factors may not be sufficient without a positive consumer perception of environmentally friendly fashion products. **Perception** of green brands reflects consumers' rational assessment of a brand's performance and sustainability efforts (L. Chen et al., 2024) and is influenced by product quality, brand image, and previous purchasing experiences (Sutedjo et al., 2024). This perception determines how consumers acquire information and make purchasing decisions (Lestiani et al., 2020). To mitigate the negative environmental impact of the fashion industry, consumer awareness in selecting sustainable products is essential, as it not only reduces excessive consumption but also contributes to more responsible purchasing practices (Bai et al., 2024).

This study aims to explore the relationship between **green advertising, green branding, eco-labeling, perception**, and **green consumption** in the context of ***Sejauh Mata Memandang*** fashion products, while also confirming findings from previous research. By understanding the factors influencing *green consumption*, this study is expected to provide valuable insights for developing more effective marketing strategies to promote sustainable fashion.

REVIEW OF LITERATURE

This study applies the theory of intention and behavior developed by Ajzen in 1985, known as the Theory of Planned Behavior (TPB). This theory is an extension of the Theory of Reasoned Action (TRA), which was initially introduced by Fishbein and Ajzen in 1975. According to this theory, an individual's behavior is determined by a strong intention to perform it. As stated by Ajzen, (2020), TPB explains that the intention to engage in a behavior is influenced by three key elements: attitude, subjective norms, and perceived behavioral control. TPB has been widely used to examine consumer intentions in purchasing environmentally friendly products through social media. Compared to the Theory of Reasoned Action (TRA), TPB provides a better explanation of the relationship between behavioral intention and actual behavior toward green products. Additionally, TPB has been extensively applied to understand consumer behavioral intentions in various contexts (Park & Kwon, 2017).

The key variables examined in this study will be described in the next section. These variables have been identified through a literature review and are considered the most commonly used constructs in green marketing research.

Green Advertising

Green advertising is defined as the use of persuasive strategies in advertisements to encourage consumers to choose environmentally friendly products or services. This type of advertising aims to convince consumers to engage in consumption that supports environmental preservation by highlighting the ecological attributes of the product (Ali, 2021). Green advertising is a promotional strategy that emphasizes the connection between eco-friendly products and environmental issues. The goal of this advertising approach is to promote sustainable lifestyles and build a company's image as an environmentally conscious entity while effectively capturing consumer attention (Tan et al., 2019). According to

previous research conducted by Pancić et al., (2023), green advertising has a significant and positive influence on consumer perceptions of environmentally friendly products. Green advertising is associated with positive perceptions because it conveys sustainability values that make consumers more trusting of the environmental claims made by the advertised products.

Green Branding

Green branding is a marketing strategy aimed at establishing an environmentally friendly image for a product or service. Its implementation involves significant resource investment to ensure that the product or service is perceived as an environmentally responsible choice. The goal is to gain a competitive advantage and ensure long-term sustainability in the market (Zhang et al., 2018). Green branding is defined as a company's effort to establish a sustainable brand relationship with consumers through associations and attitudes toward a brand's environmentally friendly performance (Chen et al., 2020). Previous research by Chen et al., (2024) shows that interactive green information can enhance consumer perception and emotional attachment to green brands, thereby increasing participation in sustainable practices and fostering positive engagement with the green brand image.

Eco-Labeling

Eco-labeling is considered a powerful marketing strategy as it not only serves as a promotional tool but also demonstrates a company's commitment to environmental issues such as climate change and global warming, which are gaining increasing public attention (Hasan & Ali, 2015). Eco-labeling in fashion helps enhance consumer trust in a brand's environmentally friendly practices, which in turn influences their preference for such products (Yang et al., 2017). Eco-labels, or environmental labels, serve as essential communication tools to provide consumers with information about a product's sustainability. Eco-labels on clothing reflect environmental responsibility, help consumers make informed decisions, and add value by integrating sustainability, even though they are voluntary (Rahman & Kharb, 2022).

Perception

Consumer perception refers to consumers' views or beliefs about the actual quality of a product based on their experiences. This variable is used to measure the gap between consumers' expectations of green product attributes and their assessment of the actual performance of those attributes (Tseng & Hung, 2013). Previous research conducted by Camilleri et al., (2023) shows that consumer perceptions of sustainable products are influenced by various factors, such as environmental benefits, personal values, and social impact.

Green Consumption

Green consumption reflects the process in which individuals evaluate and make purchasing decisions based on environmental awareness, considering the product's impact on sustainability. These decisions involve choosing options that support environmentally friendly practices and responsible consumption (Kushwaha & Sharma, 2016). Green consumption describes consumer behavior that prioritizes environmental sustainability. Consumers make purchasing decisions based on selecting products that utilize eco-friendly resources and support environmental conservation (Ali, 2021).

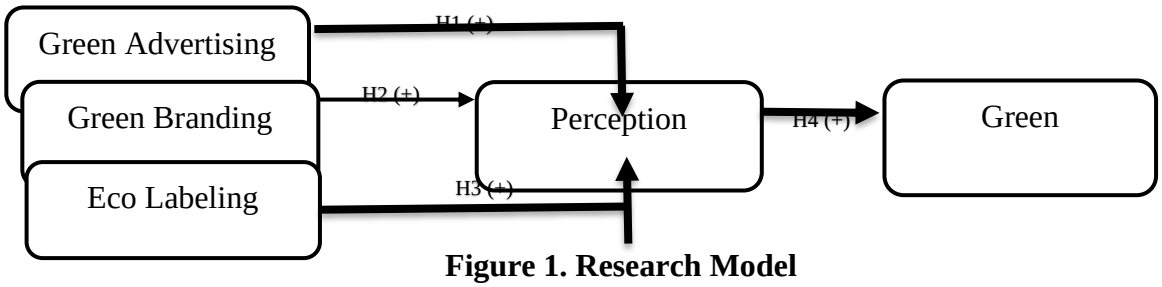

Figure 1. Research Model

The following hypotheses were created by the above model.
H1: Green Advertising has a positive influence on Perception.
H2: Green Branding has a positive influence on Perception.
H3: Eco-Labeling has a positive influence on Perception.
H4: Perception has a positive influence on perception.

RESEARCH METHOD

A causal study is conducted to examine the relationship between green consumption and related variables through hypothesis testing. A quantitative approach is applied by distributing online questionnaires via Google Forms, with purposive sampling used to select relevant respondents. The research is carried out in Indonesia without geographical limitations. Regression analysis is employed to evaluate the relationships between Green Advertising, Green Branding, Eco Labeling, Perception, and Green Consumption. A six-point Likert scale is utilized to measure respondents' perceptions and minimize response bias. As stated by Taherdoost, a six-point scale is appropriate when guiding respondents toward a specific response direction. The six-point Likert scale consists of strongly disagree (1), disagree (2), somewhat disagree (3), somewhat agree (4), agree (5), and strongly agree (6).

The sample for this research consists of individuals in Indonesia who are environmentally conscious and familiar with the green fashion brand, *Sejauh Mata Memandang*. A purposive sampling method was employed to ensure that respondents met the research criteria. The online questionnaire was distributed via Google Forms to reach the target audience efficiently. The use of this method facilitated the researchers in obtaining relevant research samples. Based on the calculations, the minimum required number of respondents was 145, with a maximum target of 290. In total, 247 valid responses were collected and analyzed using descriptive analysis and Partial Least Square-Structural Equation Modeling (PLS-SEM).

All items in the questionnaire were adapted from existing studies. Overall, the questionnaire consisted of two sections. Section 1 contained items related to the research variables, while Section 2 included demographic questions about the respondents. All questions in Section 1 were measured using a six-point Likert scale. The items for **Green Advertising** were adapted from Ali, (2021) and Tan et al., (2019), while those for **Green Branding** were based on Ali, (2021) and Chen et al., (2020). The **Eco-labeling** items were sourced from Ali, (2021) and Tan et al., (2019). Meanwhile, the **Perception** scale was adapted from Tseng & Hung, (2013), and **Green Consumption** items were derived from Ali, (2021).

Partial Least Square-Structural Equation Modeling (PLS-SEM) was used in this study with the SmartPLS 4 software to analyze the relationships between variables and test the proposed hypotheses. The analysis consists of measurement and structural model testing to ensure the validity and reliability of the research framework. The measurement model evaluation is conducted as the initial stage of PLS-SEM to assess the quality of the measurement tools used (Hair Jr. et al., 2021). This process verifies whether the measurements are valid and reliable to enhance the accuracy and effectiveness of the research findings.

To assess reliability, Cronbach's alpha and composite reliability (CR) values were used, with a minimum threshold of 0.60 to confirm internal consistency. The validity test was also conducted to determine how accurately the research instrument measures the intended variables (Sekaran & Bougie, 2016). Convergent validity was assessed using factor loadings and the average variance extracted (AVE), with factor loading values of ≥ 0.50 and AVE values of ≥ 0.50 being considered acceptable (Hair Jr. et al., 2021). The discriminant validity test evaluates the value of each indicator concerning its latent variable. A high cross-loading value on its respective latent variable is considered valid (Maghfiroh & Palupi, 2023). Additionally, the heterotrait-monotrait ratio (HTMT) parameter, which indicates the difficulty level of discriminant validity, is also used to assess this test. To evaluate discriminant validity across different conceptual constructs, the HTMT value must be lower than 0.85. A higher value suggests greater challenges in achieving discriminant validity. Therefore, the uniqueness of the measurement scale between constructs in this study is considered valid as long as the HTMT value does not exceed 0.85 (Hair Jr. et al., 2021).

The structural model was tested using collinearity diagnostics, path coefficient testing, coefficient of determination (R-Square), and model goodness-of-fit (Q-Square) using PLS-Predict. The collinearity test helps prevent redundancy among predictor variables by evaluating the Variance Inflation Factor (VIF), with an acceptable threshold of VIF < 5 to avoid multicollinearity issues (Hair Jr. et al., 2021). The path coefficient analysis was used to determine the strength and direction of relationships between variables, ranging from -1 to +1. The R-Square test measured the explanatory power of independent variables on the dependent variables, with values above 0.19 being considered acceptable, and values above 0.67 indicating strong predictive power (Maghfiroh & Palupi, 2023). Meanwhile, the Q-Square test was applied to evaluate model fitness, where a Q-Square value greater than zero indicates that the model has predictive relevance.

Finally, hypothesis testing was performed to determine the significance of the relationships among constructs. Hypotheses were evaluated based on the P-value (< 0.05) and T-statistics, using a t-table reference value of 1.96. If the T-statistic exceeds this threshold, the hypothesis is accepted, confirming a statistically significant relationship between the variables.

RESULTS AND DISCUSSION

The respondents' profile analysis, classified by gender, age, occupation, and monthly income range, is presented in the following demographic data (Table 1). Based on Table 1, the respondents of this study were predominantly female, accounting for 86% of the total sample. Additionally, most respondents were between 20-25 years old (67%), and the largest

occupational group consisted of students or college students (50%). Regarding monthly income, the majority of respondents (36%) reported earning less than or equal to Rp2,000,000 per month.

Table 1.
Respondents' Demographic Characteristics

Category	Frequency	%
Gender		
Male	35	14
Female	212	86
Age		
≤ 20 years	20	8
20 - 25 years	166	67
26 - 31 years	33	13
32 - 37 years	16	6
≥ 37 years	12	5
Occupation		
Student/College students	123	50
Private employees	95	38
State Civil Apparatus (ASN)	11	4
BUMN (State) Employees	13	5
Others	5	2
The Average Income Per Month		
≤ 2.000.000 IDR	90	36
2.000.001 – 4.000.000 IDR	79	32
4.000.001 – 6.000.000 IDR	37	15
6.000.001 – 8.000.000 IDR	19	8
8.000.001 – 10.000.000 IDR	15	6
≥ 10.000.001 IDR	7	3

Source: Primary data processed (2025)

The results of the overall measurement validity and reliability tests are presented as follows (Table 2). The results shown in Table 2 indicate that the measurement in this study is convergently valid and reliable. The reliability of the measurement is demonstrated by Cronbach's alpha (CA) and composite reliability (CR) values, all of which exceed 0.60. Meanwhile, the factor loadings of all indicators and the AVE values are above 0.50, confirming the convergent validity of the constructs. For the discriminant validity test, the results of the cross-loading analysis indicate that all variables meet the required criteria. This confirms that the constructs in this study are unique and distinguishable from one another. The cross-loading results are presented in Table 3.

Table 2.
The Validity, Convergent, and Reliability Test Results

Construct	Item Scale	Loadings	CA	CR	AVE
Green Advertising (GA)	GA1	0,959	0,916	0,937	0,750
	GA2	0,842			
	GA3	0,826			
	GA4	0,839			

	GA5	0,855			
Green Branding (GB)	GB1	0,958	0,888	0,918	0,693
	GB2	0,802			
	GB3	0,796			
	GB4	0,812			
	GB5	0,783			
Eco-Labeling (EL)	EL1	0,959	0,907	0,931	0,731
	EL2	0,839			
	EL3	0,797			
	EL4	0,817			
	EL5	0,852			
Perception (PC)	PC1	0,937	0,886	0,917	0,690
	PC2	0,802			
	PC3	0,811			
	PC4	0,793			
	PC5	0,802			
Green Consumption (GC)	GC1	0,920	0,806	0,874	0,637
	GC2	0,716			
	GC3	0,763			
	GC4	0,778			

Table 3 displays the cross-loading values for each variable, showing that each indicator has a higher loading on its corresponding construct compared to other constructs. This result aligns with the measurement criteria, indicating good discriminant validity. For example, the Perception (PC) variable indicators have higher loading values on (PC) than on other variables, demonstrating that all variables are discriminately valid.

Table 3.
Cross Loading

Construct	GA	GB	EL	PC	GC
GA1	0,959				
GA2	0,842				
GA3	0,826				
GA4	0,839				
GA5	0,855				
GB1		0,958			
GB2		0,802			
GB3		0,796			
GB4		0,812			
GB5		0,783			
EL1			0,960		
EL2			0,839		
EL3			0,797		
EL4			0,817		

EL5	0,852			
PC1		0,937		
PC2		0,802		
PC3		0,811		
PC4		0,793		
PC5		0,802		
GC1				0,920
GC2				0,716
GC3				0,763
GC4				0,778

*Notes: GA = Green Advertising; GB = Green Branding; EL = Eco-Labeling; PC = Perception; GC = Green Consumption.

Furthermore, the results of the Heterotrait-Monotrait (HTMT) test show that all construct values are below 0.85, confirming that discriminant validity has been achieved. This indicates that each variable has a unique measurement scale. For instance, the highest HTMT value is found in the relationship between the Perception (PC) and Green Consumption (GC) variables, with a value of 0.768, which remains within the acceptable threshold. Thus, these results confirm that there are no discriminant validity issues in this study, and all constructs are well distinguished from one another.

Table 4 reveals that all HTMT values are now below 0.85, confirming the discriminant validity of the constructs. Therefore, all variables in this study can be considered valid and distinct from one another.

Table 4.
Corrected The HTMT Test Results

Construct	EL	GA	GB	GC	PC
EL					
GA	0,499				
GB	0,568	0,638			
GC	0,634	0,596	0,584		
PC	0,753	0,741	0,730	0,768	

*Notes: GA = Green Advertising; GB = Green Branding; EL = Eco-Labeling; PC = Perception; GC = Green Consumption.

Structural Model Analysis. First, the collinearity test is assessed based on the Variance Inflation Factor (VIF) values. The results are presented in Table 5. Table 5 clearly shows that no significant multicollinearity issues were detected in this study. This is evidenced by all VIF values being below 5 (VIF < 5), with all recorded values remaining under 2, indicating a very low risk of multicollinearity. For example, the VIF value for Green Advertising and Perception is 1.589, while for Green Branding and Perception, it is 1.709. Thus, these findings confirm that there is no problematic multicollinearity between the variables.

Table 5.
The Results of The Collinearity Test

Construct	GA	GB	EL	PC	GC

GA	1,589	
GB	1,709	
EL	1,449	
PC		1.000
GC		

*Notes: GA = Green Advertising; GB = Green Branding; EL = Eco-Labeling; PC = Perception; GC = Green Consumption.

Second, the R-Square and Q-Square test results are displayed in Table 6. Based on Table 6, the R-Square results indicate that all endogenous variables in this study are well explained by their respective exogenous variables. The R-Square value for Green Consumption (0.431) suggests that it is explained by the independent variables (Green Advertising, Green Branding, and Eco-Labeling) by 43.1%, while the remaining 56.9% is influenced by other factors outside this research model. Meanwhile, the Perception variable has an R-Square value of 0.677, which falls into the strong category ($R^2 > 0.67$), meaning that it is explained by the independent variables by 67.7%, with the remaining 32.3% influenced by external factors not included in the model.

Table 6.
The Results of R-Square and Q-Square

Variable	R-Square	R-Square Adjusted	Q-Square
Perception	0,677	0,673	0,670
Green Consumption	0,431	0,429	0,393

Source: Primary data processed (2025)

Additionally, the Q-Square results assess the predictive relevance of the endogenous variables influenced by the exogenous variables. As shown in Table 6, both Perception and Green Consumption have Q^2 values greater than zero, confirming their predictive relevance. The Perception variable ($Q^2 = 0.670$) is predicted by Green Advertising, Green Branding, and Eco-Labeling by 67.0%, while Green Consumption ($Q^2 = 0.393$) is predicted by the independent variables by 39.3%. These findings indicate that the model used in this study is predictive and fits well with the data.

Finally, the path coefficient (β) results and hypothesis testing are detailed in Table 7. Table 7 shows that all path coefficients (β) exceed zero, indicating a positive relationship among the tested hypotheses. The hypothesis testing results also reveal that all direct relationships are supported, as evidenced by T-statistic values exceeding 1.96 and P-values below 0.05. These findings confirm that Green Advertising, Green Branding, and Eco-Labeling significantly influence Perception, while Perception has a significant effect on Green Consumption.

Table 7.
Estimation Results SEM

Variable Relation	Hypothesis	*β*	P-Value	T-Statistic	Conclusion
GA → PC	H1	0.346	0.00	7.184	Supported
GB → PC	H2	0.252	0.00	5.279	Supported
EL → PC	H3	0.400	0.00	8.519	Supported

PC → GC	H4	0.656	0.00	16.826	Supported

*Notes: GA = Green Advertising; GB = Green Branding; EL = Eco-Labeling; PC = Perception; GC = Green Consumption.

The Influence of Green Marketing on Perception

The hypothesis testing results regarding the relationship between green advertising and perception (H1) indicate that the hypothesis is accepted and significant (T-statistic = 7.184 > 1.96, P-value = 0.00 < 0.05). These findings suggest that green advertising has a positive and significant impact on consumer perception. Based on the descriptive analysis results in Table 4.6, respondents' assessment of the green advertising variable has an average score of 4.74, which falls into the "Agree" category. This indicates that, in general, respondents are aware of sustainability and environmentally friendly products. Additionally, according to the descriptive analysis results in Table 4.9, the perception variable has an average score of 4.87, also categorized as "Agree". This suggests that respondents have a positive perception of fashion products from the *Sejauh Mata Memandang* brand, particularly regarding sustainability, materials used, and product durability. However, based on these findings, it can be said that the influence of the green advertising variable on perception is relatively weak. This is because the average value of the green advertising variable is lower compared to the perception variable.

Thus, it can be concluded that Hypothesis 1, which states that "Green Advertising positively influences Perception", is supported. This finding indicates that the more effective the green advertising strategies implemented, the higher the consumers' positive perception of environmentally friendly products. These results align with the study by Pancić et al., (2023), which found that green advertising plays a crucial role in shaping consumers' positive perceptions of sustainable products. Green advertising significantly influences consumer perception of a company's commitment to environmental issues. Consumers perceive companies that implement green advertising strategies as contributing to environmental conservation efforts (Patel & Chugan, 2015).

The Influence of Green Branding on Perception

The hypothesis testing results regarding the relationship between green branding and perception (H2) indicate that the hypothesis is accepted and significant (T-statistic = 5.279 > 1.96, P-value = 0.00 < 0.05). These findings suggest that green branding has a positive and significant impact on consumer perception. Based on the descriptive analysis results in Table 4.7, respondents' assessment of the green branding variable has an average score of 4.70, which falls into the "Agree" category. This indicates that the environmentally friendly image built by the *Sejauh Mata Memandang* brand plays an important role in shaping respondents' perception of the brand. Additionally, according to the descriptive analysis results in Table 4.9, the perception variable has an average score of 4.87, also categorized as "Agree". Based on these findings, it can be said that the influence of the green branding variable on perception is relatively weak. This is because the average score of the green branding variable is lower compared to the perception variable.

Thus, it can be concluded that Hypothesis 2, which states that "Green Branding positively influences Perception," is supported. These findings align with previous research by Chen et al., (2020), which demonstrated a positive relationship between green branding and consumer perception, particularly in relation to the intention to purchase green products.

Consumers' positive feelings toward green brands directly increase their willingness to buy environmentally friendly products.

The Influence of Eco-Labeling on Perception

The hypothesis testing results regarding the relationship between eco-labeling and perception (H3) indicate that the hypothesis is accepted and significant (T-statistic = 8.519 > 1.96, P-value = 0.00 < 0.05). These findings suggest that eco-labeling has a positive and significant impact on consumer perception. Based on the descriptive analysis results in Table 4.8, respondents' assessment of the eco-labeling variable has an average score of 4.70, which falls into the "Agree" category. This indicates that the presence of eco-labels on *Sejauh Mata Memandang* products plays an important role in respondents' purchasing decisions, both as a guide in product selection and as an indicator of environmental awareness. Additionally, according to the descriptive analysis results in Table 4.9, the perception variable has an average score of 4.87, also categorized as "Agree". Based on these findings, it can be said that the influence of the eco-labeling variable on perception is relatively weak. This is because the average score of the eco-labeling variable is lower compared to the perception variable.

Thus, it can be concluded that Hypothesis 3, which states that "Eco-Labeling positively influences Perception," is supported. These findings align with previous research by Gutierrez et al., (2020), which demonstrated how eco-friendly labels on products influence consumer perception and emotional responses, particularly in pre-purchase emotions. Eco-labels enhance the appeal of environmentally friendly products by eliciting positive emotional responses, which lead to stronger brand perception and higher purchase intention.

The Influence of Perception on Green Consumption

The hypothesis testing results regarding the relationship between perception and green consumption (H4) indicate that the hypothesis is accepted and significant (T-statistic = 16.826 > 1.96, P-value = 0.00 < 0.05). These findings suggest that perception has a positive and significant impact on green consumption. Based on the descriptive analysis results in Table 4.9, respondents' assessment of the perception variable has an average score of 4.87, which falls into the "Agree" category. This indicates a positive perception of fashion products from the *Sejauh Mata Memandang* brand. Additionally, according to the descriptive analysis results in Table 4.10, the green consumption variable has an average score of 5.07, also categorized as "Agree". Based on these findings, it can be said that the influence of the perception variable on green consumption is relatively weak. This is because the average score of the perception variable is lower compared to the green consumption variable.

Thus, it can be concluded that Hypothesis 4, which states that "Perception positively influences Green Consumption," is supported. These findings align with previous research by Balaskas et al., (2023), which demonstrated that consumer perception of green products influences environmentally friendly consumption. This finding supports the notion that perception positively impacts green consumption, where awareness of sustainability drives more responsible purchasing decisions.

CONCLUSION

This study examines the impact of green advertising, green branding, and eco-labeling on perception and how perception influences green consumption in the context of

the *Sejauh Mata Memandang* brand. The findings show that green advertising, green branding, and eco-labeling all positively and significantly affect consumer perception, which in turn enhances purchase intention for eco-friendly products. Additionally, consumer perception plays a crucial role in encouraging green consumption by shaping attitudes and behaviors that support sustainability. However, this study has some limitations. It focuses only on *Sejauh Mata Memandang*, making the results less generalizable to other green fashion brands. The sample predominantly consists of younger consumers, limiting the representation of older age groups. Additionally, the study uses a cross-sectional approach, which does not capture long-term changes in consumer behavior. Future research should include multiple brands, a more diverse age range, and a longitudinal approach to better understand how consumer perceptions and purchasing behavior toward green fashion evolve over time.

REFERENCES

Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, *2*(4), 314–324. https://doi.org/10.1002/hbe2.195

Ali, M. (2021). A social practice theory perspective on green marketing initiatives and green purchase behavior. *Cross Cultural and Strategic Management*, *28*(4), 815–838. https://doi.org/10.1108/CCSM-12-2020-0241

Bai, Y., Chen, J., & Geng, L. (2024). Beyond buying less: A functional matching perspective on sustainable fashion product purchasing. *Journal of Environmental Psychology*, *95*. https://doi.org/10.1016/j.jenvp.2024.102283

Balaskas, S., Panagiotarou, A., & Rigou, M. (2023). Impact of Environmental Concern, Emotional Appeals, and Attitude toward the Advertisement on the Intention to Buy Green Products: The Case of Younger Consumer Audiences. *Sustainability (Switzerland)*, *15*(17). https://doi.org/10.3390/su151713204

Camilleri, M. A., Cricelli, L., Mauriello, R., & Strazzullo, S. (2023). Consumer Perceptions of Sustainable Products: A Systematic Literature Review. In *Sustainability (Switzerland)* (Vol. 15, Issue 11). MDPI. https://doi.org/10.3390/su15118923

Chen, L., Haider, M. J., & He, J. (2024). Should "green information" be interactive? The influence of green information presentation on consumers' green participation behavior for driving sustainable consumption of fashion brands. *Journal of Cleaner Production*, *470*. https://doi.org/10.1016/j.jclepro.2024.143329

Chen, Y. S., Chang, T. W., Li, H. X., & Chen, Y. R. (2020). The influence of green brand affect on green purchase intentions: The mediation effects of green brand associations and green brand attitude. *International Journal of Environmental Research and Public Health*, *17*(11), 1–17. https://doi.org/10.3390/ijerph17114089

Choi, T. M., & Li, Y. (2015). Sustainability in fashion business operations. In *Sustainability (Switzerland)* (Vol. 7, Issue 11, pp. 15400–15406). MDPI. https://doi.org/10.3390/su71115400

Gazzola, P., Pavione, E., Pezzetti, R., & Grechi, D. (2020). Trends in the fashion industry. The perception of sustainability and circular economy: A gender/generation

quantitative approach. *Sustainability (Switzerland)*, *12*(7), 1–19. https://doi.org/10.3390/su12072809

Gong, S., Sheng, G., Peverelli, P., & Dai, J. (2020). Green branding effects on consumer response: examining a brand stereotype-based mechanism. *Journal of Product and Brand Management*, *30*(7), 1033–1046. https://doi.org/10.1108/JPBM-03-2020-2785

Gutierrez, A. M. J., Chiu, A. S. F., & Seva, R. (2020). A proposed framework on the affective design of eco-product labels. *Sustainability (Switzerland)*, *12*(8). https://doi.org/10.3390/SU12083234

Hair Jr., Joseph F., & G. Tomas M. Hult. (2021). *Classroom Companion: Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R AAWorkbook*. http://www.

Hasan, Z., & Ali, N. A. (2015). The Impact of Green Marketing Strategy on the Firm's Performance in Malaysia. *Procedia - Social and Behavioral Sciences*, *172*, 463–470. https://doi.org/10.1016/j.sbspro.2015.01.382

Juanga-Labayen, J. P., Labayen, I. V., & Yuan, Q. (2022). A Review on Textile Recycling Practices and Challenges. In *Textiles* (Vol. 2, Issue 1, pp. 174–188). Multidisciplinary Digital Publishing Institute (MDPI). https://doi.org/10.3390/textiles2010010

Kim, W., Cha, S., Rizzo, C., & Piper, L. (2021). *How Attributes of Green Advertising Affect Purchase Intention: The Moderating Role of Consumer Innovativeness*. https://doi.org/10.3390/su

Kushwaha, G. S., & Sharma, N. K. (2016). Green initiatives: A step towards sustainable development and firm's performance in the automobile industry. *Journal of Cleaner Production*, *121*, 116–129. https://doi.org/10.1016/j.jclepro.2015.07.072

Lestiani, E., Maryam, S., & Widayanti, R. (2020). INFLUENCE OF CONSUMER PERCEPTION AND KNOWLEDGE OF ECOLABELLING ON DECISION OF BUYING GREEN PRODUCT. In *Bongaya Journal of Research in Management* (Vol. 3).

Maghfiroh, N., & Palupi, G. S. (2023). Analisis Pengaruh Variabel Keterjangkauan Teknologi Informasi dalam Live Streaming Shopping TikTok pada Minat Pembelian. In *JEISBI* (Vol. 04).

Mandarić, D., Hunjet, A., & Kozina, G. (2021). Perception of Consumers' Awareness about Sustainability of Fashion Brands. *Journal of Risk and Financial Management*, *14*(12). https://doi.org/10.3390/jrfm14120594

Palomo-Domínguez, I., Elías-Zambrano, R., & Álvarez-Rodríguez, V. (2023). Gen Z's Motivations towards Sustainable Fashion and Eco-Friendly Brand Attributes: The Case of Vinted. *Sustainability (Switzerland)*, *15*(11). https://doi.org/10.3390/su15118753

Pancić, M., Serdarušić, H., & Ćućić, D. (2023). Green Marketing and Repurchase Intention: Stewardship of Green Advertisement, Brand Awareness, Brand Equity, Green Innovativeness, and Brand Innovativeness. *Sustainability (Switzerland)*, *15*(16). https://doi.org/10.3390/su151612534

Papadas, K. K., Avlonitis, G. J., Carrigan, M., & Piha, L. (2019). The interplay of strategic and internal green marketing orientation on competitive advantage. *Journal of Business Research*, *104*, 632–643. https://doi.org/10.1016/j.jbusres.2018.07.009

Park, E., & Kwon, S. J. (2017). What motivations drive sustainable energy-saving behavior?: An examination in South Korea. In *Renewable and Sustainable Energy Reviews* (Vol. 79, pp. 494–502). Elsevier Ltd. https://doi.org/10.1016/j.rser.2017.05.150

Patel, C. P., & Chugan, P. K. (2015). THE INFLUENCE OF CONSUMER PERCEPTION TOWARDS GREEN ADVERTISING ON GREEN PURCHASE INTENTION. In *SJ IF* (Vol. 4, Issue 3). http://ssrn.com/abstract=2683918

Plakantonaki, S., Kiskira, K., Zacharopoulos, N., Chronis, I., Coelho, F., Togiani, A., Kalkanis, K., & Priniotakis, G. (2023). A Review of Sustainability Standards and Ecolabeling in the Textile Industry. In *Sustainability (Switzerland)* (Vol. 15, Issue 15). Multidisciplinary Digital Publishing Institute (MDPI). https://doi.org/10.3390/su151511589

Rahman, O., & Kharb, D. (2022). Product Choice: Does Eco-Labeling Play an Important Role in Apparel Consumption in India? *Fashion Practice*, *14*(2), 266–291. https://doi.org/10.1080/17569370.2021.2015873

Ray, S., & Nayak, L. (2023). Marketing Sustainable Fashion: Trends and Future Directions. In *Sustainability (Switzerland)* (Vol. 15, Issue 7). MDPI. https://doi.org/10.3390/su15076202

Sekaran U, & Bougie Roger. (2016). *Research Methods for Business (7th ed.)*. www.wileypluslearningspace.com

Sutedjo, S., Wicaksana, K., Komaruddin, A., & Kusmayati, N. (2024). *PENGARUHEFEKTIVITASSTRATEGI PEMASARAN DIGITAL TERHADAP PERSEPSI DAN PERILAKU KONSUMEN UNTUK PEMBELIAN PRODUK SKINCARE SOMETHINC*.

Tan, C. N. L., Ojo, A. O., & Thurasamy, R. (2019). Determinants of green product buying decision among young consumers in Malaysia. *Young Consumers*, *20*(2). https://doi.org/10.1108/YC-12-2018-0898

Toha, Mohamad & Supriyanto. (2023). Factors Influencing the Consumer Research Process: Market Target, Purchasing Behavior and Market Demand (Literature Review Of Consumer Behavior). *Danadyaksa: Post Modern Economy Journal*, *1*(1), 1–17. Retrieved from https://e-journal.bustanul-ulum.id/in

Tseng, S. C., & Hung, S. W. (2013). A framework identifying the gaps between customers' expectations and their perceptions in green products. *Journal of Cleaner Production*, *59*, 174–184. https://doi.org/10.1016/j.jclepro.2013.06.050

Yang, S., Song, Y., & Tong, S. (2017). Sustainable retailing in the fashion industry: A systematic literature review. In *Sustainability (Switzerland)* (Vol. 9, Issue 7). MDPI. https://doi.org/10.3390/su9071266

Zhang, L., Li, D., Cao, C., & Huang, S. (2018). The influence of greenwashing perception on green purchasing intentions: The mediating role of green word-of-mouth and moderating role of green concern. *Journal of Cleaner Production*, *187*, 740–750. https://doi.org/10.1016/j.jclepro.2018.03.201