

Towards Sustainable Textile Practices: Exploring the Role of Green Self-Concept and Theory of Planned Behavior in Consumer Behavior

Tiara Nur Anisah¹, Gesty Ernestivita², Reska Anggara Putra³, Sigit Handoko⁴ and Aditya Kurniawan⁵

¹Department of Management, Janabadra University

Email: tiara@janabadra.ac.id

²Department of Magister Management, Janabadra University

Email: gesty@janabadra.ac.id

³Department of Management, Universitas PGRI Yogyakarta

Email: reska@upy.ac.id

⁴Department of Business Law, Universitas PGRI Yogyakarta

Email: sighand@gmail.com

⁵Department of Economic Development, Janabadra University

Email: adityakurniawan@janabadra.ac.id

Abstract— The textile industry has been a major contributor to environmental pollution globally. Excessive consumption patterns and rapid fashion cycles also increase the pressure on the environment with increased clothing production. However, a shifting trend towards more sustainable practices is seen among textile and fashion companies, where awareness of social and environmental responsibility is a major concern. By applying the Theory of Planned Behavior framework, this study aims to identify the role of green self-concept in influencing consumers' willingness to pay more for environmentally friendly clothing products in Indonesia. A total of 207 young respondents participated using nonprobability snowball sampling method, then analyzed by SEM-PLS method. The results showed that green self-concept is proven to have a positive and significant effect on willingness to pay more for environmentally friendly clothing products. The findings of this study contribute to increasing understanding and awareness of the importance of environmentally friendly products in Indonesia.

Index Terms—green self-identity, green apparel, eco-friendly clothing, willingness to pay premium.

I. INTRODUCTION

In recent decades, the textile industry has become one of the major contributors to global environmental pollution (Vu et al., 2022). The use of hazardous chemicals and non-biodegradable textile waste in traditional production methods has increased the detrimental effects on the environment, such as soil, air, and water pollution (Bressanelli et al., 2022). Excessive consumption patterns and rapid fashion cycles have also led to an increase in clothing production, which in turn increases pressure on the environment. However, in recent years, there has been a clear trend among textile and fashion companies to shift to more sustainable practices (Yang &

Jang, 2020). Many companies are beginning to realize that social and environmental responsibility is very important, both to maintain brand reputation and to answer the needs of consumers who are increasingly concerned about the environment (Zhou et al., 2021). In response to these concerns, the companies began to develop innovations in product design, materials, and production processes to create more environmentally friendly clothing.

Leading textile companies are starting to adopt a sustainable approach by producing more environmentally friendly clothing, with more energy and water-efficient production processes, and more responsible waste management practices (Yadav & Tripathi, 2020). In addition, there is also an increase in brand awareness about the transparency of their supply chains, allowing consumers to make more sustainable choices (Gomes et al., 2023). This phenomenon reflects a paradigm shift in the textile industry, where companies focus not only on profitability but also on the social and environmental impacts of their operations (Burns, 2012; Lata & Mittal, 2023). Thus, eco-friendly clothing is not only a fashion trend but also a must for companies that want to remain relevant and sustainable in a global economy that is increasingly concerned about the environment.

The concept of green self-concept plays an important role in the paradigm shift of the textile industry towards more sustainable practices (Abrar et al., 2021; Sharma et al., 2020; Lata & Kumar, 2022). Green self-concept reflects the extent to which individuals identify themselves with environmental values and awareness of the ecological impact of their behavior (Welsch et al., 2021). Along with increasing awareness of environmental issues among consumers, the demand for eco-friendly products is also growing. Textile companies that are responsive to this shift recognize the importance of building brands that are linked to positive environmental values (Copeland & Bhaduri, 2020). Consumers who have a green self-concept tend to be more accepting and interested in products that have less environmental impact (Legere & Kang, 2020). In addition, they tend to prefer companies that openly adopt sustainable practices and choose to buy from such brands as an expression of their environmental identity. Therefore, textile companies that turn to eco-friendly clothing not only respond to market demands but also build stronger relationships with consumers who have a green self-concept.

TPB is a psychological framework used to understand and predict human behavior (Blazquez et al., 2020; Nguyen, 2019; Wu & Chiang, 2023). Planned Behavior Theory and green self-concept have significant implications for understanding consumers' willingness to pay more for eco-friendly clothing (Abrar et al., 2021; Tawde et al., 2024). The Sustainable Development Goals (SDGs) underscore the significance of attitudes, subjective norms, and perceived behavioral control in influencing intentions and actions. In the context of eco-friendly clothing, individuals who have a green self-concept, or awareness of the importance of the environment in their identity, tend to have more positive attitudes towards practices that support environmental sustainability (Gabriele Prati & Pietrantonio, 2017; Legere & Kang, 2020). Previous studies in environmental psychology have explored the predictive role of self-identity on behavior (Abrar et al., 2021; Lopes et al., 2022; Saleki et al., 2020; Sharma et al., 2020; Tawde & RV, 2024). For example, self-identity associated with eco-friendly clothing predicts intent to purchase eco-friendly clothing, while self-identity associated with recycling predicts recycling behavior. However, the relationship between self-identity and other pro-environmental activities is less clear. A wider range of pro-environmental attitudes, intentions, and behaviors is often associated with a more general environmental self-identity. A person's more general environmental identity influences their involvement in pro-environmental actions.

The use of environmental self-identity as a mediator in the link between attitudes, subjective norms, and self-behavioral control regarding consumer purchase intentions for energy-efficient household appliances has been studied by researchers like Li et al. (2021). Comparably, research on the predictive significance of the green self-concept in influencing customer purchase intentions for ecologically friendly apparel products has been conducted by Abrar et al. (2021; Sharma et al. (2020). Studies explicitly looking at the moderating effect of environmental self-identity in the context of environmentally friendly apparel are still rare in Indonesia, nevertheless. The purpose of this study is to investigate how the intention to buy ecologically friendly clothes is influenced by one's green self-concept, considering the Sustainable Development Goals (SDGs). This research aims to provide useful insights for industry practitioners and academic scholars in developing more effective marketing strategies for eco-friendly products by deepening our understanding of the psychological factors influencing consumer purchase intentions in the area of eco-friendly clothing.

II. MATERIALS AND METHOD

Data for this study was collected online through Google Forms to reach respondents widely. The Consecutive Sampling technique is used until the desired number of subjects is achieved. The respondents were selected from various main islands in Indonesia such as Java, Sulawesi, Papua, Nusa Tenggara, Maluku, and Kalimantan. The

data collection process runs from January to March 2024. Despite having limited purchasing power, attention to young consumers is important, especially since they depend on older people financially. The study specifically targeted individuals aged 18 to 35, anticipating that this consumer segment will grow in significance over time. The questionnaire was adjusted from previous literature to fit the study context (Abrar et al., 2021; Sharma et al., 2020; Anisah et al., 2023; Limbu et al., 2022). Responses were given on a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). To make sure the questionnaire was of high quality, a pre-test with thirty respondents was carried out before to the main survey. Out of the 210 respondents that took part in the survey, 207 were deemed valid responses; the remaining responses were regarded as anomalies. Next, in accordance with suggestions from (Hair et al., 2017), the data was gathered and examined using Smart PLS 4.0 to do Structural Equation Modeling (SEM). This assessment procedure involved four stages.

A. Method

i. Hypothesis Development: According to Becerra et al. (2023), self-concept can be a concept that refers to how far individuals identify themselves as pro-environment or have a strong environmental awareness. This involves an individual's understanding and recognition of their role in safeguarding and preserving the natural environment, as well as their commitment to environmentally friendly behavior (Grębosz-Krawczyk et al., 2021). Green self-concept is an extension of self-concept that refers to how far individuals identify themselves as pro-environment (van der Werff et al., 2013). Findings from Abrar et al. (2021) show that pro-environmental self-identity significantly influences consumers' purchase intentions to buy environmentally friendly clothing products. McNeill & Venter (2019) suggest that fashion serves as a social necessity and is an effective way to express one's image or self-concept through the application of SDGs. Other researchers also noted a positive correlation between green self-concept and green buying behavior (Sharma et al., 2020). Individuals who identify themselves as "green" tend to have more positive attitudes toward eco-friendly behaviors, feel greater social pressure to adopt pro-environmental measures from their surroundings, and feel better able to control their behaviors that impact the environment. Therefore, we propose the following hypothesis.

H1: Green self-concept positively affects attitude

H2: Green self-concept positively affects subjective norm

H3: Green self-concept positively affects perceived behavioral control

According to Nguyen et al. (2019) and Anisah et al. (2023), there is a significant correlation between environmentally friendly attitudes and green clothing consumption by identifying attitude factors, subjective norm, and self-behavioral control. Farzin et al. (2023); and Khan et al. (2022) found that consumers who have a positive attitude towards green clothing tend to prefer to buy eco-friendly clothing. This is because they have concern for the environment and are even willing to pay more for environmentally friendly products. Research results from Nam et al. (Nam et al., 2017) also found a positive relationship between self-behavioral control and actual purchases of environmentally friendly clothing products. This is similar to Zubaidi (2020), who found a positive relationship between subjective norms and willingness to pay premium prices on products that pay attention to the environment. The findings indicate that consumers who have self-behavioral control and can make a difference through purchasing decisions are more likely to be willing to pay more to buy eco-friendly clothing. Some of the results of the above research can be drawn as hypotheses as follows:

H4: Attitude positively affects willingness to pay more for eco-friendly clothing products

H5: Subjective norm positively affects willingness to pay more for eco-friendly clothing products

H6: Perceived behavioral control positively affects willingness to pay more for eco-friendly clothing products

III. RESULTS AND DISCUSSION

A. Descriptive Statistics

This study sets several criteria for the demographic characteristics of respondents. The requirements for respondents who took part in this survey consisted of area of origin, gender, age, last education, monthly income and expenditure, and intensity of shopping for environmentally friendly clothing in a year. To be clearer, here we provide details in Table 1.

TABLE 1. RESPONDENT CHARACTERISTICS

Characteristics	Subcategory	Frequency	Percentage (%)
Place of Origin	Jawa	101	48.7
	Sulawesi	16	7.7
	Papua	35	16.9
	Nusa Tenggara	5	2.4
	Maluku	9	4.3
	Kalimantan	32	15.5
Gender	Male	83	40.1
	Female	124	59.9
Age	17-20 Years Old	57	27.5
	21-35 Years Old	150	72.5
Last Education	High School/Vocational School	145	70
	Diploma and Bachelor's Degree (S1)	48	23.2
	Master's Degree	14	6.7
	< Rp1.000.000	78	37.7
Income Average per month	Rp1.000.000-2.500.000	62	29.2
	Rp2.500.000-5.000.000	43	20.8
	>Rp5.000.000	24	11.6
Expenses Average per month	< Rp1.000.000	78	37.7
	Rp1.000.000-2.500.000	89	43.0
	Rp2.500.000-5.000.000	21	10.1
	>Rp5.000.000	19	9.2
Intensity of shopping in a year	1-3 Times in a Year	131	63.3
	3-5 Times in a Year	44	21.3
	>5 Times in a Year	32	15.5

Source: Processed results from IBM SPSS.

B. Measurement Model

i. Outer Model Evaluation: Convergent Validity: The significant loading factor value between the indicator and construct, along with the composite's strong reliability, both demonstrate good convergent validity (Hair et al., 2019). Stated otherwise, a high convergent validity value guarantees the dependability of the study findings, strengthens confidence in the interpretation of the PLS-SEM analysis results, and the indicators effectively represent the measured construct. For the indicator to be considered valid, the correlation must exceed 0.50 with the corresponding construct. If the loading factor value is less than 0.7, feeding will be removed from the analysis and retested. A loading factor of more than 0.70 is considered an excellent level; A value above 0.60 is sufficient to indicate construct validity. To be clearer, here are details about the model measurements in this study.

TABLE II. MEASUREMENT MODEL

Construct	Items	Factor Loading	AVE	Cronbach's Alpha	CR
Green Self-concept	GSC1	0.831	0.681	0.883	0.914
	GSC2	0.828			
	GSC3	0.801			
	GSC4	0.834			
Attitude	ATT1	0.841	0.682	0.846	0.896
	ATT2	0.853			
	ATT3	0.786			
	ATT4	0.821			
Subjective Norm	SN1	0.76	0.655	0.867	0.914
	SN2	0.844			
	SN3	0.839			
	SN4	0.813			
	SN5	0.784			
Perceived Behavioral Control	PBC1	0.766	0.687	0.845	0.916
	PBC2	0.879			
	PBC3	0.853			
	PBC4	0.825			
	PBC5	0.813			
Willingness to pay more	WTP1	0.883	0.775	0.927	0.945
	WTP2	0.889			

Minimum accepted levels	WTP3	0.907	
	WTP4	0.869	
	WTP5	0.854	
Factor loading >0.5 (Henseler et al., 2014)	AVE >0.5 (Hair, Hollingsworth, et al., 2017)	Cronbach's alpha >0.6 (Henseler & Sarstedt, 2013)	CR >0.7 (Hair et al., 2017)

TABLE III. HTMT CRITERION

	ATT	GSC	PBC	WTP	SN
ATT	0.826				
GSC	0.664	0.825			
PBC	0.657	0.617	0.828		
WTP	0.676	0.632	0.739	0.881	
SN	0.746	0.674	0.671	0.722	0.809

Source: Processed results from SmartPLS

ii. Discriminant Validity: We examine how individual indicators and constructs correlate with each other by evaluating the validity of discriminants (Henseler & Sarstedt, 2013). An indicator is considered valid if its relationship with the construct under study is higher than that of other constructs. The AVE value, which should be > 0.50, is also used to evaluate the validity of the discriminant in Table 2. The heterograft-monomer correlation ratio (HTMT) and the Fornell & Larcker (Fornell & Larcker, 1981) criterion are two methods for evaluating discriminant validity. Table 3 shows the HTMT cut-off value for discriminant validity of 0.90, according to Henseler et al. (Henseler et al., 2014). An indicator is considered valid if its relationship with the construct under study is higher than the other constructs.

iii. Composite Reliability: CR is a measure of the internal reliability of constructs in SEM-PLS analysis. CR measures how well the indicators used to measure constructs consistently reflect those constructs. CR ranges between 0 and 1, with higher values indicating a higher level of reliability. CR value is considered good if it is greater than 0.7.

C. Evaluation Goodness and Fit Model

The R-square value in attitude accounted for 44.1%, subjective norm accounted for 45.4%, and perceived behavioral control accounted for 38.1%. The variable willingness to pay accounted for 64.9%, which shows that the variables EAK, ATT, SN, and PBC have an influence of 65.2% on WTP

TABLE IV. R-SQUARE RESULT

Predictor construct	Target construct	R Square
ATT	Attitude	0.441
SN	Subjective norm	0.454
PBC	Perceived behavioral control	0.381
WTP	Willingness to pay	0.649

Source: Processed results from SmartPLS

According to Hair et al. (2017), the Q^2 value is 0 for low, 0.25 for moderate, and 0.50 for high. In the case of the variable WTP, the Q^2 value in this study reached 0.495, almost reaching 0.50. This indicates a high level of accuracy in predictions. Thus, it can be concluded that the predictions for this variable are quite accurate.

TABLE V. Q-SQUARE RESULT

Predictor construct	Target construct	Q Square
ATT	Attitude	0.296
SN	Subjective norm	0.292
PBC	Perceived behavioral control	0.257
WTP	Willingness to pay	0.495

Source: Processed results from SmartPLS

As an evaluation tool, the SRMR offers an exact measurement of model fit. A reasonable match is usually indicated by a value less than 0.10 (Henseler & Sarstedt, 2013). The predicted SRMR value in our investigation is 0.062, indicating a satisfactory fit for the model. As a result, the empirical data used in this study successfully clarify the connections between the model's variables.

According to Hair et al. (2017), the PLS predictive validation method is employed to assess the predictive performance of PLS models. This approach entails a comparison of PLS outcomes with those of the baseline model, namely linear regression (LM), as illustrated in the table below:

TABLE VI. PLS PREDICT

	PLS		LM	
	RMSE	MAE	RMSE	MAE
ATT1	0.776	0.621	0.777	0.621
ATT2	0.74	0.595	0.74	0.587
ATT3	0.792	0.631	0.793	0.624
ATT4	0.77	0.611	0.776	0.6
PBC1	0.839	0.68	0.845	0.693
PBC2	0.769	0.604	0.775	0.607
PBC3	0.735	0.583	0.745	0.586
PBC4	0.721	0.577	0.726	0.575
PBC5	0.801	0.63	0.807	0.635
IT1	0.74	0.58	0.744	0.572
IT2	0.753	0.595	0.757	0.594
IT3	0.765	0.602	0.772	0.605
IT4	0.746	0.584	0.75	0.575
IT5	0.798	0.619	0.801	0.613
SN1	0.875	0.698	0.876	0.703
SN2	0.781	0.624	0.794	0.637
SN3	0.76	0.605	0.769	0.605
SN4	0.822	0.646	0.794	0.607
SN5	0.742	0.599	0.742	0.593

Source: Processed results from SmartPLS

From Table 6, it can be seen that each measurement item's RMSE and MAE values are lower than those of the LM (linear regression) model. According to Henseler & Sarstedt (2013), if most of the measurement items of the PLS model have lower RMSE and MAE values, the predictive power of the PLS model is considered moderate.

D. Hypotheses Testing

Hypothesis testing in this study utilized the bootstrapping method within the SEM-PLS framework. This method enabled us to assess the relationships between the variables under investigation. Upon conducting the tests, it was found that all nine hypotheses posited in the study were affirmed, demonstrating positive and statistically significant associations. It was established that the T-statistic value >1.96 , P-value < 0.05 , and positive beta coefficient indicated statistical significance (Hair et al., 2019). The results of our analysis met these criteria,

providing robust support for our hypotheses. Table 7 presents comprehensive details regarding the hypothesis testing outcomes for further elucidation.

TABLE VII. HYPOTHESIS TESTING RESULT

	Original Sample	T Statistics	P Value	Conclusion
H1: GSC -> ATT	0.664	12.244	0.000	Supported
H2: GSC -> SN	0.674	16.031	0.000	Supported
H3: GSC -> PBC	0.617	12.384	0.000	Supported
H4: ATT -> WTP	0.165	2.198	0.028	Supported
H5: SN -> WTP	0.319	3.83	0.000	Supported
H6: PBC -> WTP	0.416	5.269	0.000	Supported

Source: Processed results from SmartPLS

As presented in the table above, all hypotheses statistically showed positive and significant results after testing with the bootstrapping method. This can be seen from the P value, smaller than 0.05 for all relationships in each of our proposed hypotheses. Hypothesis 1, hypothesis 2, and Hypothesis 3 each have values ($\beta = 0.664$, $p < 0.05$); ($\beta = 0.674$, $p < 0.05$); ($\beta = 0.617$, $p < 0.05$) shows that GSC variables have a positive and significant influence on ATT, SN, and PBC. Furthermore, hypotheses 4, 5, and 6 each have values ($\beta = 0.165$, $p < 0.05$); ($\beta = 0.319$, $p < 0.05$); ($\beta = 0.416$, $p < 0.05$) shows that ATT, SN, and PBC have a positive and significant effect on WTP.

Green self-concept positively and significantly influences ATT, SN, and PBC. These results confirm (Abrar et al., 2021; Galván-Mendoza et al., 2022; Xu et al., 2022). This indicates that individuals aware of the importance of the environment and environmentally friendly behaviors tend to have a more positive attitude towards practices that support environmental sustainability. In addition, they also tend to be more influenced by social norms that support pro-environmental behavior and feel better able to control their actions that impact the environment. Thus, the green self-concept has an important role in shaping individual attitudes and behaviors related to the environment.

ATT, SN, and PBC significantly influence WTP for eco-friendly clothing products. These findings illustrate that individuals who have supportive attitudes, feel positive social pressure, and feel able to control their behavior, tend to be more inclined to allocate more resources to products that prioritize environmental sustainability according to findings (Zubaidi, 2020; Farzin et al., 2023; Khan et al., 2022). It's important to take important to consider psychological and social factors in designing marketing strategies and consumer approaches to eco-friendly clothing products.

IV. CONCLUSION

In recent decades, the textile industry has become a major contributor to global environmental pollution. Excessive consumption patterns and rapid fashion cycles also increase pressure on the environment with increased clothing production. However, the trend of shifting towards more sustainable practices is seen among textile and fashion companies, where awareness of social and environmental responsibility is a major concern. The adoption of sustainable practices by these companies reflects a paradigm shift where profitability is no longer the primary focus but also their operations' social and environmental impact.

Research has demonstrated that green self-concept variables positively and significantly influence attitudes, subjective norms, and perceived behavioral control. These findings align with prior studies, highlighting that individuals prioritizing environmental concerns tend to hold attitudes conducive to sustainable practices. Moreover, individual attitudes towards eco-friendly clothing products, subjective norms, and perceived behavioral control also positively impact consumers' willingness to pay a higher price for these items.

This underscores the significance of integrating psychological and social factors into developing marketing strategies and consumer engagement approaches for eco-friendly apparel. By understanding and addressing consumers' environmental values and social influences, businesses can better appeal to the growing demand for sustainable fashion options. This holistic approach fosters positive consumer perceptions and contributes to the broader goal of promoting environmentally responsible consumption patterns.

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