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The Influence of Environmental Knowledge and Perceived Value on Sustainable Fashion Purchase Intention: The Mediating Role of Attitude

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ABSTRACT

The rapid growth of fast fashion, which increasingly contributes to environmental degradation, has encouraged greater awareness of sustainable fashion consumption. This study aims to analyze the influence of environmental knowledge and perceived value on sustainable fashion purchase intention, with attitude serving as a mediating variable. Employing a causal associative quantitative approach, primary data were collected through an online questionnaire distributed to 200 respondents who met predetermined criteria using non-probability purposive sampling. The measurement used a five-point Likert scale, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The findings indicate that environmental knowledge and perceived value have a positive and significant effect on attitude, which in turn significantly mediates their influence on sustainable fashion purchase intention. These results imply that enhancing consumers' environmental understanding and strengthening perceived value are essential strategies for fostering positive attitudes and increasing purchase intentions toward sustainable fashion products.

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INTRODUCTION

The rapid expansion of the fashion industry has become a critical societal issue due to its significant environmental consequences. The acceleration of trends through social media and online shopping platforms has made fashion more accessible globally, intensifying consumption patterns (Park and Chun 2025; Vladimirova et al. 2024). This accessibility aligns with the fast fashion model, which emphasizes rapid production cycles to satisfy consumer demand (Camargo, Pereira, and Scarpin 2020). However, while fast fashion supports economic growth and creative industries, it simultaneously contributes to environmental degradation. As public awareness of environmental crises

increases, sustainable consumption has become a pressing concern. Consumers are beginning to value not only aesthetics and comfort but also ethical and environmental responsibility (Chang et al. 2024; Zhao et al. 2020). Therefore, examining the psychological and cognitive drivers behind sustainable fashion consumption is essential. Understanding these factors is important for society because promoting responsible purchasing behavior can help reduce environmental damage and support long-term ecological sustainability.

Despite growing awareness of sustainability, the fashion industry remains one of the fastest-growing sectors contributing to environmental harm (Razzaq et al. 2024). In Indonesia, clothing accounts for 76% of consumer expenditure in the fashion category (Tempo 2020), reflecting high consumption levels. Globally, clothing production has increased by 60% annually, worsening environmental impacts (Kompas 2023). More than 92 million tons of textile waste end up in landfills each year, and this figure is projected to reach 134 million tons by 2030; in Indonesia alone, textile waste has reached approximately 1 million tons annually (Ilmalhaq, Pradana, and Rubiyanti 2024). These alarming statistics demonstrate a structural problem: consumption behavior has not yet aligned with sustainability principles. Although sustainable fashion is projected to grow significantly, reaching USD 15 billion by 2030 with an annual growth rate of 8.3% (The Roundup 2024), consumer transition toward sustainable products remains inconsistent. This gap between awareness and actual purchasing behavior forms the core problem motivating this study.

At the local level, Eiger has demonstrated a measurable commitment to sustainability through its "Eiger Green Product" initiative launched in 2021 (Blog Eiger Adventure 2023). By 2023, 21% of Eiger's products had incorporated environmentally friendly materials, including 55% of bags and 9% of apparel items, with projections exceeding the 2030 sustainability target of 20% (Eiger Sustainability Report 2023). Production using non-environmentally friendly materials has gradually decreased since 2021, indicating a structured green transition strategy. These efforts align with sustainable fashion principles emphasizing ethical sourcing and environmentally responsible production. However, while corporate transformation is evident, it remains unclear whether consumers fully recognize and value these sustainability initiatives. The effectiveness of green strategies ultimately depends on consumer perception, knowledge, and attitudes. Therefore, investigating how environmental knowledge and perceived value influence sustainable fashion purchase intention becomes crucial in assessing whether corporate sustainability efforts translate into meaningful consumer behavior.

Previous studies highlight the importance of environmental knowledge in shaping pro-environmental behavior. Anggraini, Imaningsih, and Wibowo (2023) found that environmental knowledge positively influences attitude and indirectly increases sustainable fashion purchase intention. Similarly, Syauqina,

Haribowo, and Hidayat (2023) demonstrated that environmental awareness contributes significantly to sustainable fashion purchase intention. In addition, perceived value has been identified as a key determinant of consumer decision-making. Chi et al. (2021) defined perceived value as a comprehensive evaluation of benefits relative to sacrifices, encompassing functional, emotional, social, and ethical aspects (Wu and Lee 2025). Higher perceived value leads to more favorable attitudes toward sustainable products (Zahra and Rohman 2024; Arora and Manchanda 2022). These findings suggest that both cognitive (knowledge) and evaluative (value perception) factors are central to shaping sustainable consumption behavior.

Attitude has consistently been recognized as a mediating psychological mechanism linking knowledge and value perceptions to behavioral intention. Han et al. (2024) emphasized that positive attitudes strengthen intention and actual behavior, while Chen and Deng (2016) defined attitude as consumers' evaluative judgment of environmentally friendly products. Moon and Attiq (2018) and Zhang, Wang, and Meng (2024) further confirmed that positive attitudes significantly predict sustainable purchase decisions. However, although prior studies such as Duong (2025) and Pebrianti and Aulia (2021) examined relationships among environmental knowledge, attitude, and green purchasing in various contexts, limited research integrates environmental knowledge, perceived value, attitude, and sustainable fashion purchase intention simultaneously, particularly within a local Indonesian brand context. Moreover, Duong (2025) and Hasbullah et al. (2022) noted the scarcity of studies addressing sustainable consumption intention and behavior in Indonesia. This gap highlights the need for a more comprehensive mediation model.

This study offers novelty by integrating environmental knowledge and perceived value within a single structural framework that positions attitude as a mediating variable in the context of a local Indonesian brand. Unlike previous studies that often examined these variables separately or within general green product categories, this research focuses specifically on sustainable fashion and situates the analysis within Indonesia's rapidly evolving market. By examining Eiger's sustainability initiatives, this study bridges corporate green strategy and consumer psychological response. The state-of-the-art contribution lies in applying a comprehensive mediation approach using PLS-SEM to evaluate how cognitive and evaluative factors jointly influence sustainable fashion purchase intention. This integrative perspective is important because sustainable consumption requires not only awareness but also perceived value reinforcement and positive attitudinal formation to translate sustainability initiatives into measurable purchasing intentions.

Based on the identified gaps, this study addresses the following research problem: How do environmental knowledge and perceived value influence sustainable fashion purchase intention, and does attitude mediate these

relationships? The central argument proposes that higher levels of environmental knowledge enhance consumers' cognitive awareness of environmental issues, while stronger perceived value increases positive product evaluation. These two factors are expected to foster favorable attitudes toward sustainable fashion, which subsequently strengthen purchase intention. Therefore, attitude functions as a crucial psychological bridge transforming knowledge and value perception into behavioral intention. By empirically testing this mediation model in the Indonesian context, this study contributes theoretically by refining sustainable consumption models and practically by providing insights for brands seeking to enhance the effectiveness of their sustainability strategies.

RESEARCH METHODS

This study employed a causal associative quantitative research design to examine the cause-and-effect relationships among variables. The quantitative approach was selected because it allows for systematic measurement of constructs and statistical testing of hypotheses using numerical data. This design is particularly suitable for analyzing the influence of knowledge of environmental issues and perceived value on sustainable fashion purchase intention, with attitude serving as a mediating variable. By applying a structured survey instrument and statistical modeling, the study aims to provide objective and generalizable findings. The minimum sample size of 200 respondents follows the recommendation for multivariate analysis in structural equation modeling (Hair et al., 2020), ensuring sufficient statistical power to estimate complex relationships among latent variables.

The study was conducted in Indonesia, focusing on consumers of the local brand Eiger. Indonesia was selected due to its significant fashion consumption rate and increasing awareness of sustainability issues. Additionally, Eiger represents a relevant research context because of its sustainability initiative and positioning as a local brand transitioning toward environmentally friendly products. Examining respondents across Indonesia enables broader representation of consumer perceptions within a developing market context. The selection of this setting strengthens the study's relevance by linking sustainable fashion behavior to a real corporate sustainability transformation within the national industry.

Primary data were collected through an online questionnaire distributed via Google Forms. The study applied non-probability sampling using a purposive sampling technique. Respondents were selected based on specific criteria: (1) individuals aged at least 17 years old, (2) those who possess knowledge or understanding of Eiger's sustainable products, (3) those aware that Eiger produces sustainable fashion products beyond outdoor equipment, and (4) those who intend to purchase sustainable products from Eiger. The questionnaire

used a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Instrument indicators were developed based on established theoretical frameworks and prior studies to ensure conceptual alignment with the constructs being measured.

Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. PLS-SEM was chosen because it is capable of handling complex structural relationships among multiple latent variables simultaneously. This method enables both measurement model and structural model evaluation within a single comprehensive framework. Furthermore, PLS-SEM is appropriate for predictive research models and social science studies involving latent constructs, as it accounts for measurement error and does not require strict normal data distribution assumptions (Bentler & Chou, 1987). The analysis procedure included assessment of the measurement model followed by structural model testing and hypothesis evaluation.

To ensure data validity and reliability, the study conducted measurement model evaluation through convergent validity, discriminant validity, and reliability assessments. Convergent validity was examined using outer loadings and Average Variance Extracted (AVE), while discriminant validity was assessed using cross-loadings and the Fornell-Larcker criterion. Reliability was evaluated using Cronbach's Alpha and Composite Reliability values. Structural model evaluation included examining path coefficients, coefficient of determination (R^2), and hypothesis testing through bootstrapping procedures. These steps ensured that the constructs were measured accurately and that the structural relationships were statistically robust and reliable.

RESULTS AND DISCUSSION

Results

Table 1. Characteristics of Respondents

Category	Item	Frequency (f)	Percentage (%)
Gender	Male	75	37.5
	Female	125	62.5
	Total	200	100.0
Age	17–25 years	105	52.5
	26–30 years	62	31.0
	Above 30 years	33	16.5
	Total	200	100.0
Province of Domicile	Sumatra	7	3.5
	Java	35	17.5
	Bali & Nusa Tenggara	23	11.5
	Kalimantan	130	65.0
	Sulawesi	5	2.5

	Total	200	100.0
Awareness of Eiger Sustainable Products	Yes, I know that Eiger products are sustainable (environmentally friendly).	200	100.0
	Total	200	100.0

Table 2. Measurement Model Results

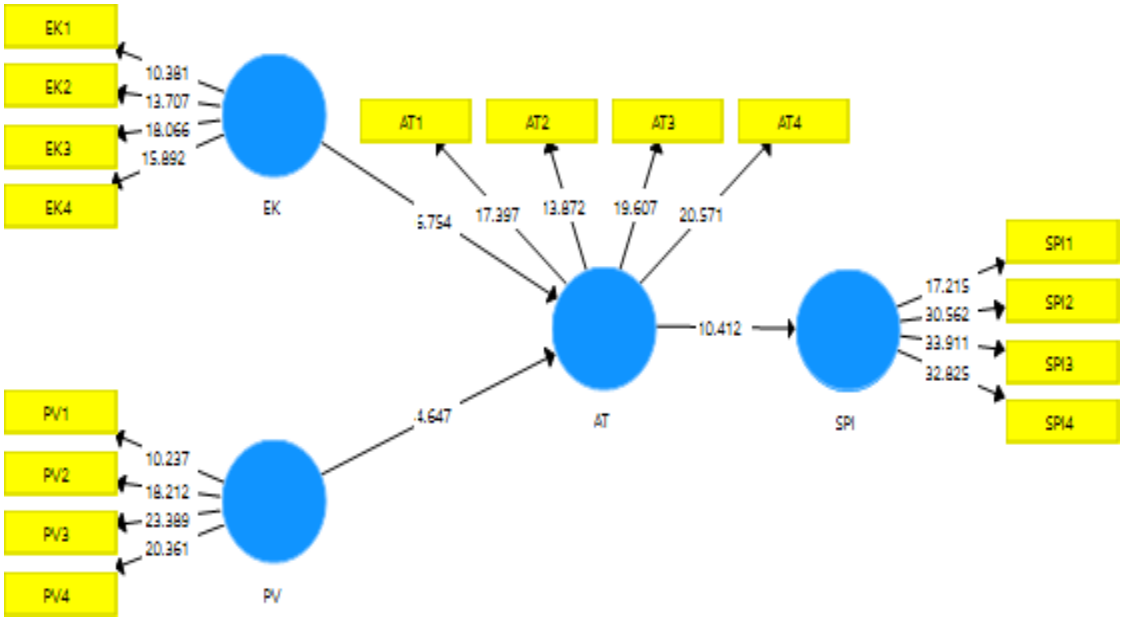
Variable	Items	Loading Factor	Cronbach's Alpha	CR	AVE	Mean
Environmental Knowledge	I know that fashion industry activities can contribute to environmental damage.	0.657	0.697	0.813	0.522	3.90
	I understand the importance of using environmentally friendly materials in fashion products.	0.714				3.93
	I know that the concept of sustainable fashion aims to reduce negative environmental impacts.	0.775				3.88
	I know that Eiger has fashion products designed with environmental sustainability considerations.	0.739				4.05
Perceived Value	I consider Eiger's sustainable fashion products to have reliable quality.	0.691	0.750	0.842	0.573	4.03
	I believe that the benefits of Eiger's environmentally friendly products are worth the cost.	0.751				3.86
	I believe that purchasing Eiger's sustainable products makes a positive contribution to the environment.	0.811				3.78
	I feel that choosing Eiger's environmentally friendly products	0.770				3.85

	provides personal satisfaction.					
Attitude	I have a positive view of Eiger's sustainable fashion products.	0.736	0.731	0.831	0.552	4.03
	I like the sustainability concept applied to Eiger's fashion products.	0.704				3.99
	I believe that choosing Eiger's sustainable products is the right decision.	0.780				4.02
	I believe that using Eiger's sustainable products has a positive impact on the environment.	0.751				4.13
Sustainable Fashion Purchase Intention	I intend to purchase Eiger's sustainable fashion products.	0.754	0.819	0.880	0.647	3.74
	I am interested in choosing Eiger when purchasing environmentally friendly fashion products.	0.816				3.52
	I am willing to buy Eiger products that apply sustainable fashion principles.	0.838				3.52
	I consider Eiger as one of my options when purchasing environmentally friendly fashion products.	0.809				3.84

Based on Table 2, the evaluation of the measurement model shows that the quality construct in a way general adequate For to be continued to testing structural model, reviewed in terms of convergent validity and internal reliability. The standardized outer loading values of the indicators are in the range of 0.657–0.838. The majority of indicators have exceeded the 0.70 threshold, while some indicators are still in the range of 0.60–0.69. Indicators with loading values that are relatively more low still maintained Because Still is at on tolerable

level and does not reduce the overall quality of the construct, especially because the indicator still represents the scope conceptual construct And supported by fulfillment criteria convergent validity And reliability based composite (Hair et al., 2021). Furthermore, The Average Variance Extracted (AVE) value for all constructs is above the minimum limit of 0.50, namely Environmental Knowledge of 0.522, Perceived Value of 0.573, Attitude as big as 0.552, And Sustainable Fashion Purchase Intention is 0.647. This result confirms that each construct is able to explain more from 50% variance the indicators, so that meets the criteria for good convergent validity.

From side reliability, mark Composite Reliability (CR) is at on range 0.813–0.880, Which covers Environmental Knowledge as big as 0.813, Perceived Value was 0.842, Attitude was 0.831, and Sustainable Fashion Purchase Intention was 0.880. All of these values exceeded the minimum threshold of 0.70, indicating that each construct had good internal consistency. Meanwhile, Cronbach's alpha values ranged from 0.697 to 0.819, with Environmental Knowledge at 0.697, Perceived Value at 0.750, Attitude at 0.731, and Sustainable Fashion Purchase Intention at 0.750. Fashion Purchase Intention as big as 0.819. Although mark Cronbach's alpha for the Environmental Knowledge construct is slightly below 0.70, but the construct remains acceptable because the CR value meets the eligibility criteria and the AVE exceeds the minimum threshold. This is in line with the view that Cronbach's alpha tends to conservative And sensitive to the number of indicators, so that its value can be lower than composite-based reliability (Tavakol & Dennick, 2011). From the interpretation criteria Mean Likert scale 1–5, the mean value in this study is in the range of 3.52–4.13 which is included in the high category, thus indicating that respondents in a way general own perception Which positive to all variables studied. Thus, all indicators in this study were declared valid and sufficiently reliable, and the measurement model was suitable for further analysis of the structural model and hypothesis testing.



Source: SEM-PLS 4.0.

Figure 4.1 Algorithm Model Result

Table 3. Discriminant Validity – Fornell Lacker

Variable	AT	OAK	PV	SPI
AT (Attitude)	**0.743**			
OAK (Environmental Knowledge)	0.516	**0.723**		
PV (Perceived Value)	0.430	0.357	**0.757**	
SPI (Sustainable Purchase Intention)	0.532	0.387	0.248	**0.805**

Table 3 shows that mark square root AVE (√AVE) on each construct more big compared to with mark correlation between construct others. Value √AVE For construct AT as big as 0.743, OAK as big as 0.723, PV as big as 0.757, and The SPI is 0.805. These values are all higher than high compared to the correlation of each construct with other constructs, such as the correlation of AT with EK (0.516), AT with PV (0.430), AT with SPI (0.532), as well as the correlation between construct other Which Also show mark more low than

√AVE of each construct. Thus, it can be concluded that each construct has a good level of discrimination, so that discriminant validity has been met according to the Fornell–Larcker Criterion and the recommendations of Hair et al. (2021).

Table 4. Discriminant Validity – Cross Loading

Indicator	AT	OAK	PV	SPI
AT1	**0.736**	0.461	0.286	0.340
AT2	**0.704**	0.285	0.351	0.326
AT3	**0.780**	0.345	0.311	0.404
AT4	**0.751**	0.424	0.334	0.489
EK1	0.286	**0.657**	0.231	0.206
EK2	0.381	**0.714**	0.216	0.253
EK3	0.383	**0.775**	0.266	0.309
EK4	0.422	**0.739**	0.312	0.331
PV1	0.305	0.199	**0.691**	0.176
PV2	0.300	0.262	**0.751**	0.180
PV3	0.351	0.326	**0.811**	0.191
PV4	0.343	0.285	**0.770**	0.204
SPI1	0.332	0.300	0.150	**0.754**
SPI2	0.461	0.300	0.212	**0.816**
SPI3	0.460	0.308	0.209	**0.838**
SPI4	0.439	0.339	0.217	**0.809**

Based on Table 4, results test cross loading show that all over The indicators in the research model have the highest loading value on the construct they measure compared to the loading values on other constructs, so that all over indicator stated valid And worthy used in measurement model. The AT construct indicators (AT1–AT4) have the highest loading values on the AT construct with a range of 0.704–0.780, which is greater than the loadings on the EK, PV, and SPI. Next, the construct indicators EK (EK1–EK4) shows the highest loading value in the EK construct with a range of 0.657–0.775, and is higher than its correlation with other constructs. In the PV construct (PV1–PV4), the indicator loading value is at range 0.691–0.811, And all of it own mark highest on The PV construct compared to the AT, EK, and SPI constructs. Meanwhile, the SPI construct indicators (SPI1–SPI4) showed the highest loading values in the SPI construct, with a range of 0.754–0.838, which was also greater than the loading values in the other constructs. This finding indicates that each indicator is able to represent its construct consistently without any measurement overlap. Therefore, it can be concluded that the research model has met the discriminant validity criteria based on the cross-loading test, in accordance with the recommendations of Hair et al. (2021).

Table 5. R square

Variable	R Square	R Square Adjusted
AT (Attitude)	0.336	0.329
SPI (Sustainable Purchase Intention)	0.283	0.280

Based on Table 5, variables AT (Attitude) influenced by exogenous factors as big as 0.336 (33.6%). After consider complexity model, value R Square Adjusted experience adjustment become 0.329 (32.9%). Results This shows that the exogenous variables in the research model have a direct influence on the endogenous variable AT (Attitude). Furthermore, the SPI (Sustainable Fashion Purchase Intention) variable is influenced by factors exogenous as big as 0.283 (28.3%), with mark R Square Adjusted value of 0.280 (28.0%). This finding indicates that exogenous variables have a direct contribution to the endogenous variable SPI (Sustainable Fashion Purchase Intention). Referring to the R^2 assessment criteria, this value is included in the moderate influence category.

Table 6. Hypothesis Testing

No.	Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (|O/STDEV|)	P-Values	Result
1	Environmental Knowledge → Attitude	0.416	0.423	0.062	6.754	0.000	Accepted
2	Perceived Value → Attitude	0.282	0.282	0.061	4.647	0.000	Accepted
3	Attitude → Sustainable Fashion Purchase Intention	0.532	0.538	0.051	10.412	0.000	Accepted
4	Environmental Knowledge → Attitude → Sustainable Fashion Purchase Intention	0.221	0.229	0.043	5.137	0.000	Accepted
5	Perceived Value → Attitude → Sustainable Fashion Purchase Intention	—	—	—	—	—	Accepted

Based on the table above, it can be concluded that all hypotheses proposed in this study have empirical support. Hypothesis 1 (H1) shows significant results with a T-statistics value of 6.754 and a p-value of 0.000, which means that Environmental Knowledge has a positive and significant effect on Attitude, so H1 is accepted. Hypothesis 2 (H2) also shows results significant with mark T-statistics as big as 4,647 And The p-value is 0.000, which indicates that Perceived Value has a positive and significant effect on Attitude, so H2 is accepted. Furthermore, Hypothesis 3 (H3) has a T-statistic value of 10.412 and a p-value of 0.000, which indicates that Attitude has a positive and significant effect on Sustainable Fashion Purchase Intention, so H3 is accepted. Hypothesis 4 (H4) obtains mark T-statistics as big as 5,137 And p-value 0,000, Which confirms that Environmental Knowledge has a positive and significant effect on Sustainable Fashion Purchase Intention through Attitude mediation, so that H4 is accepted. Finally, Hypothesis 5 (H5) also shows significant results with a T-statistic value of 4.110 and a p-value of 0.000, which indicates that Perceived Value influential positive And significant to Sustainable fashion purschse intention through attitude mediation, so thet H5 accepted.

Discussion

The findings indicate that environmental knowledge has a positive and significant effect on attitude, suggesting that greater consumer understanding of environmental issues and sustainability practices leads to more favorable evaluations of sustainable fashion (Duong 2025). Environmental knowledge enables consumers to recognize the negative impacts of the fashion industry, including pollution and the exploitation of natural resources, thereby fostering concern and moral responsibility in consumption behavior (Han et al. 2024). When consumers are aware that Eiger uses environmentally friendly materials and implements sustainable production processes, they tend to perceive the brand more positively (Rousta and Allaf Jafari 2024). This awareness shapes the belief that purchasing environmentally friendly products represents a tangible contribution to environmental preservation (Grazzini et al., 2021). Furthermore, environmental knowledge strengthens ethical awareness and enhances the perceived credibility of green claims, reinforcing positive attitudes toward sustainable products (Wu and Lee 2025; Nguyen et al., 2024). These results confirm that environmental knowledge serves as a foundational driver of pro-environmental attitudes (Duong 2025; Jin et al., 2024).

The study also demonstrates that perceived value positively and significantly influences attitude. This finding suggests that the higher the value consumers perceive in Eiger's sustainable products, the more positive their attitudes toward sustainable fashion (Arias et al. 2024). Perceived value encompasses not only functional benefits such as quality and durability but also emotional, social, and ethical dimensions embedded in environmentally friendly products (Kim et al. 2021). Consumers who feel pride and social recognition from using sustainable products tend to evaluate the brand more favorably (Chang et al., 2024). Ethical value strengthens consumers' belief that they are making responsible consumption decisions (Nguyen et al. 2019), while emotional benefits foster long-term attachment to the brand (Biswas and Roy 2024). When consumers perceive that the benefits of Eiger's products outweigh the costs incurred, they exhibit stronger supportive attitudes toward sustainable fashion (Arias et al., 2024). Thus, perceived value emerges as a critical determinant in shaping positive environmental attitudes (Kim et al., 2021; Chang et al., 2024).

Furthermore, attitude is found to have a positive and significant effect on sustainable fashion purchase intention, confirming its central role as a predictor of behavioral intention (Ajzen, 1991). Consumers who hold favorable views toward Eiger's sustainable products demonstrate stronger intentions to purchase them (Park and Lin 2020). Attitude reflects both affective and cognitive evaluations of sustainable fashion (Park and Lin 2020), meaning that when consumers feel proud and believe that the product contributes to environmental well-being, they become more motivated to engage in purchasing behavior (Sueda and Seo 2024). Positive attitudes also reinforce moral commitment to sustainable consumption (Money et al. 2024) and increase the likelihood of recommending the product to others (Wu and Lee 2025). These findings are consistent with the Theory of Planned Behavior, which positions attitude as a primary determinant of intention (Ajzen, 1991).

In addition, the results confirm that attitude mediates the relationship between environmental knowledge and sustainable fashion purchase intention. This indicates that environmental knowledge influences purchase intention indirectly through the formation of positive attitudes (Rizkalla et al. 2022). Consumers with higher knowledge about sustainability issues are more likely to develop supportive attitudes toward environmentally friendly products (Grazzini et al., 2021). Attitude functions as a psychological mechanism that translates cognitive awareness into behavioral motivation (Wu and Lee 2025). Although environmental knowledge enhances moral awareness, it does not automatically result in purchase intention unless it is accompanied by a favorable

evaluative response (Razzaq et al., 2024). Therefore, attitude plays a crucial bridging role in converting knowledge into behavioral intention (Nguyen et al., 2024; Li et al. 2024).

Similarly, attitude mediates the effect of perceived value on sustainable fashion purchase intention. The findings reveal that perceived value influences intention through the development of positive attitudes (Arias et al., 2024). Consumers who experience functional, emotional, and ethical benefits from Eiger's sustainable products are more likely to form favorable attitudes toward the brand (Khairy et al. 2023). Emotional attachment generated by high perceived value strengthens this attitudinal formation (Biswas and Roy 2024). Attitude then acts as an evaluative filter that transforms value perception into actual purchase intention (Chang et al. 2024). Without a supportive attitude, perceived value alone may not directly drive sustainable purchase intention (Arias et al., 2024).

Overall, these findings highlight the integrative role of attitude as a central mechanism linking both environmental knowledge and perceived value to sustainable fashion purchase intention. The results emphasize that cognitive awareness and value perception must be internalized through positive evaluative processes before translating into behavioral intention. This reinforces the importance of developing strategies that simultaneously enhance environmental education and strengthen perceived product value to cultivate favorable consumer attitudes. Consequently, fostering sustainable consumption requires not only information dissemination and value enhancement but also deliberate efforts to shape positive attitudinal responses that ultimately drive sustainable purchasing behavior (Kim et al., 2021; Chang et al., 2024).

CONCLUSION

This study demonstrates that environmental knowledge and perceived value are critical determinants of sustainable fashion purchase intention among Eiger consumers in Indonesia. The findings reveal that consumers' understanding of environmental issues particularly the negative impacts of the fashion industry and the importance of sustainable consumption encourages more positive evaluations of eco-friendly fashion products. At the same time, perceived value, which includes functional, emotional, and ethical dimensions, strengthens consumers' preference for sustainable products. Importantly, the results confirm that attitude plays a significant mediating role, indicating that cognitive awareness and value perception must be transformed into positive evaluative responses before leading to concrete purchase intentions. The key lesson from this research is that sustainable purchasing decisions are shaped by an integrated cognitive and affective process in which consumers assess

environmental knowledge, product value, and brand sustainability commitment before forming behavioral intentions.

Theoretically, this study contributes to the literature on consumer behavior and sustainable marketing by integrating environmental knowledge and perceived value within a comprehensive mediation model in the context of Indonesia's outdoor fashion sector. It extends prior research by empirically confirming the central role of attitude in bridging cognitive and evaluative factors with behavioral intention. However, this study is limited by its use of non-probability purposive sampling and its focus on a single brand, which may restrict generalizability. Future research is encouraged to employ probability sampling techniques, expand to multiple sustainable fashion brands, and incorporate additional variables such as subjective norms, perceived behavioral control, or actual purchasing behavior to develop a more comprehensive understanding of sustainable consumption dynamics.

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