CHAPTER I

INTRODUCTION

1.1 Background

Clothing has been a fundamental need for all human beings since the first cavemen wrapped a leaf around themselves. Prior to the twentieth century, high quality dresses were only available to the upper class and made exclusively by female seamstresses. When the fashion industry became a legitimate company in the twentieth century, the first designers, such as Coco Chanel and Jeanne Lanvin, began to manufacture stylish clothes and popularize particular looks and designs (Csáktornyai, 2014). This was the beginning of the mass production of fashion. However, the manner in which individuals dressed and the manner in which they styled their clothing was still governed by elements connected to traditions, etiquette, behavior, social standing, and cultural expectations during the late 1930s. (Valuch, T., & Lo Bello, M. J. 2021).

And to this present time, fashion is not only used to cover and protect the human body, but it is also used as a form of self-expression, a sign to communicate and draw attention while provides visual information about the wearer (Meinhold, R., & Irons, J., 2013). In this day and age, fashion became more affordable to more people due to mass production of fashionable items. In other words, fashion is a trend made by some and just simply followed by others; it is used as a form of communication and creates a first impression.

With the advancement of time and technology, where digital culture offers convenience in transactions, clothes have become something that is consumed excessively or commonly referred to as overconsumption, which is supported by

fast-fashion's in the fashion industry. Fast fashion has been a particularly hot segment, providing certain apparel companies with remarkable levels of expansion. Through the implementation of shortened production cycles and the creation of innovative designs, these companies have facilitated the ability of consumers to not only broaden their wardrobe selections, but also quickly update their clothing collections. (Klenske, 2021). Fast fashion sector has evolved into a substantial and intricate industry, sustained by a fragmented and comparatively low-tech manufacturing system (Chen, n.d.). Ever since the Industrial Revolution, global temperatures have risen about 1.1 degrees due to the contribution made by GHG or greenhouse gas emission, resulting in atmospheric warming, with significant regional variations (IPCC, n.d.). Remy *et al* (2016) provided some data that first of all, fashion industry was responsible for emitting roughly 2.1 billion tonnes of greenhouse gas (GHG) emissions globally in the year 2018, constituting 4 percent of the total global emissions. Second, material manufacture, preparedness, and arrangement, which are considered upstream activities accounted for roughly 70 percent of the fashion industry's emissions. And lastly, the persisting 30% were connected to downstream retail operations, use-phase activities, and end-of-use activities. Fast fashion generates a large amount of profit in large quantities for its producers while polluting the environment due to mass production.

The rapid growth of fast fashion, in turn, creates a new movement known as sustainable fashion, which transforms how customers begin to think about their use of clothing (Diddi *et al*., 2019). Sustainable fashion is an idea or concept that is diametrically opposed to fast fashion. It was created to address the issues of

impulsive purchasing, hedonistic behavior, and environmental pollution. The focus was on the materials used to make the clothing, usage longevity, and whether it could be recyclable or not. Sustainable apparel refers to clothing or garments that are manufactured and/or obtained in a manner that prioritizes environmental and social responsibility. The term in question is a holistic concept that encompasses both environmentally responsible and ethically driven practices within the apparel industry (Sustainable Jungle, n.d.). And regarded as an ethical concept because it is closely related to issues concerning raw materials, labours, and the environment. The main goal is to reduce the resulting carbon footprint as much as possible during the manufacturing process (Kulsum, 2020).

Considering the nation's status as one of the fastest-growing economies globally, the Indonesian fashion industry has been gaining some momentum in recent years. In 2019, the fashion industry is expected to contribute approximately 18.01% or IDR 116 trillion, to Indonesia's creative economy (Fiarani, R., 2020). That being said, fashion is also part of the largest contributor to the Indonesian economy. As a result, this rapid growth has various side effects; This has an impact not only on environmental pollution, but also on hundreds of residents who live near the factory in Citarum River in West Java Province and Sukoharjo in Central Java who are suffering from health issues (Prihandono & Religi, 2019).

And now, there is a growing expectation among consumers for fashion industry stakeholders to fulfil their obligations towards social and environmental sustainability. According to a recent survey, a significant proportion of customers, specifically 67 persent, expressed the view that the utilisation of sustainable

materials holds considerable significance as a determining element in their purchasing decisions. Similarly, a significant percentage of customers, specifically 63 percent, indicated that a brand's active promotion of sustainability carries comparable weight in influencing their purchasing choices (Granskog *et al.*, 2020). That being said, Dickson (2000) stated that consumers are generally supportive of sustainability; however, in order to make responsible purchases, they have to have the right awareness (in Liu *et al.*, 2020). According to research by Sitio *et al.* (2021), Indonesia itself has around 53.31% of prospective customers can be identified who plan to purchase sustainable fashion MSME goods. Then, according to a survey by Milieu Team (2022) of 1000 Southeast Asians, 62 percent of consumers in Indonesia are ready to pay for fashion brands with sustainable collection/production lines.

From a business standpoint, several sustainable clothing brands and boutique stores have begun to emerge across Indonesia. The first is from "Sejauh Mata Memandang" (SMM), a fashion label that prioritizes the well-being of artisans as well as efforts to reduce existing waste (National Geographic, 2021). Chitra Subyakto founded the company by demonstrating love for the earth through the materials used (Rossa, V., 2021). SMM is a fashion brand that critically advocates the public about environmental issues and waste. The brand once held an exhibition with the theme "Bumi Rumah Kita" in 2021. They took the initiative to provide a drop box area where every visitor could put in waste ranging from styrofoam, plastic, used paper waste, beauty product waste, and textile waste for up-cycle and recycle (Senayan City, 2021). SMM also collaborated with Indonesia's young generation at the end of this exhibition to create waste

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processing innovations, such as recycling sachet waste into paving blocks, recycling bottle caps into furniture, reusing textile waste into woven carpets, or making it into furniture (Senayan City, 2021).

Figure 1. 1 Recycled Trash Dropbox

Source: Senayancity.com

Then there is "SukkhaCitta", a social enterprise that makes a difference in the lives of rural Indonesian craftspeople through the #MadeRight mission. In which all products produced must be able to support the craftsmen, help protect the environment, and serve as a continuation of Indonesian culture (Sukkha Citta, n.d). Denica Riadini-Flesch (as founder of SukkhaCitta), ensures sustainability and slow fashion in every process of its craftsmanship (Wulan, A,. 2021). SukkhaCitta was named the Leadership Award for Sustainable Fashion at the CO Award Winners 2022 from Common objective, Common Objective is a business network for the fashion industry that is interested in sustainable fashion (Common Objective, 2022).

However, even though many show concern about the sustainability of fashion, consumers are still reluctant to get one's hands on eco-friendly clothing due to pre-existing negative perceptions of sustainable or eco-fashion products such as its price, value, trends, and fashion brand image (Han *et al* 2017). So it is undeniable that the most difficult challenge that brands with a vision for sustainability still face is educating their own brand's enthusiasm. Based on the two examples above, the problem is that the market selling price is still quite expensive or luxury items, with the cheapest price range for women's clothing in Sejauh Mata Memandang starting from 475,000-8,500,000 IDR and 695,000-2,990,000 IDR for SukkhaCitta. These two brands produce a very niche market segmentation as Indonesians average monthly expenditure per capita is 1,225,685,000 IDR in 2020 (Ceic Data, n.d).

Despite the fact that sustainable fashion businesses and consumer awareness of sustainable fashion are beginning to increase, fast fashion remains in high demand. According to a Sustainable Fashion Forum (n.d) article, there are four factors keep the industry thriving despite widespread knowledge of its negative effects. First, the affordability aspect plays a major role in the decision-making process of customers when opting for fast fashion as opposed to sustainable options. Fast fashion firms have the capacity to manufacture clothing at notably cheaper costs in comparison to sustainable fashion brands, hence facilitating the retailing of their items at a comparatively lower price point. Furthermore, the accessibility of fast fashion is widespread across multiple retail stores as well as online platforms, hence enhancing its convenience for consumers. In contrast to sustainable fashion alternatives, which may provide

challenges in terms of accessibility and availability. thirdly, it is noteworthy that a significant proportion of customers continue to be influenced by current trends. In this regard, fast fashion businesses possess the ability to promptly react to current trends by introducing fresh designs and styles at accessible price points. Consequently, these brands effectively cater to the needs of consumers who aspire to stay on trends while adhering to budgetary constraints. And finally, it is important to acknowledge that societal and cultural pressures exert a significant influence on consumer behavior, particularly in the context of purchasing quick fashion items. Social media sites, such as Instagram and TikTok, reinforce this pressure by consistently presenting the latest fashion trends, making it simple for consumers to feel the need to keep up with the newest styles in order to fit in with their social circle or make a good impression.

According to one journal, knowledge and awareness about environmentally friendly issues will lead to more positive attitudes toward sustainable or ethical consumption (Mandarić *et al*., 2021). However, data shown in the previous paragraph indicates a disparity between willingness to pay and actual product purchase behavior due to a deficient amount of awareness and knowledge of fashion that is sustainable because it is not targeted for the mass market. Recent research has also identified some roadblocks to the consumption of sustainable fashion, such as a much higher price range compared to fast fashion and unwillingness in paying what is considered an exclusive price. (Brandão, A. and Costa, A.G.d., 2021), then there is also a lack of awareness of the environmental/social impacts of the clothing industry and information because it is not widely publicized (Mandarić *et al*., 2021). Hence, at the end of

the day, they rationalize buying cheap clothes to satisfy their need for possessions.

An instance can be observed in the JakPost Spotlight webinar organised by The Jakarta Post on October 16, 2020, under the theme "The Rise of Sustainable Retail Fashion." This webinar explored the notable surge in global demand for sustainable fashion fabric over the period from January 2010 to March 2020. The heightened demand was primarily driven by the collective influence of consumers and industry experts who share a passion for sustainable fashion. According to Caroline Lie, one of the presenters, added that her company's statistics substantiated the occurrence of a localised upward trend in sustainable fashion within Indonesia. During the webinar, a marketing associate from ZALORA Indonesia, an online fashion retailer, presented on the company's sustainability campaign. The campaign consisted of analysing the global carbon footprint of its value chain, encompassing manufacturing and transportation, in order to establish a benchmark for its long-term carbon reduction objective. Additionally, the associate discussed the company's efforts to incorporate eco-friendly packaging as a mainstream practise.

This demonstrates that sustainable fashion is a hot subject that is increasingly being discussed in the media. As a result, this topic is related to communication because discussions about sustainable fashion are currently being discussed in various media in recent years because there is a process of communication behind increasing awareness in discussions about sustainable fashion. Thus, the issue of sustainability is still a major concern for

manufacturers, retailers, and consumers, and it is becoming increasingly important as these issues become more pressing.

And from here, this study will contribute in helping to know whether there is a correlation between awareness of sustainable fashion and willingness to pay with intention to purchase sustainable products. This research is expected to give insights to provide information to Indonesian consumers' knowledge about their awareness with sustainable fashion, in hope to accommodate insights for business owners, manufacturers, producers, and the retail industry, with the expectation that the result of this research will be useful for future studies and recognition.

1.2 Research Problem

Looking at it, we can see how fashion is one of the least sustainable industries globally (Geneco, n.d). Kutsenkova (2017) stated that sustainable fashion has the potential to change both how people consume and how industry produces; Achieving an optimal equilibrium between these two aspects holds the promise of yielding significant social and environmental advantages (in Dewanto & Belgiawan, 2020). According to Remy *et al* (2016), emerging economies such as Brazil, China, India, Mexico, and Russia have seen particularly large increases in clothing sales. Apparel sales increased eight times faster in developing countries rather than emerging countries like Canada, Germany, the United Kingdom, or the United States. By that means, Indonesia, as an emerging country and the world's fourth most populous country in the world, remains low on critical concern in terms of sustainability. Rosadi (2021) stated that, only 28 percent of Indonesian consumers fully understand sustainable products, implying that the

majority of Indonesian consumers are still unaware of sustainable products, one of which is sustainable fashion.

The lack of awareness has a connection to how they transition to a much more sustainable manner. Subsequently, This also influences people's willingness to purchase environmentally friendly goods (Amed *et al*, 2021). Although Amet *et al* (2021) also shows the increasing demand of sustainability in fashion, as customers now are more concerned about climate-change (Amed *et al*, 2021). Though even during Jakarta Fashion Week (JFW) 2019, approximately half of the JFW-assisted designers implemented sustainable fashion by processing waste, creating patterns that don't waste too much cloth, and using natural dyes (Male, 2019). This attempt slowly emerged as an effort to minimize the negative impact caused by fast fashion. However, although the benefits of sustainable fashion are becoming more widely known, the number of purchases remains low (Dewanto & Belgiawan, 2020).

Based on the above statement, it is necessary to know whether is there a correlation between awareness of sustainable fashion and willingness to pay with intention to purchase sustainable fashion products?

1.3 Research Objectives

The purpose of this study is to explain the correlation between awareness of sustainable fashion and willingness to pay with intention to purchase sustainable fashion products.

1.4 Research Significance

1.4.1 Theoretical Significance

This study is anticipated to advance and broaden research in the area of communication science regarding how awareness of sustainable fashion and willingness to pay affect fashion purchasing intention. Furthermore, this study is expected to be one of the academic reviews in the field of communication, particularly in the areas of consumer behavior, environmental communication, and strategic communication.

1.4.2 Practical Significance

1. The results of this study should provide information to consumers and business owners in order for them to devise strategies for increasing purchases of goods that are more ethical, eco-friendly, and sustainable.

2. The results of the research are expected to be a reference for making policies related to sustainable fashion so that they can make policies that lead to strengthening and supporting the sustainable fashion movement.

1.4.3 Social Significance

It is hoped that the results of this research can educate and open to a much wider perspective about the importance of choosing a product that is made to last as well as being kind to the environment.

1.5 Theoretical Framework

1.5.1 State of the Art

A number of past research have made an effort to explore the phenomena of a variety of obstacles to the consumption of sustainable fashion. These sections provide an overview of the major barriers to consuming sustainable fashion, as well

as the gap between these concerns and actual consumption intentions. The paragraph shown below will provide an overview of the topic of sustainable fashion that can be used as a reference in this research. Several types of research from some international journals are considered relevant to the context of research to be conducted, as described below:

The first study, titled Determination of Consumer Awareness on Sustainable Fashion was carried out in 2017 by Saricam *et al*., and it took a quantitative approach to its research. As the idea of sustainability as a whole has started to acquire more significance in the fashion industry, the goal of this study is to achieve a deeper understanding of the current degree of awareness among sustainability. Some businesses that operate in a sustainable manner want to be recognized for their efforts; as a result, they wish to educate customers about the merits of their goods and services and stimulate customer demand. The purpose of this study was to investigate the extent to which Turkish consumers are aware of sustainable fashion brands and practices. In order to collect the information needed for this study, a total of 336 residents of Turkey participated in an online survey. These questions are organized into the following eight categories: recycled, organic, vintage, vegan, artisan, locally made, custom and fair trade. The results of this study demonstrated that the level of awareness of male participants was discovered to be higher than the level of awareness of female participants. The male participants had an average score of 32.1 percent correct answers, whereas the female participants had an average score of 29.8 percent correct answers. According to the age demographic, the individuals who were between the ages of 24 and 29 had the highest level of awareness. According to the findings, graduates had the highest

level of knowledge, followed by participants who are undergraduates, still attending undergraduate school, still attending graduate school, graduates of secondary school, and graduates of primary school. The participants who had the lowest level of awareness were those who had graduated from primary school. As a direct result of this fact, there is a favourable correlation between the degree of education and the level of sustainability consciousness. The association between income levels and level of sustainability awareness revealed that the highest level of sustainability awareness was among participants from the highest income class, with the highest score significantly surpassing the other scores. This was determined by the fact that the highest score was significantly higher than the average score. The outcomes of this survey indicate that participants' awareness of all aspects of sustainable living is not very high. Even while people with higher levels of education have a greater understanding about sustainable fashion, there are still many aspects of sustainable fashion that are not commonly understood. Therefore, it is necessary to provide these individuals with a comprehensive explanation of the components of sustainable fashion in order to increase their level of awareness and foster a positive attitude in the direction of sustainable fashion items.

The second study was carried out in 2017 by Han *et al*. It was given the title Staging Luxury Experiences for Understanding Sustainable Fashion Consumption: A Balance Theory Application. This research utilizes an exploratory study technique, more especially action research with participatory action research (PAR). Participant observations, focus group interviews (FGIs), and in-depth interviews with South Korean fashion industry insiders were included in this study. There are a total of 24 samples, ranging in age from 23 to 30 years old, and none of

the participants have any previous experience in the purchase of sustainable fashion products. The research is based on the fact that there is strong evidence that young adult consumers are becoming more aware of sustainability issues, despite the fact that they are the primary purchasers of fast-fashion products. This study describes a state of psychological imbalance, wherein there exists a disparity between individuals' concerns and their actual consuming decisions and behavior. This study was interested in acquiring a better knowledge of how young consumers view sustainable fashion and how they might be persuaded to use more sustainable fashion goods. Specifically, the researcher wants to know how young consumers feel about the ethical production of clothing. Specifically aiming at young adults in Seoul, South Korea's fashion market with this product offering. The outcomes of this study suggest that a lack of awareness and knowledge about sustainable fashion items among fashion customers can contribute to a negative attitude toward purchasing sustainable fashion. This can be overcome by implementing staged personalized experiences. Because it may guide customers to decisions and choices by developing individualized competencies.

The third study was conducted by Gloria Jiménez-Marín, Araceli Galiano-Coronil and Luis Bayardo Tobar-Pesantez with the title Organizational Communication and Social Marketing Strategies Targeting Spanish consumers of fashion. Sustainability as a Form of Happiness Management in 2021. The purpose of this research is to get a knowledge of the attitudes and purchase intentions of Spanish customers with regard to sustainable fashion, and to determine whether or not this information can be used to lead the development of a marketing strategy for sustainable fashion. The method was based on the hypothesis of influencing

consumer purchase intentions by drawing four aspects, namely knowledge, environmental concern, physical characteristics of sustainable apparel, and social influence. It then went on to explain consumers' knowledge of sustainable fashion in various categories, such as recycle, fair trade, and locally made. This study employed two methods: quantitative and qualitative. The results indicate that enhancing individuals' comprehension and awareness of sustainable fashion could serve as an impetus for encouraging them to engage in more environmentally conscious buying behaviors. Secondly, expressing environmental concern about issues in the fashion industry has a beneficial impact on Spanish customers' inclinations to buy sustainable clothing. Thirdly, research shows that customers' concerns about prices and their perceptions of the high cost of environmentally friendly clothing act as a barrier to their purchase of environmentally friendly clothing. Fourth, the design and quality of the product also play a significant role in the consumer's desire to make a purchase because sustainable clothing must have certain functional qualities. And finally, making information that is connected to sustainability more widely known has the potential to assist social influence in having a stronger impact on sustainable purchasing behavior.

The fourth, was a study with the title Exploring the Level of Sustainability Awareness Among Consumers Within the Fast-Fashion Clothing Industry: a Dual Business and Consumer Perspective by Papadopoulou *et al* in 2021. The methodological approach that was employed in this study made use of a range of data gathering methods, the first of which included an assessment of the content that can be found on the official websites of two of the most successful fashion companies in Europe. In the second step of the study process, a quantitative research

methodology was utilized to discover the consumers of Generations X and Y's perceptions, attitudes, and purchasing behavior in relation to the two fashion houses and their respective brands. This study looks into the practices of the fashion industry in terms of sustainability and environmental protection initiatives pursued, with a focus on the two leading European fast-fashion brands, Zara and H&M and investigates whether consumers are aware of and knowledgeable about these practices to the point where such knowledge influences purchase decisions. Based on the results of this study, it can be inferred that customers' level of sustainable knowledge positively influences their level of environmental concerns, brand trust, willingness to engage in environmentally conscious behavior, and purchase intentions. When it comes to purchasing, millennials claim to prioritize sustainability over fashion. The two-generation groups (Gen X and Gen Y) are environmentally conscious, and their ethical values influence their purchasing intentions and behavior. Although consumers were unaware of and lacked knowledge about the two brands' (Zara & H&M) sustainability initiatives aimed at creating more sustainable fashion. As a result of their lack of awareness and knowledge, consumers are less likely to participate in these initiatives. As a result, this research is safe to say that this study suggests the necessity for both fashion brands to enhance their communication endeavours in order to increase awareness regarding their corporate strategies and dedication to sustainability, thereby augmenting their edge in the market.

The fifth study entitled Exploring Young Adult Consumers' Sustainable Clothing Consumption Attention-Behaviour Gap: A Behavioural Reasoning Theory Perspective by Diddi *et al* in 2019, The purpose of the study is to find out

which sustainable clothing consumption behaviors (SCCBs) young people are most likely to do and which ones they are least likely to do. It also wants to find out why they do certain SCCBs. Understanding young consumers' "reasons for" and "reasons for not" engaging in different SCCBs will help them learn more about the specific reasons that drive or determine people's choices to engage in SCCBs. The study used a qualitative way of research and had 41 young adults take part in six focus groups. The participants' data were transcribed and analyzed to find out the exact reasons why they did or did not participate in SCCBs. The results of this study show that the two main reasons people take part in SCCBs are their perceived worth, which includes things like time, money, effort, and product life, and their commitment to sustainability. The cost–benefit study is a big part of how consumers decide whether or not to use SCCBs. Costs and benefits don't always come in the form of money. Instead, they are a mix of different factors (economic, social, and psychological) that come together to make sure that customers feel they are getting the most out of a particular SCCB. Also, young people don't do SCCBs like repair or mending clothes because they don't have the skills to do so. This means that simple repair and fixing skills should be taught in high school as part of home economics classes. By starting very early on with a structured curriculum, young adults will be able to create a "repair mindset," which may help in the long run to change the "disposable culture." In terms of public policy, both at the level of the community and of the business. In light of the industry's transition towards a circular business model, it becomes imperative to provide mandatory end-of-life provisions and enforce brand responsibility in manufacturing durable and repairable products. People may be more likely to buy clothes if marketing

campaigns emphasize how long they last and how easy they are to fix. The results of this study also show that consumers constantly think that using SCCBs is expensive. Brands need to change this idea by letting people know what's good about high-quality clothes. Consumers may be sceptical of clothing brands that say they are sustainable because they don't have enough information about the carbon footprint of their products. The implementation of labels that provide information regarding the carbon footprint across the entire life cycle, spanning from production, consumption, and disposal stages, would be advantageous. It is crucial to raise awareness among the latter group of consumers regarding the equivalence in utilization of natural resources (such as water and energy) and human capital between the production of inexpensive garments and higher quality apparel. Additionally, it is imperative to highlight the substantial environmental detriment associated with the use and disposal stages of the product lifecycle of low-cost clothing.

Based on five previous studies conducted abroad on the issue of the use of sustainable fashion products, it is clear that there is a growing awareness of the environmental and social issues of the fast fashion system, even though many consumers still remain as the primary purchasers of fast fashion. Based on the previous research, there is still a continuing lack of awareness about sustainable fashion. All of the aforementioned studies indicated that consumers will be motivated to make more sustainable purchases as they gain a better understanding of sustainable fashion. Furthermore, price concerns and perceptions of high-priced sustainable clothing make consumers hesitant to spend extra money as a deterrent to purchasing sustainable clothing. According to the five studies mentioned above,

more publications about sustainable fashion are found in research from international journals abroad, and there is a lack of research that specifically explains the phenomenon of the correlation between awareness and willingness to pay for sustainable fashion discussed in Indonesia. Nonetheless, research from international journals is thought to provide guidance and enrich literature references that can be used in this research.

1.5.2 Research Paradigm

This quantitative research employs a positivistic paradigm approach. Irwan (2018) stated paradigm is as an individual's understanding of the phenomenon or reality that exists in society. According to Singh (2007, p. 407), the positivistic paradigm focuses an emphasis on the fact that human behavior is determined by environmental stimuli, and that it is feasible to observe and evaluate social phenomena by employing the same concepts and methods that have traditionally been utilized by natural scientists. Guba (2000) adheres to the concept introduced by Thomas Kuhn that the paradigm is a set of beliefs that involves individuals to choose or determine research problems (in Irwan, 2018).

In this study, the researcher employs a positivistic paradigm approach to look for a cause-and-effect relationship between three variables: two independent variable, and one dependent variable. The independent variable in this study is awareness of sustainable fashion, and willingness to pay. While the dependent variable in the study is intention to purchase sustainable fashion products.

1.5.3 Awareness of Sustainable Fashion

The decision to use environmentally friendly products begins with the consumer's level of environmental awareness. Awareness refers to an

understanding of, or knowledge of, the most important issues facing the fashion industry. It also refers to advocating for positive change and appreciating those who are working to make a more ethical and sustainable future for fashion (Fashion Revolution, n.d).

In recent decades, a movement known as slow fashion has evolved, and sustainable fashion is a subset of that trend. Sustainable fashion is closely related to eco-, green-, and ethical-fashion as well (Carey and Cervellon, 2014). As a reaction to "unsustainable" economic expansion and "fast fashion" cycles, sustainable fashion, also known as slow fashion, came into practice. Its purpose is to encourage ethical behavior, a reduction in the manufacturing of fashion, and the selection of quality clothing over quantity apparel when shopping for clothes (Henninger *et al.*, 2016). To put it simply, sustainable fashion means designing, procuring raw materials for; producing, marketing, and recycling clothing, shoes, hats, and accessories in a sustainable manner, while also considering the environmental, social, and economic impacts of the entire process.

A UK market research company, Mintel (Magnussen, 2009), provides the following classification to distinguish the distinct ideas encompassed under the umbrella term "ethical fashion" (in Carey and Cervellon, 2014) that is :

*"The term **ethical clothing** encompasses garments that are produced and traded with careful consideration of their environmental impact and the well-being of the individuals involved in their production. **Eco clothing** encompasses all types of apparel that have been produced through ecologically conscious manufacturing methods. The range of materials encompasses organic fabrics as well as ecological alternatives, such as hemp, and non-textile options like bamboo or recycled plastic*

bottles. In addition, the category of sustainable fashion encompasses recycled products, which refer to clothing items manufactured from reused materials such as vintage textiles, as well as other materials. It is important to note that sustainable fashion does not exclusively rely on organic fibers for production. ***Organic clothing*** *refers to garments that have been produced using a limited amount of chemicals and have caused minimal harm to the environment.* ***Fairtrade****, on the other hand, aims to establish equitable pricing, favorable working conditions, local sustainability, and just terms for farmers and laborers in developing nations."*

Although the concepts of ethical fashion and sustainable fashion are somewhat independent from one another, there is a strong connection between the two. Ethical fashion, while on the other hand, places a greater emphasis on social responsibility and the protection of workers at each step of garment production, in contrast to sustainable fashion, which has a tendency to focus more on the environmental aspect of garment production. The concept of ethical fashion is one that falls under the umbrella term of sustainable fashion. When one of these ideas is enforced on its own, it is not nearly as effective as when both of them are enforced together, due to the symbiotic link that exists between ethical and sustainable fashion. Because of this, it is imperative that ethical and sustainable fashion be implemented jointly in order to benefit both workers and the planet earth. As a result, apparel companies cannot be fully sustainable unless they also engage in ethical business activities, and vice versa.

Consumer understanding and awareness of the environmental impact of a product or service is demonstrated by knowledge of sustainable fashion (D'Souza *et al.*, 2014). The involvement of consumers' environmental behavior influences

their proclivity to purchase environmentally friendly clothing (Hustvedt & Bernard, 2008). As a result, consumer awareness about sustainable fashion from design to recycling can help to change attitudes (Arbuthnott, 2009) and motivate people to act (Kong *et al*., 2009). According to Aakko, M. and Koskennurmi-Sivonen, R. (2013) awareness of sustainable fashion can be measured by eight identifications. Starting from the core category, that is:

      a.   Considered Take and Return

      b.   Sourcing Materials

      c.   Treatment Fabrics

      d.   Production Methods

      e.   Societal Implications

      f.   Saving Resources

      g.   Information Transparency

      h.   Attachment and Appreciation

1.5.4 Willingness to Pay

Willingness to pay (WTP) is the maximum cost consumers are willing to pay for a benefit received in the form of goods or services, and it measures how much potential customers value these goods or services (Amelia in Yuliasma, 2020). In other words, the public's desire to accept the obligation of payment in accordance with the calculated amount can be defined as willingness to pay. Kamal (2014) defines willingness to pay as an economic value defined as the maximum number of people willing to take goods and services in exchange for other goods and services.

In this research, the term willingness to pay describes a consumer's attitude on the amount of money they are prepared to spend on a product or service in exchange for perceived additional qualities, in this case environmental benefits. This is an occurrence for which an individual's willingness to pay for an environmental condition or evaluation of natural resources and services with the goal of improving environmental quality (Hanley & Spash, 1993).

The assumption is that individuals who are more self-reliant or who have a higher level of confidence are more inclined to engage in conscientious consumption of clothing and value pieces that are produced in the most conventional and genuine manner (Sobreira *et al*., 2020). The measurement of willingness to pay in this study will take references from a study entitled "Determinants of Willingness to Purchase Organic Food: An Exploratory Study Using Structural Equation Modelling" written by Voon *et al* (2011). Although the case used in the research that is used as a reference is regarding the purchase of organic food. There are three indicators, that is:

1. The willingness to pay extra for the goods

2. price as an essential indicator in purchasing clothes

3. The pride after purchasing sustainable fashion product even at a higher price

1.5.5 Intention to Purchase Sustainable Fashion Products

Purchase intention is a component of a more complex purchasing decision. Spears and Singh (2004) provide a definition of buy intention as the conscious desire of an individual to actively pursue the acquisition of a particular brand of product. People will behave differently based on their intentions, but having good intentions makes them more likely to behave in the desired manner. In other words,

attitudes are controlled and influenced by intentions and beliefs about behavior. Behavior is preceded by intentions, which can be influenced by behavioral, normative, and control beliefs (Maichum *et al*., 2016). Customers' buying intentions are created during the deliberation process of whether to buy the products or services (Prakash & Pathak, 2017; Younus et al., 2015 in Rausch and Kopplin 2020).

The intensity of inclination to actual behavior is represented by purchase intention. Hence, the intention to purchase plays a crucial role as a main determinant in the process of making a purchase, exerting a substantial impact on the intention to purchase (Hsu, Chang, & Yansritakul in Wijaya & Paramita, 2021).

The basic premises involving consumer sustainability concern are that those who care about the environment are more likely to engage in environmentally conscious consumer behaviors and have strong intentions to purchase sustainable clothing. The measurement indicators used in this study are based on the article "Bridge the gap: Consumers' purchase intention and behavior regarding sustainable clothing" by Rausch & Kopplin (2021). There are four indicator to measure intention to purchase, that is:

1. The consideration in purchasing sustainable clothes.

2. The intention to buy sustainable clothes instead of conventional clothes in the future.

3. The possibly to buy sustainable clothes in the future.

4. The consideration to buy sustainable clothes if I happen to see them in a(n) (online) store.

1.5.6 The Correlation Between Awareness of Sustainable Fashion and Willingness to Pay with Intention to Purchase Sustainable Fashion Products

This study uses the Theory of Reasoned Action (TRA) to examine the correlation between awareness of sustainable fashion and purchase intention with the intervening variable of willingness to pay. Fishbein and Azjen's (1975) theory of reasoned action suggested that people choose to engage in behaviors they believe would lead to desirable outcomes after considering the pros and cons of various options. In other words, this theory assumes that individuals make rational decisions by using available information and weighing the consequences of their actions before deciding whether or not to act in a certain way.

There are two factors this model suggest about behavioral intent, that is: (1) attitude with behavior; and (2) subjective norms or perceived social pressure associated with the behavior (Azjen and Fishben, 1975). Attitude involves judgment in determining whether a behavior is good or bad and whether an actor supports or opposes engaging in it. Whereas subjective norm is the perception of how one ought to behave (Leonard *et al*, 2004).

The TRA has undergone numerous tests, most of which have been successful in studies of consumer behavior (Teng and Wang, 2015; Macketti and Shelley, 2009). Researchers have debated which influences purchase intentions more—subjective norms or attitudes toward the behavior, and the results were demonstrated in some studies that attitude has more influence on purchase intentions (Valleran et al, 1992; Shen et al, 2003; Leonard et al 2004 in Mackretti and Shelley, 2009). Therefore, this research focuses on the process of awareness

and attitudes towards the intentions. In this study, the attitude applies in the theory of reasoned action is in the variable of willingness to pay.

One study from Machado *et al* (2022), concluded that consumers' perceived environmental knowledge and sincere concerns about how human actions affect the environment are growing as a result of the environment's ongoing degradation. In turn, this changes how they feel about and how willing they are to buy sustainable clothing. Moreover, According to Dhir *et al*. (2021), environmental knowledge encourages positive attitudes and builds consumers' trust, both of which lead to increased purchases of environmentally friendly clothing.

In assumption, consumers who have more awareness about the issues associated with the effects of fast fashion or the inverse of sustainable fashion are more likely to purchase sustainable fashion goods. Ultimately, such consumers may be inclined to behave in accordance with their beliefs or knowledge.

This study employs correlation because it is based on previous research, such as that of Roh, Seok, and Kim (2022), who investigated organic food consumption using the theory of reasoned action, demonstrating the use of correlation in their study. The theory of reasoned action was also used to explain the correlation in another study conducted by Paul, Modi, and Patel (2022) regarding green product purchase intention.

Therefore, when it comes to discussing sustainable fashion consumption with purchase intention, the literature commonly refers to the theory of reasoned action, which may explain the relationship between barriers and cognitions about sustainable fashion consumption. This is because the reasoned action theory was developed to describe how people make decisions about behavioral intention.

According to the findings of a number of research, the theory of reasoned action cognitions is the most accurate in predicting sustainable consumption behavioral intention. This is significant because behavioral intention is a direct forerunner and predictor of behavior.

Figure 1. 1 Theoretical Framework
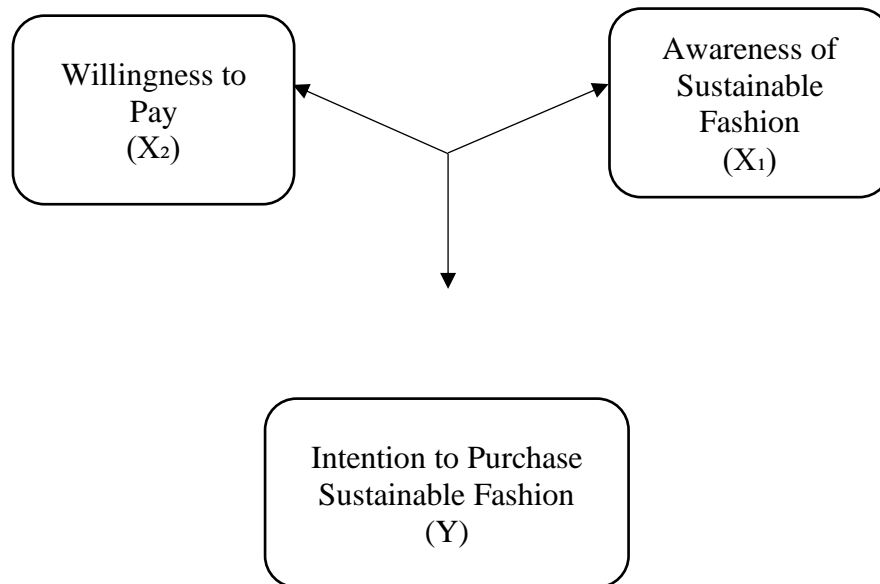
1.6 Hypothesis

Based on the description above, the following hypothesis can be formulated that, there is a correlation between awareness of sustainable fashion (X_1), willingness to pay (X_2) with intention to purchase sustainable fashion products (Y).

1.7 Conceptual Definition

1.7.1 Awareness of Sustainable Fashion

Sustainable fashion awareness in this research is all the information owned by individuals related to consider take and return, sourcing materials, treatment of fabric, production methods, social implications, saving resources, information transparency, and attachment and appreciation.

1.7.2 Willingness to Pay

Willingness to pay for sustainable fashion apparel is the attitude to spend a certain amount of money that involves price as an important indicator in purchasing clothes, the willingness to pay extra for the goods, and the pride after purchasing sustainable fashion product even at a higher price.

1.7.3 Intention to Purchase Sustainable Fashion Products

In this research, the intention to purchase a sustainable fashion product involves considering, intending, might possibly buy sustainable fashion.

1.8 Operational Definition

Operational definition is defined as variables that are formulated based on the characteristics of variables that can be observed (Azwar, 2007 in Gani, 2015). The operational definitions of the variables used in this study are:

1.8.1 Awareness of Sustainable Fashion

    a.   Considered Take and Return

    b.   Sourcing Materials

    c.   Treatment of Fabric

    d.   Production Method

    e.   Societal Implications

    f.   Saving Resources

    g.   Information Transparency

    h.   Attachment and Appreciation

1.8.2 Willingness to Pay

    a.   The respondent would be willing to buy sustainable fashion even though choices are limited.

b.   The respondent is willing to buy sustainable fashion because the benefits outweigh the cost.

c.   The respondent buying sustainable fashion is the right thing to do even if they cost more.

d.   The respondents don't mind spending more time sourcing for sustainable fashion.

e.   The respondents still buy sustainable fashion even though conventional alternatives are on sale.

1.8.3 Intention to Purchase Sustainable Fashion Products

a.   The respondent considered purchasing sustainable clothes.

b.   The respondent intends to buy sustainable clothes instead of conventional clothes in the future.

c.   The respondent might possibly buy sustainable clothes in the future.

d.   The respondent would consider to buy sustainable clothes if they happen to see them in a(n) (online) store.

1.9 Research Method

1.9.1 Research Type

This research uses quantitative research with explanatory research methods, which aim to explain the relationship between variables and test the hypotheses that have been formulated. Later, this type of explanatory research will attempt to explain why the phenomenon occurs and what implications are. There is two independent variable in this study, namely awareness of sustainable fashion (X_1) and willingness to pay (X_2). The dependent variable in this study is intention to purchase sustainable fashion products (Y).

1.9.2 Population

The population in this study is male and female with an age range between 18-50 years old in Indonesia, this is chosen based an empirical research, the millennial generation is the largest generation of population, and the fashion apparel brand sector is drawn to them because of their high spending power (Gerardo, 2018). Additionally, according to a Forbes article by Fromm (2022), Gen Z's purchasing power is increasing. And the population size is unknown.

1.9.3 Sampling

The sampling technique used in this study is a nonprobability sampling technique because when choosing the sample it is based on certain considerations (Walliman, 2006, p. 78). From the nonprobability sampling technique will later use purposive sampling. And with the accidental sampling process, which is the determination of the sample by chance or anyone who happens to match the characteristics of the specified sample. According to Roscoe (1975, p. 150), the proper sample size is between 30 and 500. The number of samples to be used in this study was determined to be up to 300 respondents from a variety of socio-economic status (SES).

1.9.4 Types and Sources of Data

Primary data is data collected directly by researchers through a party called primary source. (Usman, 2003:20).

1.9.5 Data Collection Tools and Techniques

This data will be used later as a data collection tool, with the questionnaire containing a list of questions. The data collection techniques used in this study are

self-administered, which means that the questionnaire is given to respondents who have been determined and answered by themselves.

1.9.6 Data Processing Techniques

   a. Editing

Editing is the first stage of checking the data that has been obtained in the field in the form of a questionnaire that has been answered by respondents. The initial step of the editing procedure involves assigning a name to the research instrument that the respondents have already completed. Furthermore, checking one by one data collection instruments, and checking the points and answers available. (Bungin, 2005: 175) This process is useful in order to reduce errors or deficiencies in the questionnaire questions for respondents so that the answers have relevance, suitability and uniformity in the answers.

   b. Coding

Coding is the second stage that is done after editing. Coding is done by giving identity to data that has been edited previously, so it has a certain meaning when analyzed. (Bungin, 2005: 175) This stage is also useful in classifying the answers of the respondents into existing categories.

   c. Tabulating

Tabulation is to enter data in certain tables and arrange the numbers and calculate them to facilitate the testing of hypotheses (Bungin, 2005: 178).

1.9.7 Data Analysis Technique

The nonparametric test Kendall Correlation Coefficient (W), hereafter abbreviated as Kendall's W, is used to evaluate the congruence of a group of

subjects' ratings of deemed essential characteristics. Kendall's W is an extension of the Kendall's Tau correlation test when there are more than two variables. This correlation provides information about the strength of the relationship between multiple variables at once.