

CHAPTER II

LITERATURE REVIEW

2.1 Literature Review

2.1.1 Consumer Behavior and Green Consumer Behavior

Gajjar (2013) defined consumer behavior as the process of satisfying their needs and wants through the selection, purchase, and consumption of goods and services. Carter et al. (2013) strengthens this definition by similarly explaining consumer behavior as the activities people engage in when selecting, purchasing, using, and then adding disposing of products and services to satisfy needs and desires mentally, emotionally, and physically. To simplify, the concept of consumer behavior explains how consumers choose and eliminate products (Sundareswaran et al., 2022). Understanding consumer behavior can lead to understanding the main question of why consumers do what they do (Mullen & Johnson, 1990), which if used correctly can be harnessed to employ tactics in better influencing consumer's use of goods and services.

Green consumer behavior is a type of consumer behavior in which the consumers try to minimize the negative impact of any consumption on the environment during the entire process of the product life cycle from purchase, usage, to post-usage (Raukoff & Wu, 2013). Chen et al. (2013) explains green consumer behavior as a consumption mode which is reliable and sustainable, where the consumers want to reduce environmental losses through their purchases as they are aware of the environmental problems around them. Li (2020) summarizes these definitions of green consumer behavior and states it as the rational consumption of consumers in which they consider the protection of the environment and assume social responsibilities. In the recent decades, green consumer behavior has become more common, as higher environmental and health awareness pushes

consumers to consider protecting the state of the environment more (Amberg & Fogarassy, 2019).

2.1.2 Attitude-Intention Gap in Green Apparel Consumption

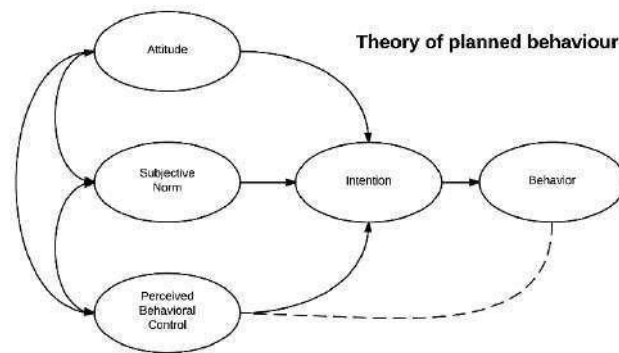
The attitude-intention gap, also known as the behavior-intention gap or value-action gap, is defined as the inconsistency present between an intention of a specific behavior and their behavior (Bhattacharjee & Sanford, 2008). Terlau & Hirsch (2018) simplifies this definition by explaining the concept as the misalignment between individual attitudes and the actions they make. The gap can be explained as occurring when actual actions needed to tackle recognized issues are still lacking (Zralek, 2017).

One area where the attitude-intention gap is still present to this day is green consumption, as previously already researched by few (ElHaffar et al., 2020; Wang et al. 2021). The gap comes in a form of discrepancy between the consumer's concern about the environment and the actions they still take when consuming goods and services. This gap continues to exist in the sustainable apparel industry, as also previously researched by a few (Jung et al., 2020; Chung & Perry, 2015). The knowledge and awareness consumers have of environmental issues still have not succeeded in raising the number of purchases of green apparel, thus called the attitude-intention gap in sustainable fashion (Dhir et al., 2021).

2.1.3 Utilizing Theory of Planned Behavior (TPB) and an Extended Model

The theory of planned behavior was a theory developed by Ajzen (1991) to predict human behavior, which proposes that planned behaviors are determined by behavioral intentions. He explained that intentions to perform behaviors are influenced highly by mainly three factors, attitude towards the behavior, subjective norms, and perceived behavioral control.

Much previous research has succeeded in using the theory to gain an understanding of human intentions in various sectors, mainly in health and psychology (Godin & Kok, 1996; George, 2004; Bell et al., 2002). In studying intentions in other sectors outside these two, such as green apparel, researchers have opted to use an extended model of the TPB (Martinez & Wiederhold, 2018; Bauer, 2022; Raut, 2016) specifically targeting the attitude-intention gap still present. This study will be referencing the extended TPB model utilized by Istiasih (2023) in which the factors price, knowledge, and trust are added and believed to influence consumption intention in green apparel.



Picture 2. 1 Theory of Planned Behavior Model

Source: Ajzen (1991)

2.1.3.1 Attitude

Hameed et al. (2015) describes attitude as the degree a person has a favorable or unfavorable evaluation of the behavior as produced by an individual mental process. In different words, Ajzen (2000) describes it as a degree of favoritism when judging a particular entity. Attitude comes in the form of an individual's judgments, feelings, and tendencies in expressing likes or dislikes towards an object (Kotler & Armstrong, 2016). Although attitude

has been defined differently in the past, this research will utilize the definition mentioned by Liu et al. (2020), as being described as how favorably an individual assesses a specific behavior. The behavior mentioned in this context is the act of purchasing sustainable fashion goods.

2.1.3.2 Subjective Norms (SN)

Ajzen (1991) defines subjective norms as an individual's interpretation of societal pressures to embrace specific behaviors. He describes subjective norms as stemming from a person's beliefs combined with a willingness to conform. Ham et al. (2015) explains subjective norms as the perception that an individual or collective will endorse a behavior. These definitions of subjective norms can be simplified by referring to LaMorte's (2022) explanation in which he stated that the concept refers to a belief of whether society would approve or disapprove of a specific behavior.

Han (2018) explained the importance of further differentiating between two types of subjective norms, injunctive and descriptive norms, as they describe two different sources of human motivation. He described descriptive norms as the general social rules, what the majority of society thinks is appropriate or inappropriate; while injunctive norms are the individual beliefs of what is perceived socially right or wrong. Borsari & Carey (2003) simplifies the difference as this; descriptive points to the perception of how the majority of society is behaving, while injunctive refers to the perception of how the closest people around the individual are behaving. This research will be using the injunctive norms definition when referring to subjective norms as a whole, based on the context of the main research being referred to (Istiasih, 2023).

2.1.3.3 Perceived Behavioral Control (PBC)

Lin et al. (2017) defines perceived behavioral control as an individual's judgment in predicting the difficulty of an action or behavior. Barlett's (2019) explanation agrees with this definition, similarly stating perceived behavioral control as a person's expectancy of a behavior being in their control. LaMorte's (2022) explanation can again be used to simplify the concept's definition, as he stated that it refers to the assessment of an individual to engage in a specific behavior by denoting how easy or challenging it would be.

Kidwell & Jewell (2003) explains two different types of perceived behavioral control, internal and external. Internal control refers to the internal belief of an individual having control over a behavior through their personal resources, such as having the skills and confidence required to perform said behavior. On the other hand, external control refers to the belief that a behavior can be acted upon because of freedom from external barriers that might hinder the action. This research will mention perceived behavioral control within the context of internal control, following the main research used as reference (Istiasih, 2023).

2.1.3.4 Price

As for its general definition, Zolfagharian (2017) stated price as traditionally characterized as a signal of both sacrifice and quality in both economics and marketing. Olajide et al. (2016) simply describes price as "the amount of money charged for a service or a product". Another simple definition that agrees with this is mentioned by Surbhi (2014) as the expended amount in money from

the buyer to the seller in exchange for products or services. Stall-Meadows (2013) concluded from past research that price sensitivity plays a role in green apparel consumption, with some consumers even going to the extent of willing to pay more for a product. However, this research will not be defining price as price sensitivity, rather its general definition pertaining to the context of green apparel, similarly done in the main research being referred to (Istiasih, 2023).

2.1.3.5 Knowledge

Knowledge is an individual's ideas, abilities, familiarity, and foresight essential in the construction, assessment, and application of effective information (Gao, 2018), Mohajan (2016) defined knowledge as facts, feelings, or experiences a person knows. This definition is further strengthened by Gilanie (2022) who explains knowledge similarly, as an understanding or familiarity of a thing or individual such as facts and information.

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). 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 socially. In this research, knowledge will be defined within that context.

However, it is also important to differentiate between the two different types of knowledge, subjective and objective knowledge. Subjective knowledge is defined as what an individual thinks they know or their perception towards something, while objective

knowledge is defined as the accurate information or fact of something (Gámbaro et al., 2013). This research then defines knowledge as an individual's subjective knowledge towards sustainable fashion as a whole, aligning with the definition described in the main research used as reference (Istiasih, 2023).

2.1.3.6 Trust

Trust as defined by Li & Betts (2003) means the extent a person is willing to take action on the basis of someone or something else. This definition pertains to the term interpersonal trust. Generally, Wilkins (2018) defined trust as a firm belief in the truth, reliability, and ability of someone or something. Pratiwi (2021) simplifies the definition as the belief of a party towards another with sincerity. Consumers feel anxiety related to sustainable and ethical fashion consumption behavior, so consumer trust is a necessary condition for consumption (Liu et al., 2020).

2.1.4 Sustainable Fashion Consumption Intention

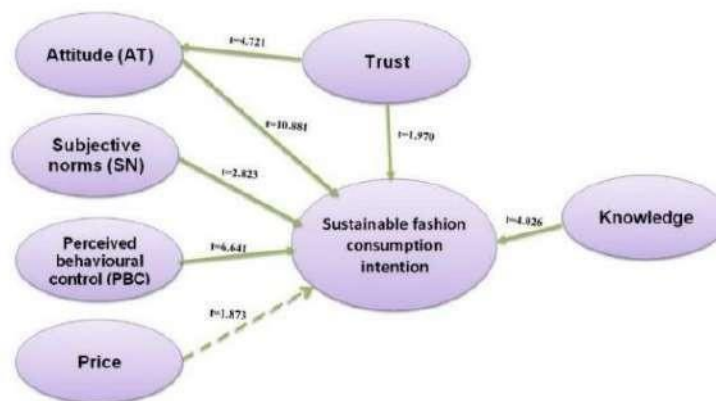
Brian M. Young (2018) presents a broad definition of consumption by starting from the initial desire of an individual, then continuing to the act of purchasing which then leads to ownership and finally disposal. In simple terms, he defines consumption as the overall process of consuming the product, from the production stages to the 'post-sumption' stages. The term consumption intention on the other hand focuses only on the initial desire stage of consumption, described as the likelihood of a future purchase as inferred from the activities and behavior of a person by Liu, Fu, & Chen (2015) and an internal force that significantly influences an individual's demand by Yukun Ping et al. (2021).

These definitions of the term are more similar with the definitions of purchase intention; desire to purchase a product or a service in the future (Gupta et al., 2014), willingness of people to buy a certain product (Rasheed et al., 2014), and level where consumers have a positive attitude towards a brand and have a commitment to buy or continue buying a specific product (Pradana & Irfan, 2021). As such, these two terms will be used and referred to interchangeably in this research, following the definitions used in the main research (Istiasih, 2023).

This research will be referring to consumption intention in the terms of sustainable products, specifically sustainable fashion, following the main research referred to by Istiasih (2023).

2.2 Conceptual Framework

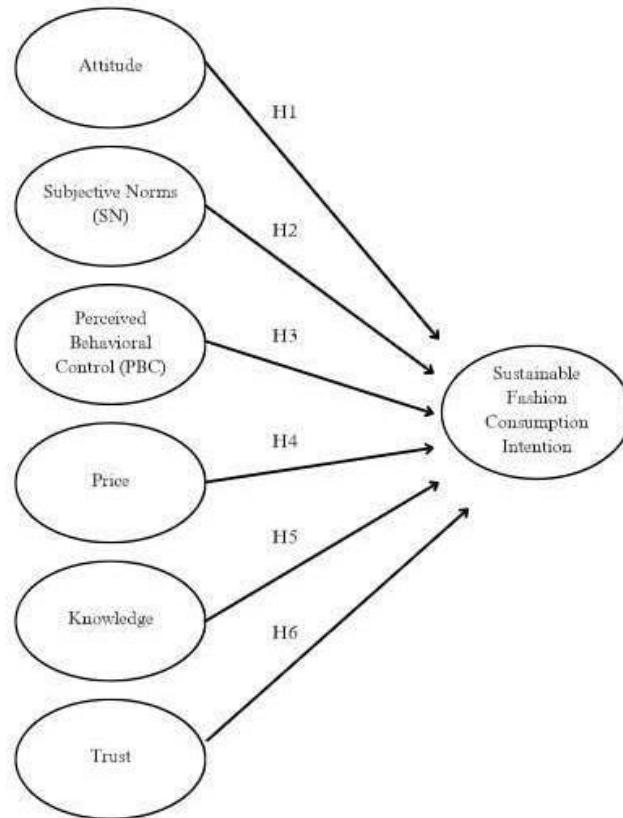
The research framework used in this research is adopted from Hermin Istiasih's research in 2023, titled "Sustainable Fashion Consumption Intentions: Price Orientation, Consumer Knowledge and Consumer Trust in the extended TPB model". The model used in that research is as follows:



Picture 2. 2 Referred Research Framework

Source: Istiasih (2023)

The adopted framework is then processed to better fit the objectives of this research, transforming the final research model as follows:



Picture 2. 3 Research Framework

Source: Author (2024)

2.3 Hypothesis

2.3.1 Influence of Attitude on Sustainable Fashion Consumption Intention

The influence of attitude on purchase intention has been reported as being significantly and positively present and true, based on previous research done. Lei Wang, Qi Zhang, and P. P. Wong (2022) found in their research that attitude positively impacts purchase intention in the context of green cars. Chen, Chen, & Tung (2018) solidifies the claim further by finding that attitude also positively affects purchase intention, highlighting the cruciality of attitude in sustainable consumer behaviors specifically. In

the fashion sector, Ko & Jin (2017) found that attitude towards green apparel products positively influences purchase intention of them, as they play a crucial role in shaping the intention.

Based on the findings from the previous research mentioned, this research proposes a hypothesis as follows:

H1: Attitude has a positive influence on Sustainable Fashion Consumption Intention

2.3.2 Influence of Subjective Norms on Sustainable Fashion Consumption Intention

Budiman & Wijaya (2014) found in their research that there exists a positive correlation between subjective norms and purchase intention. In the context of green products, Ham, Jeger, & Ivković (2015) explained that subjective norms and purchase intention also exhibits a significant positive relationship, albeit in this context talking about green foods. Nguyen, Vo, & Ho (2022) in their research specifically on the theme of green fashion found that subjective norms are a strong predictor of green purchase intentions.

Based on the findings from the previous research mentioned, this research proposes a hypothesis as follows:

H2: Subjective Norms has a positive influence on Sustainable Fashion Consumption Intention

2.3.3 Influence of Perceived Behavioral Control on Sustainable Fashion Consumption Intention

Noor et al. (2020) researched the influence of perceived behavioral control on purchase intention and found that it had a positive impact on the

concept. Ruslim et al. (2022) researched this correlation in the context of green products, specifically in skincare, and also highlighted the positive effect of perceived behavioral control on purchase intention, reinforcing the importance of it for sustainable consumer goods. Hsu, Chang, & Yansritakul (2017) followed along by researching green skincare and found the same, saying that perceived behavioral control holds a positive influence over purchase intention of green products.

Based on the findings from the previous research mentioned, this research proposes a hypothesis as follows:

H3: Perceived Behavioral Control has a positive influence on Sustainable Fashion Consumption Intention

2.3.4 Influence of Price on Sustainable Fashion Consumption Intention

T. Chang & A. Wildt (1994) in their study examined the influence of price towards purchase intention, and found that it has a positive effect towards it, as it alters their perceptions of the overall value of the product. Herlambang, Triyonowati, & Prijati (2023) also researched this correlation but through the lens of the green product, and found the same, with price having a positive influence on purchase intention. Hsu, Chang, & Yansritakul (2017) in the context of green skincare also highlighted the direct impact of price on purchase intention.

Based on the findings from the previous research mentioned, this research proposes a hypothesis as follows:

H4: Price has a positive influence on Sustainable Fashion Consumption Intention

2.3.5 Influence of Knowledge on Sustainable Fashion Consumption Intention

Younus et al. (2015) found that knowledge is a positive factor that influences purchase intention, particularly in the consumer products manufacturing industry. Wang et al. (2019) expands the research by examining the correlation in the green products sector, specifically organic foods, and also found that knowledge positively influences purchase intention. Wang, Ma, & Bal (2019) did the same focusing on the green fashion industry and highlights the role of knowledge in fostering purchase intention by promoting environmentally sustainable purchasing behaviors.

Based on the findings from the previous research mentioned, this research proposes a hypothesis as follows:

H5: Knowledge has a positive influence on Sustainable Fashion Consumption Intention

2.3.6 Influence of Trust on Sustainable Fashion Consumption Intention

Heijden, Verhagen, & Creemers (2003) emphasized trust as positively influencing purchase intentions of a customer. Alkan & Ulas (2023) found the same within the context of social media influencers, explaining the correlation between increased trust resulting in increased purchase intention. In the green products sector, Wang, Ma, & Bai (2019) highlighted that trust significantly increases consumer's willingness to purchase products.

Based on the findings from the previous research mentioned, this research proposes a hypothesis as follows:

H6: Trust has a positive influence on Sustainable Fashion Consumption Intention

2.4 Previous Studies

This study will use the previous research done by Istiasih (2023) as a main referral study. However, other previous studies were also used as reference for various points in this study, detailed in the table below:

Table 2. 1 Previous Studies

No.	Researcher & Date	Literature Title	Findings
1.	Liu et al. (2020)	How does environmental knowledge translate into pro-environmental behaviors? : The mediating role of environmental attitudes and behavioral intentions	Definition and indicators of attitude
2.	Han (2018)	Determinants of Organic Cotton Apparel Purchase: A Comparison of Young Consumers in the U.S.A. and South Korea	Definition of subjective norms
3.	Paul et al. (2016)	Predicting green product consumption using theory of planned behavior and reasoned action	Indicators of subjective norms
4.	Ko & Jin (2017)	Predictors of purchase intention toward green apparel products: A cross-cultural investigation in the USA and China	Types, definitions, and indicators of perceived behavioral control, attitude influence on sustainable fashion

			consumption intention hypothesis formulation
5.	Olajide et al. (2016)	Understanding The Conceptual Definitions of Cost, Price, Worth and Value	Definition of price
6.	Lien et al. (2015)	Online hotel booking: The effects of brand image, price, trust and value on purchase intentions	Indicators of price
7.	Han (2019)	Objective knowledge, subjective knowledge, and prior experience of organic cotton apparel	Definition of knowledge
8.	Menozzi et al. (2023)	The role of objective and subjective knowledge on the attitude and intention of Italian consumers to purchase farmed and wild fish	Indicators of knowledge
9.	Chen et al. (2015)	The Influence of Environmental Friendliness on Green Trust: The Mediation Effects of Green Satisfaction and Green Perceived Quality	Definition and indicators of trust
10.	Ray & Nayak (2023)	Marketing Sustainable Fashion: Trends and Future Directions	Definition of sustainable fashion consumption intention

11.	Leclercq-Machado et al. (2022)	Sustainable Fashion and Consumption Patterns in Peru: An Environmental-Attitude-Intention-Behavior Analysis	Indicators of sustainable fashion consumption intention
12.	Wang et al. (2022)	The Impact of Tourists' Perceptions of Space-launch Tourism: An Extension of the Theory of Planned Behavior Approach	Attitude influence on sustainable fashion consumption intention hypothesis formulation
13.	Chen, Chen & Tung (2018)	Exploring the Consumer Behavior of Intention to Purchase Green Products in Belt and Road Countries: An Empirical Analysis	
14.	Budiman & Wijaya (2014)	Purchase Intention of Counterfeit Products: The Role of Subjective Norm	Subjective norms influence on sustainable fashion consumption intention hypothesis formulation
15.	Ham et al. (2015)	The role of subjective norms in forming the intention to purchase green food	
16.	Nguyen et al. (2022)	Exploring Green Purchase Intention of Fashion Products: A Transition Country Perspective	
17.	Noor et al.	Online Shopping: The Influence of	Perceived behavioral

	(2020)	Attitude, Subjective Norm and Perceived Behavioral Control on Purchase Intention	control influence on sustainable fashion consumption intention hypothesis formulation
18.	Ruslim et al. (2022)	Effect Of Environmental Concern, Attitude, Subjective Norms, Perceived Behavioral Control And Availability On Purchase Of Green Skincare Products With Intention To Purchase As A Mediation Variable	
19.	Hsu et al. (2017)	Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity	Perceived behavioral control influence on sustainable fashion consumption intention hypothesis formulation, and price influence on sustainable fashion consumption intention hypothesis formulation
20.	Chang & Wildt (1994)	Price, product information, and purchase intention: An empirical study	Price influence on sustainable fashion consumption intention hypothesis formulation
21.	Herlambang et al. (2023)	The Role of Purchase Intention as an Intervening Variable of Service	

		Quality and Word of Mouth on Purchasing Decisions at PT Berlian Jasa Terminal Indonesia (PT BJTI PORT)	
22.	Younus et al. (2015)	Identifying the Factors Affecting Customer Purchase Intention	Knowledge influence on sustainable fashion consumption intention
23.	Wang et al. (2019)	Factors Influencing Organic Food Purchase Intention in Developing Countries and the Moderating Role of Knowledge	hypothesis formulation
24.	Wang, Ma & Bai (2019)	How Does Green Product Knowledge Effectively Promote Green Purchase Intention?	Knowledge influence on sustainable fashion consumption intention hypothesis formulation, and trust influence on sustainable fashion consumption intention hypothesis formulation
25.	Heijden et al. (2003)	Understanding online purchase intentions: contributions from technology and trust perspectives	Trust influence on sustainable fashion consumption intention hypothesis formulation
26.	Alkan & Ulas (2023)	Trust in social media influencers and purchase intention: An empirical analysis	

Source: Self-processing (2024)