

# Sustainable Fashion Consumption Intentions: Price Orientation, Consumer Knowledge and Consumer Trust in the extended TPB model

Hermin Istiasih

Industrial Engineering Study Program, Faculty of Engineering, Nusantara PGRI University of Kediri, Indonesia

**Abstract**— The rapid growth of “fast fashion” as well as issues of environmental and social damage, have changed the way of thinking of fashion consumers to have the intention of consuming sustainable fashion. Currently, the theme of sustainable fashion is an urgent theme for the fashion industry that needs further research. This research aims to examine the factors that influence consumers’ intentions to consume sustainable fashion in Kediri, East Java Indonesia. This research uses a purposive sampling technique which is selected based on respondents who are willing to fill out the questionnaire and meet the predetermined sample criteria. The hypothesis proposed in this study was tested using SEM-PLS with 140 respondents. The results showed that attitudes, subjective norm, PBC, knowledge and beliefs had a significant positive effect on sustainable fashion consumption intentions, while the price variable did not have a significant positive effect on sustainable fashion consumption intentions. The fashion industry must ensure that consumers’ positive attitudes, subjective norm, PBC, knowledge and high trust must be met in order to generate sustainable fashion consumption intentions.

**Keywords**— Price, Knowledge, Trust, TPB, Consumption Intention for Sustainable Fashion.

## INTRODUCTION

The fashion industry in Indonesia and even the world has developed significantly (Abbate et al., 2023; Yeo et al., 2022) and the dynamics of the fashion industry when it started to become mass production, increased demand and modification of supply chain characteristics have forced the fashion industry to produce at low costs, and flexibility in design, quality, and speed to market (Rathore, 2023; Haraguchi et al., 2023). The fashion industry has also been identified as a driving force for world fashion competitiveness (Hoque et al., 2023), so that the fashion industry is trying to quickly 'sense and respond' to consumer desires in an increasingly dynamic era (Elf et al., 2022). Fashion with all kinds of euphoria is not only popular with foreign people but also people in Indonesia. This is the reason why the Indonesian fashion industry has experienced rapid progress in several decades. Fashion, especially in Indonesia, has a different meaning, and it is not uncommon for people to think that fashion is a way for someone to present themselves (B & Saputra, 2022). The function of fashion is not only as protection or body covering for a person's modesty but also as a way of communicating, conveying messages, so that fashion becomes part of a person's reflection (Brydges et al., 2022; Chen et al., 2022).

The development of the fashion industry is associated with the phenomenon of growing "fast fashion" and ignoring sustainability (Fan & Chang, 2023), and the mistakes of the unsustainable fashion industry are

cruelty to animals, environmental damage and worker exploitation. The rapid growth of fast fashion has changed consumers' mindset in dressing without ever thinking about what material their clothes are made of, how useful they are and where they will end up. Several studies identify sustainability as an important theme for the fashion industry (Abbate et al., 2023), as consumers show increasing concern about climate change (Sigaard & Laitala, 2023). In recent years the fashion industry has been led by fast fashion, but consumers are starting to think and switch to sustainable fashion consumption behavior (Dhir et al., 2021). This is a phenomenon of a gradual shift from fast fashion to sustainable and socially responsible fashion throughout the world (Niinimäki et al., 2020; Castro-López et al., 2021). Several studies show that consumers are starting to be interested in choosing sustainable fashion when buying fashion, although the number of customers who think and consider sustainable fashion is very small (Paço et al., 2021; Heinze, 2020). The gap between consumers' concerns and intentions towards sustainable fashion has given rise to a lot of sustainable fashion literature which shows that there is a gap in sustainable fashion consumption intentions (Jung et al., 2020). This research shows that the main doubts that Indonesian consumers have towards sustainable fashion consumption intentions are the lack of knowledge, trust and price of sustainable fashion. The impact of the fashion industry on the environment and consumer trust occurs because consumers may be harmed by dishonest fraudulent

practices and higher price options for sustainable fashion are important factors influencing sustainable fashion consumption behavior. Therefore, it is very important to link sustainable fashion consumption intentions influenced by price, knowledge and consumer beliefs in the extended TPB (attitude, subjective norm and perceived behavioral control (PBC)) model.

fact that sustainable fashion market shares and growth rates differ substantially between countries and that consumers generally have attitudes, subjective norms and perceived behavioral control (PBC) also influence different sustainable fashion consumption intentions (Floriano & de Matos, 2022; Cayaban et al., 2023; Carfora et al., 2021). Another factor that consumers consider in their intention to consume sustainable fashion is the premium price compared to conventional fashion prices, so that it is often an obstacle to consumer intentions and price is a product attribute that plays an important role in every decision that influences fashion preferences and choices. Knowledge serves as a basis for evaluation and a source of information and it influences consumers' beliefs about the expected benefits of sustainable fashion consumption intentions (Zeng et al., 2023; Ray & Nayak, 2023). Consumers feel anxiety related to sustainable and ethical fashion consumption behavior, so consumer trust is a necessary condition for consumption (Liu et al., 2020). In this research, we investigate the importance of the theory of planned behavior (TPB) which is the theoretical basis in this research and will be expanded with additional constructs, namely price, consumer knowledge, and consumer confidence in sustainable fashion consumption intentions.

Several previous studies found that various factors had a significant positive influence on consumption intentions and there were several contradictory research results. These influences include the TPB variables like attitude (Leclercq-Machado et al., 2022; Nuh et al., 2023; Bravo & Farjam, 2022; dan Alif et al., 2021). Subjective norms (A. Kumar & Pandey, 2023; and Amato et al., 2021). Perceived Behavior Control (PBC) (Lavuri et al., 2023 dan Goodwin et al., 2021). Perceived behavioral control (PBC) (Carrión Bósquez et al., 2023; Togar et al., 2022). Knowledge (Khan et al., 2023; (Qomariah & Prabawani, 2020) and trust (Bhattacharya et al., 2022; Ginting et al., 2023). From the results of this research, more than one factor influences the intention to consume sustainable fashion.

The novelty in this research is the relationship between price, knowledge and consumer confidence in the expanded TPB model on sustainable fashion consumption intentions. From a theoretical point of view, this research integrates the consumption intention perspective with the environmental and social friendly fashion perspective on sustainable fashion consumption intentions.

In addition, this research is research that considers environmental and social concerns together combined with consumers' perceived value towards fashion and environmentally friendly consumption intentions. The results of this paper provide implications for academics, managers and policy makers. This research is structured with literature illustrations and hypothesis development, presenting the methodology used, results and discussion. In the final section, the research implications are presented, along with limitations and future research directions.

## LITERATURE REVIEW

### *Theory of Planned Behavior (TPB)*

Theory of planned behavior (TPB) is a further development of TRA. Ajzen, (1991) added a variable that was not yet in the TRA, called perceived behavioral control (PBC), so the TPB includes three independent conceptual determinants, namely attitudes, subjective norms and PBC and all of them lead to the formation of "purchase intentions" which in turn influence consumption behavior (Hermin Istiasih et al., 2022). This research uses TPB as a model, where TPB includes grand theory and applied theory, as well as improvements to the previous theory (TRA) so that it can be tested empirically.

### *Sustainable Fashion Prices*

Price is an important and complex factor in consumer assessment of a product (Cakranegara et al., 2022). In the context of sustainable fashion, price is viewed differently by different consumers, especially at different economic levels (Castro et al., 2022). Previous researchers found that price becomes less important when consumers start buying sustainable fashion more regularly, their experience increases and fashion sustainability is becoming a lifestyle choice (Davies, 2017; Ray & Nayak, 2023; Johnstone & Lindh, 2022; Mizrachi & Tal, 2022). According to Hasan et al., (2022); Moslehpour et al., (2023); Zaremozhzabieh et al., (2020) stated that price significantly influences the market share of sustainable fashion.

### ***Consumer Knowledge of Sustainable Fashion***

Consumer knowledge about sustainable fashion plays a role in increasing consumer confidence and consumption intentions (Weedige et al., 2019; Betzler et al., 2022; Mandarić et al., 2022). According to Okur & Saricam, (2019) found that there is a positive correlation between consumer knowledge and the perceived personal relevance of sustainable fashion, especially organic materials and consumption intentions.

### ***Consumer Confidence in Sustainable Fashion***

Consumer trust in sustainable fashion is an important antecedent in marketing interactions when there is uncertainty (Liu et al., 2020; Johnstone & Lindh, 2022). Sustainable fashion attributes are trust attributes, which cannot be verified by consumers even after purchasing and consuming sustainable fashion, so many consumers are afraid of being deceived when purchasing products with sustainable claims (Wu & Yuan, 2022; Kaur et al., 2023).

This is especially true because sustainable fashion products generally have a premium price compared to fast fashion due to high labor, material and certification costs (et al., 2022; Wren, 2022). Research on the influence of trust in consumption intentions in the sustainable fashion domain is still rarely conducted, because most consumers do not have the technical expertise and other resources to verify sustainable fashion claims, so trust in sustainable fashion is very important for consumers to carry out consumption intentions (Wren, 2022; Mandarić et al., 2022).

### ***Sustainable Fashion consumption intentions***

Consumers are aware of the environmental impact of their fashion, so demand arises which triggers the intention to consume sustainable fashion (Bailey et al., 2022; Bailey et al., 2022). Sustainable fashion consumption intentions include not only purchasing actions but also actual ideas and behavior (Domingos et al., 2022; Leclercq-Machado et al., 2022).

Sustainable fashion consumption intention is a consumer's motivation to consume sustainable fashion (Ray & Nayak, 2023; (Mizrachi & Tal, 2022), so that sustainable fashion consumption intention influences consumption decisions. Many researchers have found that consumption intention has a large impact on sustainable fashion consumption the truth (Dangelico et al., 2022; Yan et al., 2023; Gansser & Reich, 2023).

## **HYPOTHESIS DEVELOPMENT**

### ***Attitudes and Intentions of Sustainable Fashion Consumption***

In relation to environmental and social protection, consumer attitudes are closely related to sustainable fashion consumption intentions (Jung et al., 2020; Qin & Song, 2022; X. Zhang & Dong, 2020). If consumers have a positive attitude towards sustainable consumption, this will have a positive impact and support sustainable behavior.

Previous research has explained a positive relationship between attitudes and sustainable fashion consumption intentions. Attitude is one of the most important predictor factors for the intention to consume sustainable fashion that is socially and environmentally responsible (Farzin et al., 2023; Dewanto & Belgiawan, 2020; Abrar et al., 2021).

***H1: Consumer attitudes have a significant positive effect on sustainable fashion consumption intentions***

### ***Subjective Norms and Sustainable Fashion Consumption Intentions***

Subjective norms are pressure from other people who are considered important, resulting in a desire or not to take a consumption intention. This helps understand how much consumers want to be morally responsible towards others when having sustainable fashion consumption intentions (Carranza et al., 2023).

Previous research found that consumers' subjective norms have a positive influence on sustainable fashion consumption intentions (Harjadi & Gunardi, 2022; Kumar & Pandey, 2023).

***H2: Subjective norms have a significant positive effect on sustainable fashion consumption intentions***

### ***Perceived behavioral control (PBC) and Sustainable Fashion consumption intentions***

PBC is a person's perception of how easy or difficult it is to carry out a behavior and PBC is based on a person's ability to control various factors that influence sustainable fashion consumption intentions (Ajzen, 1991; Stephens et al., 2023; Siripipathanakul et al., 2022; Brandão & Costa, (2021).

Previous research explains that there is a significant positive relationship between perceived behavioral control and consumption intentions (H. N. Hasan & Suciarto, 2020; Nekomahmud et al., 2022; N. Kumar et al., 2022).

**H3: Perceived behavioral control (PBC) significant positive effect on sustainable fashion consumption intentions.**

**Prices and Consumption Intentions of Sustainable Fashion**

Price is an important element in marketing strategy because information about prices can influence sustainable fashion consumption intentions (Cakranegara et al., 2022; Zuliawaty Rajasa et al., 2023; Yue et al., 2020; Niinimäki et al., 2020; Ren, 2019). Consumers differ in their reactions to price changes and price differences in sustainable fashion (Brandão & Costa, 2021; Brandão & Costa, 2021; Dangelico et al., 2022; Ray & Nayak, 2023). Hasan et al., (2022); Moslehpour et al., (2023); Zaremohzzabieh et al., (2020) stated that price significantly influences consumers' sustainable fashion consumption intentions.

**H4: Price has a significant positive effect on sustainable fashion consumption intentions.**

**Consumer Knowledge and Sustainable Fashion Consumption Intentions**

Consumer knowledge is an important topic and Approach, n.d.; Aisyah & Shihab, (2023); Sumarliah et al., (2020) explained that consumer knowledge about sustainable fashion is the consumer's ability to identify several concepts related to the environment and social and consumers who have high knowledge of environmentally friendly products tend to have the intention to consume sustainable fashion.

Consumer knowledge influences sustainable fashion consumption intentions (Khan et al., 2023; Ray & Nayak, 2023). Previous research conducted by Amin & Tarun, (2021); Ayar & Gürbüz, (2021) also stated that knowledge has a significant positive effect on consumption intentions and consumers who have extensive knowledge about environmental issues are

proven to have high consumption intentions towards sustainable fashion.

**H5: Consumer knowledge has a significant positive effect on sustainable fashion consumption intentions.**  
**Consumer Confidence in Sustainable Fashion Consumption Attitudes and Intentions**

Previous research has shown that trust is very important as a basis for consumption intentions when there is uncertainty (Lu & Chen, 2021; Park & Yoon, 2022). Sustainable fashion attributes are attitudinal and belief attributes, meaning that the product cannot be verified by consumers even after purchase and consumption (Chandruangphen et al., 2022; Busalim et al., 2022). Therefore, many consumers are afraid of being deceived when buying products with sustainable fashion claims, so this affects consumer attitudes and trust. (16)

In many cases, after consumers obtain a lot of practical information about sustainable fashion, they express a willingness and intention to learn more about sustainable fashion and consume sustainable fashion in the future (Mandarić et al., 2022; Wijaya & Paramita, 2021), resulting in information received about sustainable fashion, beliefs and attitudes can play an important role in increasing consumption intentions (Wijaya & Paramita, 2021). According to research by Al-Debei et al., (2015) states that consumer trust has a significant influence on attitudes and research conducted by Bhattacharya et al., (2022) states that consumer trust has a significant positive influence on consumption intentions.

**H6a: Consumer trust has a significant positive effect on sustainable fashion consumption attitudes.**

**H6b: Consumer trust has a significant positive effect on sustainable fashion consumption intentions.**

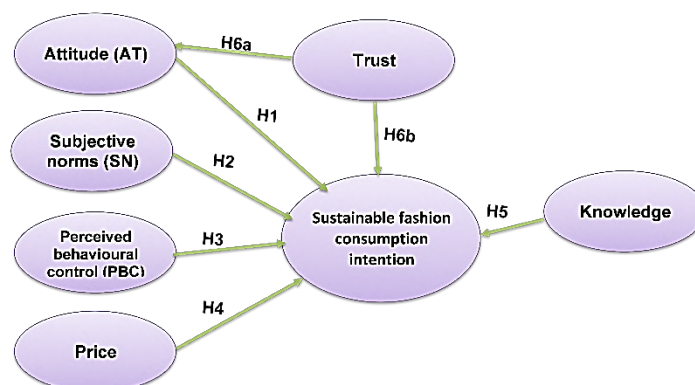


Figure 1. Research Model

**METHOD**

This research analyzes the intention to consume sustainable fashion among consumers in the city and district of Kediri using a quantitative approach. The subjects of this research were consumers in the city and district of Kediri who had consumed sustainable fashion in the previous year. Offline surveys are carried out by distributing questionnaires to collect data (Gong et al., 2023; Fadhillah et al., n.d.) and all measurements included in the questionnaire are taken from relevant previous research but slightly modified according to the context of this research, and measured using a Likert scale 5 points (Shinwari et al., 2023; Fusco et al., 2023).

This research distributed questionnaires to sustainable fashion consumers in the city and district of Kediri from 14 February 2023 to 28 July 2023, and one hundred and forty respondents aged 25 years or more who lived in the city and district of Kediri and had consumed sustainable fashion participated in the offline survey (Table 1),

including closed interviews to collect data. Before the questionnaire was distributed, the researcher tested ten respondents by asking them to answer questions and provide comments on the wording of the questions. Based on their comments, we made some minor modifications. All constructs in this research were operationalized as reflective constructs and adapted from previous research.

The basic measurement model was investigated to verify the reliability and validity of the scales used and all constructs obtained satisfactory loadings to carry out other assessments. The observed results for each variable are shown in Table 1 as well as eight latent variables reaching values greater than 0.5. These results confirm the convergent validity of all items in the model. The data analysis method uses SEM-PLS, the analysis application on SmartPLS and 140 respondents agreed to participate and can be seen in table 2 which provides an overall picture of the respondent's profile.

**Table 1. Constructs and corresponding measurement scales.**

Construct	Measure and scale (factor loading)	Source
Attitude (AT)	AT1: Saya mengkonsumsi fashion berkelanjutan karena pro lingkungan. AT2: Fashion berkelanjutan adalah ide yang bagus, karena lebih nyaman. AT3: Saya memiliki sikap yang baik terhadap niat konsumsi fashion berkelanjutan.	Xue et al., (2022)
Subjective Norms (SN)	SN1: Teman dekat dan keluarga berpendapat bahwa mengkonsumsi fashion berkelanjutan adalah ide yang bagus. SN2: Kebanyakan orang dekat saya akan mengkonsumsi fashion berkelanjutan. SN3: Orang-orang penting dalam hidupku ingin aku mengkonsumsi fashion berkelanjutan.	Ariffin et al., (2019)
Perceived Behavioural Control (PBC)	PBC1: Mengonsumsi fashion berkelanjutan bisa saya lakukan jika saya mau. PBC2: Saya memiliki sumber daya dan kemampuan untuk memperoleh fashion berkelanjutan. PBC3: Saya memiliki kendali penuh untuk mengonsumsi fashion berkelanjutan will buy for personause.	Ariffin et al., (2019)
Price (P)	P1: Saya rasa harga adalah pertimbangan pertama saya ketika hendak mengkonsumsi fashion berkelanjutan. P2: Menurut saya harga fashion berkelanjutan saat ini terjangkau. P3: Saya bersedia membayar lebih banyak untuk fashion berkelanjutan karena manfaatnya untuk kesehatan dan lingkungan.	Ariffin et al., (2019)
Knowledge(K)	K1: Saya yakin saya telah mendapat informasi tentang fashion berkelanjutan. K2: Saya tahu jika mengkonsumsi fashion berkelanjutan baik untuk lingkungan dan Kesehatan. K3: Fashion berkelanjutan sudah tidak asing lagi bagi saya.	Liu et al., (2020)
Trust(T)	T1: Industri fashion berkelanjutan memiliki tingkat integritas yang tinggi. T2: Industri fashion berkelanjutan merupakan industry fashion berkelanjutan yang bertanggung jawab. T3: Industri fashion berkelanjutan prihatin terhadap lingkungan dan kesejahteraan pekerja. T4: Industri fashion berkelanjutan memiliki standar etika tinggi.	(Liu et al., 2020)
Sustainable fashion consumption intention (SFCI)	SFCI1: Saya berniat mengonsumsi fashion berkelanjutan. SFCI2: Saya akan mencoba mengonsumsi fashion berkelanjutan di masa depan. SFCI3: Saya akan berusaha mengonsumsi fashion	(Liu et al., 2020)

Source: Authors (2023).

## RESULTS

### Respondent Characteristics

The characteristics of the respondents in the study are presented in Table 2, of the 140 respondents, 60.7% were men and 39.3% were women. Respondents' ages varied from 25 years to more than 57 years and the majority of respondents were aged 47-57 years in the range of 49.3%. In terms of education, the majority are undergraduates at 56.4%.

Respondents with Government employee jobs dominate with a percentage of 36.4%.

The majority of respondents' religion is Islam with a percentage of 50% with marital status being married at 70%. The total income of respondents in this study varied greatly, but was dominated by respondents with incomes of more than six million.

**Table 2. The respondent Characteristic N=140**

Category	Frequency	Percent (%)
<b>Gender</b>		
Male	85	60.7
Female	55	39.3
<b>Age</b>		
25-35 years	17	12.1
36-46 years	21	15
47-57 years	69	49.3
>57 years	33	23.6
<b>Education</b>		
High school	5	3.6
Diploma/Certificate	13	9.3
Bachelor	79	56.4
Postgraduate	43	30.7
<b>Profession</b>		
Private employee	15	10.7
Teacher	29	20.7
Lecturer	33	23.6
Government employee	51	36.4
others	12	8.6
<b>Religion</b>		
Islam	70	50
Cristian	21	15
Catholic	18	12.9
Hindu	9	6.4
Buddha	10	7.1
Kong Hu Cu	12	8.6
<b>Marital Status</b>		
Single	42	30
Married	98	70
Others	--	--
<b>Income</b>		
< 2 million	7	5
2 – 4 million	21	15
4 – 6 million	38	27.1
> 6 million	74	52.9

*Source:* Authors (2023).

This research uses validity and reliability tests to measure the accuracy and consistency of the instrument (Sutcliffe & Radonovich, 2020). Table 3 shows that the results for all items exceed the recommended value of 0.5 (Hair et al., 2012).

In this study, the AVE for the respective indicators is in the range of 0.589 and 0.871 (Table 3).

**Table 3. Results of Measurement Model**

Model Constructs	Items	Factor Loadings	CA	CR	AVE
Attitudes (AT)	AT1	0.829	0.960	0.967	0.832
	AT2	0.892			
	AT3	0.911			
Subjective Norm (SN)	SN1	0.897	0.855	0.964	0.871
	SN2	0.901			
	SN3	0.811			
Perceived Behaviour Control (PBC)	PB1	0.789	0.841	0.888	0.619
	PB2	0.881			
	PB3	0.951			
Price (P)	P1	0.879	0.787	0.846	0.589
	P2	0.599			
	P3	0.671			
Knowledge (K)	K1	0.889	0.767	0.846	0.599
	K2	0.589			
	K3	0.681			
Trust (T)	T1	0.771	0.901	0.923	0.756
	T2	0.921			
	T3	0.861			
	T4	0.814			
Sustainable fashion Consumption Intention (SFCI)	CI1	0.871	0.912	0.934	0.738
	CI2	0.901			
	CI3	0.880			

Table 3 shows that the CA results range from 0.767 to 0.960, thus confirming the reliability of the instrument.

**Table 4. Structural model result**

Hypothesis	VIF	f <sup>2</sup>	β	t-value	Sig	Decision
H1. AT→SFCI	1.145	0.843	0.653	10.881	0.001	Supported
H2. NS→SFCI	1.245	0.092	0.221	2.823	0.005	Supported
H3. PBC→SFCI	1.875	0.301	0.481	6.641	0.001	Supported
H4. P→SFCI	1.103	0.012	0.071	1.873	0.060	Not supported
H5.K→SFCI	1.801	0.122	0.306	4.026	0.001	Supported
H6a. T→AT	1.023	0.172	0.384	4.721	0.001	Supported
H6b. T→SFCI	1.115	0.023	0.132	1.970	0.049	Supported

Source: Research data (2023).

### Hypothesis testing results

Table 4 presents the results of all hypothesis testing and seven hypotheses are proposed, five of which (H1, H2, H3, H5, H6a and H6b) are statistically significant with  $p < 0.05$ . Hypothesis H4 was found to be statistically insignificant. Specifically, attitudes towards sustainable fashion positively influence sustainable fashion consumption intentions ( $\beta = 0.653$ ,  $t = 10.881$ ), thus supporting H1.

This shows that Kediri consumers have a positive attitude towards sustainable fashion consumption intentions. Subjective norms (SN) have a positive effect on sustainable fashion consumption intentions among Kediri consumers ( $\beta = 0.221$ ,  $t = 2.823$ ), so these results support H2.

This reveals that fulfilling the hopes and desires of these important consumer people in influencing sustainable fashion consumption intentions is very motivating for Kediri consumers.

Perceived behavioral control (PBC) has a positive impact on Kediri consumers' intention to consume

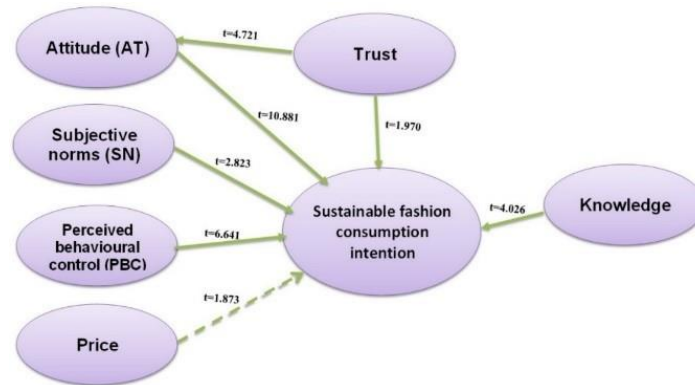
sustainable fashion ( $\beta = 0.481$ ,  $t = 6.641$ ), and supports H3.

Willingness to pay premium prices among Kediri consumers ( $\beta = 0.071$ ,  $t = 1.873$ ), and does not support H4. This proves that Kediri consumers are not willing to pay premium prices for the intention of consuming sustainable fashion.

Consumer knowledge about sustainable fashion that is pro-environmental and social significantly influences Kediri consumers' sustainable fashion consumption intentions ( $\beta = 0.306$ ,  $t = 4.026$ ) and supports H5.

Consumer trust shows a significant direct impact on Kediri consumers to have sustainable fashion consumption intentions and has a significant positive influence on the attitudes of consumers in Kediri to have sustainable fashion consumption intentions ( $\beta = 0.384$ ,  $t = 4.721$ ), so that H6a is supported and H6b is also supported in this research.

Figure 2 illustrates the relationships identified in the proposed research model.



**Figure 2. Structural Model / Source: Author (2023)**

Note: Price (P) = not significant

## DISCUSSION

### *Consumer Attitudes towards Sustainable fashion consumption intentions*

This research shows that respondents who have purchased sustainable fashion will show a stronger positive attitude towards the intention to consume sustainable fashion. Based on research on consumers in Kediri who have consumed sustainable fashion at least one year previously, it was found that attitudes towards the intention to consume sustainable fashion are influenced by comfort. And pro-environmental awareness and its consequences. These results allow researchers to conclude that when consumers begin to consider the environmental and social aspects of the fashion they consume and when they realize the convenience of consuming sustainable fashion and having no or little impact on the environment and social, many consumers have a positive attitude towards sustainable fashion consumption (Carranza et al., 2023; Bartkutė et al., 2023). Pro-environmental factors and consumer comfort in consuming sustainable fashion are personal factors that encourage preventative action against future problems (Riaz et al., 2023; Penz & Drewes, 2022).

This research highlights the importance of consumer attitudes towards sustainable fashion consumption intentions. Overall, consumers in Kediri tend to show positive attitudes towards sustainable fashion consumption intentions that are more pro-environmental and social, resulting in higher consumption intentions, especially to reduce environmental and social problems in the future. This research explains that attitude has a significant positive effect on sustainable fashion consumption intentions and this result is in line with

previous research (Jung et al., 2020; Qin & Song, 2022 and Dewanto & Belgiawan, 2020).

### *Consumer subjective norms towards sustainable fashion consumption intentions*

Sustainable fashion consumption intentions are strongly influenced by favorable behavioral beliefs about this type of product, either related to consumer beliefs about how easy it is to behave or beliefs to support sustainable fashion consumption (Jung et al., 2021; Rausch & Kopplin, 2021; Dangelico et al., 2022b). This research shows that social pressure from people closest to consumers greatly influences sustainable fashion consumption intentions and in this study subjective norms have a significant positive influence on sustainable fashion consumption intentions. These results support previous research which shows that subjective norms determine sustainable fashion consumption intentions (Harjadi & Gunardi, 2022; Lavuri, 2022; Kumar & Pandey, 2023).

### *Consumers' perceived behavioral control (PBC) on sustainable fashion consumption intentions*

PBC is considered as the main latent variable influencing sustainable fashion consumption intentions. Consumers in Kediri's intention to consume sustainable fashion is also strongly influenced by perceived behavioral control (PBC), where consumers think it is easy to carry out the behavior, so that consumers have a higher intention to consume sustainable fashion.

This research proposes an expanded TPB model to explore the factors that influence sustainable fashion consumption intentions in Kediri and empirical findings report that perceived behavioral control has a significant positive effect on sustainable fashion consumption



intentions. The TPB shows that people are more likely to intend to engage in certain consumption activities when they feel they can do so successfully (Ajzen 1991). Previous research also explains that PBC determines sustainable fashion consumption intentions and the findings of this research are consistent and support previous research (H. N. Hasan & Suciarto, 2020; Nekmahmud et al., 2022; N. Kumar et al., 2022; Harsono et al., 2023).

### ***Prices against Sustainable fashion consumption intentions***

Regarding price in relation to sustainable fashion consumption intentions, specifically focusing on higher price levels. The results of the analysis show that the intention to consume sustainable fashion is more related to the level of premium prices in all fashion categories, although some consumers stated that they did not mind premium prices, but most respondents objected to paying much more than conventional fashion even though sustainable fashion offers various comforts. Short term and long term. Price is associated with consumption intentions and more repeat purchases of conventional fashion across all product categories. For sustainable fashion, repeat consumption occurs least frequently at high price levels and the results of the analysis in this study reject hypothesis H3, where price does not have a significant positive relationship with sustainable fashion consumption intentions and this research supports previous research (Carrión Bósquez et al., 2023).

### ***Consumer knowledge of sustainable fashion consumption intentions***

Consumers' knowledge of sustainable fashion is often considered a direct predictor of forming sustainable fashion consumption intentions. This implies the assumption that consumers with high knowledge of sustainable fashion will consume sustainable fashion. There is a phenomenon where consumers do not necessarily consume sustainable fashion even though they have knowledge of sustainable fashion and know its attributes. Consumers with high knowledge about sustainable fashion form cognitive judgments and evaluations by integrating information and evaluations about sustainable fashion, so that they can translate their knowledge into sustainable fashion consumption intentions, therefore, these findings are very valuable. The relationship between consumer knowledge and sustainable fashion consumption intentions can be explained more comprehensively. The results of this

study show that knowledge has a significant positive relationship with sustainable fashion consumption intentions and the results of this study support previous research (Moslehpour et al., 2023).

### ***Consumer confidence in attitudes***

In line with the literature review discussed previously, the empirical findings of this study support the hypothesized and developed models. This research model confirms that consumer attitudes towards sustainable fashion are greatly influenced and determined by consumer beliefs. The model in this research also confirms that consumer trust is built on the idea that sustainable fashion has a high level of integrity, is environmentally and socially responsible, the sustainable fashion industry is concerned about the environment and worker welfare, and has high ethical standards. The results of this research show that consumer trust has a significant positive relationship with consumer attitudes and research results show that trust is the main predictor of consumer attitudes towards sustainable fashion consumption intentions (Hossain et al., 2022; Jadir et al., 2022).

### ***Consumer confidence in sustainable fashion consumption intentions***

Trust has an important role in sustainable fashion consumption intentions, which has been widely highlighted in previous research (Huo et al., 2022; J. Gong et al., 2022) and in fact it has been suggested for the sustainable fashion industry to build a high level of trust in consumers so that it will an intention to consume sustainable fashion that is more environmentally and socially friendly is formed. The results of this research imply that the intention to consume sustainable fashion will arise from consumer trust in Kediri so that trust needs to be increased. The results of this research show that consumer trust has a significant positive relationship with sustainable fashion consumption intentions and the research results show that trust has a significant positive relationship with sustainable fashion consumption intentions (Al-Debei et al., 2015)

## **CONCLUSIONS**

In conclusion, this research has attempted to enrich knowledge by examining sustainable fashion consumption intentions. Additional constructs, namely price, knowledge, and trust have been added to the TPB model extension. Seven hypotheses were formulated and analyzed using SEM-PLS software. Research finds that factors such as attitude, PBC, subjective norms,

knowledge and beliefs have a significant positive effect on sustainable fashion consumption intentions. These findings suggest that the explanatory power of the TPB model is enhanced by additional constructs, specifically price perception and knowledge, indicating the applicability of the extended model to studying sustainable fashion consumption intentions.

### IMPLICATIONS

This research has made several contributions to science such as the intention to consume sustainable fashion among consumers in Kediri. This research was conducted to investigate the influence of various factors on the intention to consume sustainable fashion. This research also suggests a conceptual framework that may be useful for future research, and the findings of this research can help practitioners in the sustainable fashion industry to identify key factors that motivate consumers in Kediri to consume sustainable fashion. The sustainable fashion industry can use the findings of this research in formulating marketing policies and developing marketing strategies to attract more customers to consume sustainable fashion.

### LIMITATIONS

This research also has several limitations that have been identified, including the generalizability of findings which is one of the general limitations of scientific research and this research is no exception. This study has considerable shortcomings and should be considered in future research efforts. The survey is currently being conducted among consumers in Kediri Regency and City, East Java.

### RECOMMENDATIONS

The recommendation for further research is to research the latest things related to consumer intentions and sustainable fashion consumption because sustainable fashion is considered very urgent to research, so that environmental and social problems related to future fashion can be further reduced. Hopefully this research can provide new knowledge for readers and become a reference for writers to continue providing new innovations to write better articles.

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