Research Horizon

ISSN: 2808-0696 (p), 2807-9531 (e)

Research Horizon
Volume: 06
Issue: 01
Year: 2026
Page: 183-196

Citation:
Wardana, D. S., & Fadhilla, H. N. (2026). Factors determining consumer purchase intention and willingness to pay of eco-fashion products. *Research Horizon*, *6*(1), 183-196.

Article History:
Received: December 27, 2025
Revised: February 12, 2026
Accepted: February 24, 2026
Online since: February 28, 2026

Factors Determining Consumer Purchase Intention and Willingness to Pay of Eco-Fashion Products

Dhimas Sadewa Wardana[1*], Hanifa Nur Fadhilla[1]

[1] Universitas Islam Indonesia, Yogyakarta, Indonesia

[*] *Corresponding author: Dhimas Sadewa Wardana (19311936@students.uii.ac.id)*

Abstract

The fashion industry involves the design, production, distribution, marketing, and sale of clothing for men, women, and children, including everyday wear. This study aims to examine the effects of environmental concerns and altruism on eco-fashion purchase intention, as well as the impact of purchase intention on E-WOM and willingness to pay premium prices, including the mediating role of E-WOM in the relationship between eco-fashion purchase intention and willingness to pay premium prices. The study employed a quantitative approach and involved 174 respondents from the Special Region of Yogyakarta who were familiar with environmentally friendly industries, particularly eco-fashion, selected using purposive sampling. This findings, environmental concern and altruism were found to have significant effects on eco-fashion purchase intention. Eco-fashion purchase intention, in turn, significantly influenced both Electronic Word of Mouth (E-WOM) and willingness to pay a premium price. E-WOM had a significant effect on willingness to pay a premium price. Both direct and indirect effects were identified, with the direct effects demonstrating a greater magnitude than the indirect effects. These results imply that strengthening environmental awareness and prosocial values can enhance consumers' willingness to support eco-fashion products at premium prices.

Keywords
Altruism, Eco-Fashion Purchase Intention, Environmental Concern, E-WOM, Premium Price, Willingness to Pay.

1. Introduction

The fashion industry encompasses the design, production, distribution, and marketing of apparel across various segments, including ready-to-wear, fast fashion, and luxury markets. As the industry continues to evolve, sustainability initiatives have become increasingly significant, with eco-fashion emerging as a strategic approach to mitigating environmental damage and promoting animal welfare. Designers are encouraged to adopt environmentally friendly materials in accordance with sustainable fashion standards (Jalil & Shaharuddin, 2020). Consumers' willingness to pay a premium for eco-friendly products is influenced by product quality, environmental awareness, and market conditions, underscoring the importance of effectively communicating sustainability efforts (Elmanadily & El-deeb, 2022). In Indonesia, Pijakbumi exemplifies this trend by producing recyclable footwear and fostering environmental and social responsibility through collaborative initiatives.

Electronic Word of Mouth (E-WOM) refers to consumer-generated information shared through social media, mobile communication, and the Internet, primarily directed at other consumers. As social media platforms provide strong social cues and higher credibility, managers should strategically utilize them to promote products and services (Abrar et al., 2021; Chandraa et al., 2024). Consumers are more likely to engage in E-WOM when they perceive a product as credible, and E-WOM significantly influences product evaluation and purchasing decisions, particularly for environmentally friendly products shaped by motivation and sustainability knowledge (Kumar et al., 2023). When marketing eco-friendly products at premium prices, firms must consider consumers' sustainability awareness and the role of E-WOM. Purchase intention toward eco-fashion is influenced by perceived value and fashion motivation, while social media and celebrity culture can encourage shifts toward sustainable consumption (Ali et al., 2020; Saepudin et al., 2023). Additionally, psychological factors such as motivation, perception, beliefs, and attitudes further shape purchase interest and sustainable buying behavior.

Empirical findings indicate that environmental awareness strengthens green purchasing behavior by increasing individuals' sense of responsibility and concern for ecological issues. Environmental concern reflects growing understanding of how human activities impact nature and the need to reduce environmental damage, including global warming, deforestation, plastic pollution, biodiversity loss, food waste, and air, water, and soil contamination (Alam et al., 2023). Environmental problems become critical when ecosystems are unable to recover from existing conditions, highlighting the importance of environmental protection efforts at individual, group, and governmental levels. In addition, altruistic beliefs significantly influence consumer behavior and intentions to purchase eco-friendly products, particularly sustainable fashion items (Ali et al., 2020). Individuals with stronger altruistic values are more likely to choose environmentally friendly packaging and clothing as part of efforts to reduce waste and protect the environment.

Levi's is recognized as a company that implements sustainable fashion through initiatives such as using recycled textiles, conserving water, and producing durable clothing. The company demonstrates its commitment to sustainability through product lines like Wellthread and Waterless, which apply water-saving techniques, recycled denim, and organic cotton materials. According to Fu and Liang (2019) and Hamzah and Tanwir (2021), these innovations were introduced about a decade ago to reduce water usage during the stonewashing and finishing processes of denim production. Although the brand's labor conditions and supply chain transparency have received mixed evaluations, Levi's remains a pioneer in promoting environmentally friendly practices and strengthening long-term relationships with

consumers. Environmental awareness plays an important role in encouraging green purchasing behavior by increasing individuals' responsibility toward ecological issues such as global warming, pollution, and biodiversity loss (Alam et al., 2023). This awareness shapes pro-environmental actions, including choosing sustainable products (Reimers et al., 2017; Cachero-Martínez, 2020; Hewei & Youngsook, 2022). Additionally, altruism influences eco-friendly purchasing intentions, as concern for society and nature motivates environmentally responsible consumption (Parashar et al., 2023; Vladomirova et al., 2023).

Despite the growing interest in eco-fashion and sustainable consumption, existing studies have mostly examined environmental concern and altruism separately, with limited attention to how these factors simultaneously shape eco-fashion purchase intention and subsequent consumer behaviors. In addition, research remains scarce in explaining how E-WOM functions as a mediating mechanism that links eco-fashion purchase intention to consumers' willingness to pay premium prices, particularly in the Indonesian context, where sustainable fashion brands are rapidly emerging. Therefore, this study aims to examine the effects of environmental concerns and altruism on eco-fashion purchase intention, as well as the impact of purchase intention on E-WOM and willingness to pay premium prices, including the mediating role of E-WOM in the relationship between eco-fashion purchase intention and willingness to pay premium prices.

2. Literature Review and Hypothesis Development

2.1. Environmental Concern, Altruism, and Eco-Fashion Purchase Intention

Eco-fashion, according to Arisal and Atalar (2016), focuses on generating positive outcomes for both society and the environment while reducing harmful ecological effects. This approach includes the adoption of biodegradable or recyclable materials as well as ethical and responsible production methods. Sustainable consumption within eco-fashion extends across the entire supply chain, highlighting environmentally sound practices from raw material sourcing through to distribution.

Environmental concern reflects consumers' awareness of ecological issues and their willingness to adopt sustainable behaviors. Consumers with higher environmental concern tend to prefer eco-friendly products and are more likely to engage in eco-fashion consumption, as such products align with their personal values and social responsibility (Hoque et al., 2024). Empirical studies show that ecological awareness directly influences consumers' intention to purchase sustainable fashion items, suggesting that environmental concern is a significant predictor of eco-fashion purchase intention (Hsu & Lin, 2016). Based on this evidence, it can be hypothesized that higher environmental concern positively affects consumers' willingness to purchase eco-friendly fashion products (Alamsyah & Ekasari, 2025).

Studies in consumer behavior and green marketing indicate that altruistic values are closely linked to consumers' intentions to buy eco-friendly clothing. Li et al. (2024) explain impure altruism as a combination of genuine concern for others and self-oriented emotional satisfaction, suggesting that both elements can encourage consumers to respond positively to eco-fashion advertising. Their research highlights how message orientation, interactivity, and the presence of beneficiaries can shape these motivations, positioning impure altruism as an important driver of eco-friendly clothing purchases. Previous findings suggest that altruism plays a meaningful role in increasing consumers' willingness to choose sustainable fashion products, as individuals with stronger altruistic tendencies are more likely to support environmentally responsible consumption.

H1: Environmental concern has a positive influence on eco-fashion purchase intention.
H2: Altruism has a positive influence on eco-fashion purchase intention.

2.2. Eco-Fashion Purchase Intention, E-WOM, and Willingness to Pay

Consumer behavior in sustainable fashion is increasingly influenced by environmental awareness and ethical considerations. Medini et al. (2022) found that eco-fashion purchase intention drives consumers' willingness to pay a premium, as environmentally conscious consumers prefer products that are recyclable or made from recycled materials. Similarly, Elmanadily and El-deeb (2022) emphasize that consumers' readiness to pay more is influenced by the value they perceive in a specific product. Prior research by Suh (2017) also supports that purchase intention significantly shapes consumers' acceptance of higher prices for sustainable fashion. Studies on eco-fashion consumers show that motivations for purchasing sustainable apparel not only influence consumers' sensitivity to price and willingness to pay, but also their engagement with digital product communication such as electronic word-of-mouth (eWOM) (Yoharis et al., 2025)

Based on these insights, this study hypothesizes that eco-fashion purchase intention positively influences both electronic word-of-mouth (E-WOM) and consumers' willingness to pay a premium price. Consumers motivated by eco-fashion are guided by ethical values and environmental awareness, which not only drives their purchase decisions but also encourages them to share product experiences online. Applying the Theory of Planned Behavior (TPB) alongside Value-Belief-Norm (VBN) and Norm Activation (NC) frameworks helps explain how these intentions translate into actions (He et al., 2024). Specifically, individuals with strong eco-fashion purchase intentions are more likely to engage in E-WOM, influencing others' perceptions of sustainable fashion, while simultaneously showing greater readiness to pay higher prices for products that align with their environmental values. This connection directly supports testing the proposed hypotheses and highlights the role of ethical and environmental concern in shaping consumer behavior in the eco-fashion market.

H3: Eco-fashion purchase intention has a positive influence on E-WOM.
H4: Eco-fashion purchase intention has a positive influence on willingness to pay a premium price.

2.3. E-WOM and Willingness to Pay

Electronic word-of-mouth (E-WOM) has emerged as a powerful factor influencing consumer evaluation, perceived value, and pricing perceptions across various goods and services. Prior studies demonstrate that online consumer reviews and digital recommendations significantly shape purchase decisions by reducing uncertainty and increasing product credibility. Positive E-WOM strengthens trust and enhances perceived product quality, which in turn increases consumers' Willingness To Pay (WTP) for higher prices. Research by Medini et al. (2022) highlights that online consumer communication functions as an influential informational source that guides purchasing behavior, while Wu et al. (2024) found that favorable online reviews directly improve product sales performance. In this context, E-WOM serves not only as information sharing but also as a persuasive mechanism that affects consumers' value judgments and pricing acceptance.

Furthermore, E-WOM influences WTP both directly and indirectly through psychological and branding mechanisms such as brand equity, brand identification, and emotional engagement. Consumers exposed to credible peer opinions are more likely to perceive premium-priced products as justified, thereby strengthening

purchase intention and price tolerance. Wu et al. (2024) emphasize that the diagnosticity and credibility of online reviews significantly enhance consumer confidence, leading to greater acceptance of premium pricing. Similarly, Elmanadily and El-deeb (2022) show that high-quality online reviews increase perceived usefulness and purchase likelihood. Consistent with these findings, Kim et al. (2016) conclude that positive E-WOM substantially affects premium pricing perceptions and consumers' willingness to pay, suggesting that marketers should strategically encourage positive digital interactions to enhance consumer value perception and pricing outcomes.

H5: E-WOM has a positive influence on willingness to pay premium prices.

2.4. The Effect of E-WOM as a Mediating Variable

The influence of electronic E-WOM, consumers' eco-fashion purchase intention and willingness to pay premium prices have received increasing attention in sustainable marketing research. Studies indicate that E-WOM plays a crucial mediating role by transforming purchase intention into actual economic commitment, particularly in environmentally conscious consumption contexts. Positive online discussions, recommendations, and shared experiences enhance consumer trust and strengthen perceived product value, thereby encouraging individuals to accept higher prices for sustainable products. Farzin et al. (2023) found that E-WOM significantly mediates the relationship between eco-fashion purchase intention and willingness to pay premium prices, suggesting that consumers rely heavily on peer-generated information when evaluating environmentally friendly fashion products. This finding aligns with prior research by Zhang et al. (2018), which demonstrates that online consumer reviews strongly influence brand attitudes and purchase decisions through increased credibility and social validation.

Furthermore, growing environmental awareness has contributed to consumers' readiness to financially support sustainable fashion initiatives. Evidence shows that environmentally responsible consumers often perceive eco-fashion products as delivering ethical, social, and environmental value beyond functional benefits. Research by Zhao et al. (2018), reveals that environmentally conscious consumers are more willing to pay higher prices for green products, while Mohiuddin et al. (2018) emphasize that social influence and sustainability messaging significantly enhance pro-environmental purchasing behavior. Supporting these findings, Farzin et al. (2023) report that some consumers are even willing to accept price increases exceeding 50% for eco-friendly fashion items. Collectively, these studies highlight that positive E-WOM not only shapes purchase intention but also strengthens consumers' justification for paying premium prices in sustainable fashion markets.

H6: E-WOM mediates the relationship between eco-fashion purchase intention and willingness to pay premium prices.

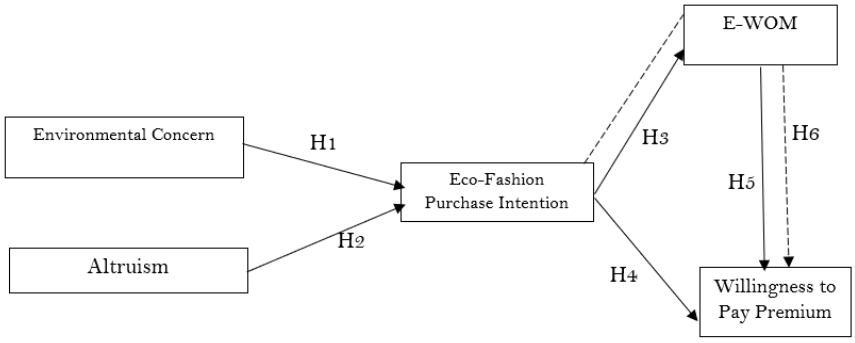

Figure 1. Conceptual Framework

Figure 1 illustrates a conceptual framework in which environmental concern and altruism influence eco-fashion purchase intention. This purchase intention then affects consumers' willingness to pay a premium for eco-fashion products. Electronic Word of Mouth (E-WOM) functions both as a direct predictor of willingness to pay a premium and as a mediating factor that strengthens the relationship between purchase intention and willingness to pay more, highlighting the role of personal values and online social influence in shaping premium payment behavior toward sustainable fashion products.

3. Methods

This study employs a quantitative research design with an explanatory approach aimed at empirically examining the relationships among variables based on the proposed hypotheses. The quantitative approach was selected because it enables systematic data processing through measurement, classification, and statistical testing of relationships among variables. The research focuses on analyzing the effects of environmental concern and altruism on eco-fashion purchase intention, as well as their impact on E-WOM and willingness to pay a premium price. This study adopts a cross-sectional design, as data were collected at a single point in time without repeated observations of the same respondents.

Data were collected using a structured questionnaire distributed online through Google Forms. The questionnaire was disseminated via social media platforms and word-of-mouth communication to reach respondents who met the research criteria. The research instrument consisted of closed-ended statements measured using a structured scale to obtain quantitative data suitable for statistical analysis. The sampling technique applied was purposive sampling, which involves selecting respondents based on specific considerations aligned with the research objectives, ensuring that only eligible participants were included in the study.

The population of this study comprised individuals residing in the Special Region of Yogyakarta who had knowledge of or familiarity with environmentally friendly industries, particularly sustainable fashion. The final sample consisted of respondents who met the established criteria and completed the questionnaire fully. A total of 174 respondents were included in the analysis, which is considered adequate for structural model analysis, as a sample size of approximately 200 respondents is generally sufficient to produce stable factor loadings of ±0.5 or higher (Hair et al., 2013). This sample size was expected to adequately represent the characteristics of the target population.

Data analysis was conducted using AMOS, a Structural Equation Modeling (SEM) software, which allows comprehensive testing of complex relationships among variables. The analysis began with data screening to ensure normality,

missing data treatment, and outlier detection. Next, the measurement model was evaluated to assess construct validity and reliability, including convergent validity through factor loadings (>0.70), and composite reliability (CR > 0.70). Discriminant validity was also examined to ensure constructs were distinct.

After confirming the measurement model, model fit indices were assessed, including χ^2/df, RMSEA, CFI, TLI, SRMR, and GFI, to determine the adequacy of the model in representing the data. Once the model fit was established, the structural model was tested for hypothesis testing, examining direct effects of independent variables on dependent variables and indirect effects through mediators. This process allowed estimation of the strength and significance of relationships among constructs, including mediation paths, ensuring that both direct and indirect relationships were systematically analyzed.

4. Results

Before proceeding to hypothesis testing, the measurement model was evaluated to ensure that all research constructs met the required standards of validity and reliability. The validity test was conducted by examining the outer loading values of each indicator to determine how well the indicators represented their respective latent variables. Meanwhile, reliability testing was performed using Cronbach's Alpha (CA) and Composite Reliability (CR) to assess the internal consistency of the measurement items. Constructs are considered valid when outer loading values exceed the acceptable threshold, and reliable when CA and CR values indicate satisfactory consistency. The results of the validity and reliability assessment for all variables included in this study are presented in Table 1.

Table 1. Validity & Reliability Test

Variable	Outer Loading	CA	CR
Environmental Concerns	0.72 – 0.84	0.821	0.873
Altruism	0.74 – 0.86	0.845	0.889
Eco-Fashion Purchase Intention	0.78 – 0.90	0.902	0.926
E-WOM	0.76 – 0.88	0.867	0.907
Willingness to Pay Premium Price	0.73 – 0.85	0.812	0.871

Table 1 presents the results of the validity and reliability assessment using the SEM-PLS approach. The outer loading values for all constructs range from 0.72 to 0.90, exceeding the recommended threshold of 0.70, which indicates that all indicators have satisfactory convergent validity.

Regarding internal consistency reliability, the Cronbach's Alpha (CA) values range from 0.812 to 0.902, while the Composite Reliability (CR) values range from 0.871 to 0.926. All of these values are above the acceptable cut-off of 0.70, confirming that each construct demonstrates good reliability. Eco-Fashion Purchase Intention shows the highest reliability level (CA = 0.902; CR = 0.926), followed by E-WOM (CA = 0.867; CR = 0.907). Environmental Concerns, Altruism, and Willingness to Pay Premium Price also meet the required reliability standards. These results indicate that the measurement model satisfies the criteria for validity and reliability and is suitable for further structural analysis.

Table 2. Measurement Model Fit

Fit Index	Value	Cut-off / Criteria	Result
Chi-Square (χ^2)	245.62	–	–
Degrees of Freedom (df)	126	–	–
χ^2 / df	1.95	< 3	Fit
RMSEA	0.056	< 0.08	Fit
CFI	0.932	≥ 0.90	Fit
TLI	0.918	≥ 0.90	Fit
SRMR	0.045	< 0.08	Fit
GFI	0.915	≥ 0.90	Fit

Based on the results presented in Table 2, the χ^2/df ratio of 1.95 is below the recommended threshold of 3, indicating an acceptable model fit. The RMSEA value of 0.056 and SRMR of 0.045 are both below 0.08, suggesting a small approximation error and good residual fit. The comparative fit indices, CFI (0.932) and TLI (0.918), exceed the minimum criterion of 0.90, while the Goodness of Fit Index (GFI = 0.915) also surpasses the 0.90 benchmark, reflecting that the model adequately explains the observed variance-covariance structure. These indices confirm that the structural model is suitable for testing the proposed hypotheses.

The SEM model in this study connecting the paths of the variables environmental concern, altruism, purchase intention, E-WOM, and willingness to pay is as shown in Figure 2.

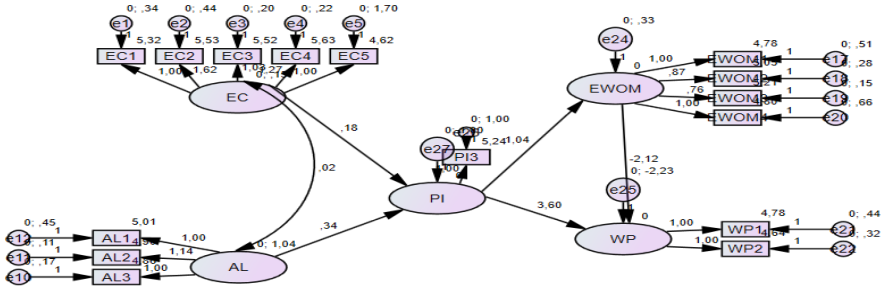

Figure 2. Structural Equation Model Test Results

The Chi-Square test (X2) was used to analyze the findings of the fit (similarity/suitability) test between the theoretical and empirical models, with a significance threshold of 0.05 or 5%. The table's findings from the research model's feasibility test for SEM analysis demonstrate that every goodness-of-fit criterion is acceptable. Additionally, the data shows that nearly every instruction in the model has reached the suggested value. Consequently, the final model that was created fits the data. The model is deemed satisfactory overall, and the parameter estimate will be examined next. The direct effect coefficient's magnitude following the overall study was determined by the model that was constructed. The result can be seen in Table 4:

Table 3. Hypothesis Testing Results

	Hypothesis	Coefficient	Significance	Test Results
H_1	Environmental concerns influence Eco-Fashion Purchase Intention	0.065	0.000	Significance
H_2	Altruism Influences Eco-Fashion Purchase Intention	0.329	0.000	Significance
H_3	Eco-Fashion Purchase Intention Influences E-WOM	0887	0.000	Significance
H_4	Eco-Fashion Purchase Intention Influences Willingness to Pay Premium Price	3.188	0.007	Significance
H_5	E-WOM influences Willingness to Pay Premium Price	2.210	0.045	Significance

Table 3 presents the results of hypothesis testing examining the relationships among the proposed variables. The findings indicate that all hypothesized relationships are statistically significant. Environmental concerns have a positive and significant effect on eco-fashion purchase intention (coefficient = 0.065; significance = 0.000), supporting H1. Although the coefficient value is relatively small, the significant result suggests that greater environmental concern contributes to a higher intention to purchase eco-fashion products.

Altruism shows a stronger positive influence on eco-fashion purchase intention (coefficient = 0.329; significance = 0.000), supporting H2. This indicates that individuals with higher altruistic values are more likely to develop intentions to buy sustainable fashion products. Furthermore, eco-fashion purchase intention has a very strong and significant effect on E-WOM (coefficient = 0.887; significance = 0.000), confirming H3. This suggests that consumers who intend to purchase eco-fashion are highly likely to share recommendations or experiences through electronic word-of-mouth.

In addition, eco-fashion purchase intention significantly influences willingness to pay a premium price (coefficient = 3.188; significance = 0.007), supporting H4. This finding implies that stronger purchase intentions lead to greater acceptance of higher prices for eco-friendly fashion products. Finally, E-WOM also has a significant positive effect on willingness to pay a premium price (coefficient = 2.210; significance = 0.045), confirming H5. These results demonstrate that both psychological factors (environmental concern and altruism) and behavioral factors (purchase intention and E-WOM) play important roles in increasing consumers' willingness to pay premium prices for eco-fashion products.

Table 4. Direct Effect and Indirect Effect

Variable	Direct Effect		Indirect Effect	
	E-WOM	Willingness to Pay	E-WOM	Willingness to Pay
Eco-Fashion Purchase Intention	0.887	3.188	0.000	-1.960

Table 4 presents the results of the direct and indirect effects analysis of eco-fashion purchase intention on E-WOM and willingness to pay a premium price. The findings show that eco-fashion purchase intention has a strong direct effect on E-WOM with a coefficient value of 0.887, indicating that higher consumer intention to purchase eco-fashion products significantly increases the likelihood of sharing experiences, recommendations, and opinions through electronic word-of-mouth. In addition, eco-fashion purchase intention also demonstrates a substantial direct effect on willingness to pay a premium price, with a coefficient value of 3.188, suggesting

that consumers with stronger purchase intentions are more willing to pay higher prices for environmentally friendly fashion products.

Regarding the indirect effect, eco-fashion purchase intention influences willingness to pay a premium price through E-WOM with a coefficient value of –1.960. This indicates that E-WOM functions as a mediating variable in the relationship between purchase intention and willingness to pay. However, the indirect effect is smaller in magnitude compared to the direct effect, implying that consumers' willingness to pay premium prices is influenced more strongly by their direct purchase intention rather than through the mediation of E-WOM. Overall, the results confirm the presence of both direct and mediated relationships within the proposed research model.

5. Discussion

The findings of this study indicate that environmental concern plays a critical role in shaping consumers' intentions to purchase eco-fashion products. Individuals with heightened environmental awareness tend to prefer products that are environmentally friendly and sustainably produced. This result reinforces the notion that eco-fashion consumption is influenced not only by fashion trends but also by consumers' values and beliefs regarding sustainability. The concept of eco-fashion, which emphasizes the use of environmentally responsible materials and production processes, as discussed by Arisal and Atalar (2016), suggests that sustainability orientation enhances the perceived attractiveness of products. These findings align with previous studies indicating that environmental awareness significantly contributes to green purchasing intentions (Hsu & Lin, 2016).

In addition, altruism emerged as a significant psychological factor influencing eco-fashion purchase intentions. Consumers with high social and environmental concern are more likely to consider the societal and ecological impact of their consumption choices. This supports the notion of impure altruism proposed by Song and Kim (2019), which posits that eco-friendly consumption is driven by a combination of genuine concern for others and personal emotional satisfaction. Prior research has also demonstrated that altruistic values enhance consumers' likelihood of supporting sustainable products as a form of social and environmental contribution (Wan et al., 2020). Thus, eco-fashion is not merely a lifestyle choice but also a reflection of ethical and moral responsibility.

The findings indicate that eco-fashion purchase intention significantly influences electronic E-WOM, suggesting that consumers who intend to buy sustainable fashion are more likely to share their experiences and recommendations through digital platforms. This aligns with previous research showing that purchase intention can drive online consumer advocacy, as individuals with strong product engagement are motivated to communicate their choices to peers (Farzin et al., 2023). Such behavior not only amplifies product visibility but also reinforces social trust in eco-friendly brands, highlighting the interactive role of intention and digital communication in promoting sustainable consumption.

The study further found that eco-fashion purchase intentions positively influence consumers' willingness to pay premium prices. Consumers with stronger purchase intentions perceive environmentally friendly products as having additional value, encompassing quality, ethical production, and social impact. These findings are consistent with previous research indicating that purchase intention is a key determinant of willingness to pay premium prices (Suh, 2017; Elmanadily & El-deeb, 2022). Factors such as product design and perceived value further reinforce this relationship (Park et al., 2022), demonstrating that the success of eco-fashion depends not only on sustainability messaging but also on the tangible benefits perceived by consumers.

Moreover, electronic E-WOM was shown to play a critical role in enhancing willingness to pay premium prices. Digital sharing of consumer experiences builds trust and strengthens positive perceptions of eco-fashion products. This finding is supported by studies indicating that E-WOM can shape consumer behavioral responses both directly and indirectly through brand equity and brand identity (Farzin et al., 2023).

Thus, the study illustrates an interconnected mechanism in which environmental concern, altruism, eco-fashion purchase intentions, and E-WOM collectively influence consumers' willingness to pay premium prices. The mediating role of E-WOM demonstrates that purchase intentions are reinforced through social digital interactions. These findings align with the Theory of Planned Behavior, which positions behavioral intention as a primary predictor of actual behavior and the ValuE-Belief-Norm framework, which emphasizes the influence of personal values and environmental beliefs on sustainable consumption behavior (Medini et al., 2022). Consequently, eco-fashion consumption can be understood as the outcome of cognitive, emotional, and social factors that shape contemporary consumer decision-making.

6. Conclusion

This study demonstrates that environmental concerns, altruism, and eco-fashion purchase intention significantly influence consumers' willingness to pay premium prices and engage in electronic E-WOM. Specifically, environmentally aware and altruistic consumers are more likely to develop intentions to purchase eco-fashion, which in turn drives their E-WOM behavior and readiness to pay higher prices for sustainable products. These findings emphasize the importance of integrating eco-conscious messaging and promoting social responsibility to foster both consumer advocacy and willingness to invest in premium, environmentally friendly fashion. The study also highlights that E-WOM acts as a crucial mediating mechanism, enhancing the relationship between purchase intention and willingness to pay, reinforcing the role of digital platforms in shaping sustainable consumption behaviors.

The study has several practical and theoretical implications. Marketers and brands can leverage these insights by designing campaigns that emphasize environmental and social benefits while encouraging online sharing to boost engagement and perceived value. However, limitations include the reliance on self-reported data and the focus on a single regional context, which may affect generalizability. Future research could explore cross-cultural comparisons, incorporate longitudinal designs to examine behavioral consistency over time, and investigate other mediating factors such as social influence or brand trust. Expanding the scope to include different sustainable product categories could further enrich understanding of eco-consumer behavior in diverse contexts.

References

Abrar, M., Sibtain, M. M., & Shabbir, R. (2021). Understanding purchase intention towards eco-friendly clothing for generation Y & Z. *Cogent Business and Management*, *8*(1), 34-44.

Alam, M. N., Ogiemwonyi, O., Alshareef, R., Alsolamy, M., Mat, N., & Azizan, N. A. (2023). Do social media influence altruistic and egoistic motivation and green purchase intention towards green products? An experimental investigation. *Cleaner Engineering and Technology*, *15*(8), 169-177.

Alamsyah, S. A. J., & Ekasari, A. (2025). Anteseden dan konsekuensi purchase intention pada produk eco fashion. *Manajemen dan Bisnis*, *7*(1), 34-46.

Ali, F., Ashfaq, M., Begum, S., & Ali, A. (2020). How "green" thinking and altruism translate into purchasing intentions for electronics products: The intrinsic-extrinsic motivation mechanism. *Sustainable Production and Consumption*, *24*(2), 281–291.

Arısal, İ., & Atalar, T. (2016). The exploring relationships between environmental concern, collectivism and ecological purchase intention. *Procedia - Social and Behavioral Sciences*, *235*(10), 514–521.

Cachero-Martínez, S. (2020). Consumer behaviour towards organic products: The moderating role of environmental concern. *Journal of Risk and Financial Management*, *13*(12), 1234-1243.

Chandraa, M., Sukmaningsih, D. W., & Sriwardiningsih, E. (2024). The impact of live streaming on purchase intention in social commerce in Indonesia. *Procedia Computer Science*, *234*(9), 987–995.

Chen, M., & Zhang, W. H. (2021). Purchase intention for hydrogen automobile among Chinese citizens: The influence of environmental concern and perceived social value. *International Journal of Hydrogen Energy*, *46*(34), 18000–18010.

Elmanadily, D., & El-deeb, S. (2022). A study on consumers' purchase intentions and willingness to pay more towards eco-fashion clothes. *South Asian Journal of Management*, *29*(3), 161–190.

Farzin, M., Shababi, H., Shirchi Sasi, G., Sadeghi, M., & Makvandi, R. (2023). The determinants of eco-fashion purchase intention and willingness to pay. *Spanish Journal of Marketing - ESIC*, *27*(3), 348–366.

Fu, W., & Liang, C. B. (2019). How millennials' personality traits influence their eco-fashion purchase behavior. *Athens Journal of Business & Economics*, *5*(3), 207–220.

Hamzah, M. I., & Tanwir, N. S. (2021). Do pro-environmental factors lead to purchase intention of hybrid vehicles? The moderating effects of environmental knowledge. *Journal of Cleaner Production*, *27(*9), 900-910.

Hartmann, P., & Apaolaza-Ibáñez, V. (2012). Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern. *Journal of Business Research*, *65*(9), 1254–1263.

He, Y., Sun, Y., Zhao, Z., Chen, M., Waygood, E. O. D., & Shu, Y. (2024). Impact of social-psychological factors on low-carbon travel intention: Merging theory of planned behavior and value-belief-norm theory. *Heliyon*, *10*(6), 65-74.

Hewei, T., & Youngsook, L. (2022). Factors affecting continuous purchase intention of fashion products on social E-commerce: SOR model and the mediating effect. *Entertainment Computing*, *41*(11), 1474-1485.

Hoque, M. Z., Chowdhury, N. J., Hossain, A. A., & Tabassum, T. (2024). Social and facilitating influences in fintech user intention and the fintech gender gap. *Heliyon*, *10*(1), 57-67.

Hsu, C. L., & Lin, J. C. C. (2016). Effect of perceived value and social influences on mobile app stickiness and in-app purchase intention. *Technological Forecasting and Social Change*, *108*(1), 42–53.

Jalil, M. H., & Shaharuddin, S. S. (2019). Consumer purchase behavior of eco-fashion clothes as a trend to reduce clothing waste. *International Journal of Innovative Technology and Exploring Engineering*, *8*(12), 4224–4233.

Kalesaran, C. J. J., Mangantar, M., Gunawan, E. M., & Joy, C. (2022). The effect of social influence and product attributes on customer purchase intention: A study of second-hand clothes in Manado. *Jurnal EMBA*, *10*(3), 237–245.

Kumar, S., Prakash, G., Gupta, B., & Cappiello, G. (2023). How E-WOM influences consumers' purchase intention towards private label brands on E-commerce platforms: Investigation through IAM and ELM models. *Technological Forecasting and Social Change*, *187*(12), 1219-1229.

Li, N., Xuan, C., & Chen, R. (2024). Different roles of two kinds of digital coexistence: The impact of social presence on consumers' purchase intention in the live streaming shopping context. *Journal of Retailing and Consumer Services*, *80*(8), 890-901.

Mendini, M., Peter, P. C., & Maione, S. (2022). The potential positive effects of time spent on Instagram on consumers' gratitude, altruism, and willingness to donate. *Journal of Business Research*, *143*(1), 16–26.

Mohiuddin, M., Al Mamun, A., Syed, F. A., Masud, M. M., & Su, Z. (2018). Environmental knowledge, awareness, and business school students' intentions to purchase green vehicles in emerging countries. *Sustainability*, *10*(5), 501-514.

Parashar, S., Singh, S., & Sood, G. (2023). Examining the role of health consciousness, environmental awareness and intention on purchase of organic food: A moderated model of attitude. *Journal of Cleaner Production*, *386*(12), 135-153.

Park, C. Y., Lee, S. J., Lee, C. K., & Reisinger, Y. (2022). Volunteer tourists' environmentally friendly behavior and support for sustainable tourism development using ValuE-Belief-Norm theory: Moderating role of altruism. *Journal of Destination Marketing and Management*, *25*(12), 712-723.

Reimers, V., Magnuson, B., & Chao, F. (2017). Happiness, altruism and the Prius effect: How do they influence consumer attitudes towards environmentally responsible clothing? *Journal of Fashion Marketing and Management*, *21*(1), 115–132.

Saepudin, D., Shojaei, A. S., Barbosa, B., & Pedrosa, I. (2023). Intention to purchase eco-friendly handcrafted fashion products for gifting and personal use: A comparison of national and foreign consumers. *Behavioral Sciences*, *13*(2), 210-222.

Suh, T. (2017). Exhibited trust and excessive knowledge specificity: A competitive altruism hypothesis. *Industrial Marketing Management*, *62*(1), 51–60.

Vladimirova, K., Henninger, C. E., Alosaimi, S. I., Brydges, T., Choopani, H., Hanlon, M., Iran, S., McCormick, H., & Zhou, S. (2023). Exploring the influence of social media on sustainable fashion consumption: A systematic literature review and future research agenda. *Journal of Global Fashion Marketing*, *1*(1), 1–22.

Wan, X., Jiang, B., Li, Q., & Hou, X. (2020). Dual-channel environmental hotel supply chain network equilibrium decision under altruism preference and demand uncertainty. *Journal of Cleaner Production*, *27*(1), 95-103.

Wu, S., Hu, Z., Li, Y., & Yuan, Y. (2024). How brand familiarity affects green product purchase intention: The moderating role of streamers' environmental knowledge. *Technology in Society*, *77*(4), 572-586.

Yoharis, B., Rahel, K., & Lusianah, L. (2025). Factors influencing green purchase intention in fashion: Environmental knowledge, green marketing, social influence, and eWOM. *Edelweiss Applied Science and Technology*, *9*(8), 1652-1670.

Zhang, B., Fu, Z., Huang, J., Wang, J., Xu, S., & Zhang, L. (2018). Consumers' perceptions, purchase intention, and willingness to pay a premium price for safe vegetables: A case study of Beijing, China. *Journal of Cleaner Production*, *19*(7), 1498–1507.

Zhao, R., Geng, Y., Liu, Y., Tao, X., & Xue, B. (2018). Consumers' perception, purchase intention, and willingness to pay for carbon-labeled products: A case study of Chengdu in China. *Journal of Cleaner Production*, *17*(1), 1664–1671.

Acknowledgment
We gratefully acknowledge the contributions of individuals who supported the completion of this article.

Funding Information
This research did not receive any funding.

Conflict of Interest Statement
The authors declare that there is no conflict of interest.

Ethical Approval and Originality Statement
Ethical approval was obtained for this study. The manuscript represents original work and has not been previously published, nor is it under consideration by another journal.

Data Disclosure Statement
The data that support the findings of this study are available from the corresponding author upon reasonable request.