

Analysis of Factors Enhancing Green Purchase Intention Among Consumers of Environmentally Friendly Products in Indonesia

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Abstract - This study investigates the determinants of green purchase intention among consumers of environmentally friendly fashion products in Indonesia, focusing on environmental attitude, green brand image, green perceived value, and green trust. Using a quantitative approach, data were collected through an online survey of 118 respondents and analyzed with PLS-SEM. The findings reveal that environmental attitude, green brand image, and green trust positively and significantly influence green purchase intention, while green perceived value shows no significant effect. Notably, green trust emerges as the most influential factor, underscoring the importance of credibility and trust in environmental claims within the sustainable fashion industry. This study contributes to green marketing and consumer behavior literature by highlighting the central role of trust in translating environmental concern into purchase intention in an emerging market context prone to greenwashing. Practically, the results suggest that sustainable fashion brands should prioritize transparent and credible sustainability communication to strengthen consumer trust. Future research is encouraged to expand product categories, incorporate additional explanatory variables, and adopt comparative or mixed-method approaches.

Keywords: Environmental attitude, Green brand image, Green perceived value, Green purchase intention, Green trust.

I. INTRODUCTION

The global fashion industry is increasingly shifting toward sustainability, driven by growing awareness of its environmental and social impacts. Market projections indicate that the sustainable fashion sector is expected to expand significantly, reflecting rising consumer demand for environmentally responsible products (PwC, 2024). In the ASEAN region, a substantial proportion of consumers express a preference for brands that actively reduce environmental harm (Jamal et al., 2025; Sharma et al., 2023). Despite this trend, the translation of environmental awareness into actual purchasing behavior remains inconsistent, particularly in emerging markets.

Indonesia, with a population of 277 million, has significant market potential in the sustainable fashion industry. The value of Indonesia's apparel market reached USD 22.66 billion in (KenResearch, 2024). A YouGov (2022) survey revealed that 74% of Indonesian online consumers prefer sustainable brands. This figure even increases to 82% when including consumers aged 55 years and above. However, this high level of awareness is not always translated into actual purchasing behavior. This phenomenon is known as the attitude to behavior gap. Such a gap may be caused by an imbalance between price, consumers' perceived value, and the level of trust in sustainability claims (Jamal et al., 2025; Sharma et al., 2023; Zhou & Jiang, 2025).

Although environmental awareness in Indonesia is relatively high, the relationship between environmental attitude (EA) and green purchase intention (GPI) has produced mixed results across empirical studies. Kumar et al. (2021) found that EA significantly drives GPI among Indian consumers, including in the fashion category. In contrast, Jamal et al. (2025) showed that EA does not have a significant effect on GPI in the context of green cosmetics in Indonesia. Similar findings were reported by Costa et al. (2021) and Xu et al. (2020) in the Portuguese and Chinese markets. These inconsistencies indicate that EA does not always lead to actual purchasing behavior, particularly when consumers face price considerations, information uncertainty, or

skepticism toward environmental claims. This condition reinforces the importance of examining other factors that more directly shape consumer decisions, such as green brand image (GBI), green perceived value (GPV), and green trust (GT).

Green brand image (GBI) is viewed as another factor in shaping green purchase intention (GPI) compared to environmental attitude (EA). Chen et al. (2021) found that GBI in environmentally friendly fashion products directly enhances GPI through perceptions of quality and congruence with self-identity. Similar results were reported by Jamal et al. (2025) and Nguyen-Viet (2022), who confirmed GBI as an important factor influencing GPI in Asian markets. However, Hoang et al. (2025), in a study of consumer goods industries in emerging markets, reported that GBI does not have a significant effect on GPI, while green trust (GT) and green perceived value (GPV) emerge as the main drivers. These differing findings reflect that the influence of GBI is highly dependent on market conditions, particularly in environments characterized by limited information, price pressure, or high skepticism toward environmental claims (Rosari, 2025).

Green perceived value (GPV) represents consumers' evaluation of the benefits of environmentally friendly products relative to the costs incurred (Ansu-Mensah, 2021). Jamal et al. (2025) identified GPV as the strongest predictor of green purchase intention in the context of sustainable cosmetics in Indonesia. Ansu-Mensah (2021) confirmed similar findings, showing that the dominant role of perceived value (GPV) influences GPI in Ghana. Meanwhile, Tsai et al. (2025) reported that GPV does not have a significant effect on GPI for electric vehicles in Taiwan. Furthermore, Hoang et al. (2025) found that GPV does not always directly influence GPI when controlled by variables such as price and product availability. These findings indicate that perceived value is highly sensitive to functional and economic considerations, particularly in markets with limited purchasing power and high levels of skepticism.

Another factor that may influence green purchase intention is green trust (GT). Green trust (GT) reflects consumers' confidence in the integrity of a brand's environmental claims. This factor has become increasingly important amid the prevalence of greenwashing practices. Wasaya et al. (2021) found that green trust directly drives green purchase intention in Pakistan. Nguyen-Viet (2022) and Román-Augusto et al. (2022) also confirmed the role of GT as an important factor influencing GPI in Vietnam and Chile. However, Wang et al. (2022) in a study on environmentally friendly products in China, found that GT does not have a significant direct effect on GPI. These differing findings indicate that GT may be contextual in nature. In the context of the Indonesian fashion industry, consumers are becoming increasingly critical of environmental claims while still facing uncertainty regarding authenticity, suggesting that the role of GT should be understood as a factor that enables the conversion of intention into actual behavior (Promalesty & Handriana, 2024; Vironika & Maulida, 2025).

Given the conditional and contextual roles of these four factors, a theoretical framework capable of explaining the underlying mechanisms of green purchase intention is required. Therefore, this study integrates the Theory of Planned Behavior (TPB) and the Value-Belief-Norm Theory (VBN) as the theoretical foundations to explain purchase intentions toward sustainable fashion products (Ajzen, 1991, 2002; Stern, 2000). TPB provides a cognitive framework for understanding how attitudes toward behavior, social norms, and perceived behavioral control shape intention. Meanwhile, VBN explains the moral roots of pro-environmental attitudes through a chain of personal values, ecological beliefs, and perceived responsibility.

The combination of these two theories enables a more comprehensive analysis, whereby VBN explains whether consumers care about the environment, while TPB explains whether such concern is translated into actual purchase intention. In the context of emerging markets such as Indonesia, where environmental awareness is high but actual behavior is often constrained by external factors, the integration of TPB and VBN becomes particularly relevant for examining EA, GBI, GPV, and GT as factors influencing green purchase intention (GPI).

This study extends the findings of Jamal et al. (2025) who examined EA, GBI, and GPV in relation to GPI within the context of sustainable cosmetics in Indonesia. Unlike that study, the present research expands the scope to the sustainable fashion industry, a sector that is more vulnerable to greenwashing and more strongly influenced by social identity, aesthetics, and cultural pressures. This study also incorporates green trust (GT) as an important factor. By integrating TPB and VBN theory, this research not only tests the external validity of the model proposed by Jamal et al. (2025), but also enriches the understanding of the psychological mechanisms that enable consumers to overcome skepticism and convert environmental awareness into actual behavior. Accordingly, this study provides theoretical contributions through the development of an integrative model, as well as practical implications for fashion industry practitioners in designing green marketing strategies that are credible, valuable, and impactful.

The Theory of Planned Behavior (TPB) is a behavioral model that explains that an individual's intention is the primary predictor of a specific action (Ajzen, 2002). TPB posits that a person's intention to perform a behavior is determined by three main components, namely attitude toward behavior, subjective norms, and perceived behavioral control (Kamalanon et al., 2022). The more positive an individual's attitude toward an

action, the stronger the social influence supporting the action, and the higher the perceived ease of performing it, the stronger the individual's intention to engage in that behavior (Ajzen, 1991). In the context of this study, TPB serves as a framework to explain how consumers' intentions to purchase environmentally friendly fashion products are formed based on their evaluation of environmental attitudes, perceptions of sustainable brand image, the perceived feasibility of consuming green products, and the level of trust in a brand's environmental claims.

The variables in this study can be linked to the components of TPB. Environmental attitude reflects consumers' evaluation of environmentally friendly purchasing behavior and is therefore aligned with the concept of attitude toward behavior (Kumar et al., 2021). Green brand image and green trust have the potential to influence subjective norms and perceived behavioral control, as a positive brand image and trust in environmental claims can reduce doubts and perceived risks while increasing confidence that purchasing such products is the right choice. Meanwhile, green perceived value plays a role in strengthening consumers' attitudes, as higher perceived value tends to encourage consumers to view the purchase of environmentally friendly products as a beneficial decision (Ansue-Mensah, 2021). Thus, TPB functions as an overarching theory that explains the relationships among the research variables in the formation of green purchase intention.

Meanwhile, the Value-Belief-Norm (VBN) Theory was developed by Stern (2000) as a psychological model that focuses on the internal mechanisms driving individuals to engage in pro-environmental behavior. VBN explains that environmentally friendly behavior is influenced not only by rational considerations but also by personal value systems, beliefs about environmental issues, and moral norms perceived as personal obligations (Stern, 2000). According to this theory, strong environmental values shape beliefs that individual actions have consequences for the environment, which then develop into personal norms or a sense of moral responsibility to act in accordance with those values.

VBN is relevant to this study because it strengthens the psychological dimension of the environmental attitude variable. Environmental concern is not formed solely from knowledge and information, but also from moral values that make individuals feel obligated to choose products that do not harm the environment (Stern, 2000). Thus, VBN helps explain that green purchase intention may arise from the alignment between personal values, beliefs about the urgency of environmental issues, and moral norms to engage in responsible consumption. The integration of TPB and VBN provides a more comprehensive explanation, as TPB explains the process of intention formation from the perspective of planned behavior, while VBN explains the moral motivational sources underlying the formation of such attitudes and intentions.

II. LITERATURE REVIEW

Theory of Planned Behavior

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Green Purchase Intention

Purchase intention refers to all forms of consumers' considerations and plans to purchase a product (Ansue-Mensah, 2021). Meanwhile, green purchase intention refers to the condition that motivates consumers to purchase environmentally friendly products or services (Jamal et al., 2025). For companies, the starting point of the entire purchase intention process occurs when the value of green products begins to be perceived by consumers (Román-Augusto et al., 2022). Eco-labels are often perceived by consumers as an essential guarantee in purchasing decisions because they provide reliable information (Nguyen-Viet, 2022).

Environmental Attitude and Green Purchase Intention

Environmental attitude describes an individual's orientation toward environmental issues (Jamal et al., 2025). In the context of environmentally friendly fashion, concern for the environment has a greater influence than health concern in determining consumer choices, as this aspect is more directly related to environmental issues (Kumar et al., 2021). Even when the purchase of green products has not yet been confirmed, the experience gained can enhance environmental awareness for various reasons, including the availability of information that was previously inaccessible before the experience occurred (Costa et al., 2021).

Previous studies by Kumar et al. (2021); Sharma et al. (2023); and Wang et al. (2023) indicate that environmental attitude has a positive and significant effect on green purchase intention. Individuals who feel a moral obligation to protect the environment are more likely to translate these attitudes into concrete actions, such as the intention to purchase environmentally friendly products (Jamal et al., 2025). Therefore, based on the theoretical arguments and empirical evidence discussed above, the following hypothesis is proposed.

H1: Environmental attitude has a positive and significant effect on green purchase intention.

Green Brand Image and Green Purchase Intention

Green brand image is an important aspect for companies, particularly in relation to consumers' environmental awareness (Nguyen-Viet, 2022). A green image serves as a symbolic representation of a company's brand and can differentiate a company's products or services from those of its competitors (Tan et al., 2022). Individuals tend to purchase products or brands that reflect their personality characteristics and self-image, either to align with their actual self-image or their ideal self-image, and use the visibility, appearance, and brand symbolism of clothing to construct the self-representation they desire (Chen et al., 2021).

Brand image is a crucial component of customer-based brand equity, defined as perceptions of a brand reflected through brand associations stored in consumers' memory (Haryanto & Harsono, 2022). Studies by Chen et al. (2021); Jamal et al. (2025); Nguyen-Viet (2022); Sharma et al. (2023); and Tan et al. (2022) indicate that green brand image has a positive and significant effect on green purchase intention. A positive brand image aligns with consumer confidence in the brand's environmental claims and increases their willingness to purchase (Jamal et al., 2025). Thus, a sustainable brand image not only builds differentiation value but also acts as a psychological factor that encourages consumers to choose products as an expression of their identity and the environmental values they uphold.

H2: Green brand image has a positive and significant effect on green purchase intention.

Green Perceived Value and Green Purchase Intention

Green perceived value is understood as an individual's awareness in appreciating pro-environmental actions that provide benefits through the reduction of environmental harm and energy costs (Hamzah & Tanwir, 2021). Green perceived value is not only related to functional benefits but also encompasses the emotional and

social satisfaction derived from contributing to environmental preservation efforts (Jamal et al., 2025). Previous studies by Ansu-Mensah (2021); Hamzah & Tanvir (2021); Hou & Sarigöllü (2022); Jamal et al. (2025); and Sharma et al. (2023) indicate that green perceived value has a positive and significant effect on green purchase intention. Consumers tend to respond with purchase intention when they perceive that the benefits obtained outweigh the costs incurred (Jamal et al., 2025). Therefore, based on these theoretical arguments and empirical findings, the following hypothesis is formulated.

H3: Green perceived value has a positive and significant effect on green purchase intention.

Green Trust and Green Purchase Intention

Companies need to consider the effects of energy-saving characteristics, indicators, and related publicity information of green products in fostering green trust between companies and customers, as well as evaluate whether these factors are able to promote trust in the marketing of environmentally friendly products (Li et al., 2021). Conversely, if a product does not generate value for consumers, it is very unlikely that the product will be able to build green trust (Román-Augusto et al., 2022). Previous studies by Dinh et al. (2023); Li et al. (2021); Nguyen-Viet (2022); Román-Augusto et al. (2022); and Wasaya et al. (2021) indicate that green trust has a positive and significant effect on green purchase intention. Buyers who have a trusting experience with the seller tend to exhibit a higher level of purchase intention (Dinh et al., 2023). Therefore, based on the theoretical arguments and empirical findings discussed above, the following hypothesis is formulated.

H4: Green trust has a positive and significant effect on green purchase intention.

Conceptual model proposed based on the hypotheses is shown in figure 1.

Based on the theoretical review and prior empirical findings, green purchase intention is understood as the outcome of the interaction between various psychological and perceptual factors. In the context of sustainable fashion, green purchase intention is influenced not only by environmental attitudes, but also by green brand image, perceived sustainability value, and consumers' trust in environmental claims. Then, the author has made the research model as shown below in Figure 1:

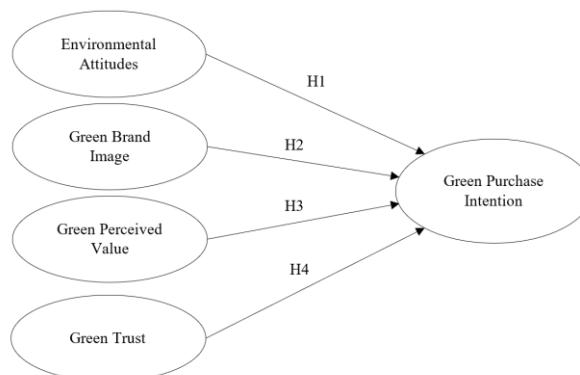


Figure 1. Research Model

III. METHOD

This study aims to ensure that the findings accurately represent the characteristics of the population; therefore, an appropriate sample selection aligned with the research objectives is required (Sugiyono, 2019). Accordingly, this study employs a purposive sampling technique, which is a sampling method based on specific considerations relevant to the focus of the research (Sugiyono, 2019). A total of 118 respondents were obtained, with the primary criterion being consumers who have previously purchased environmentally friendly fashion products. Data were collected through the distribution of an online questionnaire, allowing the respondents involved to provide information that is considered appropriate to the research context and variables examined.

Data analysis in this study involved both statistical and descriptive analyses using PLS-SEM. Descriptive analysis was employed to describe participants' responses and identify response patterns. Structural Equation Modeling (SEM) analysis was conducted using the SmartPLS software. SEM analysis was selected due to its

ability to provide a direct representation of relationships among variables and to perform path analysis (Hair et al., 2017). The analysis process consisted of two stages, the first stage involved evaluating the measurement model through outer model assessment, while the second stage involved evaluating the structural model (inner model) to test hypotheses and explain variable relationships. Convergent validity was confirmed by outer loading values exceeding 0.7 and Average Variance Extracted (AVE) values above 0.5 (Hair et al., 2017). Discriminant validity was assessed using cross-loadings and the Fornell–Larcker criterion, and indicator reliability was validated through Cronbach's alpha and Composite Reliability values greater than 0.70 (Hair et al., 2017).

In this study, green purchase intention was measured by adopting three instruments from Chan (2001). Environmental attitude was assessed using measurement items adopted from Alam et al. (2023) and Chaudhary & Bisai (2018). Meanwhile, green brand image was measured using five items adapted from Chen (2010). Green trust was measured using five items adapted from Chen (2010). Finally, green perceived value was measured using four dimensions adopted from Sweeney & Soutar (2001), namely quality, emotional, price, and social dimensions.

IV. RESULT AND DISCUSSION

A. Result

Demographic analysis aims to provide additional information for readers or future researchers. The demographic profile of respondents in this study describes the basic characteristics of participants that provide context for the analysis of green purchase intention toward environmentally friendly fashion products. Understanding respondent profiles is important for identifying consumer behavior tendencies based on individual backgrounds. A summary of the demographic distribution of respondents is presented in Table 1.

Table 1. Sample Description

	Criteria	Total	%
Gender	Male	30	25.4
	Female	88	74.6
Age	17-20 years	15	12.7
	20-24 years	71	60.2
	> 24 years	32	27.1
Occupation	Student	59	50.0
	State-Owned Enterprise Employee	5	4.2
	Private Employee	40	33.9
	Civil Servant	14	11.9
Frequency of Purchasing Sustainable Fashion Products	Always	30	25.4
	Often (\geq once/month)	31	26.3
	Sometimes (several times/year)	24	20.3
	Rarely (once/year or less)	33	28.0

The majority of respondents in this study were female (74.6%). In terms of age, the 20–24 years group dominated the sample, accounting for 60.2%, indicating that younger generations are the most actively involved in consuming environmentally friendly fashion products. Regarding occupation, half of the respondents were students (50.0%), reflecting a relatively high interest in sustainable products among educated groups. Meanwhile, the frequency of purchasing sustainable fashion products showed a relatively even distribution across the categories ranging from “always” to “rarely,” indicating varying levels of consumer involvement in purchasing sustainable fashion products.

Measurement Model Analysis (Outer Model)

The first measurement model analysis conducted was the loading factor analysis as one of the requirements for convergent validity. The loading factor or outer loading represents a value that explains the relationship between an indicator and its latent variable. Convergent validity is achieved when loading factor values exceed 0.7 and the Average Variance Extracted (AVE) value is greater than 0.5 (Hair et al., 2017).

Table 2. Items Loadings, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE)

Variables	Items	Loadings	Cronbach's Alpha	Composite Reliability	AVE
Green Purchase Intention (GPI)	GPI1	0.859	0.722	0.842	0.641
	GPI2	0.806			
	GPI3	0.732			
Environmental Attitude (EA)	EA1	0.784	0.871	0.906	0.659
	EA2	0.849			
	EA3	0.759			
	EA4	0.828			
	EA5	0.836			
Green Brand Image (GBI)	GBI1	0.819	0.769	0.853	0.592
	GBI2	0.757			
	GBI3	0.784			
	GBI4	0.714			
Green Perceived Value (GPV)	GPV1	0.776	0.870	0.905	0.657
	GPV2	0.843			
	GPV3	0.816			
	GPV4	0.786			
	GPV5	0.829			
Green Trust (GT)	GT1	0.881	0.939	0.954	0.804
	GT2	0.916			
	GT3	0.927			
	GT4	0.899			
	GT5	0.858			

Source: processing result of SmartPLS 4.0 (2025)

Based on the loading factor results, all items for each variable have loading values greater than 0.70, thus fulfilling one of the requirements for convergent validity. This indicates that each indicator is able to adequately represent the construct being measured and has a high level of association with its corresponding latent variable. In addition, all Composite Reliability (CR) and Cronbach's alpha (CA) values exceed 0.70, indicating good reliability. Therefore, all constructs are considered reliable and valid for further analysis in testing.

Table 3. Discriminant Validity: Heterotrait-Monotrait Ratio

Variables	EA	GBI	GPI	GPV
Environmental Attitude				
Green Brand Image	0.762			
Green Purchase Intention	0.787	0.839		
Green Perceived Value	0.807	0.770	0.733	
Green Trust	0.694	0.730	0.780	0.702

Source: processing result of SmartPLS 4.0 (2025)

The discriminant validity analysis was subsequently conducted using the Heterotrait–Monotrait Ratio (HTMT). As presented in Table 3, all HTMT values are below the threshold of 0.90, indicating that each construct in the model is empirically distinct from the others.

Table 4. Discriminant Validity: Fornell-Larcker

Variables	EA	GBI	GPI	GPV	GT
Environmental Attitude	0.812				
Green Brand Image	0.631	0.769			
Green Purchase Intention	0.641	0.637	0.801		
Green Perceived Value	0.715	0.638	0.594	0.811	
Green Trust	0.637	0.622	0.649	0.6392	0.897

Source: processing result of SmartPLS 4.0 (2025)

Finally, Table 4 shows that the Fornell–Larcker criterion has been satisfactorily met, as indicated by the square root of the AVE values on the diagonal being higher than the corresponding inter-construct correlations for each variable. Therefore, discriminant validity in the model can be considered to have been successfully established.

Structural Model Analysis (Inner Model)

The evaluation of the structural model aims to analyze the relationships among constructs, assess the level of significance of the effects, and determine the coefficient of determination (R-square) of the research model. The initial stage of the inner model analysis is conducted through testing the model fit.

Table 4. Model Fit

Model	Saturated Model	Estimated Model
SRMR	0.078	0.078
NFI	0.724	0.724

Source: processing result of SmartPLS 4.0 (2025)

A Standardized Root Mean Square Residual (SRMR) value below 0.10 indicates that the model structure has a good level of fit. In addition, the Normal Fit Index (NFI), which ranges from 0 to 1, reflects the degree of model fit, where values closer to 1 indicate a better and more appropriate model.

Table 5. R Square Value

Variable	R-Square
Green Purchase Intention	0.550

Source: processing result of SmartPLS 4.0 (2025)

The results of the coefficient of determination assessment presented in Table 6 shows that the R-square value for green purchase intention is 0.550. This value indicates that 55.0% of the variation in green purchase intention can be explained by the independent variables included in the model, while the remaining variance is influenced by other factors outside the scope of this study.

Table 6. Hypotheses Testing

Hypotheses	Path Coefficients (β)	T Statistic	P Values	Conclusion
EA → GPI	H1	0.244	2.161	0.015
GBI → GPI	H2	0.258	2.470	0.007
GPV → GPI	H3	0.072	0.595	0.276
GT → GPI	H4	0.288	2.637	0.004

Source: processing result of SmartPLS 4.0 (2025)

The final stage in the SEM-PLS analysis is hypothesis testing. The results of this testing, presented in Table 7, indicate that all relationships among variables have positive path coefficients (β). Hypothesis testing is based on the criteria that the t-statistics value must exceed 1.960 and the p-value must be less than 0.05. The analysis results show that environmental attitude has a positive and significant effect on green purchase intention ($\beta = 0.244$; $p = 0.015$), therefore H1 is accepted. Green brand image also has a positive and significant effect on green purchase intention ($\beta = 0.258$; $p = 0.007$), thus H2 is accepted. Meanwhile, green perceived value does not have a significant effect on green purchase intention ($\beta = 0.072$; $p = 0.276$), therefore H3 is rejected. Finally, green trust has a positive and significant effect on green purchase intention ($\beta = 0.288$; $p = 0.004$), thus H4 is accepted.

B. Discussion

This study examines the determinants of green purchase intention in the context of environmentally friendly fashion products in Indonesia by integrating the Theory of Planned Behavior (TPB) and the Value-Belief-Norm (VBN) theory. Overall, the findings indicate that environmental attitude, green brand image, and green trust

significantly influence green purchase intention, while green perceived value does not exert a significant direct effect. These results highlight that green purchase intention is shaped not only by pro-environmental concern but also by credibility-related and perceptual factors that reduce uncertainty in sustainability-oriented consumption.

From a theoretical perspective, the integration of TPB and VBN provides a coherent explanation of the findings. VBN clarifies the moral and value-based origins of environmental concern, while TPB explains how such concern is translated into behavioral intention through evaluative and cognitive mechanisms. The results suggest that in the context of sustainable fashion, moral concern alone is insufficient; intention formation depends on whether environmental values are supported by credible brand signals and trust.

The results show that environmental attitude has a positive and significant effect on green purchase intention. This finding supports prior studies that identify environmental concern as a key antecedent of pro-environmental consumption (Kumar et al., 2021; Sharma et al., 2023). Consumers who hold favorable attitudes toward environmental protection are more inclined to consider sustainable fashion products as consistent with their personal values. However, the magnitude of this effect indicates that environmental attitude functions primarily as a foundational driver rather than a dominant determinant. This suggests that while environmental concern initiates interest in sustainable products, additional factors are required to strengthen purchase intention in practice.

The positive effect of green brand image on green purchase intention underscores the importance of symbolic and reputational cues in sustainable fashion consumption. A strong green brand image signals environmental commitment and reduces consumers' uncertainty regarding sustainability claims, thereby enhancing purchase intention. This finding aligns with previous research emphasizing the role of brand image as a credibility signal and a means of self-identity expression (Chen et al., 2021; Nguyen-Viet, 2022). Importantly, the result indicates that in the fashion industry where products are closely associated with identity and social visibility—brand image plays a strategic role in transforming environmental concern into intention. Rather than merely reinforcing attitudes, green brand image functions as an external validation that legitimizes consumers' green choices.

In contrast, green perceived value does not have a significant effect on green purchase intention. This result suggests that although consumers recognize the environmental benefits of sustainable fashion products, such value perceptions are not sufficiently compelling to drive intention independently. One possible explanation is that sustainability-related benefits are often perceived as abstract or long-term, while consumers remain sensitive to immediate considerations such as price, functionality, and availability. This finding supports studies indicating that perceived value may lose explanatory power when sustainability benefits are difficult to evaluate or verify (Tsai et al., 2025). From a theoretical standpoint, this result implies that value perceptions alone may not be internalized into strong attitudes or moral norms unless they are supported by tangible and personally relevant benefits.

Green trust emerges as the strongest predictor of green purchase intention in this study. This finding highlights the critical role of trust in reducing skepticism and perceived risk associated with environmental claims, particularly in markets where greenwashing concerns are prevalent. When consumers trust that a brand genuinely fulfills its environmental promises, they are more willing to translate environmental concern and positive brand perceptions into purchase intention. This result reinforces prior studies that position trust as a key mechanism enabling pro-environmental behavior (Román-Augusto et al., 2022; Wasaya et al., 2021). Within the integrated TPB–VBN framework, green trust functions as an enabling condition that bridges moral motivation and intentional behavior.

Taken together, these findings suggest that green purchase intention in sustainable fashion is driven by an interaction between internal values and external credibility signals. Environmental attitude provides the moral foundation, while green brand image and green trust strengthen consumers' confidence in acting upon those values. The non-significant role of green perceived value indicates that sustainability benefits alone are insufficient unless they are communicated in a credible and personally meaningful manner. This synthesis contributes to the literature by demonstrating that in emerging markets, trust and brand credibility play a more decisive role than perceived value in shaping green purchase intention.

V. CONCLUSION

The results of this study indicate that environmental attitude, green brand image, and green trust have a positive effect on green purchase intention among consumers of environmentally friendly fashion products. Among these variables, green perceived value and green trust exhibit the strongest influence, indicating that perceptions of sustainability value and the level of consumer trust in a brand's environmental claims are key factors in encouraging purchase intentions toward sustainable products. These findings emphasize that decisions

to purchase environmentally friendly fashion products are influenced not only by consumers' attitudes and perceptions toward the environment, but also by their trust in the product itself.

However, green perceived value does not have a significant effect on green purchase intention. This finding indicates that purchase intentions toward sustainable fashion products are more strongly influenced by pro-environmental attitudes, environmentally friendly brand image, and consumer trust in a brand's credibility than by direct perceptions of the product's functional value.

From a practical perspective, the findings provide implications for sustainable fashion brands to strengthen their value communication strategies by emphasizing tangible environmental benefits and transparency in sustainability practices. Brands need to build a strong green image through certifications, eco-labels, or credible sustainability reports in order to enhance consumer trust. The non-significant effect of green perceived value suggests that consumers may not yet fully understand or experience the concrete value of sustainable fashion products; therefore, brands need to promote greater value literacy by explaining long-term benefits, measurable environmental impacts, and providing more immersive product experiences.

This study contributes to the literature by demonstrating the relevance of an integrated TPB–VBN framework in explaining green purchase intention within an emerging market context, particularly in an industry characterized by symbolic consumption and greenwashing risks. The results highlight the importance of trust as a key mechanism that enables consumers to translate environmental concern into purchase intention.

This study has several limitations that should be acknowledged. The use of purposive sampling with a relatively limited sample size, which is dominated by student respondents, may constrain the generalizability of the findings to broader consumer populations. In addition, the scope of this research is limited to environmentally friendly fashion products, thereby restricting the applicability of the results to other categories of green products. Furthermore, the reliance on self-reported data collected through an online questionnaire may introduce perceptual and social desirability biases that could influence respondents' evaluations. Therefore, future research is encouraged to extend this model by incorporating mediating or moderating variables such as green skepticism, environmental knowledge, or price sensitivity, as well as by examining actual purchase behavior using longitudinal or experimental designs. Expanding the research context to different product categories or cross-country settings would also enhance the robustness and generalizability of the findings.

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