

THE EFFECT OF GREEN APPAREL KNOWLEDGE AND PERCEPTION OF GREEN APPAREL BENEFITS ON THE PURCHASE DECISIONS OF YOUNG ADULT CONSUMERS IN MALANG CITY

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Abstract

Environmental problems such as global warming, climate change, and the abundance of residual waste can increase the threat to the environment. To reduce the threat to the environment, alternative products that are environmentally friendly are needed. Clothing is one of the basic human needs. The advancement of the fashion industry itself causes greater waste from clothing.

The purpose of this study was to determine the relationship between knowledge of green apparel and perceived benefits of green apparel on consumer purchasing decisions. Data were obtained through a questionnaire with a sample of 100 young adult consumers aged 18 to 25 years in Malang City. The research data will be analyzed using Partial Least Squares Path Modeling (PLS-SEM) analysis technique using SmartPLS software.

The results showed that knowledge of green apparel has a positive but not significant relationship to the purchasing decisions of young adult consumers in Malang City. Meanwhile, the perception of the benefits of green apparel has a positive and significant relationship to the purchasing decisions of young adult consumers in Malang City.

Keywords: *green apparel, green apparel knowledge, perceptions of green apparel benefits, purchasing decisions for green apparel*