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# Factors Influencing Green Fashion Purchase Decisions: The Role of Green Brand Image, Electronic Word of Mouth, and Customer Perception with Green Attitude Mediation

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**Abstract:** This study explores the influence of Green Brand Image, Electronic Word of Mouth (E-WOM), and Customer Perception on Purchase Decision, with Green Attitude acting as a mediating factor, within the context of local green fashion products. As sustainability becomes a critical concern in the fashion industry, understanding consumer behavior toward eco-friendly products is essential for developing effective marketing strategies. Using a sample of 190 consumers from the Jabodetabek region, this research employs Structural Equation Modeling-Partial Least Squares (SEM-PLS) to analyze the data. The findings reveal that Green Brand Image and Customer Perception significantly enhance Green Attitude, while Electronic Word of Mouth showed no significant impact. Furthermore, Green Attitude is found to have a strong and positive influence on Purchase Decision, highlighting the pivotal role of pro-environmental attitudes in driving consumer choices. Interestingly, while Green Brand Image does not directly affect Purchase Decision, Customer Perception demonstrate significant and positive impacts, however, this is different from Electronic Word of Mouth, which has no significant effect on Purchase Decision. Additionally, Green Attitude partially mediates the relationship between Green Brand Image and Purchase Decision and partially mediates the effects of Customer Perception, however, Green Attitude does not mediate the relationship between Electronic Word of Mouth and Purchase Decision. These results underscore the importance of fostering a strong green brand identity, leveraging positive online reviews, and educating consumers about the benefits of sustainable fashion. The study provides valuable insights for marketers aiming to promote local green fashion products and align with the growing demand for environmentally responsible consumption.

**Keyword:** Sustainable Fashion, Green Fashion, Purchase Decision, Green Brand Image, Electronic Word of Mouth, Customer Perception, & Green Attitude.

## INTRODUCTION

The United Nations (UN) has established the Sustainable Development Goals (SDGs) as a global roadmap to achieve economic, social, and environmental well-being by 2030. A key focus is on SDGs 12 and 11, which emphasize sustainable production and consumption

practices, as well as the management of urban and industrial waste (United Nations, 2020). In Indonesia, the issue of waste management, particularly textile waste, has become increasingly urgent amid the rapid growth of the fashion industry. The global fashion industry, valued at approximately $3 trillion, contributes to 20% of water pollution and 10% of global carbon emissions (Shirvanimoghaddam et al., 2020). In Indonesia, clothing waste reaches 2.3 million tons annually, with only 0.3 million tons being recycled (Goodstats.id, 2024). Local Green Fashion brands, such as Cotton Ink, Sejauh Mata Memandang, and Sukkha Citta, have emerged as solutions by implementing sustainability principles in their production and marketing processes (Fimela, 2024; Sejauh Mata Memandang, 2024; Sukkha Citta, 2024). However, the main challenge lies in building consumer awareness and positive perceptions of eco-friendly products, which are often perceived as less attractive and more expensive (Harvard Business Review, 2019). This study aims to analyze the influence of Green Brand Image, Electronic Word of Mouth (E-WOM), and Customer Perception on Purchase Decision, with Green Attitude as a mediator, in the context of local Green Fashion products in the Jabodetabek region. The findings are expected to provide valuable insights for developing sustainable marketing strategies in the fashion industry.

## METHOD

### Design of Research

To conduct this study and address the research objectives, a quantitative research design is applied. This study investigates the causal relationships between Green Brand Image, Electronic Word of Mouth (e-WOM), and Customer Perception on Purchase Decision, mediated by Green Attitude. The research follows a causal research method, which examines cause-and-effect relationships between independent, mediating, and dependent variables (Ghozali, 2018). A survey-based approach is used to collect quantitative data, where structured questionnaires are distributed online via Google Forms. Respondents are consumers who have purchased local Green Fashion products. The aim of this causal analysis is to provide a comprehensive understanding of the interactions between the examined variables.

### Variables

Independent Variables: Green Brand Image (X1) refers to consumers' perceptions of a brand that is committed to environmental sustainability. A strong green brand image can enhance consumer trust and loyalty (Chen, 2010; Lin et al., 2017; Hussain & Waheed, 2016).

Electronic Word of Mouth (X2) is online communication and recommendations about a brand or product, shared through social media, blogs, and review platforms (Kotler & Armstrong, 2018; Litvin et al., 2008).

Customer Perception (X3) is how individuals interpret, evaluate, and understand a product based on their experiences, needs, and expectations. Different individuals may perceive the same product differently, even if they receive the same information (Schiffman & Kanuk, 2010; Kotler & Keller, 2009; Razak, 2016; Nugraha et al., 2021).

Mediating Variable is Green Attitude (Z) is an individual's awareness and concern for the environment, influencing their behavior in both personal and professional life. This attitude develops as people become more conscious of the environmental impact of human activities (Coskun, 2018; Ott & Soretz, 2018).

### Tools for Gathering Data

The study employs a survey-based approach using structured questionnaires distributed online via Google Forms to collect quantitative data. The questionnaire is designed to assess respondents' perceptions of Green Brand Image, Electronic Word of Mouth (e-WOM), Customer Perception, Green Attitude, and Purchase Decision. The survey is shared through

social media platforms and WhatsApp groups to reach consumers who have purchased local Green Fashion products. The survey method ensures that respondents will be asked to agree with a statement, generally providing five levels of agreement perspectives described in a table format (Ghozali, 2018).

**The Size of Sample**

The study was determined using Hair's formula, which is commonly applied when the exact population size is unknown. Hair et al. (2019) recommend a minimum number of samples of 100 participants. Therefore, it is recommended that the minimum sample size should be between 5 and 10 observations per estimated parameter. In this study, a total of 19 indicators were used, consisting of 4 indicators for Green Brand Image, 3 indicators for Electronic Word of Mouth (e-WOM), 4 indicators for Customer Perception, 4 indicators for Green Attitude, and 4 indicators for Purchase Decision. The sample size calculation is as follow N=5 to 10×Number of Indicators, the researcher decided to gather 190 sample.

The questionnaire used a Likert scale with five response levels:
Strongly Disagree (STS) = 1
Disagree (TS) = 2
Neutral (N) = 3
Agree (S) = 4
Strongly Agree (SS) = 5

**Analysis of Data**

A quantitative approach was implemented, emphasizing measurable facts and data. Respondent profiles included variables such as gender, age, education level, occupation, domicile, income, and object local green fashion purchased. The data collected through the questionnaire was analyzed by calculating frequencies and percentages. This study applied the Structural Equation Modelling (SEM) method using the Partial Least Square (PLS) approach. SEM-PLS was chosen for its ability to handle complex models involving multiple constructs and indicator variables.

**Table 1. Operational Variable**

| Variable | Indicator | Scale |
|---|---|---|
| Green Brand Image (X1) | 1. Functional<br>2. Emotional<br>3. Trust<br>4. Preference | Ordinal |
| Electronic Word of Mouth (X2) | 1. Frequency of accessing information from social networking sites<br>2. Frequency of intensity of interaction between social media users<br>3. Review from social media user | Ordinal |
| Customer Perception (X3) | 1. Understanding of product benefits<br>2. Understanding of product variations<br>3. Understanding of product popularity<br>4. Understanding of product uniqueness | Ordinal |
| Green Attitude (Z) | 1. Environmental knowledge<br>2. Environmental concern<br>3. Subjective norms<br>4. Perceived environmental responsibility | Ordinal |
| Purchase Decision (Y) | 1. Product information awareness<br>2. Preferred brands<br>3. Needs and desires<br>4. Recommendation from others | Ordinal |

Source: Researcher data processing, 2024

## RESULT AND DISCUSSION

This document outlines the characteristics displayed by the participants in the consumer surveys regarding Green Fashion Local in the Greater Jakarta region (Jabodetabek):

**Table 2. Characteristic Respondents**

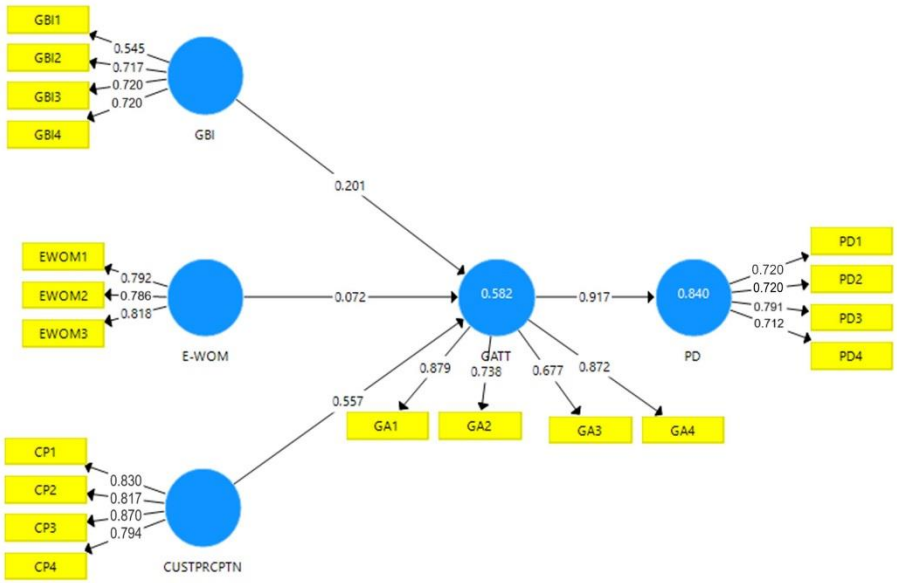
| Characteristic | Category | Frequency | Presentase |
|---|---|---|---|
| **Gender** | Man | 80 | 42% |
| | Woman | 110 | 58% |
| | **Total** | **190** | **100%** |
| **Age** | 18 - 25 Year | 50 | 26% |
| | 26 - 35 Year | 80 | 42% |
| | 36 - 45 Year | 40 | 21% |
| | > 45 Year | 20 | 11% |
| | **Total** | **190** | **100%** |
| **Occupation** | Private Employee | 100 | 53% |
| | Student | 20 | 11% |
| | Civil Servants | 30 | 16% |
| | Other's | 40 | 21% |
| | **Total** | **190** | **100%** |
| **Monthly Income (Rp.)** | < 5 Mio | 60 | 32% |
| | 5 Mio - 10 Mio | 70 | 37% |
| | 11 Mio - 15 Mio | 40 | 21% |
| | > 15 Mio | 20 | 11% |
| | **Total** | **190** | **100%** |
| **Object of Green Fashion Local** | Cotton Ink | 60 | 32% |
| | Sejauh Mata Memandang | 50 | 26% |
| | Sukkha Citta | 30 | 16% |
| | Kana Goods | 25 | 13% |
| | Setali Indonesia | 15 | 8% |
| | Imaji Studio | 10 | 5% |
| | **Total** | **190** | **100%** |

Sumber: Respondent Survey Results, 2025

### Measurement Model Test (Outer Model)

#### 1. Convergent Validity

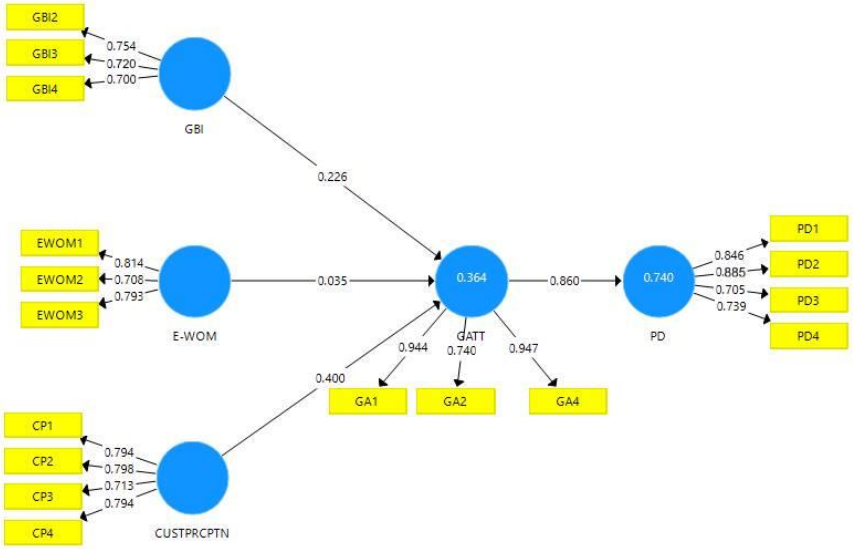
A reference is a list of information cited in a text that is identified and utilized by the author, sourced from books and scientific articles. The cited information is derived from accurate and credible sources. An indicator is considered to have good validity if it has a loading factor value greater than 0.70 (Hair et al., 2017).




Source: Output Smart PLS, 2025

**Figure 2. Results of the Convergent Validity Evaluation Using the Loading Factor**

Referring to the test finding results in Figure 2 above, there are still indicators with a loading factor < 0.7, namely indicators GBI1 and GA3. As a result, the researcher eliminated these markers and ran another test, yielding the following findings:




Source: Output Smart PLS, 2024

**Figure 1. Results of the Loading Factor-Based Second Convergent Validity Assessment**

## 2. Reliabilities Model Test

### a. Composite Reliability

**Table 3. Composite Reliability**

| Variabel Laten | Composite Reliability |
|---|---|
| Green Brand Image (X1) | 0.830 |
| E-WOM (X2) | 0.868 |
| Customer Perception (X3) | 0.906 |

| | |
|---|---|
| Green Attitude (Z) | 0.887 |
| Purchase Decision (Y) | 0.862 |

Source: Output Smart PLS, 2025

The data shown in Table 3 reveals that the composite reliability values > 0.7, confirming the reliability of all constructs.

### b. Cronbach's Alpha

**Table 4. Cronbach's Alpha**

| Variabel Laten | Cronbach's Alpha |
|---|---|
| Green Brand Image (X1) | 0.701 |
| E-WOM (X2) | 0.775 |
| Customer Perception (X3) | 0.843 |
| Green Attitude (Z) | 0.809 |
| Purchase Decision (Y) | 0.785 |

Source: Output Smart PLS, 2025

Table 4 shows that the Cronbach's alpha values are > 0.7, confirming validity of all constructs.

## 3. AVE (Average Variance Extracted) Model Test

**Table 5. Construct Reliability and Validity**

| *Variabel Laten* | *Average Variance Extracted (AVE)* |
|---|---|
| Green Brand Image (X1) | 0.620 |
| E-WOM (X2) | 0.686 |
| Customer Perception (X3) | 0.762 |
| Green Attitude (M) | 0.724 |
| Purchase Decision (Y) | 0.612 |

Source: Output Smart PLS, 2025

Based on the test results displayed in Table 5, all indicators demonstrate outer loading values above 0.5, which confirms their validity. This finding is reinforced by the Construct Reliability and Validity test, as shown by the AVE values provided in Table 5.

## 4. Discriminant Validity

The Discriminant Validity test is evaluated by analyzing the cross-loading values between the measurements and their corresponding constructs, as outlined below.

**Table 6. Discriminant validity**

| | GBI (X1) | E-WOM (X2) | CUSTPRCPTN (X3) | GATT (Z) | PD (Y) |
|---|---|---|---|---|---|
| **GBI2** | 0.872 | 0.619 | 0.689 | 0.698 | 0.589 |
| **GBI3** | 0.754 | 0.573 | 0.516 | 0.337 | 0.364 |
| **GBI4** | 0.730 | 0.535 | 0.540 | 0.494 | 0.434 |
| **EWOM1** | 0.582 | 0.828 | 0.617 | 0.476 | 0.531 |
| **EWOM2** | 0.540 | 0.779 | 0.671 | 0.375 | 0.395 |
| **EWOM3** | 0.672 | 0.875 | 0.799 | 0.600 | 0.614 |
| **CP1** | 0.704 | 0.785 | 0.902 | 0.615 | 0.598 |
| **CP2** | 0.689 | 0.808 | 0.886 | 0.631 | 0.630 |
| **CP3** | 0.577 | 0.621 | 0.830 | 0.656 | 0.645 |
| **GA1** | 0.600 | 0.512 | 0.663 | 0.885 | 0.710 |
| **GA2** | 0.671 | 0.604 | 0.690 | 0.845 | 0.626 |
| **GA4** | 0.463 | 0.404 | 0.491 | 0.822 | 0.671 |

| | | | | | |
|---|---|---|---|---|---|
| **PD1** | 0.403 | 0.535 | 0.565 | 0.592 | 0.727 |
| **PD2** | 0.542 | 0.555 | 0.661 | 0.672 | 0.884 |
| **PD3** | 0.414 | 0.445 | 0.495 | 0.534 | 0.787 |
| **PD4** | 0.531 | 0.437 | 0.503 | 0.644 | 0.720 |

Source: Output Smart PLS, 2025

Based on Table 6, showed all indicators have a higher correlation with their respective constructs compared to other constructs. Therefore, it can be concluded that the research model has good discriminant validity in terms of discriminant validity Specific Indirect Effects.

**Table 7. Fornell – Larcker Criterion**

| | **Customer Perception** | **E-WOM** | **Green Attitude** | **Green Brand Image** | **Purchase Decision** |
|---|---|---|---|---|---|
| Customer Perception | **0.924** | | | | |
| E-WOM | 0.676 | **0.846** | | | |
| Green Attitude | 0.529 | 0.835 | **0.889** | | |
| Green Brand Image | 0.633 | 0.632 | 0.530 | **0.872** | |
| Purchase Decision | 0.649 | 0.607 | 0.463 | 0.691 | **0.918** |

Source: Output Smart PLS, 2025

The results of the Fornell-Larcker test in Table 7 indicate that the square root of the average variance extracted (√AVE) for each construct exceeds its correlation with other constructs in the model. The AVE values demonstrate that the constructs in the developed model satisfy the discriminant validity criteria.

## 5. Collinearity

The issue of multicollinearity arises when there is a strong intercorrelation or mutual correlation between indicators. The correlation threshold is greater than 0.9 (>0.9), which is usually indicated by a Variance Inflating Factor (VIF) value at the indicator level exceeding 5 (>5). This means that if there is a VIF value greater than 5, one of the strongly correlated indicators must be dropped or removed. In the results shown in the table below, showed all indicators have a VIF value of less than 5, indicating that none of the indicators experience multicollinearity issues.

**Table 8. Collinearity Analysist VIF**

| **Variabel** | **VIF** |
|---|---|
| Customer Perception → Green Attitude | 4.051 |
| Customer Perception → Purchase Decision | 2.782 |
| E-WOM → Green Attitude | 3.747 |
| E-WOM → Purchase Decision | 2.386 |
| Green Attitude → Purchase Decision | 2.386 |
| Green Brand Image → Green Attitude | 2.473 |
| Green Brand Image → Purchase Decision | 2.767 |

Source: Output Smart PLS, 2025

## Structural Model Test (Inner Model)

## 1. R- Square

**Table 9. R-Square Value**

| **Variabel** | ***R-Square*** |
|---|---|

| | |
|---|---|
| Green Attitude (Z) | 0,581 |
| Purchase Decision (Y) | 0,668 |

Source: Output Smart PLS, 2025

Table 9 reports R-Square values of 0.518 and 0.668, this value indicates that 58.1% of the variability in Green Attitude is explained by Purchase Decision, reflecting a "moderate" relationship, while the remaining 41.9% is influenced by other variables. Similarly, the R-Square value of 0.668 for Purchase Decision shows that Green Brand Image, Electronic Word of Mouth, Customer Perception, and Green Attitude collectively account for 66.8% of Purchase Decision variability, also indicating a "moderate" relationship.

## 2. f- Square

**Table 10. f-Square Value**

| Variabel | f-Square |
|---|---|
| Green Attitude (M) → Purchase Decision (Y) | 0,428 |
| Green Brand Image (X1) → Green Attitude (M) | 0,119 |
| Green Brand Image (X1) → Purchase Decision (Y) | 0,004 |
| E-WOM (X2) → Green Attitude (M) | 0,018 |
| E-WOM (X2) → Purchase Decision (Y) | 0,018 |
| Customer Perception (X3) → Green Attitude (M) | 0,215 |
| Customer Perception (X3) → Purchase Decision (Y) | 0,026 |

Source: Output Smart PLS, 2025

Based on Table 10, the overall relationship between the independent and dependent variables tends to be weak. However, the highest f-Square score is observed between Green Attitude and Purchase Decision, indicating a "large" or "strong" relationship. This suggests that Green Attitude has a significant influence on Purchase Decision for local Green Fashion products.

## 3. Q- Square

**Table 11. Q-Square Value**

| Variabel | SSO | SSE | $Q^2$ (=1-SSe/SSO) |
|---|---|---|---|
| Green Attitude (M) | 285.000 | 171.455 | 0,398 |
| Purchase Decision (Y) | 285.000 | 236.075 | 0,379 |

Source: Output Smart PLS, 2025

Table 11 reports, the $Q^2$ test results are greater than 0, indicating strong predictive relevance for the variables in the model. The highest q-Square value of 0.398 demonstrates that the variables Green Attitude and Purchase Decision have strong and relevant predictive power for the endogenous variable.

## 4. Goodness of Model Fit

**Table 12. Model Fit**

| | Saturated Model |
|---|---|
| SRMR | 0.088 |
| d_ULS | 0.817 |
| d_G | 0.311 |
| Chi-Square | 285.308 |
| NFI | 0.755 |

Source: Output Smart PLS, 2025

Based on Table 12, SRMR value in this study is 0.088, indicating that the model is nearly aligned with the data, suggesting a good model fit. NFI value obtained from the hypothesized model is 0.755, demonstrating that the hypothesized model fits well with the actual data. It can be concluded that the results of this study show the model performs 75.5% (0.755) better than the null model.

## Hypothesis Test

The hypothesis testing results for each path coefficient are provided as follows:

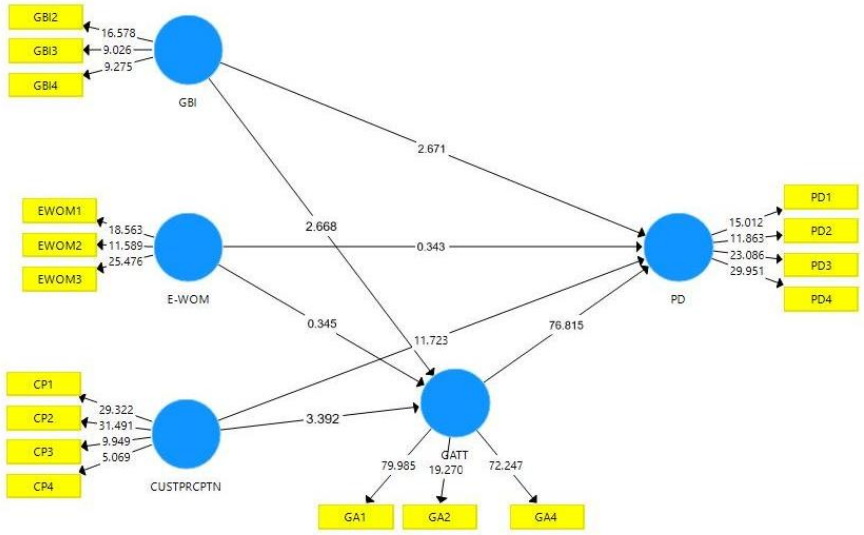



**Table 13. Path Coefficients**

| | Variabel | Original sample (O) | Sample Mean (Z) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values | Result |
|---|---|---|---|---|---|---|---|
| **H1** | GBI → GATT | 0.226 | 0.240 | 0.085 | 2.668 | 0.008 | Accepted |
| **H2** | E-WOM → GATT | 0.035 | 0.049 | 0.103 | 0.345 | 0.731 | Rejected |
| **H3** | CUSTPRCPTN → GATT | 0.400 | 0.384 | 0.118 | 3.392 | 0.001 | Accepted |
| **H4** | GATT → PD | 0.860 | 0.864 | 0.011 | 76.815 | 0.000 | Accepted |
| **H5** | GBI → PD | 0.194 | 0.207 | 0.073 | 2.671 | 0.008 | Accepted |
| **H6** | E-WOM → PD | 0.030 | 0.042 | 0.089 | 0.343 | 0.732 | Rejected |
| **H7** | CUSTPRCPTN → PD | 0.344 | 0.332 | 0.103 | 3.336 | 0.001 | Accepted |
| **H8** | GBI → GATT → PD | 0.194 | 0.207 | 0.073 | 2.671 | 0.008 | Partial Mediation |
| **H9** | E-WOM → GATT → PD | 0.030 | 0.042 | 0.089 | 0.343 | 0.732 | Non Mediation |
| **H10** | CUSTPRCPTN → GATT → PD | 0.344 | 0.332 | 0.103 | 3.336 | 0.001 | Partial |

Source: Output Smart PLS, 2025

The following results were obtained from the hypothesis testing: The study highlights the significant role of Green Brand Image in shaping Green Attitude, as consumers positively perceive the utilitarian benefits of local green fashion products. However, there is room for

improvement in fostering pride in sustainability concepts. While Electronic Word of Mouth (E-WOM) does not have significant influence on Green Attitude, its impact is not statistically significant, indicating that social media discussions need to be more engaging and focused on sustainability values to drive stronger consumer attitudes. On the other hand, Customer Perception plays a crucial role, as positive perceptions of product benefits, variety, and uniqueness significantly strengthen Green Attitude and directly influence Purchase Decisions. This emphasizes the importance of businesses highlighting product quality and sustainability in their marketing strategies. Green Attitude emerges as a strong predictor of Purchase Decision, showing that consumers with positive environmental attitudes are more likely to purchase local green fashion products. Interestingly, while Green Brand Image alone does not significantly impact Purchase Decisions, it does so indirectly through Green Attitude, underscoring the mediating role of consumer attitudes. Additionally, Customer Perception significantly influence Purchase Decisions, directly or through Green Attitude. Strong consumer perceptions of product value are key drivers of purchasing behavior, while Electronic Word of Mouth (E-WOM) does not influence Purchase Decision directly or through Green Attitude. The brand's identity as a "sustainability pioneer" must be created for encourages consumers to share experiences related to the environmentally friendly practices of the products they purchase. For local green fashion businesses, these findings suggest the need to strengthen Green Brand Image by emphasizing sustainability and transparency, leverage E-WOM through engaging social media campaigns and influencer collaborations, enhance Customer Perception by highlighting product uniqueness and environmental benefits, and foster Green Attitude through educational campaigns that build consumer pride in sustainability. By addressing these areas, businesses can better align with consumer values, drive purchase decisions, and contribute to the growth of the local green fashion industry.

## CONCLUSION

The study, *"*Factors Influencing Green Fashion Purchase Decisions: The Role of Green Brand Image, Electronic Word of Mouth, and Customer Perception with Green Attitude Mediation*"* finds Green Brand Image has a positive and significant impact on Green Attitude, indicating that a strong green brand image enhances consumers' environmentally friendly attitudes toward local green fashion products. However, Electronic Word of Mouth (E-WOM) not significant influences Green Attitude, suggesting that social media reviews alone are insufficient to strongly shape consumer attitudes. In contrast, Customer Perception significantly affects Green Attitude, as positive perceptions of product benefits, variety, and uniqueness strengthen consumers' pro-environmental attitudes. Furthermore, Green Attitude significantly influences Purchase Decision, demonstrating that consumers with strong green attitudes are more likely to purchase local green fashion products. While Green Brand Image positively impacts Purchase Decision, its effect statistically significant, implying that other factors like direct consumer experience or emotional marketing may play a more dominant role. On the other hand, Customer Perception significantly influence Purchase Decision, with positive social media reviews and strong consumer perceptions driving purchasing behavior. Although Electronic Word of Mouth (E-WOM) does not directly influence purchase decisions or through Green Attitude, it is essential to establish the brand's identity as a "sustainability pioneer." This will encourage consumers to share their experiences regarding the environmentally friendly practices of the products they purchase. Additionally, Green Attitude mediates the relationships between Green Brand Image and Customer Perception with Purchase Decision, highlighting its critical role in shaping consumer behavior.

For practical implications, businesses should focus on enhancing Green Brand Image by promoting sustainability and educating consumers about environmental benefits. They should also leverage E-WOM by encouraging positive social media interactions and collaborating with influencers. To improve Customer Perception, businesses should emphasize product uniqueness and quality through creative marketing campaigns. Finally, fostering Green Attitude through educational initiatives and loyalty programs can strengthen consumer responsibility toward sustainability and drive purchase decisions. These strategies can help local green fashion brands align with consumer values and grow their market presence.

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