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Attitude, Environmental Concern, and Self-Efficacy as Drivers of Purchase Intention: The Role of Dupe Product Availability in Sustainable Fashion Purchase Behavior in Indonesia

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Abstract: Despite Indonesia's high willingness to pay a premium for sustainable products, sustainable fashion consumption remains limited by a persistent intention–behavior gap, further complicated by the growing availability of low-priced dupe products. Grounded in the Extended Theory of Planned Behavior (E-TPB), this study examines the determinants of sustainable fashion purchase intention and whether perceived dupe product availability moderates the intention–behavior relationship among Indonesian Millennial and Generation Z consumers. A quantitative survey of 264 respondents in the Jabodetabek metropolitan area was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The measurement model met all reliability and validity requirements. The findings show that attitude ($\beta = 0.323$), self-efficacy ($\beta = 0.202$), and environmental concern ($\beta = 0.178$) significantly influence purchase intention ($R^2 = 0.533$), whereas environmental knowledge, subjective norm, and perceived behavioral control do not. Purchase intention significantly predicts purchase behavior ($\beta = 0.426$, $R^2 = 0.322$). However, perceived dupe availability does not moderate the intention–behavior relationship ($\beta = 0.028$, $p = 0.425$) but has a significant direct effect on purchase behavior ($\beta = 0.307$, $p < 0.001$). These findings suggest that dupe products act as an independent competing alternative, providing theoretical insights and practical implications for sustainable fashion marketing strategies.

Keywords: sustainable fashion, intention-behavior gap, Extended Theory of Planned Behavior, dupe products, PLS-SEM.

INTRODUCTION

Sustainability has shifted from a moral preference to a practical imperative as resource depletion, waste generation, and climate risk increasingly require economies to operate within ecological limits (Abbate et al., 2024). The apparel industry accounts for approximately 8–10% of global carbon emissions and remains one of the most environmentally damaging industries due to energy-intensive production, excessive water consumption, and growing textile waste (Niinimäki et al., 2020). Consequently, sustainable fashion has emerged as an alternative to the conventional fast-fashion model by promoting environmentally responsible materials, ethical

labor practices, responsible production volumes, and circular production systems throughout the fashion value chain (Abdelmeguid et al., 2024; Brydges, 2021; Burnstine & Ghattas, 2025; Ki et al., 2020). The growing academic interest in sustainable fashion reflects increasing concern over environmental degradation across fashion supply chains and the need to promote more conscious consumer behavior (Abbate et al., 2024; Centobelli et al., 2022; De Ponte et al., 2023).

Indonesia has become one of Southeast Asia's most promising markets for sustainable consumption, particularly among Millennials and Generation Z, who have grown up with extensive digital access to environmental information and social responsibility campaigns. According to the United Overseas Bank (UOB) (2023), 90% of Indonesian consumers report that they are willing to pay a premium for sustainable products, including fashion. This finding suggests considerable market potential for sustainable fashion brands operating in Indonesia.

Despite this favorable attitude, sustainable fashion consumption remains substantially lower than consumers' stated intentions. This inconsistency, commonly referred to as the intention–behavior gap, has been widely documented in sustainable consumption research (Busalim et al., 2022; Wiederhold & Martinez, 2018). This gap has become one of the central challenges in sustainable fashion research because consumers' environmental awareness does not consistently translate into actual purchasing decisions, despite increasing market acceptance of sustainability (Ray & Nayak, 2023; Schiaroli et al., 2025). Preliminary interviews conducted by the authors in October 2025 with ten active fashion consumers illustrate a similar pattern: although all respondents agreed that sustainability is important and seven expressed an intention to purchase sustainable fashion products, none had actually purchased one during the previous three months. These observations indicate that positive attitudes toward sustainability do not necessarily translate into actual purchasing behavior among Indonesian consumers.

The emergence of dupe culture may further widen this gap. Dupe products imitate the appearance and functionality of branded products without infringing trademarks and are sold legally at substantially lower prices (Elledge, 2023; Proctor, 2023). Their popularity has been amplified by social media platforms, where hashtags such as #dupe have accumulated billions of views, normalizing the purchase of inexpensive alternatives among younger consumers. In Indonesia, dupe versions of sustainable fashion products are increasingly available through online marketplaces, offering consumers visually similar products at significantly lower prices while lacking the environmental and ethical attributes associated with genuine sustainable brands. Consequently, consumers who initially intend to purchase sustainable fashion may redirect their purchases toward these cheaper alternatives.

Understanding this phenomenon requires an appropriate theoretical framework capable of explaining both purchase intention and actual purchasing behavior. The Theory of Planned Behavior (TPB) remains one of the most widely applied frameworks for explaining voluntary human behavior. It proposes that behavioral intention is primarily determined by attitude, subjective norm, and perceived behavioral control, with intention serving as the immediate antecedent of behavior (Ajzen & Schmidt, 2020). Perceived behavioral control may also directly influence behavior and strengthen or weaken the effects of attitude and subjective norm depending on consumers' perceived ability to perform the behavior (Hagger et al., 2022; La Barbera & Ajzen, 2020). Furthermore, TPB explicitly acknowledges that situational constraints may prevent intentions from being translated into action, producing what (Ajzen, 2020) describes as the intention, behavior gap.

Previous studies have extensively examined sustainable fashion purchasing using the Theory of Planned Behavior (TPB) and its extensions. Studies have identified attitude, subjective norm, perceived behavioral control, environmental concern, environmental knowledge, and self-efficacy as important determinants of sustainable purchase intention

(Joshi & Rahman, 2017; Lee et al., 2025). Other studies have emphasized that situational factors such as price, accessibility, and convenience influence whether purchase intention is translated into actual purchase behavior (Grimmer et al., 2016; Kim & Lee, 2023; Ray & Nayak, 2023; Schiaroli et al., 2025).

To improve the explanatory power of TPB for pro-environmental consumption, scholars have proposed the Extended Theory of Planned Behavior (E-TPB) by incorporating additional constructs such as environmental knowledge, environmental concern, and self-efficacy. The Extended Theory of Planned Behavior (E-TPB) enhances the original TPB by incorporating additional psychological constructs, particularly environmental knowledge, environmental concern, and self-efficacy, thereby improving its explanatory power for complex pro-environmental behaviors. This extension follows a broader stream of TPB research that integrates contextual and implementation-related variables to better explain the conversion of intention into behavior (Lihua, 2022). Environmental knowledge reflects consumers' understanding of environmental issues and sustainable products; environmental concern represents their awareness of and emotional commitment to environmental protection; whereas self-efficacy captures individuals' confidence that their own purchasing decisions can contribute to positive environmental outcomes. Previous studies suggest that these additional psychological factors enhance the prediction of sustainable purchasing intention beyond the original TPB model.

Within the E-TPB framework, purchase intention refers to consumers' willingness or plan to purchase sustainable fashion products, whereas purchase behavior represents the actual purchasing decision. Although purchase intention is consistently recognized as the strongest predictor of behavior, actual purchasing decisions remain influenced by contextual barriers, including product accessibility, price premiums, perceived credibility of sustainability claims, and shopping convenience (Ray & Nayak, 2023). Consequently, purchase behavior should be viewed as the joint outcome of psychological motivation and situational context.

Among these situational influences, dupe product availability represents a particularly relevant contextual factor. Prior research has shown that affordability and product accessibility are among the strongest barriers preventing consumers from purchasing sustainable products. Because dupe products simultaneously offer lower prices and greater accessibility while closely resembling original products, their widespread availability may alter consumers' final purchasing decisions. Rather than merely influencing purchase intention, dupe availability may intervene at the point of purchase where consumers ultimately decide whether to buy authentic sustainable products or cheaper substitutes.

Although previous studies have extensively examined sustainable fashion using TPB and E-TPB, several important research gaps remain. First, most empirical evidence originates from developed economies, while emerging markets such as Indonesia remain underexplored. Second, prior studies primarily investigate either the antecedents of purchase intention or the determinants of purchase behavior separately, with limited attention to the contextual conditions that influence the conversion of intention into behavior. Third, although situational variables have been incorporated into TPB-based research, no empirical study has specifically examined dupe product availability as a moderator of the purchase intention, behavior relationship within the Indonesian sustainable fashion context.

To address these gaps, this study investigates three research questions: (1) What factors influence Indonesian consumers' purchase intention toward sustainable fashion products? (2) Does perceived dupe product availability moderate the relationship between purchase intention and actual purchase behavior? (3) How can sustainable fashion brands reduce the intention, behavior gap amid the growing popularity of dupe products?

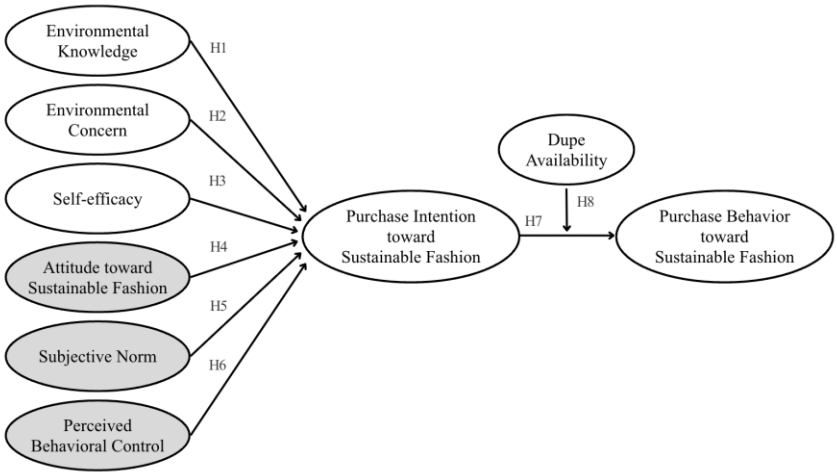
Drawing upon the Extended Theory of Planned Behavior, this study develops a conceptual model consisting of six antecedents of purchase intention, environmental

knowledge, environmental concern, self-efficacy, attitude, subjective norm, and perceived behavioral control, together with purchase intention, purchase behavior, and perceived dupe product availability as a situational moderator. By integrating contemporary digital consumer behavior into the E-TPB framework, this study contributes theoretically by extending research on the intention–behavior gap and practically by providing evidence-based recommendations for sustainable fashion brands and policymakers seeking to strengthen consumers' commitment to authentic sustainable products in Indonesia.

Grounded in the Extended Theory of Planned Behavior and previous sustainable consumption literature, this study proposes the following hypotheses:

H1: Environmental knowledge positively affects purchase intention toward sustainable fashion products.
H2: Environmental concern positively affects purchase intention toward sustainable fashion products.
H3: Self-efficacy positively affects purchase intention toward sustainable fashion products.
H4: Attitude toward sustainable fashion positively affects purchase intention.
H5: Subjective norm positively affects purchase intention toward sustainable fashion products.
H6: Perceived behavioral control positively affects purchase intention toward sustainable fashion products.
H7: Purchase intention positively affects purchase behavior toward sustainable fashion products.
H8: Perceived dupe product availability negatively moderates the relationship between purchase intention and purchase behavior toward sustainable fashion products.

Based on these hypotheses, Figure 1 presents the proposed conceptual framework in which environmental knowledge, environmental concern, self-efficacy, attitude, subjective norm, and perceived behavioral control jointly predict purchase intention; purchase intention subsequently predicts purchase behavior; and perceived dupe product availability moderates the relationship between purchase intention and purchase behavior.



Source: Adapted by the authors from Ajzen and Schmidt (2020), Joshi and Rahman (2017), Lee et al. (2025), Grimmer et al. (2016), and Kim and Lee (2023).

Figure 1. The Proposed E-TPB Model of Sustainable Fashion Purchase Intention and Behavior

METHODS

This study adopts a quantitative, explanatory research design using Partial Least Squares–Structural Equation Modeling (PLS-SEM) to test the relationships among latent constructs, including a moderation effect, within a single structural model. PLS-SEM was

selected because it can accommodate complex models with numerous constructs at moderate sample sizes and does not require multivariate normality (Dash & Paul, 2021; Hair et al., 2021), features well suited to a model of this study's scale, nine constructs, eight hypotheses, and one interaction effect.

The research model comprises nine reflective constructs: environmental knowledge, environmental concern, self-efficacy, attitude, subjective norm, perceived behavioral control (PBC), purchase intention, dupe availability, and purchase behavior. All construct indicators were adapted from established prior instruments and measured on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree), as summarized in Table 1.

Table 1. Constructs and Representative Measurement Items

Construct	Representative Measurement Items	Adapted From
Environmental Knowledge	I have more knowledge about environmental issues than an average person. I have knowledge about the eco-friendly labels used on product packages. I am very knowledgeable about environmental and social issues.	Kim & Lee (2023)
Environmental Concern	I am concerned about the state of the world environment and how it will affect my future. I am concerned that humanity is overusing the environment. I am concerned about the disastrous consequences of human destruction of nature.	Kim & Lee (2023)
Self-Efficacy	It is worth it for the individual consumer to make efforts to preserve and improve the environment. When I buy products, I try to consider how my use of them will affect the environment. By purchasing products made in an environmentally friendly way, each consumer's behavior can have a positive effect on the environment and society.	Lee et al. (2025)
Attitude	IPurchasing sustainable fashion products is good. Purchasing sustainable fashion products is wise. Purchasing sustainable fashion products is important to me. Purchasing sustainable fashion products is positive.	Lee et al. (2025)
Subjective Norm	People who are important to me support my purchasing of sustainable fashion products. People who are important to me want me to purchase sustainable fashion products. People who are important to me think I should purchase sustainable fashion products.	Lee et al. (2025); Hu et al. (2021)
Perceived Behavioral Control	For me to purchase sustainable fashion products would be very easy. I have enough information to make a sustainable fashion purchase decision. It is entirely up to me whether I purchase sustainable fashion products or not.	Ajzen (2002); Hagger et al. (2022)
Purchase Intention	I intend to purchase sustainable fashion products. If I wanted to, I could easily purchase sustainable fashion products. It is entirely up to me whether I purchase sustainable fashion products or not.	Lee et al. (2025); Ko & Jin (2017)
Dupe Availability	I can easily find dupes of sustainable fashion products on the platform I use. Dupe versions of popular sustainable fashion items are widely available at much lower prices. There are many dupe options for sustainable fashion products available in the market.	Adapted from Kim & Lee (2023)

Purchase Behavior	I have been purchasing sustainable fashion products on a regular basis. When I have a choice between two equal fashion products, I purchase the one less harmful to the environment. I actively seek out sustainable fashion products when shopping.	Kim & Lee (2023)

Source: Adapted by the authors from Ajzen (2002), Hagger et al. (2022), Ko & Jin (2017), Hu et al. (2021), Kim & Lee (2023), andLee et al. (2025).

The study population consists of social media users residing in the Jabodetabek metropolitan area who belong to either the Millennial (born 1981–1996) or Generation Z (born 1997–2012) cohort, are familiar with the concepts of sustainable fashion and dupe products, maintain at least one active social media account, and have purchased a fashion product within the past three months. A purposive sampling technique was used, with respondents first required to confirm their understanding of the concepts of sustainable fashion and dupe products before proceeding to the main questionnaire, ensuring response quality and relevance.

Data collection proceeded in three stages. The first stage was a set of semi-structured preliminary interviews with 10 respondents in October 2025 to validate the relevance of the research problem; seven of the ten expressed interest in purchasing sustainable fashion, yet none had purchased a sustainable fashion product in the preceding three months, and five openly preferred dupe products over originals, primarily citing affordability and comparable appearance. The second stage was a pilot test with 31 respondents to assess the preliminary validity and reliability of the instrument using SmartPLS 4, prior to broader distribution. The third stage was the main online survey, which yielded 264 valid responses after a data-screening process, exceeding the minimum threshold of 200 respondents commonly recommended for marketing research (Guenther et al., 2023; Memon et al., 2020) and sufficient for the complexity of a PLS-SEM model with nine constructs and an interaction effect..

Data analysis followed the standard two-stage PLS-SEM evaluation procedure (Hair et al., 2021). In the first stage, the measurement (outer) model was assessed through indicator reliability (outer loadings ≥ 0.70), internal consistency reliability (Cronbach's Alpha and Composite Reliability ≥ 0.70), convergent validity (Average Variance Extracted/AVE ≥ 0.50), and discriminant validity via the Heterotrait-Monotrait Ratio (HTMT < 0.90), the Fornell-Larcker criterion, and cross loadings. In the second stage, once the measurement model was confirmed valid and reliable, the structural (inner) model was assessed through collinearity testing (Variance Inflation Factor/VIF < 3.3), the coefficient of determination (R^2), effect size (f^2) following established guidelines (Haji-Othman et al., 2024), and the significance of path coefficients via non-parametric bootstrapping with 5,000 subsamples (Hair et al., 2018; Dash & Paul, 2021), where a relationship is considered significant at the 5% level if the t-statistic exceeds 1.96 and the p-value is below 0.05.

The moderating effect of dupe availability on the purchase intention–purchase behavior relationship (H8) was tested using the product-indicator approach in SmartPLS 4, which automatically constructs an interaction term (purchase intention × dupe availability) and estimates its path to purchase behavior. H8 would be supported if this interaction path was negative and statistically significant ($|t| > 1.96$, $p < 0.05$, and a 95% confidence interval not crossing zero).

RESULTS AND DISCUSSION

Respondent Profile

Of the 264 valid respondents, the generational composition was fairly balanced, with 144 Generation Z respondents (54.5%) and 120 Millennials (45.5%). The sample skewed female, with 169 respondents (64.0%) identifying as female compared to 95 (36.0%) male. All respondents resided in the Jabodetabek area, with the largest concentration in Jakarta itself (153

respondents, 58.0%), followed by Tangerang (12.9%), Bekasi (11.0%), Depok (9.8%), and Bogor (8.3%). In terms of education, the majority held a bachelor's degree (54.2%), and over 60% of respondents were engaged in formal private-sector employment, civil service, or entrepreneurship, indicating a middle- to upper-middle-income respondent base. The majority of respondents (64.0%) reported a monthly income or allowance above Rp5,000,000, as summarized in Table 2.

Table 2. Sample Demographic Profile (n = 264)

Demographics	Item	Frequency	Percentage
Generation	Generation Z	144	54.5
	Millennial	120	45.5
Gender	Female	169	64.0
	Male	95	36.0
Domicile	Jakarta	153	58.0
	Tangerang	34	12.9
	Bekasi	29	11.0
	Depok	26	9.8
	Bogor	22	8.3
Education	Bachelor's Degree (S1)	143	54.2
	Master's Degree (S2)	47	17.8
	Senior High School / Equiv.	46	17.4
	Diploma (D1–D4)	26	9.8
	Doctoral Degree (S3)	2	0.8
Monthly Income	< Rp5,000,000	56	21.2
	Rp5,000,000–Rp9,999,999	100	37.9
	Rp10,000,000–Rp19,999,999	69	26.1
	Rp20,000,000–Rp49,999,999	32	12.1
	≥ Rp50,000,000	7	2.7

Source: Authors' survey data (2026).

In terms of consumption behavior, more than 80% of respondents spent below Rp5,000,000 per month on fashion products despite this middle- to upper-middle-income profile, suggesting that price remains a primary consideration in everyday fashion purchasing decisions. Clothing was the most frequently purchased fashion category (57.6%), and the majority of respondents shopped predominantly online (60.2% reported shopping more often or almost always online), with Shopee as the dominant marketplace (56.8%) and Instagram and TikTok as the leading social media platforms. Regarding sustainable fashion purchases over the past 12 months, 92.0% of respondents had purchased at least once, though most of this engagement remained occasional (1–5 times) rather than habitual, consistent with the lowest mean score in the entire model being recorded on the indicator “I purchase sustainable fashion products on a regular basis” (PB1, mean = 3.261), a descriptive confirmation of the gap between generally high attitudes/intentions and comparatively low routine purchasing behavior.

Measurement Model (Outer Model) Evaluation

All 28 reflective indicators recorded outer loadings above the 0.70 threshold (ranging from 0.752 to 0.937), with the exception of AT3 (“Purchasing sustainable fashion products is important to me”), which loaded at 0.681. This value remains above the minimum acceptable level of 0.60 suggested by Hair et al. (2019), and the item was retained because its removal did not meaningfully improve the Attitude construct's Composite Reliability or AVE. Internal

consistency reliability was also satisfied across all nine constructs, with Cronbach's Alpha ranging from 0.701 (PBC) to 0.898 (Subjective Norm) and Composite Reliability (rho_c) ranging from 0.828 to 0.936, both comfortably above the 0.70 cut-off. Convergent validity was likewise confirmed, with AVE values ranging from 0.616 (PBC) to 0.830 (Subjective Norm), all exceeding the 0.50 threshold, as summarized in Table 3.

Table 3. Construct Reliability and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability (rho_c)	AVE
Environmental Knowledge	0.819	0.892	0.734
Environmental Concern	0.884	0.928	0.812
Self-Efficacy	0.702	0.833	0.624
Attitude	0.842	0.896	0.685
Subjective Norm	0.898	0.936	0.830
Perceived Behavioral Control	0.701	0.828	0.616
Purchase Intention	0.852	0.910	0.772
Dupe Availability	0.828	0.897	0.744
Purchase Behavior	0.746	0.855	0.664

Source: Authors' calculations based on SmartPLS 4 output.

Discriminant validity was examined through three complementary approaches. The highest HTMT ratio was 0.787, between PBC and Purchase Behavior, still below both the lenient (0.90) and conservative (0.85) thresholds. The Fornell-Larcker criterion showed that the square root of AVE for every construct (ranging from 0.785 to 0.911) exceeded its correlations with all other constructs, for instance, Purchase Intention recorded a diagonal value of 0.879, higher than its strongest correlation with any other construct (Attitude, 0.658). Cross-loading analysis further confirmed that all 28 indicators loaded highest on their intended construct. Together, these three results consistently confirm that the nine constructs are conceptually and empirically distinct, providing confidence in the subsequent structural model results.

Structural Model (Inner Model) Evaluation and Hypothesis Testing

Collinearity testing showed that all VIF values, at both the indicator level (1.000–3.158) and the construct level (1.053–2.229), fell below the conservative threshold of 3.3, indicating that multicollinearity does not distort the estimated path coefficients. The model explained 53.3% of the variance in Purchase Intention ($R^2 = 0.533$; R^2 adjusted = 0.522), a moderate-to-substantial level of explanatory power per Hair et al. (2019) guidelines, and 32.2% of the variance in Purchase Behavior ($R^2 = 0.322$; R^2 adjusted = 0.314). By comparison, an E-TPB model applied to Korean sustainable fashion consumers using multiple regression explained 65.4% of the variance in purchase intention (Lee et al., 2025), suggesting that the six-construct E-TPB structure captures a somewhat smaller, though still substantial, share of intention variance in the Indonesian sample, possibly reflecting cross-cultural differences in the relative weight consumers place on internal versus social determinants of green purchase intention.

Hypothesis testing via bootstrapping with 5,000 subsamples is summarized in Table 4. Of the eight hypotheses tested, four were statistically supported.

Table 4. Hypothesis Testing Results

Hypothesis	Path	β	t-Stat	p-Value	Results
H1	Environmental Knowledge → Purchase Intention	0.072	1.084	0.278	Not Supported
H2	Environmental Concern → Purchase Intention	0.178	2.876	0.004	Supported

H3	Self-Efficacy → Purchase Intention	0.202	2.847	0.004	Supported
H4	Attitude → Purchase Intention	0.323	4.494	0.000	Supported
H5	Subjective Norm → Purchase Intention	0.058	0.980	0.327	Not Supported
H6	Perceived Behavioral Control → Purchase Intention	0.121	1.919	0.055	Not Supported *
H7	Purchase Intention → Purchase Behavior	0.426	6.650	0.000	Supported
H8	Dupe Availability × Purchase Intention → Purchase Behavior	0.028	0.798	0.425	Not Supported

Source: Authors' calculations based on SmartPLS 4 output.
Note. H6 is not significant at $\alpha = 0.05$ but is marginally significant at $\alpha = 0.10$.

Attitude toward sustainable fashion emerged as the strongest predictor of purchase intention ($\beta = 0.323$; $t = 4.494$; $p = 0.000$), followed by self-efficacy ($\beta = 0.202$; $t = 2.847$; $p = 0.004$) and environmental concern ($\beta = 0.178$; $t = 2.876$; $p = 0.004$). In contrast, environmental knowledge ($\beta = 0.072$; $p = 0.278$) and subjective norm ($\beta = 0.058$; $p = 0.327$) were not statistically significant, while PBC ($\beta = 0.121$; $t = 1.919$; $p = 0.055$) narrowly missed the conventional 5% significance threshold, though marginally significant at the 10% level. In terms of effect size, Attitude contributed a small-to-moderate effect ($f^2 = 0.100$) to the R^2 of Purchase Intention, while Environmental Concern and Self-Efficacy each contributed a small effect ($f^2 = 0.048$ and 0.044, respectively); Environmental Knowledge, Subjective Norm, and PBC contributed negligible effects ($f^2 < 0.02$).

These results are broadly consistent with prior E-TPB applications to sustainable fashion, which similarly identify attitude as the single most influential predictor of purchase intention (Lee et al., 2025). However, this study also diverges from that literature in two notable respects. First, whereas Lee et al. (2025) found subjective norm to be a significant, third-ranked predictor of purchase intention among Korean consumers, attributing this to the relatively pronounced role of social norms in a collectivistic East Asian culture, subjective norm was not significant in this Indonesian sample. This suggests that, at least for this urban, digitally engaged Millennial and Gen Z segment, purchase intention toward sustainable fashion is driven more by internal, affective beliefs (attitude, concern, self-efficacy) than by perceived social pressure, a pattern that complicates any assumption that collectivistic cultural contexts uniformly amplify the role of subjective norms in green consumption. Second, whereas prior E-TPB work found environmental knowledge to be a significant, if modest, predictor of intention (Lee et al., 2025), this study found it to be non-significant, aligning instead with Wiederhold & Martinez (2018), who argue that environmental knowledge alone is often insufficient to shift behavior when consumers face confusing sustainability information or skepticism toward a brand's environmental claims. Together, these divergences suggest that the relative weight of E-TPB's antecedents is not uniform across markets, and that in the Indonesian context studied here, affective and self-referential beliefs carry more explanatory weight than either factual knowledge or social pressure.

At the behavioral stage, purchase intention proved to be a significant and, in fact, the strongest positive predictor of actual purchase behavior ($\beta = 0.426$; $t = 6.650$; $p = 0.000$; $f^2 = 0.220$, a moderate effect), confirming the core proposition of the Theory of Planned Behavior Ajzen & Schmidt (2020) in the context of sustainable fashion consumption in Indonesia. However, R^2 for Purchase Behavior (32.2%) remains considerably lower than R^2 for Purchase Intention (53.3%), and the indicator "I purchase sustainable fashion products on a regular basis" (PB1) recorded the lowest mean of all indicators in the model (3.261). This gap reinforces Caruana et al.'s (2016) argument that situational context, not motivation alone, determines whether intention is genuinely enacted, and echoes a broader pattern in the sustainable fashion

literature in which strong purchase intentions do not reliably convert into equally strong purchase behavior (Park & Lin, 2020; Rausch & Kopplin, 2021).

The most novel finding of this study lies in the test of H8. The interaction between dupe availability and purchase intention on purchase behavior was not statistically significant ($\beta = 0.028$; $t = 0.798$; $p = 0.425$; $f^2 = 0.002$, negligible), so H8 is not supported, meaning the strength of the purchase intention–purchase behavior link does not statistically weaken across differing levels of perceived dupe availability. However, this null result must be read alongside two other findings. First, as part of the product-indicator moderation procedure, SmartPLS also estimates the direct (main) effect of the moderator itself on the dependent variable alongside the interaction term; this direct path, Dupe Availability → Purchase Behavior, was positive and highly significant ($\beta = 0.307$; $t = 5.776$; $p = 0.000$; $f^2 = 0.132$, a small-to-moderate effect), indicating that dupe availability independently predicts purchase behavior in its own right, not merely as a background condition. Second, the preliminary interviews found that 5 of 10 respondents openly preferred dupe products over original sustainable items, primarily citing affordability and visual similarity. Table 5 summarizes this supplementary direct-effect path alongside the moderation test for clarity.

Table 5. Supplementary Direct-Effect Path Estimated Within the H8 Moderation Model.

Path	β	t-Stat	p-Value	Results
Dupe Availability → Purchase Behavior (direct/main effect)	0.307	5.776	0.000	Significant
Dupe Availability × Purchase Intention → Purchase Behavior (H8, interaction)	0.028	0.798	0.425	Not Significant

Source: Authors' calculations based on SmartPLS 4 output.
Note. H6 is not significant at $\alpha = 0.05$ but is marginally significant at $\alpha = 0.10$.

Conceptually, this pattern indicates that the dupe trend does not operate by weakening consumers' resolve to act on their sustainability intentions, as classic TPB moderation logic would assume (Ajzen & Schmidt, 2020). Instead, dupes function as an independent competing alternative that draws consumers away from sustainable products regardless of how strong their prior intention was, and does so with a statistically robust pull of its own ($\beta = 0.307$, $p < 0.001$), comparable in magnitude to environmental concern's effect on purchase intention ($\beta = 0.178$) and larger than either environmental knowledge's or subjective norm's effect on intention. This interpretation is consistent with Chaudhry (2022) and Gielens (2025), who describe dupe culture as lowering search and switching costs through unboxing content, dupe hauls, and direct marketplace links, making dupes an independently attractive choice rather than merely a constraint on existing intention. This finding offers an important theoretical contribution: in emerging-market sustainable consumption contexts, situational variables such as dupe availability should not always be positioned solely as a pure moderator within TPB-based models, but may also function as a direct competing predictor of behavior in their own right, a nuance rarely made explicit in the prior intention–behavior gap literature (Wiederhold & Martinez, 2018).

Theoretical Implications

This study contributes to the sustainable fashion consumer behavior literature in three ways. First, it confirms the general applicability of the Extended Theory of Planned Behavior to sustainable fashion purchase intention in an Indonesian, Southeast Asian emerging-market context, with attitude again emerging as the dominant predictor, consistent with prior E-TPB applications in other national contexts (Lee et al., 2025). At the same time, the non-significance of subjective norm and environmental knowledge in this sample indicates that the relative explanatory weight of E-TPB's constituent constructs is culturally and contextually contingent

rather than universal, cautioning against treating any single E-TPB configuration as generalizable across markets without empirical verification.

Second, and most centrally, this study extends the theoretical treatment of situational context within TPB-based models. Prior work has generally cast situational barriers, including price, availability, and competing alternatives, as moderators that weaken the strength of the intention–behavior link (Caruana et al., 2016; Grimmer et al., 2016). The present findings suggest a more nuanced possibility: dupe product availability showed no significant moderating effect on the intention, behavior relationship, yet exerted an independent, direct effect on purchase behavior. This indicates that at least some forms of situational context, particularly those involving an actively marketed competing alternative rather than a passive constraint, are better modeled as direct competitors to the focal behavior than as pure moderators of intention strength. This distinction carries implications beyond sustainable fashion, wherever consumers face readily available, lower-cost substitutes to an ethically or environmentally preferred choice.

Third, by empirically testing dupe product availability, a digitally native, socially propagated consumer phenomenon, within an E-TPB framework, this study bridges the sustainable consumption literature with the emerging literature on dupe culture (Chaudhry, 2022; Gielens, 2025), which has to date been largely descriptive and has not been formally integrated into established behavioral-intention models such as TPB.

CONCLUSION

This study examined the determinants of sustainable fashion purchase intention and behavior among Indonesian Millennial and Generation Z consumers using the Extended Theory of Planned Behavior (E-TPB), while investigating the role of perceived dupe product availability in the intention, behavior relationship. The findings reveal that attitude, self-efficacy, and environmental concern significantly and positively influence purchase intention, with attitude emerging as the strongest predictor, whereas environmental knowledge, subjective norm, and perceived behavioral control do not significantly affect purchase intention. Consistent with the Theory of Planned Behavior, purchase intention significantly predicts actual purchase behavior. However, perceived dupe product availability does not moderate the relationship between purchase intention and purchase behavior. Instead, it exerts a significant direct effect on purchase behavior, suggesting that dupe products function as an independent competing alternative rather than weakening consumers' existing purchase intentions. These findings extend the sustainable consumption literature by demonstrating that situational market conditions may influence consumer behavior through direct competition instead of moderating intention, behavior conversion.

The findings also provide practical implications for sustainable fashion brands and marketplace platforms. Since attitude and self-efficacy are the strongest drivers of purchase intention, marketing strategies should emphasize consumers' personal environmental impact and strengthen confidence that individual purchasing decisions contribute to sustainability outcomes. Furthermore, because dupe products compete directly with authentic sustainable fashion, brands should adopt authenticity-based differentiation strategies through transparent sustainability certification, traceable supply-chain information, and verifiable environmental claims that are difficult to imitate. Marketplace platforms may further support sustainable consumption by introducing dedicated verification labels or search filters that distinguish genuine sustainable products from visually similar dupe alternatives, thereby facilitating more informed purchase decisions.

Despite these contributions, this study has several limitations. The cross-sectional design prevents the observation of changes in purchase behavior over time, while the model explains only a moderate proportion of the variance in purchase behavior, indicating that additional

situational factors may also influence consumers' decisions. Moreover, the study is limited to respondents from the Jabodetabek metropolitan area and focuses exclusively on sustainable fashion products, which may limit the generalizability of the findings. Future research is therefore encouraged to incorporate additional contextual variables, such as price sensitivity, perceived greenwashing, or platform trust; employ longitudinal research designs to better capture intention–behavior conversion; examine demographic differences and other sustainable product categories; and further investigate why dupe product availability influences purchase behavior directly rather than moderating the intention–behavior relationship. Such studies would provide a more comprehensive understanding of sustainable consumption behavior in emerging markets.

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