

Unraveling the Fast Fashion Dilemma: An Analysis of the Role of Knowledge, Responsibility, Values, and Concern in Shaping Green Consumer Behavior

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Abstract

The fast fashion business has the potential to engage in greenwasting practices, as it is estimated to contribute 92 million tons of waste annually. Although this business is growing significantly both in Indonesia and globally, it has created a significant challenge for global stakeholders, including the Indonesian government, to address the amount of waste generated by fast fashion. This study aims to analyze the factors influencing Green Consumer Behavior in the context of fast fashion trends. The study in this research is a causal-based quantitative approach to the Green Consumer Behavior scheme. Primary data comes from an online questionnaire. The population in this study was 200 respondents who exhibited impulsive behavior towards fashion products, but they also care about the environment. For data analysis, the tool used was Smart-PLS, a tool with SEM. Consumer Environmental Responsibility, Perceived Value, Environmental Knowledge, and Environmental Concern have a positive and significant effect on Green Consumer Behavior. Consumer Environmental Responsibility also shows a positive and significant relationship with Perceived Value and Environmental Concern, while Environmental Knowledge has no significant effect on Environmental Concern. Environmental Concern mediates the influence of Consumer Environmental Responsibility and Perceived Value on Green Consumer Behavior but not Environmental Knowledge .

Keywords: *Green Consumer Behavior, Environmental Concern, Environmental Knowledge, Consumer Environmental Responsibility, Perceived Value.*

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INTRODUCTION

In the modern business era, the main goal of a company is no longer solely oriented towards achieving profits, but is also directed towards realizing business sustainability that can have a positive impact on the environment and society (Pudjianta et al., 2024). This is believed to be from the increasing awareness of the global environmental crisis which encourages people to care more about environmental sustainability. One concrete form of this concern is reflected in consumer preferences in choosing environmentally friendly products (Agrawal et al., 2023). This phenomenon encourages many business actors to adopt green marketing strategies in order to respond to the demands of an increasingly environmentally conscious market (Hermayanti et al., 2024). Even globally, as many as 66% of consumers still choose products that have environmentally friendly claims, even if they have to pay a higher price (Maswanajih, 2023).

However, the implementation of green marketing by companies is not always without challenges. One issue that arises is the practice of *greenwashing*, a manipulative strategy that presents a company or product as environmentally friendly, when in fact this is not entirely the case (Aryoso et al., 2023). In Indonesia, the phenomenon of *greenwashing* has not been accompanied by adequate critical awareness among the public. Most consumers do not yet fully understand that the presentation of incomplete information is a key indicator of *greenwashing practices*. (Irawati et al., 2023).

One business sector with significant potential for *greenwashing* is the *fast fashion industry*. This industry is experiencing rapid growth both nationally and globally (Zahra, 2024). In 2022, the global fast fashion market value reached \$106 billion and is expected to increase to \$185 billion by 2027. (Illuminem, 2024) However, despite this rapid growth, the *fast fashion industry* also contributes significantly to the environment, particularly in the form of textile waste. It is estimated that this industry produces up to 92 million tons of waste annually, some of which comes from *greenwashing practices* that mislead consumers (Illuminem, 2024). This situation certainly poses a serious challenge for global stakeholders, including governments, in their efforts to address environmental damage caused by the *fast fashion trend*.

Efforts to encourage green consumer behavior have been promoted both locally and globally (Barbu et al., 2022; Zhang et al., 2024). However, due to the nature of fashion as part of a basic human need (clothing), this issue is increasingly complex. Previous research has identified several factors influencing green consumer behavior, such as environmental knowledge, consumer responsibility for the environment, and perceived value.

In previous studies conducted by Zhang et al. (2024) and Cui et al. (2024) Environmental knowledge also has an influence on green consumer behavior, but the study found that Engriani & Al Ayyubi (2021) environmental knowledge had no influence on green consumer behavior. According to Alhamad et al. (2023), Nugraha & Soelasih (2023), and Saif et al. (2024) stated that Consumer Responsibility for the Environment has a positive and significant effect on Green Consumer Behavior. Meanwhile, studies from Simanjuntak & Fitri (2024) show that Consumer Responsibility for the Environment does not have a positive effect on Green Consumer Behavior. Meanwhile, according to Hassan et al. (2022), and (Truong & Ngo, 2024) Perceived Value has a positive and significant effect on Green Consumer Behavior, but according to Indrata et al. (2017) Perceived Value has no effect on Green Consumer Behavior.

Seeing the gap in the results of the relationship between variables studied in previous studies, this study offers a novelty by involving Environmental Concern as a mediating variable. Where, Environmental Concern itself is the extent to which a person has concern for environmental issues, shows support for efforts to resolve them, and has a willingness to be actively involved in overcoming environmental problems (Kim & Lee, 2023). It is clear that by involving Environmental Concern as a mediating variable, this study will strengthen the psychological mechanisms that encourage individuals to make decisions oriented towards sustainability, especially in the context of Green Consumer Behavior (Kızıldağ & Yıldız, 2024). In addition, this approach is expected to clarify the role of Environmental Concern in bridging the influence of factors that influence Green Consumer Behavior in this study. Therefore, the findings of this study are expected to not only answer the empirical gaps from

previous studies, but also encourage increased awareness and active participation of the community in more ecologically responsible consumption.

Based on this description, the research problem is how to mitigate the impact of greenwashing practices on fast fashion trends. This study is expected to provide educational contributions to the public regarding the importance of green consumer behavior (Green Consumer Behavior), while also serving as a reference for the government and other stakeholders in formulating more appropriate policies to address the fashion industry's waste issues.

METHODOLOGY

This research is designed as a quantitative study focusing on the Green Consumer Behavior scheme. The uniqueness of this research lies in the model it carries, where three main variables, namely Consumer Responsibility to the Environment, perceived value, and environmental knowledge, are combined as independent variables that influence the results, with environmental concern acting as a mediator variable. This combination of variables has not been explored in the literature before. To test this model, primary data was collected through the distribution of an online questionnaire via Google Forms. The target population is individuals who exhibit impulsive behavior towards fashion products, but at the same time, have a strong concern for environmental issues. Given the unknown population size, the determination of the sample size follows the recommendation of Hair & Alamer (2022); by multiplying the total of 19 research indicators by 10, a minimum of 190 respondents is obtained. However, to maximize validity, the final target of respondents is set at 200 people. The collected data will then be analyzed using Smart-PLS software, a tool commonly used for SEM (*Structural Equation Modeling*) modeling, as referred to Latan (2017) and Memon et al. (2021).

RESULTS AND DISCUSSION

Outer Model

The assessment of the outer model is measured based on validity and reliability tests. Validity tests can be determined based on the results of *outer loadings values* that have a standard of certainty above 0.7 and *AVE values* that have a standard of certainty above 0.6. Meanwhile, the certainty of the reliability test is based on the results of *the composite reliability value* that has a standard of certainty above 0.7 and the value of *the Cronbach's alpha* must be above 0.6 (Memon et al., 2021).

Table 1. *Outer Model*

Variables	Measurement items	Outer loadings	AVE	Composite reliability	Cronbach's Alpha
Green Consumer Behavior (PKH)	PKH 1	0.925	0.759	0.903	0.837
	PKH 2	0.910			
	PKH 3	0.769			
Environmental Concern (KL)	KL1	0.747	0.659	0.852	0.740
	KL2	0.820			
	KL3	0.864			
Environmental Knowledge (EHS)	PL1	0.821	0.720	0.911	0.891
	PL2	0.812			
	PL3	0.831			

	PL4	0.825			
Consumer Responsibility for the Environment (TJK)	TJK1	0.931	0.810	0.945	0.920
	TJK2	0.937			
	TJK3	0.791			
	TJK4	0.928			
Perceived Value (ND)	ND1	0.828	0.654	0.904	0.867
	ND2	0.813			
	ND3	0.758			
	ND4	0.827			
	ND5	0.816			

Source: Primary Data Processing, 2025

Based on the results of the validity and reliability tests for the outer model assessment, it shows that the *outer loading value* for each indicator of the Green Consumer Behavior, Environmental Concern, Environmental Knowledge, Consumer Responsibility for the Environment, and Perceived Value variables is above 0.7, this indicates that all indicators are declared valid. Meanwhile, for the validity test of *the AVE value results*, the variables Green Consumer Behavior, Environmental Concern, Environmental Knowledge, Consumer Responsibility for the Environment, and Perceived Value show numbers above 0.5, so in this case all variables are declared valid.

The next presentation is the reliability test. The *composite reliability results* show that the values for each variable of Green Consumer Behavior, Environmental Concern, Environmental Knowledge, Consumer Responsibility for the Environment, and Perceived Value show numbers above 0.7, so in this case all variables are declared reliable. Meanwhile, *the Cronbach's Alpha results* for each variable of Green Consumer Behavior, Environmental Concern, Environmental Knowledge, Consumer Responsibility for the Environment, and Perceived Value also show numbers above 0.6, so in this case all variables are declared reliable.

Inner Model

The inner model assessment in this study is measured through the results of *the R-Square*. If the *R-Square* value in the partial least square test shows a value of 0.67, it is declared strong, if the value is around 0.19, it is declared weak, and around 0.33 it is declared moderate (Chin, 2010).

Table 2. Inner Model

Variables	R-Square
Green Consumer Behavior	0.543
Environmental Concern	0.260

Source: Primary Data Processing, 2025

The results show that the *R-Square value* of Green Consumer Behavior shows a figure of 0.543 which falls into the moderate criteria, this means that the variables of Environmental Concern, Environmental Knowledge, Consumer Responsibility for the Environment, and Perceived Value, together influence Green Consumer Behavior by 54.3% only, and the rest is influenced by other variables outside this study. While the *R-Square value* of Environmental Concern shows a figure of 0.260 which falls into the weak criteria, this means that the variables of Environmental Knowledge, Consumer Responsibility for the Environment, and Perceived Value, together influence Environmental Concern by 26% only, and the rest is influenced by other variables outside this study.

Hypothesis Testing

This hypothesis testing was conducted using multivariate statistics through Smart PLS with the *original sample approach* and *T-Statistics*. The criteria for the original sample is that if the resulting value has a positive value, it means it is positive and vice versa. Meanwhile, the *T-statistic criteria* used are if the value shows above 1.960 and *P-Values* show a value of less than 0.05, then the hypothesis can be accepted. However, if the sig value is more than 0.05 and the t-statistic value is less than 1.960, then the hypothesis can be rejected (Latan, 2017; Memon et al., 2021).

Table 3. Hypothesis Testing

Variable Relationship	Original Sample	T-Statistic	P-Values
Environmental Knowledge → Green Consumer Behavior	0.111	2.123	0.034
Consumer Responsibility for the Environment → Green Consumer Behavior	0.333	5,018	0.000
Perceived Value → of Green Consumer Behavior	0.152	2,742	0.006
Environmental Concern → Green Consumer Behavior	0.408	6,575	0.000
Environmental Knowledge → Environmental Concern	0.072	1,066	0.287
Consumer Responsibility for the Environment → Environmental Concern	0.341	4,834	0.000
Perceived Value → of Environmental Concern	0.246	3,229	0.001
Environmental Knowledge → Environmental Concern → Green Consumer Behavior	0.029	1,050	0.294
Consumer Responsibility for the Environment → Environmental Concern → Green Consumer Behavior	0.139	3,888	0.000
Perceived Values of → Environmental Concern → Green Consumer Behavior	0.100	2,958	0.003

Source: Primary Data Processing, 2025

The results of the hypothesis test show that the relationship between Environmental Knowledge and Green Consumer Behavior has a positive relationship as indicated by the original sample result of 0.111, and is significant as indicated by the T-statistic value of $2.123 > 1.960$ and P-value of $0.034 < 0.050$, so that H1 is declared accepted. The relationship between Consumer Responsibility for the Environment and

Green Consumer Behavior has a positive relationship as indicated by the original sample result of 0.333, and is significant as indicated by the T-statistic value of $5.018 > 1.960$ and P-value of $0.000 < 0.050$, so that H2 is declared accepted. The relationship between Perceived Value and Green Consumer Behavior has a positive relationship as indicated by the original sample result of 0.152, and is significant as indicated by the T-statistic value of $2.742 > 1.960$ and P-value of $0.006 < 0.050$, so that H3 is declared accepted. The relationship between Environmental Concern and Green Consumer Behavior has a positive relationship as indicated by the original sample results of 0.408, and is significant as indicated by the T-statistic value of $6.575 > 1.960$ and P-value of $0.000 < 0.050$, so that H4 is declared accepted.

Meanwhile, the relationship between Environmental Knowledge and Environmental Concern has a positive relationship as indicated by the original sample result of 0.072, and is not significant as indicated by the T-statistic value of $1.066 < 1.960$ and P-value of $0.287 > 0.050$, so that H5 is rejected. The relationship between Consumer Responsibility for the Environment and Environmental Concern has a positive relationship as indicated by the original sample result of 0.341, and is significant as indicated by the T-statistic value of $4.834 > 1.960$ and P-value of $0.000 < 0.050$, so that H6 is accepted. The relationship between Perceived Values and Environmental Concern has a positive relationship as indicated by the original sample result of 0.246, and is significant as indicated by the T-statistic value of $3.229 > 1.960$ and P-value of $0.001 < 0.050$, so that H7 is accepted.

The mediation relationship in this study shows that Environmental Concern as a mediator of Environmental Knowledge on Green Consumer Behavior has an insignificant relationship as indicated by the T-statistic value of $1.050 < 1.960$ and P-value of $0.294 > 0.050$, so that H8 is rejected. Environmental Concern as a mediator of Consumer Responsibility for the Environment towards Green Consumer Behavior has a significant relationship indicated by the T-statistic value of $3.888 > 1.960$ and P-value of $0.000 < 0.050$, so that H9 is declared accepted. Environmental Concern as a mediator of Perceived Value towards Green Consumer Behavior has a significant relationship indicated by the T-statistic value of $2.958 > 1.960$ and P-value of $0.003 < 0.050$, so that H10 is declared accepted.

Environmental Knowledge on Green Consumer Behavior

Environmental Knowledge has a positive and significant relationship with Green Consumer Behavior. This finding indicates that the higher an individual's knowledge of environmental issues, the more likely they are to engage in green consumption behavior. The results of this study are in line with previous findings that confirm that environmental knowledge is an important factor in shaping positive attitudes toward green products and increasing environmentally friendly purchasing intentions (Cui et al., 2024; Zhang et al., 2024). Similarly, a study conducted by Yadav & Pathak (2017) states that knowledge about the impact of consumption activities on the environment can strengthen consumer awareness in choosing sustainable products.

Furthermore, the study Haba et al. (2023) shows that Environmental Knowledge not only improves consumers' understanding of sustainability issues but also strengthens trust in green product claims, thereby reducing the risk of falling prey to *greenwashing practices*. This is particularly important in the context of the fast fashion industry, which is frequently criticized for its environmental impact. Therefore, these findings provide empirical evidence that increasing environmental knowledge is an effective strategy in encouraging sustainable consumption behavior. In terms of implications, the results of this study demonstrate the need for an active role for the government, NGOs, and industry players in expanding public education on environmental issues through campaigns, educational programs, and transparent green product labeling. This aligns with the argument Cui et al. (2024) that consistent environmental education will strengthen consumer literacy, thus positively impacting green consumption behavior.

Consumer Responsibility for the Environment towards Green Consumer Behavior

Consumer Responsibility for the Environment and Green Consumer Behavior have a positive and significant relationship. This finding supports the view that the higher a consumer's perceived environmental responsibility, the greater their tendency to engage in green consumption behavior. This aligns with research. Alhamad et al. (2023), Nugraha & Soelasih (2023), and Saif et al. (2024) found that awareness and sense of responsibility towards the environment are important factors that encourage consumers to consume environmentally friendly products.

Furthermore, these findings reinforce studies that Gomes et al. (2023) suggest that individual environmental responsibility can minimize the negative effects of *greenwashing practices* by enhancing consumers' ability to critically analyze information about environmentally friendly products. In the context of fast fashion, this is crucial because this industry trend is often associated with issues of natural resource exploitation and high waste production (Gazzola et al., 2020). Therefore, this study provides empirical evidence that strengthening consumer environmental responsibility among consumers can be a strategy to mitigate the negative impacts of greenwashing practices in the fast fashion sector.

These findings not only provide theoretical contributions by strengthening the theory of green consumer behavior, but also have practical implications. The government and stakeholders in the fashion industry can use these research findings as a reference in formulating educational policies, regulations, and campaigns that encourage the public to care more about the environment through sustainable consumption. This aligns with arguments that Channa et al. (2022) emphasize that consumer engagement in environmentally friendly behavior is key to the successful implementation of sustainability policies.

Perceived Values of Green Consumer Behavior

Perceived Value has a positive and significant relationship with Green Consumer Behavior. This finding indicates that the higher the value consumers perceive for environmentally friendly products, the greater their tendency to engage in green consumption behavior. This finding aligns with previous research that suggests perceived value plays a significant role in influencing sustainable product purchasing decisions because consumers tend to assess the balance between the benefits received and the sacrifices made (Hassan et al., 2022; Truong & Ngo, 2024).

Furthermore, research from Ng et al. (2024) confirms that Perceived Value can strengthen consumer trust in product sustainability claims, thereby reducing doubts caused by greenwashing practices [12]. This is important in the context of the fast fashion industry, which is often criticized for sustainability issues and environmentally unfriendly production practices. Thus, these findings provide empirical evidence that increasing the perceived value of green products is an effective strategy for building sustainable consumption behavior among consumers. Practically, the results of this result are that companies in the fashion sector and other industries need to emphasize the creation of clear value, both through product quality, information transparency, and environmental benefits that can be felt by consumers. This is in line with the argument of the study from Hassan et al. (2022) which states that increasing Perceived Value is the key to encouraging loyalty and sustainability of green consumption.

Environmental Concern towards Green Consumer Behavior

Environmental Concern Green Consumer Behavior has a positive and significant relationship. This finding indicates that the higher the consumer's concern for environmental issues, the greater their tendency to engage in green consumption behavior. This result supports the finding Ogiemwonyi (2024) that concerns about environmental damage encourage consumers to reduce the consumption of products that have a negative impact on the ecosystem and prefer environmentally friendly products. Similar research also confirms that Environmental Concern plays an important predictor in increasing green purchasing intentions and behavior, because consumers with high levels of environmental concern have a greater awareness of the long-term impact of their consumption choices (Yue et al., 2020).

Furthermore, the study Kristiana & Aqmala (2023) found that consumers with high environmental awareness exhibit greater resistance to greenwashing practices, as they tend to be more critical in evaluating a product's sustainability claims. This finding is highly relevant to the context of the fast fashion industry, which is frequently criticized for its pollution and high waste production (Lopes et al., 2023). Therefore, the results of this study provide empirical evidence that increasing public environmental awareness can be an important strategy in encouraging sustainable consumption behavior. Practically, these findings highlight the need for educational campaigns and public policies that foster public awareness of environmental issues. Governments, non-governmental organizations, and fashion industry players are advised to increase

public awareness of the impacts of unsustainable consumption and encourage the public to actively participate in environmental conservation programs. This is in line with findings from [1] Palomo-Domínguez et al. (2023) that emphasize that increasing collective environmental awareness can strengthen green consumer behavior globally.

Environmental Knowledge towards Environmental Concern

Environmental Knowledge and Environmental Concern have a positive and insignificant relationship. This finding indicates that consumers' level of environmental knowledge does not directly increase their concern for environmental issues. In other words, even if individuals are aware of information about environmental issues, this knowledge does not necessarily lead to greater concern or concern. This finding contrasts with most previous research findings. For example, a study from [1] Rehan et al. (2024) found that environmental knowledge plays a crucial role in shaping consumer concern for sustainability because adequate information can increase awareness of ecological risks. Similarly, a study found that a Cui et al. (2024) good understanding of the impact of consumption on the environment can strengthen individuals' concerns about ecosystem damage.

The context of this study, for example, in the *fast fashion industry*, may explain this insignificance. While consumers may be knowledgeable about the negative impacts of the fashion industry, such as textile waste or water pollution, they may not necessarily have sufficient emotional attachment or personal urgency to change attitudes and demonstrate real concern. Thus, these findings emphasize that increasing environmental awareness requires not only the transfer of information but also an educational approach that addresses the affective aspects and social norms of society. Practically, these findings highlight the importance of environmental campaigns that not only provide factual information but also emphasize emotional messages, inspiring narratives, and concrete examples of the impacts of environmental damage so that knowledge can be internalized into concern and action.

Consumer Responsibility Towards the Environment towards Environmental Concern

Consumer Environmental Responsibility and Environmental Concern have a positive and significant relationship. This finding indicates that the higher a consumer's sense of environmental responsibility, the greater their concern for environmental issues. In other words, consumer awareness of responsibility in minimizing the negative impacts of their consumption activities plays a significant role in shaping concern for environmental sustainability. This finding is consistent with previous research that found that a sense of environmental responsibility can increase individual concern for ecological issues, such as pollution, climate change, and natural resource degradation. (Marcelino & Widodo, 2021) Research Shah et al. (2021) also confirms that consumers with a high level of ecological awareness and responsibility

tend to show greater concern for environmental issues and are therefore more active in supporting sustainability policies.

Furthermore, Qiu & Qiu (2024) it reveals that environmental responsibility serves as an emotional trigger that influences environmental awareness through the internalization of sustainability values. This finding is relevant in the context of the fast fashion trend, where increased consumer responsibility for the impact of fashion industry waste can strengthen their awareness of the urgency of reducing excessive consumption practices (Gazzola et al., 2020). Thus, the results of this study strengthen the theory of pro-environmental behavior which states that the values and norms held by consumers can influence their level of concern for environmental issues. Practically, this finding is the importance of public education and social campaigns that encourage consumers to internalize environmental responsibility as part of their daily behavior. This increased awareness is believed to be able to strengthen public awareness of ecological impacts while supporting sustainable consumption behavior (Eunike et al., 2025).

Perceived Value of Environmental Concern

Perceived Value and Environmental Concern have a positive and significant relationship. This finding indicates that the higher the value consumers perceive for environmentally friendly products, the greater their concern for environmental issues. In other words, when consumers perceive that green products provide tangible benefits, they are more motivated to pay attention to the environmental impact of their consumption activities. This finding aligns with research Hudayah et al. (2023) confirming that positive perceived value for green products can strengthen consumer awareness and concern for environmental sustainability. This is in line with findings Van Hoang & Le Thanh (2024) that perceived value includes an environmental dimension that can stimulate consumer concern about ecosystem damage.

Furthermore, this study shows that when consumers assess green products as having added value such as quality, safety, and ecological benefits, their concern for environmental issues will increase because they feel that their purchase contributes to a positive impact on the environment. (Čapienė et al., 2022) In the context of the fast fashion industry, where greenwashing practices are still prevalent, increasing the perceived value of environmentally friendly products can foster greater awareness and demand for transparency and sustainable production practices (Lutfie & Marcelino, 2020). Practically, this finding suggests the need for manufacturers to emphasize the real value of green products, whether through quality, environmental benefits, or honest information. Thus, increasing Perceived Value not only encourages green purchasing behavior but also strengthens consumer awareness of broader environmental issues.

Environmental Concern as a Mediator of Environmental Knowledge towards Green Consumer Behavior

Environmental Concern as a mediator of Environmental Knowledge on Green Consumer Behavior has an insignificant relationship. This finding indicates that although environmental knowledge has the potential to influence green consumption behavior, this influence does not automatically increase environmental concern as a mediating pathway. In other words, increasing consumer knowledge about environmental issues does not necessarily result in greater concern, and the concern formed is not strong enough to mediate the relationship. This result differs from the Value-Belief-Norm (VBN) theory which assumes that environmental knowledge can increase ecological awareness and concern, which in turn encourages pro-environmental behavior (Stern, 2000). Several previous studies have shown similar results, where environmental knowledge does not always significantly influence environmental concern.

Previous research has reported that high levels of knowledge do not necessarily trigger concern without emotional engagement or moral motivation (Engriani & Al Ayyubi, 2021). This suggests that knowledge is cognitive and may only be a prerequisite, while environmental concern requires affective drive and personal norms to develop. In the context of fast fashion, these results demonstrate that even when consumers are aware of the environmental impacts of fashion industry waste, this does not automatically increase their awareness, which in turn influences green consumption behavior. These findings underscore the importance of an educational approach that not only conveys information but also internalizes ecological values and fosters emotional engagement in consumers. Environmental campaign programs should be designed to address moral and affective aspects, rather than simply increasing factual knowledge.

Environmental Concern as a Mediator of Consumer Responsibility for the Environment towards Green Consumer Behavior.

Environmental Concern as a mediator of Consumer Responsibility for the Environment on Green Consumer Behavior has a significant relationship. This finding indicates that consumers' sense of responsibility for the environment not only directly influences green consumption behavior but also indirectly increases that behavior through increased environmental concern. In other words, consumers who feel responsible for their environmental impact will have a greater concern for ecological issues, and this concern encourages them to engage in green consumption behavior. The results of this study are in line with the Value- Belief-Norm (VBN) theory. (Stern, 2000), where a person's moral values and responsibilities influence environmental beliefs and concerns, which then trigger pro-environmental behavior. Research Saif et al. (2024) supports this finding by showing that environmental responsibility increases concern for ecological issues, which in turn strengthens green consumption intentions and behaviors. Similarly, studies Hudayah et al. (2023) confirm that environmental concern acts as a psychological bridge connecting consumer awareness and responsibility to sustainable consumption actions.

Furthermore, consumers with a strong sense of environmental responsibility tend to internalize ecological values into their personal concerns, which ultimately influence their preference for purchasing environmentally friendly products (Yue et al., 2020). In the context of the fast fashion industry, these findings emphasize the importance of enhancing Consumer Environmental Responsibility to strengthen concerns about fashion industry waste and encourage the adoption of greener consumption behaviors (Mandarić et al., 2022). Practically, these results highlight the need for policy interventions and educational programs that not only emphasize increasing awareness and knowledge, but also foster a sense of moral responsibility in consumers. By fostering environmental awareness as a mediator, public policies and sustainable marketing strategies can be more effective in influencing green consumption behavior.

Environmental Concern as a Mediator of Perceived Values on Green Consumer Behavior

Environmental Concern as a mediator of Perceived Value on Green Consumer Behavior has a significant relationship. This finding confirms that consumers' perceived value of environmentally friendly products not only directly influences green consumption behavior but also indirectly through increased environmental concern. This means that when consumers perceive that green products have high functional, emotional, and social benefits, this perception fosters concern for environmental issues, which ultimately encourages them to behave more environmentally friendly.

The results of this study support the view of studies that (de Medeiros et al., 2016) state that perceived value is an important driver in the formation of consumer attitudes and environmental concerns. This finding is also consistent with previous research that revealed that consumers who assess green products as high value in terms of quality, environmental benefits, and social image tend to have greater environmental concerns and exhibit green consumption behavior. In addition, environmental concern can be a psychological mechanism that strengthens the relationship between perceived value and environmentally friendly behavior (Ghazali et al., 2019).

In the context of the fast fashion industry, these findings demonstrate that efforts to increase consumers' perceived value of sustainable fashion products (e.g., through material quality, durability, or ethical values) can increase awareness of the industry's waste impacts. This increased awareness, in turn, encourages consumers to choose more environmentally friendly products. (Neumann et al., 2021) Thus, a marketing strategy that emphasizes the value proposition of green products can be an important step in strengthening green consumption behavior through environmental awareness.

CONCLUSION

This study aims to analyze the factors that influence Green Consumer Behavior in the context of fast fashion trends. The results of the analysis indicate that Environmental Knowledge, Consumer Environmental Responsibility, Perceived Value, and Environmental Concern have a positive and significant influence on Green Consumer Behavior. Furthermore, the relationship between Consumer Environmental Responsibility, Perceived Value, and Environmental Concern is also positive and significant, while Environmental Knowledge has no significant influence on Environmental Concern. Mediation analysis revealed that Environmental Concern successfully mediates the relationship between Consumer Environmental Responsibility, Perceived Value, and Green Consumer Behavior, but fails to mediate the relationship between Environmental Knowledge and Green Consumer Behavior. These findings confirm that consumer environmental responsibility and perceived value play an important role in driving green consumption behavior, both directly and through environmental awareness.

Practically, the results of this study provide important implications for the government, the fashion industry, and other stakeholders. First, environmental education strategies need to emphasize increasing consumers' moral responsibility and the perceived value of green products, rather than simply increasing factual knowledge. Second, fast fashion manufacturers are advised to develop marketing strategies that emphasize sustainable product value propositions (e.g., quality, ecological benefits, and ethical values) to increase consumer awareness and preference for environmentally friendly products. This study has limitations in that the sample size is limited to a specific region and the use of a cross-sectional survey method cannot fully capture the dynamics of consumer behavior over time.

For further research, it is recommended to expand the scope of respondents to various regions and demographics to make the results more representative. Future research can also use a longitudinal design to examine changes in environmental awareness and behavior in more depth, and consider other variables such as environmentally friendly lifestyles, environmental beliefs, or subjective norms as additional factors that may influence the relationship between knowledge, values, and environmentally friendly consumption behavior. Furthermore, a qualitative approach can be used to explore the emotional motivations and social norms underlying environmentally friendly consumption behavior, thereby providing a more comprehensive understanding in formulating sustainability policies and strategies for the fashion industry.

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