



GREEN IS THE NEW BLACK: THE ROLE OF GREEN MARKETING AWARENESS AND PERCEIVED INNOVATION IN THE FAST FASHION INDUSTRY

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ABSTRACT:

The purpose-driven strategy has become one of the tactics used by companies as a competitive advantage to attract the market. The growing interest of sustainability and eco-friendly products can be seen among the younger consumer's behaviour, which indicated the increase of their awareness of the recent phenomena. The current study examined the effect of green marketing awareness and perceived innovation on customer's purchase intention by considering the corporate image, product image, and purchase intention as the mediator in the fast fashion industry. The quantitative research method was performed with structural equation modelling (PLS-SEM) technique to examine the proposed hypothesis. A total of 307 valid responses were collected from the greater Jakarta area and tested using Smart PLS version 3. This study found that the determinants of purchase intention are social responsibility and corporate reputation. Moreover, both green marketing awareness and perceived innovation influenced corporate reputation, product image, and social responsibility. However, the product image does not influence the customer to purchase intention. The findings indicated that the customer purchase intention affected significantly by awareness of company's marketing through the social responsibility done by the company. This study provides practical implications for business to create a green marketing approach as the strategic action.

Keywords: *Green Marketing Awareness, Perceived Innovation, Social Responsibility, Product Image, Corporate Reputation, Purchase Intention*

Introduction

Since the pre-industrial period, human activities have caused an average rise in global temperature and, over the last 50 years, the increase has been at the highest pace in history (McMillan, 2018; National Aeronautics and Space Administration, 2020). Global warming can be defined as the rising of the earth's temperature or heating of the earth in a long-term period due to human activities (National Aeronautics and Space Administration, 2020). From this issue, many businesses develop their company by implementing environmental issues as a marketing strategy, commonly known as Green Marketing. According to Prakash (2002), green marketing can be defined as the promoting strategy of products by using ecological claims whether the company uses this strategy on the products making process or in the selling process. The notion of green marketing emerged in the 1980s, and it drew the attention of

companies to create significant changes and innovation. While at first green marketing seemed to change the company's strategy, at the beginning of the 1990s, the development of green products continued vigorously only in some markets, such as financial services, tourism, and food (Peattie & Crane, 2005).

A research done by Wu and Chen (2014) indicates that 85,8% of buyer who purchases the green product (green marketing business) because they are aware of the environmental issue and want to be involved in preserving the earth. Another research done by Haery, Dehaghi, and Yazdani (2013) indicates that the total value of green marketing, whether direct or indirect effects on consumers' intention to purchase is equal to 0.882. This indicates that green marketing has a considerable effect on consumers who are already aware of environmental problems. According to Ko, Hwang, and Kim (2012) research that was conducted in Korea, 44.2% of the female consumer spent about \$200-\$500 average for products that using green marketing strategy. This is why many companies are competing to hold green marketing, and also green marketing can shape the purchase intention. Many businesses have started to develop green marketing as their marketing strategy; one of these is the fast fashion business. The fast-fashion companies that take green marketing as the marketing strategy to solve the environmental issues are H&M, Zara, and Uniqlo (Kim & Oh, 2020). The results of the survey conducted by Nielsen from 60 countries found that in 2015 as many as 66% of consumers were willing to pay more for products that were committed to addressing environmental impacts (Jalal, 2018; White, Hardisty, Habib, 2019)

Fast fashion is a business strategy which aims to minimise the processes in the buying cycle and lead times for getting the latest fashion trend by frequently updating the products available in the store (Barnes & Lea-Greenwood, 2010). Some big fast-fashion retailers such as Zara and H&M have been utilised this strategy by introducing new designs into their stores every three to five weeks which indicates a shorter product life cycle and made fast fashion as one of the driver in environmental impact (Zamani et al., 2017). Hence, companies are implementing green marketing as the solution to maintain their company image positively (Ko et al., 2013).

Interestingly, there are some uncertainties behind the environmentally friendly committed by the fast fashion companies. Norway's Forbrukertilsynet (Consumer Authority) concerned about one of the fast fashion stores, H&M. There is a lack of explanation about the type of products they recycle, how they are recycled, how they are made, what the carbon footprint of these products is related to their other ranges, or even what their 'sustainable' concept is (Segran, 2019). Moreover, the unspecific explanation comes with green imaginary which surrounded by lots of grass and green plant for their collection photoshoot, thus giving rise to the theory that H&M greenwashed their customers to consider that their company is utilising green marketing (Whiting, 2019). Products that were labelled as 'sustainable' can sell much faster than products that were not, although the price is higher and considered as premium (Tang, 2020; Whiting, 2019). Thus, consumer perceptions of green marketing to maintain the company image is essential to maximise their profit and improve their brand image. Moreover, a good company image can quickly gain customer trust and influence the attitude and behaviour of customer positively (Andervazh, Albonaiemi, Jamshidi, 2020).

Several studies found that purchase intention positively affected by green marketing awareness (Ko, Hwang & Kim, 2013; Haery, Dehaghi & Yazdani, 2013). The research done by Wu and Chen (2014) uses perceived innovation as the independent variable in the study of the influence of green marketing and perceived innovation on customer's intention to purchase green products. This research provides a comprehensive view of the determinants of purchase intention in the fast fashion industry. Factors being examined have never been integrated previously, including green marketing awareness, perceived innovation, social responsibility,

product image, corporate reputation, and purchase intention. Thus, this study offers a novel standpoint to further analyse customer behaviour in the context of the fast fashion industry in one of the biggest consumer markets in Asia, Indonesia

Literature Review

Green Marketing Awareness

Green marketing is a marketing method used by a company or a firm with environmental protection campaign to improve the environment (Haery, Dehaghi, Yazdani 2013). It offers more environmentally friendly products for consumers through strategies used by companies (Wu & Chen, 2014). Green marketing can be defined as how the company manages customers profitably and effectively, such as modifications in manufacturing processes, packaging, and modifications in their advertising (Ko, Hwang, Kim, 2013). According to Ko et al. (2013), green marketing awareness refers to a condition when customers aware of the practice of developing and advertising products with fewer environmental effects. The study also stated that in the case of green products, a person who knows more about the product and its performance is more willing to buy it.

Ko, Hwang, Kim (2013) found that green marketing awareness practices have a positive effect on social responsibility. The research also revealed that green marketing could be one of the most powerful ways to enhance the corporate image as a social responsibility effort because it describes the company is responsive to the needs of society. In line with research conducted by Haery, Dehaghi, and Yazdani (2013) showed that green marketing has a positive and significant effect on the social responsibility of the corporation. A research conducted by Mallek (2016) found a significant relationship between awareness of green marketing and product image. Andervazh, Albonaiemi, and Jamshidi (2020) revealed that green marketing is one of the factors that significantly affect corporate reputation through product image. The study of green marketing functions in Korea found that green marketing indirectly affecting corporate reputation with product image as the mediating variable (Ko et al., 2013). Findings from previous researches indicated that consumers are using the product image as the measure of how well companies put into application their sustainability strategy, which later affects the corporate reputation. As stated by Ko et al. (2013), companies' reputations for environmental protection influences consumers' decisions to buy their products effectively. According to the variables stated above, this research argues the following hypothesis:

H1: Green Marketing Awareness influences Social Responsibility

H2: Green Marketing Awareness Influences Product Image

H3: Green Marketing Awareness influences Corporate Reputation

Perceived Innovation

Innovation is a process of creating and developing new and useful things in the business process (Păunescu, 2014). From a producer's perspective, the concept of creating new products or processes is indicated by innovation (Wu & Ho, 2014). Innovation is thus implemented on the market by new products, new processes, or new services (Anser, Zhang, Kanwal, 2018). Innovations can improve product or service quality to enhance the image of a company and gain customer loyalty (Wu & Ho, 2014).

In light of the results from the study done by Moliner-Velázquez, Fuentes-Blasco, and

Gil-Saura (2019), innovations can be classified into administrative and technological innovation. Due to this variety of innovation types, the literature on innovation has different lines of research. Shiau (2014) described innovation as a component of an entrepreneur. It is a process that needs different instruments, regulations, and methods.

Perceived innovation is measured by contributions that deal with retail innovativeness and consumer acceptance of new ideas (Moliner-Velázquez et al., 2019). Referring to the views of Shiau (2014), consumers' acceptance of the enterprise's product innovation, the superiority of product functions, and customer satisfaction are used to measure perceived innovation. Wu and Ho (2014) described consumer acceptance of new ideas, product/service uniqueness, and perceive the superiority of the product functions can be used to measure perceived innovation. This research measures perceived innovation through contributions which deal with retail innovativeness, consumer acceptance of new ideas, perceive the superiority of the product functions, product/service uniqueness, and customer satisfaction (Anser et al., 2018; Moliner-Velázquez et al., 2019; Păunescu, 2014; Shiau, 2014; Wu & Ho, 2014).

Luo and Du (2015) believed that there is a positive relationship between CSR and innovation. Innovative methods and systems could encourage awareness of the importance of social impact among relevant stakeholders, such as managers and customers. This statement also supported by another research that demonstrates that the achievement of innovative outputs has a positive effect on the economic and social achievements of CSR (Cegarra-Navarro et al., 2016). Recent research illustrates that product innovation significantly affects the product image (Hanaysha, Hilman & Abdul-Ghani, 2014). An innovation gives consumers a sense of the quality of product features, enables the customer to perceive satisfaction. Another research also supported the statement by showing that the performances of innovation were positively correlated to the product image. The result of the research indicates that the more the investment in the product innovation was, the stronger the product image was (Y. S. Chen et al., 2006). In a study on the effect of corporate reputation, Ganesan and Sridhar (2016) believed that innovation significantly affects corporate reputation. The adoption of innovation can lead to customer satisfaction and increase consumer evaluation of quality by improving the company's favourability and strength. It appears that the effect of innovation on corporate reputation also revealed by Kurniawan, Nirwanto, and Achmad (2019). Therefore, the following hypothesis is proposed:

H4: Perceived Innovation influences Social Responsibility

H5: Perceived Innovation influences Product Image

H6: Perceived Innovation influences Corporate Reputation

Social Responsibility

According to Boğan and Dedeoğlu (2019), a corporate has responsibilities to its shareholders and their communities where they operate. Social responsibility is a strategic necessity that positively impacts a company's credibility and stakeholders' behavioural attitude toward their organisation (Bogan & Dedeoglu, 2019). Based on the previous study, CSR has a significant impact on the product image, quality attributes, corporate image, and customer's purchase intention (Suki, Suki, Azman, 2016).

Boğan and Dedeoğlu (2019) classified the company's social responsibility into four categories. First, economic responsibility is considered to be the most critical responsibility for companies, for instance, producing goods and services most effectively. Second, legal responsibility obligates businesses to carry out the provisions regulated by both national and local administrations in their business process. Third, ethical responsibility refers to behaviours and ethical norms required by a company to run its business. The last is philanthropic. It is the community's conscientious responsibility which can determine the company's image.

A previous study exposed that corporate social responsibility can be measured by environmental concern and community development (Bogan & Dedeoglu, 2019). In light of the results from the study done by Suki et al. (2016), corporate social responsibility is measured by community development, national development, ethical responsibility, and environmental concern. Loureiro et al. (2012) measured corporate social responsibility by using labour practices concern, environmental concern, community development, price image, quality image, fulfil expectations, and empathy. Other studies measured this variable by economic concern, ethical responsibility, environmental concern, customer services, and philanthropic responsibility (Zhang & Cui, 2019). This research measures corporate social responsibility using environmental concern, community development, and ethical business management (Bogan & Dedeoglu, 2019; Loureiro et al., 2012; Suki et al., 2016; Zhang & Cui, 2019).

It is proven by Ko et al. (2013) that building the corporate social responsibility image can lead to increasing corporate product image or corporate reputation. Furthermore, it is also revealed by Mallek (2016) that there is a positive relationship between corporate social responsibility and product image. It appears that the higher the product image, the more consumer positively assesses the new product (Ko et al., 2013). In line with the research conducted by Suki et al. (2016), corporate social responsibility had a significant and positive association on purchase intention. A higher awareness level of corporate social responsibility can positively affect customer's purchase intentions. This statement is supported by another research, which shows that CSR does have a significant effect on purchase intention (Lee & Shin, 2010). Thus, the corporate social responsibility is not only improving the image of the company, but also the product its offer to the market, which eventually influence the customer to purchase from the company. Therefore, the following hypotheses are posited:

H7: Social Responsibility influences Product Image H8:

Social Responsibility influences Purchase intention

Product Image

Wu, Yeh, and Hsiao (2011) defined a product image as the overall view of consumers is based on the product's characteristics and performances. Product image specifically essential to building customer's trust because it is the overall evaluation of perceived product attributes that are independently and interrelated from current and previous customer's experiences (Konuk, 2018). It appears that Konuk (2018) believes it is a fundamental element for retailers to creating positive product image and providing high- quality products to gain a sustainable competitive advantage. The product image uses a feature that makes it unique, thereby determining the company's offer from the competition (Jalilvand & Samiei, 2012).

Previous research illustrates several factors that measure product image and eWOM among customers (Jalilvand & Samiei, 2012). According to the research on purchase intention for private label brands, product image was measured by product variety, product quality, product price, product value, and consumer experience (Wu et al., 2011). Lastly, Konuk (2018) used product value and product price to measure product image. The current study using

eWOM among customer, product quality, product value, and product price (Jalilvand & Samiei, 2012; Konuk, 2018; Wu et al., 2011).

Previous research found that product image has a significant effect on corporate reputation (Andervazh et al., 2020). The research also believed that a company with a good reputation attracted the staff and customers and rarely experienced low profits. The importance of improving product image that can help boost corporate reputation is also supported in research conducted by Mallek (2016). Furthermore, Ko et al. (2013) reveal that product image is powerful in building a good corporate reputation. A study conducted by Rahayu, Fitriana, Zanky (2018) shows that a positive product image was found to influence a customer's purchase intention positively. A better image of the product can lead to a higher likelihood that the consumer makes a purchase (Ko et al., 2013). The positive influence of product image that contributed to the intention to purchase and make positive recommendations to others is also proven from the research done by Lee, Hsu, Han, and Kim (2010). According to the above reasoning, the following hypotheses are posited:

H9: Product Image influences Corporate Reputation

H10: Product Image influences Purchase intention

Corporate Reputation

The reputation of a company indicates knowledge and feelings customer has about the company. A good reputation is the company's added value to win the competition among competitors (Hardeck & Hertl, 2014). Keh and Xie (2009) pointed out a corporate reputation as an overall estimation of a company, either a "good" or "bad" reputation. Corporate reputation can also be described as an assessment of a company by the shareholders and the customers based on their experience with the company (Walsh, Mitchell, Jackson & Beatty, 2009). Research reveals a significant impact of a company's reputation on its credibility. An excellent corporate image will significantly support companies in many aspects, including (1) preventing competition in the industry, (2) charging premium price on consumers, at least in highly unstable industries, (3) gaining higher rates of investment from the stock market, (4) retaining a high spirit among workers, (5) enjoying the benefits from a cost advantage relative to the business, and (6) to support and enhance new product implementation and recovery strategies in the event of a crisis (Keh & Xie, 2009).

Previous research conducted by Keh and Xie (2009) demonstrates that corporate reputation can be measured by corporate image and corporate prominence. Customer satisfaction and trust are also can be used to measure corporate reputation (Walsh et al., 2009). This research measures corporate reputation through the corporate image, corporate prominence, customer satisfaction and trust (Keh & Xie, 2009; Walsh et al., 2009).

It appears that there is a significant influence of corporate reputation on customer's intention to purchase (Gatti et al., 2012). The more positive the corporate reputation, the higher the customer's intention to purchase the products offered. Interestingly, research conducted by Jung and Seok (2016) found that the company's negative reputation did not influence the consumer's intention to do purchasing. According to the above reasoning, the following hypotheses are posited:

H11: Corporate Reputation influences Purchase intention

Purchase Intention

Purchase intention usually associated with the kind of decision making made by

consumers who are willing or ready to purchase products (Paul, Modi, Patel, 2016). In light of the results from the study conducted by Xiao, Zhang, Li, and Samutachak (2016), purchase intention is considered as the possibility of consumers buying products offered or planning a purchase, which could be used to forecast consumer buying behaviour. Another study described purchase intention as construction that brings the power of the customer's intention to buy a product from a store. (Chang & Jai, 2015).

Subjective norm, customer expectation, attitude, customer perception, and perceived behavioural control are used to measure purchase intention (Nam, Dong, Lee, 2017). According to Lee and Lee (2018), purchase intention is measured by corporate image, brand image, and reciprocity. Paul, Modi, Patel (2016) used the customer's attitude towards purchasing green products, subjective norms, perceived behavioural control, and environmental concern to measure customer's purchase intention. This research measures purchase intention through environmental concern, reciprocity perception, perceived behavioural control, and attitude towards purchasing green products (Lee & Lee, 2018; Nam et al., 2017; Paul et al., 2016)

Research Method

Research Design

The recent research used quantitative method through a web-based questionnaire. This method identifies both the independent and the dependent variables under study specifically and accurately, thus helping the researcher easily more than with other survey methods (Matveev, 2002). The purpose of this research is to identify the effect of green marketing awareness and perceived innovation on the customer's intention to purchase and to achieve the goal, a theoretical framework is required. A theoretical framework briefly describes the phenomenon being studied and allows the researcher to present a new different view of study (Anfara & Mertz, 2011). The theoretical framework of this study can be seen in Figure 1.

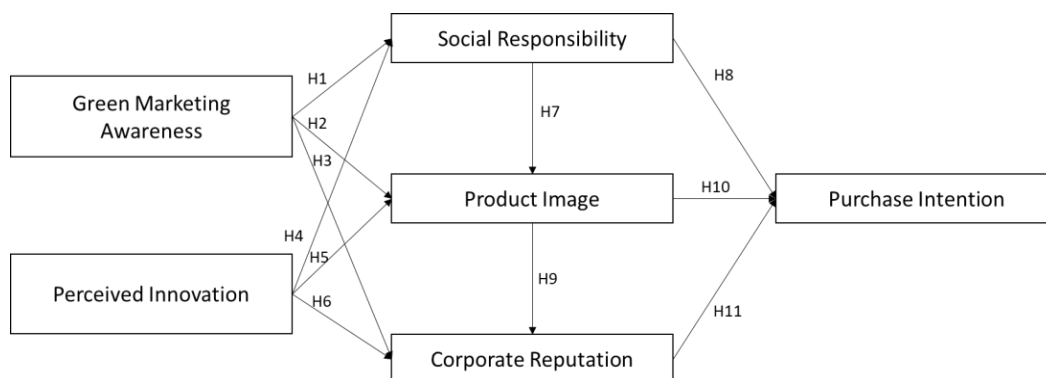


Figure 1. Research framework

Research Instruments and Measurement

This research was conducted through an online questionnaire with convenient sampling techniques. The questionnaires were spread to the participants who might have made a purchase at a fast-fashion store or directly from the 'brand's websites in the Greater Jakarta.

Questionnaire survey method is chosen due to its high level of validity and reliability. Therefore, it would be more accessible for the researcher to analyse the data (Chen et al., 2006). The questionnaires were developed from the previous research measure. Google form is used to create the questionnaire. This research chose to use a Likert seven-point scale to construct the measurement of each variable with 1 means strongly disagree, and 7 means strongly agree.

Before the survey was distributed, questions have been modified to meet the current status of participants. Item statements for green marketing awareness were adjusted from Ko et al. (2013), Rizwan et al. (2013), and Wu and Chen (2014), consists of 7 item statements. For perceived innovation, it was adjusted from Velázquez et al. (2019), Shiao (2014), and Wu and Ho (2014), consists of 8 item statements. Item statements for social responsibility were adjusted from Bogan and Dedeoglu (2019), Loureiro et al. (2012), Suki et al. (2016), and Zhang and Cui (2019). Social responsibility has 9 item statements. Product image was adjusted from Jalilvand and Samiei (2012), Wu et al. (2011), and Konuk (2018), consists of 6 item statements. Corporate reputation was adjusted from Keh and Xie (2009), and Walsh et al. (2009), consists of 7 item statements. For purchase intention, it was adjusted from Nam et al. (2017), Lee and Lee (2018), and Paul et al. (2016), consists of 7 item statements. All measurement constructs can be found in Appendix 1.

Sampling

The population in this study is people who have ever purchased clothing from fast fashion stores (e.g. H&M, Stradivarius, Zara, Uniqlo, Bershka, Pull&Bear) or directly from the 'brand's websites in the Greater Jakarta, Indonesia. Both Indonesian female and male are chosen for the research. Based on the suggestions of Yong & Pearce (2013), the best-suited sample size is at least 300 samples. A suitable sample, as well as high-quality data collection, would result in more accurate, relevant and generally applicable results (Bartlett II, Kotrlik, Higgins, 2001)

The current research employed a purposive sampling method to collect the data through the samples. Purposive sampling technique is one of the ideal strategies for this research because it is low-cost, convenient, and not time-consuming (Taherdoost, 2018). Furthermore, this non-probability sampling method is focused on participants with specific characteristics that would adequately support the researcher (Etikan, 2016).

A total of 307 valid respondents was gathered. The gender of the respondents is mostly female (229; 74.6%), followed by the male (78; 25.3%). 262 respondents are in the age group ranging from 19 until 30 years old. The occupation of respondents varied from students, employee, entrepreneur, and others. They tend to purchase a couple of time in a year from fast fashion stores, with the item they mostly purchase is tops (e.g. shirt, jacket, tank top, among others). The reasons they keep coming back and repurchase from the fast fashion stores are product variety offered, good design, good material, and affordable price. The complete respondents' profile can be seen in Table 1 below.

Table 1. Respondents Profile

		Total	Frequency
Gender	Male	78	25.3%
	Female	229	74.6%
Age	12 – 18	15	4.9%
	19 – 30	262	85.3%
	31 – 50	28	9.1%
	Above 50	2	0.7%
Occupation	Students	156	50.8%
	Employees	109	35.5%
	Entrepreneurs	23	7.5%
	Housewives	11	3.6%
	Freelancer	7	2.3%
	Unemployed	1	0.3%
Monthly income or allowance	IDR < 1 million	38	12.4%
	IDR 1 – 2 million	53	17.3%
	IDR 2 – 5 million	117	38.1%
	IDR 5 – 10 million	67	21.8%
	IDR > 10 million	32	10.4%
Amount of money spent per purchase in the fast fashion store	IDR 100 – 500 K	146	47.6%
	IDR 500K – 1 million	104	33.9%
	IDR 1 – 2 million	42	13.7%
	IDR 2 – 5 million	13	4.2%
	IDR > 5 million	2	0.7%
Types of clothing purchased from fast fashion store	Tops (e.g. shirt, jacket, t-shirt, tank top, etc.)	278	90.5%
	Bottom	144	46.9%
Purchase frequency from fast fashion store	Shoes	121	39.4%
	Bags	101	32.9%
	Dress	84	27.3%
	Accessories	83	27%
	Once a week	6	2%
	A couple of times in a week	3	1%
	A couple of times in a month	91	26.9%
	Once a month	64	20.8%
	A couple of times in a year	132	43%
	Once a year	11	3.6%
Fast fashion stores frequently visited	H&M	153	49.8%
	Uniqlo	84	27.4%
	Zara	50	16.3%
	Top Shop	7	2.3%
	Others (i.e. Bershka, Cotton On, Colorbox, Matahari, Pull and Bear, Posh	12	3.8%
	Boy, Mango, The Executive, Forev	–	–

Data Collection and Analysis

To collect the data, the instrument used in this study divided into four sections: the introduction of research, screening questions, respondent demographic that contains

'respondent's background information and the item statements to measure seven constructs (green marketing awareness, perceived innovation, social responsibility, product image, corporate reputation, and purchase intention) with 50 item statements. The researcher also provides Indonesia translation in the questionnaire in order to have a better understanding of each statement given in the survey. The questionnaire distributed through social channels such as Instagram, WhatsApp, and Line in order to collect the data. The data collected then being exported to Microsoft Excel. This research analysed the structural equation modelling (SEM) using SMART PLS to identify the relationships between different variables. Outer Loading, Composite Reliability, Convergent Validity (AVE) and Discriminant Validity were applied to examine the validity of the questionnaires and their reliability.

Complete calculation and complete bootstrap were selected to test the correlation between the validity and reliability of the variables. However, there are some requirements to run the analysis. The indicator reliability with outer loading value 0.70 or higher is considered suitable for the research, followed with the criteria for internal consistency reliability with reliability number should be 0.7 or higher (Kwong & Wong, 2013). A study by Ramayah, Cheah, Chuah, Ting, and Memon (2016) used convergent validity and discriminant validity to measure validity. Fornell and Larcker suggested the convergent validity with minimum value for AVE is at least more than or equal to 0.50 (>0.50) (Kwong & Wong, 2013), followed with the criteria for discriminant validity with square root of the AVE for each construct should be higher than the correlation with other latent variables (Henseler, Ringle, Sinkovics, 2009). Another method to measure discriminant validity is by Heterotrait-Monotrait Ratio (HTMT) with a suggested minimum value below than 1.0 (Ab Hamid, Sami, Sidek, 2017).

Structural Equation Modelling (SEM) was applied to examine the significance of the hypothesis in this research. A statistical method that utilises a bootstrapping process (hypothesis testing) to analyse the theoretical theory of phenomena with T-statistics value is larger than 1.96 (Kwong & Wong, 2013). In order to have an accepted analysis result, at least three criteria need to be fulfilled. Cronbach's Alpha values above 0.60 and 0.70 are considered suitable in exploratory studies, Composite Reliability values of 0.70 and 0.90 are accepted, and finally, AVEs value should be higher than 0.50 ($AVE > 0.50$) (Ringle et al., 2014).

Results and Discussion

Validity and Reliability Results

The measurement items for each variable were obtained from previous research relating to the dimensions used. The gathered relevant answers from the questionnaire then calculated using SmartPLS 3.32 to determine the validity and reliability of the data with the result explanation in the following section. In order to complete the analysis of the structural model, construct validity and reliability is conducted first in this study. As stated by another research (Perera, Johar, Kathibi, Atan, Abeysekera, Dharmaratne, 2017), the indicators which indicated the low-reliability score (Cronbach's Alpha and Composite Reliability <0.7) or AVE value (<0.50) were eliminated to support the validity evaluation. The eliminated indicators were PRI2, SR1, and SR2.

Construct validity consists of two assessments, which are Convergent Validity (AVE)

and Discriminant Validity (Subramaniam, Shamsudin, Alshuaibi, 2017). According to Henseler et al. (2009), the convergent validity (AVE) result should be 0.5 or higher. The independent variable in this research show 0.714 for Green Marketing Awareness and 0.659 for Perceived Innovation. The mediating variables result shows 0.733 for Corporate Social Responsibility, 0.659 for Product Image, 0.628 for Corporate Reputation. Purchase intention as the dependent variable has shown 0.781 as the result. Therefore, the Construct Validity and Reliability results are all accepted, and can be seen in Table 2.

Table 2. Construct Validity and Reliability.

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Green Marketing Awareness	0.933	0.936	0.946	0.714
Perceived Innovation	0.926	0.928	0.939	0.659
Social Responsibility	0.954	0.955	0.961	0.733
Product Image	0.802	0.812	0.871	0.628
Corporate Reputation	0.890	0.893	0.924	0.752
Purchase Intention	0.953	0.954	0.961	0.781

Construct reliability was conducted to assess the reliability of each latent variable. Construct reliability comprises two indicators, namely Cronbach's Alpha (C.A.) with a suggested minimum value is greater than 0.70, and Composite Reliability (C.R.) with minimum extraction should be >0.70. The Cronbach's Alpha results for independent variables consist of Green Marketing Awareness with value 0.933 and Perceived Innovation with value 0.926. For mediating variables, Corporate Social Responsibility has 0.954 as the value of Cronbach's alpha, 0.802 for Product Image, 0.890 for Corporate Reputation, and 0.953 for Purchase Intention.

Composite reliability is another method this research used to evaluate the reliability of each variable. The Composite Reliability result for Green Marketing Awareness is 0.946 and 0.939 for Perceived Innovation. Mediating variables results consists of Corporate Social Responsibility with Composite Reliability value of 0.961, Product Image with 0.871, Corporate Reputation with 0.924, and Purchase Intention with 0.961 as the reliability score. Reliability is measured using Cronbach's Alpha and Composite Reliability, and all of the results are higher than 0.7, which proves that all of the variables in this study are reliable. The detail of this data could be seen in Table 2.

Discriminant validity was carried out to evaluate that the different constructs measured by the developed scales (Subramaniam et al., 2017). The current study using Fornell & Larcker criterion to measure discriminant validity. The square root of the AVE for each construct should be higher than the correlation with other latent variables (Perera et al.,

2017). The other measure for discriminant validity used in this study is Heterotrait-Monotrait Ratio (HTMT), with suggested minimum extraction that should be below 1.0 (Ab Hamid, Sami, Sidek, 2017). The output from the analysis revealed the discriminant validity by Fornell & Larcker and Heterotrait-Monotrait Ratio are summarised as in Table 3 and Table 4.

Table 3. Discriminant Validity – Fornell-Larcker Criterion

	CR	GMA	PEI	PRI	Purchase Intention	S.R.
Corporate Reputation (CR)	0,867					
Green Marketing Awareness (GMA)	0,604	0,845				
Perceived Innovation (PEI)	0,688	0,664	0,812			
Product Image (PRI)	0,706	0,669	0,715	0,792		
Purchase Intention	0,687	0,817	0,664	0,628	0,884	
Social Responsibility (SR)	0,694	0,795	0,728	0,677	0,828	0,856

Table 4. Discriminant Validity – Heterotrait-Monotrait Ratio (HTMT)

	CR	GMA	PEI	PRI	Purchase Intention	S.R.
Corporate Reputation (C.R.)						
Green Marketing Awareness (GMA)	0,655					
Perceived Innovation (PEI)	0,752	0,708				
Product Image (PRI)	0,824	0,763	0,822			
Purchase Intention	0,743	0,862	0,706	0,711		
Social Responsibility (SR)	0,751	0,838	0,772	0,767	0,867	

Inferential Analysis

After analysing the measurement model, which includes constructing reliability and validity, the structural model will be assessed. The critical criteria for assessing the structural model in PLS-SEM are the significance of the path coefficients (Perera et al., 2017). The bootstrapping test is applied through SmartPLS to run the inferential analysis. The results of R^2 indicated the inner model measurement by assessing the relationship among latent construct. The result can be seen in Table 5. A study with a formative measurement model does not provide Goodness of Fit. Therefore, model fit is not available in PLS-SEM. Despite these limitations, PLS is recommended for structural equation modelling with a complex model but limited participants (Ringle et al., 2014).

As shown in Table 5, the R^2 result should reach a value of more or at least 0.25 (Kwong & Wong, 2013). The R^2 describes the amount of variance of the exogenous variables explained by the structural model (Hooi, Abu, Rahim, 2018). The R^2 value for mediating variables includes Social Responsibility with 0.702, Product Image with 0.600, Corporate Reputation

with 0.636, and Purchase Intention with 0.713 as the R² value

Table 5. R Square and R Square Adjusted

	R Square	R Square Adjusted
Corporate Reputation	0,575	0,571
Product Image	0,586	0,582
Purchase Intention	0,710	0,707
Social Responsibility	0,704	0,702

Hypothesis Testing

After the reliability and validity of outer models examined, path analysis was run to examine the significances of the hypothesis. The following criteria facilitate this analysis: Path Coefficients is showing T-statistic values (> 1.96) and P values (significant ≤ 0.05) (Kwong & Wong, 2013). As seen on Table 6, the result nine out of eleven hypotheses were accepted, namely:

Green Marketing Awareness to Social Responsibility (0.000, 9.944), Green Marketing Awareness to Product Image (0.002, 3.137), Green Marketing Awareness to Corporate Reputation (0.028, 2.204), Perceived Innovation to Social Responsibility (0.000, 5.510), Perceived Innovation to Product Image (0.000, 5.571), Perceived Innovation to Corporate Reputation (0.000, 4.466), Product Image to Corporate Reputation (0.000, 5.426), Social Responsibility to Purchase Intention (0.000, 8.095), Corporate Reputation to Purchase Intention (0.011, 2.540). Meanwhile, there are two hypotheses found rejected, which are a social responsibility to product image (0.093, 1.681), and product image to purchase intention (0.566; 0.574)

Table 6. Hypothesis Testing Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Note
CR -> Purchase Intention	0,201	0,197	0,079	2,540	0,011	Supported
GMA -> CR	0,129	0,123	0,058	2,204	0,028	Supported
GMA -> PRI	0,256	0,260	0,082	3,137	0,002	Supported
GMA -> SR	0,556	0,560	0,056	9,944	0,000	Supported
PEI -> CR	0,325	0,323	0,073	4,466	0,000	Supported
PEI -> PRI	0,426	0,421	0,076	5,571	0,000	Supported
PEI -> SR	0,359	0,354	0,065	5,510	0,000	Supported
PRI -> CR	0,388	0,393	0,071	5,426	0,000	Supported
PRI -> Purchase Intention	0,038	0,042	0,066	0,574	0,566	Rejected

SR -> PRI	0,164	0,165	0,098	1,681	0,093	Rejected
SR -> Purchase Intention	0,663	0,661	0,082	8,095	0,000	Supported

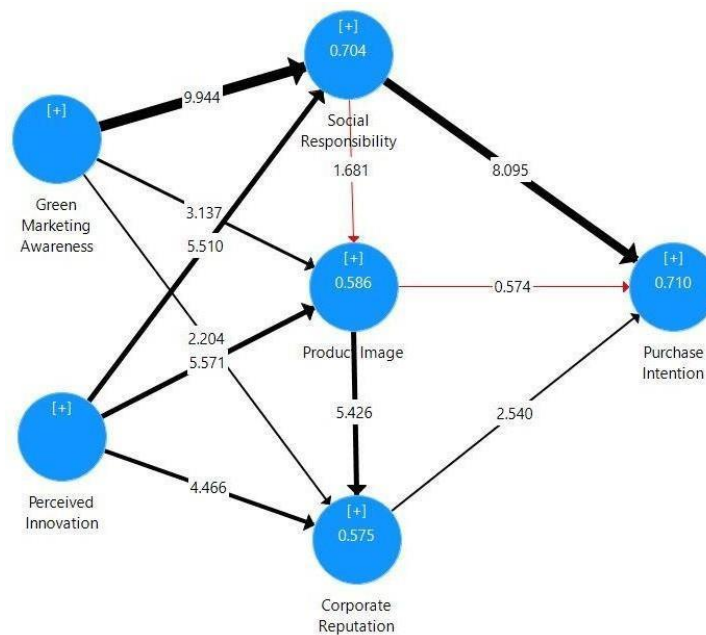


Figure 2. Relationship Model Result

Discussion

This study's objective is to examine does green marketing and perceived innovation shape the behavioural intention in the fast fashion business. Green marketing can be one of the useful methods to enhance corporate reputation, as it presents a company's image (Ko et al., 2013). This study found that green marketing has a significant correlation to corporate social responsibility. This finding is also supported by the research done by Haery et al. (2013) that confirmed the positive and significant effect of green marketing on corporate social responsibility. The positive impact was also supported by Andervazh et al. (2020) by showing that green marketing is an effective strategy in building the company's social responsibility image. The effectiveness of green marketing actions at the fast-fashion store could create a positive CSR image from the customer's perspective and indirectly increase purchase intention (Ko et al., 2013). Green Marketing also has a positive relationship with the product image, which hypothesis is supported by Mallek (2016). The findings in this study strongly support the concept of green marketing perceived by consumers in the fast fashion products would bring a good impact on the product image (Andervazh et al., 2020). Furthermore, green marketing also found to be significantly affecting corporate reputation. This finding is supported by the statement on research conducted by Andervazh et al. (2020). When customer perceived and understood about the effectiveness of green marketing, it would help the fast fashion stores to gain customers trust, which generates good reputation (Ko et al., 2013).

Perceived innovation is found to affect corporate social responsibility in this research

positively. This finding is also supported by a previous study conducted by Cegarra-Navarro et al. (2016). The results from research done by Hanaysha et al. (2014) indicated that perceived innovation significantly influences product image. Perceived innovation could result in new or more efficient ways to help the company develop and implement appropriate CSR programs by building trust and support the organisational members (Cegarra-Navarro et al., 2016). This research's hypothesis test has also found a positive relationship with perceived innovation towards product image. The significant effect of perceived innovation on the corporate competitive advantage that includes product image was also found in research conducted by Chen et al. (2006). The current study indicates that once the customer perceived a high innovation, it could help the fast-fashion stores to increase the competitive advantage such as product image which is beneficial to the companies (Hanaysha et al., 2014). Lastly, perceived innovation was also found to be significantly affecting corporate reputation in this study. This finding is supported by Ganesan & Sridhar (2016) that also found a strong relationship between perceived innovation and corporate reputation. When product, service or process innovation done continuously, the company will definitely satisfy the customer's needs instantly with unique and differentiated features, thus, influence their reputation indirectly (Yao et al., 2019).

This study found that product image positively affecting corporate reputation. Mallek (2016) confirmed the relationship between product image and corporate reputation. Another study found that product image significantly affecting corporate reputation (Andervazh et al., 2020). The customer might use the product image to evaluate the quality of the product (Konuk, 2018). Better image of the product will help the company to gain more awareness, thereby enhancing the customer's willingness to purchase (Chen & Fan, 2017). However, the hypothesis of product image affecting purchase intention was rejected in this study. This finding is contradicted to the study conducted by Ko et al. (2013). Haery et al. (2013) also confirmed the significant effect of the product image on the customer's purchase intention. According to Rahayu et al. (2018), the measurement for product image includes product feature, product design and product quality. The insignificant relationship between product image and purchase intention might be due to the knockoff products that have the same feature and design with the fast-fashion design, even with better quality and affordable price (Chaykowsky, 2012). Low cost of knockoff product has attracted much attention in the various industry, especially the fast fashion industry (Appel, Libai, Muller, 2018). As fast fashion design change and launch new designs quickly, customer's counterfeiting behaviour in the fast fashion product influenced (Miller, 2013).

Social responsibility found not significantly influencing the product image. Corporate image association influences the evaluation of consumer on the product offered by the company; however, corporate social responsibility is not included in the corporate image association (Gürhan-Canli & Batra, 2004). Furthermore, the image of the company of being concerned to environment or community generally does not impact its reputation of competence and therefore, expectations of overall quality (Keller & Swaminathan, 2020). Most of the time, consumer evaluate the product quality through individual product performance, not by the action done by the company in their corporate social responsibility. Nevertheless, social responsibility is significantly affecting a customer's purchase intention, which hypothesis is supported by Suki et al. (2016). The results from research done by Lee & Shin (2010) indicated that corporate social responsibility activities in the form of environmental contributions seemed to have little impact on the customer's purchasing behaviour due to the

lack of awareness of corporate environmental contributions. If consumers are aware of the implemented CSR initiatives by a company, then their purchase behaviour will be positively influenced (Zhang & Cui, 2019).

Similar to the findings on the study conducted by Gatti et al. (2012), corporate reputation was found to have a significant effect on purchase intention in this study. Andervazh et al. (2020) also confirmed the significant effect of corporate reputation on customer's purchase intention. This finding indicated that the importance of improving reputation could help the company to increase customer's intention to purchase. Positive reputations allow companies to enhance consumers' attitudes towards the company and its products that influence their purchasing decision (Jung & Seock, 2016).

Conclusion and Implications

Conclusion

This study provides an approach for fast fashion retailers to establish an effective marketing strategy by understanding corporate image that related to green marketing performance and perceived innovation to enhance customer's behavioural intention. The analysis results from this study showed that there were two hypotheses rejected. This research found that perceived innovation influences the customer's intention to purchase through company social responsibility and corporate reputation. However, the product image was found to be insignificantly influencing the customer's purchase intention. The findings are showing that Indonesian's perception of the product image is not really a benchmark for their purchase behaviour. Innovation is playing a significant role in company development in order to differentiate them from the competitor (Mutlu & Nazli, 2018). Moreover, the more innovation is perceived by the customer, the lesser is their switching costs and uncertainties, which could increase their purchase intention and future purchase intention (Bozbay & Yasin, 2008). When a company successfully and rapidly implements an innovation, it could increase the store's traffic and their selling opportunities (Arrigo, 2010).

Interesting results have been discovered from a theoretical perspective. This study researched the role of green marketing awareness, especially in the fast fashion sector. The green marketing that fast fashion companies do in Indonesia indirectly influencing customer's intention to purchase in the future through corporate image and social responsibility. Fast fashion products were found to be helpful for them to be trendy as part of socialising, and it fulfils their needs with their limited financial (Tohir, 2019). The biggest factor that drives the consumer to purchase the fast fashion products is corporate social responsibility. This result indicated that Indonesian consumers now are getting more aware and concerned towards the environment and sustainability, and at the same time, they also valued the innovation done by the companies. Therefore, companies should formulate a strategic approach that later will be perceived by customers that they are genuinely concerned about the environment and sustainability.

Implication

Three main managerial implications of this study are as follows; first, this study confirms that increasing green marketing awareness and perceived innovation affecting the

corporate image (corporate social responsibility, product image, corporate reputation) positively. If companies want to improve their corporate image, they need to implement the concepts of green marketing awareness and perceived innovation in their long-term strategic planning. The second implication is that this study provides an insight for retailers about the positive influence of corporate image in customer's purchase intention. Interestingly, the company image, primarily social responsibility is a critical predictor of purchase intention for a company which may lead to consumers having more trust toward the company and increases their purchase intention (Ko et al., 2013). Socially responsible, the "green atmosphere" should be implemented by retailers to maintain their existing corporate image or reputation by developing more eco- friendly lifestyle product lines and deliver the benefits of the eco-friendly product to the consumers, as green marketing can become a great way to differentiate and positioning nowadays (Ko et al., 2013; Rizwan et al., 2013). When customers experienced the right and good feature of the products, they will be satisfied and have a positive perception of the company and the product (Wangwiboolkij, 2011). Retailers must understand their product or service to satisfy their customer given that specific emotions may increase customer's purchase intentions, and they may perform repurchase intention in the future (Graciola et al., 2018).

Limitation

This study also has several limitations. There are opportunities for future researcher to get more insights into customer behaviour and more understanding of the green phenomenon since previous studies stated that companies nowadays are challenged to implement natural and environmental resources in their business processes to increase the awareness of green consumption and eco-friendly lifestyle (Haery et al., 2013). This research also added perceived innovation as the gap variable. Future research could try to deepen the research to find more about the influence of perceived innovation in shaping customer behaviour. Moreover, this research discovered contradict results from previous studies that found a significant relationship between product image and purchase intention (Haery et al., 2013; Ko et al., 2013). Future researches are recommended to deepen the research to discover more reasons on why the product image did not affect the purchase intention in Indonesia. Since this study only focused on the influence of purchase intention, future research could also try to test other variables that could affect the purchase intention such as perceived quality that found to be one of the drivers for customer repurchase intention in a study conducted by Ariffin et al. (2016). Customer satisfaction is also recommended for future researches since its positive influence in affecting customer repurchase intention (Suhaily & Soelasih, 2017).

It is important to remember that the current research is restricted to one region, Indonesia, precisely in greater Jakarta due to limited resources, and the minimal sample size is used in this study. Thus, follow-up studies can expand their sample size to nationwide or even in other countries in Asia for comparison and enhanced the study reliability and discover more possibilities for the results. Since this study only focused on the fast fashion industry, the results could be different if the respondent has experience in another industry, such as second-hand clothes industry. Second-hand clothing has been a current trend in Indonesia due to its affordable price related to the high demand for second branded fashion products

(Mubarak & Sanawiri, 2018; Salbiah & Virdhani, 2019). Thus, this study recommends future researcher to explore other industries to examine and verify the practicality of the conceptual framework used in this study. The researcher also suggests future research to use a different methodological approach, such as a qualitative approach with an in-depth interview to give a better understanding on the factors that taken into customer's consideration in buying fast fashion products among Indonesian. With regard, this study is hoped to provide a better understanding of future research on similar topics.

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