The Influence of Environmental Knowledge, Perceived Quality and Sales Promotion on Sustainable Clothing Purchase Decisions

Firdiana Nurachmawati; Sri Setyo Iriani; Andre Dwijanto Witjaksono

Postgraduate, State University of Surabaya, Indonesia

Abstract

Environmental issues due to the business modelfast fashion as well as increasing consumer awareness of the impact of their purchasing decisions on the environment, has led business players primarily in the fashion industry to implement more environmentally friendly business practices. Therefore, this study aims to investigate whether environmental knowledge, perceived quality and sales promotion can influence consumer purchasing decisions for sustainable clothing products. The type of research used is quantitative research, with the number of respondents as many as 80 people. The data obtained through the distribution of online questionnaires were then analyzed using multiple linear regression. The results of this study indicate that the environmental knowledge variable (X1), Perceived quality (X2) partially has a significant effect on purchasing decision for clothing sustainability (Y1). However, the sales promotion variable (X3) was partially found to have no significant effect. Meanwhile, through the F test, it was found that simultaneously the three independent variables had a significant effect on the dependent variable.

Keywords: *Environmental Knowledge; Purchasing Decision; Perceived Quality; Sales Promotion*

Introduction

The environmental damage caused by the fashion industry has long been in the spotlight and has drawn a lot of criticism from the world community. In the annual Business of Fashion, McKinsey & Company report, Amed et al. (2020), the fashion industry is said to be responsible for 10% of carbon emissions that cause global warming, and contributes at least 20-35% of microplastics to the oceans. The fast fashion business model that dominates the fashion industry is synonymous with production in large quantities, fast changing trends, low prices for materials and products so that their lifespan is relatively short. Excessive production, distribution and consumption processes in the fashion industry ultimately have a negative impact on the environment (Almeida, 2020; Leman et al., 2020).

Along with the increasing awareness of the importance of paying attention and caring for the environment, consumers are also demanding fast fashion companies to make their business activities more environmentally friendly. Based on the results of a global survey conducted by the US Cotton Trust Protocol, 54% of the leaders of garment and textile companies confirmed the increasing demands from

their consumers to switch to more environmentally friendly practices and products (U.S. Cotton Trust Protocol, 2020). In addition to the environmentally friendly demands of fashion companies, consumer consumption behavior is also considered to have changed. In the Business of Fashion, McKinsey & Company report, Balchandani et al. (2021), the changes in consumer attitudes include their efforts to implement "less is more".

Therefore, several fast fashion companies in an effort to reduce the negative impact of the fashion industry on the environment, are committed to implementing the concept of sustainability in their business activities. The following is a list of international fast fashion companies that operate in Indonesia and have implemented the concept of sustainability:

Table 1. Sustainable Concept

Company Name	Types of Sustainable Products	Description for Sustainable Products
Uniqlo	Men's clothing, women's clothing, innerwear, accessories	Recycled polyester
H&M	Men's clothing, women's clothing, accessories, footwear	Conscious
Zara	Men's clothing, women's clothing, children's clothing, accessories	Join Life
Bershka	Men's clothing, women's clothing, accessories	Join Life
Levi's	Men's clothing, women's clothing	Sustainable
Adidas	Men's clothing, women's clothing, footwear, accessories	Made to be remade

Source: official website of Uniqlo; H&M; Zara; Bershka; Levi's and Adidas, 2022

The consumption behavior of sustainable fashion products itself, in the research of Brandão & Costa (2021) and Sitio et al. (2021) it is known that one of them is influenced by knowledge. The results of this study are in line with those reported by Business of Fashion, McKinsey & Company, Balchandani et al., (2021), where the limited knowledge possessed by consumers can be a barrier to consumption behavior of sustainable fashion products. Insufficient knowledge possessed by consumers about sustainable fashion products is the cause of consumers not being able to compare different production materials based on their impact on the environment and choosing materials that are more environmentally friendly. In a survey conducted by the Katadata Insight Center (KIC) on Indonesian consumers, only 28% of the total number have the right knowledge about sustainable products (Rosadi, 2021).

Furthermore, according to Song & Kim (2018), purchasing decisions for sustainable fashion products do not only reflect environmental and social awareness, but are also based on consumer preferences for product attributes which include quality, price, style, and model. Armstrong & Kotler in Soh, Rezaei & Gu (2017) argue, when consumers have little or no information about the product they are going to buy, perceived quality plays an important role in consumer buying behavior and brand loyalty. The perceived quality refers to the consumer's subjective assessment of the overall superiority of the brand.

In several studies, such as those conducted by Neumann et al. (2021) and Brandão & Costa, (2021), it was found that although consumers show an interest in making sustainable choices when buying clothing and are aware of the impact of their purchasing decisions on the environment, this often does not end. into a real action. This is related to the price of sustainable fashion products which are identically more expensive, so that as a result only a few are willing to pay more for sustainable products. Business of Fashion, McKinsey & Company, Amed et al. (2020) also states the same thing, where the

price of sustainable products which tends to be more expensive, makes consumers unable to realize purchasing behavior even though they have the desire to do so. Meanwhile, From research conducted by Rahayu et al. (2017), it is known that the promotion of green products by communicating the advantages of green products has proven to have a significant effect on sales decisions. The more positive the consumer's perception of green product promotion activities, the more positive the decision to purchase the product will be. Sales promotions were also found to have a significant positive effect on the purchase intention of fashion products through social media (Yoebrilianti, 2018). Thus, this study intends to examine whether the existence of sales promotions can overcome the gap phenomenon above. The more positive the consumer's perception of green product promotion activities, the more positive the decision to purchase the product will be. Sales promotions were also found to have a significant positive effect on the purchase intention of fashion products through social media (Yoebrilianti, 2018). Thus, this study intends to examine whether the existence of sales promotions can overcome the gap phenomenon above.

Overall, based on the research gap and gap phenomena that have been described, this study was conducted with the aim of knowing the effect of environmental knowledge, perceived quality and sales promotion on purchasing decisions of sustainable fashion products for Indonesian consumers. Given the wide range of types of fashion products, this research is limited to clothing products only. The researcher chose sustainable clothing products as the object of research because based on data from the Central Statistics Agency (BPS), which was uploaded on the website of the Ministry of Industry (2019), the apparel industry was recorded as the industry with the highest production growth during the first quarter of 2019 which was 29.19%. This shows that Indonesian society today has become increasingly consumptive of clothing products, which has resulted in an increase in clothing production.

Literature Review and Hypothesis Formulation

Purchase Decision

According to Kotler and Keller (2012) purchasing decisions are the result of a series of psychological processes with certain characteristics of consumers that are triggered by marketing and environmental stimuli. In the buying decision-making process, consumers generally will go through five stages which include problem identification, information search, evaluation of alternatives, purchase decisions and post-purchase behavior. Thus, the actual buying process takes place before the actual buying action takes place and has consequences after.

Furthermore, Schiffman and Kanuk in Hikmah (2017) explain that consumer decision making is in the form of stages that involve external stimuli such as the efforts of marketers through product attributes, promotions, and distribution channels or can also come from the socio-cultural environment such as family, sources informal, non-commercial sources, social class, culture, and sub-cultural factors. The next stage involves a psychological process, in which individual motivation, perception, learning, personality, attitudes and consumer experiences play an important role in the process of finding and evaluating existing alternatives. In the alternative evaluation process, consumers will pay attention to other attributes that will be obtained in addition to the main features.

The mental, physical, and emotional activities of consumers play an important role in consumer behavior such as choosing, buying, and using products to fulfill their needs and desires, as well as influencing their decisions regarding what to buy, why to buy, when to buy, where to buy. , and how to use a product (Rehman et al., 2017).

In the context of fashion, the stages of the buying decision-making process begin when consumers realize that they need clothing. Feelings of need for clothes can be triggered for example because existing clothes have been damaged, comments from others that existing clothes are not fashionable, because of social status, there are facilitating purchases, or because of changes in taste. The

next stage is collecting information and reviewing information for problem solving. At this stage, consumers use their knowledge of a brand or store by taking their previous experiences into consideration. In addition, consumers can also obtain information from external sources such as friends, television programs, and fashion marketing itself. Once you have enough information, Consumers then evaluate the available options by assigning a rating to each alternative or by eliminating alternatives that do not meet their qualifications. The decision-making stage occurs after the consumer has processed all the information, including after considering the effect of sales promotions. Thus, consumer decision making is in the form of real buying actions that they do. The last stage of the purchasing decision-making process is the consumer evaluation stage of the products they have purchased (Easey, 2009). including after considering the effect of sales promotion. Thus, consumer decision making is in the form of real buying actions that they do. The last stage of the purchasing decision-making process is the consumer evaluation stage of the products they have purchased (Easey, 2009). including after considering the effect of sales promotion. Thus, consumer decision making is in the form of real buying actions that they do. The last stage of the purchasing decision-making process is the consumer evaluation stage of the products they have purchased (Easey, 2009).

Environmental Knowledge And Purchase Decision

In the consumption behavior of sustainable fashion products, consumer environmental knowledge generally shows their level of understanding and awareness of environmental problems caused by the fashion industry (Sofiani & Saefuloh, 2018). While more generally, Sobuj et al. (2021) define environmental knowledge as consumer personal knowledge about topics related to the environment, ecology and the impact of human actions on it.

Based on research by Sisco and Morris in Billeson & Nilsson (2015), there are four main barriers to buying sustainable fashion, which include style, price, difficulty finding sustainable products, and lack of information about their impact on the environment. Lack of consumer knowledge about the impact of fashion on the global environment, is the main reason that consumers cannot see the difference between consumption of fashion products and consumption of sustainable fashion products. Billeson & Nilsson (2015) in their research use 9 kinds of sustainable fashion information that consumers need to understand whether a fashion product is sustainable or not, ranging from information about the country of production, water use, carbon footprint, use of chemicals, fair trade, materials, production plants. , ethical and vegan friendly work environment. In addition, in building adequate knowledge about sustainable fashion, consumers need to know the characteristics of the principle of sustainable fashion itself. As quoted from Brandão & Costa (2021), the characteristics of sustainable fashion include fashion products that are incorporated in fair trade, do not harm the environment or workers, are designed for long-term use, classic or multi-functional models, focus on implementing ethical production systems, and using environmentally friendly or recycled materials.

Knowledge has a significant effect on the entire consumer decision-making process, starting from the process of gathering information, managing alternatives, and evaluating existing alternatives. Therefore, differences in knowledge between consumers can lead to different choices as well (Choi, 2012).

The relationship between environmental knowledge and purchasing decisions has been investigated, including by Septifani, Achmadi, & Santoso (2014) and Paramitra (2019), which prove that environmental knowledge has a significant positive effect on purchasing decisions for environmentally friendly products. Not much different, research by Rita (2020) and Liu et al. (2021), shows the results that knowledge has a significant indirect effect on consumption behavior. Meanwhile, in Brandão & Costa (2021) research, the construct of Theory of Planned Behavior which includes attitudes, subjective norms and perceptions of behavioral control, is known to fully mediate the relationship between knowledge about environmentally friendly clothing and purchase intentions of sustainable fashion products.

H1: There is a significant influence between environmental knowledge and purchase decision

Perceived Quality and Purchase Decision

In a buying decision-making process, consumers will generally evaluate each alternative by considering factors such as price, physical appearance, features, materials, and so on. One that is also important to be considered by is the quality of the product. Richardson, Dick, & Jain in Das (2015) state that perceived quality has a greater influence on consumer purchasing decisions, compared to other factors. Perceived quality itself defined by Zeitmahl in Tsiotsou (2006) is a consumer's subjective assessment of the superiority of a product, which is closely related to expectations for the quality of the product itself. Therefore, perceived quality is usually based on brand reputation, price, product information, word of mouth,

Perceived quality distinguished from objective quality, because objective quality is related to the performance of a product such as capacity, speed, and reliability, the measurement of which is carried out through instruments and assessments by experts. In addition, objective quality is also not influenced by intangible attributes or product extrinsic attributes such as brand image, salesperson behavior, and service (Mitra & Golder, 2006). In research conducted by Tsiotsou (2006), perceived quality is proven to have a direct or indirect influence on purchase intention. There is a relationship between external product signs which include price, brand name and objective quality information with product perceived quality and product evaluation. Several other studies, including those conducted by Barrigusti (2020), Fitri (2020) and Putri & Rahmidani (2018) have proven that perceived quality has a significant positive influence on product purchasing decisions.

H2: There is a significant influence between perceived quality and purchase decision

 Sales Promotionand Purchase Decision

Referring to the statement of the American Marketing Association in Chasanah & Mathori (2021), sales promotion is a marketing activity, whether in the form of media or not, that is used to make consumers use or buy the products being marketed. Sales promotion consists of a set of short-term incentive tools designed to stimulate the consumer's purchase of a particular product or service. According to Akram et al. (2018) the benefits that consumers get from sales promotions are divided into two, namely hedonic benefits for example for entertainment and exploration and usability benefits such as convenience and savings. While Kotler and Keller (2012) divide the benefits of sales promotion in general into three, namely to get consumers' attention and direct them to a product, provide value for consumers,

Rahayu et al. (2017) in their research confirm a significant positive relationship between green product promotion and consumer purchasing decisions. The relationship between sales promotion and purchasing behavior is also explained in the study by Akram et al. (2018), where sales promotion has an influence on online impulse buying behavior and as a moderating variable has also been shown to strengthen the relationship between website quality and online impulse buying behavior. Santini et al. (2015) in his research used sales promotion as a moderating variable, and obtained several results including, that the type of monetary sales promotion has a stronger influence on the relationship between purchase intentions and perceived product utility than moderation by non-monetary sales promotions. Furthermore, the type of non-monetary sales promotion has a strengthening effect on the relationship between perceived hedonic value and purchase intention, while the moderating role of monetary sales promotion is not significant on perceived hedonic value and purchase intention.

Meanwhile, based on research conducted by Nasution et al. (2019), different results were found, where promotion partially did not have a significant and positive influence on consumer purchasing

decisions. However, simultaneously with other variables in the study, it was found that there was a significant positive influence on consumer purchasing decisions.

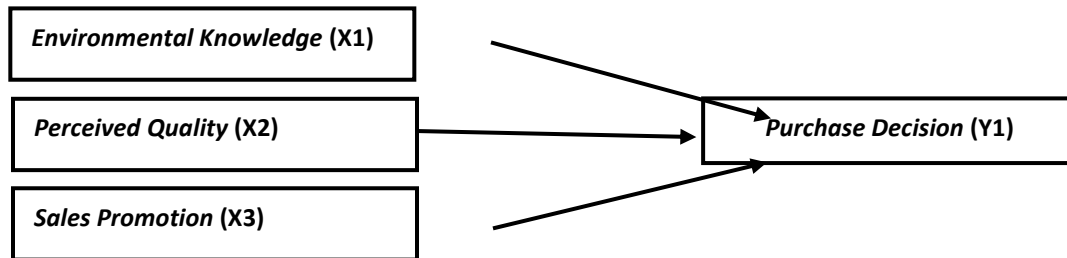*H3 : There is a significant influence between sales promotion and purchase decision*

FIGURE 1. Research Design

Research Methods

The research data was obtained through a closed questionnaire, in which respondents were given a number of statements and asked to choose one of several answer options that had been provided. Measurement of each statement item was carried out using 5 Likert scales, from a value range of 1 for statements of strongly disagree to a value of 5 for statements of strongly agree. Environmental knowledge was measured by adapting 5 items from Kim et al. (1998), perceived quality was measured using 11 items from Swinker & Hines (2006), sales promotion measurements were adapted from research by Ahmad et al. with the number of items used as many as 6, and for purchasing decisions measured through 4 items Kim et al. (1998) statement. The questionnaire was then distributed online through several social media such as Whatsapp,

The data used is the result of respondents' responses to the research topic. Because this study specifically aims to determine the effect of several predetermined factors on the consumption behavior of Indonesian consumers' sustainable fashion products, the population used is all people who have purchased sustainable fashion products. Non-probability purposive sampling was used as a research sampling technique, with the following characteristics of respondents:

- Male or female, at least 17 years old.

- Have purchased sustainable fashion products at least once.

The variables in this study consisted of 3 independent variables, namely Consumer Knowledge (X1), Perceived Quality (X2), and Sales Promotion (X3), and one dependent variable, namely Sustainable Fashion Product Purchase Decisions (Y1).

The data analysis stage is carried out by testing the validity of the questionnaire used by comparing the calculated r value (Corrected item-Total Correlation value at Cronbach alpha output) with the r table value for degree of freedom (df) = n – 2 (n is the number of samples) . If r count is greater than r table and positively correlated then the item or question is valid. Furthermore, on the question items that are declared valid, a reliability test is carried out. A variable is said to be reliable if it has a Cronbach Alpha > 0.60. The next stage is to test the classical assumption which includes normality test, multicollinearity test, and heteroscedasticity test. Only after that a regression analysis was carried out to test the hypotheses proposed in this study.

Analysis and Discussion

The data obtained by distributing questionnaires to consumers were tested for validity, reliability and normality. In the validity test, the data for each variable is declared valid, because it has a significance value below 0.05. The validity of the data is also seen through the calculated r value which is greater than the r table, where for the number of samples N = 80 the r table is 0.217. Meanwhile, the reliability test was carried out by finding the Cronbach's Alpha value for each variable. Sequentially, the variables of environmental knowledge, perceived quality, sales promotion and purchasing decisions have Cronbach's Alpha values of 0.704, 0.760, 0.806 and 0.806, which are greater than 0.70. Furthermore, to determine whether the data are normally distributed, a residual normality test was performed using a non-parametric 1-sample KS analysis, which is the value of Asymp. Sig. (2 tailed) is 0.200 or greater than 0.05. Thus the data obtained in this study can be declared valid, reliable and normally distributed.

The next step is to analyze the data using multiple regression equation model, which includes classical assumption test, F test and t test. Because the research data is primary data, there are two classical assumption tests, namely multicollinearity and heteroscedasticity tests. Based on the results of the multicollinearity test, it is known that the three independent variables have a tolerance value of 0.756 for the environmental knowledge variable, 0.619 for the perceived quality variable and 0.763 for the sales promotion variable. In addition, the VIF value of each independent variable also shows a value greater than 1.0 and less than 10.0, namely 1.323 for environmental knowledge, 1.616 for perceived quality and 1.311 for sales promotion. Therefore, it can be concluded that all data are free from multicollinearity symptoms, so this regression model can be accepted. The results of the heteroscedasticity test show that the significance value of environmental knowledge, perceived quality and sales promotion variables, respectively, is 0.155, 0.076 and 0.144, which is greater than 0.05 and thus this regression model is also free from heteroscedasticity.

The next data analysis is multiple linear regression testing consisting of F test and t test, with the results as shown in the following table:

Table 2.

Variable	coef. regression	F	t	Sig.	Conclusion
		15.687		0.000b	
(constant)	1,698		1.142	0.257	
Environmental knowledge	0.261		3,741	0.000	*Significant*
Perceived quality	0.178		2,479	0.015	*Significant*
Sales promotion	0.036		0.742	0.460	*Not significant*
Adjusted R square = 0.358					

Source: Data processed by writers

Judging from the table, it is known that the adjusted R square value is 0.358, which means that the independent variables consisting of environmental knowledge, perceived quality and sales promotion affect the decision to purchase sustainable clothing products by 35.8%. The table also shows the calculated F value of 15.687 with a significance of 0.000. The significance value which is lower than 0.05 indicates that the variables of environmental knowledge, perceived quality and sales promotion simultaneously affect the purchasing decision variables. Furthermore, on the t test, of the three independent variables included in the regression model, it is known that there is one insignificant

variable, namely the sales promotion variable with a significance value of 0.460. While the other two independent variables, namely environmental knowledge and perceived quality, respectively, have a significance value of 0.000 and 0.015 which are lower than 0.005. This means that partially environmental knowledge and perceived quality variables have a significant effect on purchasing decisions for sustainable clothing. While the sales promotion variable does not significantly affect the decision to purchase sustainable clothing. So the regression model formula is as follows: While the sales promotion variable does not significantly affect the decision to purchase sustainable clothing. So the regression model formula is as follows: While the sales promotion variable does not significantly affect the decision to purchase sustainable clothing. So the regression model formula is as follows:

The Influence of Environmental Knowledge on Sustainable Clothing Purchase Decisions

Based on the results of the research that has been done, it is known that there is a positive relationship between environmental knowledge and the decision to purchase sustainable clothing. That is, the more environmental knowledge that consumers have, the more confident they will be in their purchasing decisions. Thus, the first hypothesis of this study, which assumes environmental knowledge can influence purchasing decisions for sustainable clothing, can be accepted.

From consumers' answers regarding their knowledge about the impact of clothing production on the environment and their level of knowledge about environmentally friendly clothing, it can be seen through the total average value for the environmental knowledge statement items, which is 3.7, that consumers have good knowledge (for a scale of 1 = very poor to 5 = very good). Generally, consumers have good knowledge regarding environmental pollution issues, however this is not balanced with the level of consumer knowledge regarding how to identify environmentally friendly products. At the same time, it can also be considered for clothing brands that have a collection of sustainable products to be able to further highlight sustainable characteristics, for example by providing a special place for their collection of environmentally friendly products or the use of sustainable signs, symbols and information that are easier for consumers to see. . Thus, the hope is that consumers who are environmentally aware and have knowledge of this matter can more easily reflect it in the form of behavior that has an impact on the environment while also minimizing distraction from alternative product choices that do not apply the principle of sustainability. The discovery of the effect of environmental knowledge on consumer purchasing decisions, is also proven in several other studies.

The Influence of Perceived Quality on Sustainable Clothing Purchase Decisions

The results of this study also found that there was a significant positive effect of perceived quality on purchasing decisions for sustainable clothing. This means that the better the consumer's perceived quality of sustainable clothing, the more confident consumers will be in making purchasing decisions. Thus, the second hypothesis of this study, which assumes that perceived quality has an effect on purchasing decisions for sustainable clothing, is accepted.

Perceived quality as a consumer's subjective assessment of a product positively is not only a consideration of the available alternatives but can also encourage consumers to make purchasing decisions on this basis. The same thing was also stated by Kotler & Keller (2008), that in marketing it is important for marketers to ensure consumers have a good perception of the quality of their products, which will lead consumers to actual buying behavior.

In addition, judging from the data obtained from this research, it is known that of the three independent variables tested, perceived quality is the variable with the highest total average value of 3.95. Of all the statement items regarding the perceived quality variable, the item which reads 'resistance of sustainable clothing based on the material, which is not easily damaged' has a higher average approval rate than the other items. This is in accordance with what was reported in the annual report Bussines of Fashion, Balchandani et al. (2021), where there are changes in consumer fashion behavior caused by

shifting consumer priorities in considering purchasing decisions. With the increasing number of consumers who are aware of environmental issues,

The Effect of Sales Promotion on Sustainable Clothing Purchase Decisions

Based on the value of t-count and significance, it is known that sales promotion does not have a significant partial effect on purchasing decisions for sustainable clothing. Therefore, the third hypothesis, which assumes that sales promotion has an effect on purchasing decisions for sustainable clothing, is rejected. The results of this study are in line with previous research conducted by Nasution et al. (2019), where sales promotion partially has no significant effect on consumer purchasing decisions.

Conclusions, Limitations and Suggestions

Based on the results of the study using multiple linear regression analysis with three independent variables, namely environmental knowledge, perceived quality and sales promotion and one dependent variable, namely the decision to purchase sustainable clothing, it can be concluded that environmental knowledge, perceived quality and sales promotion simultaneously have a significant positive effect on decisions. purchase of sustainable clothing. The findings in this study can be used as a reference in an effort to improve the marketing performance of sustainable products, especially in encouraging consumer decision making. For example, related to environmental knowledge, marketers can conduct campaigns with the theme of sustainability to further convince consumers to consider alternative purchasing options that can minimize negative impacts on the environment. In addition, marketers can also use certain signs or symbols that specifically indicate the concept of sustainability and ensure that even the signs or symbols used can be easily seen by consumers. Meanwhile, more broadly, it is important to be a consideration for fashion business actors, especially clothing, to maintain or even improve the quality standards of their products so that later they can form a good quality perception for consumers. The perceived quality in question can be in the form of a choice of clothing models that are tailored to the consumer's figure, For example, very large clothing for plus size consumer groups. The perception of quality is also undeniably formed from the price of the product itself, where the price is a reflection of the quality offered by a product, however, setting a price that is too high can also be a barrier to the realization of actual purchases so marketers need to be wise in determining it. As a consideration for similar research in the future, it should be able to explore further the factors that can influence the decision to purchase sustainable products. Because in this study, researchers only investigate sustainable clothing purchasing decisions, future research can investigate other categories such as the concept of sustainability in the food and cosmetic industry.

References

Akram, Umair; Hui, Peng; Khan, Muhammad Kaleem; Tanveer, Yasir; Mehmood, Khalid; Ahmad, W. (2018). How website quality affects online impulse buying Moderating effects of sales promotion and. 30(1), 235–256. https://doi.org/10.1108/APJML-04-2017-0073.

Almeida, A. R. da S. (2020). Exploring Consumers' Second-hand Apparel Consumption Intention and Main Influential Factors. Universidade do Porto.

Amed, I., Berg, A., Brantberg, L., & Hedrich, S. (2020). The state of fashion, McKinsey. Colourage, 63(12), 42–43.

Balchandani, A., Beltrami, M., Berg, A., Hedrich, S., Rölkens, F., & Amed, I. (2021). The State of Fashion 2021. McKinsey.

Barrigusti, N. (2020). Pengaruh Perceived Quality dan Harga terhadap Keputusan Pembelian Sepeda Motor Honda Beat Pada PT. Capella Dinamik Nusantara Bangkinang Ditinjau dari Perspektif Ekonomi Islam. Universitas Islam Negeri Sultan Syarif Kasim.

Billeson, K., & Klasander, K. (2015). Dress Code: Sustainable Fashion. Jonkoping University.

Brandão, A., & Costa, A. G. da. (2021). Extending the theory of planned behaviour to understand the effects of barriers towards sustainable fashion consumption. European Business Review, 33(5), 742–774. https://doi.org/10.1108/EBR-11-2020-0306.

Chasanah, U., & Mathori, M. (2021). Impulsive Buying : Kajian Promosi Penjualan , Gaya Hidup , dan Norma Subyektif pada Marketplace di Yogyakarta. 12(2), 231–255. https://doi.org/doi.org/10.21009/JRMSI.012.2.03.

Choi, D. (2012). Effects of Environmental and Hedonic Motivations on Intention to Purchase Green Products: An Extension of the Theory of Planned Behavior (Issue May).The University of Minnesota.

Das, G. (2015). Journal of Global Fashion Marketing : Bridging Fashion and Marketing Linkages between self-congruity , brand familiarity , perceived quality and purchase intention : A study of fashion retail brands. June, 37–41. https://doi.org/10.1080/20932685.2015.1032316

Fitri, R. N. (2020). Pengaruh Brand Awareness dan Perceived Quality terhadap Keputusan Pembelian yang Dimoderasi Green Marketing. Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Hijau, P. P., & Dan, C. M. (2019). Pengaruh pemasaran hijau , citra merek dan pengetahuan lingkungan terhadap keputusan pembelian. 7(1), 50–59.

Khan, A. M. (2021). Factors in fl uencing eco-friendly apparel purchase behavior of Bangladeshi young consumers : case study. 25(2), 139–157. https://doi.org/10.1108/RJTA-10-2019-0052.

Kim, H., Damhorst, M. L., & Kim, H. (1998). Clothing and Textiles Research Environmental Concern and Apparel. https://doi.org/10.1177/0887302X9801600303.

Kotler, P., & Keller, K. L. (2012). Management marketing. In Pearson Education (14th ed., Vol. 11, Issue 1). Pearson Education. https://doi.org/10.1080/03031853.1972.9523871.

Leman, F. M., Soelityowati, & Purnomo, J. (2020). Fast fashion. Dampak Fast Fashion Terhadap Lingkungan, 128–136.

Liu, Y., Liu, M. T., & Chan, W. (2021). The importance of knowledge and trust for ethical fashion consumption. 33(5), 1175–1194. https://doi.org/10.1108/APJML-02-2020-0081.

Marketing, F. (n.d.). No Title.

Mitra, D., & Golder, P. N. (2006). How Does Objective Quality Affect Perceived Quality? Short-Term Effects, Long-Term Effects, and Asymmetries. Marketing Science, 25. https://doi.org/10.1287/mksc.1050.0175.

Nasution, A. E., Putri, L. P., & Lesmana, M. T. (2019). Analisis Pengaruh Harga , Promosi , Kepercayaan dan Karakteristik Konsumen Terhadap Keputusan Pembelian Konsumen Pada 212 Mart di Kota Medan. 1(1), 165–173. https://doi.org/10.30596/snk.vlil.3594.

Neumann, H. L., Martinez, L. M., & Martinez, L. F. (2021). Sustainability efforts in the fast fashion industry: consumer perception, trust and purchase intention. Sustainability Accounting, Management and Policy Journal, 12(3), 571–590. https://doi.org/10.1108/SAMPJ-11-2019-0405.

Rahayu, L. M. P., Abdillah, Y., Mawardi, M. K., Administrasi, F. I., & B. (2017). Pengaruh Green Marketing Terhadap Di, Pembelian Konsumen (Survei Pada Konsumen The Body Shop Indonesia Dan Di Malaysia). 43(1)(1), 121–131.

Rahmidani, P. (2018). EcoGen PENGARUH BRAND IMAGE DAN PERCEIVED QUALITY TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK LA TULIPE DI KOTA PADANG Tria Anggina Putri , Marwan , Rose Rahmidani Jurusan Pendidikan Ekonomi Fakultas Ekonomi Universitas Negeri Padang Jalan Prof . Dr . Ha. 1, 734–743.

Rehman, F., Yusoff, R. Bin, Bin, S., & Zabri, M. (2017). Determinants of personal factors in influencing the buying behavior of consumers in sales promotion : a case of fashion industry. 18(4), 408–424. https://doi.org/10.1108/YC-06-2017-00705.

Santini, F. D. O., Sampaio, C. H., Perin, M. G., Espartel, L. B., & Ladeira, W. J. (2015). Moderating Effects of Sales Promotion Types. Brazilian Administration Review, 2015(October 2014), 169–189. http://www.anpad.org.br/bar.

Sitio, R. P., Fitriyani, R., & Intan, A. P. (2021). Faktor Pendorong Purchase Intention Produk Sustainable Fashion pada UMKM. Jurnal Manajemen Maranatha, November. https://doi.org/10.28932/jmm.v21i1.4050.

Sofiani, S. S., & Saefuloh, D. (2018). Penggerak Niat Perilaku Pembelian Produk Fesyen Ramah Lingkungan dengan Teori Perilaku yang Direncanakan. 10th Industrial Research Workshop and National Seminar.

Swinker, M. E., & Hines, J. D. (2006). Understanding Consumers' Perception of Clothing Quality : a Multidimensional Approach. International Journal of Consumer Studies, 30(March), 218–223. https://doi.org/10.1111/j.1470-6431.2005.00478.x.

Tsiotsou, R. (2006). The Role of Perceived Product Quality and Overall Satisfaction on Purchase Intentions. International Journal of Consumer Studies, 30(March), 207–217. https://doi.org/10.1111/j.1470-6431.2005.00477.x.

Yoebrilianti, A. (2018). Pengaruh Promosi Penjualan Terhadap Minat Beli Produk Fashion dengan Gaya Hidup sebagai Variabel Moderator. Jurnal Manajemen, 8(1), 20–41. https://doi.org/10.26460/jm.v8i1.

Building a Better, More Sustainable Future. (2022). Diakses dari https://www.levi.co.id/sustainability.

Consumer Demand for Sustainable Action Has Grown During COVID-19. (2020). Diakses dari https://trustuscotton.org/consumer-demand-for-action-has-grown-covid19/.

Industri Pakaian Catatkan Pertumbuhan Paling Tinggi. (2022). Diakses dari https://kemenperin.go.id/artikel/20641/Industri-Pakaian-Jadi-Catatkan-Pertumbuhan-Paling-Tinggi.

Join Life. (2022). Diakses dari https://www.bershka.com/id/pag/joinlife.html.

Made to be Remade. (2022). Diakses dari https://news.adidas.com/made-to-be-remade.

Sustainability Disclosure 2021. (2021). Diakses dari https://hmgroup.com/sustainability/sustainability-reporting/.

Sustainability Innovation. (2022). Diakses dari https://www.zara.com/id/en/sustainability-innovation-mkt4823.html?v1=1965795.

Uniqlo Sustainability/ The Power of Clothing. (2022). Diakses dari https://www.uniqlo.com/jp/en/contents/sustainability/.

Copyrights

The Influence of Environmental Knowledge, Perceived Quality and Sales Promotion on Sustainable Clothing Purchase Decisions

117