

The Influence of Environmental Knowledge, Social Media Influence, and Green Marketing Communication on Green Consumer Behavior of Consumers of Sustainable Fashion Products

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Abstract

The purpose of this research is to analyze the effect of Environmental Knowledge, Social Media Influence and Green Marketing Communication toward Green Consumer Behavior on consumers of sustainable fashion products. The study adopted a quantitative design and survey method with 220 respondents who had purchased sustainable fashion products, selected through purposive sampling technique. Data collection was by online questionnaire and data analysis was by multiple linear regression. The results show that Environmental Knowledge, Social Media Influence and Green Marketing Communication have a positive and significant effect on Green Consumer Behavior both partially and simultaneously. The research result shows that the higher environmental knowledge, social media positive influence and green marketing communication can improve the environmentally friendly consumption behavior. It makes theoretical contributions to the green marketing and consumer behavior literature, and provides practical implications for sustainable fashion companies in developing marketing strategies for sustainability.

Keywords: Environmental Knowledge, Social Media Influence, Green Marketing Communication, Green Consumer Behavior

INTRODUCTION

Rising public awareness of environmental issues has caused a change in consumer behavior in different industrial sectors, including the fashion industry. Over the last few decades, the fashion industry has been heavily scrutinized for its contribution to environmental pollution, its over-exploitation of resources and the enormous quantities of textile waste it produces (Anita et al., 2023). This situation has led to the idea of sustainable fashion which focuses on the production and consumption of more environmentally friendly

and socially responsible fashion products (Amir et al., 2023). Hence, Green Consumer Behavior is a very important factor that impacts the success of sustainable fashion product development. Green consumer behavior is the consumer behavior that takes into account the environmental impacts in the process of information search, purchase, use, and disposal of products (Fitri et al., 2023).

Environmental knowledge is one of the factors that are assumed to influence green consumer behavior among consumers of sustainable fashion products. Environmental knowledge is the extent of a person's knowledge about environmental issues, the effects of human activities on the environment, and the different methods of maintaining environmental sustainability (Sudirjo et al., 2023). Consumers with high environmental knowledge are more aware of the consequences of (unfriendly) environmental consumption behavior and the importance of choosing sustainable products. Regarding sustainable fashion, environmental knowledge can be used to enhance consumers' awareness of the adverse effects of fast fashion on the environment and the benefits of consuming sustainable fashion products (Zulfadli et al., 2023). Also the social media influence is considered to be an important factor that influences green consumer behavior among consumers of sustainable fashion products. The advent of social media has revolutionized the way consumers get information, form opinions and make purchase decisions (Sudarmaji et al., 2024). Consumers can find information about environmental issues, sustainable fashion trends, and product recommendations from influencers, communities, and companies through a variety of social media channels (Pramudito et al., 2023). Consumers who are exposed extensively to information on sustainable lifestyles may develop greater awareness and interest in environmentally friendly products. Another factor that is considered to affect green consumer behavior of sustainable fashion product consumers is green marketing communication (Hendratni, 2021). Green marketing communication is an umbrella term for a number of marketing communication activities that are aimed at communicating information about a firm's commitment to sustainability and the environmentally friendly characteristics of the products offered (Dewianawati et al., 2023). Good marketing communications can help consumers to learn more about the environmental benefits of a product, and enhance positive perceptions of the brand (Khasanah et al., 2020; Siregar et al., 2024).

Despite the increasing attention given to sustainable consumption, consumer adoption of sustainable fashion products remains relatively low in many developing countries. Consumers often express positive attitudes toward environmental protection but fail to translate these attitudes into actual purchasing behavior, a phenomenon commonly referred to as the attitude-behavior gap. Factors such as higher product prices, limited product availability, lack of trust in sustainability claims, and insufficient environmental awareness continue to hinder the widespread adoption of sustainable fashion products. Therefore, identifying the determinants of green consumer behavior is essential for narrowing this gap and encouraging more sustainable consumption patterns.

Environmental knowledge not only enhances consumers' understanding of ecological issues but also influences their environmental values and purchasing intentions. Individuals who possess adequate knowledge about environmental degradation, climate change, and sustainable production processes tend to make more responsible consumption decisions. In

the context of sustainable fashion, knowledgeable consumers are more likely to appreciate the environmental benefits of recycled materials, ethical production practices, and eco-friendly manufacturing processes. Consequently, environmental knowledge serves as a fundamental driver that encourages consumers to engage in environmentally responsible purchasing behavior.

Furthermore, social media has become a powerful communication platform that shapes consumer perceptions and purchasing decisions. Through social networking sites, consumers are continuously exposed to information regarding sustainable lifestyles, environmental campaigns, and product reviews generated by influencers and online communities. This exposure facilitates the dissemination of sustainability-related information while simultaneously encouraging social interaction and peer influence. As a result, social media can strengthen consumers' environmental awareness and motivate them to adopt greener purchasing behaviors through both informational and normative influences.

In addition to social media, green marketing communication plays a crucial role in building consumer confidence toward sustainable fashion products. Effective communication strategies that transparently convey environmental certifications, sustainable production methods, and corporate environmental commitments can reduce consumer skepticism regarding green claims. When consumers perceive marketing messages as credible and consistent with actual business practices, they are more likely to develop trust in environmentally friendly brands. This trust ultimately contributes to stronger purchase intentions and long-term green consumer behavior.

Although previous studies have investigated the relationships between environmental knowledge, social media influence, green marketing communication, and green consumer behavior, empirical findings remain inconsistent across different contexts and consumer segments. Moreover, limited research has simultaneously examined these three determinants within the sustainable fashion industry, particularly in emerging markets where consumer awareness of sustainability continues to evolve. Therefore, this study seeks to fill this research gap by providing empirical evidence regarding the combined effects of environmental knowledge, social media influence, and green marketing communication on green consumer behavior among sustainable fashion consumers.

This study aims to analyze the influence of Environmental Knowledge, Social Media Influence and Green Marketing Communication on Green Consumer Behavior on consumers of sustainable fashion products. The study is expected to contribute to the development of literature on green marketing, consumer behavior and business sustainability especially those related to factors influencing environmentally friendly consumption behavior. This study is also expected to enhance the understanding of the role played by environmental knowledge, social media influence, and green marketing communication in shaping consumer behaviors that favor sustainability. The results of this study are expected to give input to fashion companies in designing a more effective marketing strategy to increase public interest and green consumption behavior.

METHOD

The research applies a quantitative approach with survey method to analyze the effect of Environmental Knowledge, Social Media Influence and Green Marketing Communication toward Green Consumer Behavior in consumers of sustainable fashion products. The study population consists of consumers who have bought or used sustainable fashion products in the last year. The sampling technique used is purposive sampling with the criteria of respondents are at least 18 years old, have bought sustainable fashion products at least once in the last 6 months and actively use social media. The sample size was 220 respondents following Hair et al. (2019) recommendations for multivariate analysis. The data were collected by distributing the questionnaire online using Google Forms. Environmental Knowledge was measured by dimensions of environmental awareness, ecological understanding and environmental responsibility. Social Media Influence was measured through the dimensions of information exposure, social interaction and influencer credibility. Green Marketing Communication was measured in terms of its dimensions of message clarity, environmental credibility and effectiveness of promotion. Green Consumer Behavior was measured based on green purchasing, green usage, and environmentally responsible behavior. Validity tests were conducted using t-test and reliability tests were conducted using the Cronbach Alpha with a minimum value of 0.70. Before hypothesis testing, the data was checked using classical assumption tests. The data was then analyzed by multiple linear regression to know the partial and simultaneous effect of independent variables on Green Consumer Behavior at 5% level of significance.

RESULT AND DISCUSSION

The results of the validity test showed that all statement items had a t count greater than the t table at a significance level of 5% so that all indicators were feasible to be used in the study. The result of reliability test shows that all variables have a Cronbach Alpha value of more than 0.70 which means the instrument has a good level of consistency. The results of the normality test showed that the residual data were normally distributed. The results of the heteroscedasticity test and multicollinearity test showed that the classical assumptions of the research model were fulfilled. The findings of the multiple linear regression analysis show that Environmental Knowledge, Social Media Influence and Green Marketing Communication significantly affect Green Consumer Behavior simultaneously. The coefficient of determination (R^2) value of 0.726 indicated that the three independent variables in this study were able to explain the variation of Green Consumer Behavior of 72.6 percent, and the remaining 27.4 percent was influenced by other factors not included in the research model. All independent variables have a positive and significant effect on Green Consumer Behavior, so that all hypotheses of the research are declared accepted partly.

The results of the study show that Environmental Knowledge has a positive and significant effect on Green Consumer Behavior in consumers of sustainable fashion products. This finding implies that the more the consumers are aware of environmental issues and the effects of consumption activities on environmental sustainability, the more they tend to exhibit environmentally friendly consumption behavior. Consumers who are aware of the environmental impacts of the production and consumption processes of fashion

products are more selective in the choice of the products they use. They also take greater care to information about raw materials, production processes, and the environmental impacts of the products they buy. Good environmental knowledge helps consumers to appreciate the importance of supporting sustainable produced products and therefore promotes the emergence of more responsible purchasing behaviour. Moreover, consumers with high environmental knowledge are more aware of the importance of reducing negative impacts on the environment from daily consumption decisions. Therefore, environmental knowledge is an important factor to shape green consumer behavior in the sustainable fashion industry.

The results of the study indicate that the impact of social media on the green consumer behavior of sustainable fashion consumers is positive and significant. The results show that social media has an important impact on consumers' perception, attitude and behavior towards sustainability-oriented products. Consumers can find a ton of information on environmental issues, sustainable fashion trends and the benefits of using eco-friendly products via social media. In addition, interaction with influencers, digital communities and other users can raise awareness and stimulate interest in a sustainable lifestyle. Social media provides the ability to spread information quickly and widely, affecting consumer preferences. Repeated exposure to content encouraging environmentally friendly behavior generally leads to more positive attitudes towards sustainable fashion products among consumers. Therefore, social media influence is one of the factors that can promote more green consumer behaviour among the modern consumers.

This finding indicates that Green Marketing Communication has a positive and significant effect on Green Consumer Behavior towards sustainable fashion product consumers. This result implies that marketing communications promoting sustainability and environmental responsibility can increase consumers' willingness to undertake environmentally friendly consumption behavior. Clear, transparent and credible information on the environmental benefits of a product can help consumers understand the sustainability value of the company. Effective communication can also increase consumer trust in the environmental claims made by the company, thus increasing their intention and decision to purchase sustainable fashion products. Moreover, green marketing communications may contribute to increase consumer awareness about the importance of protecting the environment through more responsible consumption choices. So companies need to develop consistent and informative green marketing communications strategies to promote the development of more robust green consumer behavior among consumers.

CONCLUSION

Based on the results of the research that has been done, it can be summed up that Environmental Knowledge, Social Media Influence, and Green Marketing Communication have a positive and significant impact on Green Consumer Behavior in consumers of sustainable fashion products, partially and simultaneously. The results of the study suggest that Environmental Knowledge is an important determinant of consumer awareness about the environmental consequences of consumption activities and thus promotes more responsible buying behavior. Social Media Influence has also been demonstrated to shape

consumer perceptions and preferences towards sustainable fashion products through the dissemination of information, social interaction and influence of digital communities. Moreover, Green Marketing Communication has a positive impact on Green Consumer Behavior, as clear, transparent, and credible communication regarding the environmental benefits of a product can increase consumer trust and interest in sustainable products. At the same time, the three independent variables are able to explain most variation in Green Consumer Behavior of consumers of sustainable fashion products. There are limitations to this study. The study has a cross-sectional design based on data collected from the perceptions of respondents and it considers only consumers of sustainable fashion products. In practice, sustainable fashion companies should focus on environmental education to consumers, make use of social media as much as possible, and enhance green marketing communications to promote more sustainable consumption behavior.

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