

The Influence of Social Norms and Attitude In Sustainable Fashion Product Purchase Behaviour

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ABSTRACT :- Fashion industry contributes almost 10% of global carbon emission, and then the term sustainable fashion emerged. Sustainable fashion has the potential to change the way people also consume the way the industry manufacture, the right balance between the two, will result in incredibly positive, socially and environmentally beneficial effects. While the benefits from sustainable fashion are exposed, the number of acquisitions is still low. Social norms and attitude was priority found to influence the purchase intention of sustainable fashion products. The purpose of this study is to measure the influence of attitude and social norms (descriptive and injunctive norms) towards the actual buying **behaviour** of sustainable fashion products. The variable purchase intention was added as a mediating variable. This study focuses on Jakarta and Bandung area. A questionnaire was distributed by an online survey tool to 210 respondents that are a consumer of sustainable fashion. Multiple linear regression and independent t-test analysis was conducted to generate the result. It is found that social norms (descriptive and injunctive norms) and attitude does have significant and positive relationships with the actual acquisition of sustainable fashion products. Though attitude was discovered to have a stronger influence if compared with social norms. Therefore, this study enhances the importance of the variables of social norms and attitude in terms of the actual **behaviour** of sustainable fashion products.

KEYWORDS - *Sustainable Fashion, Purchase Behaviour, Social Norms, Attitude*

I. INTRODUCTION

Umans are now faced with the painful facts that our world's natural source is finite. Our life as a human relies upon other species for shelter, food, air, plant fertilization, waste cycle, and all other environmental support (Goodland, 1995). That is the main reason behind our endeavour to sustain the environment. Goodland also stated that one way or another, we will live in a sustainable world. One of the pieces of evidence is that consumers these days are more aware of environmental and social issues (Hosseinpour et al. 2014). Sustainable consumption and development propose to create a better Quality of Life (QOL) by acknowledging consequences and benefits from generations and by decreasing environmental damage (Dolan et al., 2006). The fashion industry has assumed to contribute almost 10% of global carbon emission and was the second-largest manufacturer of polluters (Conca, 2015). Fashion manufacturing includes not a few processes, which generates a high level of horrible impact on the environment (Nayak et al., 2020). With these facts pointed out, our effort to sustain surely embodies the apparel districts.

According to Kutsenkova (2017), sustainable fashion is an increasing segment of the clothing industry with a potential rapid growth as customers come into more awareness about the unethical treatment of workers and the fast fashion industry's ecologically depleting manufacturing practices. She also mentioned that sustainable fashion has the potential to change the way people also consume the way the industry manufacture, the right balance between the two, will result in incredibly positive socially and environmentally beneficial effects. Doh et al. (2015) once said that emerging countries have much more critical concern in sustainability than developed countries. Indonesia is standing as the world's fourth most populated, as stated in Indonesia Population (2019) may not have been much participating in this sustainable fashion realm. While in Jakarta Fashion Week (JFW) 2019, almost 50% of all contributing designers are already apply the term sustainability in their works (*Sustainable Fashion Mulai Nge-Tren Di Indonesia*, 2019). Fibre2ashion also predicted that in 2023, there will be a 7.2% increase in the consumption of viscose rayon (natural material) in Indonesia. It does make sense to start developing these sustainable fashion businesses from Indonesia's big cities like Jakarta and Bandung and the center of economic activities.

Researchers have discovered that many factors influence a sustainable product purchase decision. Almost 90 percent of customer market research measures and use purchase intentions on a regular basis (Jamieson & Bass, 1989), because it is recognized by Ghosh (1990) as an effective device for predicting the purchasing process itself.

Social norms were rarely associated with a product purchase, but some studies (Schultz et al. 2007; White and Simpson, 2013) found that there is a significant correlation between social norms and product preference. Moreover, Han et al. (2010) stated that social norms and attitude is the variables that are not a part of the basic TPB model, was instead found to have a positive and significant effects on socially responsible consumers. In fact, in Smith et al. (2012) study, it mentioned that social norms, as the least stated variable, were instead the strongest predictor of energy conservation.

In research conducted by Ravis and Sheeran (2003), they used the terms "descriptive norm" and "injunctive norm." Cialdini et al., (1990) implied injunctive norms as a term referring to what most people approve of, and descriptive norms are the term to clarify what people commonly do. In this case, descriptive norms reflect the perceptions of others' acquisition of sustainable fashion products, while injunctive norms define the perceived approval and disapproval of the sustainable fashion product purchase. The researcher uses both injunctive and descriptive norms since they represent a distinctive source of human's motivation and would have specific influences on **behaviour** (Smith et al., 2012). Smith also strengthens the statement by adding the fact that injunctive norms has the power to motivate human's **behaviour** in a broad context when descriptive norms could result a more immediate situation where others **behaviour** are exposed to be observed.

The variable attitude will also be analyzed aside from descriptive norms and injunctive norms. Consumers are said to have a rather positive attitude towards sustainability, but this attitude does not always translate to **behaviour**. Attitude is a variable that has been repeatedly mentioned to have an influence in sustainable purchase intention (Saricam & Okur, 2018; Nam et al., 2017). When linking purchase **behaviour** and attitude, one study indicates that influence from peer group (social norms) are important (McNeill & Moore, 2015). This research will be testing the variable attitude to the extent of its influence to sustainable fashion purchase intention.

II. LITERATURE REVIEW

2.1 Sustainable Fashion Product

Sustainable fashion originated in the 1960s as buyers became aware of the environmental impact of the manufacture of clothing and requested that the industry reform its practices (Jung & Jin 2014). Sustainable fashion corporates several elements, such as slow fashion movement, ethical, and developed with eco/green material over the past decades (Carey & Cervellon, 2014). Based on these definitions, it is essential to incorporate all the variables (environmental, economic, and social aspects) into the manufacturing life-cycle (Abdul Rashid et al., 2017).

2.2. Sustainable Fashion Purchase Intention

A definition from Shah et al (2012), purchase intention is a type of decision-making that investigates the motive behind a purchase of particular goods by customers. While Morinez et al. (2007) define purchase intention as a state where buyers are likely to purchase a certain product in several conditions (as cited in Mirabi et al., 2015). A customer's statement that purchase intention is one of the main take-ins in forecasting future sales and defining what action will put out a better impact on the customer (Morwitz, 2012). Fishbein and Ajzen (1975) wrote that "the single best predictor of an individual's **behaviour** will be a measure of his intention to perform that **behaviour**. As we are familiar with, the higher the intention to perform, the more probability it has to act (Ajzen, 1991). Ajzen also mentioned that costumers tend to engage more with a **behaviour** when they have an intention achieving that particular **behaviour**. Based on the reviews from previous works of literature, hypotheses 4 (H4) are made;

H4: Intention to purchase sustainable fashion products is positively and significantly affects the actual buying **behaviour** of the products.

2.2.1 The factors influencing Sustainable Fashion Purchase Intention

Table 1. Previous Findings

Authors	Objective	Variable	Findings
Lundbland & Davies (2015)	Sustainable product	fashion Product Consequences, Values	attribute, and is the strongest attribute.
Saricam & Okur (2018)	Sustainable product	fashion Theory of Behaviour	The major influential factor is an attitude then followed by the subjective

Salazar et al. (2012)	Sustainable Consumption	Social Influence	norms. Social influence (enlightenment) from their social groups has a positive effect on their preference
Belgiawan et al. (2017)	Car purchase	Symbolic affective, Independence, and Subjective social norms (SSN)	SSN significantly affects car purchase intention
Nam et al. (2017)	Green Sportswear	Expectation & perception, Subjective norm, Perceived behaviour control, and attitude	Expectation, Perception, Subjective norm, and Attitude have significant effects
Yadav and Patak (2016)	Organic Food	Attitude, Behavioural control, Subjective norm, Moral attitude, Health consciousness, Environmental concern	Attitude and Behavioural control significantly contribute

From all the factors mentioned in Table 1, the researchers decided to only choose 2 variables. The variables are social norms (descriptive and injunctive norms) and attitude. The terms social norms have been mentioned several times in product purchase research (Salazar et al., 2012; Belgiawan et al., 2017; Nam et al., 2017). The forms may be slightly different but they are speaking about the same thing, which is the believe of doing the right things endorsed from our preference group. While attitude, is a more noted as a variable in a purchase intention influence (Nam et al., 2017; Saricam and Okur, 2018; Yadav and Patak, 2016)

2.3 Social Norms

Social norms are "a generally accepted way of thinking, feeling, or behaving that is endorsed and expected because it is perceived as the right and proper thing to do". It is a rule, value, or standard shared by the members of a social group that prescribes appropriate, expected, or desirable attitudes and conduct in matters relevant to the group" (Turner, 1991). Hasbullah and Sulaiman (2019) addressed that South Korea, China, and Malaysia (emerging countries) represent a compelling relationship between sustainable fashion purchases with peer pressure. The paper also connects this fact into the statement that a country with a collectivist culture, their customer purchasing **behaviour** majorly influenced the exposure of others that belong to a peer group. Cialdini et al. (1990) categorized norms into two (2), i.e., descriptive norms and injunctive norms.

2.3.1 Descriptive Norms

The terms descriptive norms refer to a person's perception of how others behave (Cialdini, 2007). Cialdini also stated that descriptive norms send messages like "When someone see a large group of people doing the same thing, that **behaviour** should be right and wise." Descriptive norms more likely involve the encoding, storage, and restoration of others' "sustainable **behaviour**." One study shows that descriptive norms content is recognized to have more effect on a human's attitude and intention (Melnyk et al., 2013). Contrary to injunctive norms that are more likely to be well understood, descriptive norms are constantly valued appropriately, which traces to counter-productive effects (Elgaaid-Gambier, 2018). Based on the reviews from previous works of literature, hypotheses 1 (H1) are made;

H1: Individuals that receive positive descriptive norms from their social groups have a higher probability to choose sustainable fashion products.

2.3.2 Injunctive Norms

Injunctive norms here are implying to the rules or beliefs as what constitutes socially acceptable **behaviour** and not (Cialdini, 1990). Cialdini also mentioned that injunctive norms do not look for one's view of what is right or wrong, but the perceptions of what others believe is right or wrong. In other research, injunctive norms indicate a perception of the other's approval and disapproval **behaviour** and the action's motivation based on the rewards and punishments for any **behaviour** (Smith et al., 2012). Based on the reviews from previous works of literature, hypotheses 2 (H2) are made;

H2: Individuals that receive positive injunctive norms from their social groups have a higher probability to choose sustainable fashion products.

2.4 Attitude toward Sustainable Fashion Products

Attitude toward the **behaviour** is a term referring to the extent to where a consumer has a favorable or unfavorable evaluation or assessment of **behaviour** (Ajzen, 1991), and it represents the propensity towards a specific **behaviour** (Onkvisit & Shaw, 1994). According to the TPB, a favorable attitude towards a certain **behaviour** yields a positive **behavioural** intention to perform that **behaviour** (Ajzen, 1985). In Hosseinpour et al. (2014) recent study, they found that the majority of their respondents have a positive attitude towards environmentally conscious products. Based on the reviews from previous works of literature, hypotheses 3 (H3) are made;

H3: Attitude toward sustainable fashion products has a significant and positive effect on customers' purchase intention towards sustainable fashion products.

Conceptual Framework

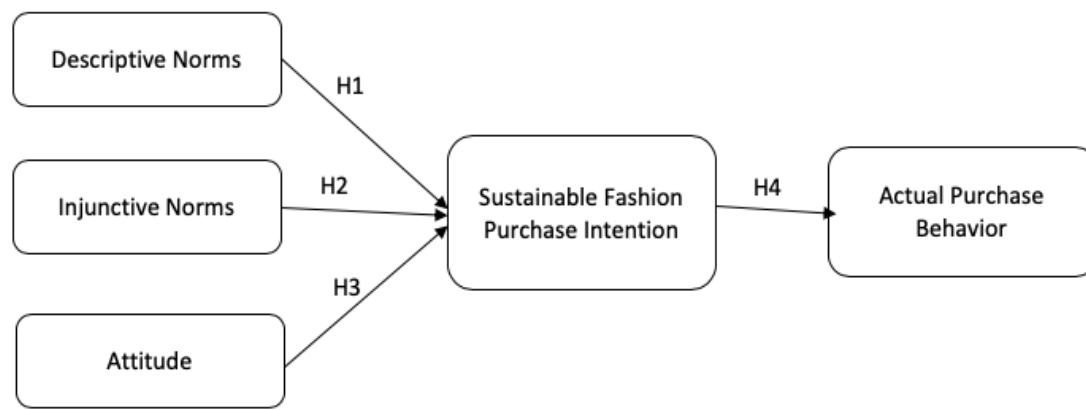


Figure 1. Conceptual Framework

The research framework shown in Fig. 1 was generated from the literature review process. This research will be focusing to seek and measure the **behaviour** of sustainable fashion consumer: the influence of descriptive norms on purchase intention (H1), the impact of injunctive norms on purchase intention (H2), the relationship between attitudes and purchase intention (H3), and the correlation between purchase intention and the actual purchase **behaviour**.

III. METHODOLOGY

3.1 Research Design

In conducting research, it is important to have developed a structured framework to ensure that the research is effective processing in addressing the research problem. The research starts with preliminary research to gain knowledge, insight, and experience as the method of formulating and identifying problems that the research wants to solve. The identified question was the relationship between three factors (descriptive norms, injunctive norm, and attitude) with customer **behaviour** towards sustainable fashion products. Previous literature review in Chapter 2 conducted to gain a deeper understanding of the problem, provide explanations and findings in support of this research, and generate hypotheses. This literature review was done by looking at several resources, such as journals, textbooks, and publications. Thenceforth, data collection is done through a quantitative approach by using a questionnaire. Before the questionnaire is distributed, the questionnaire passed validity and reliability test first. After that, the data that has been collected in the previous step were analyzed using the SPSS application. Then finally, the results from analysis to construct conclusion and recommendation. It is done in order to answer the research questions appropriately.

3.2 Research Measurements

The first section contains all demographic questions needed for this research. The second section consists of questions regarding norms, attitude, purchase intention, and **behaviour** towards sustainable fashion products. The first eight items measured injunctive norms. The researcher wants to capture which referent groups gives the strongest influence on a person's **behaviour**. For the purpose of this study, subjective norms

are labelled as social norms. The measurement scale used to access social norms includes four referent groups: parents, boyfriend/girlfriend, close friend, and people of the same age.

The next variable is the descriptive norm. The opinions of others may be important, but the way other people behave is also meaningful to an individual. Thus, the knowledge and information provided by others around one individual are used in the decision making of how they will behave. (Rivis & Sheeran, 2003). Subjective norms defined this term as descriptive norms and this variable will be measured by a 5-item scale that incorporates the **behaviour** of parents, boyfriend/girlfriend, close friend, and people of the same age in general as the reference group.

The attitude of a person towards a certain **behaviour** is characterized as a multidimensional structure consisting of cognitive, affective, and conative components. It is one of the most important predictors of **behaviour** (Voon et al., 2011). So, attitude toward bus use was measured using a direct question about the respondents' reference for sustainable fashion products.

Four items on the questionnaire directly asked respondents about their intentions to use sustainable fashion products. And lastly, six items were given to measure consumer's actual **behaviour** towards sustainable fashion products.

The questionnaire is responded through a Likert scale from 1-5. For a variety of reasons, a five-point scale rather than a seven-point scale was chosen, one having higher reliability compared to others scale (McKelvie, 1978) and less frustrating to enhance the response rate (Babakus and Mangold, 1992).

The respondents were also asked to answer questions that are related to their demographic profiles for the purpose of consumer classification. Therefore, the last section of the two-section questionnaire for this study will includes questions regarding general demographic questions such as gender, age, and monthly income.

3.3 Sample

The sampling method for this research is using convenience sampling. The researcher determines to use this technique, so the data are accessible, easy to measure, and cooperative (Malhotra et al., 2017). The sample of this research is 210 sustainable fashion consumers of all ages and both gender that are located in big cities (Jakarta and Bandung). The researchers took a sample of the population and conducted a sampling method to achieve the sample size.

There is a significantly large number of people in the range of 20 - 24 years old, with the proportion of 65.7% (138 respondents) of the total respondents. It also appears that there is domination by females with the exact number of 126 respondents, which obsessed 60% of total respondents. While male gender, on the other side, takes up only 40% (84 respondents) of a total of 210 respondents. The majority of respondents' monthly income is between Rp2.500.000 - Rp5.000.000, with the proportion of 33,3% (70 respondents).

IV. RESULT

Other than the validity and reliability test was conducted on the questionnaire, the data collected also passed the classic assumption test. These test includes Normality test, Hetersocedacity test, and Multicollinearity test. Only then, the data is processed to the next step.

4.1 Factor Analysis

Initially, the factorability of the 15 items was examined. When illustrating the factors, the loadings are something check in order to determine the strength of the relationships. In analyzing the factors, pay attention to the largest loadings. While still check out the zero and low loadings to verify a determination of the factors (Gorsuch, 1983). A rotated factor loading need to be higher than 0.32 to be considered statistically meaningful.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5.447	36.313	36.313	5.447	36.313	36.313	3.105
2	2.083	13.884	50.196	2.083	13.884	50.196	2.621
3	1.337	8.911	59.108	1.337	8.911	59.108	2.186
4	1.063	7.088	66.196	1.063	7.088	66.196	2.017
5	0.901	6.004	72.200				
6	0.752	5.013	77.213				

7	0.649	4.329	81.542				
8	0.552	3.681	85.223				
9	0.488	3.251	88.473				
10	0.474	3.160	91.633				
11	0.358	2.384	94.017				
12	0.340	2.267	96.284				
13	0.236	1.574	97.859				
14	0.180	1.201	99.060				
15	0.141	0.940	100.000				

Table 2. Total Variance Explained Result

In determining the number of significant factors, take a look into the Total Variance Explained or table 2. Those columns show you the eigenvalues and variance prior to rotation. Based on Kaiser's criterion, any value of Total Eigen Value higher than one is considered meaningful for interpretation. There are four components that have a total eigenvalue higher than one. Therefore those four components are extracted. These four components explain 66.196% of the variance.

Factors are rotated for better interpretation since unrotated factors are ambiguous. Table 3 illustrates all the variables after rotated. See the biggest correlation between variables with factors (components) to determine which variables belong to each component.

Table 3. Rotated Component Result

	Component			
	1	2	3	4
INJ1	0.808			
INJ2	0.803			
DES1	0.714			
DES2	0.673			
INJ3	0.556		0.508	
INJ4	0.541			
ATT5		0.852		
ATT4		0.798		
ATT6		0.752		
ATT7		0.620		
ATT2			0.712	
ATT3			0.670	
ATT1			0.543	
DES3				0.862
DES4				0.842

After interpreting Table 3, a conclusion concerning the components and its variable can be made. There are 4 final factor (components) based on the analysis from Table 2. The first factor is injunctive norms that has 6 questions in total. The second factor is attitude in general, which consist 3 questions. The next factor extracted is the attitude in trust, which expressed by four questions, while the last two questions belong to component descriptive norms.

4.2 Multiple Linear Regression

The first regression is checking the relationships of attitude in general, attitude in trust, injunctive norms and descriptive norms towards purchase intention. Sourcing on the result Table 4, it can conclude which independent variables that have a significant influence on the dependent variable, the variable is considered significant if the sig. value is less than 0.05 (p-value <0.05). All four factors (injunctive norms, attitude in trust, attitude in general and descriptive norms) significance level is 0.000, which means that there is a significant influence on the dependent variable.

Table 4. Regression 1 Result

Model	Parameter Estimate	Beta (standardized)	P - Value
(Constant)	-2.604E-16		
Injunctive Norms	0.211	0.211	0.000
Attitude (Trust)	0.331	0.331	0.000
Attitude (General)	0.625	0.625	0.000
Descriptive Norms	0.205	0.205	0.000
	R Square		0.587

The second regression model is conducted in order to measure the relationships of sustainable fashion purchase intention towards sustainable fashion purchase **behaviour**. On Table 5, it shows that the sig level is 0.000 (<0.05). This value interprets that purchase intention has a significant influence toward purchase behaviour.

Table 5. Result Summary of Regression 2

Model	Parameter Estimate	Beta (standardized)	P - value
(Constant)	1,562E-16		1.000
Purchase Intention	0.605	0.605	0.000
R Square			0.363

Moreover, purchase intention earns 0.605 on its unstandardized coefficient. This rather high score suggests that there is a strong positive correlation between sustainable fashion purchase intention and sustainable fashion purchase **behaviour**.

While descriptive norms, injunctive norms, attitude in trust, and attitude in general was previously found to have a positive and significant influence towards sustainable fashion purchase intention. Thus, it can be concluded that an improvement in these 4 factors (descriptive norms, injunctive norms, attitude in trust and attitude in general) will indirectly result an increase in the acquisition of sustainable fashion products.

4.3 Independent T-test

This independent t-test is conducted to compare people who buys sustainable fashion regularly, and the ones infrequently. Here, the researchers want to check if there are a correlation between the norms (injunctive and descriptive) they received from their reference groups really affect their buying decisions. Thus, the data is divided into two categories based on the answer to the last question in the questionnaire (Generally speaking, I am glad to buy sustainable fashion product, because it is environmentally friendly and ethical). From this question, it can be concluded that respondents who answer one, two and three are an irregular sustainable fashion product. While respondents who answer four and five considerably an active and regular consumer of sustainable fashion product.

Table 6. Independent Test Result

	Grouping	N	Mean	Std. Deviation	Sig. (2 - tailed)	Mean Difference	t
INJ1	Frequently	170	3.512	1.015	0.002	0.590	3.317
	Rarely	41	2.922	1.050			
INJ2	Frequently	170	3.692	0.897	0.000	0.840	5.289
	Rarely	41	2.851	0.978			
INJ3	Frequently	170	3.888	0.852	0.000	1.180	6.098
	Rarely	41	2.707	1.167			
INJ4	Frequently	170	4.000	0.821	0.000	1.024	4.713
	Rarely	41	2.975	1.332			
DES1	Frequently	170	3.051	1.160	0.000	0.845	3.293
	Rarely	41	2.205	1.005			
DES2	Frequently	170	3.252	1.077	0.003	0.654	3.121
	Rarely	41	2.597	1.234			
DES3	Frequently	170	3.847	0.997	0.000	0.920	5.077
	Rarely	41	2.926	1.212			
DES4	Frequently	170	4.017	0.945	0.000	0.773	3.590
	Rarely	41	3.243	1.299			

ATT1	Frequently	170	4.294	1.149	0.004	0.586	2.936
	Rarely	41	3.707	1.145			
ATT2	Frequently	170	4.347	0.645	0.000	1.005	6.501
	Rarely	41	3.341	0.938			
ATT3	Frequently	170	3.935	0.917	0.000	1.130	6.874
	Rarely	41	2.804	1.054			
ATT4	Frequently	170	3.964	0.915	0.000	0.720	3.985
	Rarely	41	3.243	1.067			
ATT5	Frequently	170	3.982	0.852	0.000	0.640	4.234
	Rarely	41	3.341	0.938			
ATT6	Frequently	170	3.958	0.779	0.000	0.666	4.356
	Rarely	41	3.292	0.901			
ATT7	Frequently	170	4.258	0.690	0.000	0.697	3.893
	Rarely	41	3.561	1.096			

There are 170 respondents (80%) categorized in the regular sustainable fashion customer and 41 respondents (20%) claimed to have irregularly buy sustainable fashion product. This explains that the majority of the respondents are a frequent buyer of sustainable fashion products. The basic decision-making in the independent t-test is if the sig. level is below 0.05, the null hypothesis rejected. In the Table 6, it shown that all items from all factor's sig. level is below 0.05. This translates that there is a significance mean difference between the frequently buys sustainable fashion group and the rarely buys sustainable fashion group or the alternative hypothesis is accepted.

V. DISCUSSION

In conclusions, all hypotheses are accepted. The multiple linear regression analysis is provided for further explanation below:

The first hypothesis is accepted, seeing that descriptive norms regressions sig level is 0.000, and the unstandardized coefficient is 0.205. Both numbers interpret that descriptive norms have a positive and significant relationship with purchase intention. In the second hypothesis, it is stated that there is a positive and significant influence from injunctive norms on sustainable fashion products. Looking at the 0.000 sig value (<0.05), it is affirmative that the hypothesis is accepted. The third hypothesis wants to prove that attitude has a positive and significant relationship with sustainable fashion purchase intention. It is priory confirmed that this hypothesis is accepted due to its p-value is below 0.005 (0.000). Furthermore, the attitude has the strongest significant influence on customer purchase intention (B=0.625), amongst other variables. The last hypothesis is accepted, seeing that in regressions 2, purchase intention sig level is 0.000 with a 0.605 unstandardized coefficient. Both numbers translate that descriptive norms have a positive and strong significant relationship with purchase intention.

It is affirmative that all independent variables (Descriptive Norms, Injunctive Norms and Attitude) has a significant effect on purchase intention. However, there are several variables that gives higher influence compared to other. Attitude in general is the variable that receives the highest parameter estimates (0.625). This statement is in line with Saricam and Okur (2018) research on sustainable fashion. Attitude in general is the item that includes how their positive attitude, preference and how much of effort their willing to make. The results from the independent t – test also show that people with lower or more negative attitude in general has less probability to be a repeated buyer of sustainable fashion consumer.

The other attitude variable which is trust was also found to have a positive relationship with purchase intention of sustainable fashion products. Which means that trust is an indirect influence for the actual buying **behaviour** of sustainable fashion products. The research by Carvalho et al. (2015) has also stated that trust is a real variable that has influence to purchase intention. In the independent t-test, a frequent sustainable fashion buyer has a high trust level if compared with the respondents who seldomly buys sustainable fashion products.

While all the variables were found positively and significantly influence purchase intention, there are some variables that has a lower influence than the rest. These variables are the social norms variable, both descriptive and injunctive norms. However, from the independent T-test, it is known that respondents who regularly buys sustainable fashion has high means in injunctive and descriptive norms. This means that there is

an indirect relationship between social norms and the purchase **behaviour** of sustainable fashion, which is in line with the results from Salazar et al. (2012) study.

The results from the regression analysis of demographic items towards purchase intention proved that all three demographic items (age, gender and income) have a high (above 0.05) p-value. This number explains that age, gender and income did not have any significant influence towards the purchase intention of sustainable fashion products.

It is also revealed that purchase intention was found to have a significant effect on the purchase **behaviour** of sustainable fashion product. This statement approved a previous study by Ajzen (1991) which stated that there is a correlation between the intention to buy sustainable fashion with the actual buying **behaviour**. This research generated this from the low p-value (0.000). Moreover, purchase intention received a high parameter estimate (0.605) which translates that purchase intention have a positive, significant and rather high influence towards the real purchase **behaviour**.

VI. CONCLUSION

These findings represent the importance of descriptive norms, injunctive norms and attitude in the realm of sustainable fashion product purchase **behaviour**. The terms descriptive norms refer to the perceptions of others' acquisition of sustainable fashion products. Then, the word injunctive norms point out humans' beliefs as what constitutes socially acceptable **behaviour** and not. Both these norms are influenced by a group of people called reference group. This research determines family, partner, friends and people at the same age for the reference group. The regression results show that friends and people at the same age has a higher probability to influence people's **behaviour** in terms of social norms. Moreover, it is discovered that the respondents who frequently buys sustainable fashion products has a high score on descriptive and injunctive norms if compared to those who seldomly buys sustainable fashion products. Therefore, it is visible that there is a concern in displaying social approval or social obligations to encourage consumers to form positive **behaviour**. Also to put a certain reference group as an example to people that sustainable fashion is the better way of dressing up.

Meanwhile attitude in general represents the favorable or unfavorable **behaviour** towards the sustainable fashion products. Like in Hosseinpour et al. (2014) recent study, they found that the majority of their respondents have a positive attitude towards environmentally conscious products, this research also found a similar situation. Lastly, the terms trust explains the way the consumers think that the products are reliable and confidence they have in them. Same as descriptive and injunctive norms, the research found a different data means in the respondents who frequently and seldomly buys sustainable fashion products. The group of respondents who buys sustainable fashion products repeatedly was exposed to have a very high scores of attitudes (in general and trust).

On the other hand, demographic features were found to not have any significant relationships with the intention to purchase sustainable fashion products. By these demographic features, the researcher means age, income and gender.

This research suggest several recommendation for Sustainable Fashion Brands based on the findings:

- Attitude is one of the high indirect influencer to the buying **behaviour** of sustainable fashion products. In order to improve the acquisition of sustainable fashion, brands has to find a way to enhance the way people feel and see sustainable fashion products. This research suggest that brands are exposing why people should be interested in sustainable fashion. Develop a opinion sharing by intellects and professional regarding sustainable fashion products.
- The results shows that trust is one of many factors that positively and significantly influence (indirect) the purchase behaviour of sustainable fashion products. It is clear from the statement that consumers are in concern and in need to trust the products before buying them. Providing legal and informative information could help people to have trust in the products. Sampling that can bring trial occasions, acute information on labels and, if applicable, increased visibility in stores, might be of great importance in order to acquire new customers.
- The researcher also suggest that brands take social norms into consideration. In order to increase consumers' purchase intentions, we need to take into examination the social influence that reflects one's perception of others' **behaviours**. norms has always be promoted in a positive and in line with injunctive norms. Brands could use endorser to enhance their brands credibility as a solution. Although, it is important to employ the right characteristic of endorsers. Not only they will becomes an example

(descriptive norms) but an endorser will also propagate their opinion on why sustainable fashion is the better lifestyle (injunctive norms).

This research does have several weaknesses since it has its scope and limitation. Firstly, since the focus of this research is mainly Bandung and Jakarta population, thus the findings of this research might have different application toward another population. Secondly, due to the limited time and resources, the sample that is used for this research is only 210 respondents. The higher number of respondents could provide a more reliable viewpoint of the population. Thirdly, with the 210 responds collected, there are an uneven demographic grouping. The majority of the respondents came from the youth generation. A different group of respondents with a more even demographics will generate a better result. Lastly, there are a wide and broad concept of sustainable fashion. This research only focuses on a priory determined specific form of sustainable fashion; therefore, a different definition of sustainable fashion will result a slightly different perspective.

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