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The Determinants of Eco-Fashion Purchase Intention and Willigness to Pay

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Abstract: This study explores the factors that influence consumers' willingness to pay for eco-fashion, including Environmental Concerns, Social Influence, Altruism, Purchase Intention of Eco-Fashion (PIEF), Electronic Word-of-Mouth (eWOM), and Willingness to Pay (WTP) in Indonesia. The study focuses on the Indonesian fashion industry. The research aims to provide valuable insights for marketing managers on developing effective strategies to enhance the perceived value of eco-fashion, increase consumer awareness, and grasp consumer preferences. This research adds valuable insights to the academic understanding of the fashion industry in Indonesia by enhancing academic knowledge and practical appliaction.

Keywords: Environmental concern, social influence, altruism, purchase intention, electronic word of mouth, willingness to pay

1. Introduction

The substantial amounts of resources consumed in the production and manufacturing of apparel have had devastating impacts on the environment, such as river pollution, toxic chemical releases, excessive waste generation, and green house gas emissions, all of which have excerbated the problem (Hasbullah et al., 2022). The fashion industry often ignores the dangers of chemicals in its products in order to produce cheaper and faster materials (Pratiwi & Zulian, 2023). The fashion industry is further the second largest consumer of water (1.5 trillion litres per year), responsible for ~20% of industrial water pollution from textile treatment and dyeing, contributes ~35% (190,000 tonnes per year) of oceanic primary microplastic pollution and produces vastr quantities of textile waste (>92 million tonnes per year), much of which ends up in landfill or is burnt, including unsold product (Niinimäki et al., 2020). Research shows that Indonesian lower middle class people do not care about the quality of the fashion they buy and the authenticity of the clothing as long as the status symbol they want is achieved, namely that other people are considered capable of using luxurious and up-to-date fashion products (Hajad & Setiawan, 2024).

Eco-friendly or green fashion refers to clothing and accessories produced with minimal chemicals, pesticides, or toxic pigments which significantly lower the ecological foot-print (Tran et al., 2022). In practice, this implies continous work to improve all stages of a product's life cycle, from design, raw material production, manufacturing, transport, storage, marketing, and final sale, to use, reuse, repair, remake, and recycling of the product and its components (Ahmad et al., 2020). As public opinion and self-media develop and consumers gain access to increasingly sustainable information, consumer claims regarding sustainable consumption (e.g. perceived value and expected moral benefit) and the strength of their criticism of greenwashing behavior changes, all of which likely go on to become key factors influencing consumer purchase intentions (Zhang et al., 2024). Indonesian cultural fashion SMEs use digital technologies, social responsibility initiatives, and creative thinking to adjust to global shifts and accomplish sustainable business practies (Panjaitan, 2024). The sustainable fashion brands in Indonesia include Controlnew, Reclothes Indonesia, FOYYA studio, Jivaloka, and RIMMBA, which produces high-quality designer swimwear and garments meant to be worn and cherished over many years (Nuh et al., 2023). In Indonesia, based on research on demo-

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graphic characteristics, it was found that individuals aged 26–35 are the most focused on eco-fashion in the Indonesian market. At this age range, sustainability trends are emerging, and people between 26 and 35 are the most aware of these issues. Most of them have the knowledge and understanding due to what they learned during their academic studies at the bachelor level. In terms of income, many are still dependent on financial support from their parents, with an average income below IDR 5 million. Despite this limited income, they tend to be more interested in eco-fashion, as they believe there is an added value in choosing eco-fashion products in the Indonesian market.

2. Materials and Methods

The research utilized the non-probability sampling method, specifically employing the purposive sampling technique to gather data. This method selectively targets a specific group of individuals based on predetermined criteria (Sekaran & Bougie, 2016). The criteria for participation in the study included respondents who have bought and worn eco-fashion products at least once in 2 years before. Primary data, directly obtained from original sources, is collected through a questionnaire distributed via Google Form and Social Media (Sekaran & Bougie, 2016). This selection is based on the study's 20 question indicators, aligning with Hair et al. (2019) guideline that the sample size should be 10 times the number of indicators. This selection is made after filtering out incomplete responses that do not meet the specified criteria. The data will be analyzed by Structural equation modelling (SEM) using IBM SPSS Statistics 23. Owolabi et al. (2020) advocate for the use of SEM in exploring these relationships, as it minimizes measurement errors and enhances the reliability of constructs.

3. Results and Discussion

3.1. Respondent Data Description

Table 1. Respondents' Characteristics

Respondent Profile	Characteristics	Frequency	Percentage
Sex/Gender	Male	165	43.5%
	Female	214	56.5%
Age	Under 18	18	4.7%
	18-25	158	41.7%
	26-35	111	29.3%
	36-45	70	18.5%
	Over 45	22	5.8%
Education	High School/Equivalent	102	26.9%
	D3/D4 (Diploma)	103	27.2%
	S1 (Bachelor)	149	39.3%
	S2/S3 (Master/Doctor)	25	6.6%
Occupation	Student	129	34%
	Office Employee	124	32.7%
	Self-Employed/Entrepreneur	71	18.7%
	Freelancer	50	13.2%
	Housewife	4	1.1%
Monthly Income	< Rp3 million	58	15.3%
	Rp3-5 million	111	29.3%
	Rp5-10 million	85	22.4%

	> Rp10 million	30	7.9%
	Still relying on parents	95	25.1%

Source : Processs Data, 2025

The majority of the respondents are female, comprising 56.5% of the total sample. In terms of age, most respondents are under 25 years old (41.7%), indicating a predominantly young demographic. Regarding educational background, the highest percentage of respondents hold a Bachelor's degree (S1), accounting for 39.3%. In terms of occupation, the largest group consists of students, who represent 34% of the total. When it comes to monthly income, most respondents earn between Rp3 to 5 million (29.3%).

3.2. Data Analysis

a. Descriptive Statistics of Research Variables

Table 2. Descriptive Statistics Result of Research Variables

Variable	Mean	Standard Deviation
Ec1 <- Environmental Concerns 1	4.034	0.8676
Ec2 <- Environmental Concerns 2	4.066	0.8504
Ec3 <- Environmental Concerns 3	4.042	0.7957
Ec4 <- Environmental Concerns 4	4.047	0.8836
Average	**4.0473**	**0.8493**
Si1 <- Social Influence 1	4.042	0.9017
Si2 <- Social Influence 2	4.071	0.8247
Si3 <- Social Influence 3	4.024	0.8014
Average	**4.0457**	**0.8426**
Alt1 <- Altruism 1	4.071	0.8562
Alt2 <- Altruism 2	4.087	0.8199
Alt3 <- Altruism 3	4.066	0.7957
Average	**4.0747**	**0.8239**
Pi1 <- Purchase Intention of Eco-Fashion 1	3.923	0.7746
Pi2 <- Purchase Intention of Eco-Fashion 2	4.190	0.7280
Pi3 <- Purchase Intention of Eco-Fashion 3	4.034	0.7776
Pi4 <- Purchase Intention of Eco-Fashion 4	4.227	0.915
Average	**4.0935**	**0.7988**
Ewom1 <- Electronic Word-of-Mouth 1	4.256	0.8103
Ewom2 <- Electronic Word-of-Mouth 2	3.958	0.8315
Ewom3 <- Electronic Word-of-Mouth 3	4.040	0.7975
Ewom4 <- Electronic Word-of-Mouth 4	4.201	0.8177
Average	**4.1138**	**0.8143**
Wtp1 <- Willingness to Pay 1	4.214	0.8663
Wtp2 <- Willingness to Pay 2	4.000	0.8729
Average	**4.107**	**0.8696**

Source : Processed Data, 2025

Respondents demonstrated a strong level of environmental concern, with an average score of 4.0473 and a standard deviation of 0.8493, showing awareness of the re-

duced environmental harm caused by eco-fashion products, the importance of fair pricing, and the need for wider availability. Regarding social influence, the average was 4.0457 with a standard deviation of 0.8426, indicating that participants were moderately influenced by people around them and felt connected when using the same eco-fashion brands. In terms of altruism, respondents showed an average of 4.0747 and a standard deviation of 0.8239, reflecting satisfaction in helping others discover and use eco-fashion, and a strong willingness to support sustainable choices. The purchase intention variable recorded a higher average of 4.0935 and a standard deviation of 0.7988, indicating that respondents were inclined to purchase eco-fashion products, especially those made from recycled and environmentally safe materials. Regarding electronic word-of-mouth (e-WOM), the average was 4.1138 with a standard deviation of 0.8143, suggesting a strong tendency to recommend, share experiences, and promote eco-fashion brands online. Lastly, willingness to pay received an average score of 4.107 and the highest standard deviation of 0.8696, showing a high readiness to pay more for eco-fashion, albeit with slightly more diverse opinions among respondents.

3.3. Data Quality Test (SEM AMOS)

a. Factor Loading

Table 3. Factor Loading Results

Indicator	Factor Loading
Ec1 <- Environmental Concerns 1	0.793
Ec2 <- Environmental Concerns 2	0.820
Ec3 <- Environmental Concerns 3	0.792
Ec4 <- Environmental Concerns 4	0.784
Si1 <- Social Influence 1	0.817
Si2 <- Social Influence 2	0.810
Si3 <- Social Influence 3	0.723
Alt1 <- Altruism 1	0.852
Alt2 <- Altruism 2	0.819
Alt3 <- Altruism 3	0.794
Pi1 <- Purchase Intention of Eco-Fashion 1	0.618
Pi2 <- Purchase Intention of Eco-Fashion 2	0.637
Pi3 <- Purchase Intention of Eco-Fashion 3	0.746
Pi4 <- Purchase Intention of Eco-Fashion 4	0.705
Ewom1 <- Electronic Word-of-Mouth 1	0.784
Ewom2 <- Electronic Word-of-Mouth 2	0.700
Ewom3 <- Electronic Word-of-Mouth 3	0.789
Ewom4 <- Electronic Word-of-Mouth 4	0.770
Wtp1 <- Willingness to Pay 1	0.867
Wtp2 <- Willingness to Pay 2	0.867

Source : Processed Data, 2025

Based on Hair et al. (2019) the factor loading value that has been determined previously by looking at the number of samples used, with the minimum sample of 350, the basis for making decisions on the validity test is the indicator will be declared valid if the resulting factor loading value is ≥ 0.30. Based on the results of validity testing in the table above, all indicators of all variables as a whole have factor loading values ≥ 0.30, then each

indicator is declared valid. Valid means that all indicators are correct in measuring their respective variables.

b. Reliability Test (Cronbach's Coefficient Alpha)

Table 4. Cronbach's Coefficient Alpha Results

Variable	Cronbach's Coefficient Alpha
Environmental Concerns	0.808
Social Influence	0.687
Altruism	0.760
Purchase Intention of Eco-Fashion	0.605
Electronic Word-of-Mouth (eWOM)	0.757
Willingness to Pay (WTP)	0.670

Source : Processed Data, 2025

The reliability test is measured using Cronbach's alpha, which is used to determine whether the instruments used in this research are appropriate and related or not and to test the consistency of indicators in a variable, with an alpha value ≥ 0.6 *(Sekaran & Bougie, 2010)*. Based on the test results, it can be concluded that all instruments used to measure each variable have Cronbach's Alpha values ≥ 0.6, so it can be stated reliable. Reliable means that there is internal consistency between indicators in measuring variables.

c. Goodness of Fit

Table 6. Goodness of Fit Test

Type Measurement	Measurement	Value	Suggested acceptance limits	Conclusion
Absolute fit measure	Chi Square (CMIN)	459775	Expected to be low (0-2)	Poor fit
	RMSEA	0,069	≤0,08	Goodness of fit
	Sig Probability	0,000	≥0,05	Poor fit
Incremental fit measure	GFI	0,893	≥0,90	Marginal fit
	IFI	0,865	≥0,90	Marginal fit
	NFI	0,805	≥0,90	Marginal fit
	TLI	0,842	≥0,90	Marginal fit
	CFI	0,864	≥0,90	Marginal fit
	RFI	0,774	≥0,90	Poor fit
Parsimonious fit measure	CMIN/DF	2804	Lower limit 1, upper limit 5	Goodness of fit

Source : Processed Data, 2025

Based on the goodness of fit test results in the table, it is known that only 2 values from all criteria indicate goodness of fit. Hair et al. (2019) argue that if at least one goodness of fit criterion is met, the the research can be declared feasible or pass the goodness of fit test. Thus, the research model can be declared feasible to proceed to the next test.

d. Hypothesis Test Results

Table 7. Hypothesis Testing Results

Variable	Esimate	P-Value
Environmental Concerns → Purchase Intention of Eco-Fashion	0,189	0,000
Social Influence → Purchase Intention of Eco-Fashion	0,446	0,000
Altruism → Purchase Intention of Eco-Fashion	0,338	0,000
Purchase Intention of Eco-Fashion → Electronic Word-of-Mouth	1,011	0,000
Purchase Intention of Eco-Fashion → Wilingness to Pay	0,623	0,001
Electronic Word-of-Mouth → Wilingness to Pay	0,280	0,0085

Source : Processed Data, 2025

The basis for making decisions on hypothesis testing according to the opinion of *(Sekaran & Bougie, 2016)* is as follows If the p-value ≤ α 0.05 and the estimate value is positive, meaning that it can be stated that there is a positive influence of variable x on variable y. Which means that all variables are interconnected and all hypotheses are supported.

3.4. Discussion

a. Environmental concerns have a significant positive effect on the Purchase Intention of Eco-Fashion

The analysis result indicate that environmental concerns have a significant impact on purchase intention of eco-fashion, with an estimate 0.189 and P-Value of 0.000. The results indicate that heightened awareness of environmental degradation (e.g., resource depletion, pollution, and climate impacts) significantly strengthens consumers' intent to purchase sustainable fashion. Specifically, a one-unit increase in environmental concerns corresponds to a 0.189-unit rise in purchase intention. This underscores that consumers who prioritize ecological issues are morelikely to value and seek eco-fashion products, perceiving them as aligned with their ethical commitments. The finding aligns with Kang and Kim, (2017) and Sadeghi et al. (2022) who demonstrated that environmental consciousness directly motivates sustainable consumption by enhancing the perceived value of eco-friendly attributes. For marketers, this emphasizes the need to communicate environmental benefits transparently to resonate with ecologically conscious consumers.

b. Social influence has a significant positive effect on the Purchase Intention of Eco-Fashion

The analysis result indicate that social influence have a significant impact on purchase intention of eco-fashion, with an estimate 0.446 and P-Value of 0.000. This suggests that peer approval, social norms, and aspirational behaviors (e.g., imitating influencers or conforming to community preferences) critically shape consumers' decisions. The high estimate reflects Indonesia's collectivist culture, where social validation amplifies sustainable choices. For instance, respondents were 44.6% more likely to intend eco-fashion purchases when influenced by their social network. This corroborates Farzin et al. (2023) and Varshneya et al. (2017) who identified social influence as a pivotal factor in upcycled fashion adoption. Practically, brands should leverage social proof (e.g., user-generated content or community campaigns) to foster normative pressure and accelerate market penetration.

c. Altruism has a significant positive effect on the Purchase Intention of Eco-Fashion

The analysis result indicate that altruism have a significant impact on purchase intention of eco-fashion, with an estimate 0.338 and P-Value of 0.000. Consumers deriving pleasure from assisting others (e.g., promoting eco-brands to peers) showed 33.8% stronger purchase intent. This highlights the role of intrinsic rewards in ethical decision-making, beyond utilitarian benefits. The result resonates with Farzin et al. (2023) and Reimers et al. (2017), who linked altruism to willingness to pay premiums for sus-

tainable products. For businesses, integrating prosocial messaging (e.g., "Your purchase supports a greener planet") can tap into altruistic values to enhance brand loyalty.

d. Purchase Intention of Eco-Fashion has a significant positive influence on eWOM

The analysis result indicate that purchase intention of eco-fashion have a significant impact on eWOM, with an estimate 1.011 and P-Value of 0.000. Specifically, a one-unit increase in purchase intention raises eWOM engagement by over 101%, reflecting consumers' eagerness to share positive experiences via social media. This aligns with Makvandi and Farzin (2022) who identified eWOM as an outcome of committed purchase intentions. The finding suggests that satisfied eco-fashion customers become vocal brand ambassadors, amplifying reach organically. Companies should thus nurture post-purchase engagement (e.g., incentivized reviews or shareable content to harness this advocacy.

e. Purchase Intention of Eco-Fashion has a significant positive influence on Willingness to Pay

The analysis result indicate that purchase intention of eco-fashion have a significant impact on wilingness to pay, with an estimate 0.623 and P-Value of 0.001. This demonstrating that committed buyers accept price premiums. Consumers with firm purchase plans were 62.3% more likely to pay higher prices, valuing sustainability over cost. This mirrors Rahman and Koszewska (2020) who found purchase intention directly elevates WTP by enhancing perceived value. The result implies that building purchase intent through targeted education or experiential marketing can justify premium pricing strategies without deterring core customers.

f. eWOM has a significant positive effect on Willingness to Pay

The analysis result indicate that eWOM have a significant impact on wilingness to pay, with an estimate 0.280 and P-Value of 0.0085. Confirming that positive online reviews and recommendations heighten consumers' price tolerance. Exposure to favorable eWOM made respondents 28% more willing to pay premiums, as peer endorsements validated product quality and ethical credibility. This supports (Salem and Alanadoly, 2021) and Fattahi et al. (2022) who emphasized eWOM's role in building trust for sustainable products. Brands should actively cultivate eWOM through community engagement and influencer collaborations to strengthen pricing power.

3.5. Implication

Purchase intention has a stronger influence on willingness to pay compared to electronic word of mouth (eWOM). While eWOM is expected to build trust, this trust should eventually lead to a greater willingness to pay, particularly when it is grounded in sustainability values (Farzin et al., 2021). Sustainability elements make consumers perceive that management possesses added value by demonstrating concern for the environment. Sustainable marketing is therefore encouraged to strengthen consumer trust by creating mechanisms such as involving celebrities or influencers to endorse sustainable brands (Farzin & Fattahi, 2023). These celebrities or influencers can play a role in educating consumers through direct demonstrations of eco-fashion practices and by highlighting the advantages of using eco-fashion. Their support is likely to increase consumers' willingness to pay, while at the same time, eWOM should also continue to be developed as a complementary strategy.

4. Conclusions

This study highlights that environmental concerns, social influence, and altruism have a significant impact on the purchase intention of eco-fashion. Furthermore, purchase intention significantly influences electronic word-of-mouth (e-WOM) and willingness to pay. Additionally, e-WOM has a significant effect on willingness to pay. The integration of environmental factors, social influence, and altruistic motivation can enhance con-

sumers' purchase intention toward eco-fashion, while also strengthening their online sharing and willingness to pay for eco-friendly fashion products. These factors are interrelated and collectively contribute to positive outcomes in the consumption of eco-fashion.

In terms of marketing strategy, it is essential to minimize the use of dyes and harmful chemicals during production to address environmental concerns. Building strong social connections between individuals and eco-fashion buyers reflects the importance of social influence. Creating a sense of satisfaction among consumers who feel they are helping others represents altruism. Stimulating long-term interest in purchasing durable eco-fashion represents purchase intention. Encouraging the sharing of positive opinions about eco-fashion brands on social media reflects e-WOM, and increasing the willingness to choose eco-fashion even when cheaper alternatives exist demonstrates willingness to pay.

However, this study has limitations, particularly in its analytical scope, which focuses primarily on direct relationships between variables. The directions for further research could examine the role of brand image as a mediating variable to enrich the understanding of the relationships between variables. Brand image is essential for consumers because, when forming purchase intention, they tend to search for information that enhances their trust in a product (Farzin & Fattahi, 2018), particularly if the product provides additional environmental value. This becomes crucial, as establishing consumer trust and offering added value to the product can further influence eWOM and willingness to pay through the dissemination of positive environmental information.

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