

Influence of Environmental Knowledge and Fashion Consciousness on Green Purchase Intention of Sustainable Fashion Products

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ABSTRACT

The growing awareness of claims about the negative impacts on the environment causes to lead fast fashion brands to shift their production from fast to sustainable collections. In line with the previous transformation, customers intend to purchase sustainable fashion products by considering their fashion consciousness and environmental knowledge. This study has two goals: (1) analyzing the influence of environmental knowledge on green purchase intention of sustainable fashion products. (2) analyzing the influence of fashion consciousness on green purchase intention of sustainable fashion products. Purposive sampling was used to select 100 respondents who bought fashion brands H&M and ZARA. This study used multiple regression analysis. This study proved that environmental knowledge and fashion consciousness positively influences green purchase intention of sustainable fashion products. The higher the environmental knowledge, the higher the extent of green purchase intention of sustainable fashion. Sustainable fashion industries should maintain product designs, attractive attributes, and variations of styles of sustainable apparel collections. They should emphasize the benefit of purchasing sustainable fashion products to save the environment through intense campaigns.

Keywords: *Green Purchase Intention, Fashion Consciousness, Environmental Knowledge.*

Pengaruh Pengetahuan Lingkungan dan Kesadaran Fashion terhadap Niat Beli Hijau Produk Fashion Berkelanjutan

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Abstrak

Meningkatnya kesadaran akan klaim tentang dampak negatif terhadap lingkungan menyebabkan merek-merek fast fashion mengalihkan produksinya dari koleksi cepat ke koleksi berkelanjutan. Sejalan dengan transformasi sebelumnya, pelanggan berniat membeli produk fesyen berkelanjutan dengan mempertimbangkan kesadaran fesyen dan pengetahuan lingkungan mereka. Penelitian ini memiliki dua tujuan: (1) menganalisis pengaruh pengetahuan lingkungan terhadap niat beli hijau produk fashion berkelanjutan. (2) menganalisis pengaruh kesadaran fashion terhadap green purchase intention produk fashion berkelanjutan. Purposive sampling digunakan untuk memilih 100 responden yang membeli merek fashion H&M dan ZARA. Penelitian ini menggunakan analisis regresi berganda. Studi ini membuktikan bahwa pengetahuan lingkungan dan kesadaran fashion berpengaruh positif terhadap niat beli hijau produk fashion berkelanjutan. Semakin tinggi pengetahuan lingkungan, semakin tinggi tingkat niat pembelian hijau fashion berkelanjutan.

Industri fesyen berkelanjutan harus mempertahankan desain produk, atribut yang menarik, dan variasi gaya koleksi pakaian yang berkelanjutan. Mereka harus menekankan manfaat membeli produk fesyen berkelanjutan untuk menyelamatkan lingkungan melalui kampanye yang gencar.

Kata kunci: Niat Beli Hijau, Kesadaran Fashion, Pengetahuan Lingkungan.

INTRODUCTION

The role of fashion has significantly shifted from solely a primary need to being used as a form of self-expression to show off appearance, social status, and lifestyle (Venkatasamy, 2015). People get inspiration for the current lifestyle from the famous fashion industries, fashion style magazines, advertisements, artists, popular movies, television shows, and music videos. Social media has likewise become the source of fashion references. Consequently, people keep updated and trendy with the latest fashion items from various brands. Those conditions lead fashion brands to provide fast fashion products to fulfill the customer's lifestyle for the rapid change in fashion trends (Shinta, 2018; Rathinamoorthy, 2019). Following the fast fashion trend, consumers highly favored buying fast fashion, which is low-cost, stylish, and disposable (Tien Tran, 2021). Fashion consumers purchase fashion items from big-name fashion brands to get the best fashion styles. Numerous fast fashion brands are among the most famous fashion companies in Indonesia, showing that fast fashion brands are the customers' top choice when purchasing fashion items. The statement is proven by the data obtained from YouGov, international research, data, and analytics group, in its report entitled "YouGov Retail Rankings 2021 in Indonesia: Fashion Retailers", which stated that half of the 10 most popular fashion retailers operating in Indonesia are categorized as fast fashion.

The success of fast fashion and mass production carried out by producers in

Indonesia has caused several environmental and social issues such as pollution, carbon emission, water use, and labor rights violations. To meet the demand for fast fashion, the fashion industry accounts for about 8-10% of global carbon emissions and nearly 20% of water waste (Earth.org, 2022). Material manufacturing requires massive use of both renewable and non-renewable resources. From fiber production, manufacture, distribution, and consumption through the end of life of garments in landfills, the textile and fashion industries consume large amounts of natural resources such as water, oil, and land. To make matters worse, during the production of clothes, significant volumes of chemical pollutants, carbon dioxide, and other hazardous chemicals are released into water, soil, and air (Rukhaya et al., 2021). Besides endangering the environment, the manufacturing of fast fashion apparel often does not pay attention to the well-being of its workers. This refers to workers who are not treated fairly at work by receiving low wages and being forced to work overtime. These companies also use children to work in an unsafe environment (Pramodhawardhani et al., 2021).

Therefore, to respond to the recent growing awareness of sustainability, several major fashion companies have applied the strategy of producing and selling sustainable apparel. For instance, famous fashion brands H&M and ZARA, have now produced sustainable fashions through their sustainable collections called H&M 'Conscious' and ZARA 'Join Life'. Sustainable fashion is categorized as slow

fashion, characterized by more extended wear of clothing, better durability, higher quality, ethical, and environmentally friendly production (Tien Tran, 2021). Sustainable fashion industries prioritize producing high-quality apparel over quantity. Thus, there are limited choices in sustainable clothing and options are not aesthetically attractive.

Consumers who purchase clothing are conscious of good designs, stylish styles, and colorful textiles. Concerns about the environment or ethics come later. Moreover, only a few consumers really support ethical and sustainable fashion purchases since the motivation of being fashionable is more considerable than being ethical and sustainable (Miotto & Youn, 2020). Most Indonesians have a limited understanding of sustainable products (Rosadi, 2021), implying that they are reluctant to purchase sustainable fashion products. Thus, this study examines consumers' green purchase intention toward sustainable fashion products using their environmental knowledge and fashion consciousness

Research Objectives

Based on the research problem above, the aims of this research are as follows:

- a. To analyze the influence of environmental knowledge on green purchase intention of sustainable fashion products of H&M and ZARA.
- b. To analyze the influence of fashion consciousness on green purchase intention of sustainable fashion products of H&M and ZARA.

Theoretical Background and Hypotheses Development

Green Purchase Intention

According to Kotler & Keller (quoted in (Sanita et al., 2019), purchase Intention is a consumer behavior that appears in

response to objects that indicate the customer's desire to make a purchase after certain evaluations. Green purchase intention is the desire or interest of consumers to consume products or services that have little impact on the environment and that are not harmful or environmentally harmful. In addition, green purchase behavior is extracted as an act whereby consumers consume products that provide benefits to the environment and care for the environment (Lee in (Rahmi et al., 2017).

Environmental Knowledge

Environmental knowledge, as stated by (Chen, 2013), is a set of ecological knowledge that a person possesses about environmental subjects, such as what can be done to help protect the environment by committing to their behavior to buy green products.

Consumers with a higher degree of knowledge about the environment will tend to carry out strong environmental care. This is shown by the attitude of selecting ecologically friendly products above other items and are more likely to be interested in sustainable items than those with a lower level of understanding (Diash & Syarifah, 2021). Thus, the first hypothesis is:

H1: There is a positive influence of environmental knowledge on the green purchase intention of sustainable fashion products.

Fashion Consciousness

Fashion consciousness is defined as an individual's degree of involvement in fashion styles, as indicated by an interest in clothing and fashion in one's appearance as well as the degree of involvement a person has with the style or fashion of the clothing they wear. To be seen as someone with fashion consciousness, one does not have to be a fashion influencer or a fashion inventor. In contrast, fashion consciousness is characterized by consumer interest in

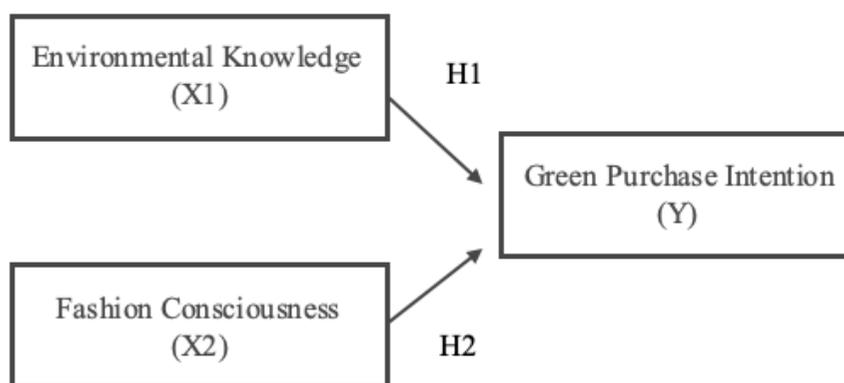
fashion and fashion trends in one's appearance (Edastami et al., 2019).

Being active in for searching new knowledge and information about fashion (Yi et al., 2017), fashion-conscious consumers are more likely to be aware of sustainable fashion products than less fashion-conscious. This behavior might as well drive them to have a higher intention of

purchasing sustainable fashion products than those less fashion-conscious. Therefore, the second hypothesis is:

H2: There is a positive influence of fashion consciousness on the green purchase intention of sustainable fashion products.

The relationship between the variables used in this study is shown in Figure 1.



Source: Diash & Syarifah (2021), (Lampert, 2019)

Figure 1. Theoretical Framework

RESEARCH METHOD

The population in this study is H&M and ZARA consumers in Indonesia Taken from the calculation by using the Lemeshow formula, the sample in this study is 96,04 respondents rounded to 100 total respondents. The sampling method for this research is purposive sampling. The criteria of the sample in this study are:

1. Men and Women who are Indonesian and living in Semarang and Jakarta.
2. Men and Women at the age of 21-40.
3. Men and women who enjoy fashion products shopping at international fast
4. fashion brands specifically H&M and ZARA as these brands have already applied the sustainability movement by producing sustainable fashion items through their sustainable collections (H&M 'Conscious' and ZARA 'Join Life').

The primary data in this study is obtained from the results of filling out a questionnaire distributed to consumers of international fashion brands in Semarang and Jakarta from June up to August of 2022. The questionnaires were distributed online via WhatsApp, Instagram, and Twitter direct messages.

There are 3 variables total in this study, 2 of which are independent and 1 of which is dependent. The independent variables are environmental knowledge (X1) and fashion consciousness (X2), while the dependent variable is green purchase intention (Y).

The research scale utilized ranges from 1 to 10, with 1 indicating extremely bad and 10 being very good. The validity and reliability of the questionnaire have been examined using validity and reliability

tests, and the test results are valid and reliable.

The data analysis method used in this study namely, the validity test, reliability test, classical assumption test, t-test, F test, and coefficient of determination. Multiple linear regression analysis was conducted to determine the direction and

how much influence the independent variable had on the dependent variable (Ghozali, 2018).

RESULTS AND DISCUSSION

The discussion begins with a brief presentation of the characteristics of the respondents which are shown in Table 1.

Table 1. Characteristics of Respondents

| Measure | Items | % |
|----------------------------------|----------------------------------|----------|
| Gender | Male | 46% |
| | Female | 54% |
| Age | 21-24 | 65% |
| | 25-28 | 18% |
| | 29-32 | 7% |
| | 33-36 | 7% |
| | 37-40 | 3% |
| Residence | Semarang | 54% |
| | Jakarta | 46% |
| Education Background | SD | 0% |
| | SMP | 1% |
| | SMA/SMK | 41% |
| | D1/D2/D3 | 10% |
| | D4/S1 | 46% |
| | S2 | 2% |
| Monthly Income | Up to Rp. 999.000 | 11% |
| | Rp. 1.000.000 – Rp. 2.999.999 | 25% |
| | Rp. 3.000.000 – Rp. 4.999.999 | 19% |
| | Rp. 5. 000.000 – Rp. 6.999.999 | 10% |
| | Rp. 7. 000.000 – Rp. 8.999.999 | 15% |
| | Rp. 9. 000.000 – Rp. 10.999.999 | 3% |
| | Rp. 11. 000.000 – Rp. 12.999.999 | 8% |
| | Rp. 13.000.000 – Rp. 14.999.999 | 1% |
| Above Rp. 15.000.000 | 8% | |
| Occupation | Students | 45% |
| | Employee | 35% |
| | Entrepreneur | 15% |
| | State Civil Apparatus | 3% |
| | Freelance | 2% |
| Average Transaction Value | Up to Rp. 199.000 | 11% |
| | Rp. 200.000 – Rp. 499.999 | 36% |
| | Rp. 500.000 – Rp. 799.999 | 21% |
| | Rp. 800. .000 – Rp. 1.099.999 | 15% |
| | Rp. 1.100.000 – Rp. 1.399.999 | 4% |
| | Rp. 1. 400.000 – Rp. 1.699.999 | 4% |
| | Rp. 1. 700.000 – Rp. 1.999.000 | 3% |
| Above Rp. 2.000.000 | 6% | |

| Measure | Items | % |
|--|------------------|-------|
| Fashion Shopping Frequency | 1-3 | 74% |
| | 4-6 | 19% |
| | 7-9 | 2% |
| | 10-12 | 3% |
| | 13-15 | 2% |
| Preferred Fashion Brands | H&M | 35,4% |
| | ZARA | 25,9% |
| | UNIQLO | 19,3% |
| | Levi's | 4,5% |
| | Adidas | 5,8% |
| | Nike | 4,1% |
| | Others | 12,2% |
| Source of Fashion References | Social Media | 53% |
| | Fashion Magazine | 8,3% |
| | Website | 20,2% |
| | Fashion Ads | 18,5% |
| Source of Obtaining Environmental Knowledge | Social Media | 53% |
| | Fashion Magazine | 27% |
| | Website | 19,1% |

Source: Processed Primary Data, 2022.

The number of respondents collected in this study is 100 respondents. From the results of the questionnaires spread each respondent has a different characteristic.

Based on table 1, the majority of the respondents are female (54 percent) students (45 percent) with the age range of 21-24 years old (65 percent) living in Semarang (54 percent). Most of the respondents do fashion shopping from one up to 3 times a month (74 percent) and spend IDR. 200.000 – 499.999 (36 percent). The most preferred fashion brands of the

respondents are H&M (35,4 percent) and ZARA (25,9 percent). 20,2% of the respondents get their fashion references from website and 18,5% get it from fashion ads. The majority of respondents obtain their environmental knowledge through social media (53 percent).

Classical Assumption Test

The regression equation in this research must be BLUE (Best Linear Unbiased Estimator), which means that the decision taken through the hypotheses test must have no bias.

Table 2. Classical Assumption Test Results

| Tests | Results | Description |
|------------------|--|---|
| Normality | Kolmogorov-Smirnov Test: $0,288 > 0,05$ | Data is normally distributed |
| Linearity | linearity value: • X1: $0.000 < 0,005$. • X2: $0.000 < 0.005$. | There was a linear relationship between variables X and Y |

| | | |
|--------------------------|--|---|
| | Deviation from Linearity Value: <ul style="list-style-type: none"> • X1: $0.109 > 0,05$. • X2: $0.65 > 0.05$. | |
| Multicollinearity | <ul style="list-style-type: none"> • Tolerance: $0,607 > 0,01$ • VIF: $1,648 < 10$ | there was no multicollinearity among the independent variables. |
| Heteroscedastic | Glesjer Test: <ul style="list-style-type: none"> • X1: $0,100 > 0,5$ • X2: $0,053 > 0,05$ | The data in this study is free from heteroscedasticity. |

Source: Processed Primary Data, 2022.

Determination Coefficient Test (R²)

Coefficient of determination (R²)
 Measure of the proportion of the variance of

the dependent variable about its mean that is explained by the independent, or predictor, variables (Jr et al., 2018).

Table 3. Determination Coefficient Test (R²)

| Model | R | R Square | Adj. R Square | Std. Error of the Estimate |
|-------|-------------------|----------|---------------|----------------------------|
| 1 | .822 ^a | .675 | .699 | .89070 |

Source: Processed Primary Data, 2022.

Table 3 shows that the Adjusted R Square value is 0,669 which can be interpreted that 66.9% of the variance in green purchase intention of consumers is

significantly explained by the independent variables of environmental knowledge and fashion consciousness while the rest 33,1% is explained outside of this research.

F Test

Table 4. F-test result

| Model | | df | F | Sig. |
|-------|------------|----|---------|-------------------|
| 1 | Regression | 2 | 100.861 | .000 ^b |
| | Residual | 97 | | |
| | Total | 99 | | |

Source: Processed Primary Data, 2022.

Table 4 shows that the F count with a value of 100,861 is greater than the F table of 3,09 and the significance of P is lower than 0,05 which means that the F ratio is considered significant and the null hypothesis is rejected and it can be concluded that the regression model in this study fits the data.

Partial Test (t-Test)

Statistical tests on t basically show how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable (Ghozali, 2018).

Table 5. t-test result

| Model | | t | Sig. |
|-------|------------|-------|------|
| 1 | (Constant) | | .904 |
| | X1 | 5.752 | .000 |
| | X2 | 6.870 | .000 |

Source: Processed Primary Data, 2022.

Table 5 shows that the t-count of Environmental Knowledge (X1) is 5,752 which is lower than the t-table of 1,985 with a significant value of $0,031 < 0,05$. This result shows that Environmental Knowledge (X1) has a positive influence on green purchase intention and **H1 is accepted**. The t-count value of Fashion Consciousness (X2) is 6,870 which is greater than 1,985 with a significant value of $0,000 < 0,05$. Therefore, it can be

concluded that Fashion Consciousness (X2) has a positive and significant influence on green purchase intention, and **H2 is accepted**.

Multiple Linear Regression Analysis

Multiple regression analysis is a statistical technique that can be used to analyze the relationship between a single dependent variable and several independent variables Jr et al, (2018)

Table 6. The result of the Multiple Linear Regression Analysis

| Model | | Unstandardized B | Sig. |
|-------|------------|------------------|------|
| 1 | (Constant) | .500 | .368 |
| | X1 | .484 | .000 |
| | X2 | .495 | .000 |

Source: Processed Primary Data, 2022.

Based on the results of table 6, the regression equation and t-test results that demonstrate the influence of each

independent variable are explained as follows:

$$Y = 0.500 + 0,484 + 0,495$$

Based on the regression equation above showed that the constant value of 0.500 means that if the environmental knowledge and fashion consciousness variables are constant or unchanged, the value of green purchase intention is 0.500. While the regression coefficient of the Environmental Knowledge (X1) is 0.418 which means that each addition of one unit of Environmental Knowledge will increase the Green Purchase Intention (Y) by 0,484. The regression coefficient for Fashion

Consciousness (X2) is 0,495, which means that each addition of one unit of Fashion Consciousness will increase the Green Purchase Intention (Y) by 0, 499.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the results of the research on the influence of environmental knowledge and fashion consciousness on green purchase intention of sustainable

fashion products, several conclusions are obtained as follows:

- a. Environmental knowledge is proven to positively influence the green purchase intention of sustainable fashion products from H&M and ZARA. This finding indicated that the effort of fast fashion brands H&M and ZARA to slowly apply sustainability through their sustainable collections is in line with the awareness of their consumers toward sustainable fashion products.
- b. Fashion consciousness is proven to have a positive and significant influence on the green purchase intention of sustainable fashion products from H&M and ZARA. This finding indicates that the more conscious fast fashion consumers are towards fashion, the higher their intention to buy sustainable fashion products from H&M and ZARA

Suggestions

The environmental knowledge and fashion consciousness of the consumers of H&M and ZARA are found to be positively influencing the green purchase intention of sustainable fashion products from the brands. Based on the research results, for H&M and ZARA to reach their goals to be 100% sustainable several years forward, they should consider highly knowledgeable consumers when promoting sustainable collections. Both companies should emphasize the value of sustainable products and the impacts of purchasing sustainable fashion products on the environment. Based on the finding, fashion consciousness has the highest influence on the green purchase intention of sustainable fashion items. Thus, the companies should focus more on highly fashion-conscious consumers. To do so, H&M and ZARA, when designing sustainable fashion products, should consider the style of the clothing, such as the attributes of the clothes, variance of models, and attractive designs

which may attract the fashion consciousness consumers to purchase items from the brands' sustainable collections.

Limitations

- 1) The data collection in this study is limited to the 100 respondents who are consumers of H&M and ZARA in Semarang and Jakarta, with more than half of the respondents being younger. Therefore, this study might not be accurate enough to examine the green purchase intention of sustainable fashion items. Future research should do research on a wider range of ages and extended periods of time to get a more accurate result. In addition, more respondents should be added so that the results can be generalized and summed more broadly
- 2) The respondents in this study are only limited to fast fashion consumers. The characteristics of fast fashion consumers and fashion consumers, in general, might be different. Hence, future research is expected to conduct research relating to the green purchase intention of sustainable fashion products with the respondents of fashion consumers in general.
- 3) Since this study only examines the consumers' green purchase intention using the internal factors as the independent variables, the future researcher should develop the research using external factors such as product attributes, green marketing, and social norm.

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