

## CHAPTER V

### CONCLUSION AND RECOMMENDATION

#### 5.1 Conclusion

This study aims to find the correlation between the independent variables of attitude, subjective norms, perceived behavioral control, price, knowledge, and trust on the dependent variable of sustainable fashion consumption intention using the multiple regression linear analysis. Based on the study, utilizing 145 environmentally aware Gen Zs in the Jabodetabek area who are aware of the Pijakbumi brand but have not bought a product from them as sample, some conclusions can be made as follows:

1. Attitude shows a positive influence on sustainable fashion consumption intention
2. Subjective norms shows a positive influence on sustainable fashion consumption intention
3. Perceived behavioral control shows a positive influence on sustainable fashion consumption intention
4. Price shows a positive influence on sustainable fashion consumption intention
5. Knowledge shows a positive influence on sustainable fashion consumption intention
6. Trust shows a positive influence on sustainable fashion consumption intention

It can be seen from the findings that all variables in the extended TPB model used in this study influences the dependent variable of sustainable fashion consumption positively. It can then be concluded practically that attitude, subjective norms, perceived behavioral control, price, knowledge, and trust of potential consumers have a role in creating intentions to purchase Pijakbumi products.

## 5.2 Recommendations

Based on the research findings, recommendations for both the Pijakbumi brand and future studies within a similar theme can be drawn. It is hoped that these findings can support the brand in improving and fixing the attitude-intention gap in sustainable fashion, and support future studies in furthering research within the same scope. Detailed recommendations are as follows:

### 5.2.1 Recommendations for Pijakbumi

Based on the findings of this research, few recommendations can be made for Pijakbumi in bridging the attitude-intention gap explained in the study, with a final aim to increase product purchase intention:

1. Activities to continue upholding and improving Pijakbumi's environmental branding in practice must be continued. As a green brand, a way to do this is to continue educating the environment regarding the themes of environmental sustainability, not only generally but also specifically in the realms of green fashion and how polluting the footwear industry is in general. It is also important to continuously communicate the green aspect of the Pijakbumi brand so people can continue associating the brand as a problem solver and trailblazer in the local footwear scene.
2. It is important in showing efforts to change not only individual consumer mindsets on the Pijakbumi brand, but also the society as a whole. This can be done by starting to target markets outside the current one, and eliminating barriers that might cause people to shy away from the brand.
3. Pijakbumi must continue to promote transparency and availability for potential consumers and returning consumers to allow the themes of environmental sustainability that are

claimed to be believable. This can be a push factor for more potential consumers to start purchasing Pijakbumi products as well.

### **5.2.2 Recommendations for Future Studies**

Based on this study, a few recommendations for future studies wanting to research within the same themes are as follows:

1. In the future, the same research can be done to see the difference in the attitude-intention gap of sustainable fashion then and now for the Pijakbumi brand. As the brand grows and evolves, there might be a shift in consumer views towards the brand and the phenomenon which cannot be predicted as of now.
2. This study focuses on the sustainable fashion consumption intention dependent variable, while future studies could continue research on the repurchase intention of sustainable fashion. Studies focusing on repurchase intention could identify if there exists also an attitude-intention gap in the repurchase context, and find the variables in the phenomenon. Then it can be compared these two circumstances and identify the differences and things in common they have for further research down the line.
3. Further studies can utilize different samples to see the differences, such as by researching millennials instead, or by researching less economically favored areas.