



Purchase Intentions for Green Apparel of Zara Indonesia

Charles Eduardo, Dudi Anandya, and Freddy Mutiara^(✉)

University of Surabaya, Surabaya, Indonesia
freddy@staff.ubaya.ac.id

Abstract. This study aims to examine the factors influencing the purchase intention of Zara Indonesia's green apparel. 224 respondents who purchased Zara Indonesia, especially the eco-friendly clothing collection (JOIN LIFE), in the last six months and live in Indonesia were involved in this study. The analytical method used in this study was SEM (Structural Equation Modeling) AMOS which goes through two stages: the Measurement Model and the Structural Model. The results of this study indicate that there are two unsupported hypotheses and three supported hypotheses. Two unsupported hypotheses are H3(+) PBC - > PI, H5(+) EC - > PI. Three supported hypotheses are H1(+) ATT - > PI, H2(+) SN - > PI, and H4(+) WTP - > PI. The variable that has the greatest influence or significance on Purchase Intention (PI) is the Subjective Norm (SN).

Keywords: Purchase Intention · Green Apparel · Green Products

1 Introduction

Several companies in Indonesia already have an awareness of creating environmentally friendly products or commonly called green products. The company that will be used for this research is Zara Indonesia. Zara is owned by Inditex, one of the world's largest distribution groups [1]. Green apparels implemented by Zara have a system called circularity, and a program called Join Life [2].

This study replicates "Does environmentally responsible purchase intention matter for consumers? A predictive sustainable model developed through an empirical study" as a reference [3]. To make comparisons, there are two journals used, the first journal is "An environmental awareness purchasing intention model" [4] and the second is "Purchase intention for green brands among Pakistani millennials" [5].

This study uses the theoretical basis of the theory of planned behavior (TPB), which is expanded using two variables based on the main journal [3]. The two variables are environmental consciousness and willingness to pay. Research related to interest in purchasing green products has begun to be carried out in various countries such as India, Pakistan, and the United States. Purchase intention towards green products needs to be further investigated as an example in Indonesia to examine what factors influence consumer purchase intentions towards green products in Indonesia.

2 Literature Review

The theory of planned behavior (TPB) is extended to the theory of reasoned action (TRA). This theory builds specifically from the limitations of the original model in dealing with human behavior in which the person has incomplete volitional control. TPB is decision-making by an individual based on a rational assessment of the consequences and actions [6]. The TPB model has three main factors that determine purchase intention. The models are attitude, subjective norm, and perceived behavioral control [7, 8]. These three factors can determine one's actions regarding environmentally friendly, prosocial organic food, and environmentally friendly restaurants [9, 10].

Attitude (ATT) refers to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question [11]. Attitude is a favorable or unfavorable assessment of a cognitive belief about the idea, person, object, event or person's behavior in question [12]. Attitude is an important component when wanting to predict someone's purchase intention [13]. Attitude is characterized as a person's evaluation of a particular behavior [14] in [15].

Subjective norm (SN) refers to the perceived social pressure to perform or not to perform the behavior [11]. Subjective norms are defined as a person's belief or a perception that significantly arises from peers, society or family [16]. Subjective norms are described as "pressure that can be felt from others to perform certain behaviors" [11].

Perceived behavioral control (PBC) refers to the perceived ease or difficulty of performing the behavior and is assumed to reflect past experience and anticipated impediments and obstacles [11]. PBC can be interpreted as individual perceptions or beliefs that control the ability to behave [17, 18].

Purchase intention (PI) is an individual's readiness to perform certain behaviors [11]. Purchase intention is an attitude of an individual who is ready to act which is a direct activity of behavior [19].

Willingness to pay (WTP) is defined as a person's willingness to spend some money [20, 21]. Consumers who have the nature to care about the environment will be willing to pay larger amounts for environmentally friendly products [22, 23].

Environmental consciousness (EC) refers to individuals who are aware of environmental problems and the number of consumers who are willing to make efforts to deal with environmental problems [24]. Environmental awareness positively and significantly influences consumers' intention to purchase environmentally friendly products [25].

The hypotheses in this study were compiled based on research conducted by [3].

H1: Attitude has a positive effect on purchase intention.

H2: Subjective norm has a positive effect on purchase intention.

H3: Perceived behavior control has a positive effect on purchase intention.

H4: Willingness to pay has a positive effect on purchase intention.

H5: Environmental consciousness has a positive effect on purchase intention.

3 Research Methods

The type of research used in this study is basic research to develop knowledge in expanding and enhancing existing knowledge and theories [26]. From the existing objectives, this type of research is more directed towards causal research because this research examines the relationship between cause and effect in terms of consumer behavior towards green products (attitude, subjective norm, perceived behavior control, willingness to pay, and environmental consciousness) in matters of influencing purchase intention on Zara's consumer behavior in Indonesia. Then, this research is quantitative in nature, with the data used in the form of questionnaires that are distributed and also filled in by respondents and were measured and managed using the Structural Equation Modeling (SEM) analysis method.

The measurement level used in this study is the interval measurement level. This means that this study shows a clear difference and also the same distance on the scale. The measurement scale used is a Likert scale which can have a choice of answers in identifying the category of choice in a number of statements in the questionnaire. This study categorizes the measurement scale into 7 points, starting from Strongly Disagree (SD) to Strongly Agree (SA). The lower the number chosen by the respondent, the more negative the response given by the respondent will be to the statements in the questionnaire. It is the same with the opposite. The higher the number chosen by the respondent, the more positive reaction given by the respondent will be to the statements on the questionnaire.

This study's target population was consumers who purchased clothing at Zara Indonesia in the last six months. The characteristics of respondents for this study were all women and men who had purchased clothes at Zara at least once in the last six months and were domiciled in Indonesia.

4 Results and Discussions

The validity and reliability test of the first stage was carried out on 30 first respondents' data using the Pearson correlation and Cronbach's Alpha in the SPSS software. The Pearson correlation results for each variable indicator have a value of ≥ 0.5 , so it can be said as valid. Each variable also has a Cronbach's Alpha value ≥ 0.7 , so it can be said as reliable. Data collected from 224 respondents according to the established criteria were analyzed using Structural Equation Modeling (SEM) in two stages.

At this stage, the Measurement Model stage is carried out, which aims to ensure that every statement used in this study has good results. The measurement model is the initial stage in SEM. This stage is carried out to test the validity and reliability of the data that has been obtained. The measurement model can be used for further analysis if the results obtained meet the criteria, namely the fit test or what is commonly referred to as the goodness of fit index (GoF). The next step is to test the validity and reliability using standardized loading analysis or Average Extracted (AVE) and Construct Reliability (CR) to know each indicator's accuracy.

Based on the data in Table 1, the first criterion of the structural model test is CMIN/DF of 1.246 and is categorized as a good fit because it has a value of ≤ 3.00 . Then the second

Table 1. The Goodness of Fit of CFA Stage 1 Measurement Model

No.	Goodness of Fit	Criteria	Test Result	Status
1	CMIN/DF	≤ 3.00	1.246	Good Fit
2	RMSEA	≤ 0.08	0.033	Good Fit
3	GFI	0.8–0.9	0.929	Good Fit
4	CFI	0.8–0.9	0.989	Good Fit
5	TLI	0.8–0.9	0,986	Good Fit

criterion in the structural model test stage is the RMSEA which is equal to 0.033 and is included in the good fit category because it has a value of ≤ 0.08 . For the third criterion, GFI, a value of 0.929 is obtained and included in the good fit category because it has a value greater than 0.8. The fourth criterion is that CFI gets a value of 0.989 which is included in the good fit category because it has a value greater than 0.9. Next, the fifth criterion, TLI of 0.986, is declared a good fit because it has a value greater than 0.9.

The next stage is the process of checking the standardized loading value for each indicator of the measurement model to know the indicators' accuracy in compiling a variable.

Table 2 shows the data on the results of validity and reliability measurements using standardized loading or Average Extracted (AVE) and Construct Reliability (CR) measurement tools. An indicator can be used if it has a standardized loading value of ≥ 0.5 , Average Extracted ≥ 0.5 and Construct Reliability ≥ 0.7 . Then Table 2 exhibits that all ATT, SN, PBC, WTP, EC, and PI variables have met the AVE and CR requirement values, then the results of all variables have met the reliability and validity criteria in the measurement model, then these results can be continued to next step.

This stage is a continuation of the measurement model. SEM analysis is a structural model test to test each hypothesis and answer the existing problem formulation.

Table 3 is the result of the goodness of fit (GoF). On the first criterion in the structural model, namely CMIN/DF, the result is 1.246, which is included in the good fit category because it has a result of ≤ 3.00 . Then the second criterion in the structural model, namely RMSEA, has a result of 0.033 and is included in the good fit category because it has a result of ≤ 0.08 . Next, the third criterion, GFI, has a result of 0.929 and is included in the good fit category because it has a result greater than 0.8. The fourth criterion is that the CFI has a result of 0.989, so it is included in the good fit category because the results obtained are greater than 0.9. The fifth criterion, namely TLI, has a result of 0.986 and is included in the good fit category because it has a result of more than 0.9.

This stage is followed by carrying out hypothesis testing activities to evaluate the effect of the inter-variables as described in the hypotheses that have been formulated. Evaluation of this effect can be determined by going through the significance and direction of the influence of one variable on another.

The hypothesis is declared supported if the results from the direction of influence have the same value as the test results and also have a significant value when they are in accordance with the existing criteria, namely the value of $|C.R.| \geq 1.96$ (value $\alpha =$

Table 2. Values of Standardized Loading Measurement Model Stage 1.

Variable	Indicator	Std. Loading	AVE	CR	Status
Attitude	ATT1	0.891	0.801	0.942	Valid and Reliable
	ATT2	0.923			Valid and Reliable
	ATT3	0.927			Valid and Reliable
	ATT4	0.837			Valid and Reliable
Subjective Norm	SN1	0.701	0.568	0.794	Valid and Reliable
	SN2	0.898			Valid and Reliable
	SN3	0.638			Valid and Reliable
Perceived Behavioral Control	PBC1	0.852	0.724	0.887	Valid and Reliable
	PBC2	0.905			Valid and Reliable
	PBC3	0.791			Valid and Reliable
Willingness to Pay	WTP1	0.850	0.768	0.909	Valid and Reliable
	WTP2	0.933			Valid and Reliable
	WTP3	0.844			Valid and Reliable
Environmental Consciousness	EC1	0.866	0.620	0.828	Valid and Reliable
	EC2	0.843			Valid and Reliable
	EC3	0.632			Valid and Reliable
Purchase Intention	PI1	0.911	0.848	0.944	Valid and Reliable
	PI2	0.933			Valid and Reliable
	PI3	0.919			Valid and Reliable

Table 3. The Goodness of Fit of Structural Model

No.	Goodness of fit	Criteria	Test Results	Status
1	CMIN/DF	≤ 3.00	1.246	Good Fit
2	RMSEA	≤ 0.08	0.033	Good Fit
3	GFI	0.8–0.9	0.929	Good Fit
4	CFI	0.8–0.9	0.989	Good Fit
5	TLI	0.8–0.9	0.986	Good Fit

5%) or it can also be seen from the p-value ≤ 0.05 . Then based on the results obtained in Table 4, it can be seen that 3 hypotheses are supported and 2 hypotheses are not supported. So the hypotheses that have not supported results are H3 and H5. Hypothesis 1 is declared supported because it has a direction of influence from the ATT variable to PI which has a positive value (+), which means that it is in accordance with the research hypothesis and also has a value $|C.R.| \geq 1.96$, which is 3.212 and p-value of 0.001 (***).

Table 4. The Results of Hypothesis Testing

Hypothesis		Standardized Estimate	C.R.	P-value	Status
H1 (+)	ATT -- > PI	0.349	3.212	0.001	Supported
H2 (+)	SN -- > PI	0.522	3.564	***	Supported
H3 (+)	PBC -- > PI	-0.134	-1.033	0.302	Not Supported
H4 (+)	WTP -- > PI	0.266	2.573	0.010	Supported
H5 (+)	EC -- > PI	0.198	1.058	0.290	Not Supported

Note: *** = significant with p-value < 0.001

Hypothesis 2 is declared supported because it has a direction of influence from the SN variable to PI which has a positive value (+), which means that it is in accordance with the research hypothesis and also has a value |C.R.| ≥ 1.96 which is equal to 3.564 and the p-value is < 0.001 (***). Hypothesis 3 is stated as an unsupported hypothesis because it has a different direction of influence test results from the direction of the research hypothesis, then hypothesis 3 also does not meet the C.R. test results and also the p-value. Hypothesis 4 is stated to be supported because it has a direction of influence from the SN variable to PI which has a positive value (+), which means that it is in accordance with the research hypothesis and also has a value |C.R.| ≥ 1.96, which is 2.573 and a p-value of 0.010 (**). Hypothesis 5 is declared as an unsupported hypothesis because it has a different direction of influence test results from the direction of the research hypothesis, then hypothesis 5 also does not meet the C.R. test results and also the p-value (Fig. 1).

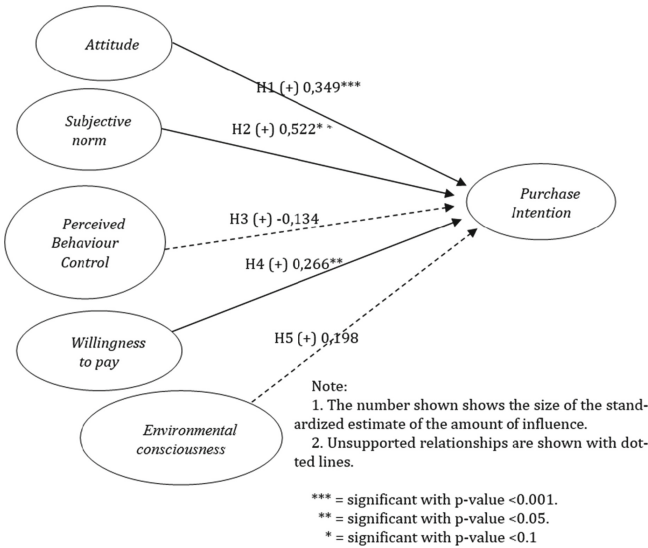


Fig. 1. The Results of the Hypothesis Testing

5 Conclusion

The conclusions from each hypothesis test are obtained based on the results of the data obtained from data processing using the Amos 22.0 software measurement tool. 5 hypotheses are tested, and 2 hypotheses are not supported. So the following is an explanation of each hypothesis: (1) Attitude has a positive and significant effect on purchase intention in the intention to purchase Zara clothing made from environmentally friendly materials in Indonesia; (2) Subjective norms have a positive and significant effect on purchase intention in the intention to purchase Zara clothing made from environmentally friendly materials in Indonesia; (3) Perceived behavioral intention has a negative and significant effect on the intention to purchase Zara clothing made from environmentally friendly materials in Indonesia; (4) Willingness to pay has a positive and significant effect on the intention to purchase Zara clothing made from environmentally friendly materials in Indonesia. (5) Environmental consciousness has a negative and significant effect on the intention to buy Zara clothing made from environmentally friendly materials in Indonesia.

This study's results show that the value of the standardized estimate for attitude influences purchase intention the most. This shows that Zara Indonesia's customers have a good attitude and are open to trying and making purchases intentions for Zara Indonesia's eco-friendly clothing. From the average attitude variable assessment, the lowest average is found in the statement that I usually buy clothes that can be recycled, with a value of 4.95.

Moreover, it is found that the value of the standardized estimate of the subjective norm is the most significant influence on purchase intention. This explains that Zara Indonesia's customers are affected by social pressure or their social environment. From the assessment of the average subjective norm variable, the lowest average is found in the statement that people who are important to me think that I should buy environmentally friendly clothes, with a value of 5.04.

Moreover, this study's results also show that the value of the standardized estimate for willingness to pay has the greatest influence on purchase intention. From the assessment of the average willingness to pay variable, the lowest average is found in the statement that I am willing to pay more for ecological clothing, with a value of 4.95. The recommendation that can be given to Zara Indonesia is that the company can change the perception of every consumer when they want to buy environmentally friendly products related to the costs that are sacrificed or incurred in balance with the benefits received, namely better survival for human life.

References

1. "Definisi Perusahaan Zara," 2022. <https://www.zara.com/id/id/z-company-corp1391.html?v1=11112> (accessed Dec. 18, 2022).
2. "JOIN LIFE Materials," 2022. <https://www.zara.com/id/id/join-life-materiales-mkt4898.html?v1=2047396> (accessed Dec. 18, 2022).
3. A. Kumar, G. Prakash, and G. Kumar, "Does environmentally responsible purchase intention matter for consumers? A predictive sustainable model developed through an empirical study," *Journal of Retailing and Consumer Services*, vol. 58, p. 102270, 2021.

4. L. Xu, V. Prybutok, and C. Blankson, "An environmental awareness purchasing intention model," *Industrial Management & Data Systems*, 2018.
5. M. T. Salam, K. T. Smith, and F. Mehboob, "Purchase intention for green brands among Pakistani millennials," *Social Responsibility Journal*, 2021.
6. S. Bamberg and G. Möser, "Twenty years after Hines, Hungerford, and Tomera: A new meta-analysis of psycho-social determinants of pro-environmental behaviour," *J Environ Psychol*, vol. 27, no. 1, pp. 14–25, 2007.
7. C.-L. Hsu, C.-Y. Chang, and C. Yansritakul, "Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity," *Journal of Retailing and Consumer Services*, vol. 34, pp. 145–152, 2017.
8. G. Liobikienė, J. Mandravickaitė, and J. Bernatienė, "Theory of planned behavior approach to understand the green purchasing behavior in the EU: A cross-cultural study," *Ecological Economics*, vol. 125, pp. 38–46, 2016.
9. Z. Mo, M. T. Liu, and Y. Liu, "Effects of functional green advertising on self and others," *Psychol Mark*, vol. 35, no. 5, pp. 368–382, 2018.
10. S. Y. Jang, J. Y. Chung, and Y. G. Kim, "Effects of environmentally friendly perceptions on customers' intentions to visit environmentally friendly restaurants: An extended theory of planned behavior," *Asia Pacific Journal of Tourism Research*, vol. 20, no. 6, pp. 599–618, 2015.
11. I. Ajzen, "The theory of planned behavior," *Organ Behav Hum Decis Process*, vol. 50, no. 2, pp. 179–211, 1991.
12. G. R. Maio, G. Haddock, and B. Verplanken, *The psychology of attitudes and attitude change*. Sage, 2018.
13. T. C. Kuo, M.-L. Tseng, C. H. Lin, R.-W. Wang, and C.-H. Lee, "Identifying sustainable behavior of energy consumers as a driver of design solutions: The missing link in eco-design," *J Clean Prod*, vol. 192, pp. 486–495, 2018.
14. P. Verma and N. Sinha, "Integrating perceived economic wellbeing to technology acceptance model: The case of mobile based agricultural extension service," *Technol Forecast Soc Change*, vol. 126, pp. 207–216, 2018.
15. B. Julio, D. Anandya, and F. Mutiara, "How are Buying Intentions in a Marketplace Formed? An acceptance of New Technology in Young People," in *18th International Symposium on Management (INSYMA 2021)*, 2021, pp. 146–151.
16. S. B. Ko and B. Jin, "Predictors of purchase intention toward green apparel products: A cross-cultural investigation in the USA and China," *Journal of Fashion Marketing and Management: An International Journal*, 2017.
17. A. Mishal, R. Dubey, O. K. Gupta, and Z. Luo, "Dynamics of environmental consciousness and green purchase behaviour: an empirical study," *Int J Clim Chang StrategManag*, 2017.
18. N. Sreen, S. Purbey, and P. Sadarangani, "Impact of culture, behavior and gender on green purchase intention," *Journal of Retailing and Consumer Services*, vol. 41, pp. 177–189, 2018.
19. X. Liu, C. Wang, T. Shishime, and T. Fujitsuka, "Sustainable consumption: Green purchasing behaviours of urban residents in China," *Sustainable Development*, vol. 20, no. 4, pp. 293–308, 2012.
20. J. Schmidt and T. H. A. Bijmolt, "Accurately measuring willingness to pay for consumer goods: a meta-analysis of the hypothetical bias," *J Acad Mark Sci*, vol. 48, no. 3, pp. 499–518, 2020.
21. S. Ioana-Daniela, K.-H. Lee, I. Kim, S. Kang, and S. S. Hyun, "Attitude toward luxury cruise, fantasy, and willingness to pay a price premium," *Asia Pacific Journal of Tourism Research*, vol. 23, no. 4, pp. 325–343, 2018.

22. G. Prakash and P. Pathak, "Intention to buy eco-friendly packaged products among young consumers of India: A study on developing nation," *J Clean Prod*, vol. 141, pp. 385–393, 2017.
23. G. Pathak and R. Yadav, "Determinants of consumers' green purchase behavior in a developing nation: applying and extending the theory of planned behavior," *Ecological Economics*, vol. 134, pp. 114–122, 2017.
24. S. Wang, J. Fan, D. Zhao, S. Yang, and Y. Fu, "Predicting consumers' intention to adopt hybrid electric vehicles: using an extended version of the theory of planned behavior model," *Transportation (Amst)*, vol. 43, no. 1, pp. 123–143, 2016.
25. A. Pagiaslis and A. K. Krontalis, "Green consumption behavior antecedents: Environmental concern, knowledge, and beliefs," *Psychol Mark*, vol. 31, no. 5, pp. 335–348, 2014.
26. W. G. Zikmund, B. J. Babin, J. C. Carr, and M. Griffin, *Business research methods*. Cengage Learning, 2013.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

