Exploring Non-Attitudinal Factors: The Role of Symbolic Meanings and Consumer Mindset in Driving Generation Z's Green Clothing Purchase Intention

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ABSTRACT

This study examined the determinants of green clothing purchase intention among Indonesian Generation Z by integrating the Theory of Planned Behavior with symbolic meanings and consumer mindset. Data were collected from 384 respondents through an online survey and analyzed using Partial Least Squares Structural Equation Modeling. The results indicated that all dimensions of symbolic meanings, including environmentalism symbol, status symbol, innovation symbol, and fashion symbol, positively and significantly influenced attitude toward green clothing purchasing behavior. Environmentalism symbol showed the strongest effect on attitude. Attitude emerged as the most influential predictor of purchase intention, followed by subjective norm, while perceived behavioral control did not exhibit a significant effect. Mediation analysis confirmed that attitude partially mediated the relationships between symbolic meanings and purchase intention. In addition, moderation analysis demonstrated that consumer mindset significantly strengthened the influence of symbolic meanings on attitude, with stronger effects observed among consumers with a fixed mindset. Overall, the findings suggested that green clothing purchase intention among Generation Z was driven by a combination of symbolic interpretations, attitudinal evaluation, and cognitive orientation, highlighting the importance of symbolic and psychological factors in sustainable fashion consumption.

ARTICLE INFO

INTRODUCTION

The fashion industry has attracted growing attention due to its significant environmental impact across production and consumption processes. Existing studies indicate that the sector contributes substantially to global environmental pressure through greenhouse gas emissions, intensive water consumption, and the accumulation of textile waste that is often poorly managed (UNEP, 2023). These issues are closely associated with the dominance of fast fashion models that prioritize rapid trend cycles and high-volume production, resulting in excessive resource use and waste generation (Niinimäki et al., 2020). Without structural changes toward more responsible and circular systems, the environmental burden of the fashion industry is expected to intensify (OECD, 2019).

In response to these challenges, sustainable fashion has emerged as an approach that seeks to align clothing production and consumption with environmental and social sustainability principles. Within this broader concept, green clothing represents a more specific category that emphasizes environmental considerations, particularly the use of eco-friendly materials, cleaner production processes, and reduced ecological impact (Iran & Schrader, 2017; Belova, 2022). Green clothing therefore plays a strategic role in encouraging more environmentally responsible fashion consumption.

In Indonesia, the textile and apparel industry is economically significant, contributing around 6.3 percent to manufacturing GDP and employing a large workforce (Kementerian Perindustrian, 2023). Despite this importance, the adoption of green clothing remains limited. Producers face barriers such as high costs of sustainable materials and technological constraints, while consumers often exhibit low levels of understanding regarding environmentally friendly products (Suswadi et al., 2022; Putri & Irfany, 2023). These conditions contribute to green clothing remaining a niche market, despite increasing environmental awareness at the policy level, including Indonesia's commitments under the Paris Agreement and its Nationally Determined Contribution (UNFCCC, 2025).

From a market perspective, Generation Z represents a critical consumer segment for the future of sustainable fashion in Indonesia. As digital natives, Generation Z consumers actively use fashion as a form of identity expression and social signaling, particularly through digital platforms (Bao et al., 2026). Empirical evidence suggests that their consumption decisions are influenced not only by functional considerations but also by symbolic meanings attached to products, such as status, environmental values, innovation, and fashionability (Hauth et al., 2023). Bakış and Kitapçı (2023) further conceptualize symbolic meanings of green clothing into four dimensions: status symbol, environmentalism symbol, innovation symbol, and fashion symbol, which collectively shape consumer attitudes.

However, prior research consistently documents a gap between positive attitudes toward sustainable products and actual purchasing behavior, particularly among Generation Z consumers (Lestari & Wiryono, 2024; Putri & Yeshika, 2024). This attitude behavior gap suggests that environmental concern alone is insufficient to explain green clothing purchase intention. In this context, the Theory of Planned Behavior (TPB) has been widely applied to examine purchase intention through attitude, subjective norm, and perceived behavioral control (Ajzen, 1991; Ajzen, 2020). While TPB remains a robust framework, empirical findings in green fashion contexts reveal inconsistent effects of its core determinants, especially when consumers face price premiums, limited product availability, or conflicting social influences (Paloh et al., 2023; Wandani et al., 2024).

Recent studies highlight the importance of gaining deeper insight into how attitudes toward behavior are formed within the Theory of Planned Behavior. While TPB has been widely validated in explaining green purchase intention among Generation Z in developing countries (Ngo et al., 2025), its classical formulation provides limited explanation of the underlying mechanisms through which attitudes toward purchasing behavior are shaped. In the context of green clothing consumption, attitudes toward purchasing behavior are influenced not only by rational evaluations but also by symbolic meanings attached to products, particularly in

fashion contexts where identity expression and social signaling are salient (Hauth et al., 2023). Furthermore, consumer mindset, defined as individuals' beliefs regarding the malleability of personal attributes (Dweck, 2006), has been shown to moderate the influence of symbolic meanings on the formation of attitudes toward purchasing behavior, indicating that symbolic effects vary across consumers depending on their cognitive orientation (Bakış & Kitapçı, 2023).

Based on this perspective, the present study examines purchase intention toward green clothing among Generation Z consumers in Indonesia by focusing on the process of attitude formation within the TPB framework. The study integrates symbolic meanings as antecedents of attitude toward purchasing behavior and incorporates consumer mindset as a moderating variable, while maintaining the core TPB constructs of attitude, subjective norm, and perceived behavioral control. Using a quantitative survey design, data were collected from 384 Generation Z respondents and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) (Hair et al., 2017; Hair et al., 2022). Through this approach, the study seeks to deepen understanding of attitude formation in sustainable fashion consumption and to provide practical implications for fashion practitioners and policymakers aiming to encourage environmentally responsible purchasing behavior.

LITERATURE REVIEW

Theory of Planned Behavior in Green Clothing Consumption
The Theory of Planned Behavior (TPB) is one of the most widely applied frameworks for explaining purchase intention in consumer behavior research, including studies on environmentally responsible consumption. Developed by Ajzen (1991) as an extension of the Theory of Reasoned Action, TPB posits that intention to perform a behavior is determined by three core constructs: attitude toward behavior, subjective norm, and perceived behavioral control (Yuzhanin & Fisher, 2016). Attitude reflects individuals' evaluative judgments toward performing a behavior, subjective norm captures perceived social pressure from significant others, and perceived behavioral control

represents perceived capability and resources to carry out the behavior.

In the context of sustainable consumption, TPB has been extensively used to explain green purchase intention, including fashion-related decisions (Joshi & Srivastava, 2020; Kumar et al., 2021; Tewari et al., 2022). Empirical findings generally support the relevance of all three TPB components, although their relative influence varies across contexts. In collectivist societies, such as Indonesia, subjective norm tends to play a more prominent role due to stronger social conformity and group influence (Nguyen et al., 2017; Mutiara et al., 2023). Meanwhile, perceived behavioral control is particularly salient in green consumption settings where consumers face structural constraints such as price premiums and limited product availability (Zhuang et al., 2021; Ruslim et al., 2022).

Despite its strong explanatory power, prior studies suggest that TPB provides limited insight into how attitudes toward behavior are formed, particularly in consumption domains characterized by symbolic value and identity expression. In fashion consumption, purchasing decisions are not solely driven by rational evaluations but are also shaped by symbolic and psychological considerations (Hauth et al., 2023). In this study, TPB is therefore employed as the core theoretical framework to explain purchase intention toward green clothing, while maintaining its original structure. Attitude, subjective norm, and perceived behavioral control are retained as key determinants of intention, with particular emphasis placed on deepening the understanding of attitude formation within the TPB framework.

Symbolic Meanings as Antecedents of Attitude toward Green Clothing Purchase
Symbolic consumption theory argues that products are consumed not only for their functional benefits but also for the symbolic meanings they convey, enabling consumers to express identity, values, and social positioning. In fashion consumption, clothing serves as a powerful symbolic medium through which individuals communicate self-image and social identity (Aaker, 1996; Niinimäki, 2010). As environmental awareness increases, green clothing increasingly embodies symbolic meanings

related to morality, environmental concern, innovation, and social status (Jägel et al., 2012; Khare, 2020).

Bakış and Kitapçı (2023) conceptualize symbolic meanings in green clothing across four dimensions: status symbol, environmentalism symbol, innovation symbol, and fashion symbol. Status symbol reflects social prestige and affiliation with progressive groups (Noppers et al., 2014; Bandara & Geethanjali, 2025), environmentalism symbol represents moral commitment and pro-environmental identity (Liu et al., 2020), innovation symbol signals technological advancement and problem-solving orientation (White & Sintov, 2017; Pang et al., 2022), while fashion symbol links sustainability with style and trend relevance (Rahman & Koszewska, 2020; Zehir, 2024). Prior studies indicate that these symbolic meanings significantly influence consumers' evaluative judgments and subsequently shape attitudes toward purchasing green clothing (Bakış & Kitapçı, 2023).

Within the TPB framework, attitude toward behavior is a central predictor of purchase intention. Symbolic meanings contribute to attitude formation by shaping how consumers evaluate the act of purchasing green clothing in terms of personal relevance, social desirability, and identity congruence. In this study, symbolic meanings are positioned as antecedents of attitude toward purchasing behavior, providing a mechanism through which symbolic value translates into evaluative judgments within the TPB framework. However, empirical research integrating multiple dimensions of symbolic meanings as systematic antecedents of attitude in TPB-based models remains limited, particularly in the context of Generation Z consumers in Indonesia. This gap motivates the inclusion of symbolic meanings as a key explanatory component in the proposed model.

Consumer Mindset as a Moderator in Attitude Formation

Mindset theory, developed by Dweck (1998; 2006), explains how individuals' implicit beliefs about the malleability of personal attributes shape cognition, motivation, and behavioral responses. Individuals with a fixed mindset tend to perceive abilities and traits as stable, prioritize outcome validation, and avoid situations that may threaten self-image (Dweck, 2006; Murphy & Dweck, 2015). In contrast, individuals with a growth mindset view abilities as adaptable and emphasize learning, improvement, and long-term development (Dweck & Leggett, 1988).

In consumer behavior research, mindset has been shown to influence how individuals interpret symbolic cues, evaluate product meanings, and form attitudes toward consumption objects (Park & John, 2017). Consumers with a fixed mindset are generally more responsive to symbolic signals related to status, social recognition, and identity display, whereas those with a growth mindset focus more on intrinsic value and developmental benefits (Park & John, 2010; Carnevale et al., 2017). These differences are particularly relevant in fashion consumption, where products inherently carry strong symbolic and identity-related meanings.

Empirical evidence from Bakış and Kitapçı (2023) demonstrates that consumer mindset moderates the relationship between symbolic meanings and attitude toward purchasing green clothing. The influence of symbolic meanings on attitude is stronger among consumers with a fixed mindset, as symbolic cues serve as stable identity signals in social contexts. In this study, consumer mindset is positioned as a moderating variable that shapes the strength of the relationship between symbolic meanings and attitude toward purchasing behavior. By incorporating consumer mindset into the TPB-based framework, the study acknowledges that attitude formation is not uniform across consumers but varies according to cognitive orientation, with stronger symbolic effects expected among Generation Z consumers exhibiting a fixed mindset.

HYPHOTESIS DEVELOPMENT

Symbolic Meanings and Attitude toward Purchasing Green Clothing

Symbolic consumption theory suggests that consumers evaluate products not only based on functional attributes but also on the symbolic meanings attached to them, which serve as cues for identity expression, social positioning, and value

signaling (Belk, 1988; Kovács, 2021). In fashion consumption, particularly among younger consumers, symbolic meanings play a central role in shaping evaluative judgments toward purchasing behavior (Djafarova & Bowes, 2021). In this study, symbolic meanings are conceptualized across four distinct dimensions, namely status symbol, environmentalism symbol, innovation symbol, and fashion symbol, to capture how different symbolic cues shape attitude toward purchasing green clothing.

Status symbol reflects the extent to which green clothing is perceived as enhancing social prestige and signaling progressive social identity. Prior studies indicate that consumers, especially younger cohorts, use eco-fashion as a means of social differentiation and image construction (Bakış & Kitapçı, 2023; Aydın, 2024). When purchasing green clothing is associated with prestige and social recognition, consumers are more likely to evaluate the behavior positively (Abrar et al., 2021; Ko & Jin, 2017). Accordingly, the following hypothesis is proposed:
H1a: Status symbol positively influences consumers' attitude toward purchasing green clothing.

Environmentalism symbol represents the moral and pro-environmental identity conveyed through green clothing consumption. Purchasing environmentally responsible fashion products is often perceived as a manifestation of personal values and moral consistency, particularly among Generation Z consumers (Liu et al., 2020; Zhang et al., 2023). Such symbolic representation reinforces positive evaluations of the purchasing behavior through emotional and moral validation (Bakış & Kitapçı, 2023). Therefore, the following hypothesis is proposed:
H1b: Environmentalism symbol positively influences consumers' attitude toward purchasing green clothing.

Innovation symbol captures consumers' perceptions of green clothing as technologically advanced, creatively designed, and aligned with industrial progress. Empirical evidence suggests that innovation enhances perceived value and strengthens favorable evaluations of sustainable fashion consumption, especially among consumers

who associate sustainability with modernity and advancement (Butt et al., 2016; Wen et al., 2021; Bandara & Geethanjali, 2025). Hence, the following hypothesis is proposed:
H1c: Innovation symbol positively influences consumers' attitude toward purchasing green clothing.

Fashion symbol refers to the extent to which green clothing is perceived as stylish, aesthetically appealing, and aligned with prevailing fashion trends. Prior studies demonstrate that sustainable fashion is more favorably evaluated when it satisfies both ethical and aesthetic expectations (Jägel et al., 2012). When green clothing supports consumers' fashion identity, the purchasing behavior is more likely to be positively evaluated. Thus, the following hypothesis is proposed:
H1d: Fashion symbol positively influences consumers' attitude toward purchasing green clothing.

Attitude, Subjective Norm, and Perceived Behavioral Control as Determinants of Purchase Intention
Within the Theory of Planned Behavior (TPB), purchase intention is conceptualized as the immediate antecedent of behavior and is formed through the combined influence of attitude toward the behavior, subjective norm, and perceived behavioral control (Ajzen, 1991). Attitude reflects individuals' overall evaluation of purchasing green clothing, subjective norm captures perceived social pressure from significant others, and perceived behavioral control represents consumers' assessment of their ability to perform the purchasing behavior given existing resources and constraints.

Prior empirical studies in sustainable consumption contexts suggest that consumers who hold favorable attitudes toward environmentally responsible purchasing, perceive social approval from their surrounding environment, and believe they possess sufficient control over the purchasing process are more likely to develop stronger purchase intentions (Abrar et al., 2021; Zhuang et al., 2021). However, the relative strength of these relationships may vary depending on cultural context, market conditions, and consumer characteristics, particularly among Generation Z

consumers in emerging economies.

In the context of green clothing consumption in Indonesia, where environmental awareness among Generation Z is increasing alongside persistent structural barriers such as price sensitivity and product availability, the TPB framework provides a robust basis for examining how psychological evaluation, social influence, and perceived control jointly shape purchase intention. Accordingly, the following hypotheses are proposed:

H2: Attitude toward purchasing green clothing positively influences purchase intention.

H3: Subjective norm positively influences purchase intention toward green clothing.

H4: Perceived behavioral control positively influences purchase intention toward green clothing.

The Mediating Role of Attitude in the Relationship between Symbolic Meanings and Purchase Intention

Symbolic meanings attached to green clothing represent how consumers interpret the symbolic value of the product, such as status, environmental concern, innovation, and fashion relevance. However, these symbolic meanings do not necessarily translate directly into purchase intention. Within the Theory of Planned Behavior, attitudes toward behavior serve as a central psychological mechanism through which beliefs and evaluations influence behavioral intention (Ajzen & Fishbein, 1980; Ajzen, 1991).

When consumers perceive that purchasing green clothing aligns with their personal values and symbolic interpretations, these meanings are first internalized through a favorable evaluation of the purchasing behavior itself. This evaluative process forms a positive attitude, which subsequently increases purchase intention. Prior research supports this mechanism, showing that symbolic meanings influence purchase intention primarily through attitude formation rather than through a direct pathway (Bakış & Kitapçı, 2023; Zimand-Sheiner & Lissitsa, 2024).

Accordingly, this study positions attitude toward purchasing green clothing as a mediating variable that translates symbolic meanings into purchase intention. The following hypotheses are proposed:

H5a: Attitude toward purchasing green clothing mediates the relationship between status symbol and purchase intention.

H5b: Attitude toward purchasing green clothing mediates the relationship between environmentalism symbol and purchase intention.

H5c: Attitude toward purchasing green clothing mediates the relationship between innovation symbol and purchase intention.

H5d: Attitude toward purchasing green clothing mediates the relationship between fashion symbol and purchase intention.

The Moderating Role of Consumer Mindset in the Relationship between Symbolic Meanings and Attitude

Consumer mindset reflects individuals' implicit beliefs about the stability of personal attributes and influences how symbolic meanings are interpreted and evaluated (Dweck, 1998; 2006). Consumers with a fixed mindset tend to place greater emphasis on social recognition, image consistency, and identity signaling, making them more responsive to symbolic cues embedded in products (Park & John, 2010; Murphy & Dweck, 2015).

In the context of green clothing, symbolic meanings such as status, environmentalism, innovation, and fashion symbolism may therefore exert different strengths in shaping attitudes depending on consumers' mindset orientation. Empirical evidence suggests that symbolic meanings have a stronger impact on attitude formation among consumers with fixed mindset tendencies, as these meanings function as external signals that reinforce self-image and social positioning (Bakış & Kitapçı, 2023).

Accordingly, this study positions consumer mindset as a moderating variable that influences the strength of the relationship between symbolic meanings and attitude toward purchasing green clothing, with stronger effects expected among consumers exhibiting a fixed mindset. The following hypotheses are proposed:

H6a: Consumer mindset moderates the relationship between status symbol and attitude toward purchasing green clothing, with stronger effects among consumers with a fixed mindset.

H6b: Consumer mindset moderates the

relationship between environmentalism symbol and attitude toward purchasing green clothing, with stronger effects among consumers with a fixed mindset.

H6c: Consumer mindset moderates the relationship between innovation symbol and attitude toward purchasing green clothing, with

stronger effects among consumers with a fixed mindset.

H6d: Consumer mindset moderates the relationship between fashion symbol and attitude toward purchasing green clothing, with stronger effects among consumers with a fixed mindset.
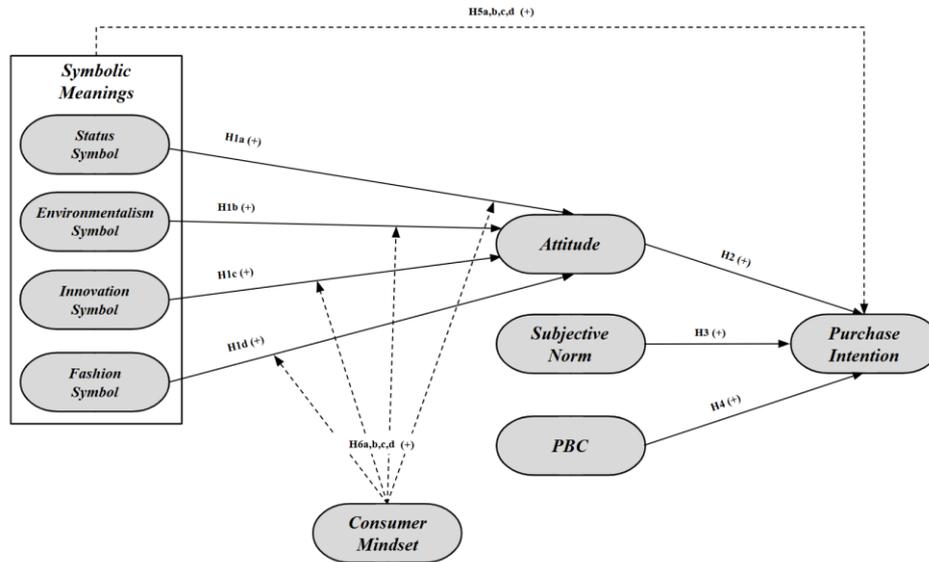

Figure 1. Research Framework

RESEARCH METHOD

This study employs a quantitative, explanatory research design using a survey approach to examine factors influencing purchase intention toward green clothing among Generation Z consumers in Indonesia. The research framework is grounded in the Theory of Planned Behavior (TPB), which explains behavioral intention through attitude toward behavior, subjective norm, and perceived behavioral control. To deepen understanding of attitude formation, this study integrates symbolic meanings as antecedents of attitude and incorporates consumer mindset as a moderating variable, while retaining the core TPB structure.

Data were collected through a self-administered online questionnaire distributed to respondents aged 18–28 years who had purchased or considered purchasing green clothing within the past three months. A purposive sampling technique was applied to ensure alignment with the research

context (Hair et al., 2022). Based on Cochran's sample size calculation and PLS-SEM requirements, 384 valid responses were obtained and analyzed.

All constructs were measured using five-point Likert scales, ranging from 1 (strongly disagree) to 5 (strongly agree). Each construct was measured using four items, except for consumer mindset, which was measured using eight items. The first four items represent fixed mindset, while the remaining four items represent growth mindset. Measurement items were adapted from established prior studies. Symbolic meanings, consisting of status symbol, environmentalism symbol, innovation symbol, and fashion symbol, were adapted from Bakış and Kitapçı (2023), with additional references for environmentalism symbol from Griskevicius et al. (2010) and Liu et al. (2020). Attitude was adapted from Bakış and Kitapçı (2023) and Tewari et al. (2022), while subjective norm, perceived behavioral control, and purchase intention were adapted from Tewari et al.

(2022). Consumer mindset was measured using items developed by Levy, Stroessner, and Dweck (1998). All items were contextually adjusted to reflect green clothing consumption in Indonesia. The questionnaire underwent wording tests and a pre-test to ensure clarity and contextual relevance.

In this study, consumer mindset was treated as a moderating construct and operationalized as a metric variable representing a psychological continuum. Items measuring growth mindset were reverse coded, so that higher scores on the consumer mindset construct indicate a stronger fixed mindset orientation. This procedure ensures consistency in construct interpretation. The moderating effect was assessed based on the beta coefficient (β) of the interaction term in the structural model, where statistical significance indicates the presence of moderation, and the sign and magnitude reflect its direction and strength.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM), which is suitable for testing complex models involving direct effects, mediation, and moderation simultaneously and does not require strict data distribution assumptions (Hair et al., 2017; Hair et al., 2022). The analysis followed a two-stage procedure consisting of measurement model evaluation and structural model assessment to test the proposed hypotheses.

Prior to structural model assessment, the measurement model was evaluated to ensure that all constructs were measured reliably and validly. Table 1 shows the variables, their measurement indicators, and the corresponding reliability and validity measures.

Table 1. Variable and Indicator Summary

Variable	Indicator	Factor Loading	Cronbach's α
Status Symbol	SS1: Express identity	0.882	0.912
	SS2: Enhance social status	0.888	
	SS3: Create positive impression	0.891	
	SS4: Reflect shared social values	0.898	
Environmentalism Symbol	ES1: Reduce environmental pollution	0.813	0.886
	ES2: Reduce environmental impact	0.880	
	ES3: Do the right thing	0.875	
	ES4: Signal environmental concern	0.884	
Innovation Symbol	IS1: Forefront of innovation	0.869	0.861
	IS2: Enjoy innovation benefits	0.811	
	IS3: Be seen as a trendsetter	0.814	
	IS4: Be a technology pioneer	0.859	
Fashion Symbol	FS1: Reflect good fashion style	0.871	0.903
	FS2: Express personal style	0.890	
	FS3: Reflect aesthetic values	0.881	
	FS4: Follow fashion trends	0.874	
Attitude	AT1: Morally right	0.849	0.870
	AT2: Wise choice	0.850	
	AT3: Feel positive	0.816	
	AT4: Personally valuable	0.877	
Subjective Norm	SN1: Family support purchase	0.757	0.768
	SN2: Important others purchase	0.734	
	SN3: Social approval to purchase	0.798	
	SN4: Friends encourage purchase	0.781	
Perceived Behavioral Control	PBC1: Able to purchase	0.784	0.851
	PBC2: Have control to purchase	0.823	
	PBC3: Able to purchase in the future	0.840	
	PBC4: Have sufficient resources	0.871	
Consumer Mindset	CM1: Traits are fixed	0.847	0.944
	CM2: Core traits cannot change	0.873	
	CM3: Basic traits are unchangeable	0.852	
	CM4: Fundamental qualities are stable	0.863	
	CM5: Traits can be changed (R)	0.849	
	CM6: People can change significantly (R)	0.828	
	CM7: People can change over time (R)	0.843	
	CM8: Basic qualities can change (R)	0.828	
Purchase Intention	PI1: Intend to purchase	0.763	0.783
	PI2: Expect to purchase	0.771	
	PI3: Plan to purchase soon	0.750	

Variable	Indicator	Factor Loading	Cronbach's α
	PI4: High likelihood of purchase	0.824	

Note: All items refer to green clothing. Items marked (R) were reverse coded.
Source: Zihni & Balqiah (2026)

RESULT AND DISCUSSION

Respondents' Profile

The respondents of this study consist of Generation Z consumers aged between 18 and 28 years. The sample is dominated by female respondents, reflecting the demographic composition commonly observed in sustainable fashion studies. Most respondents are domiciled in urban areas, particularly in Jabodetabek, while the remaining respondents are distributed across other regions in Indonesia.

In terms of socio-economic characteristics, respondents are primarily students and early-career private employees. This profile reflects a group of young consumers who are highly exposed to sustainability discourse, digital information, and fashion trends, yet still experience constraints related to income and purchasing power. These characteristics are relevant for understanding green clothing consumption among Generation Z, as purchasing decisions are shaped by value orientation as well as practical considerations.

Measurement Model Evaluation

Before evaluating the structural relationships, the measurement model was assessed to ensure the adequacy of the constructs. All indicators were measured using a reflective model, and reverse-coded items were transformed prior to analysis to ensure consistent directional interpretation. The results indicate that all constructs meet the recommended criteria for convergent validity, as reflected by factor loadings above the threshold and Average Variance Extracted (AVE) values exceeding 0.50. Internal consistency reliability is also established, with Composite Reliability (CR) values above 0.70 for all constructs. These findings confirm that the measurement model demonstrates satisfactory validity and reliability, allowing further analysis of the structural model.

Structural Model Evaluation

The structural model evaluation indicates that the proposed model meets key quality criteria. All inner VIF values are below the recommended threshold, confirming the absence of multicollinearity and ensuring stable path estimates. Effect size (f^2) analysis shows that Attitude has the strongest contribution to Purchase Intention, while environmentalism symbol exerts a moderate effect on Attitude, with other constructs demonstrating smaller yet meaningful effects. In addition, all Q^2 values are above zero, indicating that the model has sufficient predictive relevance for both endogenous constructs.

The coefficient of determination (R^2) indicates that the structural model demonstrates adequate explanatory power. The R^2 value for Attitude is 0.660, indicating that symbolic meanings explain a substantial proportion of variance in consumers' attitudes toward purchasing green clothing. This finding highlights the importance of symbolic and value-based perceptions in shaping evaluative responses among Generation Z. Meanwhile, the R^2 value for Purchase Intention is 0.429, suggesting that attitude, subjective norm, and perceived behavioral control jointly explain a moderate proportion of variance in purchase intention. This result indicates that the model is reasonably effective in explaining green clothing purchase intention, with attitude emerging as the most influential determinant, while subjective norm provides complementary support and perceived behavioral control plays a limited role. Overall, these findings suggest that the extended TPB model offers a satisfactory explanatory framework for understanding green clothing purchase intention through the integration of symbolic meanings and attitudinal evaluation.

Hypotheses Testing Results

The results of hypothesis testing are summarized in Table 2, which reports the path coefficients, t-statistics, p-values, and hypothesis decisions based on the bootstrapping procedure.

In general, the findings show that most hypotheses

are supported. All direct effects of symbolic meanings on attitude (H1a–H1d) are supported, as well as the effects of attitude (H2) and subjective norm (H3) on purchase intention. In contrast, H4 is not supported, indicating that perceived behavioral control does not have a significant effect on purchase intention. Furthermore, all mediation hypotheses (H5a–H5d) and moderating hypotheses (H6a–H6d) are supported, confirming the mediating role of attitude and the moderating role of consumer mindset in the proposed model.

Table 2. Hypotheses Testing Results

Hypothesis	Relationship Between Constructs	Path Coefficient (β)	t-statistic	p-value	Decision
Direct Effect					
H1a	*Status Symbol → Attitude*	0,229	3,756	0,000	Supported
H1b	*Environmentalism Symbol → Attitude*	0,303	5,225	0,000	Supported
H1c	*Innovation Symbol → Attitude*	0,144	3,620	0,000	Supported
H1d	*Fashion Symbol → Attitude*	0,114	2,168	0,030	Supported
H2	*Attitude → Purchase Intention*	0,493	11,295	0,000	Supported
H3	*Subjective Norm → Purchase Intention*	0,308	4,904	0,000	Supported
H4	PBC → *Purchase Intention*	-0,072	1,665	0,096	Not Supported
Indirect Effect					
H5a	*Status Symbol → Attitude → Purchase Intention*	0,111	3,592	0,000	Supported
H5b	*Environmentalism Symbol → Attitude → Purchase Intention*	0,141	5,036	0,000	Supported
H5c	*Innovation Symbol → Attitude → Purchase Intention*	0,070	3,729	0,000	Supported
H5d	*Fashion Symbol → Attitude → Purchase Intention*	0,055	1,960	0,040	Supported
Moderating Effect					
H6a	*Status Symbol × Consumer Mindset → Attitude*	0,040	2,031	0,042	Supported
H6b	*Environmentalism Symbol × Consumer Mindset → Attitude*	0,081	2,903	0,004	Supported
H6c	*Innovation Symbol × Consumer Mindset → Attitude*	0,044	2,414	0,016	Supported
H6d	*Fashion Symbol × Consumer Mindset → Attitude*	0,078	3,168	0,002	Supported

Source: Zihni & Balqiah (2026)

Figure 1 presents the results of hypothesis testing obtained from the structural model estimation using PLS-SEM. The figure illustrates the tested relationships among constructs, including direct effects, indirect (mediating) effects through attitude, and moderating effects of consumer mindset, along with their corresponding path coefficients and significance levels. This visual representation provides an integrated overview of the structural relationships examined in this study and serves as a basis for the subsequent discussion of empirical findings.
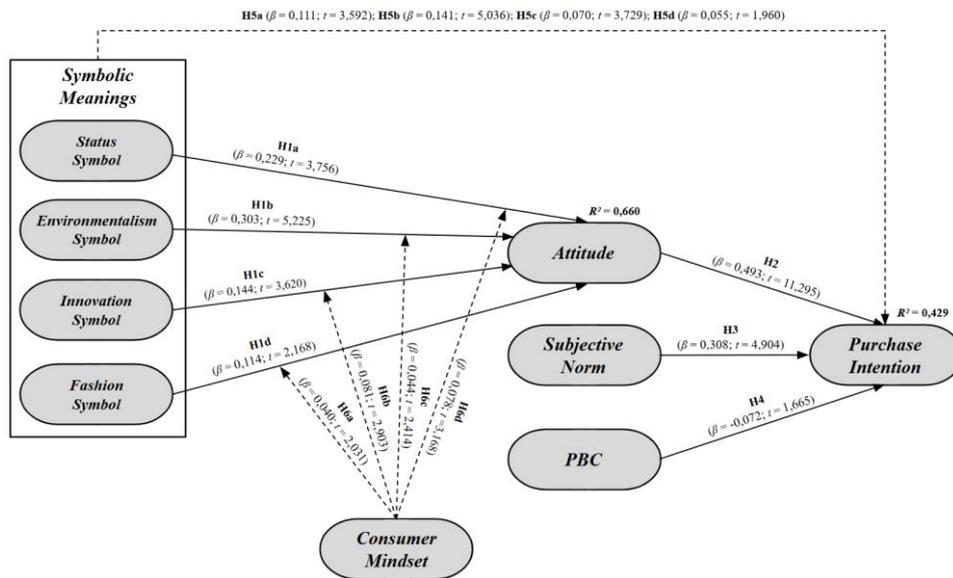
Figure 3. Hypothesis Testing Results of the Structural Model (PLS-SEM)

This study examines green clothing purchase intention among Indonesian Generation Z by integrating the Theory of Planned Behavior (TPB) with symbolic meanings and consumer mindset. The findings indicate that purchase intention in the context of sustainable fashion is shaped through a complex evaluative process rather than purely rational consideration. Attitudinal evaluation, symbolic value attribution, and cognitive orientation interact to explain how intention is formed, particularly in a product category that is closely linked to identity expression, moral values, and social signaling.

The results demonstrate that attitude toward purchasing green clothing is the strongest predictor of purchase intention, in line with the core assumptions of TPB (Ajzen, 1991). Attitude in this study reflects a comprehensive evaluation of the behavior, encompassing moral judgment, affective response, and perceived value. This supports prior studies indicating that, for green clothing, intention is driven primarily by whether the behavior is perceived as meaningful and justifiable, rather than by product attributes alone (Bakış & Kitapçı, 2023; Ngo et al., 2024).

Although subjective norm has a significant positive effect on purchase intention, its influence is weaker than attitude. This suggests that social expectations function as a legitimizing context rather than a dominant driver of intention. Generation Z

consumers appear responsive to social cues while still relying heavily on personal evaluation when deciding to purchase green clothing. In contrast, perceived behavioral control does not significantly influence purchase intention, indicating that perceived ability and resources act as enabling conditions rather than motivational triggers, especially among young consumers facing financial and priority constraints (Jain et al., 2017; Liu et al., 2024).

From a symbolic consumption perspective, all symbolic meanings significantly contribute to attitude formation, with environmentalism symbol emerging as the most influential dimension. This finding highlights the central role of moral legitimacy and environmental responsibility in shaping positive evaluations of green clothing, consistent with Bakış and Kitapçı (2023), Khare (2020), and Chaudhary (2018). Status symbol follows, reflecting social recognition grounded in value alignment rather than material prestige (Berger & Ward, 2010). Innovation symbol strengthens attitude by signaling progress and credibility (Wen et al., 2021; Xie & Iyer, 2025), while fashion symbol plays a supportive role as a baseline aesthetic requirement rather than a primary driver (Moser, 2015).

The mediation analysis further confirms attitude as the key psychological mechanism through which symbolic meanings influence purchase intention.

All symbolic dimensions affect intention indirectly via attitude, indicating that symbolic values must first be internalized through evaluative judgment before translating into behavioral intention (Ajzen, 1991). Among the mediated effects, environmentalism symbol shows the strongest indirect influence, followed by status, innovation, and fashion symbols, reinforcing the primacy of moral symbolism in green clothing consumption.

Finally, the moderation analysis shows that consumer mindset strengthens the relationship between symbolic meanings and attitude, particularly for environmentalism and fashion symbols. Consumers with a fixed mindset respond more strongly to symbolic cues that are stable, visible, and morally certain (Dweck, 2006; Murphy & Dweck, 2015). Notably, environmentalism symbol exhibits the strongest moderating effect, suggesting that moral symbolism is especially salient for Generation Z consumers with fixed mindset orientations. This finding adds nuance to prior research by demonstrating that, within a Generation Z context, moral symbolism outweighs status symbolism in shaping attitude formation (Bakış & Kitapçı, 2023).

CONCLUSION

This research concludes that purchase intention toward green clothing among Indonesian Generation Z is primarily driven by psychological evaluation (attitude) and supported by social influence (subjective norm), while perceived behavioral control does not play a significant role. These findings confirm the continued relevance of the Theory of Planned Behavior (TPB) in explaining sustainable fashion consumption when applied in a value-laden and symbolic context.

The core insight derived from this study is that symbolic meanings function as critical antecedents in shaping consumer attitudes. For Generation Z, green clothing is not evaluated merely as a functional or environmentally friendly product, but as a symbolic medium for expressing moral values, social identity, and modern relevance. Among the symbolic dimensions examined, environmentalism symbol exerts the strongest influence, followed by status, innovation, and fashion symbols. This pattern indicates that moral legitimacy and value alignment form the primary basis of attitude formation, while other symbolic cues operate as reinforcing mechanisms.

Consistent with TPB, attitude emerges as the most influential predictor of purchase intention and serves as a partial mediator between symbolic meanings and intention. This confirms that symbolic values must first be internalized through evaluative judgment before translating into behavioral intention. Subjective norm remains significant but secondary, suggesting that while Generation Z is socially embedded, purchase decisions regarding green clothing are largely grounded in personal value evaluation rather than social pressure alone. The insignificance of perceived behavioral control implies that practical constraints such as price or availability are overridden by perceived symbolic and moral value, particularly in identity-driven consumption contexts.

The moderation analysis further reveals that consumer mindset significantly strengthens the relationship between symbolic meanings and attitude, with stronger effects observed among consumers with a fixed mindset after reverse coding. This finding suggests that fixed mindset consumers are more responsive to stable, socially recognizable, and morally legitimized symbols, especially environmental and fashion-related meanings. Rather than functioning as a uniform amplifier, consumer mindset operates as a cognitive filter that determines which symbolic cues are perceived as credible and relevant in attitude formation.

From a practical perspective, these findings imply that green fashion marketing strategies should prioritize symbolic value communication over functional claims alone. Brands targeting Generation Z should emphasize environmental responsibility as a moral signal, while simultaneously ensuring aesthetic acceptability and credible innovation. Given the insignificance of perceived behavioral control, strengthening emotional value, identity relevance, and social legitimacy may be more effective than focusing solely on price reductions or accessibility.

Several limitations should be acknowledged. First,

the sample is concentrated in Jabodetabek and Java, limiting generalizability to regions with different socio-economic and environmental contexts. Second, the cross-sectional design restricts insight into changes in attitudes and intentions over time. Third, reliance on self-reported measures may introduce social desirability bias. Fourth, the study focuses on purchase intention rather than actual purchasing behavior, which may be subject to an attitude–behavior gap. Finally, consumer mindset was measured as a general construct, which may not fully capture domain-specific sustainability orientations.

Future research is encouraged to expand geographic coverage beyond Java, apply longitudinal designs to capture symbolic meaning dynamics, and incorporate actual purchase behavior or behavioral proxies. Further studies may also explore domain-specific mindset constructs or introduce additional psychological variables, such as green self-identity, to refine understanding of symbolic processing in sustainable fashion consumption.

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