The Role of Green Marketing on the Purchase Intention of Uniqlo Brand Fast Fashion Products for Students at the State University of Jakarta: A Conceptual Framework

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Abstract: The fashion industry, ranked as the third-largest globally, faces significant environmental challenges, producing over 150 billion garments annually and generating substantial waste. This study explores the relationship between green marketing and purchase intention, focusing on Uniqlo's fast fashion products among students at the State University of Jakarta.In this context, green marketing serves as the independent variable, while purchase intention functions as the dependent variable. It highlights the critical role of green marketing strategies in shaping consumer awareness and purchasing behavior towards environmentally friendly products. Through a comprehensive review of existing literature, the study constructs a conceptual framework that identifies key indicators influencing both green marketing and purchase intention. Findings suggest that effective green marketing not only enhances perceived product value but also fosters consumer loyalty and drives sustainable business practices. This research aims to fill gaps in current literature and provides actionable insights for companies to strengthen their marketing strategies, particularly in the context of influencer marketing.

Keywords: Green Marketing, Purchase Intention, Fast Fashion

1. Introduction

The fashion industry ranks as the third-largest globally, following the automotive and technology sectors, and it faces significant environmental challenges. Zhang et al. (2021) report that the industry produces more than 150 billion garments each year, resulting in considerable waste. This sector contributes to global economic losses exceeding $500 billion annually due to high clothing consumption and inadequate recycling practices. The waste generated, including textiles, chemicals, and dyes, negatively affects the environment, exacerbating climate change and depleting natural resources. It is estimated that approximately 79 cubic meters of water are used per garment, alongside emissions of around 1,715 million tons of CO2 and the generation of roughly 92 million tons of waste (Firdhaussi, 2018)

In recent years, increasing market demand and evolving consumption trends have significantly pressured the fashion industry. The rise of fast fashion has led to issues such as style waste, rapid production cycles, and labor exploitation. Li (2021) points out that consumerism in today's media environment has transformed daily life. Fast fashion has emerged as a key player, with the purchase of these items serving as indicators of social class and personal identity. Its appeal lies in the quick and cost-effective manufacturing and distribution processes that cater to consumers' desires for the latest trends and immediate satisfaction.

Uniqlo, a brand operated by PT Fast Retailing, launched its operations in Indonesia on October 16, 2012, and has expanded to approximately 40 stores nationwide. What sets Uniqlo apart from other brands is its commitment to originality, affordability, and a diverse selection of colors and sizes. John C. Jay, President of Global Creative at Uniqlo, emphasizes that the brand does not fit the traditional fast fashion model since it refrains from producing disposable clothing(Binlot, 2019). As a

result, Uniqlo has embraced a marketing strategy that emphasizes environmental issues through green marketing initiatives.

Green marketing, as described by Riswanti et al. (2015:4), is a strategic framework that integrates the four elements of the marketing mix while prioritizing environmental concerns. Hasan and Ali (2015:467) explain that the aim is to shift market focus toward greater environmental awareness and inspire marketers to promote products through sustainable practices. In line with these principles, Uniqlo has launched the Global Sustainability Ambassador initiative, featuring "Green Doraemon," to convey its environmental messages and educate consumers on the importance of preserving the environment (Kusmartiyah, 2023).

The implementation of green marketing strategies is expected to have a significant impact on consumers' purchase intentions, particularly among young people. According to Khan, Sarwar, et al. (2020), purchase intention refers to a consumer's desire for a product that may result in a buying decision. Garg and Joshi (2018) clarify that this involves evaluating a brand and the consumer's readiness to make a purchase. (Rizwan et al. 2021), further explain that purchase intention encompasses predictions regarding both current and future purchases.

In short, the objective of this study is to examine the issues and concepts surrounding the variables of green marketing and purchase intention, which will assist in constructing the conceptual framework. Furthermore, this paper aims to discuss the process of constructing a conceptual framework that explores the relationship between green marketing and purchase intention. The structure of this paper is as follows:

1. Possible research problems related to green marketing and purchase intention will be discussed.
2. Past literature on the concepts of both variables will be presented.

3. Past literature on the influence of green marketing on purchase intention will also be included.
4. The construction of the relationship between green marketing and purchase intention will be detailed in this study.

2. Issues Pertaining to The Influence of Green Marketing and Purchase Intention

Green marketing is defined as a marketing strategy that focuses on environmentally friendly products and services. By prioritizing sustainability and social responsibility, green marketing can raise consumer awareness of environmental issues, which in turn can influence their purchasing decisions.

Effective green marketing strategies can enhance consumers' purchase intentions. When consumers recognize that the products they buy have a positive impact on the environment, they are more likely to prefer those products over conventional ones. This indicates that clear communication about environmental benefits can affect purchasing decisions.

In the study conducted by (Madani, 2024), the influence of green marketing on purchase intention was investigated, with brand image serving as an intervening variable, although the main focus of the research was on the direct impact on purchase intention. IKEA was selected as the research subject, employing a quantitative approach with Partial Least Squares-Structural Equation Modeling (PLS-SEM) analysis. The sampling method used was non-probability sampling, involving 400 respondents. The analysis results showed a t-statistic value with a t-label of 1.649. The findings indicated that the hypothesis stating the influence of green marketing on purchase intention produced a t-value of 7.450, which is greater than the t-table value of 1.649. This indicates that green marketing has a positive and significant effect on purchase intention.

In summary, green marketing plays a crucial role in shaping consumers' purchase intentions. Therefore, this study aims to explain the relationship between green marketing and purchase intention, specifically focusing on the purchase intention of university students at Jakarta State University regarding fast fashion products from Uniqlo.

3. Green Marketing

Green marketing was introduced by the American Marketing Association during a seminar in 1975 and focuses on promoting products that have a positive impact on the environment. This approach involves various activities, including product design, production methods, packaging, and advertising (Khatri et al., 2021). Products marketed through green marketing are characterized by sustainability in production, being free from harmful substances, recyclable, minimal packaging, and repairable. (Stevanie, 2015) mentions that green marketing is a process of planning the marketing mix that leverages the increasing consumer awareness of environmentally friendly products and services. This includes modifying products, production methods, and packaging to be more sustainable, meeting consumer needs, reducing negative environmental impacts, and encouraging consumers to be more concerned about environmental issues. The indicators used in green marketing include green products, green pricing, green promotion, and green placement (Manongko & Kambey, 2018).

According to Riswanti et al. (2015:4), green marketing is a new strategy implemented by companies using an environmentally friendly approach across the four elements of the marketing mix. Hasan and Ali (2015:467) add that green marketing serves to enhance environmental awareness in the market and encourages marketers to find new ways to promote products or services that support sustainability. Aseem Prakash (2002:285) defines green marketing as a strategy used by environmentally conscious companies to promote their products. This strategy includes the implementation of

policies and processes focused on environmental sustainability in the effort to sell products. The application of green marketing strategies is aimed not only at consumers but also at internal employees, including management, to build environmental awareness. According to Wahdatun et al. (2022), there are four factors that influence the implementation of green marketing strategies by companies, namely: Social Responsibility, Governmental Pressure, Cost or Profit Issues, Competitive Pressure.

The main goal of green marketing is not only to pursue profit but also to emphasize the importance of environmental concern. Companies are expected to inspire positive habits among consumers, such as saving paper, reusing paper, and reducing energy consumption. Ultimately, the long-term goal is to change consumer culture to be more aware of environmental issues, without relying solely on the products offered by the company (Risna Dwi Agustin et al., 2015). According to Sumarwan et al. (2012:16), green marketing involves more than just marketing environmentally friendly products; it also requires a change in orientation and environmental responsibility across all aspects, activities, and departments within an organization.

According to (Stevanie, 2015), the indicators of green marketing use the marketing mix concept, which includes green product, green price, green place, and green promotion. Wahdatun et al. (2022) explain this marketing mix as follows:

- **Green Product:** According to Kotler & Armstrong (2014), a green product encompasses everything offered in the market to attract consumer attention, which is then purchased, used, or consumed to meet their needs or desires.
- **Green Price:** This refers to non-product attributes related to brand image and plays an important role in shaping consumer perceptions, particularly concerning value and desire. Price is a key element in the green marketing mix.

Many consumers are willing to pay more if they believe that the products they purchase offer additional value.

- **Green Place:** This term refers to the distribution channel choices made by companies to minimize negative environmental impacts while ensuring that products remain available to consumers. The selection of location and timing in the distribution of products or services will significantly impact consumers.
- **Green Promotion:** This is an effective method for promoting products, services, ideas, and company efforts to demonstrate their commitment to environmental protection and preservation. Additionally, green promotion serves as a means for companies to share information and show that they are responsive to global issues related to societal awareness.

4. Purchase Intention

Khan, Sarwar, et al. (2020) explain that purchase intention is a representation of consumers' thoughts, desires, and interests in a product that can encourage them to make a purchase. Purchase intention functions as an unwritten commitment from individuals to buy a particular product. Meanwhile, (Garg, P., & Joshi, 2018) add that purchase intention involves analyzing consumer behavior towards a specific brand and how much they desire to make a purchase. This intention also includes projections of current purchases and the likelihood of consumers making repeat purchases in the future (Rizwan et al., 2021).

The term purchase intention indicates the likelihood that consumers plan or wish to buy specific products or services in the future. Thus, purchase intention becomes the foundation for actual buying behavior (Ceyhan, 2019). It represents the psychological phase in which consumers begin to develop a desire to act concerning the products or brands they are interested in (Pandey, 2018). (Roozy, 2014) state that to identify consumers' willingness to make purchases, the criteria used include the

decision to buy and reflect how much inclination there is to shop, defined as the probability of making a purchase. Purchase intention can be influenced by the desire to buy, which includes the intention to shop and recommendations from others. Therefore, purchase intention is a result of the combination of consumers' tendencies and their potential to make purchases.

Measuring behavioral intention can be done easily by asking consumers to provide subjective statements regarding their planned behaviors in the future. This approach is an effective way to predict future buying behavior. One indicator of consumers' behavioral intention is the purchase intention itself. Purchase intention can be understood as the plan set by consumers to strive to buy a particular product. In this context, purchasing intention is the process used to evaluate and estimate consumer behavior based on their interest in specific brands and their desire to make a purchase (Garg, P., & Joshi, 2018). Factors influencing purchase intention (Edwin, 2020) include Perceived Quality, Perceived Risk, Perceived Value, Perceived Price, Advertisement, Packaging, Store Image, Social Influence, and Consumers' Attitude.

Ferdinand (2006) states that purchase interest can be recognized through several indicators as follows:

- **Transactional Interest**, which refers to an individual's tendency to make a purchase of a specific product.
- **Referential Interest**, which is the drive of a person to recommend a product to others.
- **Preferential Interest**, which describes a behavior where an individual has a particular inclination toward a specific product, and this preference changes only if there are factors influencing the product choice.

- **Exploratory Interest**, which indicates an individual's behavior of continuously seeking information related to the products of interest as well as data affirming the positive qualities of those products.

5. The Relationship Between Green Marketing and Purchase Intention

Many researchers have investigated the relationship between green marketing and consumer purchase intention. Mursandi et al. (2020) stated that green marketing has a significant impact on consumers' purchase intention. The stronger the implementation of green marketing in a product or service, the higher the customer's purchase intention. This study is supported by Wu & Chen (2014), who found that higher implementation of green marketing also increases consumer awareness of green products, strengthens the overall product value, and increases purchase intention. The success of green marketing strategies motivates consumers to buy environmentally friendly products. Besides large companies, small and medium enterprises (SMEs) are also starting to adopt green marketing, such as by offering eco-friendly products and using recycled paper packaging. This demonstrates that serious implementation of green marketing in SMEs can increase consumers' intention to purchase eco-friendly products (Sugandini et al., 2020). Chen and Chang (2012) added that companies need to use green marketing strategies to enhance the perceived value of their products for consumers and reduce the environmental risks associated with their products, ultimately strengthening their competitive advantage. Green marketing is also closely associated with eco-friendly products, where if the product meets consumer expectations, they are more likely to remain loyal to the product, service, and brand.

In conclusion, research consistently demonstrates that green marketing has a significant positive impact on consumer purchase intention. Effective green marketing strategies not only increase consumer awareness and perceived product value but also motivate consumers to prefer environmentally friendly products. This trend is evident

across both large companies and SMEs, which are increasingly adopting green marketing practices to enhance their competitive advantage. By aligning with consumer expectations for eco-friendly products, companies can foster greater customer loyalty and drive sustainable business growth.

6. Conceptual Framework: Green Marketing and Purchase Intention

Based on previous research findings, it can be concluded that green marketing has a significant and positive impact on purchase intention. Therefore, this study proposes a conceptual framework to investigate the relationship between green marketing practices and purchase intention among students at the State University of Jakarta, specifically regarding fast fashion products from Uniqlo. In this framework, green marketing serves as the independent variable, while purchase intention functions as the dependent variable. According to Indriantoro (199:63-68), an independent variable is one that explains or influences another variable, often considered the cause. Conversely, a dependent variable is one that is explained or affected by the independent variable, typically viewed as the effect.

The indicators related to green marketing are adapted from the study by Wahdatun et al. (2022) and include several aspects that can influence green marketing, namely: (a) Social responsibility, (b) Governmental pressure, (c) Cost or profit, and (d) Competitive pressure.

The indicators related to purchase intention are adapted from the study by Edwin (2022) and include several aspects that can influence purchase intention , namely: (a) Perceived Quality, (b) Perceived Risk, (c) Perceived Value, (d) Perceived Price**,** (e) Advertisement, (f) Packaging, (g) Store Image, (h) Social Influence, dan (i) Consumers' Attitude.

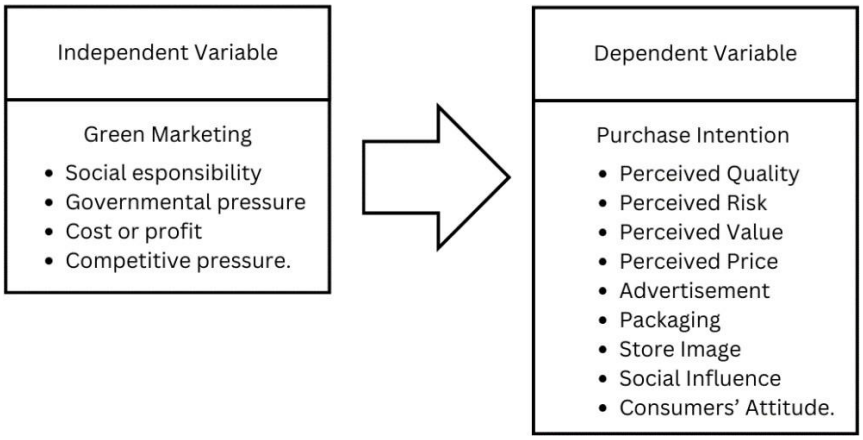

Figure 1 A Conceptual Framework of Green Marketing and Purchase Intention Student of State University of Jakarta on Fast Fashion Uniqlo's Product.

However, to date, there has been little research addressing the relationship between green marketing and the purchase intention of students at State University of Jakarta regarding Uniqlo's fast fashion products. Therefore, it is important to gain a deeper understanding of how significant the impact of green marketing is on consumer purchase intention for Uniqlo's fast fashion products before determining the purchase interest among students at State University of Jakarta. The results of this study can also provide useful recommendations for companies to enhance their marketing strategies, including the use of influencer marketing that can influence purchasing decisions.

Thus, the development of this conceptual framework is highly relevant, as it not only deepens the understanding of these two variables but also provides insights into how the application of marketing can affect purchasing decisions. Furthermore, by exploring the relationship between marketing variables and purchasing decisions, this research can help fill the gap in information present in the current relevant literature.

Therefore, the development of this conceptual framework can serve as a foundation for future researchers to explore the relationship between marketing

variables and purchasing decisions. Additionally, it is hoped that efforts to link these two variables will contribute to the authenticity of this research and expand the theoretical perspective and knowledge in this field. Thus, it is anticipated that this conceptual framework will help provide theoretical contributions to general knowledge, companies, and researchers in the future.

7. Conclusion

In conclusion, this study proposes a conceptual framework that highlights the significant positive impact of green marketing on the purchase intention of students at the State University of Jakarta regarding Uniqlo's fast fashion products. By identifying key indicators related to both green marketing and purchase intention, the framework aims to enhance understanding of how these variables interact. Given the limited existing research on this topic, this framework not only fills an important gap in the literature but also offers valuable insights for companies looking to improve their marketing strategies. Ultimately, it aims to contribute to theoretical knowledge and practical applications in the field of marketing.

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