THE IMPACT OF GENERATION Z'S GREENWASHING PERCEPTION ON GREEN PURCHASE INTENTION IN THE CONTEXT OF INDONESIAN H&M CONSUMERS

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Abstract

This research project studies at the impact of greenwashing perception on green purchasing intention among Generation Z customers in Indonesia, specifically at the fast fashion brand H&M. Based on Perceived Risk Theory and adapted from Lu et al. (2022), the study incorporates financial perceived risk and green perceived risk as mediating variables, as well as the moderating influence of impulsive purchasing behavior. The study used a quantitative approach, collecting responses from 287 individuals via an online survey and analysing the data with Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings show that greenwashing perceptions considerably raise financial and environmental risk. Furthermore, the idea of greenwashing harms green purchase intention, as does the perceived financial risk. However, green perceived risk has no significant impact on green purchasing intention, and impulsive buying has no significant moderating effect on the association between greenwashing perception and financial risk. These findings indicate that Generation Z customers in Indonesia are susceptible to greenwashing and that financial reasons weigh more heavily in purchasing decisions than environmental concerns. The findings have important implications for sustainable marketing tactics in the fast fashion industry.

Keywords: Greenwashing Perception, Financial Perceived Risk, Green Perceived Risk, Green Purchase Intention, Impulse Buying, Generation Z, Fast Fashion, H&M Indonesia

INTRODUCTION

The expanding production of textiles and their increased use have consequences for their influence on climate, water and energy used, and the environment. Global textile manufacturing and consumption have nearly doubled over the past two decades (Shirvanimoghaddam et al., 2020). Fast fashion is the term to describe the quick production of fashionable, affordable apparel in response to current fashion trends (V. Bhardwaj & Fairhurst, 2010).

According to Uniform Market (2025), the fast fashion market is valued at $150.82 billion, growing 10.47% from 2024, and expected to reach $291.1 billion by 2032 with a CAGR of about 12%, highlighting its dominance in the global apparel industry. The global population is projected to hit 8.5 billion by 2030, increasing fast fashion consumption from 62 million tons in 2015 to 102 million tons in 2030 (Debebe, 2015).

H&M is known as one of the big fast fashion companies, founded in 1947 by Erling Persson in Stockholm, Sweden. Currently, they have 4,000 stores all over the world. Now, they are actively promoting their product as environmentally friendly. H&M reports to the customers that they know sustainable movements are needed in the business industry. This campaign has led to H&M being sued many times regarding their “false” and “misleading” sustainable marketing practices.

As soon as Quartz (2022) told H&M about the report called the Higg Material Sustainability Index (MSI) by the Sustainable Apparel Coalition (SAC), H&M chose to remove all the environmental scorecards from their website. According to Quartz, their excuse for doing that is “We came across a couple of technical issues that we are looking into,” but they did not go into detail**.**

Reuters (Ferris et al., 2023) stated that according to the lawsuit, the "Conscious" collection from H&M misleads customers into thinking that the items are eco-friendly and sustainable. Instead of referring to their products as "environmentally friendly,” H&M frequently used terms like "sustainable" and "conscious." Reuters discovered that retailers’ websites often use “sustainable” and have statements like, "The shortcut to more sustainable shopping."You can identify our most environmentally sustainable products by looking out for our green Conscious hangtags.

With the easy accessibility and the affordable price, fast fashion brand related to the economic realities faced by many Generations Z consumers, often seen as a generation that still have an unstable financial as they still in the education, low job position, and the economic constraint (Chi et al., 2021; B. Zhang et al., 2021). This generation was born between 1997 and 2012 (M. Liu, 2022; Wojdyla & Chi, 2024). Rapid expansion gives this sector easy access to its target market, low-cost production, and disposable consumption, making the goods more popular in the young generation, or Generation Z (Gen Z).

According to the uniform market, despite the support for sustainable clothing reaching 94%, 17% still shopped at a fast fashion retailer every week, and 62% did it monthly. Only 10 % claimed that they had never purchased from fast fashion outlets. The perceived risk theory is a suitable framework for analysing Gen Z's behaviour when buying H&M products. Perceived risk will deeply examine whether Gen Z finds that their purchase behaviour is worth it from the financial and green perspectives of the customer.

Financial perceived risk is known as the concern of the customers that their purchase decision could lead to financial loss or failure, especially in how they spend money to deliver value equivalent to its cost. Greenwashing raises the consumer's suspicion, which could trigger a higher level of perceived risk (Lu et al., 2022). This means that if Gen Z finds H&M's sustainability claims invalid, it is more likely to make them feel they are wasting money on products that do not support environmental values.

Green perceived risk is the expectation of adverse environmental effects connected with purchasing behavior, including financial worries and psychological, social, how they perform, and physical aspects (Chen & Chang, 2012; Lu et al., 2022). For Indonesian Generation Z customers who are becoming more environmentally sensitive and socially aware, this perceived risk may cause uncertainty or anxiety when dealing with companies that make sustainability claims, such as H&M.

Green purchasing intention is a consumer's tendency to purchase environmentally friendly products, which is influenced by personal views, environmental awareness, and societal circumstances. Positive sentiments toward green products and increased environmental concern have strongly influenced sustainable consumption behavior (La Rosa & Johnson Jorgensen, 2021; Wei et al., 2017). According to cognitive behavior theories, these intentions are heavily influenced by how consumers believe and feel about environmentally friendly items (Mohd Suki, 2016).

Despite increasing sustainability concerns, many consumers underestimate the environmental impact of fast fashion (Fletcher, 2010). The industry's frequent release of cheap, seasonal, and limited-edition items encourages impulsive buying, especially among price-sensitive shoppers (Lu et al., 2022; Tokatli, 2007). Impulse buying is an unplanned, emotionally driven purchase influenced by mood, personality, and context (Iyer et al., 2020). While impulsive purchases may bring temporary pleasure, they can also cause regret and financial problems. Impulse buying can moderate the relationship between greenwashing perception and perceived financial risk. Research in Indonesia shows that e-wallets and online shopping convenience drive impulse spending, with Generation Z being particularly influenced by advertising and promotions via digital payment systems (Sanny et al., 2023). Sales promotions also trigger emotional responses that boost impulsive purchases, highlighting the power of aggressive marketing strategies (Kholis et al., 2023; Firdausy & Fernanda, 2021).

Fast fashion is affordable but raises environmental and ethical concerns. Gen Z, exposed to green marketing and greenwashing, faces trust issues and higher perceived risks when buying. Impulse buying further complicates assessing sustainability claims. Understanding these factors is key to promoting responsible consumption among Indonesian Gen Z.

REVIEW OF LITERATURE

Greenwashing Perception

Greenwashing is the difference between "symbolic" and "substantive" corporate social action, as well as worries regarding greenwashing through image advertising and imprecise comments (Walker & Wan, 2012).

Financial Perceive Risk

Financial perceived risk is known as the concern of the customers that their purchase decision could lead to financial loss or failure, especially in how they spend money to deliver value equivalent to its cost. Greenwashing raises the consumer's suspicion, which could trigger a higher level of perceived risk (Lu et al., 2022).

Green Perceived Risk

Green perceived risk is the addition of physical risk to expand the scenarios more specifically (Lu et al., 2022; MOHR et al., 1998). Green perceived risk is "the expectation of negative environmental consequences associated with purchase behavior," with significant loading scores supporting these possibilities (Chen & Chang, 2012).

Impulse Buying

To maintain client loyalty, corporations monitor market conditions and purchase new products weekly to refill inventory (Niinimäki, 2010). Consumers often overlook the connection between sustainability and the fast fashion sector.

Green Purchase Intention

Green purchase intention refers to consumers' likelihood of purchasing environmentally friendly items and services based on their environmental requirements and awareness. Attitude toward green products emerges as a robust predictor of such intents, demonstrating that positive consumer attitudes and increased environmental concerns lead to a stronger tendency for sustainable consumption (La Rosa & Johnson Jorgensen, 2021; Wei et al., 2017).

RESEARCH METHOD

Type of Study

This quantitative explanatory research investigates the relationship between Indonesian Gen Z consumers' perception of greenwashing and their green purchase intentions, focusing on those who have bought H&M fast fashion products. Building on Lu et al. (2022) but with a different subject and object, the study examines variables including Greenwashing Perception (independent), Financial Perceived Risk and Green Perceived Risk (mediators), Impulsive Buying (moderator), and Green Purchase Intention (dependent). Data were collected via online questionnaires using a seven-point Likert scale to ensure consistency and enable statistical analysis. The study employs Partial Least Squares Structural Equation Modelling (PLS-SEM) for hypothesis testing.

Population & Sample

In quantitative research, identifying the target population and using appropriate sampling techniques are essential for valid and generalizable results. This study targets Indonesian Gen Z consumers aged 18–28 who have purchased H&M fast fashion products, chosen due to their digital nativity, environmental awareness, and purchasing power. Purposive sampling is used to focus on this specific group. Data analysis will employ Partial Least Squares Structural Equation Modelling (PLS-SEM), which tests relationships between observed and latent variables through measurement and structural models. The minimum sample size for PLS-SEM is determined by multiplying the largest number of indicators by 5 to 10 (Hair et al., 2019).

$$\mathbf{5}\boldsymbol{a} \leq \boldsymbol{X} \leq \mathbf{10}\boldsymbol{a} = \mathbf{5} \times \mathbf{28} \leq \boldsymbol{x} \leq \mathbf{10} \times \mathbf{28} = \mathbf{140} \leq \boldsymbol{X} \leq \mathbf{280}$$

Regarding the equation approach we could conclude that the research need sample from 140 until 280 respondents.

Research Location

Location of this research was held in Indonesia. The previous research was taking place in China (Lu et al., 2022) and the reason for choosing Indonesia is because the rapid growing of fast fashion in Indonesia that is closer to the researcher then other country. Followed by previous study, this was carried out in different country and ethnic context.

RESULT AND DISCUSSION

Outer Model Test

Validity

The results of the validity analysis, obtained using SmartPLS version 4.0, are presented in the following table.

Table 1.
Outer Loadings

Variable	FRP	GPI	GPR	GWP	IB	IB x GWP	Description
FRP1	0,918						**Valid**
FRP2	0,909						**Valid**
FRP3	0,836						**Valid**
FRP4	0,913						**Valid**
GPI1		0,930					**Valid**
GPI2		0,931					**Valid**
GPI3		0,913					**Valid**
GPI4		0,922					**Valid**
GPR4			1,000				**Valid**
GWP1				0,929			**Valid**
GWP2				0,932			**Valid**
GWP3				0,919			**Valid**
GWP4				0,928			**Valid**
GWP5				0,936			**Valid**
IB1					0,927		**Valid**
IB2					0,934		**Valid**
IB3					0,918		**Valid**
IB4					0,930		**Valid**
IB5					0,916		**Valid**
IB x GWP						1,000	**Valid**

Source: Primary Data Processed, 2025

Table 1 displays the results of the outer loading analysis used to assess the validity of each indicator in its related concept. All indicators meet the minimum limit of 0.70, indicating they are valid for measuring their respective variables. For example, the green purchase intention indicators (GPIs 1–4) all have high loadings ranging from 0.913 to 0.931,

indicating excellent convergent validity. Similarly, the indicators for financial perceived risk (FRP1 to FRP4) and impulsive buying (IB1 to IB5) had consistently high outer loadings, with IB4 at 0.934 and FRP1 at 0.918. These findings show that the measurement model is trustworthy and each item contributes significantly to its construct, confirming its overall validity.

Table 2.
Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Financial Purchase Risk	0,800
Green Purchase Intention	0,854
Greenwashing Perception	0,862
Impulse Buying	0,856

Source: Primary Data Processed, 2025

Table 2 shows the average variance extracted (AVE) values for each latent variable in the model. The AVE scores are as follows: Financial Purchase Risk (0.800), Green Purchase Intention (0.854), Greenwashing Perception (0.862), and Impulse Buying (0.856). These results are above the minimum threshold of 0.50, indicating that each construct has strong convergent validity. This suggests that the indicators employed for each variable can explain more than half of the variance in the latent construct. In other words, the measurement model is statistically valid, and their indicators adequately specify and quantify the constructs under consideration. The Green Perceived risk does not have an AVE because it has only one indicator.

Discriminant Validity Test Result

Table 3.
Discriminant Validity Test result Fornell-Larcker Criterion

	FRP	GPI	GPR	GWP	IB
FRP	0,894				
GPI	-0,703	0,924			
GPR	0,743	-0,671	1,000		
GWP	0,805	-0,745	0,835	0,929	
IB	-0,592	0,716	-0,538	-0,608	0,925

Source: Primary Data Processed, 2025

Table 3 shows the results of the discriminant validity test using the Fornell-Larcker Criterion. The square root of the AVE (displayed on the diagonal in bold) for each construct is higher than its correlation with any other construct in the model, which confirms good discriminant validity. For example, the square root of AVE for Financial Perceived Risk (0.894) is higher than the correlation for Green Purchase Intention (-0.703), Green Perceived Risk (0.743), Greenwashing Perception (0.805), and Impulse Buying (0.592). Similarly, the square root of AVE for Greenwashing Perception is 0.929, greater than its relationship with the other categories, indicating that it is different. These findings indicate that each variable in the model measures something separate and that there is no overlap between constructs, implying that the measurement model is legitimate and each construct is distinct.

Table 4.
Discriminant Validity Test Result Heterotrait-Monotrait

	FRP	GPI	GPR	GWP	IB	IB x GWP
FRP						
GPI	0,748					
GPR	0,770	0,691				
GWP	0,853	0,782	0,852			
IB	0,627	0,754	0,548	0,633		
IB x GWP	0,132	0,450	0,287	0,239	0,262	

Source: Primary Data Processed, 2025

Discriminant validity was also tested using the Heterotrait–Monotrait (HTMT) ratio of correlations. Based on the guideline from Hair et al. (2021), HTMT values should be below the threshold of 0.90 to confirm acceptable discriminant validity. As shown in Table 4.16, all HTMT values in this study fall below 0.90, with the highest being 0.853 between Greenwashing Perception and Financial Perceived Risk. This means that each construct in the model differs from the others, and there is no multicollinearity issue. Therefore, it can be concluded that the model meets the criteria for discriminant validity based on HTMT analysis.

Reliability Test

Table 5.
Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Description
FRP	0,917	0,927	0,941	Reliable
GPI	0,943	0,943	0,959	Reliable
GWP	0,960	0,960	0,969	Reliable
IB	0,958	0,960	0,967	Reliable

Source: Primary Data Processed, 2025

Table 5 shows the reliability test findings for all constructs in the model, including Cronbach's Alpha, rho_A, and composite reliability. All values above the recommended threshold of 0.70, indicating that each variable has a high level of internal consistency. Cronbach's Alpha for Financial Perceived Risk (FRP) is 0.917, with a Composite Reliability of 0.941. Green Purchase Intention (GPI) has even higher Cronbach's Alpha and Composite Reliability scores, at 0.943 and 0.959. Greenwashing Perception (GWP) is 0.960 and 0.969, whereas Impulse Buying (IB) has the highest values of 0.958 and 0.967. These findings demonstrate that all constructs in the model are reliably and consistently measured by their indicators.

Structural Model Test (Inner Model)

Collinearity VIF Test

According to Sarstedt et al. (2022), predictor variable collinearity can bias results and reduce the accuracy of path coefficients in the inner model. VIF values are used in PLS-SEM (Partial Least Squares Structural Equation Modelling) to ensure that the model's constructs do not overlap excessively. A VIF score less than 5.0 is generally deemed acceptable, whereas values closer to 1.0 are preferable because they indicate that the predictors are independent. Suppose any construct in the model has a VIF score greater than 5.0 (or, in

some stricter circumstances, greater than 3.3). In that case, it may signal a multicollinearity issue that should be addressed by changing the model, perhaps by deleting or merging overlapping variables.

Table 6.
Collinearity VIF Test

Variables	FRP	GPI	GPR	GWP	IB	IB x GWP
FRP		2,979				
GPI						
GPR		3,472				
GWP	1,604	4,416	1,000			
IB	1,623					
IB x GWP	1,082					

Source: Primary Data Processed, 2025

Coefficient of Determination Test (R-Square

R-Square (R^2) indicates how well independent variables can explain a dependent variable in a model. R^2 measures how much variation or change in one variable may be expected from other variables. The higher the R-squared number, the better your model describes the target construct. R-squared values vary from zero to one. An R^2 of 0 indicates that the independent variables do not explain any variation in the dependent variable, whereas an R^2 of 1 indicates that they fully explain the variation. In a real-world study, values around 0.25 are considered weak, 0.50 moderate, and 0.75 high (Sarstedt et al., 2022).

Table 7.
Lists the Result of the R-squared test.

	R-square	R-square adjusted
FRP	0,671	0,668
GPI	0,588	0,583
GPR	0,698	0,697

Source: Primary Data Processed, 2025

Based on the results shown in Table 7, the R Square value for the Financial Perceived Risk (FRP) variable is 0.671, which means that the independent variables in the model can explain 67.1% of the variation in FRP. This is considered a strong level of explanatory power. Similarly, the Green Purchase Intention (GPI) variable has an R Square value of 0.588, indicating that the predictors account for 58.8% of the variance in GPI. The highest R Square is found in the Green Perceived Risk (GPR) variable, with a value of 0.698, showing that the model can explain 69.8% of its variation. These values suggest that the constructs used in this study, such as greenwashing perception and impulse buying, play a significant role in shaping perceptions of risk and purchase intentions among Generation Z.

The resolved R Square values, which account for the number of predictors, are slightly lower but still have high explanatory power. The Modified R Square values for FRP, GPI, and GPR are 0.668, 0.583, and 0.697, respectively. These findings suggest that the model utilized in this work is statistically sound and can accurately predict the outcomes of the dependent variables, particularly GPR and FRP.

Goodness of Fit (Q-Square)

Q-Square assesses the model's ability to anticipate data not utilized in the estimation correctly. In other words, it determines whether the model has excellent predictive potential rather than simply being a good fit to the present dataset. A Q^2 value larger than 0 indicates predictive significance, with higher values indicating superior predictive power. Values over 0.02 are classified as modest, greater than 0.15 as moderate, and greater than 0.35 as big (Sarstedt et al., 2022).

Table 8.
Goodness of Fit (Q-Square)

	SSO	SSE	Q^2 (=1-SSE/SSO)
FRP	1,140,000	542,417	0,524
GPI	1,140,000	572,471	0,498
GPR	285,000	87,248	0,694
GWP	1,425,000	1,425,000	0,000
IB	1,425,000	1,425,000	0,000

Source: Primary Data Processed, 2025

Based on the results in Table 4.20, the Q-Square (Q^2) values were used to assess the model's predictive relevance. A Q^2 score above 0 demonstrates the model's predictive usefulness for the endogenous construct. The Q^2 values for Financial Perceived Risk (0.524), Green Purchase Intention (0.498), and Green Perceived Risk (0.694) are all above 0, indicating the model's high predictive accuracy. Greenwashing Perception and Impulse Buying have Q^2 values of 0.000, showing that they are exogenous and not predicted by other variables in the model, as expected. These findings indicate that the model may predict crucial outcome variables, particularly Green Perceived Risk, which has the highest predictive significance.

Hypothesis Testing

Hypothesis testing is an important phase in research because it determines if the data support the study's assumptions or expectations (known as hypotheses). PLS-SEM hypothesis testing involves assessing the path coefficients, T-statistics, and P-values acquired by a bootstrapping technique. Bootstrapping is a nonparametric strategy that generates many subsamples from the original data to determine the results' stability and meaning. A hypothesis is supported if the path coefficient is in the predicted direction, the T-statistic is greater than 1.96, and the P-value is less than 0.05 (at the 95% confidence level) (J. F. Hair et al., 2021; Sarstedt et al., 2022).

Table 9.
Lists of The Result of the Path Coefficients Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Result
GWP -> GPI	-0,442	-0,438	0,110	4,031	0,000	H1 Accepted
GWP -> FRP	0,717	0,717	0,051	14,023	0,000	H2 Accepted
FRP -> GPI	-0,273	-0,275	0,097	2,805	0,005	H3 Accepted
GWP -> GPR	0,835	0,836	0,020	41,567	0,000	H4 Accepted

GPR -> GPI	-0,099	-0,102	0,082	1,202	0,229	H5 Not Accepted
IB x GWP -> FRP	0,092	0,092	0,050	1,827	0,068	H6 not accepted

Source: Primary Data Processed, 2025

Figure 1 below illustrates the results of the bootstrapping test used to examine the path coefficients in this study:

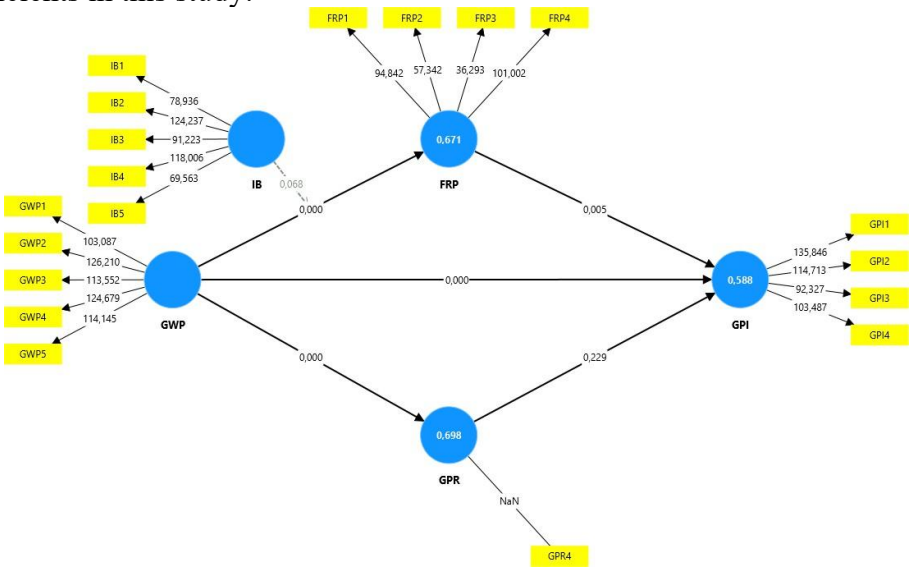

Figure 1.
The Result of the Path Coefficients Test
Source: Primary Data Processed, 2025

Greenwashing Perception and Green Purchase Intention

The outcomes of this study show that greenwashing perception has a negative and significant impact on green purchasing intention among Indonesian Generation Z customers who shop at H&M. This is evident from the path coefficient value of -0.442, T-statistic of 4.031, and p-value of 0.000. These data imply that the deeper consumers perceive greenwashing, the less likely they are to purchase environmentally friendly goods from the company. This finding is consistent with prior research by Lu et al. (2022), which found that greenwashing perceptions reduce consumer willingness to buy green products due to greater scepticism and distrust. Sun and Shi's (2022) study highlighted that misleading green offers lead to feelings of betrayal and decreased environmental responsibility, thereby reducing green purchase intentions. Being transparent about environmental benefits significantly impacts consumer attitudes and inclinations to purchase green products (Yadav & Pathak, 2016).

Greenwashing Perception and Financial Perceived Risk

The findings of this study indicate that greenwashing perception has a positive and significant effect on financial perceived risk among H&M's Indonesian Generation Z consumers. This is supported by a path coefficient of 0.717, a T-statistic of 14.023, and a p-value of 0.000. These data show that the stronger the perception of greenwashing, the more

financial concerns people have when considering purchasing from the company. This finding is compatible with the study of Lu et al. (2022), who discovered that greenwashing raises worries about the trustworthiness of a brand's environmental promises, leading to increased concerns about wasting money on products incompatible with sustainability objectives. Other research has found that greenwashing-induced scepticism leads to feelings of uncertainty and higher perceived risk, resulting in an unwillingness to acquire green products (Akturan, 2018; Shojaei et al., 2024). Financial constraints can influence how firms engage in greenwashing, as companies under economic pressure may make deceptive environmental claims to increase their marketability, perpetuating a cycle of mistrust and financial perceived risk for consumers (D. Zhang, 2022b).

Greenwashing Perception and Green Perceived Risk

The findings of this study show that greenwashing perception has a positive and significant impact on green perceived risk among H&M's Indonesian Generation Z consumers. This is corroborated by the path coefficient of 0.835, the T-statistic of 41.567, and the p-value of 0.000. This conclusion is consistent with the findings of Lu et al. (2022), who observed that false green claims raise consumers' concerns about the environmental validity of items, resulting in a higher perception of environmental damage. As a result, customers may become more sceptical of companies' environmental claims, resulting in increased perceived risk in purchasing green items. Greenwashing weakens shared value, which has significant economic consequences and reduces stakeholder confidence (Xu et al., 2023). The connection between greenwashing perception and perceived risk is essential, since customers may choose financial security over environmental concerns when uncertain (Akturan, 2018).

Financial Perceived Risk and Green Purchase Intention

The study's findings indicate that financial perceived risk negatively and significantly impacts green buying intention among Indonesian Generation Z consumers. This is supported by a path coefficient of -0.273, a T-statistic of 2.805, and a p-value of 0.005. This result is aligned with the previous study by Lu et al. (2022), who noted that deceptive green claims cause consumers to question the environmental authenticity of products, which enhances their impression of environmental damage. Customers may grow increasingly sceptical of businesses' environmental claims, raising the perceived risk of buying environmentally friendly goods. Previous studies have shown that financial perceived risk has a mediating effect on green purchase intention, which indicates that H&M products have greenwashing in their marketing campaign, which could influence the willingness to buy H&M products, which also influences the intention to buy green products from them. Financial perceived risk, or concerns about the financial consequences of purchasing decisions, can significantly impact green purchase intentions. Consumers often approach green products with reluctance if they believe they are more expensive or provide less value (Saleki et al., 2019).

Green Perceived Risk and Green Purchase

The study's findings indicate that green perceived risk had no significant effect on green purchase intention, with a path coefficient of - 0.099, a T-statistic value of 1.202, and a p-value of 0.229. This conclusion is inconsistent with the findings of Lu et al. (2022), who found that fake green claims increase customers' concerns about the environmental legitimacy of things, leading to a higher impression of environmental damage, which is

inconsistent with this conclusion. Customers may grow increasingly sceptical of businesses' environmental claims, raising the perceived risk of buying environmentally friendly goods. However, the lack of relevance of green perceived risk in this study indicates that other factors, such as price, fashion trends, or peer pressure, may still play a larger role in Indonesian Gen Z's decision-making process. According to Chen and Chang (2012) and Mohr et al. (1998), consumers who believe that environmental claims are ambiguous often feel anxious about the environment; however, this response may vary depending on the circumstances. The need for more research into how young consumers assess environmental messages in fast fashion is thus highlighted by the fact that, despite the existence of green perceived risk, it does not seem to directly lower green purchase intention.

Impulse Buying and Financial Perceived Risk

The findings of this study show that impulsive purchase has no significant effect on the connection between greenwashing perception and financial perceived risk among Indonesian Generation Z consumers. This is supported by a path coefficient of 0.092, a T-statistic of 1.827, and a p-value of 0.068. Although the coefficient is positive, the p-value exceeds 0.05, implying that the moderating impact is statistically insignificant. However, financial reasons appear dominant in the Indonesian context, regardless of customers' impulsive tendencies. According to Paylan and Kavas (2022), financial literacy and risk awareness can help consumers resist impulsive behavior when wary of green claims. Furthermore, Kaniati et al. (2024) showed that even when impulsive impulses exist, consumers may exercise rational restraint if they anticipate potential financial loss.

CONCLUSION

Based on the data and discussions reported in the previous chapter, various conclusions can be achieved, related to the impact of Generation Z's greenwashing impression on green purchasing intention in the context of Indonesian H&M consumers:

1. Greenwashing perceptions have a strong negative influence on green purchasing intentions among Indonesian Generation Z consumers. This shows that increased awareness of greenwashing affects consumers' willingness to buy environmentally friendly products, indicating greater scepticism when confronted with misleading sustainability promises.
2. Greenwashing perception significantly positively affects the perceived financial risk. When H&M's sustainability claims are seen as incorrect, Generation Z customers are more likely to be concerned about the value of their purchase and fear financial loss.
3. Financial perceived risk has a considerable negative impact on green purchasing intentions. This suggests that concerns about financial loss might discourage Generation Z from purchasing green items, demonstrating that economic considerations are a significant barrier to sustainable purchase decisions in this demographic.
4. Greenwashing perception has a considerable positive influence on green perceived risk. When consumers notice symptoms of greenwashing, they question the brand's environmental credibility, raising their concerns about the product's potential environmental damage and lowering their trust in its sustainability promises.
5. Green perceived risk has no vital impact on green purchase intention. Although Gen Z customers know the environmental risks associated with inaccurate sustainability claims,

this understanding did not directly impact their purchasing decisions, implying that other considerations, such as price, trend, or brand identity, may outweigh environmental concerns.

6. Impulsive buying had no important effect on the association between greenwashing perception and financial perceived risk. This implies that even when Generation Z makes spontaneous purchases, it has little effect on how greenwashing affects their financial concerns. Their risk perception remains consistent, regardless of their tendency to shop impulsively.

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