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Green Brand Knowledge As A Driver Of Sustainable Fashion Consumption: The Intervening Role Of Attitude

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Abstract

In Indonesia's sustainable fashion sector, a notable intention–behavior gap remains evident, as heightened environmental awareness among consumers does not always lead to corresponding purchasing actions. Addressing this issue, the present study investigates how awareness of eco-friendly brands influences environmentally purchase intention, incorporating attitudes toward environmentally products into a mediating element within a sustainable fashion brand called Sejauh Mata Memandang. A statistical methodology was employed, surveying 97 participants, and assessed through SEM-PLS. The outcomes highlight the knowledge of eco-friendly brands significantly and positively influence attitudes towards these products, in addition to directly increasing purchase intention. Furthermore, attitudes toward eco-friendly products serves a crucial part in strengthening purchase intention and serves as an essential intermediary in the relation across awareness of eco-friendly brands and environmentally conscious purchase intention. Cumulatively, these accomplishments exemplify consumers' cognitive grasp of a company's ecological attributes is instrumental in cultivating positive evaluations that ultimately translate into sustainable purchase motivations.

Keywords: Green Brand Knowledge, Attitude Toward Green Product, Green Purchase Intention, Sustainable Fashion.

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INTRODUCTION

The fashion industry has emerged as a leading driver of ecological degradation worldwide, accounting for roughly 10% of annual global carbon emissions and usage of around 79 trillion liters of water annually (Agenda & Company, 2020). In Indonesia, this issue is becoming more visible, as textile waste has continued to escalate from over 1.5 million tons in 2015 to more than 2.3 million tons in 2023 (Kompasiana.com, 2024). This condition reflects an industry that relies heavily on mass production, synthetic materials, and fast-changing trends, which are closely linked to the fast fashion model, while waste management systems are still not sufficient to handle the environmental impact.

As environmental concerns continue to increase, sustainable fashion has developed as an alternative approach that emphasizes efficient use of resources, ethical production processes, and environmental responsibility across the supply chain. The global market for sustainable fashion is projected to grow by approximately 8 to 10% each year, showing a rising interest among consumers in environmentally friendly products (Insights, 2025). In Indonesia, around 37.4% of consumers purchase clothing for sustainability reasons, which is still lower compared to food at 56.7% and household products at 47.8% (Databoks, 2023). This gap shows that consumer awareness exists but has not fully translated into purchasing behavior, creating considerable opportunities for sustainable fashion brands.

One of the notable sustainable fashion brands in Indonesia is Sejauh Mata Memandang (SMM). Established in 2014 by Chitra Subyakto, the brand consistently applies sustainability values in its design and production process. These include the use of recycled cotton, natural dyes from plants, limited-edition releases to minimize overproduction, and collaboration with local artisans to preserve traditional weaving and batik techniques (Memandang, 2025).

However, even with a strong sustainability concept and clear communication, consumers' actual buying behavior does not always match their environmental concerns. This situation is known as the intention–behavior gap. Globally, about 67% of consumers say they consider sustainability when making purchases, but only 35% consistently act on it (Gitnux, 2024). This gap indicates that awareness and positive attitudes alone are insufficient to influence purchasing decisions, especially when fast fashion products are still more affordable and widely available.

Previous studies suggest that understanding this gap requires looking at both cognitive and attitudinal factors in green consumer behavior. One important factor is green brand knowledge, which refers to how well consumers understand, recognize, and

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evaluate a brand's environmental efforts (Loka & Harsoyo, 2024; Suki, 2016). When consumers have clear and comprehensive knowledge about a brand's sustainability practices, they have a greater ability to evaluate environmental claims, identify genuine efforts, and develop a more positive perception.

Theory of Planned Behavior (TPB) elucidates one's purpose inside a person to behave is predominantly shaped by their disposition towards the behavior (Ajzen, 2020). Within the sustainable fashion domain, attitude acts as a link between what consumers know and how they decide to act. When consumers evaluate a sustainable brand positively based on their knowledge of its environmental practices, this attitude may result in an enhanced intention to acquire its products.

Although many studies have explored determinants influencing green purchase intention, research that combines knowledge of green brand and attitude toward eco-friendly products within a mediation model, especially in the Indonesian sustainable fashion context, is still limited. Most previous studies examine these variables separately without fully explaining how knowledge shapes attitude and then leads to purchase intention. The findings from this study attempts to address that gap by examining a framework in which attitudes about green products mediate the connection among green brand knowledge and green purchasing intentions, utilizing Sejauh Mata Memandang as the research context. The results are anticipated to enhance the sustainable marketing literature and provide practical insights for sustainable fashion firms.

LITERATURE REVIEW

Green Brand Knowledge

Green brand knowledge pertains to buyers' comprehension on a company's environmental commitment, including their capacity to identify, recall, and associate its business with sustainability values (Suki, 2016). This concept is derived from Keller's (1993) brand knowledge framework, encompassing consumer impressions and associations with the brand retained in memory of consumers. Green brand knowledge also includes cognitive evaluations and emotional responses that influence purchase intention while helping consumers build trust in environmental claims and distinguish genuine sustainability efforts from greenwashing (Loka & Harsoyo, 2024; Vania & Ruslim, 2023)

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Attitude Toward Green Product

Attitude toward green products can be defined as the degree to which consumers hold favorable or unfavorable judgments regarding environmentally friendly products (Ajzen, 2020). This attitude is formed through cognitive and emotional processes shaped by elements involving product understanding, brand communication, and societal influence (Zaremohzzabieh et al., 2021). According to Kotler & Keller (2016), attitude consists of three components: cognitive (beliefs about environmental benefits), affective (emotional responses such as pride or satisfaction), and conative (behavioral tendencies such as intention to purchase). These components work together to shape a stronger evaluation of sustainable products.

Green Purchase Intention

Green purchase intention signifies customer orientation toward sustainable consumption goods instead of conventional options when engaging in purchasing decisions (Chen et al., 2020). It not only reflects rational evaluation but also consumer identity, where purchasing sustainable products represents alignment with personal values and environmental commitment (Immanuel & Bianda H. S., 2021). Within the TPB, green purchase intention serves as closest determinant of actual action and is largely shaped by individuals' attitudes. (Ajzen, 2020). Consumers with higher knowledge of a brand's environmental attributes tend to perceive their purchase as meaningful, which strengthens their intention to engage in sustainable consumption.

RESEARCH METHOD

A quantitative explanatory methodology adopts in this study to investigate causal associations among knowledge of green brands, attitudes toward ecologically friendly products, as well as green purchase intention. Data collection approach utilizing a standardized questionnaire distributed digitally through Google Forms, disseminated via Instagram, TikTok, and WhatsApp over the period of January to February 2026.

The population of this study includes social media users who are familiar with or have interacted with the sustainable fashion brand Sejauh Mata Memandang. Given the indeterminate population size, the minimum sample threshold was determined using the Cochran formula, resulting in a minimum requirement of 96 respondents, with 97 valid responses collected. The employed sample method was purposive sampling, with criteria including active social media users, awareness of the SMM brand, and prior exposure to influencer content related to sustainable fashion.

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Data Analysis Method

This study uses the SEM-PLS approach. The data evaluation was performed utilizing SmartPLS 4.0 software. The evaluation consists of two phases: outer model evaluation and inner model evaluation. The framework in this article is visualized in Figure 1.

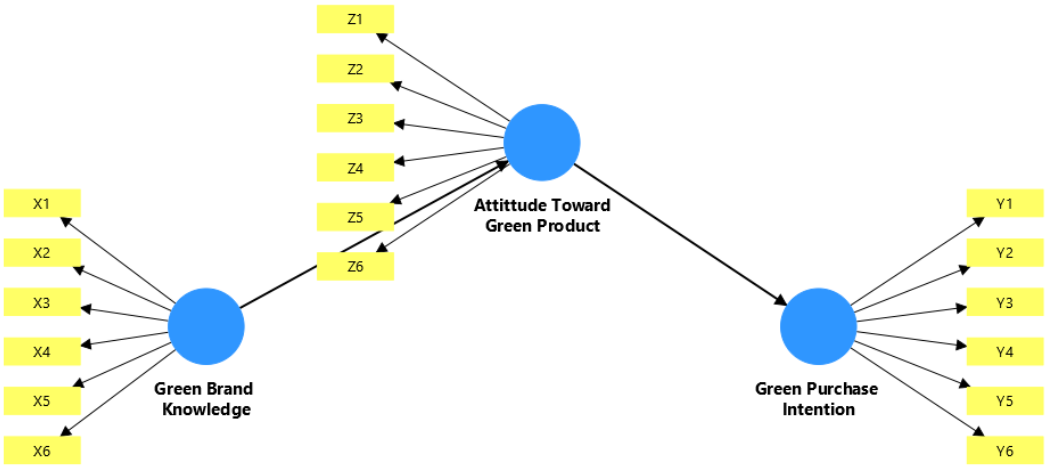


Figure 1. Construct Design

Outer Model Analysis

Validity Test

Hair et al. (2019) propose that the validity analysis has two categories: convergent validity and discriminant validity.

Table 1. Outcomes of Convergent Validity Measurement

Variable	Indicator	Outer Loading Value	AVE
Green Brand Knowledge (X)	X1	0.772	0.578
	X2	0.740	
	X3	0.780	
	X4	0.794	
	X5	0.703	

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Variable	Indicator	Outer Loading Value	AVE
	X6	0.770	
Attitude Toward Green Product (Y)	Z1	0.745	0.590
	Z2	0.748	
	Z3	0.753	
	Z4	0.780	
	Z5	0.800	
	Z6	0.781	
Green Purchase Intention (Z)	Y1	0.805	0.598
	Y2	0.778	
	Y3	0.778	
	Y4	0.748	
	Y5	0.754	
	Y6	0.777	

Source: *Output* SmartPLS (2026)

Convergent validity is established when outer loadings surpass 0.70 and AVE is beyond than 0.50 (Hair et al., 2019). Outer loading value for each indicator exceeds 0.70, with a variety of 0.720 to 0.811. Furthermore, the AVE value for each variable surpasses 0.50 (GBK: 0.579; Attitude: 0.590; GPI: 0.598), so all constructs are declared to have adequate validity. Discriminant credibility is established through the HTMT ratio (Hair et al., 2019).

Table 2. Outcomes of HTMT ratio

Variable	Green Brand Knowledge	Attittude Toward Green Product	Green Purchase Intention
Green Brand Knowledge (X)			
Attitude Toward Green Product (Z)	0.653		
Green Purchase Intention (Y)	0.613	0.632	

Source: *Output* SmartPLS (2026)

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The HTMT ratio was utilized to assess discriminant validity, considered a more sensitive measure than the Fornell-Larcker standard. (Hair et al., 2019). The findings indicate HTMT values between 0.613 and 0.653, all beneath the advised threshold of 0.85. This signifies that the measuring model exhibits strong discriminant validity, with no substantial overlap among the constructs. According to Table 2, all variables are validated.

Reliability Test

The Reliability assessment is determined utilizing Cronbach's alpha along with Composite Reliability, concerning a benchmark level >0.70. (Hair et al., 2019).

Table 3. Outcomes of Reliability Test

Variable	Cronbach's Alpha	CR (rho_a)	CR (rho_c)
Green Brand Knowledge (X)	0.855	0.859	0.892
Attitude Toward Green Product (Z)	0.861	0.863	0.896
Green Purchase Intention (Y)	0.866	0.874	0.899

Source: *Output* SmartPLS (206)

Table 3 indicates that all constructs achieve reliability, as the value are over 0.70, confirming all of the constructs display strong internal consistency and are reliable for further analysis.

Determination Coefficient Test

Hair et al., (2019) assert that a magnitude for an R-square number indicate the degree reflecting the extent to which endogenous constructs are accounted for by exogenous variables, indicating whether the influence is strong or weak: a value of 0.25 signifies weak influence, 0.50 denotes medium influence, and 0.75 reflects significant influence.

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Table 4. R^2 Value

Endogen Variable	R-Square	R-Square Adjusted
Attitude Toward Green Product (Z)	0.371	0.364
Green Purchase Intention (Y)	0.415	0.403

Source: *Output* SmartPLS (2026)

Based on Table 4, the variable of green brand knowledge is able to explain the attitude toward the green product variable by 37.1%, indicating a moderate influence. Meanwhile, the variables of knowledge of green brand and attitude toward eco-friendly products are capable of elucidating the objective behind green purchasing variables by 41.5%, also indicating a moderate influence. Although categorized as moderate, both values exceed the weak threshold of 0.25 and are meaningful given the specific and focused nature of the model.

Q-Square Test

The Q-square assessment criteria are employed to gauge a predictive accuracy regarding the design. The equation demonstrates adequate prediction significance if the value exceeds zero. (Hair et al., 2019).

Table 5. Q^2 Value

Endogenous Variable	Q-square
Attitude Toward Green Product (Z)	0.311
Green Purchase Intention (Y)	0.305

Source: *Output* SmartPLS (2026)

The Q-square results indicate favorable outcomes for both constructs, exceeding zero and demonstrating that the model exhibits significant predictive validity for the two internal constructs.

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RESULT AND DISCUSSION

The Impact of Green Brand Knowledge on Attitude Toward Green Product

Hypothesis evaluation is determined by the T-statistic and P-value. Hair et al., (2019) state that a finding appears to be statistically substantial whilst the T-statistic transcends 1.96 and the p-value is beneath 0.05. This study employs a level of trust of 95% and a margin of error of 5%. The findings derived from statistical calculations reveal that the initial sample value was 0.471, which means that green brand knowledge exhibits a favorable direction of relationship toward attitude toward environmentally products. The outputs presented in Table 7 shown a substantial influence of the knowledge of green brands on attitudes toward eco-friendly products.

Table 7. Hypothesis Test Results

	Original Sample	***T-Statistic***	***P-Values***	**Description**
Green Brand Knowledge → Attitude Toward Green Product	0.471	4.591	0.000	H_1 accepted

Source: *Output* SmartPLS (2026)

The coefficient value of 0.471 represents the strongest direct path in the entire model, affirming that knowledge of green brands is the greatest reliable predictor of attitude toward green products among all constructs examined. This finding confirms H_1 and is consistent with the theoretical proposition that knowledge structures stored in consumer memory serve as the evaluative foundation for brand-related judgments (Keller, 1993). When consumers possess specific, credible knowledge about Sejauh Mata Memandang's sustainability practices, from its use of recycled cotton and natural dyes to its circular economy initiatives such as the 2023 "Tarum" collection, they are equipped to form strongly positive attitudes toward the brand's products.

The descriptive data reinforce this interpretation: respondents most strongly endorsed items reflecting general brand identity awareness (X.1, M=4.21: "I know that SMM has a clear identity as an environmentally friendly brand") and perceived product-environment linkage (X.6, M=4.21), indicating that SMM's communication strategy has successfully inscribed its environmental identity in consumer memory. The resulting attitude variable achieved the highest mean of all constructs (M=4.40, "Strongly Agree"),

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dominated by affective items such as emotional satisfaction (Z3, M=4.47) and pride in sustainable consumption (Z4, M=4.45), suggesting that knowledge-grounded attitudes in this context are deeply identity-embedded rather than purely rational.

These results are consistent with findings by Loka & Harsoyo (2024) and Saputri & Paraminta (2024), who both confirm the green brand knowledge positively significant shapes individuals' attitudes toward green products. Suki (2016) states that consumers with stronger green brand knowledge possess the cognitive basis to evaluate environmental claims credibly and form positive attitudes, a process precisely reflected in the high knowledge-to-attitude path coefficient found within this research.

The Impact of Green Brand Knowledge on Green Purchase Intention

Statistical analysis presented in Table 8 reveals a favorable directional relationship, resulting by path coefficient of 0.286. The corresponding value confirm that consumer awareness of a brand's green credentials greatly impacts the propensity to purchase green items.

Table 8. Hypothesis Test Results

	Original Sample	***T-Statistic***	***P-Values***	**Description**
Green Brand Knowledge → Green Purchase Intention	0.286	2.651	0.008	H_2 accepted

Source: *Output* SmartPLS (2026)

This result confirms H_2, demonstrating that the cognitive understanding consumers hold about SMM's ecological practices motivates purchase intentions independent of attitudinal mediation. When consumers understand how SMM operationalizes sustainability through material transparency, artisan collaboration, limited-run production, and circular economy practices, they form a cognitive basis for perceiving their purchase as a meaningful environmental contribution, reinforcing their volitional commitment to buy.

This direct pathway is theoretically grounded in the trust-reduction mechanism described by Vania & Ruslim (2023) that green brand knowledge reduces perceived greenwashing risk, removing a significant barrier to purchase intention. When consumers possess specific, credible knowledge about a brand's sustainability credentials,

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uncertainty about the authenticity of environmental claims diminishes, thereby enabling a more direct cognitive-to-intentional pathway. Nazmi & Kurniawati (2024) corroborate this in the Indonesian context, identifying green brand knowledge as among the greatest reliable determinants of green purchase intention.

The dominance of younger, digitally active respondents (19–28 years: 69.1%) further contextualizes this effect. This generational cohort is known for active sustainability-oriented information-seeking prior to purchase decisions (Loka & Harsoyo, 2024). These consumers rarely make impulsive decisions when buying sustainable fashion; instead, they engage in deliberate informational activities that legitimize and motivate their purchases.

The Impact of Attitude Toward Green Products on Green Purchase Intention

Table 9 presents statistical results showing a positive coefficient, with an estimate of 0.310. The test statistic and significance level indicate that attitudes toward green products exert a substantial impact on eco-friendly purchasing intentions.

Table 9. Hypothesis Test Results

	Original Sample	***T-Statistic***	***P-Values***	**Description**
Attitude Toward Green Product → Green Purchase Intention	0.310	2.943	0.003	H_3 accepted

Source: *Output* SmartPLS (2026)

This finding confirms H_3 and directly validates the central proposition of the TPB (Ajzen, 2020), which positions attitude as the most proximate psychological determinant of behavioral intention. Kotler & Keller (2016) describe consumer attitude as arising from three interrelated components: cognitive (knowledge and beliefs about product attributes), affective (emotional responses such as pride and satisfaction), and conative (behavioral predispositions). When all three converge positively, as they do in this study's context, the resulting attitude exerts a strong motivational force on purchase intention.

The exceptionally high attitude mean (M=4.40, "Strongly Agree") indicates deeply favorable consumer evaluations of SMM's products. The dominance of affective items—satisfaction in using sustainable fashion (Z3, M=4.47) and pride in sustainable

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consumption (Z4, M=4.45)—suggests that attitude in this context is identity-embedded rather than merely rational. Consumers do not only view the product as ecologically valuable; they experience it as an expression of personal values, which amplifies the attitudinal drive toward purchase.

Despite the strong attitude mean, the relatively lower purchase intention mean (M=4.03) and the lowest-scoring item on green vs. conventional preference (Y3, M=3.70) reflect the attitude–behavior gap documented by Carrington et al. (2010). Exogenous factors such as, premium pricing (Rp300,000–Rp2,000,000+), limited product availability, and established fast-fashion habits continue to attenuate the attitude-to-intention conversion. These results align with the findings by Loka & Harsoyo (2024) which indicate inherent disposition for eco-friendly products functions as a substantial and favorable determinant of eco-friendly conscious purchase intention.

The Mediating Role of Attitude Toward Green Product between Green Brand Knowledge and Green Purchase Intention

Table 10 shows statistical calculations indicating a favorable association between both constructs, driven by attitudes toward green products, with a path coefficient of 0.146. The values obtained indicate that the attitude toward green products significantly affects this association.

Table 10. Hypothesis Test Results

	Original Sample	***T-Statistic***	***P-Values***	**Description**
GBK → Attitude Toward Green Product → Green Purchase Intention	0.146	2.341	0.019	H_4 accepted

Source: *Output* SmartPLS (2026)

The mediation analysis indicates that the attitude toward green products strongly mediates the association among knowledge green brands and green purchasing intention. This suggests that green brand awareness affects buy intention by initially shaping consumers' evaluations, which subsequently form a positive attitude, ultimately resulting in purchase intention. The existence of substantial direct and indirect effects

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indicates partial mediation, implying that attitude accounts for a portion of the connection, while green brand awareness continues to exert a direct impact on purchase intention.

This discovery possesses significant theoretical implications. It demonstrates that green brand awareness not only directly affects purchase intention but also influences consumers' views. The Theory of Planned Behavior asserts that intended behavior becomes stronger when knowledge is first processed into attitude, as the process creates a more stable and meaningful intention. Saputri & Paraminta (2024) also support this view, showing that the link between knowledge and purchase intention is better explained when attitude is included as a mediating variable, since knowledge alone may not always lead to consistent purchase intention.

In addition, this result highlights that attitudes formed through continuous knowledge tend to be stronger and more stable compared to those formed from short-term exposure. Loka & Harsoyo (2024) explain that knowledge developed over time through consistent brand communication can produce attitudes that are more resistant and more likely to influence behavior. In the case of Sejauh Mata Memandang, consistent communication through campaigns, product storytelling, and educational content helps build more profound consumer understanding, which then strengthens attitudes and supports purchase intention.

Overall, this finding suggests that green purchase intention is best explained by the combination of knowledge and attitude. Both factors need to work together, where knowledge builds understanding and attitude strengthens evaluation. This has significant implications for sustainable fashion marketing, as it demonstrates that enhancing customer knowledge should be supported by communication strategies that also create emotional and evaluative engagement to effectively encourage purchase intention.

CONCLUSION

According to the conducted analysis, it is evident that each variable possesses a positive relationship direction, and the subsequent conclusions may be inferred:

1. Green brand knowledge provides considerable and substantial favorable impact on attitude toward green products among consumers of Sejauh Mata Memandang sustainable fashion, exhibiting a value of 0.471 (T=4.591, p=0.000). This signifies consumer understanding of the brand's environmental identity and sustainability practices is the most significant cognitive factor influencing the formation of favorable attitudes in this context.

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2. Green brand knowledge exerts a substantial beneficial impact on environmentally conscious purchase intention, referred to by a value of 0.286 (T=2.651, p=0.008). Consumers who understand SMM's environmental commitments in depth are directly more motivated to intend to purchase sustainable fashion products, as this knowledge confers cognitive legitimacy to the purchase decision.

3. The attitude toward green products substantially favorable effects intention to purchase with environmental consciousness, as denoted by a number of 0.310 (T=2.943, p=0.003). Which corresponds to the TPB, confirming that attitude constitutes the primary proximate psychological driver of purchase intention in the sustainable fashion context.

4. The attitude towards green products significantly affects the correlation among knowledge of green brands and green purchasing intention (β=0.146, T=2.341, p=0.019).

The pattern of partial mediation reveals that green brand knowledge operates in both direct and indirect ways through attitude to influence purchasing intention, underscoring that attitude functions as an active amplifier that transforms cognitive understanding into durable and behaviorally potent volitional orientation.

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