GREEN IMPACT: EXPLORING THE MOTIVATIONS BEHIND SUSTAINABLE FASHION SHOPPING AND CONSUMPTION TOWARD GREEN APPAREL IN INDONESIA

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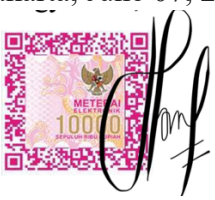
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DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgment. All quotations are cited and listed in the bibliography of the thesis.
If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, June 07, 2024



(Pratiwi Diyan Ayu Anggraini)

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(Pratiwi Diyan Ayu Anggraini)

TABLE OF CONTENTS

PAGE OF TITTLE ..... **i**

APPROVAL PAGE ..... **ii**

LEGALIZATION PAGE ..... Kesalahan! Bookmark tidak ditentukan.

DECLARATION OF AUTHENTICITY ..... **iv**

ACKNOWLEDGMENT ..... **v**

TABLE OF CONTENTS ..... **viii**

LIST OF TABLES ..... **xiv**

LIST OF FIGURES ..... **xvi**

LIST OF APPENDICES ..... **xvii**

ABSTRACT ..... **xviii**

ABSTRAK ..... **xix**

CHAPTER 1 : INTRODUCTION 1

1.1 Background 1

1.2 Problem Identification 4

1.3 Research Objectives 4

1.4 Research Contributions 5

CHAPTER 2 : LITERATUR REVIEW 6

2.1 Stimulus-Organism-Response (SOR) Model 6

2.2 Theoretical Review 7

2.3 Definitions of the Variables 9

2.3.1 Convenience 9

2.3.2 Information Availability 10

2.3.3 Selection 11

2.3.4 Customized Offerings 12

2.3.5 Utilitarian Motivation 13

2.3.6 Trend 14

2.3.7 Social 14

2.3.8 Adventure 15

2.3.9 Authority and Status 15

2.3.10 Hedonic Motivation 16

2.3.11 Green Purchase Intention 17

2.3.12 Green Apparel 18

2.4 Theoretical Framework 18

CHAPTER 3 : RESEARCH METHODOLOGY 19

3.1 Type of Study 19

3.2 Population and Sample 19

3.3 Types and Data Collection Techniques 20

3.4 Operational Definitions and Measurement of Variables 21

3.4.1 Convenience 22

3.4.2 Information Availability 22

3.4.3 Selection 23

3.4.4 Customized Offerings 24

3.4.5 Utilitarian Motivation 25

3.4.6 Trends 26

3.4.7 Social 27

3.4.8 Adventure 28

3.4.9 Authority and Status 28

3.4.10 Hedonic Motivation 29

3.4.11 Green Purchase Intention 30

3.5 Validity and Reliability Test of Research Instruments 31

3.5.1 Pilot Test 32

3.6 Analytical Technique 34

3.6.1 Descriptive Analysis 35

3.6.2 Descriptive Variable 35

3.6.3 Inferential Analysis 35

CHAPTER 4 : DATA ANALYSIS AND DISCUSSION 39

4.1 Descriptive Analysis 39

4.1.1 Descriptive Statistics of Respondents Based on Gender 39

4.1.2 Descriptive Statistics of Respondents Based on Ages.....40
4.1.3 Descriptive Statistics of Respondents Based on Location.....41
4.1.4 Descriptive Statistics of Respondents Based on Education Levels .42
4.1.5 Descriptive Statistics of Respondents Based on Occupations.....43
4.1.6 Descriptive Statistics of Respondents Based on Intention.....44
4.1.7 Descriptive Statistics of Respondents Based on Frequency.....45
4.2 Descriptive Variable.....46
4.2.1 Convenience.....46
4.2.2 Information Availability.....47
4.2.3 Selection.....47
4.2.4 Customized Offerings.....48
4.2.5 Utilitarian Motivation.....49
4.2.6 Trend.....50
4.2.7 Social.....51
4.2.8 Adventure.....51
4.2.9 Authority and Status.....52
4.2.10 Hedonic Motivation.....53
4.2.11 Green Purchase Intention.....54
4.3 Structural Model Test (Inner Model).....55
4.3.1 Collinearity VIF Test.....55

4.3.2 Coefficient of Determination Test (R-Square) 56

4.3.3 Hypothesis Testing 57

4.3.4 Predictive Relevance (Q Square).....58

4.4 Discussions.....59

4.4.1 Convenience and Utilitarian Motivation.....59

4.4.2 Information Availability and Utilitarian Motivation 60

4.4.3 Selection and Utilitarian Motivation.....62

4.4.4 Customized Offerings and Utilitarian Motivation 63

4.4.5 Utilitarian Motivation and Green Purchase Intention.....64

4.4.6 Trends and Hedonic Motivation 65

4.4.7 Social and Hedonic Motivation 66

4.4.8 Adventure and Hedonic Motivation 67

4.4.9 Authority and Status and Hedonic Motivation 68

4.4.10 Hedonic Motivation and Green Purchase Intention.....69

CHAPTER V : CONCLUSSION AND RECOMENDATION.....71

5.1 Conclusion 71

5.2 Managerial Implication 73

5.3 Research Limitation 74

5.4 Recommendation 74

REFERENCES 76

APPENDICES……83

LIST OF TABLES

Tab. 3.1 Six-Point Likert Scale....21

Tab. 3.2 Convenience Indicators....22

Tab. 3.3 Information Availability Indicators....23

Tab. 3.4 Selection Indicators....24

Tab. 3.5 Indicators of Customized Offerings....25

Tab. 3.6 Utilitarian Motivation Indicators....26

Tab. 3.7 Trend Indicators....26

Tab. 3.8 Social Indicators....27

Tab. 3. 9 Adventure Indicators....28

Tab. 3.10 Authority and Status Indicators....29

Tab. 3.11 Hedonic Motivation Indicators....30

Tab. 3.12 Green Purchase Intention Indicators....30

Tab. 3.13 Pilot Test Results....32

Tab. 4.1 Gender Section....39

Tab. 4.2 Ages Section....40

Tab. 4.3 Place Section....41

Tab. 4.4 Education Levels Section....42

Tab. 4.5 Occupations Section....43

Tab. 4.6 Experience Section 1....44

Tab. 4.7 Experience Section 2....45

Tab. 4.8 Variable of Convenience....46

Tab. 4.9 Variable of Information Availability 47
Tab. 4.10 Variable of Selection 48
Tab. 4.11 Descriptive Variable Customized Offerings 49
Tab. 4.12 Variable of Utilitarian Motivation 49
Tab. 4.13 Variable of Trends 50
Tab. 4.14 Variable of Social 51
Tab. 4.15 Variable of Adventure 52
Tab. 4.16 Variable of Authority and Status 53
Tab. 4.17 Variable of Hedonic Motivation 53
Tab. 4. 18 Variable of Green Purchase Intention 54
Tab. 4.19 Lists The Results of The Collinearity Test 55
Tab. 4.20 R-Square 56
Tab. 4.21 T-Statistic and P-Value 58

LIST OF FIGURES

Fig. 2.1 Research Model (Kumar and Yadav (2021)) 19

LIST OF APPENDICES

APPENDIX 1: KUISIONER……...…….83

APPENDIX 2: PILOT TEST……99

APPENDIX 3: SEM TEST…….103

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ABSTRACT

This research adopts shopping motivation theory (utilitarian and hedonic) as a framework. The aim of this research is to investigate the impact of shopping motivation on consumers' purchase intentions in the context of environmentally friendly clothing. Data were collected through a questionnaire survey of 185 respondents in Indonesia and analyzed using the SmartPLS v.4.0.0 tool with the SEM (Structural Equation Modeling) analysis. This research shows that utilitarian and hedonic motivations have a positive and significant effect on green purchase intention. Availability of information and special offers also have a positive and significant effect on utilitarian motivation, trends, adventure, and authority, and status. These findings will help managers and practitioners to promote sustainable consumption through environmentally friendly clothing. This can encourage cleaner production and sustainable consumption practices that benefit both the planet and people.

Keywords: *Green Purchase Intention, Utilitarian Motivation, Hedonic Motivation, Green Apparel, Green Product, Sustainable Consumption*

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ABSTRAK

Penelitian ini mengadopsi teori motivasi belanja (utilitarian dan hedonic) sebagai kerangka kerja. Tujuan dari penelitian ini untuk menyelidiki dampak dari motivasi belanja terhadap niat beli konsumen dalam konteks pakaian ramah lingkungan. Data dikumpulkan melalui survei kuesioner terhadap 185 responden di Indonesia dan dianalisis menggunakan alat SmartPLS v.4.0.0 dengan metode analisa SEM (Structural Equation Modeling). Penelitian ini menunjukkan bahwa utilitarian dan hedonic motivation berpengaruh positif dan signifikan terhadap green purchase intention. Informasi ketersediaan dan penawaran khusus juga berpengaruh positif dan signifikan terhadap utilitarian motivasi, trend, petualangan, dan otoritas dan status.Temuan ini akan membantu para manajer dan praktisi untuk mempromosikan konsumsi berkelanjutan melalui pakaian ramah lingkungan. Hal ini dapat mendorong produksi yang lebih bersih dan praktik konsumsi berkelanjutan yang bermanfaat bagi planet dan manusia.

Keywords : *Green Purchase Intention, Utilitarian Motivation, Hedonic Motivation, Green Apparel, Green Product, Suistanable Consumption*

CHAPTER 1
INTRODUCTION

1.1 Background

There is currently an increase in environmental damage caused by the growing consumption of society. Consumption waste is a significant issue, particularly for producers, as the Second United Nations Environmental Assembly has pointed out since 2015 (Cheng et al, 2023). Therefore, new ideas are needed to overcome this problem (Kumar and Sadarangani, 2021).

Reducing the environmental impacts of goods and services is the idea behind sustainable consumption (Kumar and Sreen, 2020). According to Kumar and Yadav (2021), increasing the use of green products is one way to address this issue. When compared to alternative goods in the same category, green products are those with minimal or even zero environmental impact (Moser, 2016). Green products are a sensible alternative to minimize environmental damage, according to earlier studies (ElHaffar et al, 2020).

Consumers' inclination to buy green products hasn't changed, despite the growing understanding of their advantages (Sreen et al, 2018). Scholars argue that consumers' decisions can be influenced by their desire to buy green products, although the evidence for this assertion is weak (To et al, 2007).

Thus, the purpose of this study is to investigate the variables related to purchasing motivation that impact the decision to purchase green apparel. The variables associated with utilitarian motivation include convenience, information availability, selection, and customized offerings. These

characteristics are related to the satisfaction of the buyer's functional requirements through the clothes they purchase. Meanwhile, to satisfy hedonic consumers, this research incorporates the elements of trend, social, adventure, authority and status. These characteristics generate a sense of personal fulfillment that will enhance customer's motivation to shop. According to Chen and Chang (2013), consumers are less inclined to purchase green products at the expense of other features and functions. So, research on the impact of customer shopping motivation on particular behavior is required in order to examine purchasing intentions for green items. This is because the belief that customer decisions are influenced by utilitarian and hedonistic incentives for purchases (Scarpi, 2012).

Previous studies by Kumar and Yadav (2021) assessed how income and gender in India affected consumers' desire to buy green apparel. There are several reasons underlying the conduct of the research. First, according to studies on the patterns of purchasing green products done between 2011 and 2017, there were varying intentions to purchase environmentally friendly products. So the research was conducted. Second, only a small number of studies focused on green apparel to date; most studies have examined certain product categories, such as food and household products. Johnstone and Tan (2015) said that 67% of consumers with environmentally friendly references preferred organic food to environmentally friendly clothing. In fact, clothing waste contributes a lot to increasing environmental pollution which is a problem.

In Indonesia, despite being familiar with green products, just 20% of Indonesians as a whole are concerned about the environment, according to research data from the Ministry of Health (CNNIndonesia, 2018). That is the reason why this current study intends to investigate the impact of shopping motivations on sustainable consumption in relation to green apparel by applying the theories of utilitarian and hedonistic motivation. The process involves the removal of moderating variables employed in earlier studies. It is expected that this study would give a broad overview of the factors influencing the purchase green apparel by Indonesian consumers.

The factors used in this research are adapted from previous studies. The theory of shopping motivations in this research is influenced by two types of factors, namely internal and external factors which are referred to as convenience, information availability, customized offerings, and selection which influence utilitarian motivation and trend, social, adventure and authority and status which influence hedonic motivation. These two theories influence the intention to purchase environmentally friendly clothing. According to Durani et al, (2023), individuals who want to manage their resources efficiently tend to have utilitarian reasons for purchasing, which are characterized by rationality and no emotion. According to To et al, (2007), hedonic motivation is a non-functional purchasing motive, also called hedonism, which consists of social and personal goals centered on hedonic and psychological demands that are fulfilled when shopping.

1.2 Problem Identification

Based on the study background, a few research questions are formulated below:

1. Does convenience have an influence on utilitarian motivation?
2. Does the availability of information have an influence on utilitarian motivation?
3. Does selection have an influence on utilitarian motivation?
4. Do customized offerings have an influence on utilitarian motivation?
5. Does the trend have an influence on hedonic motivation?
6. Does social have an influence on hedonic motivation?
7. Does adventure an influence on hedonic motivation?
8. Do authority and status have an influence on hedonic motivation?
9. Does utilitarian motivation have an influence on green purchase intention?
10. Does hedonic motivation have an influence on green purchase intention?

1.3 Research Objectives

Based on the research problems, the objectives of this study are:

1. To the test and analyse whether convenience has a positive influence on utilitarian motivation.
2. To the test and analyse whether the information availability has an influence on utilitarian motivation.
3. To the test and analyse whether selection has a positive influence on utilitarian motivation.

4. To the test and analyse whether customized offerings have a positive influence on utilitarian motivation.
5. To the test and analyse whether trends have a positive influence on hedonic motivation.
6. To the test and analyse whether social has a positive influence on hedonic motivation.
7. To the test and analyse whether adventure has a positive influence on hedonic motivation.
8. To the test and analyse whether authority and status have a positive influence on hedonic motivation.
9. To the test and analyse whether utilitarian motivation has a positive influence on green purchase intention.
10. To the test and analyse whether hedonic motivation has a positive influence on green purchase intention.

1.4 Research Contributions

This research provides benefits theoretically and practically.

1. Practically, this research can help company managers or practicians in making decisions about the latest marketing models that emphasize sustainability aspects.
2. Theoretically, this research will contribute to understanding the factors that influence shopping motivation, namely utilitarian and hedonic, in the context of green clothes. This report will provide more literature to support

future research and offer insights into green buying intention, benefiting researchers, practitioners, and other stakeholders in the industry.

CHAPTER 2
LITERATUR REVIEW

2.1 Stimulus-Organism-Response (SOR) Model

Initially, this model contained S-R (stimulus-response) by Mehrabian and Russel (1974), which describes how a person responds to stimuli from the external environment. However, this model ignores the fact that communication is a sequential process and assumes that people behave (R) only because of external forces (S), not because of their own free will. However, by Jacoby (2002), this model was changed to the S-O-R (Stimulus – Organism – Response) model, which adds mediating elements such as emotions and motivation to a person's internal perception. This aspect is called Organism (O) and is considered an important component of a person's processes.

Koay et al. (2021) state that stimulus (S) influences the external environment which provides motivation to individuals. Organization (O) is the psychological and emotional state of an individual. This can include feelings and perceptions. Furthermore, the term “response” refers to how a person acts to a stimulus. Consequently, this research proposes that the stimuli (S) that will drive consumers' initial evaluation (O) of utilitarian and hedonic motivations are convenience, availability of information, choice, special offers, trends, social, travel, authority, and status which serve as antecedents. This causes Response (R) to intend to buy environmentally friendly goods.

2.2 Theoretical Review

Kumar and Yadav (2021) examined how two shopping motivations - utilitarian motivation and hedonic motivation moderately influence the intention to purchase environmentally friendly products based on gender and income. There are four antecedents for each shopping motivation, namely convenience, availability of information, selection and tailored offerings for utilitarian motivations and trends, social, adventure, authority, and status for hedonic motivations. The research was conducted on 301 respondents in India who were categorized as individuals involved in purchasing green products within the past year. The results suggest that hedonic and utilitarian drives played an important role in the desire to purchase green apparel. Four antecedents related to utilitarian motivation had an important role in purchasing environmentally friendly clothing. However, the information availability, customized offering and utilitarian motivation were proven to have a significant relationship. Apart from that, in the relationship between the four antecedents and hedonic motivation, trends and social did not have a significant relationship with hedonic motivation. It can be concluded that when understanding sustainable consumption practices, utilitarian consumers tended to focus more on the real benefits of green apparel. On the other hand, for hedonic consumers, the pleasure they got from the shopping process could provide satisfaction. In addition, the research shows that there was a moderating influence of gender and income on the desire to buy green apparel.

This current study extends motivation theory to green consumerism and increases knowledge about sustainable consumption.

Liobikiene and Bernatoniene, (2017) investigated environmentally friendly marketing behavior and environmentally friendly purchasing in previous years. Different from the first research, this research used green cosmetics products as the research object. According to the researchers, the purchasing factors for each environmentally friendly product are not the same. In the context of care products, the influencing factors are health benefits, brand, quality, color, and style. In practice, the demand for green cosmetics increases every year, yet there is insufficient research attention given to these products. So, this current research produces a new model that the factors related to purchasing green cosmetics are health benefits, brand, quality, color, and style. These factors are divided into three other categories - internal, social, and external in order to gain a better understanding.

The two studies above provide an understanding of the factors that influence the purchase of environmentally friendly products and the influence of the green concept on green purchase intention, which is based on the research by Johnstone and Tan (2015) entitled "Exploring the Gap Between Consumers' Green Rhetoric and Purchasing Behavior". The concept of environmental friendliness concept has indeed developed over the years. However, this concept is not optimally implemented by consumers. This research reveals the reasons why shoppers who claim to care about the environment often do not buy more environmentally friendly products or do

not buy them at all. There are factors that influence environmentally friendly purchasing decisions even though consumers already have the desire to do so, namely money, time, perceived sacrifice and knowledge. Due to a perceived lack of time, money, knowledge, and sacrifice, there is a perception that it is "too hard to be green." Therefore, reforestation is not something that everyone can do, but requires preparation, such as having time, funds, and so on. These results can be interpreted as "green" being seen as a high fashion, rather than ready-to-wear clothing. This is because eco-friendly products and other eco-friendly consumer practices are considered exclusive by some customers, perhaps only those who are truly environmentally conscious.

2.3 Definitions of the Variables

2.3.1 Convenience

Convenience refers to time and energy savings such as distance to the store, access time to the store, the availability of products and services, which consumers experience during shopping activities. These two things have a significant influence on purchasing decisions and are supported by access, transactions, benefits and post-benefit convenience which are factors that build utilitarian motivation (Berry et al, 2002).

Farquhar and Rowley (2009) divided comfort into six categories, two of which are related to the use of time and energy. Meanwhile, suitability is the next category. In this category, product compatibility

with users is of great concern. Next is profitability, which remains a consideration in other research, whether it is related to convenience.

In terms of online shopping, the Internet allows retailers to use paid advertising to drive traffic to their websites or generate social networks to disseminate information, identify and select appropriate business relationships. These advantages can be used as differentiators from shopping in physical stores. If this is developed, this can help reduce wait time, save energy when traveling to physical stores, avoid wasting time by avoiding crowds, and provide psychological benefits for consumers (Beauchamp and Ponder, 2010). The final category is avoidance of discomfort and accessibility which can influence utilitarian motivation. Thus, hypothesis 1 is proposed as follows:

H1 : Convenience has a positive influence on utilitarian motivation.

2.3.2 Information Availability

Availability of information refers to information accessible to consumers regarding product specifications, stores, promotions, and other product-related information can be obtained (Wolfinbarger and Gilly, 2001). In this case, before making online purchasing decisions, buyers do not have the opportunity to touch and feel the products. Detailed information must be included by the sellers so that consumers can fulfill their utilitarian motivational needs (Lim and Dubinsky, 2004). According to Glazer (1991) more information allows consumers

to make better decisions, thereby increasing their satisfaction with the shopping experience.

Many authors believe that the quantity and reliability of information are important factors in ensuring the quality of e-shopping services. There are two influencing factors. The first is information content which refers to the ability to access adequate information (for example price comparisons) when shopping online, while the second is trust which refers to the level of consumer trust in the information provided by online providers (Janda et al. 2002). The availability of this information is an important aspect for consumers and is considered to build shopping motivation. Thus, hypothesis 2 is proposed as follows:

H2 : Information availability has an influence on utilitarian motivation.

2.3.3 Selection

Selection is a method to facilitate purchasing decisions when consumers are faced with many choices (Boardman and McCormick, 2018). One advantage that online stores have over physical stores is the availability of more varied products compared to physical stores (Alba et al, 1997). This is supported by Yu et al, (2018) stating that physical store sellers have fewer time and space constraints which influence the type and quantity of products offered to customers. Consumers can browse more products from the comfort of their homes using a computer compared to going to a clothing store. In line with the

statement of Wolfinbarger and Gilly (2001), physical stores have limitations in selling less popular products. This is different from online stores which can sell more products at different prices. According to Zhang et al. (2023), in the online shopping selection problem, customers select desired products from desired rankings and finally purchase them. Thus, hypothesis 3 is proposed as follows:

H3 : Selection has a positive influence on utilitarian motivation.

2.3.4 Customized Offerings

The purpose of the customization method is to provide the best value to each consumer in their purchases. In general, these customizations focus on price variables (Zhang and Krishnamurthi, 2004). However, customized offers can also change other variables such as packaging, transactions, and market offer delivery to meet the utilitarian needs of buyers. Research by Yang and Young (2009) shows that in the fashion industry, both online and offline stores, sellers can make special offers by providing a better shopping experience and providing personalized product information to individual consumers. These customized offers may influence utilitarian consumers to purchase environmentally friendly clothing (Atulkar and Kesari, 2017). The reason is that purchasing environmentally friendly clothing is considered to enhance self-esteem (Yu et al, 2018), so consumers may

purchase such clothing more often. Therefore, hypothesis 4 is proposed as follows:

H4 : Customized offerings have a positive influence on utilitarian motivation.

2.3.5 Utilitarian Motivation

According to Anderson et al, (2014) utilitarian motivation is related to functional aspects of shopping functionality. Kaltcheva and Weitz (2006) explain that utilitarian consumers have a need to acquire products, services, or information to satisfy their shopping activities and needs. This need is related to purchase intention. This is reaffirmed by Cai et al, (2018) that utilitarian benefits include ease of use, satisfaction obtained, and convenience including money, time, and energy. In terms of shopping for environmentally friendly clothing online and offline, Kumar and Kashyap, (2018) stated that satisfaction in purchasing these products is obtained because of the value for money, convenience, varied choices, and availability of information. Thus, hypothesis 5 is proposed as follows:

H5 : Utilitarian motivation has a positive influence on green purchase intention.

2.3.6 Trend

Trends are one of the stimuli for shopping besides clothing, products, or store designs which can evoke buyers' hedonic motivation (Kumar and Sadarangani, 2021). Pleasure in shopping for green apparel, escaping from daily routines, and spending time pleasantly are factors related to buyers' emotions when shopping (Atulkar and Kesari, 2017). Research by Budisantoso et al, (2016) shows that hedonic shopping goals are important factors in fulfilling personal satisfaction or social status. Physical store sellers can consider creating store decorations such as interior design, design elements, social elements, and store appeal to influence purchasing decisions. Thus, hypothesis 6 is proposed:

H6 : Trends have a positive influence on hedonic motivation.

2.3.7 Social

Tauber (1972) stated that social interaction factors are one of the factors that influence shopping behavior. The rapid development of social media in recent years has led to the emergence of e-commerce as a convenient platform for social interaction (Chiu, 2014). According to Cui et al, (2018) information obtained from social media can influence customer purchasing behavior through the attention effects (awareness of a product) and the support effects (information about product quality)

through comments or shared content. Therefore, hypothesis 7 is proposed as follows:

H7 : Social has a positive influence on hedonic motivation.

2.3.8 Adventure

Arnolds and Reynolds (2003) state that adventure shopping refers to shopping for pleasure, adventure, and the feeling of being in another world. The purpose of shopping activities is to get pleasure and shopping adventure. When consumers appreciate the product or the joy of seeking information, exploration offers hedonic shopping value (Babin et al, 1994). Adventure stimulates excitement that includes sensations, smells, sounds, and sights. In the context of sustainable clothing, many online consumers are interested in being exposed to situations that evoke new emotions and entertain them. Shopping for green apparel online not only communicates consumers' needs, but also provides entertainment that brings new excitement and a sense of adventure (Yu et al, 2018). Hypothesis 8 is proposed as follows:

H8 : Adventure has a positive influence on hedonic motivation.

2.3.9 Authority and Status

Authority and status refer to the special feelings perceived hedonic buyers from sellers during shopping. These buyers may buy products if they feel satisfied and approved during shopping activities. When

shopping for green apparel online, customers have the power to decide what to browse, when to search, what to order, when to place an order, when to accept delivery, and when to return if something goes wrong (Parsons, 2002). Therefore, power and status in online shopping are based on the concept of control, which involves personal involvement in the technology used (Mikalef et al, 2013). Unlike the authority held by consumers in physical stores, consumers will feel satisfied when they receive good and special service and get attractive offers so that buyers can fulfill hedonic needs (Mikalef et al, 2013). Therefore, hypothesis 9 is proposed as follows:

H9 : Authority and status have a positive influence on hedonic motivation.

2.3.10 Hedonic Motivation

Hedonic motivation refers to the consumption behavior of green apparel that seeks happiness, fantasy, excitement, sensuality and pleasure. The benefits of hedonic motivation are experiential and emotional. Hedonic consumption results in important responses such as multisensory, fantasy, or imagination, and emotional elements in customer interactions with merchandise, in this case liking shopping for green apparel because they enjoy the purchasing process (Novela et al, 2020). In contrast to utilitarian motivation which has the aim of completing a task physically, hedonic motivation is to fulfill the

pleasure of shopping (To et al. 2007). According to Parker and Wang (2016), there are three reasons for satisfaction that motivate users to shop for environmentally friendly clothing, namely relaxation, personalized service, and stress reduction. This is especially true for green apparel search services, which highlight the latest trends and display images of celebrities or influencers to encourage customers to make purchases.

H10 : Hedonic motivation has a positive influence on green purchase intention.

2.3.11 Green Purchase Intention

Green purchase intention refers to the intention to buy green products. Purchase intention is an important component of behavioral intention. (Amin and Tarun, 2021). General consumer attitudes toward green products can also influence their intention to purchase the products, in accordance with the theory of planned behavior (Kashi, 2020). Several variables, such as beliefs, values, needs, knowledge, motivation, and demographic characteristics, have been shown to influence purchases of environmentally friendly products (Bui, 2005).

Ahmad and Zhang (2020) show that people are inclined and willing to buy green products compared to products that are less environmentally friendly. Green products are related to sustainable supply chain management and sustainable manufacturing. This concept

includes environmentally friendly, human-friendly, and eco-friendly practices, standards and technologies (Palevich, 2012).

2.3.12 Green Apparel

Eco-friendly clothing products or green products refer to products specifically labeled as ecologically friendly and have minimal or no negative impact on the environment (Bong and Jin, 2017). According to Khare et al, (2012) the selection of clothing labels played a role in constructing one's sense of self and displaying membership in a social group. Apparel consumption enhances one's self-image and lifestyle and demonstrates current trends. Thus, for environmentally-conscious shoppers. They will wear green clothing daily.

2.4 Theoretical Framework

The conceptual framework of this study was modified by Kumar and Yadav (2021). This study includes 11 variables namely convenience, information availability, selection, customized offerings, trends, social, adventures, authority and status, utilitarian motives, hedonic motives, and green purchase intentions. In figure 2.1 The conceptual model of the study is presented.

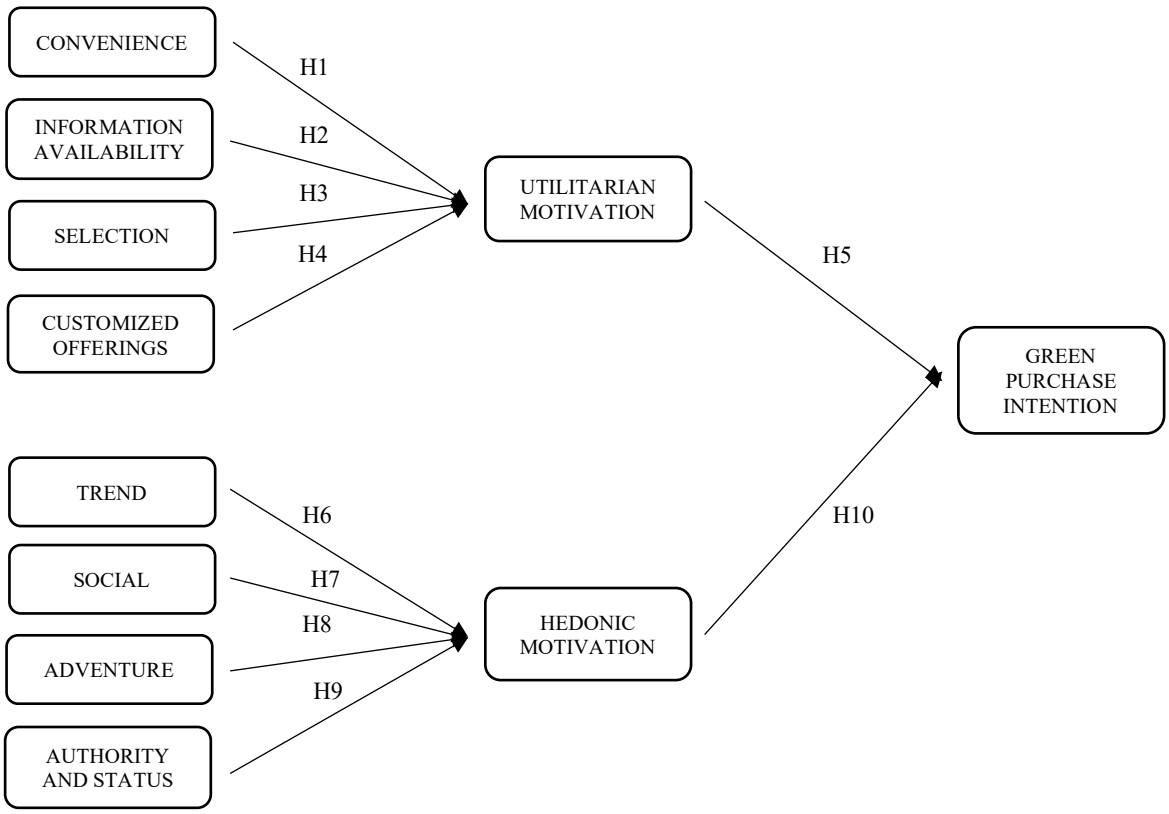


Fig. 2.1 ***Research Model (Kumar and Yadav (2021))***

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Type of Study

This study uses a quantitative approach to analyze the relationship between variables. According to Meadow (2003) quantitative research is research that deals with data in the form of numbers. This study investigates the influence of purchasing motivations (utilitarian and hedonic) on the intention to purchase environmentally friendly clothing by linking internal and external factors that influence each shopping motivation.

This study requires respondents who have purchased environmentally friendly clothing. The research was conducted in Indonesia. The results of this study are expected to help managers and practitioners promote sustainable consumption through green apparel. This study uses primary data obtained from the results of a questionnaire collected using Google Forms. The questionnaires were distributed via social media by sending a private message, inserting the link in the researcher's Instagram profile or Facebook Group Status, as well as directly via WhatsApp. This survey used a 6-point Likert scale to measure responses with a total of 185 respondents reporting characteristics relevant to the study.

3.2 Population and Sample

According to Ghozali (2016), population can be defined as the total number of objects or individual units observed in the research. The sample is a

subset of the population and the sample in this study is those who have purchased environmentally friendly clothing (Ghozali, 2016). Consumers in Indonesia who have shopped for environmentally friendly clothing are the subjects of this research. The number of respondents required for this research is 185 people. Data from 20 people was used as a validity and reliability test to determine the minimum sample size. The researcher used the following calculation (Hair et al., 2022) N = 5–10 x (number of indicators + variables = 5 x 33 = 165. This research makes use of a purposive sampling, namely a non-probability sampling method by which certain subjects are selected that align with the research objectives.

3.3 Types and Data Collection Techniques

This research uses primary data obtained through self-collection by using questionnaire. The questionnaire was distributed to 185 respondents of which 20 respondents have pilot test data and 165 respondents have valid data for the main analysis. Since this research requires data from respondents who purchase green apparel online and offline, the questionnaire was distributed online through Google Forms, using purposive data collection method.

The questionnaire consists of five sections: an introduction section, respondent identity, respondent intention, frequency of buying, and a variable section. The introduction section displays personal information and the purpose of the research. It also provides an easy-to-understand explanation of what green apparel is. The respondent identity section contains general questions

about gender, age, location, occupation, and latest education background. Continuing to the next section, respondents were asked about the interest and frequency in buying environmentally friendly clothing. The next section is the variable question section: Convenience, Information Availability, Selection, Customized Offerings, Trend, Social, Adventure, Authority and Status, Green Purchase Intention, Utilitarian and hedonic motivation. To measure these variables, this study uses a 6-point Likert scale that ranges from (1) "strongly disagree" to (6) "strongly agree". The details are shown in Table 3.1 below:

Tab. 3.1 Six-Point Likert Scale

Scale	Description
1	Strongly Disagree
2	Disagree
3	Slightly Disagree
4	Slightly Agree
5	Agree
6	Strongly Agree

3.4 Operational Definitions and Measurement of Variables

The variables to be analyzed in this study are convenience, information availability, selection, customized offerings, trend, social, adventure, authority and status, hedonic motivation and utilitarian motivation which influence green purchase intention. So that the explanation about each term and indicators of this study are as follows:

3.4.1 Convenience

Brown (1990) defined convenience as something that increases one's comfort or saves effort: a device, item, service, etc. that is useful, practical, or beneficial. According to Kelley (1958) defined convenience as the expenditure of time, physical and mental energy, and money needed to overcome spatial and temporal friction and to own goods and services.

Tab. 3.2 Convenience Indicators

Code	Indicators	References
C1	Whenever I want, green apparel is available in online stores.	Kumar and Yadav (2021)
C2	I can always find green apparel at the nearest outlet/mall.	Kumar and Yadav (2021)
C3	I feel enjoyment and relaxed emotions when doing online shopping for green apparel	Yu et al. (2018)

3.4.2 Information Availability

Research by Wolfinbarger and Gilly (2001 show that available information includes obtaining information about product specifications, stores, promotions, and others. The Internet provides the most efficient way for consumers to obtain such information. The information collected can be copied or saved for later comparison. Meanwhile, according to Granados et al, (2010) in Sansome, (2024),

information availability is conceptualized as the excellence and accessibility of brand information, especially in the context of ethical practices and processes. Even when brands provide information on their websites, consumers may not be able to measure the information and assess whether they have access to all the information they need; this may be due to information availability.

Tab. 3.3 Information Availability Indicators

Code	Indicators	References
IA1	Suggestion by family, friends, online media and advertisements boost my information on green apparel.	Kumar and Yadav (2021)
IA2	All warranty & guarantee information about green apparel are clearly stated on website.	Kumar and Kashyap (2018)
IA3	Product return information is clearly stated when I buy the green apparel online.	Kumar and Kashyap (2018)

3.4.3 Selection

Online shopping grants consumers greater access to information, opportunities to compare products and prices, as online stores offer them a broader array of product choices, and facilitates their effortless search for their desired products online (Vasic et al, 2019). In the context of online shopping decisions, customers select the desired product based on desired ranking results and finally make purchases

(Zhang et al, 2023). In relation to shopping location, there is a important factor that can influence consumers' perceptions when choosing a shopping location (Koelemeijer and Oppewal, 1999). Consumers' perception of a shopping center depends on its image. Image is a complex construct that includes both tangible and intangible elements of the shopping center that are not easily distinguishable (Kushwaha et al, 2017).

Tab. 3.4 Selection Indicators

Code	Indicators	References
S1	Stores help to find more variations in green apparel.	Kumar and Yadav (2021)
S2	At any given place, I can find a great selection of green apparel.	Kumar and Yadav (2021)
S3	More varieties of green apparel are available for selection in online shopping	Kumar and Kashyap (2018)

3.4.4 Customized Offerings

In Zhang and Krishnamurthi's research (2004), it is explained that customized offerings are more focused on the price offered, although there are several other variables in this term. Regarding promotion on prices, sellers can provide coupons or discounts. Meanwhile, according to Yang and Young (2009), a profitable promotion can come through customized website features. These features can provide a new

experience for visitors. Visitors are often asked to fill in personal data information, which will then be stored as a database.

Tab. 3.5 Indicators of Customized Offerings

Code	Indicators	References
CO1	Through customization, green apparel becomes more attractive and compatible to my likings.	Kumar and Yadav (2021)
CO2	Green apparel provides an option to customize my needs.	Kumar and Yadav (2021)
CO3	Customization of green apparel makes me feel as an important customer.	Kumar and Yadav (2021)

3.4.5 Utilitarian Motivation

Some studies (Turley and Milliman, 2000) suggest that there is no relationship between emotional responses and environmental influences on shopping behavior. Other studies (Lunardo and Mbengue, 2009) support the statement that passion, pleasure, and high leisure orientation do not affect utilitarian motivation. According to Rothbard and Edwards (2003), the utilitarian perspective argues that role investment is driven by hedonic considerations. In addition, the utilitarian perspective is also influenced by external influences. However, satisfaction is not obtained from performing the action itself, but from achieving goals that come from outside the action (Totawar and Nambudiri, 2014).

Tab. 3.6 Utilitarian Motivation Indicators

Code	Indicators	References
UM1	Buying green apparel is effective.	Kumar and Yadav (2021)
UM2	Buying green apparel is functional.	Kumar and Yadav (2021)
UM3	Buying green apparel is practical.	Kumar and Yadav (2021)

3.4.6 Trends

Brand preference should be considered a top priority by manufacturers. Preferences can be referred to as unique tastes for each individual. It relates to the happiness, satisfaction, enjoyment and perceived utility experienced by customers (Gupta et al, 2018). Not only manufacturers, but retailers also need to focus on consumer preferences. In the context of online shopping, customers can see more references, providing them with greater convenience and variety when shopping online (Vaidya and Vaidya, 2017).

Tab. 3.7 Trend Indicators

Code	Indicators	References
T1	Green apparel is trending.	Kumar and Yadav (2021)
T2	I make friends while shopping by talking about green apparel.	Kumar and Yadav (2021)

T3	Keeping up to date with trends in green apparel is my strongest motivation.	Atulkar and Kesari (2017)

3.4.7 Social

Some people feel that when many people shop successfully, they will be more influenced and motivated to buy the same products (Baabdullah, 2018). In addition to exchanging information to increase shopping motivation, Atulkar and Kesari (2017) point out that social interaction is usually the main reason customers shop at a particular store. Most customers enjoy visiting stores to shop with their families and also to engage in social activities in lively, satisfying, and comfortable environments.

Tab. 3.8 Social Indicators

Code	Indicators	References
SO1	I share information on green apparel with friends, family, and social media.	Kumar and Yadav (2021)
SO2	I exchange the experiences gained while buying green apparel with my family, friends, and online media.	Kumar and Yadav (2021)
SO3	When friends/families purchase some green apparel products in online shopping, I feel I want to follow them.	Yu et al. (2018)

3.4.8 Adventure

According to the motivational theories proposed by Sherrey (1990), they emphasize that when people shop, they often rely on stimulation and self-expression through social play and creativity. It can be concluded that many people buy to fulfill the excitement and adventure of shopping. This is supported by Kim and Hong (2011) stating that adventure shopping stimulates individual needs. The needs mentioned are the need to avoid boredom, and the need for enjoyment and the need for excitement. However, to explore or acquire new knowledge, a curious attitude is essential.

Tab. 3. 9 Adventure Indicators

Code	Indicators	References
A1	Buying green apparel is stimulating.	Kumar and Yadav (2021)
A2	Buying green apparel is an adventure.	Kumar and Yadav (2021)
A3	While shopping for green apparel, I forget other things.	Kumar and Yadav (2021)

3.4.9 Authority and Status

According to Mikalef et al, (2013), in online stores, consumers get special privileges and customer status can be obtained through technology such as home delivery or giving discounts. Consumers have

complete control over the types of products they choose, when they buy them, and when they receive them when shopping online. When shopping in a physical store, multiple sources of information are available, including sales staff, technology, and store design (To et al, 2007).

Tab. 3.10 Authority and Status Indicators

Code	Indicators	References
AS1	While buying green apparel, I believe I am in control.	Kumar and Yadav (2021)
AS2	Shopping for green apparel generates positive feelings and boosts my confidence	Atulkar and Kesari (2017)
AS3	I like that buying branded green apparel products increases shopping satisfaction and boosts self-esteem.	Atulkar and Kesari (2017)

3.4.10 Hedonic Motivation

According to Babin et al. (1994), consumers who are affected by hedonic motivation are more concerned with the shopping experience. This experience is obtained without going through the shopping process. Childers et al, (2001) explain the pleasure obtained during shopping is paramount compared to being performance-oriented. Totawar and Nambudiri (2014) categorize the basic framework of motivation into three parts, namely the hedonic frame of reference, the

normative frame of reference (related to appropriate action goals), and the utilitarian frame (related to goals).

Tab. 3.11 Hedonic Motivation Indicators

Code	Indicators	References
HM1	Buying green apparel is fun.	Kumar and Yadav (2021)
HM2	Buying green apparel is exciting.	Kumar and Yadav (2021)
HM3	Buying green apparel is thrilling.	Kumar and Yadav (2021)

3.4.11 Green Purchase Intention

D'Souza et al, (2006) found that consumers have environmental knowledge and awareness of pollution, its causes and impacts on the environment. Therefore, consumer awareness of green products is increasing. Environmental beliefs and worldviews about humans and their relationship with the natural environment are touted as potential predictors of conservation behavior (Scott and Willits, 1994).

Tab. 3.12 Green Purchase Intention Indicators

Code	Indicators	References
GP1	In the near future, I will purchase apparel made of organically grown natural fibers.	Khare (2023)
GP2	Whenever I need apparel, very likely I will buy green apparel.	Kumar and Yadav (2021)

GP3	I will buy apparel with environmentally friendly labeling or packaging techniques.	Khare (2023)

3.5 Validity and Reliability Test of Research Instruments

A plausibility check indicates how well a measurer (metric) can assess what you want to measure (a variable) (Zikmund et al, 2009). Validity testing, reliability testing, and analysis of test results were carried out using IBM SPSS 29.0.2.0. An indicator is considered valid if the calculated R-value is greater than the R table. Reliability testing is performed to determine whether measurement results are relatively consistent when run repeatedly (Zikmund et al, 2009). Measurement of a variable is said to be reliable if it has a Cronbach α value of ≥ 0.70. The questionnaire used as a data collection tool will be tested for validity and reliability prior to distribution to samples in this study. For this reason, the questionnaire were distributed to the 20 respondents as a pilot test. Data collected from the respondents were then analyzed for validity and reliability with reference to the above limitations. The number of statements in the questionnaire is as follows:

1. Convenience has three indicators.
2. Information availability has three indicators.
3. Selection has three indicators.
4. Customized offerings have three indicators.
5. Trend has three indicators.
6. Social has three indicators.
7. Adventure has three indicators.

8. Authority and status have three indicators.
9. Utilitarian motivation has three indicators.
10. Hedonic motivation has three indicators.
11. Green purchase intention has three indicators.

3.5.1 Pilot Test

This research requires a pilot test to test the validity and reliability of the indicators used in the survey on the questionnaire. This pilot test was conducted using IBM SPSS 29.0.2.0 software with 20 respondents who meet the characteristics relevant to the research. The results of validity and reliability tests are presented in Table 3.13.

Tab. 3.13 Pilot Test Results

Variables/ Indicators	Total Correlation	Cronbach's Alpha	Status
Convenience		0.927	Reliable
C1	0.929		Valid
C2	0.938		Valid
C3	0.940		Valid
Information Availability		0.767	Reliable
IA1	0.774		Valid
IA2	0.913		Valid
IA3	0.798		Valid
Selection		0.873	Reliable

S1	0.935		Valid
S2	0.926		Valid
S3	0.813		Valid
Customized Offerings		0.918	Reliable
CO1	0.916		Valid
CO2	0.939		Valid
CO3	0.929		Valid
Utilitarian Motivation		0.921	Reliable
UM1	0.914		Valid
UM2	0.939		Valid
UM3	0.939		Valid
Trend		0.899	Reliable
T1	0.914		Valid
T2	0.924		Valid
T3	0.921		Valid
Social		0.923	Reliable
SO1	0.935		Valid
SO2	0.965		Valid
SO3	0.893		Valid
Adventure		0.885	Reliable
A1	0.895		Valid
A2	0.908		Valid
A3	0.926		Valid
Authority and Status		0.935	Reliable

AS1	0.946		Valid
AS2	0.948		Valid
AS3	0.941		Valid
Hedonic Motivation		0.934	Reliable
HM1	0.930		Valid
HM2	0.943		Valid
HM3	0.951		Valid
Green Purchase Intention		0.971	Reliable
GP1	0.982		Valid
GP2	0.960		Valid
GP3	0.976		Valid

3.6 Analytical Technique

The analysis method used in this research uses structural equation modeling (SEM) and SmartPLS analysis. According to Santoso (2018), SEM is a multivariate analysis technique that combines factor analysis and linear regression analysis to test the relationship between variables in a model. SEM is used to test hypotheses and analyze the influence of some variables on other variables.

Partial least squares structural equation modeling (PLS-SEM), also known as PLS path modeling, is one of the most widely used multivariate data analysis techniques among economics and social science professionals (Memon et al, 2021).

3.6.1 Descriptive Analysis

According to Sekaran and Bougie (2016), descriptive statistics are statistics that offer descriptive information about a group of data, such as frequency, average value, and standard deviation. Descriptive analysis is used in this research to characterize respondent profiles and to show descriptive statistics derived from research data. Descriptive analysis provides a detailed picture of respondent profile data, including gender, age, location, education level, occupation, and finally respondent intention and buying frequency.

3.6.2 Descriptive Variable

Descriptive variables are an explanation of each variable, namely: convenience, information availability, selection, customized offering, trend, social, adventure, authority and status, utilitarian motivation, hedonic motivation, and green purchase intention. The explanation includes each questionnaire indicator.

3.6.3 Inferential Analysis

3.6.3.1 Inner Model Evaluation

Structural model evaluation begins by assessing collinearity between constructs and the model's predictive ability. It involves four indicators in this evaluation: collinearity VIF, coefficient of determination (R-square), path

coefficient (Q-square), and hypothesis testing (Sarstedt et al, 2022).

1) *Collinearity VIF*

The measurement of collinearity model formation was assessed by researchers using the VIF measure. Therefore, researchers must separately test each set of construct predictors for each element of the structural model. The VIF value of the constructor predictor should be below 5, ideally below 3, to ensure that collinearity does not have a significant impact on the estimation of the structural model (Hair et al., 2022).

2) Coefficient of Determination Test (R^2)

To assess a model with PLS, the R-Square value of each independent latent variable must be examined. The R-Square values for the endogenous latent variables were 0.67, 0.33, and 0.19, indicating a weak, moderate, and strong model, respectively, according to the PLS R-Square results (Hair et al, 2022).

3) Hypothesis testing

a. Resampling Bootstrapping

The t-statistic value for each correlation path was generated through the use of the bootstrapping method to test the hypothesis. The t-table values and t-statistical values for hypothesis testing are compared after the results are obtained. With a research confidence level of 95%, the limit of inaccuracy or precision level (α) = 5% = 0.05 with the initial t-table. According to Hair et al. (2022), Ha is rejected and Ho is accepted if the t-statistic value is smaller than the t-table value, but if the t-table value is equal or greater, Ha is rejected and Ho is accepted (t-statistic more than 1.96).

b. Path Coefficients Testing

The path coefficient value can be evaluated using a general assessment, or standard path coefficient value, which ranges between -1 and 1. The described path coefficient value will show a strong positive relationship if the value is close to 1. Conversely, if the value is far from 1, the value will show a strong

negative relationship. the relationship will be the opposite.

c. Predictive Relevance (Q^2)

Using a blindfolding procedure, predictive relevance is a test that shows how good the resulting observation value is. If the Q square value > 0 then it can be said to be a good observation value, whereas if the Q square value < 0 then it can be said to be a bad observation value. For structural models, Q-Square predictive relevance is a measure of how good the observation values produced by the model and its parameter estimates are. A Q-Square value > 0 indicates that the model has high predictive relevance, while a Q-Square value of less than 0 indicates that the model has low predictive relevance. The following formula is used to perform Q-Square calculations:

Q2 = 1-(1-R square 1)x(1-R square 2)x(1-R square 3)

CHAPTER 4
DATA ANALYSIS AND DISCUSSIONS

4.1 Descriptive Analysis

This research makes use of a Google Forms-based questionnaire distributed via Whatsapp, Instagram, Facebook groups, and E-mail and has produced a total of 165 responses. Descriptive analysis of respondent characteristics, normality assessment, model suitability measurement, and model hypothesis testing are some of the analytical approaches used to describe research results. This research uses Structural Equation Modeling (SEM) with the SmartPLS version 4.0. The focus of this research is people who have purchased green apparel. This research uses probability sampling. The characteristics of the respondents are described based on gender, age, location, education level, occupation, and questions regarding the intention and frequency of buying green apparel.

4.1.1 Descriptive Statistics of Respondents Based on Gender

The following table shows that the majority of research respondents are female:

Tab. 4.1 Gender Section

Gender	Total	Percentage
Male	63	38.2%
Female	102	61.8%
Total	**165**	**100%**

Source: Primary Data Processed, 2024

There are 102 female respondents, or 61,8% of the total respondents, and 63 male respondents, or 38,2% of the total respondents.

4.1.2 Descriptive Statistics of Respondents Based on Ages

For age, there are four age ranges: 17–22 years old, 23–28 years old, 29–35 years old, 36–41 years old, and more than 41 years old. In this study, the majority of respondents are aged 23-28 years old. The second highest age group is 29-35 years old, the second smallest group is those aged less than 17-22 years old, and the smallest group is those aged over 40 years old. The following table shows more details:

Tab. 4.2 Ages Section

Ages	Total	Percentage
17-22 years old	41	24.8%
23-28 years old	67	40.6%
29-35 years old	43	26.1%
36-41 years old	12	7.3%
>41 years old	2	1.2%
Total	**165**	**100%**

Source: Primary Data Processed, 2024

The number of respondents aged 17–22 years old is 41 accounting for 24.8% of the total respondents. Those aged 23–28 years old is 67 or 40,6%, while the number of respondents aged 29–35 years old is 43 or

26.1% of the total respondents, and aged 36–41 years old is 12 or 7.3% of the total respondents. Lastly, there are two respondents aged > 41 years old, comprising 1.2% of the total respondents.

4.1.3 Descriptive Statistics of Respondents Based on Location

Respondents come from various cities in Indonesia. In this section, they are classified by province. More details can be seen in the following table:

Tab. 4.3 Place Section

Name of City	Total	Percentage
West Java	23	13.9%
Banten	14	8.48%
DKI Jakarta	5	3%
DIY	9	5.45%
East Java	8	4.84%
Central Java	8	4.84%
East Kalimantan	2	1.21%
Bali	1	0.60%
North Sumatra	1	0.60%
South Sumatra	3	1.81%
Riau	2	1.21%
South Sulawesi	2	1.21%
Total	**165**	**100%**

Source: Primary Data Processed, 2024

The province with the largest number of respondents is West Java. Second place is Banten, and third is DIY. For the smallest number of respondents, this research obtains 2 respondents from the provinces of Bali and North Sumatra.

Respondents from West Java number 23 people or 13.9% of the total respondents. There are 14 respondents from Banten accounting for 8.4% of the total. Furthermore, from DKI Jakarta, there are 5 respondents representing 3% of the total. DIY has 9 respondents or 5.4% of the total respondents, East Java has 8 respondents or a percentage of 4.8% of the total. Central Java has 8 respondents or 4.8% of the total respondents, East Kalimantan has 2 respondents, or 1.2% of the 165 respondents. Furthermore, Bali has 1 respondent or 0.6% of the total respondents, North Sumatra has 1 respondent or 0.6% of the total respondents, South Sumatra has 3 respondents or 1.8%, Riau has 2 respondents or 1.2%, South Sulawesi has 2 respondents or 1.2% of the total.

4.1.4 Descriptive Statistics of Respondents Based on Education Levels

The characteristics of the respondents based on education level are as shown in the following table:

Tab. 4.4 Education Levels Section

Education Levels	Total	Percentage
SMP/MTS	1	0.6%

SMA/SMK	59	35.8%
Diploma	25	15.2%
Bachelor	69	41.8%
Postgraduate	11	6.7%
Total	**165**	**100%**

Source: Primary Data Processed, 2024

The respondent data above is dominated by Bachelor's Degree, followed by SMA/SMK, and finally Diploma. In particular, the number of respondents from the SMP/MTS category is one, or 0.6% of the total respondents, SMA/SMK category are 59, or 35.8% of 165 respondents, Diploma are 25 respondents, or 15.2%, Bachelor's Degree are 69 respondents or 41.8%, and Postgraduates are 11 respondents, or 6.7% of the total respondents.

4.1.5 Descriptive Statistics of Respondents Based on Occupations

Respondents' occupations are described as follows:

Tab. 4.5 Occupations Section

Occupations	Total	Percentage
Student	49	29.7%
Private Employees	75	45.5%
Civil servants/TNI/Polri	19	11.5%
Housewive	17	10.3%
Other	5	3%

Total	**165**	**100%**

Source: Primary Data Processed, 2024

Overall, most of the data in this category comes from respondents who are employed in the private sector. Then, followed by students and finally civil servants/TNI/Polri. In more detail, students number 49 or 29.7% of the total respondents, private employees number 75 respondents or 45.5% of the total respondents, civil servants/TNI/Polri number 19 respondents or 11.5%, housewives number 17 respondents 10.3%, and others total 5 respondents or 3% of the total respondents.

4.1.6 Descriptive Statistics of Respondents Based on Intention

The table below shows the number of respondents interested in buying environmentally friendly clothing. Overall, 165 respondents or 100% of respondents have the intention to buy environmentally friendly clothing.

Tab. 4.6 Experience Section 1

Intention	Total	Percentage
Yes	165	100%
No	0	0%
Total	**165**	**100%**

Source: Primary Data Processed, 2024

4.1.7 Descriptive Statistics of Respondents Based on Frequency

Table 4.7 shows the respondents' purchasing intensity of green apparel in the past year categorized into 5 groups - Never, Very Rarely, Rarely, Often, and Very Often.

Tab. 4.7 Experience Section 2

Frequency	Total	Percentage
Never	4	2.4%
Very Rarely	20	12.1%
Rarely	58	35.2%
Often	60	36.4%
Very Often	23	13.9%
Total	**165**	**100%**

Source: Primary Data Processed, 2024

In the first category, the respondents who answered that they often shop for green apparel are recorded as having the most data. In second place, the respondents answered rarely, and the last answer is very often. In more detail, the answer Never is provided by 4 respondents or 2.4%, the answer Very Rarely is made by 20 respondents or 12.1%, the answer Rarely by 58 respondents or 35.2%, the statement Often shopping for green apparel in the last year is provided by 60 respondents or 36.4%, the last answer is Very Often from 23 respondents or 13.9% of the total respondents.

4.2 Descriptive Variable

4.2.1 Convenience

This part of the survey consists of three questions related to the convenience variable. The results of the respondents' responses show that the descriptive analysis of total suitability received an average score of 4.58. Item C1 has the highest indicator in the question "Whenever I want, green apparel is available in online stores", with an average value of 4.84. Item C2 "I can always find green apparel at the nearest outlet or mall" has yielded the lowest average value of 4.39. As a result, it can be concluded that respondents' perceptions of convenience are positive. The following table contains such information:

Tab. 4.8 Variable of Convenience

Code	Indicators	Mean
C1	Whenever I want, green apparel is available in online stores.	4.84
C2	I can always find green apparel at the nearest outlet/mall.	4.39
C3	I feel enjoyment and relaxed emotions when doing online shopping for green apparel	4.51
Total		**4.58**

Source: Primary Data Processed, 2024

4.2.2 Information Availability

This part of the survey consists of three questions related to the information availability variable and has resulted in a total mean of 4.47. The highest average is in Item IA1 "Suggestions by family, friends, online media and advertisements boost my information on green apparel.", with an average value of 4.63. The lowest average is the IA2 indicator "All warranty & guarantee information about green apparel is clearly stated on the website." with a value of 4.36. In this way, it can be said that the respondent's perception of information availability is good. The results can be seen in the following table:

Tab. 4.9 Variable of Information Availability

Code	Indicators	Mean
IA1	Suggestions by family, friends, online media, and advertisements boost my information on green apparel.	4.63
IA2	All warranty & guarantee information about green apparel is clearly stated on the website.	4.36
IA3	Product return information is clearly stated when I buy green apparel online.	4.42
Total		**4.47**

Source: Primary Data Processed, 2024

4.2.3 Selection

The next section is related to variable selection which contains three questions. The average for this section is 4.72. The first indicator,

Stores help to find a greater variety of green apparel has the highest average value of 4.94. The second indicator, In certain places, I can find a wide variety of green apparel has the lowest average value of 4.58. In this way, the respondent's perception of selection is good. The following table shows such information:

Tab. 4.10 Variable of Selection

Code	Indicators	Mean
S1	Stores help to find a greater variety of green apparel.	4.94
S2	At certain places, I can find a wide variety of green apparel.	4.58
S3	A greater variety of green apparel is available for selection when shopping online	4.66
Total		**4.72**

Source: Primary Data Processed, 2024

4.2.4 Customized Offerings

The next section consists of three questions related to the customized offerings variable and has yielded a total average of 4.63. The highest average is in Item CO1 "Through customization, green apparel becomes more appealing and aligns with my preferences.", with an average value of 4.77. The lowest average is the CO2 indicator "Green apparel provides options to customize my needs." with a value of 4.55. In this way, it can be said that the respondent's perception of

customized offering is good. The results can be seen in the following table:

Tab. 4.11 Descriptive Variable Customized Offerings

Code	Indicators	Mean
CO1	Through customization, green apparel becomes more appealing and aligns with my preferences.	4.77
CO2	Green apparel provides options to customize my needs.	4.55
CO3	Customization of green apparel makes me feel like a valued customer.	4.59
Total		**4.63**

Source: Primary Data Processed, 2024

4.2.5 Utilitarian Motivation

The next section consists of three questions related to the utilitarian motivation variable and has resulted a total average of 4.69. The highest average is in Item UM1 "Buying green apparel is effective.", with an average value of 4.91. The lowest average is the UM3 indicator "Buying green apparel is practical." with a value of 4.49. In this way, it can be said that the respondent's perception of utilitarian motivation is good. The results can be seen in the following table:

Tab. 4.12 Variable of Utilitarian Motivation

Code	Indicators	Mean

UM1	Buying green apparel is effective.	4.91
UM2	Buying green apparel is functional.	4.68
UM3	Buying green apparel is practical.	4.49
Total		**4.69**

Source: Primary Data Processed, 2024

4.2.6 Trend

Table 4.13 displays that there are three questions related to the trend variable and shows a total average of 4.48. The highest average is in Item T1 "Green apparel is trending.", with an average value of 4.88. The lowest average is the T3 indicator "Keeping up to date with trends in green apparel is my strongest motivation." with a value of 4.13. In this way, it can be said that the respondent's perception of trend is good. The results can be seen in the following table:

Tab. 4.13 Variable of Trends

Code	Indicators	Mean
T1	Green apparel is trending.	4.88
T2	I make friends while shopping by talking about green apparel.	4.45
T3	Keeping up to date with trends in green apparel is my strongest motivation.	4.13
Total		**4.48**

Source: Primary Data Processed, 2024

4.2.7 Social

Table 4.14 demonstrates that there are three questions related to social variable with a total average of 4.35. The highest average is in Item SO1 "I share information on green apparel with friends, family, and social media.", with an average value of 4.44. The lowest average is the SO3 indicator "When friends/families purchase some green apparel products in online shops, I feel I want to follow them." with a value of 4.40. In this way, it can be said that the respondent's perception of social is good. The results can be seen in the following table:

Tab. 4.14 Variable of Social

Code	Indicators	Mean
SO1	I share information on green apparel with friends, family, and social media.	4.44
SO2	I share the experiences of buying green apparel with my family, friends, and online media.	4.21
SO3	When friends/families purchase some green apparel products in online shops, I feel I want to follow them.	4.40
Total		**4.35**

Source: Primary Data Processed, 2024

4.2.8 Adventure

There are three questions related to the adventure variable and it has yielded a total average of 4.54. The highest average is in Item A3 "While shopping for green apparel, I forget other things.", with an

average value of 4.83. The lowest average is indicator A1 "Buying green apparel is stimulating." with a value of 4.37. In this way, it can be said that the respondent's perception of adventure is good. The results can be seen in the following table:

Tab. 4.15 Variable of Adventure

Code	Indicator	Mean
A1	Buying green apparel is stimulating.	4.37
A2	Buying green apparel is an adventure.	4.44
A3	While shopping for green apparel, I forget other things.	4.83
Total		**4.54**

Source: Primary Data Processed, 2024

4.2.9 Authority and Status

There are three questions related to the authority and status variables and has produced a total average of 4.29. The highest average is in Item AS2 "Shopping for green apparel generates positive feelings and boosts my confidence.", with an average value of 4.65. The lowest average is the AS1 indicator "While buying green apparel, I believe I am in control." with a value of 4.07. In this way, it can be said that the respondent's perception of authority and status is good. The results can be seen in the following table:

Tab. 4.16 Variable of Authority and Status

Code	Indicator	Mean
AS1	While buying green apparel, I believe I am in control.	4.07
AS2	Shopping for green apparel generates positive feelings and boosts my confidence.	4.65
AS3	I like that buying branded green apparel products increases shopping satisfaction and boosts self-esteem.	4.15
Total		**4.29**

Source: Primary Data Processed, 2024

4.2.10 Hedonic Motivation

There are three questions related to the hedonic motivation variable generating a total average of 4.30. The highest average is found in Item HM1 "Buying green apparel is fun.", with an average value of 5.03. The lowest average is the HM3 indicator "Buying green apparel is thrilling." with a value of 3.88. In this way, it can be said that the respondent's perception of hedonic motivation is good. The results can be seen in the following table:

Tab. 4.17 Variable of Hedonic Motivation

Code	Indicator	Mean
HM1	Buying green apparel is fun.	5.03
HM2	Buying green apparel is exciting.	3.99
HM3	Buying green apparel is thrilling.	3.88

Total	**4.30**

Source: Primary Data Processed, 2024

4.2.11 Green Purchase Intention

There are three questions related to the green purchase intention variable generating a total average of 4.52. The highest average is found in Item GP3 " I will buy apparel with environmentally friendly labeling or packaging techniques.", with an average value of 4.69. The lowest average is the GP2 indicator " Whenever I need apparel, very likely I will buy green apparel." with a value of 4.32. In this way, it can be said that the respondent's perception of green purchase intention is good. The results can be seen in the following table:

Tab. 4. 18 Variable of Green Purchase Intention

Code	Indicator	Mean
GP1	In the near future, I will purchase apparel made from organically grown natural fibers.	4.56
GP2	Whenever I need apparel, very likely I will buy green apparel.	4.32
GP3	I will buy apparel with environmentally friendly labeling or packaging techniques.	4.69
Total		**4.52**

Source: Primary Data Processed, 2024

4.3 Structural Model Test (Inner Model)

This research will explain the collinearity test, coefficient of determination test (R-Square), hypothesis testing, and predictive relevance (Q Square).

4.3.1 Collinearity VIF Test

In this section, the results of the collinearity test are described. VIF collinearity aims to guarantee that collinearity does not have a significant impact on the estimation of the structural model. In this study, the VIF value for each variable is below 3, which indicates that the collinearity of the research model does not experience deviations.

Tab. 4.19 Lists The Results of The Collinearity Test

	C	IA	S	CO	UM	T	SO	A	AS	HM	GP
C					1.398						
IA					1.320						
S					1.588						
CO					1.419						
UM											1.141
T										1.797	
SO										2.136	
A										1.623	
AS										1.505	
HM											1.141
GP											

Note: Convenience (C), Information Availability (IA), Selection (S), Utilitarian Motivation (UM), Trend (T), Social (SO), Adventure (A), Authority and Status (AS), Hedonic Motivation (HM), Green Purchase Intention
Source: Primary Data Processed, 2024

4.3.2 Coefficient of Determination Test (R-Square)

The following R-Square values have been found after the data was processed with the smartPLS 4.0 program:

Tab. 4.20 R-Square

	R-Square	R-Square Adjusted
Utilitarian Motivation (UM)	0.299	0.291
Hedonic Motivation (HM)	0.528	0.516
Green Purchase Intention (GP)	0.366	0.350

Source: Primary Data Processed, 2024

Based on the data presented in Table 4.20 above, it can be seen that the R-Square value for the utilitarian motivation variable is 0.299. Such value explains that the percentage of utilitarian motivation can be explained by convenience, information availability, selection, and customized offerings at 29.9%. Then, the R-Square value obtained for the hedonic motivation variable is 0.528. This value explains that the effectiveness of hedonic motivation can be explained by trends, social, adventure, and authority and status at 52.8%. Finally, the R-Square value for green purchase intention is 0.366. This explains that the effectiveness of green purchase intention can be explained by the

utilitarian and hedonic motivation of 36.6%. In the table above, the adjusted R-Square value is also displayed. This value is used if there is more than one independent variable. Adjusted R Square is an R2 value that is adjusted so that the image is closer to the quality of the model exploration in the population. From the table above, it shows that the Adjusted R Square (R2) for the utilitarian motivation variable is 0.291 or 29.1% while the remaining 70.9% is explained by other factors. The hedonic motivation variable has an adjusted R-Square value of 0.516 or 51.6%, the remaining 48.4% is influenced by other factors. The green purchase intention variable has an adjusted R-Square value of 0.350 or 35%, the remaining 65% is influenced by other factors.

4.3.3 Hypothesis Testing

The results of this test can be used to answer the research hypotheses. To test the hypotheses, T statistics and P values are evaluated. According to Hair et al. (2022), there are principles in calculating hypothesis tests: P value < 0.05 and T value > 1.96.

Seven hypotheses have been accepted, three have been rejected, since the P-values <0.05 and T-statistics more than 1.96. From Table 4.21, it can be concluded that the seven hypotheses show T statistical results of more than 1.96.

Tab. 4.21 T-Statistic and P-Value

	Original Sample (O)	T-Statistics	P - Values	Results
Convenience->Utilitarian Motivation	0.172	1.680	0.093	H1 not accepted
Information Availability->Utilitarian Motivation	0.328	4.996	0.000	H2 accepted
Selection->Utilitarian Motivation	0.125	1.222	0.222	H3 not accepted
Customized Offering->Utilitarian Motivation	0.171	2.072	0.038	H4 accepted
Utilitarian Motivation->Green Purchase Intention	0.368	4.422	0.000	H5 accepted
Trend->Hedonic Motivation	0.254	3.051	0.002	H6 accepted
Social->Hedonic Motivation	0.167	1.827	0.068	H7 not accepted
Adventure-> Hedonic Motivation	0.321	3.924	0.000	H8 accepted
Authority and Status->Hedonic Motivation	0.169	2.510	0.012	H9 accepted
Hedonic Motivation->Green Purchase Intention	0.296	4.138	0.000	H10 accepted

Source: Primary Data Processed, 2024

4.3.4 Predictive Relevance (Q Square)

Predictive relevance, also known as Q-Square, is a measurement used to determine the quality of fit to data. Just as coefficient

determination (R-Square), larger Q-Square values can be considered evidence of greater conformity to the data. The following is the Q-Square calculation:

Q-Square = 1- [(1-R square 1) x (1-R square 2) x (1-R square 3)]

= 1- [(1- 0.299) x (1- 0.528) x (1- 0.366)]

= 1- (0.701 x 0.472 x 0.634)

= 1- 0.209

= 0.791

Based on the calculations above, the Q-Square value of this research is 0.791, which shows that the research model can explain 79.9% of the diversity of research data. Other factors outside research account for the remaining 20.1% of the value. Therefore, based on these findings, it can be said that this research model is very suitable.

4.4 Discussions

4.4.1 Convenience and Utilitarian Motivation

This research investigates whether convenience has a positive or significant effect on consumer utilitarian motivation. The initial hypothesis states that convenience has a positive or significant influence on utilitarian motivation. Based on the results of the hypothesis test, it can be stated that the P-Value is 0.093 and the T-Statistics is 1.680. It can be concluded that these results do not meet the assessment criteria of P-Value < 0.05 and T-value> 1.96. So it can be

stated that convenience does not have a positive and significant influence on utilitarian motivation or H1 is not accepted.

This research finding proves that convenience has a negative and insignificant influence on utilitarian motivation. In other words, the greater the convenience that consumers get, the lower the perceived utilitarian motivation. The opposite applies; if the lower the convenience, the higher the consumer's perceived utilitarian motivation. This means that if consumers have a short distance to the shop or easy access to environmentally friendly products in both physical shops and online shops, it does not increase shopping motivation, specifically utilitarian motivation.

This finding is in line Kumar and Yadav (2021) which concluded that convenience did not have a positive or significant effect on utilitarian motivation. This shows that saving time and energy for consumers is not a strong driver in terms of the usefulness of environmentally friendly clothing.

4.4.2 Information Availability and Utilitarian Motivation

This research investigates whether information availability has a positive or significant effect on consumer utilitarian motivation. The initial hypothesis states that information availability has a positive or significant influence on utilitarian motivation. Based on the results of the hypothesis test, it can be stated that the P-value is 0.000 and the T-

Statistics is 4.996. It can be concluded that these results meet the assessment criteria of P-value < 0.05 and T-value> 1.96. So it can be stated that information availability has a positive or significant influence on utilitarian motivation or H2 is accepted.

This finding proves that information availability has a positive and significant influence on utilitarian motivation. In other words, the greater the information availability that consumers obtain, the greater the perceived utilitarian motivation. The opposite also applies; the lower the information availability, the lower the utilitarian motivation the consumers perceive. This means that if consumers have easy access to product information such as product specifications, online and offline stores, ongoing promotions, or even environmentally friendly products that suit consumer needs, this will increase shopping motivation, specifically utilitarian motivation.

This finding is different from Kumar and Sadarangani (2021) which stated that the information availability offered by shops did not play a role in increasing utilitarian motivation. The possibility explained in Kumar's and Sadarangani's study is that generation Y tended to easily access any information about products using the internet, so having information does not necessarily lead to a purchase. Excessive product information can also lead to consumer frustration. Therefore, it can be concluded that information availability does not have a positive or significant influence in this research. Such

differences occur due to different types of respondents and research locations. In addition, this research focuses on online stores with Generation Y buyers characteristics.

4.4.3 Selection and Utilitarian Motivation

This research investigates whether selection has a positive or significant effect on consumer utilitarian motivation. The initial hypothesis states that selection has a positive or significant influence on utilitarian motivation. Based on the results of the hypothesis test, it can be stated that the P-Value is 0.222 and the T-Statistics is 1.222. It can be concluded that these results do not meet the assessment criteria of P-Value < 0.05 and T value > 1.96. So it can be stated that selection does not have a positive and significant influence on utilitarian motivation or H3 is not accepted.

The research finding proves that selection does not have a positive and significant influence on utilitarian motivation. In other words, the greater the selection, the lower the perceived utilitarian motivation and vice versa, the lower the selection, the higher the perceived utilitarian motivation of consumers. This means that if consumers have many choices of environmentally friendly clothing in an online or offline store or even compared to other similar stores, this will make it difficult for them to make purchase decisions. This happens because of the lack of perceived utilitarian motivation among buyers.

This findings corroborates Mikalef et al, (2013) revealing that there was an important role for selection factors in utilitarian motivation. Even though the study of Mikalef' et al (2013) only used the context of online shopping, it is still relevant. This means that consumers of environmentally friendly clothing can freely choose environmentally friendly clothing via the internet. So it can be adjusted to suit customer's needs.

4.4.4 Customized Offerings and Utilitarian Motivation

This research investigates whether customized offerings have a positive or significant effect on consumer utilitarian motivation. The initial hypothesis states that customized offerings have a positive or significant influence on utilitarian motivation. Based on the results of the hypothesis test, it can be stated that the P-Value is 0.038 and the T-Statistics is 2.072. It can be concluded that these results meet the assessment criteria of P-Value < 0.05 and T-value> 1.96. So it can be stated that customized offerings have a positive or significant influence on utilitarian motivation or H4 is accepted.

This finding indicates that the greater the customized offerings, the higher the utilitarian motivation will be, and vice versa, the lower the customized offerings, the lower the perceived utilitarian motivation among consumers. This means that if consumers receive offers that are tailored to them regarding the environmentally friendly clothing they

want to buy, then this will increase their willingness to buy due to increased shopping motivation, specifically utilitarian motivation.

This finding is different from the findings of Mikalef et al, (2013) which stated that customized offerings had no role in utilitarian motivation. Their study focused on online shopping. Thus, the difference in results is caused by the research focus on online purchasing and also the context of the customized offering adopted. This means that personalized advertising cannot encourage buyers to search for the products they need via social media. Other research by Kumar and Yadav (2021) aligns with this study. Offering environmentally friendly clothing that is tailored and related to clothing features, payment methods, or packaging to discounts can meet consumer needs.

4.4.5 Utilitarian Motivation and Green Purchase Intention

This research investigates whether utilitarian motivation has a positive or significant effect on consumers' green purchase intention. The initial hypothesis states that utilitarian motivation has a positive or significant influence on green purchase intention. Based on the results of the hypothesis test, it can be stated that the P-Value is 0.000 and the T-Statistics is 4.422. It can be concluded that these results meet the assessment criteria of P-Value < 0.05 and T value > 1.96. So it can be stated that utilitarian motivation has a positive or significant influence on green purchase intention or H5 is accepted.

This research finding indicates that the greater the utilitarian motivation, the greater the green purchase intention and vice versa, the lower the utilitarian motivation, the lower the consumer's green purchase intention. This means that if consumers are motivated to shop, in terms of fulfilling their utilitarian needs, they will experience an increased desire to buy environmentally friendly clothing.

The alignment of offers with the fulfilment of needs in shopping activities is key to increasing the intention to purchase environmentally friendly clothing. This conclusion is also supported by Kumar and Sadarangani (2021) who found a positive and significant influence between utilitarian motivation and green purchase intention.

4.4.6 Trends and Hedonic Motivation

This research investigates whether trends have a positive or significant effect on consumer hedonic motivation. The initial hypothesis states that trends have a positive or significant influence on hedonic motivation. Based on the results of the hypothesis test, it can be stated that the P-Value is 0.002 and the T-Statistics is 3.051. It can be concluded that these results meet the assessment criteria of P-Value < 0.05 and T-value> 1.96. So it can be stated that the trends have a positive or significant influence on hedonic motivation or H6 is accepted.

This research finding indicates the greater the trends, the greater the hedonic motivation. The opposite applies; the lower the trends, the

lower the perceived hedonic motivation among consumers. This means, regardless of the situation, trends will always influence the motivation of hedonic customers. So, when consumers go to the store, they may want to buy eco-friendly clothing without knowing the latest trends. It turns out that once they are in the store, they learn that the trend for such clothing is on the rise, or conversely, consumers may want to go to the store because they are aware that the trend for eco-friendly clothing is booming. This happens because apart from the clothes themselves, current trends can boost buyers' shopping motivation, in this case hedonic motivation.

This finding is different from the findings of Kumar and Yadav (2021). The study of Kumar and Yadav (2021) found that consumers were not interested enough in the environmentally friendly clothing community. This difference is due to the differences in location and type of respondent. This current research involves the respondents from the environmental lover community on Facebook. It can be concluded that consumers in Indonesia are not initially specifically interested in environmentally friendly clothing. However, the concept of environmental conservation raises their awareness of eco- friendly apparel products.

4.4.7 Social and Hedonic Motivation

This research investigates whether social has a positive or significant effect on consumer hedonic motivation. The initial

hypothesis states that social has a positive or significant influence on hedonic motivation. Based on the results of the hypothesis test, it can be stated that the P-Value is 0.068 and the T-Statistics is 1.827. It can be concluded that these results do not meet the assessment criteria of P-Value < 0.05 and T-value> 1.96. So it can be stated that social does not have a positive or significant influence on hedonic motivation or H7 is not accepted.

The results of this research prove that social does not have a positive and significant influence on hedonic motivation. In other words, the greater the social, the lower the hedonic motivation and vice versa, the lower the social, the greater the hedonic motivation. This means that social interaction with family, friends, or community members does not increase the desire to shop. This interaction can increase the desire to shop if the buyer actually wanted the clothes before and received support from family, friends, or community friends.

This finding corroborates Mikalef et al, (2013) who found that there was no positive or significant relationship between social and hedonic motivation. This means that the influence of social interaction through various information about environmentally friendly products does not meet consumer satisfaction.

4.4.8 Adventure and Hedonic Motivation

This research investigates whether adventure has a positive or significant effect on consumer hedonic motivation. The initial

hypothesis states that adventure has a positive or significant influence on hedonic motivation. Based on the results of the hypothesis test, it can be stated that the P-Value is 0.000 and the T-Statistics is 3.924. It can be concluded that these results meet the assessment criteria of P-Value < 0.05 and T-value> 1.96. So it can be stated that adventure has a positive or significant influence on hedonic motivation or H8 is accepted.

The results of this research prove that adventure has a positive and significant influence on hedonic motivation. In other words, the greater the adventure, the greater the hedonic motivation felt and the opposite applies, the lower the adventure, the lower the hedonic motivation. This means that purchasing environmentally friendly clothing provides a different, different and impressive experience for buyers. In addition, it can increase the buyer's hedonic motivation.

This finding aligns with Kumar and Yadav (2021) who concluded that hedonic consumers sought pleasure and other experiences when shopping for environmentally friendly clothing. So it is very possible to buy environmentally friendly clothes just to fulfill consumer’s desires.

4.4.9 Authority and Status and Hedonic Motivation

This research investigates whether authority and status have a positive or significant effect on consumer hedonic motivation. The initial hypothesis states that authority and status have a positive or

significant influence on hedonic motivation. Based on the results of the hypothesis test, it can be stated that the P-value is 0.012 and the T-statistics is 2.510. It can be concluded that these results meet the assessment criteria of P-value < 0.05 and T-value> 1.96. So it can be stated that authority and status have a positive or significant influence on hedonic motivation or H9 is accepted.

The results of this research prove that authority and status have a positive and significant influence on hedonic motivation. In other words, the greater the authority and status, the greater the hedonic motivation and the opposite applies, the lower the authority and status, the lower the hedonic motivation. This means that the feeling of purchasing when shopping for environmentally friendly clothing influences increased shopping motivation, specifically hedonic motivation. The feeling referred to is feeling satisfied when shopping.

This finding does not align with Mikalef et al, (2013) who found that hedonic consumers derived only a limited amount of satisfaction when shopping online. They will only receive a gratifying shopping experience when they shop offline.

4.4.10 Hedonic Motivation and Green Purchase Intention

This research investigates whether hedonic motivation has a positive or significant effect on consumers' green purchase intention. The initial hypothesis states that hedonic motivation has a positive or significant influence on green purchase intention. Based on the results

of the hypothesis test, it can be stated that the P-Value is 0.000 and the T-Statistics is 4.138. It can be concluded that these results meet the assessment criteria of P-Value < 0.05 and T-value> 1.96. So it can be stated that hedonic motivation has a positive or significant influence on green purchase intention or H10 is acceptable.

The results of this research prove that hedonic motivation has a positive or significant influence on green purchase intention. In other words, the greater the hedonic motivation, the greater the green purchase intention; the opposite applies, the lower the hedonic motivation, the lower the consumer's green purchase intention. This means that the influence of the feelings and experiences that buyers have during the shopping process significantly influence their intention to purchase environmentally friendly clothing. This has nothing to do with the actual use of the items.

This finding corroborates Kumar and Yadav (2021), and Kumar and Sadarangani (2021). Hedonic consumers are people who want to buy something fun and adventurous, which provides sensual satisfaction. These consumers may be influenced by the eco-friendly clothing trend because celebrities endorse eco-friendly products to save the Earth.

CHAPTER V
CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

This study examines how hedonic and utilitarian incentives affect green purchase intention in Indonesia. This will help marketing encourage sustainable fashion buying and green garment consumption. This research may aid industry researchers, experts, and managers. Google Forms was used to send questionnaires to 165 eligible respondents. The findings were analyzed using SmartPLS 4.0. This research examined numerous hypotheses to determine how different factors affect shopping motivation and green buying intention.

Based on the results and discussion, it can be concluded that:

1. Convenience does not boost utilitarian motivation. Calculations yield a P-value of 0.093 and a T-statistics of 1.680. These two values fail the requirement. No positive and significant influence can be concluded.
2. Information availability significantly boosts utilitarian motivation. Calculations yield a P-value of 0.000 and a T-statistics of 4.996. Both values satisfy conditions. Thus, a favorable and considerable influence exists.
3. Selection does not increase utilitarian motivation. Calculations yield a P-value of 0.222 and a T-statistics of 1.222. These two values fail the requirement. No positive and significant influence can be concluded.

4. Customized offerings boost customer utilitarian motivation. According to the calculations, the P-value is 0.038, and the T-statistics is 2.072. Both values satisfy conditions. Thus, a favorable and considerable influence exists.
5. Utilitarian motivation is positively correlated with consumer green purchase intention. Calculations yield a P-value of 0.000 and a T-statistics of 4.422. Both values satisfy conditions. Thus, a favorable and considerable influence exists.
6. Trends positively or significantly affect consumer hedonic motivation. According to the calculations, P-value is 0.002, and T-statistics is 3.051. Both values satisfy conditions. Thus, a favorable and considerable influence exists.
7. Social has had no positive impact on customer hedonic motivation. Calculations yield a P-value of 0.068 and a T-statistics of 1.827. These two values fail the requirement. No positive and significant influence can be concluded.
8. Research shows that adventure boosts consumer hedonic motivation. Calculations yield a P-value of 0.000 and a T-statistics of 3.924. Both values satisfy conditions. Thus, a favorable and considerable influence exists.
9. Consumer hedonic motivation is positively influenced by authority and position. According to the calculations, the P-value is 0.012, and T-

statistics is 2.510. Both values satisfy conditions. Thus, a favorable and considerable influence exists.

10. Research shows that hedonic motivation increases green purchase intention. Calculations yield a P-value of 0.000 and a T-statistics of 4.138. Both values satisfy conditions. Thus, a favorable and considerable influence exists.

5.2 Managerial Implication

Managerial implications, according to researchers, are as follows:

1. Managers can first research how convenience, selection, and social factors affect utilitarian and hedonic motivation. Saving energy and time helps consumers far from stores. Therefore, customers must work harder and invest more time. Managers should also consider whether the selection element is less relevant because consumers may need to be less driven to buy green apparel with many options. They finally discussed eco-friendly clothing with friends, family, and neighbors. The influence needs to be increased to motivate buyers hedonically.
2. Second, T-shirts, jackets, and jeans can be displayed by gender, season, fashion trend, and type by management. This helps clients choose products for their needs. Managers might include a product catalog to help customers understand each product's features and price. Companies can sell green clothes with a green gear section. Sustainable clothing awareness can rise.

3. Finally, managers should consider customer shopping factors when planning marketing. Trend, adventure, authority, and status affect hedonic motivation, while information availability and customized offerings boost utilitarian motivation. Thus, these factors may boost green garment sales.

5.3 Research Limitation

1. This quantitative analysis comprises samples of Indonesians from several cities who bought eco-friendly clothing in the past year. This strategy could be better due to its few queries. The results cannot explain the true motive.
2. Participant characteristics limit this research. Indonesia, a rising South Asian nation, lacks environmental awareness. The higher price of eco-friendly clothes than conventional clothes also affects their consumption in Indonesia. These qualities matter in this study.
3. This study only covers a few shopping incentive factors. This research includes brick-and-mortar retailers and e-commerce platforms.

5.4 Recommendation

Due to study limitations, qualitative or mixed methods could be used to gather more customer exploratory motivation for future research. Second, consumer utilitarian and hedonic motivation may differ between countries. The researcher can illustrate country identity similarities or differences (e.g., emergent, developed, or South East Asia). Finally, other antecedent factors

must be developed. For further research, product knowledge, source of information, and re-purchase intention might be explored.

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APPENDICES

APPENDIX 4: KUISIONER

Dengan hormat,

Dalam rangka menyelesaikan Tugas Akhir, saya mahasiswa jurusan Manajemen Internasional program Universitas Islam Indonesia mengadakan penelitian mengenai *"Dampak Hijau: Eksplorasi Motivasi Belanja dan Keberlanjutan Konsumsi Fashion dalam Pakaian Ramah Lingkungan"*. Pakaian ramah lingkungan mengacu pada pakaian yang dibuat dengan cara yang ramah lingkungan dan berkelanjutan, seringkali menggunakan bahan dan metode produksi yang ramah lingkungan. Sehingga tidak memberikan efek apapun atau sedikit untuk lingkungan.

Sehubungan dengan keperluan tersebut, saya mengharapkan bantuan anda untuk meluangkan waktu mengisi kuesioner ini. Ketelitian dan kejujuran anda dalam mengisi kuesioner ini akan sangat membantu kebenaran data yang akan saya peroleh sehingga sangat bermanfaat bagi tujuan penelitian tugas akhir saya. Kerahasiaan data-data pribadi anda akan saya jamin. Saya sangat berterimakasih atas kesediaan anda untuk meluangkan waktu yang sangat berharga untuk mengisi kuesioner ini.

Hormat saya,

Pratiwi Diyan Ayu Anggraini

IDENTITAS RESPONDEN

Isilah beberapa pertanyaan di bawah ini sesuai dengan kriteria diri Anda!

Jenis Kelamin

Pria
Wanita

Usia

17 – 22 tahun
23 – 28 tahun
29 – 35 tahun
36 - 41 tahun
> 41 tahun

Tempat Tinggal

Pendidikan terakhir

SMP/MTS

SMA/SMK
Diploma
Sarjana
Pasca Sarjana
Lain-lain, sebutkan …….

Pekerjaan

Pelajar/Mahasiswa
Pegawai Swasta
PNS/TNI/Polri
Ibu rumah tangga
Lain-lain, sebutkan …….

PENGALAMAN RESPONDEN

Pertanyaan berikut berkenaan dengan jati diri Bapak/Ibu/Saudara. Jawablah pertanyaan tersebut pada jawaban yang dianggap paling sesuai.

Apakah anda tertarik untuk membeli pakaian ramah lingkungan?

Iya
Tidak

Seberapa sering melakukan pembelian pakaian ramah lingkungan?

Tidak pernah
Sangat Jarang
jarang
Sering
Sangat sering

Evaluasi Kenyamanan

Petunjuk: pilihlah Bapak/Ibu/Saudara terhadap pernyataan-pernyataan dibawah ini yang dianggap paling sesuai.

1. = Sangat Tidak Setuju (STS) 3. = Agak Tidak Setuju (ATS) 5.= Setuju (S)

2. = Tidak Setuju (TS) 4. = Agak Setuju (AS) 6.= Setuju Sekali (SS)

Pengukuran Kenyamanan	Sama Sekali Tidak Setuju			Setuju Sekali		
	STS	**TS**	**ATS**	**AS**	**S**	**SS**
1. Saya bisa membeli pakaian ramah lingkungan kapanpun melalui toko online.	1	2	3	4	5	6
2. Saya selalu dapat menemukan pakaian ramah lingkungan di gerai/mall terdekat.	1	2	3	4	5	6
3. Saya merasakan kepuasaan dan nyaman saat berbelanja produk pakaian ramah lingkungan secara online.	1	2	3	4	5	6

Evaluasi Ketersediaan Informasi

Petunjuk: pilihlah Bapak/Ibu/Saudara terhadap pernyataan-pernyataan dibawah ini yang dianggap paling sesuai.

1. = Sangat Tidak Setuju (STS) 3. = Agak Tidak Setuju (ATS) 5.= Setuju (S)

2. = Tidak Setuju (TS) 4. = Agak Setuju (AS) 6.= Setuju Sekali (SS)

Pengukuran Ketersediaan Informasi	**Sama Sekali Tidak Setuju**			**Setuju Sekali**		
	STS	**TS**	**ATS**	**AS**	**S**	**SS**
1. Saran dari keluarga, teman, media online, dan iklan meningkatkan informasi saya tentang pakaian ramah lingkungan.	1	2	3	4	5	6
2. Semua informasi garansi & jaminan tentang pakaian ramah lingkungan dinyatakan dengan jelas di situs web.	1	2	3	4	5	6
3. Informasi pengembalian produk dinyatakan dengan jelas ketika saya membeli pakaian ramah lingkungan secara online.	1	2	3	4	5	6

Evaluasi Seleksi

Petunjuk: pilihlah Bapak/Ibu/Saudara terhadap pernyataan-pernyataan dibawah ini yang dianggap paling sesuai.

1. = Sangat Tidak Setuju (STS) 3. = Agak Tidak Setuju (ATS) 5.= Setuju (S)

2. = Tidak Setuju (TS) 4. = Agak Setuju (AS) 6.= Setuju Sekali (SS)

Pengukuran Seleksi	**Sama Sekali Tidak Setuju**			**Setuju Sekali**		
	STS	**TS**	**ATS**	**AS**	**S**	**SS**
1. Toko-toko membantu menemukan lebih banyak variasi pakaian ramah lingkungan.	1	2	3	4	5	6
2. Di toko tertentu, saya dapat menemukan banyak pilihan pakaian ramah lingkungan.	1	2	3	4	5	6
3. Di toko online, saya mendapatkan lebih banyak variasi pilihan pakaian ramah lingkungan.	1	2	3	4	5	6

Evaluasi Penawaran Khusus

Petunjuk: pilihlah Bapak/Ibu/Saudara terhadap pernyataan-pernyataan dibawah ini yang dianggap paling sesuai.

1. = Sangat Tidak Setuju (STS) 3. = Agak Tidak Setuju (ATS) 5.= Setuju (S)
2. = Tidak Setuju (TS) 4. = Agak Setuju (AS) 6.= Setuju Sekali (SS)

Pengukuran Penawaran Khusus (Penawaran yang mengacu pada perubahan produk atau layanan dalam pengemasan, transaksi, dan/atau pengirman)	**Sama Sekali Tidak Setuju**			**Setuju Sekali**		
	STS	**TS**	**ATS**	**AS**	**S**	**SS**
1. Melalui penawaran yang disesuaikan ini, pakaian ramah lingkungan menjadi lebih menarik dan sesuai dengan keinginan saya.	1	2	3	4	5	6
2. Pakaian ramah lingkungan menawarkan pilihan untuk menyesuaikan kebutuhan saya.	1	2	3	4	5	6
3. Penawaran yang disesuaikan pada pakaian ramah lingkungan	1	2	3	4	5	6

membuat saya merasa sebagai pelanggan yang penting.						

Evaluasi Tren

Petunjuk: pilihlah Bapak/Ibu/Saudara terhadap pernyataan-pernyataan dibawah ini yang dianggap paling sesuai.

1. = Sangat Tidak Setuju (STS) 3. = Agak Tidak Setuju (ATS) 5.= Setuju (S)
2. = Tidak Setuju (TS) 4. = Agak Setuju (AS) 6.= Setuju Sekali (SS)

Pengukuran Tren	**Sama Sekali Tidak Setuju**			**Setuju Sekali**		
	STS	**TS**	**ATS**	**AS**	**S**	**SS**
1. Pakaian ramah lingkungan sedang menjadi tren.	1	2	3	4	5	6
2. Saat berbelanja, saya menemukan teman dengan ketertarikan yang sama pada pakaian ramah lingkungan.	1	2	3	4	5	6

3. Mengikuti perkembangan tren pakaian ramah lingkungan adalah motivasi terkuat saya.	1	2	3	4	5	6

Evaluasi Sosial

Petunjuk: pilihlah Bapak/Ibu/Saudara terhadap pernyataan-pernyataan dibawah ini yang dianggap paling sesuai.

1. = Sangat Tidak Setuju (STS) 3. = Agak Tidak Setuju (ATS) 5.= Setuju (S)
2. = Tidak Setuju (TS) 4. = Agak Setuju (AS) 6.= Setuju Sekali (SS)

Pengukuran Sosial	**Sama Sekali Tidak Setuju**			**Setuju Sekali**		
	STS	**TS**	**ATS**	**AS**	**S**	**SS**
1. Saya berbagi informasi tentang pakaian ramah lingkungan dengan teman, keluarga, dan media sosial.	1	2	3	4	5	6
2. Saya bertukar pengalaman yang didapat saat membeli pakaian ramah	1	2	3	4	5	6

lingkungan dengan keluarga, teman, dan media online.						
3. Ketika teman/keluarga membeli beberapa produk pakaian ramah lingkungan dalam belanja online, saya merasa ingin mengikutinya.	1	2	3	4	5	6

Evaluasi Petualangan

Petunjuk: pilihlah Bapak/Ibu/Saudara terhadap pernyataan-pernyataan dibawah ini yang dianggap paling sesuai.

1. = Sangat Tidak Setuju (STS) 3. = Agak Tidak Setuju (ATS) 5.= Setuju (S)
2. = Tidak Setuju (TS) 4. = Agak Setuju (AS) 6.= Setuju Sekali (SS)

Pengukuran Petualangan	**Sama Sekali Tidak Setuju**			**Setuju Sekali**		
	STS	**TS**	**ATS**	**AS**	**S**	**SS**
1. Membeli pakaian ramah lingkungan itu menggairahkan.	1	2	3	4	5	6

2. Membeli pakaian ramah lingkungan adalah sebuah petualangan.	1	2	3	4	5	6
3. Saat berbelanja pakaian ramah lingkungan, saya merasa bersemangat.	1	2	3	4	5	6

Evaluasi Otoritas dan Status

Petunjuk: pilihlah Bapak/Ibu/Saudara terhadap pernyataan-pernyataan dibawah ini yang dianggap paling sesuai.

1. = Sangat Tidak Setuju (STS) 3. = Agak Tidak Setuju (ATS) 5.= Setuju (S)
2. = Tidak Setuju (TS) 4. = Agak Setuju (AS) 6.= Setuju Sekali (SS)

Pengukuran Otoritas dan Status	**Sama Sekali Tidak Setuju**			**Setuju Sekali**		
	STS	**TS**	**ATS**	**AS**	**S**	**SS**
1. Saat membeli pakaian ramah lingkungan, saya percaya bahwa saya mendapatkan perlakuan khusus.	1	2	3	4	5	6

2. Berbelanja pakaian ramah lingkungan menimbulkan perasaan positif dan meningkatkan kepercayaan diri saya	1	2	3	4	5	6
3. Saya suka membeli produk pakaian ramah lingkungan bermerek karena meningkatkan kepuasan berbelanja dan meningkatkan harga diri.	1	2	3	4	5	6

Evaluasi Motivasi Utilitarian

Petunjuk: pilihlah Bapak/Ibu/Saudara terhadap pernyataan-pernyataan dibawah ini yang dianggap paling sesuai.

1. = Sangat Tidak Setuju (STS) 3. = Agak Tidak Setuju (ATS) 5.= Setuju (S)
2. = Tidak Setuju (TS) 4. = Agak Setuju (AS) 6.= Setuju Sekali (SS)

Pengukuran Motivasi Utilitarian	**Sama Sekali Tidak Setuju**			**Setuju Sekali**		
	STS	**TS**	**ATS**	**AS**	**S**	**SS**
1. Membeli pakaian ramah lingkungan itu efektif.	1	2	3	4	5	6

2. Membeli pakaian ramah lingkungan itu fungsional.	1	2	3	4	5	6
3. Membeli pakaian ramah lingkungan itu praktis.	1	2	3	4	5	6

Evaluasi Motivasi Hedonik

Petunjuk: pilihlah Bapak/Ibu/Saudara terhadap pernyataan-pernyataan dibawah ini yang dianggap paling sesuai.

1. = Sangat Tidak Setuju (STS) 3. = Agak Tidak Setuju (ATS) 5.= Setuju (S)

2. = Tidak Setuju (TS) 4. = Agak Setuju (AS) 6.= Setuju Sekali (SS)

Pengukuran Motivasi Hedonik	**Sama Sekali Tidak Setuju**			**Setuju Sekali**		
	STS	**TS**	**ATS**	**AS**	**S**	**SS**
1. Membeli pakaian ramah lingkungan itu menyenangkan.	1	2	3	4	5	6
2. Membeli pakaian ramah lingkungan itu menggairahkan.	1	2	3	4	5	6

3. Membeli pakaian ramah lingkungan itu mendebarkan.	1	2	3	4	5	6

Evaluasi Niat Pembelian Pakaian Ramah Lingkungan

Petunjuk: pilihlah Bapak/Ibu/Saudara terhadap pernyataan-pernyataan dibawah ini yang dianggap paling sesuai.

1. = Sangat Tidak Setuju (STS) 3. = Agak Tidak Setuju (ATS) 5.= Setuju (S)
2. = Tidak Setuju (TS) 4. = Agak Setuju (AS) 6.= Setuju Sekali (SS)

Pengukuran Niat Pembelian Pakaian Ramah Lingkungan	**Sama Sekali Tidak Setuju**			**Setuju Sekali**		
	STS	**TS**	**ATS**	**AS**	**S**	**SS**
1. Dalam waktu dekat, saya akan membeli pakaian yang terbuat dari serat alami yang ditanam secara organik.	1	2	3	4	5	6
2. Kapanpun saya membutuhkan pakaian, kemungkinan besar saya akan membeli pakaian ramah lingkungan.	1	2	3	4	5	6

3. Saya akan membeli pakaian yang memiliki label atau teknik pengemasan yang ramah lingkungan.	1	2	3	4	5	6

APPENDIX 5: PILOT TEST

Conviniance

Correlations

		C1	C2	C3	Total
C1	Pearson Correlation	1	.811**	.793**	.929**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	19	19	19	19
C2	Pearson Correlation	.811**	1	.840**	.938**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	19	19	19	19
C3	Pearson Correlation	.793**	.840**	1	.940**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	19	19	19	19
Total	Pearson Correlation	.929**	.938**	.940**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	19	19	19	19

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	19	79.2
	Excluded[a]	5	20.8
	Total	24	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.927	3

Information Availability

Correlations

		IA1	IA2	IA3	Total
IA1	Pearson Correlation	1	.699**	.324	.774**
	Sig. (2-tailed)		<.001	.176	<.001
	N	19	19	19	19
IA2	Pearson Correlation	.699**	1	.578**	.913**
	Sig. (2-tailed)	<.001		.010	<.001
	N	19	19	19	19
IA3	Pearson Correlation	.324	.578**	1	.798**
	Sig. (2-tailed)	.176	.010		<.001
	N	19	19	19	19
Total	Pearson Correlation	.774**	.913**	.798**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	19	19	19	19

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	19	79.2
	Excluded[a]	5	20.8
	Total	24	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.767	3

Selection

Correlations

		S1	S2	S3	Total
S1	Pearson Correlation	1	.860**	.623**	.935**
	Sig. (2-tailed)		<.001	.004	<.001
	N	19	19	19	19
S2	Pearson Correlation	.860**	1	.594**	.926**
	Sig. (2-tailed)	<.001		.007	<.001
	N	19	19	19	19
S3	Pearson Correlation	.623**	.594**	1	.813**
	Sig. (2-tailed)	.004	.007		<.001
	N	19	19	19	19
Total	Pearson Correlation	.935**	.926**	.813**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	19	19	19	19

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	19	79.2
	Excluded[a]	5	20.8
	Total	24	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.873	3

Customized Offering

Correlations

		CO1	CO2	CO3	Total
CO1	Pearson Correlation	1	.778**	.778**	.916**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	19	19	19	19
CO2	Pearson Correlation	.778**	1	.822**	.939**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	19	19	19	19
CO3	Pearson Correlation	.778**	.822**	1	.929**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	19	19	19	19
Total	Pearson Correlation	.916**	.939**	.929**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	19	19	19	19

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	19	79.2
	Excluded[a]	5	20.8
	Total	24	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.918	3

Trend

Correlations

		T1	T2	T3	Total
T1	Pearson Correlation	1	.815**	.732**	.914**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	19	19	19	19
T2	Pearson Correlation	.815**	1	.765**	.924**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	19	19	19	19
T3	Pearson Correlation	.732**	.765**	1	.921**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	19	19	19	19
Total	Pearson Correlation	.914**	.924**	.921**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	19	19	19	19

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	19	79.2
	Excluded[a]	5	20.8
	Total	24	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.899	3

Social

Correlations

		SO1	SO2	SO3	Total
SO1	Pearson Correlation	1	.886**	.710**	.935**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	19	19	19	19
SO2	Pearson Correlation	.886**	1	.806**	.965**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	19	19	19	19
SO3	Pearson Correlation	.710**	.806**	1	.893**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	19	19	19	19
Total	Pearson Correlation	.935**	.965**	.893**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	19	19	19	19

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	19	79.2
	Excluded[a]	5	20.8
	Total	24	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.923	3

Adventure

Correlations

		A1	A2	A3	Total
A1	Pearson Correlation	1	.667**	.753**	.895**
	Sig. (2-tailed)		.002	<.001	<.001
	N	19	19	19	19
A2	Pearson Correlation	.667**	1	.809**	.908**
	Sig. (2-tailed)	.002		<.001	<.001
	N	19	19	19	19
A3	Pearson Correlation	.753**	.809**	1	.926**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	19	19	19	19
Total	Pearson Correlation	.895**	.908**	.926**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	19	19	19	19

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	19	79.2
	Excluded[a]	5	20.8
	Total	24	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.885	3

Authority and Status

Correlations

		AS1	AS2	AS3	Total
AS1	Pearson Correlation	1	.875**	.815**	.946**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	19	19	19	19
AS2	Pearson Correlation	.875**	1	.830**	.948**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	19	19	19	19
AS3	Pearson Correlation	.815**	.830**	1	.941**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	19	19	19	19
Total	Pearson Correlation	.946**	.948**	.941**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	19	19	19	19

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	19	79.2
	Excluded[a]	5	20.8
	Total	24	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.935	3

Utilitarian Motivation

Correlations

		UM1	UM2	UM3	Total
UM1	Pearson Correlation	1	.793**	.783**	.914**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	19	19	19	19
UM2	Pearson Correlation	.793**	1	.825**	.939**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	19	19	19	19
UM3	Pearson Correlation	.783**	.825**	1	.939**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	19	19	19	19
Total	Pearson Correlation	.914**	.939**	.939**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	19	19	19	19

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	19	79.2
	Excluded[a]	5	20.8
	Total	24	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.921	3

Hedonic Motivation

Correlations

		HM1	HM2	HM3	Total
HM1	Pearson Correlation	1	.810**	.838**	.930**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	19	19	19	19
HM2	Pearson Correlation	.810**	1	.843**	.943**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	19	19	19	19
HM3	Pearson Correlation	.838**	.843**	1	.951**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	19	19	19	19
Total	Pearson Correlation	.930**	.943**	.951**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	19	19	19	19

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	19	79.2
	Excluded[a]	5	20.8
	Total	24	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.934	3

Green Purchase Intention

Correlations

		GP1	GP2	GP3	Total
GP1	Pearson Correlation	1	.912**	.951**	.982**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	19	19	19	19
GP2	Pearson Correlation	.912**	1	.894**	.960**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	19	19	19	19
GP3	Pearson Correlation	.951**	.894**	1	.976**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	19	19	19	19
Total	Pearson Correlation	.982**	.960**	.976**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	19	19	19	19

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	19	79.2
	Excluded[a]	5	20.8
	Total	24	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.971	3

APPENDIX 6: SEM TEST

a.Colliniearity VIF

	A	AS	C	CO	GP	HM	IA	S	SO	T	UM
A						1.623					
AS						1.505					
C											1.398
CO											1.419
GP											
HM					1.141						
IA											1.320
S											1.588
SO						2.138					
T						1.797					
UM					1.141						

b. **Coefficient of Determination Test (R-Square)**

	R-square	R-square adjusted
GP	0.299	0.291
HM	0.528	0.516
UM	0.366	0.350

c.Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
A -> HM	0.321	0.324	0.082	3.924	0.000
AS -> HM	0.169	0.177	0.067	2.510	0.012
C -> UM	0.172	0.166	0.102	1.680	0.093
CO -> UM	0.171	0.183	0.083	2.072	0.038
HM -> GP	0.296	0.293	0.071	4.138	0.000
IA -> UM	0.328	0.330	0.066	4.996	0.000
S -> UM	0.125	0.136	0.102	1.222	0.222
SO -> HM	0.167	0.162	0.091	1.827	0.068
T -> HM	0.254	0.257	0.083	3.051	0.002
UM -> GP	0.368	0.373	0.083	4.422	0.000