

ABSTRACT

Environmental pollution is a global issue that still exists today. Therefore, environmental protection issues are emerging, leading to a trend of green consumption, including green clothing. Therefore, this study aims to analyze consumer purchasing behavior toward green clothing products using the theory of planned behavior.

The data for this study was obtained from 125 Generation Z respondents through an online questionnaire survey. The sample was taken from consumers residing in Jabodetabek who have purchased green clothing products. The sampling method used non-probability sampling with purposive sampling techniques. The analysis tool used was Structural Equation Model (SEM).

The findings of this study indicate that the environmental concern, willingness to pay, and perceived value variables have a positive and significant effect on purchase intention. While the subjective norms variable has a positive but not significant effect on purchase intention. In addition, this study also shows that purchase intention has a positive and significant effect on purchase behavior.

Keywords: *Theory of Planned Behavior, Environmental Concern, Subjective Norm, Willingness to Pay, Perceived Value, Purchase Intention, and Purchase Behavior.*

