

ABSTRACT

Environmental concerns have grown worldwide, prompting companies to adopt sustainable practices, including green clothing production. Despite increased awareness of green clothing in Indonesia, consumer interest and purchases remain low. This study surveyed 215 Indonesian Gen Z and Gen Y individuals who hadn't purchased green clothing to explore the symbolic meanings of green clothing and their influence on purchase intentions, examining the role of consumer mindset in this relationship.

The hypotheses of this study utilized the theory of planned behavior and consumption value theory as a theoretical foundation. The hypotheses of this study is tested by utilizing Partial Least Square (PLS) method, which results in eight out of thirteen hypotheses to be supported. Status symbol, environmentalism symbol, and fashion symbol of the symbolic meanings shows a significant influence on the attitude towards green clothing, as well as the indirect relationship with the purchase intention of green clothing. However, innovation symbol shows no significant influence on the attitude and purchase intention towards green clothing. Consumer mindset is proven too has a significant influence on the relationship between status symbol and the attitude towards green clothing. However, consumer mindset does not show a significant influence on the relationship between the other symbolic meanings and the attitude towards green clothing.

Keywords: symbolic meanings, status symbol, environmentalism symbol, innovation symbol, fashion symbol, attitude towards green clothing, and purchase intention of green clothing

ABSTRAK

Keprihatinan terhadap lingkungan telah meningkat di seluruh dunia, mendorong perusahaan untuk mengadopsi praktik berkelanjutan, termasuk produksi pakaian ramah lingkungan. Meskipun kesadaran akan pakaian ramah lingkungan meningkat di Indonesia, minat dan pembelian konsumen masih rendah. Studi ini mensurvei 215 individu Generasi Z dan Gen Y di Indonesia yang belum pernah membeli pakaian ramah lingkungan untuk mengeksplorasi makna simbolis dari pakaian ramah lingkungan dan pengaruhnya terhadap niat membeli, serta mengkaji peran pola pikir konsumen dalam hubungan ini.

Hipotesis penelitian ini menggunakan teori perilaku yang direncanakan dan teori nilai konsumsi sebagai landasan teori. Hipotesis penelitian ini diuji dengan menggunakan metode Partial Least Square (PLS), sehingga menghasilkan delapan dari tiga belas hipotesis yang didukung. Simbol status, simbol lingkungan hidup, dan simbol fesyen menunjukkan pengaruh yang signifikan terhadap sikap terhadap pakaian ramah lingkungan, serta hubungan tidak langsung dengan niat membeli pakaian ramah lingkungan. Namun simbol inovasi tidak menunjukkan pengaruh yang signifikan terhadap sikap dan niat membeli pakaian ramah lingkungan. Pola pikir konsumen terbukti juga mempunyai pengaruh yang signifikan terhadap hubungan antara simbol status dan sikap terhadap pakaian ramah lingkungan. Namun, pola pikir konsumen tidak menunjukkan pengaruh yang signifikan terhadap hubungan antara makna simbolik lainnya dengan sikap terhadap pakaian ramah lingkungan.

Kata Kunci: makna simbolik, simbol status, simbol lingkungan hidup, simbol inovasi, simbol fashion, sikap terhadap pakaian ramah lingkungan, dan niat membeli pakaian ramah lingkungan.