

## CHAPTER V

### CONCLUSION AND RECOMMENDATION

This chapter provides a conclusion to the previous chapter's discussion of the correlation between awareness of sustainable fashion, willingness to pay with intention to purchase sustainable fashion products. In addition, recommendations are provided that are thought to be helpful for parties interested in the topic as well as for study to be conducted in the future.

#### 5.1 Conclusion

This research proves that there is a positive correlation between awareness of sustainable fashion and willingness to pay with intention to purchase, this testing hypothesis which refers to the results of the Kendall's W correlation test, shows that there is a very significant relationship between awareness of sustainable fashion and willingness to pay simultaneously with intention to purchase sustainable fashion products, with a significance value of 0.000 ( $<0.05$ ) and a correlation coefficient of 0.855 which indicates a very strong positive relationship.

The analysis has indicated that both factors have a positive and statistically significant correlate on consumer intentions to make a purchase. Although there may be a lack of consumer awareness, the findings of this study demonstrate a noteworthy beneficial relation on consumer awareness about sustainability and their willingness to pay on their intention to make a purchase. Hence, it is recommended that businesses diversify the marketplace as necessary. This study's respondents are already willing to pay more for environmentally and socially sustainable products. This result indicates a need for businesses to proactively enhance their educational efforts regarding sustainable fashion, as there is a shown

customer willingness to allocate more financial resources towards fashion items that include both environmental and social attributes.

## **5.2 Recommendation**

Based on the results and conclusions of the research, the following suggestions are made for companies and future research related to this research problem:

1. This study has shown that the awareness of sustainable of sustainable fashion has positive effect on the intention to purchase sustainable products. Therefore, these findings have significant business implications as knowledge of the relation of various barriers to sustainable fashion consumption can increase efforts to eliminate such obstacles. This research helps sustainable fashion manufacturers, retailers, policymakers better understand the factors that influence consumer attitudes toward sustainable fashion and how to transition to a more sustainable system.

From this point of view, there are things that industry decision-makers can do, the most important of which is eco-labeling, the simplest step to inform consumers about products that apply sustainable principles. Promoting their products and brands to be effective by putting more attention on the treatment of fabric, as the majority of consumers are still lacking on this knowledge. Also, being more transparent with the choice of materials would be beneficial to put as a strategy because it will assist consumers gain more understanding about the apparel they are going to purchase. Many consumers also do not have sufficient knowledge of sustainable fashion in regards to the abatement pattern-making, hand-crafted products, and saving resources by adopting an environmentally friendly laundry,

wash less clothing, and dispose/repairing old garments are a part of sustainable fashion.

This may be a useful thing to put as a plan. The owners of businesses will find it to their advantage to take note of the fact that in order to improve the overall consumer perceptions of the amount of sustainability that their service possesses, it is necessary to improve the customer perceptions of all of the numerous underlying characteristics of sustainability. The emphasis of communications should also be on advertising product attributes, as information transparency will substantially increase consumers' intentions to purchase the brand's sustainable fashion products.

When seen from the perspective of the consumer, responsible consuming behavior is required. The decision-making process that underpins sustainable consumption is one that, in addition to an individual's own requirements and preferences, takes into account the social responsibility of the consumer.

Although public awareness of the negative environmental effects of the fashion industry is relatively high, there is still much work to be done to educate consumers on the consequences of their decisions. It is imperative for marketers to proactively cultivate constructive narratives and promotional campaigns concerning sustainable apparel; that is, to educate consumers on the environmental implications associated with their consumption decisions, while also highlighting the environmental advantages that may be got by the adoption of sustainable alternatives. Consequently, consumers will gravitate toward sustainable retail offerings and demand will transition towards brands that value sustainability as a core value.

2. In accordance with the finding that willingness to pay have positive correlation on intention to purchase sustainable fashion products, means the Indonesian market has already demonstrated a willingness to pay a higher price for environmentally and socially responsible products. As a result, it may serve as an encouragement for both global and regional fashion brands to make the transition towards sustainability.