

ABSTRACT

This study aims to examine the influence of sustainable fashion campaigns on social media on consumer attitudes and green consumption behavior, with environmental concerns as a moderating variable. The research model consists of informativeness, persuasiveness, and perceived usefulness as independent variables; attitude toward green fashion campaigns as the endogenous variable; green consumer behavior as the dependent variable; environmental concerns as the moderating variable. The sampling method applied was non-probability purposive sampling, involving 270 respondents. Data were collected using online questionnaires distributed to respondents who had been exposed to Sejauh Mata Memandang's green fashion campaign.

The analytical method employed was Partial Least Squares (PLS) Structural Equation Modeling (SEM). The results revealed that informativeness, persuasiveness, and perceived usefulness had a positive and significant effect on consumer attitudes toward green fashion campaigns. Furthermore, consumer attitude toward green fashion campaigns was found to have a positive and significant effect on consumer green behavior. Environmental concerns strengthened the influence of informativeness and perceived usefulness on attitude, but did not significantly moderate the influence of persuasiveness on consumer attitude.

Keywords: *Green Fashion Campaign, Informativeness, Persuasiveness, Perceived Usefulness, Attitudes Toward Green Fashion Campaigns, Consumer Green Behavior, Environmental Concern.*