

THE IMPACT OF GREEN SKEPTICISM ON GREEN PURCHASE INTENTION TOWARDS ECO-FRIENDLY GREEN CLOTHING FASHION IN INDONESIA

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ABSTRACT

With the growing awareness of environmental issues, many consumers are becoming increasingly interested in the overall green movement. However, it is unfortunate that numerous companies exploit this phenomenon through greenwashing, which involves deceiving consumers into believing that they are environmentally friendly. As a result, skepticism towards the green movement has emerged among many individuals. This research study employed the Theory of Planned Behavior (TPB), also the Theory of Reasoned Action (TRA), and the Attitude Behavior Context (ABC Theory) to investigate the influence of green skepticism on green purchase intention, mediated by green trust and environmental concern, with price sensitivity as a moderating factor. Questionnaires were distributed to 220 consumers in Indonesia to conduct the quantitative research. The findings indicate that green skepticism has a positive impact on both green purchase intention and green trust. Additionally, price sensitivity weakens the relationship between environmental concern and green purchase intention. Consequently, this study suggests that companies should prioritize transparency in their approach to the green movement, rather than engaging in greenwashing, to attract customers in an ethical manner.

Keywords: Greenwashing, Green Skepticism, Environmental Concern, Sustainable Fashion, Green Purchase Intention

I. Introduction

Based on Russel (2018), it was reported that almost three-fifths of fashion clothing items were eventually disposed of in incinerators or landfills after a year of production. Another report also states that garments, which are the materials used to produce clothing, have doubled every year since 2000, and have exceeded 100 billion since 2014. This major event has awakened society to the changes that are occurring with the environment causing human to be more environmentally conscious. This phenomenon called fast fashion is a clothing term that is described as clothing that is always available at low prices (Bick et al., 2018). Fashion companies around the world, including fashion retailers in Indonesia have worked to create value & build a positive image through sustainable initiatives. Apart from positive

initiatives, more and more fashion companies are utilizing sustainable concepts in hopes of getting more sales and deceiving consumers. Those with green credentials who are deemed eligible (Pookulangara & Shephard, 2013). The intensive growth of fast fashion causes consumers to develop impulsive buying behavior due to the low prices and the availability of easily available clothing (Cook & Yurchisin, 2017), which results in irrational consumption behavior.

The awareness and knowledge regarding sustainable fashion are relatively limited in Indonesia. While sustainable fashion in the country utilizes organic cotton, natural dyes, and recycled materials, there is a key note that the concept of sustainable fashion encompasses more than just materials. Nonetheless, the concept of sustainable fashion has witnessed significant development in Indonesia, driven by global trends within the fashion industry (Budi, 2015). According to a Greenpeace campaigner (Budi, 2015), numerous foreign fashion brands produce their products in Indonesia, but unfortunately, they contribute negatively to environmental and social rather than positive. Ashov also stated that there was a lack of support from the government which could have the authority to regulate production, chemistry, and production waste towards a future with a better sustainable mode in Indonesia (Budi, 2015). The biggest challenge is how the systems & information of sustainable fashion in Indonesia have not been integrated, so that there is no access for Indonesian people to sustainable fashion businesses.

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Massive and fast consumption of goods and services around the world has recently become a big problem because it leads to the depletion of natural resources and significant environmental damage. This problem has attracted public attention in developed countries and has also become a warning for developing countries (Beretta, 2016; Chai & Chen, 2010). Today the production of goods and services is expected to be not only good for the benefit of companies but also good for people and the planet. Environmental problems have become universal problems that must be solved by everyone. Environmental changes have effectively changed the way people think about their lives (Cherian & Jacob, 2012). People are becoming more and more aware of their life choices and basically their lifestyle. Baretta (2016) observes that there is a new way of thinking about how excessive consumption becomes responsible consumption, consumers are also just realizing that their purchase intention will affect the environment. This change raises the demand for new products that are environmentally friendly. These results are consistent with Indonesian consumers being socially conscious about the products they buy. It is said that 62 percent of Indonesians check the packaging of a product before purchasing to ensure that the brand is conducive to positive social and environmental impacts (Nielsen, 2014). In addition, interest in ecological products is believed to be increasing in Indonesia (Adbita & Astuti 2019). Carlson et al. (1993) report that many of these green claims are ambiguous and run into difficulties. Marketers seem inclined in doing the best, especially in providing promotions for products in new media or creating new attractions. Because of this excessive practice, companies are often accused of "greenwashing" (Carlson et al., 1993; Kärnä et al., 2003; Burbano & Delmas, 2011).

Greenwashing is currently seen as an attempt to gain profits based on increased demand in the market for Green & Sustainable products (Hayes, 2022). By using the Greenwashing label, they actually provide fake or misleading consumers about the products and brands they produce that are wrapped in the image of a Green Product. In the absence of the ability to produce environmentally friendly and sustainable products, coupled with competition, companies have started using the Greenwashing label recently (Burbano & Delmas, 2011). This is reinforced by the history of Greenwashing which is not too long ago, but has made many brands and companies adopt the label recently (Junior et al., 2019).

Based on WWF Indonesia and Nielson published a report that 61% of Indonesian people are worried about the effects of global warming and 63% of respondents are also willing to buy eco-friendly

products even though they are sold at a higher price (Bansal & Roth, 2000). This is magnified by Indonesia's position as a growing market with the fifth largest population in the world. This indicates that the behavior of the millennial generation in Indonesia can contribute to significant marketing strategies that can be implemented by foreign brands. To prevent cases of greenwashing, Indonesia provides three labels which are considered indicators of eco-label products issued by the eco-label index (Fitrianingrum et al., 2020). They are ecolabels (found in retail goods stores), institutions (nonprofit organizations that create a forest certification system that is used to promote sustainable forest resource management in Indonesia). The main driver of purchasing environmentally friendly products is the environmental orientation and eco-labels listed in the product (Akturan, 2018).

Environmentally friendly products have implemented a green label in Indonesia. Claims that are difficult for consumers to collect tend to generate skepticism, consumer distrust, or monetary mistrust (Forehand & Grier, 2003). Not surprisingly, environmental claims are often viewed with skepticism and are misunderstood (Beltramini & Stafford, 1993; Carlson et al., 1993; Shrum et al., 1995), because many companies have started to incorporate ecological products into their production operations (Arafab, 2018). While there are companies that structure themselves around environmental issues, there is skeptical concern that other businesses decide to use these issues to their advantage. Even the idea of greenwashing only pretends to be sustainable but doesn't actually do it (Guo et al., 2017). In general, skepticism itself arises if there is a discrepancy with what appears companies claim to have and their actual performance (Maleki & Zarei, 2018). So that sources of information and credibility of authentication are considered to be the main factors that create skepticism (Maleki & Zarei, 2018). Green skepticism grows with greenwashing, and that will get in the way of green marketing (Chang & Chen, 2013). In recent years, the practice of greenwashing has grown rapidly (Burbano & Delmas, 2011), leading to consumer skepticism of corporate green initiatives (Chang & Chen 2013; Horiuchi et al, 2009). Ideally, if the inconsistency between what the corporate does and what the corporate executes is noticed by consumers, it is likely that they will no longer trust the company (Nguyen et al., 2019). With the energy crisis and pollution affecting the environment, many consumers and companies, especially clothing companies, are paying attention to green consumption. With the growing awareness of the environment, many consumers are shifting their buying behavior from hazardous products that harm the environment to products that are more environmentally friendly (Chen et al., 2015; Balaji & Goh, 2016). Thus, both companies and consumers

are undergoing changes to show that a change from fast fashion to a more sustainable one which we call sustainable mode is necessary (Jin & Jung , 2016). And basically the whole movement from using unsustainable harmful fads to more sustainable products is happening right now around the world (Amed et al., 2019; Khandual & Pradhan, 2019). However, some companies are using the idea as a way of their business strategy to attract green buying intent. As for an example, recently, H&M appointed its new sustainability ambassador, Maisie Williams, and launched "Loop Island" in the Nintendo game Animal Crossing aimed at selling recycling machines in its stores (Forbes, 2021). Even though this sounds promising, in fact it is considered greenwashing because it does not have a direct impact on the environment because it is only in the form of a video game.

Recycling some items or encouraging consumers to recycle has no impact at all on the 3 billion clothes produced each year.

As times change, awareness of the company's environmental commitment is increasing because it can have an impact on increasing competitive advantage. (Chang & Chen, 2013), many customers who tend to come from developed countries initially began to appreciate the existence of Green Products (Bekk et al., 2016). But nowadays, most consumers in developing countries are increasingly aware of the performance environment in a company (Khandelwal et al., 2019). For example in Indonesia, based on research conducted by YouGov, 41% of millennials living in Indonesia are consumers of fast fashion products. In 2018 in the Zero Waste Community forum, found that in the sea there is more textile waste than plastic waste from 80% of the waste found. In addition, there is about 8.2% textile waste found from 57% of the waste in the Jakarta area according to The End of The Trash (2020). Based on this phenomenon, the damage done to our environment due to chemicals and other materials used to make fast fashion clothes, the demand for green consumption is increasing among the people (Iran, 2018). Especially teenagers and young people who think this situation is very wrong, and start to consider buying environmentally friendly products (Govind et al., 2019). However, there is a slight problem with the premium price of green products. Most consumers are hesitant to choose eco-friendly products because of their premium prices and not everyone is aware of the benefits of choosing eco-friendly products over traditional clothing products (Bertram & Chi, 2018). A study from Amelia and Ana (2021) says that perceptions of the value of money in North America and Asia influence their purchasing intention decisions. But there are also research studies that say Asian culture is more materialistic than other cultures (Eastman, 1997).

Previous studies suggest that the studies should explore more regarding the green washing phenomena by adding variables that affect green purchase intention in order to expand the literature research about green washing phenomena (Zhang et al., 2018). According to the study before, the research mainly focuses on green consumption in China, and there is not much data about it in other countries with high populations like Indonesia. Another study also suggests that for future research to explore a broader POV of green consumption framework in various countries by collecting data in order to investigate whether the result is applicable towards the countries (Yue et al, 2020). So this research aims to extend our understanding how green Skepticism that created by greenwashing affects the consumer purchase Intention, adding price sensitivity as moderate variables and Green Trust as well as Environmental as mediator variables. In order to expand the green washing literature based in Indonesia Situation and characteristic. As well as to expand the green consumption phenomena study to the greenwashing literature. This study will benefit marketers in formulating plans based on marketing preferences in this generation for environmentally friendly products.

II. LITERATURE REVIEW

2.1 Theoretical Background

Customer demand for green goods has become a motivating factor for more businesses to better their environmental performance in the marketplace. As a result, it is critical to improve understanding of the variables that influence customer intentions toward green product usage. The theory of planned behavior is one of the most important theories used in several consumer behavior research (Liu et al., 2020). This theory was chosen because many previous study already found that The TPB theory is able to predict green purchase intention, which is in line with this study (Loera et al., 2022). It is suitable as a starting point for research on proenvironmental consumer behavior.

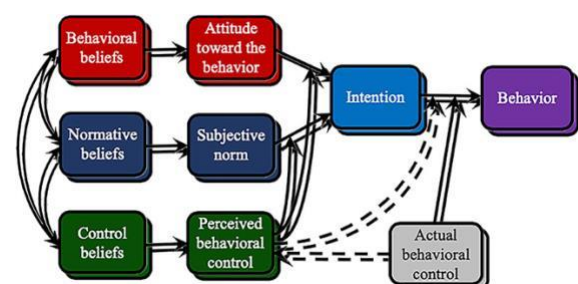


Figure 1. Schematic representation of TPB theory (Bosnjak et al., 2020)

The TPB theory starts with a clear description of the behavior of interest in terms of its objective, actions involved, context, and time period. Each of these components has different degrees of precision or

generality. In the TPB, the wish to carry out the in question behavior is an immediate precursor of behavior; the stronger the purpose, the more likely the behavior will follow (Ajzen, 2020). The theory of planned behavior identifies three types of variables that influence human behavior. These variables include beliefs about the anticipated outcomes of the behavior (behavioral beliefs), beliefs about the social norms or standards set by others (normative beliefs), and beliefs about the presence of factors that can facilitate or hinder behavior performance (control beliefs). Control beliefs give rise to perceived behavioral control or self-efficacy, normative beliefs generate perceived social pressure or subjective standards, and behavioral beliefs lead to perceived social pressure or self-efficacy. All behavior is influenced by these factors, and the impact of mindset on behavior and perceived norms on intention is moderated by perception. Generally, the stronger an individual's desire to engage in a particular action, the more positive their attitude and subjective standards become, and the greater their perceived control over the behavior. Ultimately, people are more likely to carry out their goals when they have a sufficient level of real control over their actions. Thus, intention is considered the primary determinant of behavior. When observed behavioral control is accurately assessed, it can serve as a substitute for actual control and aid in predicting the behavior in question (Bosnjak et al., 2020).

In addition to the TPB theory, this research will employ the theory of reasoned behavior (TRA). TRA is chosen because it is a broad paradigm that has been extensively used as the foundation for consumer behavior research on subjects such as buy intention (Hsiao & Chen, 2018). According to the Theory of Reasoned Action (TRA), Behavioral Intention (BI) to use a product or a system is determined by an individual's mindset toward the behavior and the subjective standards associated with the behavior. Intentional behavior forecasts real behavior even more. Behavioral Intention (BI) is a person's readiness to execute an action that precedes real behavior. The Theory of Reasoned Action has been applied to the study of user engagement and involvement in a variety of settings such as consumer behavior (especially purchase intention) (Mital et al., 2018).

The attitude behavior context (ABC Theory) theory is also used in this research to examine the impact of consumer behavior on green buying plans. This framework offers a useful paradigm for investigating consumer behavior. This study proposed green skepticism toward green purchase intention mediated by green trust and environmental concern with moderate price sensitivity. According to this subject, several variables are known to influence a person's purchase intention and the broadening of TPB model and ABC theory. When the TPB model

was expanded, prior research anticipated the link between these variables and green purchase behavior (Zhuang et al., 2021). The explanation of each variable used in this research will be described in the following passage.

Green Trust

The desire to rely on another party based on their ability, reliability, and kindness is referred to as trust (Li et al., 2021). In a business association, the conviction that the other party's words, actions, or promises are trustworthy and that they will fulfill their obligations. Three ideas underpin trust: honesty, compassion, and ability (Li et al., 2021). The concept of green trust was initially put forward in the context of environmentally mindful purchasing. Green confidence is described as having faith and optimism in green goods, as well as developing proclivity to rely on such products because they are ecologically friendly and save energy. As a result, the idea of green confidence has expanded to include not only the potential energy savings of green products, but also the product itself, service, brand, and image, among other things. Many studies have found that green trust is essential in forecasting green purchasing plans (Guerreiro & Pacheco, 2021; Li et al., 2021; Wasaya et al., 2021).

Green Skepticism

The propensity to distrust or disbelieve is described as skepticism. It can be regarded either enduring, and thus a psychological characteristic, or situational, and thus circumstance based. In the consumer's opinion, the green movement has led to a rather skeptical outcome. Green skepticism is a type of situational skepticism in individuals that refers to questioning or dismissing environmental statements made by businesses (Akturan & Tezcan, 2019). Because consumer's minds and sincere intentions may have been jeopardized and unclear, they may have a propensity to question the ecological advantages or environmental performance of a green product, which is known as green skepticism (Chuah et al., 2022).

Environmental Concern

Climate change will pose an additional danger to world sustainability. As a result, worry about environmental issues has grown over time (Ahmed et al., 2019). Concern for the environment is a critical problem in the environmental discussion. Much study has been done to determine what it is, how it can be measured, how it occurs, and what its effects are. Researcher defined environmental concern as a complex concept consisting of principles, environmental attitudes, and intentions to behave in an environmentally responsible manner (Diekmann & Franzen, 2019). Individual's knowledge that the condition of the ecosystem is threatened by human caused resource depletion and pollution is referred to as environmental concern.

Environmental concern is also linked to a person's willingness to safeguard the natural ecosystem from negative human influence. Environmental concern, like numerous additional psychological ideas, is frequently viewed to have multiple aspects such as a cognitive aspect, a psychological component, and a conative component. The first component is a logical comprehension of the problem, the second is an unfavorable emotional reaction to environmental devastation, and the third is a wish to contribute to environmental protection. The processes by which environmental worry forms, spreads, and eventually diminishes in society are still being debated (Diekmann & Franzen, 2019).

Price Sensitivity

Price sensitivity has been described by consumer behavior specialists as the extent to which individuals differ in how they respond to price shifts and product price disparities (Cakici & Tekeli, 2022). In a nutshell, price sensitivity measures the effect of price points on customer buying behavior. Rajasekar (2021) in his findings discovered a favourable relationship between price and buy intent (Rajasekar & Murasoli, 2021). Price sensitivity aids businesses in better understanding the value of their goods. Evaluating price sensitivity correctly allows companies to determine the market value of their product and how much consumers are willing to spend to purchase it. Understanding rivalry, the purchasing process, and the uniqueness of goods or services in the marketplace are all prioritized by price sensitivity. Customers are less price cautious when a product or service is distinctive or has few alternatives, for example. Higher own-price volatility makes customers more sensitive to gains and less sensitive to losses, whereas extensive price promotion by competitor businesses raises sensitivity to losses but has no impact on sensitivity to gains (Han et al., 2001).

Green Purchase Intention A consumer's purchase intention refers to the likelihood of them making a future purchase of a product or service. A positive purchase intention serves as a driving force for the consumer to take action, while a negative purchase intention deters the consumer from taking any action.. An increase in purchase intent suggests a greater chance of purchasing. Purchase intent can also be used by academics as an important indicator for forecasting consumer behavior. When customers have a strong purchase purpose, they generate an attractive brand resolve that motivates buyers to act. Keeping an existing client is less costly than finding a new one (Mahmoud, 2018). Green purchase intention, on the other hand, can be described as a customer's readiness to purchase a green product. Purchase intention itself is an essential variable that measures the possible action that a buyer will take. Understanding consumers'

buy intentions can help businesses comprehend the market and adjust their provided products or services, allowing them to increase sales and profit (Agmeka et al., 2019). Furthermore, knowing consumer buy intent can forecast customer longevity of specific brand.

2.2 Hypothesis Development

Green skepticism is a sort of situational skepticism in which an individual questions or rejects environmental statements made by corporations. Skepticism refers to a person's predisposition to doubt, distrust, and question (Forehand et al, 2003). This distrust arises because customers frequently believe that firms exaggerate their green benefits or deceive them with very ambiguous and confusing promises aka greenwashing, with the sole intention of benefitting from people's environmental concerns (Zhang et al, 2018). Based on Chen (2010), trust measures how much customers trust a specific product based on the environment's performance. In this case, its product is a green product in an environmental situation at the moment. According to Braga et al. (2016), customers' attitudes toward green products are negatively influenced by green skepticism, which is the propensity to doubt the environmental claims made in advertising. On the other hand, customers' propensity to depend on a product based on its legitimacy, goodness, and environmental performance is described as faith in green promises. Trust influences attitudes toward green products, therefore if customers believe environmental statements made about items, this will have a favorable impact on their intention to buy (Albayrak et al., 2011; Chen, 2010; Chang & Chen, 2012; Manuel et al., 2014). As a result, we offer the following hypothesis:

H1: Green skepticism negatively effect on green trust

The customer skepticism about "green product" being of better quality is one of the most significant barriers influencing buy decisions. In some countries, the majority of industries are highly damaging, but they constantly promote their eco-friendly pictures. As a result, consumers are concerned about the disparity between image and actuality. When consumers notice disparities in green advertising and business success, they may become skeptical. When consumers are skeptical of companies taking advantage of opportunistic environmental benefits, they tend to have a negative attitude towards the company's brand and not buy the company's brand product (Leonidou & Skarmas, 2015). Consumers may begin to form unfavorable opinions about the company's intention (Nguyen et al., 2019).

Because customers are skeptical of green claims, they may cease purchasing green products. From this fact, the following hypothesis is concluded:

H2: Green skepticism negatively affects green purchase intention

Customers who are more environmentally conscious and less skeptical have positive views, have high positive subjective norms, and view their behavior as controllable, which drives them to be more determined to buy green products (Albayrak et al., 2013). Environmental issues are often used to describe actions that promote environmentally friendly behavior, and other types of behavior. People are becoming more sensitive to the environment as a result of their growing awareness of environmental changes. However, it should be understood that the impact of concerns from consumers with their green skepticism attitude towards the environment will make consumers tend to be ignorant (Czap & Czap, 2010; Matthes & Wonneberger, 2014; Sharma & Foropon, 2019). From this fact, the following hypothesis is concluded:

H3: Green skepticism negatively affects environmental concern

Green trust has the greatest influence on customers' green purchasing intentions, and green trust acted as a major moderator among three aspects of consumption ideals and green purchase intention. In the area of relationship marketing, prior studies show that customer trust has a favorable effect on customer purchase intention. Green purchase intention refers to consumers' desire to purchase green goods or to rely on one object based on a belief or anticipation about its trustworthiness, kindness, and ability in terms of environmental performance. Previous study in the area of green consumption indicates that green trust can influence customers' green buying intentions. In the study of prior factors of green behavior intention, green confidence has been shown to favorably influence green buy intention in previous studies (Amin & Tarun, 2021; Wang et al., 2019). As a result, we offer the following hypothesis:

H4: Green trust positively affects green purchase intention

According to the assertion that environmental attitudes have a substantial influence on customers' intentions to make green purchases, attitudes relating to the environment are viewed by those who care about the environment. Additionally, when a consumer thinks positively about the environment, they are more likely to act in a way that is pro environment, which has an impact on their green purchasing behavior. Previous studies have revealed that one of the major predictors of the desire to make green purchases is environmental mindset. Also implied that consumer environmental attitudes have a significant impact on green intentions (Lee et al., 2011; Paul et al., 2016). Environmental concerns are widely regarded as a significant predictor of

environmentally beneficial behavior, which directly leads to environmental buying intention, and is widely used to characterize pro-environmental behavior, sustainable behavior, and so on. Some experts believe that environmental stewardship is a simple idea, while others think that providing an abstract concept of environmental stewardship is difficult. As a consequence, the notion of environmental concern is mainly operational, with numerous operational concepts used in various studies. There are two types of environmental worry: specific environmental concern and wide and general environmental concern. Prior study has suggested that environmental concern has a clear beneficial effect on green purchasing intention. People who care about the environment are more apt to respond to environmental problems and implement measures to safeguard the environment (Yue et al., 2020). Environmental concerns varied significantly between green and non-green customers. Customers' strong environmental worries can be seen in the nature of their goods, and people who are concerned about the climate are more apt to buy green products. Furthermore, customers' environmental concerns are expected to have a substantial impact on their desire to spend money on environmentally friendly products. From this fact, the following hypothesis is concluded:

H5: Environmental concern positively affects green purchase intention

Price sensitivity is defined by researchers in the consumer behavior area as the degree to which people vary in their reaction to price changes and product price differences. Furthermore, price sensitivity influences their views of cheapness but not the price's perceived cheapness. It has an effect on negative feelings but not on good emotions. Positive feelings are influenced by consumers' views of low and high prices. Furthermore, it was discovered that perceptions of inexpensive and costly influence customers' negative feelings. One interesting result is that perceived cheapness can help to moderate the relationship between price sensitivity and buy desire (Cakici & Tekeli, 2022).

Many studies consider price sensitivity to be a direct or indirect predictor of purchasing intentions for environmentally friendly products (green products), but few studies look into its role as a moderator among customers environmental consciousness or concern and green purchase intentions. In fact, even if consumers claim to be environmentally conscious, they may not participate in pro environmental behavior in actual purchases because green goods are typically more costly than conventional products. Based on what Hsu et al (2017) found, Consumers with lower price sensitivity would rather buy an electric vehicle than other green products. Kilbourne et al (1998) also does a survey about what

people think about green products and its environment. Its result shows that 30% of consumers would prioritize buying more green safe products and services. But instead only 3% of its survey made green product purchasing, and the other 27% did not purchase it due to its price, which weakened the environmental concern and beliefs. From this fact, the following hypothesis is concluded:

H6: Price sensitivity weakens the relationship between environmental concern and green purchase intention

Researchers have a perspective that green skepticism is a condition or tendency to doubt claims or the environmental performance of green products, so that it can be said that green skepticism is not considered as customer distrust that can last forever or is stable towards green products. It has faced responses from skeptical customers that vary depending on the situation and context (Pomeroy & Johnson, 2009; Paço & Reis, 2012). This is similar to the concept of Mohr et al., (1998) who said that skepticism can be considered as a form of doubt about green trust that comes from green products. Foreh and Grier (2003) also said that even though consumers have skepticism in terms of distrust of green products or towards other people, they may change their minds if given sufficient convincing evidence. On the other hand, several studies also have found that green trust can act as a mediator whereby if customers have a minimum level of trust when purchasing, then their green product purchase intention will be negatively affected (Gupta & Ogden, 2009; Vermeir & Verbeke, 2008). The term green trust is also considered as a form of readiness for customers to be able to buy or depend on environmentally friendly products on the basis of previous performance, credibility, effectiveness and functionality (Chen, 2010). Researchers also found that the process of making consumer decisions can be influenced by the level of green trust, especially in the era of people who have a level of consumption that is environmentally and socially responsible (Chen, 2010). Green purchase intention can also be considered as a customer's desire to purchase a certain amount of environmentally friendly products (Netemeyer et al., 2005). Therefore, based on the literature, the following hypotheses were proposed for this study:

H7: Green trust mediates the relationship between green skepticism and green purchase intention

Researchers have identified that consumers who are inherently skeptical about claims for a green environment can be persuaded by factual evidence that contradicts their skepticism (Calfee & Ringold, 1988). Green consumers are also considered to have good green purchasing decisions with the level of compromise required in purchasing green products or having a level of trust in buying these products

(Peattie, 2001). This is supported by examples of research conducted on consumers in the United States and the People's Republic of China who are skeptical of corporate environmental claims (Chan & Lau, 2004). Based on the findings of Chan and Lau (2004), and Peattie (2001), consumers who are already skeptical about green's claims can only be strengthened by convincing evidence. Green consumers are considered to have made good green purchasing decisions for the level of compromise required in buying a green product or have a level of trust for the product, while the level of environmental concern is inadequate to serve as a variable that can mediate green product skepticism towards green product buying behavior. Therefore, based on the literature, the following hypotheses were proposed for this study:

H8: Environmental concern mediates the relationship between green skepticism and green purchase intention

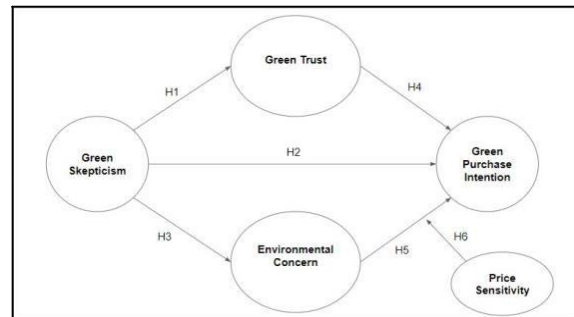


Figure 2. Theoretical framework

III. RESEARCH METHODOLOGY

This study is aimed to do some research about the effect of green skepticism toward green purchase intention mediated by green trust and environmental concern with moderate price sensitivity. This research is aimed at the people that live in Indonesia, with the main target of consumers from generation Z (Gen-Z) with the knowledge about greenwashing and green fashion events in Indonesia. This is because GenZ in Indonesia is currently considered a generation that has a high intensity in making purchases that embody the Notion of Sustainability above Gen-Y or Gen-X (First Insight, 2019).

This research uses a quantitative approach which is by distributing questionnaires through google form towards 220 respondents. We distributed it in order to test the reliability and the validity using PLS-Sem with the help of SmartPLS as tools to evaluate it. We distributed this questionnaire via social media all over Indonesia, mainly in Jakarta, from May 1, 2023 to May 8, 2023. The variables in this research consist of five studied variables, and questions are being prepared in Bahasa Indonesia.

Variables	Description	Indicator
Green Trust (Amin & Tarun, 2021)	The desire to rely on another party based on their ability, reliability, and kindness is referred to as trust	Believe in the act of launching a Green Product from a brand has a positive impact on the surrounding environment
		Believe in products labeled Green Product
		Believe in the guarantees or claims given by a Green Product
		Satisfied with a brand's concern for the environment through the Green Campaign that has been carried out
		Green Products can fulfill their promise & commitment to protect consumers
Green Skepticism (Nguyen et al., 2019)	The propensity to distrust or disbelieve is described as skepticism. It can be regarded either enduring, and thus a psychological characteristic, or situational, and thus circumstance based	Agree with the environmental representation on the label in the product packaging
		The company's environmental claims are not exaggerated
		Most of the information regarding Green Fashion labels or advertisements is accurate
		No doubt about the environmental rights listed on the packaging labels of Green Fashion products
Environmental Concern (Rausch & Koppin, 2020)	Climate change will pose an additional danger to world sustainability. As a result, worry about environmental issues has grown over time	The current development of green environmental conditions makes concerned
		The number of activities that are not responsible for the environment makes worry
		The current condition of a green environment makes to think negatively (pessimistically) about future environmental developments
Price Sensitivity (Cakici & Tekeli, 2022)	Price sensitivity has been described by consumer behavior specialists as the extent to which individuals differ in how they respond to price shifts and product	Worried that human behavior will cause environmental damage
		If possible, discount or sale products will be purchased as much as
		The price and benefits an item is more important than its brand
		Trying to find products at the lowest possible price
		Do a price survey in several places before making a purchase
Green Purchase Intention (Nguyen et al., 2019)	A consumer's purchase intention refers to the likelihood of them making a future purchase of a product or service	Consider buying eco-friendly products for the foreseeable future
		Started to consider switching to using environmentally friendly products for health reasons
		Buy eco-friendly products in the near future
		Recommend eco-friendly products to relatives

Table 1. Variable operationalization

IV. HYPOTHESIS

4.1.1 Measurement model

The validity of the conceptual model in this study was evaluated using a statistical method called partial least square structural equation modeling (PLS-SEM) with the assistance of SmartPLS 3 software. The assessment of the research model involved two stages: the outer model, which examined the measurement model, and the inner model, which evaluated the structural model. A bootstrapping procedure was conducted on a sample size of 220 to test the hypotheses. The measurement model, convergent validity, discriminant validity as well as consistency reliability will be presented in table 2. Convergent validity was determined by analyzing the loading factor values of each research indicator in the outer model. Loading values exceeding 0.7 were considered valid and acceptable. In this study, all the outer loadings ranged from 0.744 to 0.901, surpassing the 0.7 threshold. Moreover, a variable was deemed valid if its Average Variance Extracted (AVE) value exceeded 0.50.

Reliability was assessed using two measures: Composite Reliability and Cronbach's Alpha. The values of Cronbach's alpha and composite reliability for all constructs exceeded the recommended threshold of 0.70, indicating strong internal reliability of the model. Specifically, all variables exhibited Cronbach's α and CR values above 0.70, as depicted in the provided outputs

Construct	Items	Outer Loading	Cronbach's α	CR	AVE
Green Trust	X1.1	0.744	0.863	0.901	0.647
	X1.2	0.863			
	X1.3	0.866			
	X1.4	0.776			
	X1.5	0.762			
Price Sensitivity	X2.1	0.878	0.920	0.940	0.757
	X2.2	0.901			
	X2.3	0.872			
	X2.4	0.879			
	X2.5	0.819			
Green Sceptism	X3.1	0.812	0.871	0.912	0.722
	X3.2	0.848			
	X3.3	0.884			
	X3.4	0.853			
Environmental Concern	X4.1	0.833	0.832	0.888	0.666
	X4.2	0.853			
	X4.3	0.822			
	X4.4	0.753			
Green Purchase Intention	Y1.1	0.874	0.912	0.938	0.791
	Y1.2	0.899			
	Y1.3	0.892			
	Y1.4	0.894			

Table 2. Validity and reliability test

Discriminant validity was evaluated using the Fornell-Larcker criterion, which compares the square root of the Average Variance Extracted (AVE) for each construct with its highest correlation value with any other construct. And HTMT or Heterotrait-Monotrait Ratio Of Correlations In this study, the square root of AVE for all constructs exceeded the correlation values with other constructs, indicating the presence of discriminant validity.

	EC	EC*PS	GPI	GS	GT	PS
EC	0.816					
EC*PS	-0.110	0.726				
GPI	0.630	-0.306	0.890			
GS	0.447	-0.076	0.589	0.850		
GT	0.500	-0.185	0.647	0.628	0.804	

Table 3. Discriminant validity of the constructs. Fornell–Larcker criterion analysis

	EC	GPI	GS	GT	PS	EC*PS
EC						
GPI	0.718					
GS	0.526	0.659				
GT	0.592	0.723	0.714			
PS	0.705	0.554	0.491	0.442		
EC*PS	0.124	0.323	0.092	0.200	0.153	

Table 4. Heterotrait-Monotriat ratio of correlations (HTMT)

According to the analysis in table 3, the square root of AVE for all constructs exceeded the correlation values with other constructs, indicating the presence of discriminant validity. In table 4, the value of HTMT is lower than the proposed value of 0.90 which indicates discriminant validity. If the value is above 0.90, it indicate that it's not valid or discriminant valid

4.1.2 Structural model

Construct	R-square	R-square adjusted
EC	0.200	0.197
GPI	0.612	0.604
GT	0.395	0.392

Table 5. Coefficient determination (R-square)

The model's evaluation includes the examination of Coefficient Determination (R2), Goodness of Fit Test, and Hypothesis Testing (Direct Effect and Indirect Effect).

Based on table 5, the analysis indicates that the model explains a small proportion (approximately 0.20%) of the variance in Environmental Concern, 61,2% of the variance of Green Purchase Intention, and 39,5% of the variance of Green Trust.

Construct	f2	Effect Size
EC	0.142	Medium
GS	0.069	Small
GT	0.110	Medium

Table 6. Effect Size (f-square)

Determining the strength of the relationships between variables can be accomplished by examining the Effect Size or f-square value. An f-square value of 0.02 is considered small, 0.15 is considered medium, and 0.35 is considered large (Sarstedt et al., 2017). Additionally, based on the effect size (f2) analysis, the relationship between environmental concern and green trust with green purchasing intention indicates a medium effect size at the structural level, while the relationship between green skepticism and green purchasing intention shows a small effect size.

Construct	SSO	SSE	Q ² (=1-SSE/SSO)
EC	880.000	767.828	0.127
GPI	880.000	471.992	0.464
GT	1100.000	833.908	0.242

Table 7. Predictive Relevance (Q2)

Similar to R-Square in regression analysis, the Q-Square value reflects the extent to which the model fits the data, with higher values indicating a better fit. Based on the provided data, it can be observed that the Q square values for the dependent (endogenous) variables are greater than 0, namely 0.127, 0.464, and 0.242. Consequently, it can be concluded that this study demonstrates a good fit in terms of observation values due to the Q square values being greater than 0.

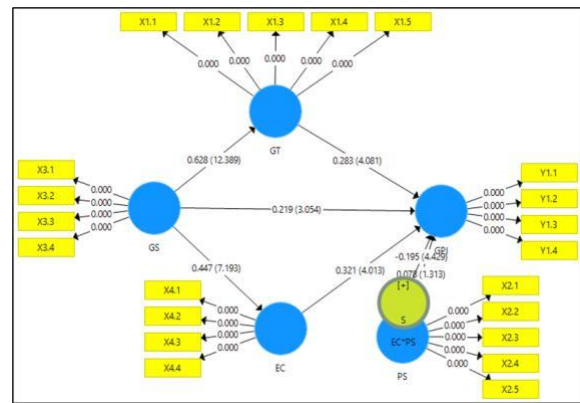


Table 8. Structural Model Result

Hypothesized Relationship	Proposed Effect	Path Coefficient	T Statistics	P-value	Results
GS -> GT	Negative	0.628	12.599	0.000	H1 Not Supported
GS -> GPI	Negative	0.219	2.912	0.004	H2 Not Supported
GS -> EC	Negative	0.447	7.156	0.000	H3 Not Supported
GT -> GPI	Positive	0.283	3.740	0.000	H4 Supported
EC -> GPI	Positive	0.321	4.247	0.000	H5 Supported
EC*PS -> GPI	Negative	-0.195	4.815	0.000	H6 Supported

Figure 3. Path coefficients of the model.

The result found that green skepticism had significantly and positively influences on green trust (t-value: 12.599, p-value: 0,000 < 0,05, coefficient value: 0.628). Green skepticism had significantly and positively influences on green purchase intentions (t-value: 2.912, p-value: 0,000 < 0,05, coefficient value: 0.219). Green skepticism had significant and positive influences on environmental concern (t-value:

7.156, p-value: 0,000 < 0,05, coefficient value:

0.447). Green Trust had significant and positive influences on green purchase intentions (tvalue: 3.740, p-value: 0,000 < 0,05, coefficient value: 0.283). Environmental concern had significantly and positively influences on green purchase intentions (t-value: 4.247, p-value: 0,000 < 0,05, coefficient value: 0.321). Also, the moderation "Price sensitivity" had significantly weakened the relationship between environmental concern and green purchase intention (t-value: 4.815, p-value: 0,000 < 0,05, coefficient value: -0.195). Thus H1, H4, H5, and H6 is supported,, H2, H3 is not supported as the proposed effect is not the same as the result.

4.1.3 Mediation Analysis

To determine the confidence intervals for the indirect effects, a bootstrapping procedure was utilized, computing 97.5% confidence intervals. The provided table shows the results of the primary structural model, with a focus on the study's indirect consequences.

	Indirect Effect	T Statistics (O/STDEV)	P Values
GS -> EC -> GPI	0.144	3.578	0.000
GS -> GT -> GPI	0.178	3.817	0.000

Table 7. Indirect effect

Based on the table above, The magnitude of the parameter coefficient for the variable green skepticism towards green purchase intentions through environmental concern result is 0.144, which means that there is a positive indirect effect between green skepticism on green purchase intentions through environmental concern. The magnitude of the parameter coefficient for the green skepticism variable on green purchase intentions through green trust is 0.178, which means that there is a positive indirect effect between green skepticism on green purchase intentions through green trust.

4.2 Discussion

Based on the analysis conducted, there is a significant positive relationship between environmental concern and green purchase intentions. This finding aligns with the research conducted by Maichum et al. (2017), which also demonstrated a significant positive influence of environmental concern on the intention to purchase green products. The growing utilization and depletion of resources, leading to environmental damage, have heightened consumers' awareness of environmental issues and the depletion of natural resources. Consumers are now more concerned about the potential health risks associated with consuming products that may be contaminated with chemicals and are increasingly conscious of product safety crises. This heightened environmental concern serves as a critical starting point for consumers to consider purchasing environmentally friendly products and contribute to sustainable development. Environmental concerns play a pivotal role in influencing consumers' decisions to buy green products. The greater the level of environmental concern, the more inclined consumers are to make green purchases. By understanding the preferences of green consumers, marketers can effectively increase purchasing behavior and positively impact the environment.

H1: Green skepticism has a significant and positive impact on green trust.

This contradicts the negative proposed effect, indicating that higher levels of skepticism towards environmentally friendly claims can actually lead to increased trust in such claims. According to Sio et al. (2022), consumers who have high levels of green skepticism tend to view green claims as less trustworthy, which reduces their willingness to purchase green products. According to Kim and Ferguson (2018), companies have started implementing marketing strategies because

companies have begun to recognize the importance of reducing skepticism and establishing trust by addressing consumer suspicions towards green products, companies can establish trust through new marketing techniques. Visual communication strategies like labeling, logos, and certifications are employed to provide adequate and wellpresented product information, thereby mitigating distrust. The positive impact of these concrete labels is further reinforced by the credibility consumers associate with third-party certifiers, which extends to associated businesses. Ultimately, this entire process contributes to higher levels of consumer trust.

H2: Green skepticism positively significant toward green purchase intentions.

The positive results do not suit the negative proposed effect. According to Maleki and Zarei (2017), when people are skeptical, they tend to search for more information about a product. This is also true for green skepticism, which motivates people to seek information about environmentally friendly products. As people gain more knowledge about environmental issues, their awareness of the environment increases, and they become more motivated to engage in environmentally friendly behavior. A thorough awareness of environmental issues influences consumers' willingness to buy green items.

H3: Green skepticism has a positive and significant influence on environmental concern.

The positive results do not suit the negative proposed effect. According to Zarei and Maleki (2017), when people are skeptical about the claims made by companies regarding their environmentally friendly products, they become more concerned about the environment. Skepticism often arises when consumers feel that there is a mismatch between what companies say and what they actually do. Skepticism can also stem from a lack of knowledge or expertise in recognizing the ecological value of green products. When people are skeptical, they are more likely to question and investigate the claims made by companies, rather than accepting them at face value. This suspicion leads to a more thorough search for information, enabling consumers to better distinguish between accurate and misleading information. Skepticism can increase consumers' desire to seek reliable information about products, particularly when there is a lack of information available. Gaining more information helps consumers make better informed decisions, leading to increased concern for the environment.

H4: Green trust has a notable and positive effect on green purchase intentions

Which aligns with findings from Li et al. (2021).

Trust plays a crucial role in reducing consumers' perceived risks, and a lower perception of risk can significantly boost their willingness to purchase environmentally friendly products. Additionally, trust increases the likelihood of consumers following through with their purchase decisions. As a result, green trust has a favorable influence on the intention to buy green products.

H5: Green skepticism has a positive effect on green purchase intentions mediated by environmental concern.

According to Leonidou et al. (2017), marketers utilize green labels to promote the advantages of their environmentally friendly products and inform buyers that these products are less harmful to the environment compared to similar alternatives. However, the presence of these eco-labels can generate skepticism among consumers, especially when they are required to pay a higher price for these products in comparison to conventional ones.

H6: Price sensitivity weakens the relationship between environmental concern and green purchase intention.

Consumers who express concern about the environment show a positive inclination towards green products and possess a strong motivation to purchase eco-friendly items in order to uphold a healthy lifestyle (Tomba et al., 2020). The significance of price as a determining factor in consumers' purchase decisions for any product or service has been emphasized by numerous researchers. For companies, pricing green products becomes a critical concern, and management must carefully consider factors related to procurement and marketing when addressing this pricing issue. Key elements that contribute to price competition between green and nongreen producers include selling price, corporate social responsibility (CSR), and the carbon emissions index. The price-conscious consumer does not agree to pay a premium price for green products (Nekmahmud & Fekete-Farkas, 2021). Thus, price sensitivity weakens the relationship between environmental concern and green purchase intention

H7: Green skepticism has a positive effect on green purchase intentions mediated by green trust.

Based on Maleki and Zarei (2017) findings, skepticism can drive consumers to seek rational information about a product. When there is a lack of information regarding green products, acquiring information allows consumers to make better distinctions between relevant and provided information, rendering them less vulnerable and more concerned about the environment. Building on this, Li et al. (2021) suggest that when consumers possess higher levels of trust in green products, environmentally conscious individuals will

proactively reach out to green product suppliers to gain a deeper understanding of the products, develop appropriate environmental awareness, and ultimately facilitate the purchase of green products. Consequently, consumers who possess environmental knowledge and have established trust in green products are more likely to consider purchasing environmentally friendly product.

H8: Green skepticism refers to consumers expressing doubt regarding the environmental benefits associated with green products.

When consumers harbor uncertainty about the environmental quality of these products, it can lead to a diminished assessment of the products, subsequently impacting their purchase intentions and behaviors. Nevertheless, consumer behaviors can undergo transformation through environmental knowledge, which can foster a sense of environmental concern. Occasionally, becoming aware of environmental issues can result in an intention to purchase and engage in environmentally friendly behaviors. Research findings demonstrate that consumers' environmental concern can drive their inclination towards purchasing green products, thus influencing their green purchase intentions.

V. CONCLUSION AND IMPLICATION

5.1 Conclusion

The results indicate a positive relationship between green skepticism, environmental concern, and green purchase intention, contradicting the initial hypotheses that suggested a negative impact of green skepticism. This suggests that consumer skepticism towards claims of environmental friendliness can foster environmental concern and motivate consumers to engage in green purchasing behavior.

These outcomes align with the TRA and TPB, which propose that attitudes, subjective norms, and perceived behavioral control influence individuals' intentions and subsequent behaviors. In this context, green skepticism can be seen as influencing attitudes and perceived behavioral control, leading to positive intentions and actual green purchase behavior.

Moreover, the study emphasizes the significance of subjective norms and social influences in shaping green purchase intentions. Consumer trust in claims of environmental friendliness, influenced by green skepticism, plays a significant role in shaping subjective norms. The positive impact of trust on green purchase intention highlights the importance of social influences and the perceived credibility of environmentally friendly products in shaping consumer behavior. These findings are consistent with the TRA and TPB, which underscore the role of social norms and subjective norms in influencing intentions and behaviors.

Furthermore, the role of price sensitivity emerges as a moderating factor, influencing the relationship between environmental concern and green purchase intention. This aligns with the TPB, which suggests that perceived behavioral control, including factors such as affordability and price sensitivity, can moderate the intention-behavior relationship. It is crucial for companies and policymakers to consider strategies that address price concerns and narrow the price gap between sustainable and non-sustainable alternatives, making ecofriendly options more accessible and appealing to consumers.

In conclusion, the research has theoretical implications within the context of the TRA and TPB, providing insights into the complex interplay of attitudes, subjective norms, perceived behavioral control, and social influences in shaping green purchase intentions and behaviors. By considering these theoretical frameworks, researchers, marketers, and policymakers can develop more effective strategies to promote sustainable consumption and contribute to the advancement of a more sustainable fashion industry.

5.2 Managerial Implication The findings of the study have several important managerial implications. Firstly, companies should emphasize environmental concern in their marketing strategies, highlighting the environmental benefits and sustainability aspects of their products. By appealing to the values and concerns of environmentally conscious consumers, companies can encourage green purchase intentions. Secondly, it is crucial to address consumer skepticism regarding green products. Companies should provide transparent and reliable information, aiming to build trust and credibility. Clear communication and the use of credible certifications can help alleviate skepticism and enhance consumer confidence. Thirdly, fostering green trust is essential. Demonstrating a commitment to environmental responsibility through transparent practices and responsible sourcing can help establish trust with consumers. Fourthly, companies should consider price sensitivity when promoting green purchase intentions. Offering competitive pricing and highlighting the longterm cost savings and environmental benefits of green products can help mitigate price sensitivity and encourage green purchasing behavior. Lastly, understanding the role of moderating factors, such as environmental concern and green trust, is crucial. Tailoring marketing efforts to address consumer concerns, provide accurate information, and foster trust can positively influence purchase intentions among environmentally conscious consumers. Overall, by incorporating these managerial implications, companies can effectively promote green purchase intentions and contribute to sustainable consumer behavior.

5.3 Theoretical Implications

The findings suggest a positive relationship between green skepticism, environmental concern, and green purchase intention, contradicting the initial hypotheses that proposed a negative impact of green skepticism. This implies that consumer skepticism towards environmentally friendly claims can actually stimulate environmental concern and motivate consumers to engage in green purchasing behavior.

These results emphasize the importance of addressing consumer skepticism and providing transparent and reliable information about environmentally friendly products. Marketers and companies should focus on building trust and credibility to address skepticism and encourage environmentally conscious consumer behavior.

Additionally, the study underscores the significance of environmental concern as a driving factor for green purchase intention. Despite the unexpected positive relationship with green skepticism, consumers' level of environmental concern remains influential in shaping to purchase green products. Therefore, efforts to raise awareness, educate consumers, and promote environmental values can positively impact consumers' inclination towards sustainable choices. Moreover, the role of price sensitivity emerges as a moderating factor. The findings suggest that price sensitivity weakens the link between environmental concern and green purchase intention. To overcome this barrier, companies should consider strategies to reduce the price gap between sustainable and non-sustainable alternatives, making eco-friendly options more affordable and accessible to price-conscious consumers.

5.4 Limitations and future research

Several limitations exist in this research. First, this study is conducted by using a quantitative approach. Second, This study is using nonprobability sampling. So in the future research, we suggest that to use qualitative research by using the modification framework of your own based on the research about green washing phenomena in order to explore more deeply in the perspective and experience of participants. Third, for journals that discuss the relationship between environmental concern between skepticism and green purchase intention still has limitations in literature references because of the limited studies conducted on the mediation relationship and references tend to be old, so for future research it is expected to have more newer literacy references or studies that can discuss the relationship of these three variables. Future research also can use probability sampling in order to obtaining actual accurate characteristics of the population and help improve the generalize of the research findings.

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