Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)
e-ISSN: 2621-606X
Vol. 9. No. 1 (2025)
Page: 7813-7833

EXTENDING THE THEORY OF PLANNED BEHAVIOR: THE DUAL ROLE OF SOCIAL MEDIA INTERACTION IN SUSTAINABLE FASHION PURCHASE INTENTION

Yenny Kurnia Gusti [1]
Sekolah Tinggi Ilmu Ekonomi Widya Wiwaha, Yogyakarta, Indonesia
yenni@stieww.ac.id

Insiatiningsih [2]
Sekolah Tinggi Ilmu Ekonomi Widya Wiwaha, Yogyakarta, Indonesia
insia@stieww.ac.id

Abstract

Despite the growing influence of social media on sustainable consumption, its theoretical integration within the Theory of Planned Behavior (TPB) remains limited. Prior studies largely treat social media as an external communication channel rather than as a structural component of behavioral intention models. This study extends TPB by conceptualizing social media interaction as both an antecedent of attitude, subjective norm, and perceived behavioral control, and as a moderator of the intention formation process in sustainable fashion consumption. Using survey data from 300 Indonesian social media users and Structural Equation Modeling (SEM), the findings indicate that social media interaction significantly influences all TPB constructs. Perceived behavioral control emerges as the strongest predictor of purchase intention. Moderation analysis reveals that social media interaction strengthens the attitude–intention relationship, does not significantly affect the norm–intention relationship, and weakens the control–intention relationship. The study contributes to theory by offering a digitally contextualized extension of TPB and highlights the importance of structured and interactive social media strategies in promoting sustainable fashion consumption.

Keywords: Theory of Planned Behavior, Social Media Interaction, Sustainable Fashion, Purchase Intention, Moderation Effect

INTRODUCTION

The fashion industry has become one of the largest contributors to global environmental degradation, generating significant carbon emissions, water pollution, and textile waste. Fast fashion production and consumption patterns have intensified environmental pressures, with millions of tons of textile waste ending up in landfills each year (Y. Chen et al., 2021). In Indonesia, the rapid growth of fashion consumption has further exacerbated sustainability challenges, highlighting the urgency of promoting more environmentally responsible purchasing behaviors. (Lestari & Trihadiningrum, 2019).

Sustainable fashion has emerged as an alternative consumption model that emphasizes eco-friendly materials, ethical production processes, and responsible purchasing decisions(Fetner & Miller, 2021)(Pålsson & Olsson, 2023). However, despite increasing environmental awareness, the adoption of sustainable fashion products remains relatively limited. Consumers often perceive sustainable fashion as more expensive, less accessible, or lacking sufficient information, creating barriers to widespread behavioral change (Hendijani, 2023)(Spranz et al., 2018) .

Social media has grown to become one of the main channels in shaping public consumption behavior, including promoting environmentally friendly habits(Rapada et al., 2021)(Simeone & Scarpato, 2020)(Xie & Madni, 2023)(Tanjung et al., 2025) . Platforms such as TikTok, Instagram, and YouTube are widely used to convey educational messages, environmental campaigns, and influence public opinion. For example, social media platforms (e.g., Instagram and TikTok) have become influential channels in shaping consumer awareness and purchase behavior, including in the context of sustainable fashion. Influencers, brand storytelling, and user-generated content often promote eco-conscious clothing choices and ethical brands. However, the effectiveness of such campaigns depends on the credibility of information, perceived authenticity, and the consistency of sustainability messaging (Astuti, Budi. R, 2024) . These findings show that the effectiveness of social media campaigns is highly dependent on appropriate communication strategies and the sustainability of the message

Within the framework of the Theory of Planned Behavior (TPB), social media can influence three main components that shape behavioral intent: attitude, subjective norm, and perceived behavioral control(Ajzen, 2002). For example, TikTok content that highlights the environmental benefits of sustainable clothing can shape positive attitudes toward eco-friendly fashion choices. (Liao, 2024)(Rinaldi1*, Endah Marendah Ratnaningtyas2, Mifta Fitriyana1, 2024)(Eva Nurmalita Sari, 2023), online community engagement can strengthen subjective norms(Joo et al., 2020), and tutorials that provide practical guidance can increase perceived behavioral control(B. Wang & Li, 2022)Thus, social media not only serves as a means of information, but also as a strategic instrument to encourage changes in consumer behavior towards more sustainable practices.

However, previous studies have been dominated by research on the role of social media in general, without focusing on specific platforms such as TikTok, especially in Indonesia(Kunamaneni et al., 2019)(Muranko et al., 2021)(Mahmoudi & Parviziomran, 2020)(Tonikidou & Webb, 2024). In fact, Generation Z is the group that is most active on TikTok and has great potential as agents of change in environmental issues. This gap opens up opportunities to examine more deeply how TikTok can influence factors in TPB to encourage sustainable fashion purchase intention.

Although prior international studies have examined sustainable fashion consumption using the Theory of Planned Behavior (Wu & Lee, 2025); (Arya et al., 2024), most treat social media as an external stimulus or communication channel rather than integrating it within the structural core of the TPB model. Furthermore, existing research tends to focus on direct effects of TPB constructs on purchase intention, with limited attention to how digital interaction environments may condition or reshape these relationships. Studies that incorporate social media variables often position them as independent predictors without examining their potential moderating role in the intention-formation process. This creates a theoretical gap regarding how social media interaction functions simultaneously as a psychological antecedent and as a contextual mechanism influencing the strength of TPB relationships. Addressing this gap is particularly important in emerging digital markets such as Indonesia, where social media penetration significantly shapes consumer decision-making processes.

While the Theory of Planned Behavior (TPB) has been widely applied to explain sustainable purchase intentions, prior studies primarily treat social media as an external communication channel rather than an integrated theoretical construct. This study extends TPB by conceptualizing social media interaction as both (1) an antecedent influencing attitude, subjective norm, and perceived behavioral control, and (2) a contextual moderator that conditions the strength of the relationships between these constructs and purchase intention. By positioning social media interaction within the structural core of TPB, this research offers a theoretically integrated digital extension of the model in the context of sustainable fashion consumption.

Based on this background, this study aims to analyze the influence of social media interaction on attitudes, subjective norms, and perceived behavioral control in shaping sustainable fashion purchase intention among Indonesian social media users. Furthermore, this study examines the moderating role of social media interaction in conditioning the relationships between TPB constructs and purchase intention.

RESEARCH METHOD

This study uses a quantitative approach with a cross-sectional survey design to analyze the influence of the modified Theory of Planned Behavior (TPB) construct on the intention to purchase sustainable products among social media users. The choice of a quantitative approach was based on the research objective to empirically test the structural relationships specified in the theoretical model between variables using numerical data(Creswell, 2021) . The TPB was modified by adding the independent variable of social media interaction and testing its moderating role in the relationship between TPB constructs and purchase intention. This addition refers to recent literature that emphasizes the role of social media in shaping sustainable consumer behavior(Onofrei et al., 2022)(Nekmahmud et al., 2022).

Research Stages: 1. Research Model Design. The conceptual model was developed through a literature review of Scopus-indexed publications (2020–2024) related to TPB, sustainable purchasing behavior, and social media. Hypotheses were formulated based on previous empirical evidence showing the significant influence of attitudes, subjective norms, and perceived behavioral control on purchase intention(Ajzen, 1991) . The role of social media as a moderating factor is supported by findings that digital interactions can strengthen

the relationship between psychological constructs and purchasing behavior. 2. Data Collection. The population of this study consisted of active social media users (Instagram/TikTok) in Indonesia aged 18–35 years, representing the demographic segment most engaged with sustainable fashion content (Statista, 2023). A total of 300 respondents were selected using purposive sampling to ensure conceptual relevance between participants and the theoretical model being tested. Although this approach limits statistical generalizability, it is appropriate for SEM-based theory testing and allows theoretical generalization within digitally active sustainable fashion consumers. The inclusion criteria required respondents to (1) use social media for at least one hour per day and (2) have been exposed to or interacted with sustainable fashion content. Data were collected using an online questionnaire with a five-point Likert scale (1 = strongly disagree to 5 = strongly agree), following recommendations to enhance response reliability and clarity (Joshi et al., 2015). All constructs were measured using multi-item scales adapted from validated prior studies to ensure content validity. Social media interaction was measured using five items adapted from (Onofrei et al., 2022) and (Sajtos et al., 2023). Attitude, subjective norm, and perceived behavioral control were measured using items adapted from (Ajzen, 1991) and subsequent TPB-based sustainable consumption research (Kamalanon et al., 2022),(Taufique & Islam, 2021). Purchase intention was measured using established sustainable consumption scales (Ahmed et al., 2022); (Wu & Lee, 2025). A pilot test involving 30 respondents was conducted to ensure clarity and contextual relevance. Because the study relied on single-source self-reported data, procedural remedies were applied to reduce potential common method bias. Respondents were assured of anonymity and confidentiality, and questionnaire items were organized into separate sections to minimize psychological proximity between constructs. 3. Data Analysis. Validity and Reliability Tests: Construct validity was tested using Confirmatory Factor Analysis (CFA) with Construct validity was assessed using Confirmatory Factor Analysis (CFA) with a recommended factor loading threshold of ≥ 0.50(J. Hair & Alamer, 2022).

Reliability was measured using Cronbach's alpha and Composite Reliability (CR) with a minimum value of 0.70. Structural Model Analysis: Structural Equation Modeling (SEM) based on covariance was used with AMOS software to test direct and indirect relationships between variables. Goodness-of-fit indices included CFI (> 0.90), TLI (> 0.90), and RMSEA (< 0.08)(Byrne, 2012)(T. Wang et al., 2021) . Moderation Analysis: The moderating effect of social media interaction was tested using Moderated Regression Analysis (MRA), as recommended(J. F. Hair et al., 2019)(Byrne, 2013)(Cheung et al., 2020) , to assess whether the intensity of social media interaction strengthens or weakens the relationship between TPB constructs and purchase intention. This study employs a cross-sectional survey design, which is appropriate for theory testing and structural relationship modeling using SEM. While SEM allows for the examination of theoretically specified directional relationships, the cross-sectional nature of the data limits strong causal inference. Therefore, the relationships identified in this study should be interpreted as theory-driven associations rather than definitive causal effects.

RESULTS AND DISCUSSION

Respondent Profile

Table 1. Respondent Characteristics

No	Characteristics	Category	Number of People	Percentage
1	Gender	Male	118	39.3
		Women	182	60.7
		Total Respondents	300	100
2	Age	18-25	200	66.7
		26-35	100	33.3
		Total Respondents	300	100
3	Highest Level of Education	High School/Equivalent	91	30.3
		D3/S1	137	45.7
		Master's/Doctorate	72	24
		Total Respondents	300	100
4	Frequency of Social Media Use/day	<1 hour	52	17.3
		1-3 hours	108	36
		>3 hours	140	46.7
		Total Respondents	300	100
5	Dominant Social Media Platform	Instagram	106	35.3
		TikTok	86	28.7
		YouTube	73	24.3
		Others*	35	11.7
		Total Respondents	300	100
6	Have you ever purchased sustainable fashion?	Yes	300	100
		Total Respondents	300	100

(Source: Processed primary data (2025)

The research respondents consisted of 118 men (39.3%) and 182 women (60.7%). This distribution shows that although women dominate the sample, male participation remains significant. This indicates that interest in sustainable fashion is not entirely dominated by one gender, but is attractive to both groups. This percentage difference can be taken into consideration in marketing strategies, where sustainability messages need to be tailored to the preferences of each gender. Age. A total of 200 respondents (66.7%) were in the 18-25 age range, while 100 respondents (33.3%) were aged 26-35. The younger age group dominates the sample, indicating that the younger generation has a high interest in sustainability issues in fashion. However, the participation of the 26-35 age group is also quite large, suggesting that awareness of sustainable fashion is not limited to teenagers or college students, but also includes young professionals. Highest Level of Education. The distribution of respondents' education levels varied, with 91 people (30.3%) having a high school/equivalent education, 137 people (45.7%) having a D3/S1 education, and 72 people (24%) having an S2/S3 education. This variation reflects that interest in sustainable fashion is not exclusive to highly educated groups, but is also present among high school graduates.

However, the larger proportion at the D3/S1 and S2/S3 levels indicates that sustainability literacy may be more prevalent among the educated.

Frequency of Social Media Use per Day. Respondents were divided into three categories of social media use: 52 people (17.3%) used it less than 1 hour per day, 108 people (36%) used it for 1-3 hours, and 140 people (46.7%) used it more than 3 hours per day. These data reveal the diversity of social media usage intensity among respondents. Although most are active users, there is a segment that is more selective in accessing digital platforms. This variation is important for understanding how exposure to sustainable fashion content may differ based on social media habits. Dominant Social Media Platforms. Respondents used various platforms, with 106 people (35.3%) choosing Instagram, 86 people (28.7%) choosing TikTok, and 73 people (24.3%) choosing YouTube. A total of 35 people (11.7%) used other platforms such as Facebook, LinkedIn, or Reddit. This distribution shows that although Instagram, TikTok, and YouTube are the main platforms, there is still a small group that relies on alternative platforms. This diversity suggests the need for a multichannel approach in disseminating sustainable fashion content. Sustainable Fashion Purchasing Experience. All respondents (100%) stated that they had purchased sustainable fashion products. This shows that the research sample consisted of consumers who already had direct experience with these products. This finding reinforces the relevance of the research in examining repurchase intent or brand loyalty, while also confirming that sustainable fashion has begun to be accepted in the Indonesian market. However, it should be noted that the research's does not include consumers who have never purchased such products, so the findings should be generalized with caution.

Instrument Quality Test

Table 2. Table 2. Validity and reliability test

Construct	Indicator	Loading	CR	AVE	Description
Social Media Interaction	IMS1	0.762			Valid
	IMS2	0.59			Valid
	IMS3	0.713			Valid
	IMS4	0.735			Valid
	IMS5	0.802			Valid
	Total	3.602	0.845	0.524	Reliable
Attitude Towards Fashion Products	SPF1	0.727			Valid
	SPF2	0.725			Valid
	SPF3	0.627			Valid
	SPF4	0.577			Valid
	SPF5	0.873			Valid
	Total	3.529	0.835	0.508	Reliable
Subjective Norm	NS1	0.649			Valid
	NS2	0.641			Valid
	NS3	0.765			Valid
	NS4	0.918			Valid

	NS5	0.777			Valid
	Total	3,750	0.868	0.573	Reliable
Perceived Behavioral Control	PKP1	0.711			Valid
	PKP2	0.904			Valid
	PKP3	0.712			Valid
	PKP4	0.653			Valid
	PKP5	0.587			Valid
	Total	3.567	0.841	0.520	Reliable
Purchase Intention	NB1	0.71			Valid
	NB2	0.522			Valid
	NB3	0.539			Valid
	NB4	0.678			Valid
	NB5	0.893			Valid
	Total	2,449	0.708	0.505	Reliable
Actual Shopping Behavior	PBA1	0.652			Valid
	PBA2	0.912			Valid
	PBA3	0.876			Valid
	PBA4	0.821			Valid
	PBA5	0.728			Valid
	Total	3.989	0.900	0.646	Reliable

(Source: Processed primary data (2025)

The construct validity analysis in this study shows that all indicators are valid because they have factor loadings that meet the minimum requirement (loading > 0.5), where each indicator successfully measures the intended construct well. In addition, the Average Variance Extracted (AVE) value for all constructs also met the specified criteria (AVE>0.5), proving that the variance explained by these indicators was greater than the variance due to measurement error, so it can be concluded that this research instrument has good convergent validity and is suitable for measuring each construct in the research model.

The reliability test in this study confirmed that all constructs had adequate reliability, as indicated by the Composite Reliability (CR) value exceeding the minimum threshold (CR>0.7). High CR values for each construct prove strong internal consistency among indicators in measuring the same variable, meaning that all indicators together are able to represent the measured construct in a stable and reliable manner. These results reinforce the validity of the research instrument and ensure that the measurements of each variable can be relied upon for further analysis in the research model. All factor loadings exceeded the recommended threshold of 0.50, composite reliability values were above 0.70, and AVE values exceeded 0.50, confirming convergent validity.

Goodness of Fit Test Results

Table 3. Goodness of Fit Test Results

Index	Cut-off Value	Model Results	Description
X^2 - Chi Square	Expected to be small	1543.721	-
Probability (p)	> 0.05	0.000	Not Good
CMIN/DF	< 2 (good) < 3 (acceptable)	1.711	Good
GFI	> 0.90	0.822	Marginal
AGFI	> 0.90	0.795	Not Good
RMSEA	< 0.08	0.049	Good
TLI (rho2)	> 0.90	0.903	Good
CFI	> 0.90	0.911	Good
IFI	> 0.90	0.912	Good

(Source: Processed primary data (2025)

The Chi-Square (X^2) test results show a significant value (p = 0.000), indicating that the null hypothesis (Ho) which states that there is no difference between the sample covariance matrix and the estimated population covariance matrix is rejected. This means that there is a difference between the two matrices, so the model is not statistically entirely appropriate. However, in Structural Equation Modeling (SEM) analysis, the Chi-Square test is very sensitive to large sample sizes, so model suitability cannot be assessed based on this value alone. Therefore, further evaluation using other fit indices is necessary.

CMIN/DF (Chi-Square/df) provides a more stable assessment by considering the complexity of the model. A value of 1.711 (below the recommended limit of < 2.0) indicates that the model has a good level of fit. This suggests that even though the Chi-Square is significant, this ratio reinforces that the model is still acceptable in terms of parsimony (balance between simplicity and accuracy).

The GFI (0.822) and AGFI (0.795) values fall below the commonly recommended threshold of 0.90, indicating that the model does not achieve optimal absolute fit. However, these indices are known to be sensitive to sample size and model complexity, often producing lower values in models with multiple constructs and indicators. Therefore, model evaluation was based on a holistic assessment of fit indices rather than relying on a single criterion.

Incremental fit indices (CFI = 0.911; TLI = 0.903; IFI = 0.912) and the RMSEA value (0.049) meet recommended thresholds, suggesting that the model demonstrates acceptable comparative and parsimonious fit. Taken together, the results indicate that while absolute fit is not optimal, the overall model fit is within acceptable limits for theory-testing purposes.

The Root Mean Square Error of Approximation (RMSEA) value of 0.049 (< 0.08) confirms that the model has a low level of error in its population approximation, placing it in the good category. A low RMSEA indicates that the model is able to represent the data accurately despite the large sample size.

Overall, this research model meets the goodness of fit criteria based on the majority of indices, particularly CMIN/DF, RMSEA, TLI, CFI, and IFI. Although GFI is marginal and AGFI is below standard, this does not necessarily invalidate the model, especially since other more robust indices (such as CFI and RMSEA) have met the requirements. Thus, this model can be accepted for further analysis, although it is recommended to evaluate the indicators that may affect AGFI and GFI if further refinement is desired.

1.1.Hypothesis Testing

Table 4. Hypothesis test results

H	Variable Relationship	Standard Coefficient	Standard Error	Calculated t-value	p-value	Description
1	Social Media Interaction → Attitude	0.137	0.063	1.992	0.046	H1 supported
2	Social_Media_Interaction → Subjective_Norms	0.284	0.061	4.273	***	H2 supported
3	Social_Media_Interaction → Behavioral_Control	0.232	0.073	3.291	***	H3 supported
4	Attitude → Purchase_Intent	0.135	0.056	2.195	0.028	H4 supported
5	Subjective Norm → Purchase Intention	0.220	0.058	3.451	***	H5 supported
6	Behavioral Control → Purchase Intention	0.322	0.053	4.830	***	H6 supported
7	Purchase_Intent → Actual_Spending	0.324	0.069	4.893	***	-
7	IMS.SPF (Social Media Interaction × Attitude) → Purchase Intention	0.129	0.074	2.067	0.039	H7 supported*
8	IMS.NS (Social_Media_Interaction × Subjective_Norm) → Purchase_Intention	0.082	0.069	1.314	0.189	H8 not supported

H	Variable Relationship	Standard Coefficient	Standard Error	Calculated t-value	p-value	Description
9	IMS.PKP (Social_Media_Interaction × Behavioral_Control) → Purchase_Intent	-0.125	0.076	-1.998	0.046	H9 supported**

The Effect of Social Media Interaction on Attitude (H1)

The analysis results show that social media interaction has a significant effect on attitudes with a standard coefficient of 0.137 (p=0.046). This finding supports H1 and is in line with the Planned Behavior theory, which states that exposure to information through social media can shape positive attitudes. This figure indicates that the more intense the interaction on social media about sustainable fashion, the more positive consumers' attitudes toward these products will be.

The Effect of Social Media Interaction on Subjective Norms (H2)

Social media interaction has been proven to have a strong influence on subjective norms (β=0.284, p<0.001). This result supports H2 and shows that content on social media can create a perception of social pressure to buy sustainable fashion. The relatively high coefficient value compared to other variables indicates that social media is an effective means of shaping social norms among consumers.

The Influence of Social Media Interaction on Behavioral Control (H3)

The third hypothesis (H3) was also proven with a coefficient of 0.232 (p<0.001). This means that interaction on social media increases consumers' confidence in their ability to purchase sustainable fashion. This finding is important because it shows the role of social media in reducing perceived barriers, such as difficulty finding products or ignorance about sustainable product criteria.

The Influence of Attitude on Purchase Intentions (H4)

A positive attitude toward sustainable fashion was found to have a significant effect on purchase intention (β=0.135, p=0.028), supporting H4. Although the coefficient value was among the lowest among the TPB variables, this result is consistent with the theory that a positive attitude is an important prerequisite in the formation of purchase intention, even though it is not the only determining factor.

The Effect of Subjective Norms on Purchase Intentions (H5)

Subjective norms show a fairly strong influence on purchase intention (β=0.220, p<0.001), supporting H5. This reflects the collective culture in Indonesia where purchasing decisions are greatly influenced by the views of others. This result also confirms that campaigns through influencers or testimonials on social media can be effective in increasing purchase intention.

The Influence of Behavioral Control on Purchase Intentions (H6)

Behavioral control is the strongest predictor of purchase intention with a coefficient of 0.322 (p<0.001), supporting H6. This finding highlights the importance of ensuring product availability and ease of access in sustainable fashion marketing. This means that, in addition to awareness campaigns, businesses need to pay attention to the distribution and accessibility of products.

The Moderating Effect of Social Media Interaction on the Attitude-Purchase Intention Relationship (H7)

Social media interaction was found to strengthen the relationship between attitude and purchase intention (β=0.129, p=0.039), supporting H7. These results indicate that social media content not only shapes attitudes but also strengthens the influence of attitudes on purchase intention. The implication is that campaigns should not only be informative but also interactive to maximize this effect.

Moderating Effect of Social Media Interaction on the Relationship between Subjective Norms and Purchase Intentions (H8)

Contrary to the hypothesis, social media interaction does not moderate the relationship between subjective norms and purchase intention (β=0.082, p=0.189). This insignificance may be because subjective norms are already strongly influenced by the immediate social environment (family/friends) so that interaction on social media does not provide a significant additional effect.

Moderating Effect of Social Media Interaction on the Relationship between Behavioral Control and Purchase Intentions (H9)

Interestingly, social media interaction actually weakens the relationship between behavioral control and purchase intention (β=-0.125, p=0.046). This may be due to excessive information on social media, which makes consumers feel confused or hesitant in evaluating their ability to purchase sustainable products. This finding highlights the importance of presenting clear and structured information in marketing content.

Discussion

This study aims to examine the influence of social media interaction on the Theory of Planned Behavior (TPB) constructs—attitude, subjective norm, and perceived behavioral control—in predicting sustainable fashion purchase intention, as well as the moderating role of social media interaction in this relationship(Al-Kenane et al., 2025)(Nekmahmud et al., 2022)(Onofrei et al., 2022) . The results show that social media interaction has a significant effect on all TPB constructs, with the strongest effect on subjective norms (β=0.284, p<0.001). Among the TPB constructs, perceived behavioral control is the strongest predictor of purchase intention (β=0.322, p<0.001). Moderating analysis revealed that social media interaction strengthened the attitude–purchase intention relationship (H7), had no significant effect on subjective norm–purchase intention (H8), and surprisingly weakened the behavioral control perception–purchase intention relationship (H9).

The significant effect of social media interaction on attitude is consistent with the findings of(Onofrei et al., 2022)(McClure & Seock, 2020) , which emphasizes the power of user-generated content in shaping positive perceptions of sustainable products. The strong influence on subjective norms is in line with(Samaniego-Arias et al., 2025)(S. Zhang & Zhang, 2023) , which shows that community support and peer endorsement form positive social pressure to adopt environmentally friendly behavior. The dominant role of perceived behavioral control as a predictor of purchase intention is also in line with(Hewei & Youngsook, 2022) , which emphasizes the importance of product availability and affordability. The moderating effect on the attitude–purchase intention relationship (H7) is consistent with(Onofrei et al., 2022) , which found that interactive campaigns can convert positive attitudes into stronger purchase intentions. However, the non-significant result on subjective norms–purchase intention (H8) differs from(La Barbera & Ajzen, 2020) , which

reported an increase in digital social pressure, which in the context of this study may have reached a saturation point. The finding that social media interaction actually weakens the relationship between perceived behavioral control and purchase intention (H9) is rarely reported, but can be explained through the information overload framework(Eppler & Mengis, 2004) , in which excessive information actually reduces consumer confidence. Beyond statistical significance, the magnitude of the standardized coefficients indicates varying levels of substantive impact. The effects of social media interaction on attitude (β = 0.137) and the attitude–intention relationship (β = 0.135) are relatively modest, suggesting limited practical influence. In contrast, perceived behavioral control shows the strongest effect on purchase intention (β = 0.322), highlighting that accessibility and perceived capability are more influential than evaluative or social factors. The moderating effects, although statistically significant in some cases, are small in magnitude, indicating that social media interaction conditions intention formation to a limited extent. These findings suggest that managerial efforts should prioritize improving structural access to sustainable fashion alongside digital engagement strategies.

The results of this study expand the TPB model by integrating social media interactions as both an antecedent and moderator variable. This dual role shows that digital interactions are not only a channel of information, but also a context that influences how psychological determinants are translated into purchase intent. This study also confirms that the quality of interactions—not just the quantity—is an important factor in predicting consumer behavior in the digital environment. For sustainable fashion industry players, these results indicate the need to: Develop interactive and emotional content to strengthen positive attitude- . Utilize influencer- and community-led campaigns to reinforce subjective norms. Ensure product availability, competitive pricing, and clear purchasing guidelines to enhance perceived behavioral control.

In addition, it is necessary to avoid presenting excessive or unstructured information, as this can reduce consumer confidence in decision-making. The weakening effect of social media interactions on the relationship between perceived behavioral control and purchase intention is an unexpected finding. A possible cause is the presence of conflicting or excessive information on social media, which causes confusion and reduces consumer self-efficacy. This finding emphasizes the need for concise, clear, and consistent message curation in digital campaigns. The main strength of this study is its platform-specific focus (TikTok and Instagram) in the Indonesian context, which fills a gap in previous studies that tended to generalize social media. The moderation analysis also adds methodological depth to understanding the mechanisms of digital influence. However, its limitation is that the sample only includes consumers who already have experience purchasing sustainable fashion, so generalizing the findings to potential consumers who have not yet purchased must be done with caution. Further research could use a longitudinal design and expand to other sustainable product categories and different social media platforms. The findings suggest that sustainable fashion intention is more strongly driven by structural feasibility than by evaluative persuasion alone. The dominance of perceived behavioral control indicates that consumers may already hold favorable attitudes toward sustainability, yet their behavioral engagement depends more on perceived affordability and accessibility. The limited magnitude of moderating effects further implies that digital interaction enhances—but does not fundamentally transform—the psychological structure proposed by TPB. This reinforces the

view that social media operates as a contextual amplifier rather than a primary determinant of behavioral intention.

CONCLUSION

This study confirms that social media interaction plays an important role in shaping attitudes, subjective norms, and behavioral control perceptions that influence the intention to purchase sustainable fashion. Behavioral control perceptions emerged as the strongest predictor of purchase intention, while social media interaction played a dual role as both an antecedent and a moderator. The moderating effect shows a complex pattern: it strengthens the attitude–purchase intention relationship, has no effect on the subjective norm–purchase intention relationship, and weakens the behavioral control–purchase intention relationship. **Theoretical Contribution:** This study extends the Theory of Planned Behavior (TPB) by integrating social media interaction as a dual-function construct within the model. Unlike conventional TPB applications that treat digital exposure as an external influence, this research theoretically embeds social media interaction as both an antecedent shaping core psychological determinants and a moderator influencing the intention-formation mechanism. This extension provides a digital-contextual refinement of TPB, particularly relevant in emerging economies where social media penetration significantly shapes consumer decision-making processes. Practical Implications: From a managerial perspective, the findings indicate that improving product accessibility, affordability, and distribution transparency should be prioritized over purely persuasive digital campaigns. While social media engagement enhances intention formation, its practical impact remains modest compared to structural control factors. Therefore, firms should combine interactive digital strategies with tangible improvements in product availability and pricing clarity. Future Research Directions: Further research is recommended to test the model on a more diverse population, including consumers who have never purchased sustainable products, and to expand the context to other environmentally friendly product categories. Longitudinal studies are also needed to understand the long-term dynamics of social media's influence on consumer behavior.

REFERENCES

Adamkiewicz, J., Kochańska, E., Adamkiewicz, I., & Łukasik, R. M. (2022). Greenwashing and sustainable fashion industry. *Current Opinion in Green and Sustainable Chemistry*, *38*, 100710. https://doi.org/10.1016/j.cogsc.2022.100710

Ahmad, N., Fahad, Zaki, M., Alam, Z., & Khalid, M. (2025). Understanding consumer attitude and purchase intention of organic food products. *Spanish Journal of Marketing - ESIC*. https://doi.org/10.1108/SJME-04-2024-0110

Ahmed, R. R., Streimikiene, D., Qadir, H., & Streimikis, J. (2022). Effect of green marketing mix, green customer value, and attitude on green purchase intention: evidence from the USA. *Environmental Science and Pollution Research*, *30*(5), 11473–11495. https://doi.org/10.1007/s11356-022-22944-7

Ajzen, I. (1991). The Theory of planned behavior. *Organizational Behavior and Human Decision Processes*.

Ajzen, I. (2002). *Constructing a TPB questionnaire: Conceptual and methodological considerations*.

Al-Kenane, K., Almoraish, A., Al-Enezi, D., Al-Matrouk, A., AlBuloushi, N., & AlReshaid, F. (2025). The Process Through Which Young Adults Form Attitudes Towards Sustainable Products Through Social Media Exposure in Kuwait. *Sustainability*, *17*(10), 4442. https://doi.org/10.3390/su17104442

Ali, M., Ullah, S., Ahmad, M. S., Cheok, M. Y., & Alenezi, H. (2022). Assessing the impact of green consumption behavior and green purchase intention among millennials toward sustainable environment. *Environmental Science and Pollution Research*, *30*(9), 23335–23347. https://doi.org/10.1007/s11356-022-23811-1

Arora, N., Rana, M., & Prashar, S. (2023). How Does Social Media Impact Consumers' Sustainable Purchase Intention? *Review of Marketing Science*, *21*(1), 143–168. https://doi.org/10.1515/roms-2022-0072

Arqam, A. N. A. R., Amar, K., Syamsul, N. I., Bahri, S., & Mangngenre, S. (2024). Factors affecting sustainable clothing purchase intentions: evidence from Indonesia. *Engineering Management in Production and Services*, *16*(4), 139–156. https://doi.org/10.2478/emj-2024-0038

Arya, B., Chaturvedi, S., & Bhati, N. S. (2024). Extending the theory of planned behaviour to predict sustainable food consumption. *Environment, Development and Sustainability*, *26*(12), 31277–31300. https://doi.org/10.1007/s10668-024-04466-z

Astuti, Budi. R, R. (2024). Development of Gen-Z Behaviour Model in Online Shopping with Moderated High Involvement Product. *Pakistan Journal of Life and Social Sciences (PJLSS)*, *22*(2). https://doi.org/10.57239/PJLSS-2024-22.2.001549

Ayar, I., & Gürbüz, A. (2021). Sustainable Consumption Intentions of Consumers in Turkey: A Research Within the Theory of Planned Behavior. *Sage Open*, *11*(3). https://doi.org/10.1177/21582440211047563

Beuria, R. K., Kondasani, R. K. R., & Mahato, J. (2024). Unraveling the impact of minimalism on green purchase intention: insights from theory of planned behavior. *Research Journal of Textile and Apparel*. https://doi.org/10.1108/RJTA-05-2024-0073

Blazquez, M., Henninger, C. E., Alexander, B., & Franquesa, C. (2020). Consumers' Knowledge and Intentions towards Sustainability: A Spanish Fashion Perspective. *Fashion Practice*, *12*(1), 34–54. https://doi.org/10.1080/17569370.2019.1669326

Bryła, P., Chatterjee, S., & Ciabiada-Bryła, B. (2022). The Impact of Social Media Marketing on Consumer Engagement in Sustainable Consumption: A Systematic Literature Review. *International Journal of Environmental Research and Public Health*, *19*(24), 16637. https://doi.org/10.3390/ijerph192416637

Byrne, B. M. (2012). *Structural equation modeling with Mplus*. New York: Routledge.

Byrne, B. M. (2013). *Structural equation modeling with Mplus: Basic concepts, applications, and programming*. routledge.

Carfora, V., Buscicchio, G., & Catellani, P. (2021). Integrating Personal and Pro-Environmental Motives to Explain Italian Women's Purchase of Sustainable Clothing. *Sustainability*, *13*(19), 10841. https://doi.org/10.3390/su131910841

Cayaban, C. J. G., Prasetyo, Y. T., Persada, S. F., Borres, R. D., Gumasing, M. J. J., & Nadlifatin, R. (2023). The Influence of Social Media and Sustainability Advocacy on the Purchase Intention of Filipino Consumers in Fast Fashion. *Sustainability*, *15*(11), 8502. https://doi.org/10.3390/su15118502

Chandra Pant, S., Saxena, R., Gupta, N. K., Yadav, H., Kumar AD, S., & Kumar Pant, D. (2024). The organic odyssey: Navigating the influence of attitude on purchase intent, mediated by perceived value, quality, and price in India. *Journal of Retailing and Consumer Services*, *79*, 103801. https://doi.org/10.1016/j.jretconser.2024.103801

Chen, B., & Madni, G. R. (2023). Achievement of sustainable environment through effectiveness of social media in Z generation of China. *PLOS ONE*, *18*(11), e0292403. https://doi.org/10.1371/journal.pone.0292403

Chen, C., Li, Z., Yang, S., & Cao, D. (2024). Driving eco-friendly product purchases through social media: How does peer influence work? *Journal of Consumer Behaviour*, *23*(6), 3213–3231. https://doi.org/10.1002/cb.2400

Chen, Y., Awasthi, A. K., Wei, F., Tan, Q., & Li, J. (2021). Single-use plastics: Production, usage, disposal, and adverse impacts. *Science of The Total Environment*, *752*, 141772. https://doi.org/10.1016/j.scitotenv.2020.141772

Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, *32*(3), 695–720.

Confetto, M. G., Covucci, C., Addeo, F., & Normando, M. (2023). Sustainability advocacy antecedents: how social media content influences sustainable behaviours among Generation Z. *Journal of Consumer Marketing*, *40*(6), 758–774. https://doi.org/10.1108/JCM-11-2021-5038

Creswell, J. W. (2021). *A concise introduction to mixed methods research*. SAGE publications.

Ebrahimi, P., Khajeheian, D., & Fekete-Farkas, M. (2021). A SEM-NCA Approach towards Social Networks Marketing: Evaluating Consumers' Sustainable Purchase Behavior with the Moderating Role of Eco-Friendly Attitude. *International Journal of Environmental Research and Public Health*, *18*(24), 13276. https://doi.org/10.3390/ijerph182413276

Eppler, M. J., & Mengis, J. (2004). The concept of information overload: A review of literature from organization science, accounting, marketing, MIS, and related disciplines. *The Information Society*, *20*(5), 325–344.

Eva Nurmalita Sari, R. (2023). PENGARUH SOCIAL MEDIA MARKETINGDAN ELECTRONIC WORD OF MOUTHTERHADAP MINAT BELI PADA KLINIK KECANTIKAN LARISSA AESTHETIC CENTERDI YOGYAKARTA. *Journal Competency of Business*, *7*(01), 110–127. https://doi.org/https://doi.org/10.47200/jcob.v7i01.1939

Fetner, H., & Miller, S. A. (2021). Environmental payback periods of reusable alternatives to single-use plastic kitchenware products. *The International Journal of Life Cycle Assessment*, *26*(8), 1521–1537. https://doi.org/10.1007/s11367-021-01946-6

Gao, B., Li, Z., & Yan, J. (2022). The influence of social commerce on <scp>eco-friendly</scp> consumer behavior: Technological and social roles. *Journal of Consumer Behaviour*, *21*(4), 653–672. https://doi.org/10.1002/cb.2022

Gupta, P. (2022). Sustainable Fashion. *SSRN Electronic Journal*. https://doi.org/10.2139/ssrn.4286032

Gutierrez, A., Punjaisri, K., Desai, B., Syed Alwi, S. F., O'Leary, S., Chaiyasoonthorn, W., & Chaveesuk, S. (2023). Retailers, don't ignore me on social media! The importance

of consumer-brand interactions in raising purchase intention - Privacy the Achilles heel. *Journal of Retailing and Consumer Services*, *72*, 103272. https://doi.org/10.1016/j.jretconser.2023.103272

Hageman, E., Kumar, V., Duong, L., Kumari, A., & McAuliffe, E. (2024). Do fast fashion sustainable business strategies influence attitude, awareness and behaviours of female consumers? *Business Strategy and the Environment*, *33*(2), 1081–1098. https://doi.org/10.1002/bse.3545

Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, *1*(3), 100027.

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2019). Multivariate data analysis. Cengage learning. *Hampshire, United Kingdom*, *633*.

Han, J., Woodside, A. G., & Ko, E. (2024). Does consumer knowledge about sustainable-fashion impact intention-to-buy? *Asia Pacific Journal of Marketing and Logistics*, *36*(10), 2390–2410. https://doi.org/10.1108/APJML-05-2023-0456

Hendijani, R. B. (2023). From Plastic Pollution to Sustainable Solutions: Exploring Reusable Bag Intentions in Jakarta, Indonesia. *Journal of Environmental Science and Management*, *26*(2), 1–16. https://doi.org/10.47125/jesam/2023_2/01

Hewei, T., & Youngsook, L. (2022). Factors affecting continuous purchase intention of fashion products on social E-commerce: SOR model and the mediating effect. *Entertainment Computing*, *41*, 100474. https://doi.org/10.1016/j.entcom.2021.100474

Hong, S., Jahng, M. R., Lee, N., & Wise, K. R. (2020). Do you filter who you are?: Excessive self-presentation, social cues, and user evaluations of Instagram selfies. *Computers in Human Behavior*, *104*, 106159. https://doi.org/10.1016/j.chb.2019.106159

Hosta, M., & Zabkar, V. (2021). Antecedents of Environmentally and Socially Responsible Sustainable Consumer Behavior. *Journal of Business Ethics*, *171*(2), 273–293. https://doi.org/10.1007/s10551-019-04416-0

Hou, J., Wang, X., Yao, S., & Aris, A. (2024). Sustainable Fashion Design: A Review and Perspective. *International Journal of Art and Design*, *8*(2/SI), 95–104. https://doi.org/10.24191/ijad.v8i2/SI.3576

Jakubowska, D., Dąbrowska, A. Z., Pachołek, B., & Sady, S. (2024). Behavioral Intention to Purchase Sustainable Food: Generation Z's Perspective. *Sustainability*, *16*(17), 7284. https://doi.org/10.3390/su16177284

Joo, Y., Seok, H., & Nam, Y. (2020). The Moderating Effect of Social Media Use on Sustainable Rural Tourism: A Theory of Planned Behavior Model. *Sustainability*, *12*(10), 4095. https://doi.org/10.3390/su12104095

Kamalanon, P., Chen, J.-S., & Le, T.-T.-Y. (2022). "Why Do We Buy Green Products?" An Extended Theory of the Planned Behavior Model for Green Product Purchase Behavior. *Sustainability*, *14*(2), 689. https://doi.org/10.3390/su14020689

Kapoor, P. S., Tagore, A., & Dua, S. (2023). Social Media Influencer Promoted Sustainable Fashion: Effects of Sponsorship and Benefit Association. *Journal of Promotion Management*, *29*(4), 461–490. https://doi.org/10.1080/10496491.2022.2163034

Kumar, A., & Pandey, M. (2023). Social Media and Impact of Altruistic Motivation, Egoistic Motivation, Subjective Norms, and EWOM toward Green Consumption Behavior:

An Empirical Investigation. *Sustainability*, *15*(5), 4222. https://doi.org/10.3390/su15054222

Kumar, A., Prakash, G., & Kumar, G. (2021). Does environmentally responsible purchase intention matter for consumers? A predictive sustainable model developed through an empirical study. *Journal of Retailing and Consumer Services*, *58*, 102270. https://doi.org/10.1016/j.jretconser.2020.102270

Kunamaneni, S., Jassi, S., & Hoang, D. (2019). Promoting reuse behaviour: Challenges and strategies for repeat purchase, low-involvement products. *Sustainable Production and Consumption*, *20*, 253–272. https://doi.org/10.1016/j.spc.2019.07.001

La Barbera, F., & Ajzen, I. (2020). Control interactions in the theory of planned behavior: Rethinking the role of subjective norm. *Europe's Journal of Psychology*, *16*(3), 401–417. https://doi.org/10.5964/ejop.v16i3.2056

Leclercq-Machado, L., Alvarez-Risco, A., Gómez-Prado, R., Cuya-Velásquez, B. B., Esquerre-Botton, S., Morales-Ríos, F., Almanza-Cruz, C., Castillo-Benancio, S., Anderson-Seminario, M. de las M., Del-Aguila-Arcentales, S., & Yáñez, J. A. (2022). Sustainable Fashion and Consumption Patterns in Peru: An Environmental-Attitude-Intention-Behavior Analysis. *Sustainability*, *14*(16), 9965. https://doi.org/10.3390/su14169965

Lestari, P., & Trihadiningrum, Y. (2019). The impact of improper solid waste management to plastic pollution in Indonesian coast and marine environment. *Marine Pollution Bulletin*, *149*, 110505. https://doi.org/10.1016/j.marpolbul.2019.110505

Li, Y., Guan, M., Hammond, P., & Berrey, L. E. (2021). Communicating COVID-19 information on TikTok: a content analysis of TikTok videos from official accounts featured in the COVID-19 information hub. *Health Education Research*, *36*(3), 261–271. https://doi.org/10.1093/her/cyab010

Liao, C.-H. (2024). Exploring social media determinants in fostering pro-environmental behavior: insights from social impact theory and the theory of planned behavior. *Frontiers in Psychology*, *15*. https://doi.org/10.3389/fpsyg.2024.1445549

Liu, Y., Liu, M. T., Pérez, A., Chan, W., Collado, J., & Mo, Z. (2021). The importance of knowledge and trust for ethical fashion consumption. *Asia Pacific Journal of Marketing and Logistics*, *33*(5), 1175–1194. https://doi.org/10.1108/APJML-02-2020-0081

Mahmoudi, M., & Parviziomran, I. (2020). Reusable packaging in supply chains: A review of environmental and economic impacts, logistics system designs, and operations management. *International Journal of Production Economics*, *228*, 107730. https://doi.org/10.1016/j.ijpe.2020.107730

Mandarić, D., Hunjet, A., & Vuković, D. (2022). The Impact of Fashion Brand Sustainability on Consumer Purchasing Decisions. *Journal of Risk and Financial Management*, *15*(4), 176. https://doi.org/10.3390/jrfm15040176

McClure, C., & Seock, Y.-K. (2020). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. *Journal of Retailing and Consumer Services*, *53*, 101975. https://doi.org/10.1016/j.jretconser.2019.101975

Muranko, Ż., Tassell, C., Zeeuw van der Laan, A., & Aurisicchio, M. (2021). Characterisation and Environmental Value Proposition of Reuse Models for Fast-Moving Consumer Goods: Reusable Packaging and Products. *Sustainability*, *13*(5),

2609. https://doi.org/10.3390/su13052609

Nabivi, E. (2025). The Role of Social Media in Green Marketing: How Eco-Friendly Content Influences Brand Attitude and Consumer Engagement. *Sustainability*, *17*(5), 1965. https://doi.org/10.3390/su17051965

Nekmahmud, M., Naz, F., Ramkissoon, H., & Fekete-Farkas, M. (2022). Transforming consumers' intention to purchase green products: Role of social media. *Technological Forecasting and Social Change*, *185*, 122067. https://doi.org/10.1016/j.techfore.2022.122067

Onofrei, G., Filieri, R., & Kennedy, L. (2022). Social media interactions, purchase intention, and behavioural engagement: The mediating role of source and content factors. *Journal of Business Research*, *142*, 100–112. https://doi.org/10.1016/j.jbusres.2021.12.031

Pålsson, H., & Olsson, J. (2023). Current state and research directions for disposable versus reusable packaging: A systematic literature review of comparative studies. *Packaging Technology and Science*, *36*(6), 391–409. https://doi.org/10.1002/pts.2722

Park, Y. H., & Hwang, H. (2023). The Effect of Consumption Expression Behavior through Social Media on Sustainable Consumption: Mediating Effects of Social Connectedness. *Human Ecology Research*, *61*(2), 247–261. https://doi.org/10.6115/her.2023.017

Patel, A. K., Singh, A., Rana, N. P., Parayitam, S., Dwivedi, Y. K., & Dutot, V. (2023). Assessing customers' attitude towards online apparel shopping: A three-way interaction model. *Journal of Business Research*, *164*, 113917. https://doi.org/10.1016/j.jbusres.2023.113917

Peleg Mizrachi, M., & Tal, A. (2022). Regulation for Promoting Sustainable, Fair and Circular Fashion. *Sustainability*, *14*(1), 502. https://doi.org/10.3390/su14010502

Pero, M., Arrigo, E., & Fionda-Douglas, A. (2020). Sustainability in Fashion Brands. *Sustainability*, *12*(14), 5843. https://doi.org/10.3390/su12145843

Pookulangara, S., Shephard, A., & Muralidharan, S. (2024). Organization Sustainability Communication by Fashion Brands: A Qualitative Analysis of Messaging and Engagement on Facebook and Instagram. *Journal of Promotion Management*, *30*(6), 1029–1055. https://doi.org/10.1080/10496491.2024.2333485

Rapada, M. Z., Yu, D. E., & Yu, K. D. (2021). Do Social Media Posts Influence Consumption Behavior towards Plastic Pollution? *Sustainability*, *13*(22), 12334. https://doi.org/10.3390/su132212334

Rashidi-Sabet, S., & Bolton, D. E. (2024). Commitment-trust theory in social media interactions: implications for firms. *Journal of Marketing Management*, *40*(13–14), 1300–1335. https://doi.org/10.1080/0267257X.2024.2434143

Ray, S., & Nayak, L. (2023). Marketing Sustainable Fashion: Trends and Future Directions. *Sustainability*, *15*(7), 6202. https://doi.org/10.3390/su15076202

Rinaldi1*, Endah Marendah Ratnaningtyas2, Mifta Fitriyana1, Y. S. (2024). Pengaruh Pemasaran Media Sosial dan Pemasaran Influencer terhadap Beli Aktual Produk Keterlibatan Tinggi Berdasarkan Teori TPB. *Jurnal Ilmiah Global Education*, *5*(4), 4006–4019. https://doi.org/https://doi.org/10.55681/jige.v5i4.3685

Sabbir, M. M., Taufique, K. M. R., & Nomi, M. (2023). Consumers' reverse exchange behavior and e-waste recycling to promote sustainable post-consumption behavior.

Asia Pacific Journal of Marketing and Logistics, *35*(10), 2484–2500. https://doi.org/10.1108/APJML-07-2022-0647

Sajtos, L., Cao, J. T., Zhang, W., Peko, G., & Sundaram, D. (2023). Developing a feature-centric and affordance-based conceptualization of social media interactions. *Asia Pacific Journal of Marketing and Logistics*, *35*(5), 1224–1244. https://doi.org/10.1108/APJML-02-2022-0121

Salem, S. F., & Alanadoly, A. B. (2021). Personality traits and social media as drivers of word-of-mouth towards sustainable fashion. *Journal of Fashion Marketing and Management: An International Journal*, *25*(1), 24–44. https://doi.org/10.1108/JFMM-08-2019-0162

Samaniego-Arias, M., Chávez-Rojas, E., García-Umaña, A., Carrión-Bósquez, N., Ortiz-Regalado, O., Llamo-Burga, M., Ruiz-García, W., Guerrero-Haro, S., & Cando-Aguinaga, W. (2025). The Impact of Social Media on the Purchase Intention of Organic Products. *Sustainability*, *17*(6), 2706. https://doi.org/10.3390/su17062706

Sarkar, J. G., Sarkar, A., & Sreejesh, S. (2023). Developing responsible consumption behaviours through social media platforms: sustainable brand practices as message cues. *Information Technology & People*, *36*(2), 532–563. https://doi.org/10.1108/ITP-01-2021-0044

Saxena, N., & Sharma, R. (2024). Impact of spirituality, culture, behaviour on sustainable consumption intentions. *Sustainable Development*, *32*(3), 2724–2740. https://doi.org/10.1002/sd.2813

Schiaroli, V., Dangelico, R. M., & Fraccascia, L. (2025). Mapping sustainable options in the fashion industry: A systematic literature review and a future research agenda. *Sustainable Development*, *33*(1), 431–464. https://doi.org/10.1002/sd.3129

Shen, X., Xu, Q., & Liu, Q. (2022). Predicting sustainable food consumption across borders based on the theory of planned behavior: A meta-analytic structural equation model. *PLOS ONE*, *17*(11), e0275312. https://doi.org/10.1371/journal.pone.0275312

Sheoran, M., & Kumar, D. (2022). Conceptualisation of sustainable consumer behaviour: converging the theory of planned behaviour and consumption cycle. *Qualitative Research in Organizations and Management: An International Journal*, *17*(1), 103–135. https://doi.org/10.1108/QROM-05-2020-1940

Shibuya, Y., Hamm, A., & Cerratto Pargman, T. (2022). Mapping HCI research methods for studying social media interaction: A systematic literature review. *Computers in Human Behavior*, *129*, 107131. https://doi.org/10.1016/j.chb.2021.107131

Siddhartha, S. (2024). Sustainable Fashion: Exploring the Concept of Greenwashing and New Trends in the Fashion Industry. *International Journal of Innovative Science and Research Technology (IJISRT)*, 1264–1272. https://doi.org/10.38124/ijisrt/IJISRT24JUL957

Simeone, M., & Scarpato, D. (2020). Sustainable consumption: How does social media affect food choices? *Journal of Cleaner Production*, *277*, 124036. https://doi.org/10.1016/j.jclepro.2020.124036

Son, J., Nam, C., & Diddi, S. (2022). Emotion or Information: What Makes Consumers Communicate about Sustainable Apparel Products on Social Media? *Sustainability*, *14*(5), 2849. https://doi.org/10.3390/su14052849

Spranz, R., Schlüter, A., & Vollan, B. (2018). Morals, money or the master: The adoption of

eco-friendly reusable bags. *Marine Policy*, *96*, 270–277. https://doi.org/10.1016/j.marpol.2018.01.029

Srivastava, A., Vaithianathan, S., & Mishra, V. (2021). Understanding the determinants of mobile retailing adoption and usage behaviour. *International Journal of Electronic Marketing and Retailing*, *12*(4), 373. https://doi.org/10.1504/IJEMR.2021.10040526

Sun, Y., & Xing, J. (2022). The Impact of Social Media Information Sharing on the Green Purchase Intention among Generation Z. *Sustainability*, *14*(11), 6879. https://doi.org/10.3390/su14116879

Tandon, A., Kaur, P., Bhatt, Y., Mäntymäki, M., & Dhir, A. (2021). Why do people purchase from food delivery apps? A consumer value perspective. *Journal of Retailing and Consumer Services*, *63*, 102667. https://doi.org/10.1016/j.jretconser.2021.102667

Tanjung, R., Giyartiningrum, R. E., & Pratama, Y. (2025). Online Marketing Model for Purchase Intention on High Involvement Products Using the Theory of Planned Behavior Approach. *Eqien - Jurnal Ekonomi Dan Bisnis*, *14*(01), 43–57. https://doi.org/10.34308/eqien.v14i01.2074

Taufique, K. M. R., & Islam, S. (2021). Green marketing in emerging Asia: antecedents of green consumer behavior among younger millennials. *Journal of Asia Business Studies*, *15*(4), 541–558. https://doi.org/10.1108/JABS-03-2020-0094

Tong, Q., Zheng, Y., & Zhang, J. (2025). Does social media use enhance low-carbon behavioral intentions? Evidence from Chinese college students. *Journal of Environmental Planning and Management*, *68*(7), 1741–1760. https://doi.org/10.1080/09640568.2023.2297927

Tonikidou, A., & Webb, T. L. (2024). Does Providing Information about the Environmental Benefits of Reusable Packaging Systems for Consumer Products Increase Consumers' Willingness to Use Them? *Sustainability*, *16*(15), 6599. https://doi.org/10.3390/su16156599

Veckalne, R., Akhmatjonov, S., Humbatova, S., & Hajiyev, N. G.-O. (2025). From Scroll to Action: Can Social Media Influencers Drive Real Behavioral Change Among Their Followers? *Social Sciences*, *14*(5), 253. https://doi.org/10.3390/socsci14050253

Vladimirova, K., Henninger, C. E., Alosaimi, S. I., Brydges, T., Choopani, H., Hanlon, M., Iran, S., McCormick, H., & Zhou, S. (2024). Exploring the influence of social media on sustainable fashion consumption: A systematic literature review and future research agenda. *Journal of Global Fashion Marketing*, *15*(2), 181–202. https://doi.org/10.1080/20932685.2023.2237978

Wang, B., & Li, Y. (2022). Consumers' Intention to Bring a Reusable Bag for Shopping in China: Extending the Theory of Planned Behavior. *International Journal of Environmental Research and Public Health*, *19*(6), 3638. https://doi.org/10.3390/ijerph19063638

Wang, T., Liu, X., Wang, R., Pan, X., & Zhang, F. (2021). Reliability and validity of revised scale-the Coping Strategies Scale after COVID-19 based on SPSS 18.0 and AMOS 22.0. *2021 2nd International Conference on Education, Knowledge and Information Management (ICEKIM)*, 908–913.

Wu, Y., & Lee, Y.-S. (2025). A Study on the Impact of the Consumption Value of Sustainable Fashion Products on Purchase Intention Based on the Theory of Planned Behavior. *Sustainability*, *17*(10), 4278. https://doi.org/10.3390/su17104278

Xie, S., & Madni, G. R. (2023). Impact of Social Media on Young Generation's Green Consumption Behavior through Subjective Norms and Perceived Green Value. *Sustainability*, *15*(4), 3739. https://doi.org/10.3390/su15043739

Yaqub, M. Z., Yaqub, R. M. S., Khan, S. Y., & Murad, M. (2024). How does the government's sustainable consumption policy enkindle sustainable consumption behaviors in the consumer public? *Cleaner and Responsible Consumption*, *13*, 100196. https://doi.org/10.1016/j.clrc.2024.100196

Zafar, A. U., Shen, J., Ashfaq, M., & Shahzad, M. (2021). Social media and sustainable purchasing attitude: Role of trust in social media and environmental effectiveness. *Journal of Retailing and Consumer Services*, *63*, 102751. https://doi.org/10.1016/j.jretconser.2021.102751

Zaremohzzabieh, Z., Ismail, N., Ahrari, S., & Abu Samah, A. (2021). The effects of consumer attitude on green purchase intention: A meta-analytic path analysis. *Journal of Business Research*, *132*, 732–743. https://doi.org/10.1016/j.jbusres.2020.10.053

Zhang, B., Zhang, Y., & Zhou, P. (2021). Consumer Attitude towards Sustainability of Fast Fashion Products in the UK. *Sustainability*, *13*(4), 1646. https://doi.org/10.3390/su13041646

Zhang, S., & Zhang, L. (2023). The Influence of Brand Social Interaction on Purchase Intention: A Perspective of Social Capital. *Sage Open*, *13*(2). https://doi.org/10.1177/21582440231169933

Zhao, L., Lee, S. H., Li, M., & Sun, P. (2022). The Use of Social Media to Promote Sustainable Fashion and Benefit Communications: A Data-Mining Approach. *Sustainability*, *14*(3), 1178. https://doi.org/10.3390/su14031178

Zhuang, W., Zeng, Q., Zhang, Y., Liu, C., & Fan, W. (2023). What makes user-generated content more helpful on social media platforms? Insights from creator interactivity perspective. *Information Processing & Management*, *60*(2), 103201. https://doi.org/10.1016/j.ipm.2022.103201