



Evaluating Indonesian Consumer perceptions of H&M's Eco-Friendly campaign: The mediating role of perceived quality

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ABSTRACT

The growing number of green products has sparked academic and practical interest in the perceived value of green products. Because of the growing number of people concerned about environmental issues, green perceived value plays an important role in brand attitude. However, green perceived value cannot be a single variable that explains brand attitude, since consumers in developing countries are inconsistent in their purchase of green products. There must be another variable. This study aims to explore the effects of green perceived value and brand prestige on brand attitude, with perceived quality as a mediator. This study uses a survey method with 200 samples across Jakarta, Bandung, Yogyakarta, and Surabaya. To test the hypothesis, this study uses Smart PLS to obtain the results. The finding is that perceived quality plays an important role in shaping brand attitude. Perceived quality could also fully mediate the relationship between green perceived value and brand prestige toward brand attitude. The contribution of this research is to remind companies to improve their marketing communications to develop perceived quality.

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1. Introduction

The growth in the number of ecofriendly products is increasing day by day. Until 2018, Indonesia has around 184 ecofriendly products when compared to 2013 where there were only 5 products (Rizatya, 2021). This means that from 2013 to 2018 there was a growth in the number of ecofriendly products of approximately 37 times. It shows that there is a positive trend in the ecofriendly product industry.

This is supported by the fact that consumers in Indonesia and globally are starting to show interest in sustainable products that are environmentally friendly. Data shows that as many as 55-56% of consumers in the world are willing to pay more money for ecofriendly products (Borah et al., 2023; Gahlot Sarkar et al., 2019). Specifically, in America since 2013, it has been seen that as many as 71% of consumers will buy products considering environmental issues (He et al., 2024; Zhang et al., 2024). Meanwhile, in Indonesia, according to Nariswari (2022), consumers who consider environmental issues in shopping have increased by 112%. One of the most demanded eco-friendly products in Indonesia itself is fashion products. Fashion products rank third as the



most purchased environmentally friendly products with a percentage of 37.4% (Jayani, 2021). Meanwhile, the other products are like food products (56.7%), household products (47.8%), and health and cosmetics (30.6%) (Jayani, 2021).

As a fashion product, H&M has issued a campaign as a manufacturer that produces ecofriendly fashion. It was recorded that in 2010 H&M released a fashion product using ecofriendly materials called the "Conscious Collection" (Khan et al., 2022). Strengthening its sustainability campaign, in 2013 H&M became the first fashion manufacturer to transparently publish its supplier list online (Badhwar et al., 2024; Jia et al., 2024; Varley et al., 2024). With this information, H&M hoped that their consumers can find out the origin of the materials to make the fashion products they will buy.

The term "ecofriendly" product is also could be replaced by "green" which can be described as activities that are good for environment (Woo & Kim, 2019). The increasing green products has resulted in academic and practical interest in green perceived value (GPV) of products (Woo & Kim, 2019). Because the increasing of people who concern about environment issue, makes green perceived value plays important role.

In one hand, prior study mentioned that green perceived value can influence consumers attitude toward the brand or brand attitude (Woo & Kim, 2019). Brand attitude itself has an important role on the intention of one's behavior in relation to purchase the product (Rimadiaz et al., 2022). But on the other hand, green perceived value could not be a single factor which can influence brand attitude. Another study also mentioned that actually consumers are inconsistent to buy green product, especially in developing countries (Sharma et al., 2025).

Therefore, there must be another variable which can influence brand attitude. Aker mentioned that brand attitude also could be influenced by perceived quality Lee & Workman (2021) Perceived quality itself could be influenced by another variable, such as eco- label product (Alamsyah et al., 2021). Beside that, this study also use brand prestige as second independent variable. The use of brand prestige is because because H&M sets its product's price to middle up class and students (Wardhani et al., 2015). Hwang & Lee (2019) alsostated that brand prestige will enhance perceived quality. This study aims to evaluate the attitude of Generation Z (Gen-Z) in Indonesia toward H&M with green perceived value and prestige as independenet variabels and perceived quality as mediating variable.

Gen-Z is a population born in 1997-2012 (Dreyer & Stojanová, 2023). Selecting Gen-Z for this research was because this generation is said to dominate the demographic in Indonesia with a percentage of 27.94% (Li et al., 2024). This means that this population is the largest market in Indonesia compared to other generations. In addition, First Insight Valendia & Purwanegara (2022) also mentions that Gen-Z is very fond of green products. Gen-Z also expects various product brands to think about sustainability issues (Gomes et al., 2023). Another reason for selecting Gen-Z was because according to Perbawaningsih et al. (2022) this shows that because Gen-Z is considered to have an interest in fashion.

2. Method

This study uses an explanatory quantitative research type, because it explains the influence between variables. The type of quantitative research according to Kriyantono in Amali et al. (2024) is a type of research that is used to find causal relationships between variables. In addition, it is also used to analyze data obtained from statistical calculations (Amali et al., 2024). Meanwhile, the method used in this study is the survey method. A survey is a method for determining the relationship between variables and making generalizations about the population being studied (Muchlis, 2023).

Table 1. Operational Table

Variable	Source	Dimension	Scale Likert (strongly disagree: 1 – strongly agree: 4)
Green Perceived Value	(Woo & Kim, 2019)	Green Social Value	1 - 4
		Green Functional Value	1 - 4
		Green Emotional Value	1 - 4
Brand Prestige	(Nayeem et al., 2019)	The brand is prestigious	1 - 4
		The brand has high status	1 - 4
		The Brand is very upscale	1 - 4
		The brand is of high quality	1 - 4
Perceived Quality	(Nayeem et al., 2019)	The brand performs better than another brand	1 - 4
		The brand is very reliable in terms of its quality	1 - 4
		The brand offers excellent features as compared to other brands	1 - 4
Brand Attitude	(Nayeem et al., 2019)	The brand is desirable	1 - 4
		The brand is very attractive I like the brand	1 - 4

As seen in Table 1, the data collected through questionnaire which was shared online in google form. The questionnaire uses Likert with scale 1-4. The population of this study itself is generation Z in Indonesia. The sample of this study is Generation Z who are in 4 major cities in Indonesia (Jakarta, Surabaya, Bandung, and Yogyakarta), totaling 200 people, each city totaling 50 people using purpose sampling technique. Respondents were male/female, aged between 18-23 years. Respondents are university students in 4 major cities in Indonesia (Jakarta, Surabaya, Bandung, and Yogyakarta). The respondents are the user of H&M brand products. All participants in this study, had been informed about the study's objectives and gave voluntary informed consent through google form. their confidentiality is guaranteed and no information that can personally identify them is collected.

This study used Smart PLS software to data analysis. PLS-SEM was employed to examine about measurement and structural models. The using of PLS-SEM was because this technique is able to handle non-normal data distributions, model complexity, and multicollinearity issues, especially in studies with modest sample sizes (Junior et al., 2021). The reliability and validity of constructs were assessed through composite reliability, average variance extracted (AVE), and Cronbach's alpha. The structural model was then analyzed to evaluate path coefficients, R² values, and predictive relevance (Ghozali & Latan, 2015).

3. Result and Discussion

Outer Model: Validity and Reliability Test

Table 2. AVE & Cronbach's Alpha Value

Variable	AVE	Cronbach's Alpha
Green Perceive Value	0.70	0.91
Brand Prestige	0.74	0.82
Perceived Quality	0.83	0.89
Brand Attitude	0.76	0.84

The validity test in the SmartPLS 3.0 data analysis program involves examining the loading factor value and Average Variance Extract (AVE) in the tested outer model using the PLS Algorithm. The data is considered valid if the loading factor value exceeds 0.70 and the AVE value exceeds 0.50 (Ghozali & Latan, 2015). In this research, each indicator's loading factor value surpassed 0.70 and the AVE values for the variables exceeded 0.50 (Table 2) without removing any invalid indicators. Meanwhile, for reliability testing, Cronbach's Alpha value must be greater than 0.60 Ghozali & Latan, (2015) and in this research, the Cronbach's Alpha values for each variable were greater than 0.60 (Table 3).

Outer Model: Measurement Model

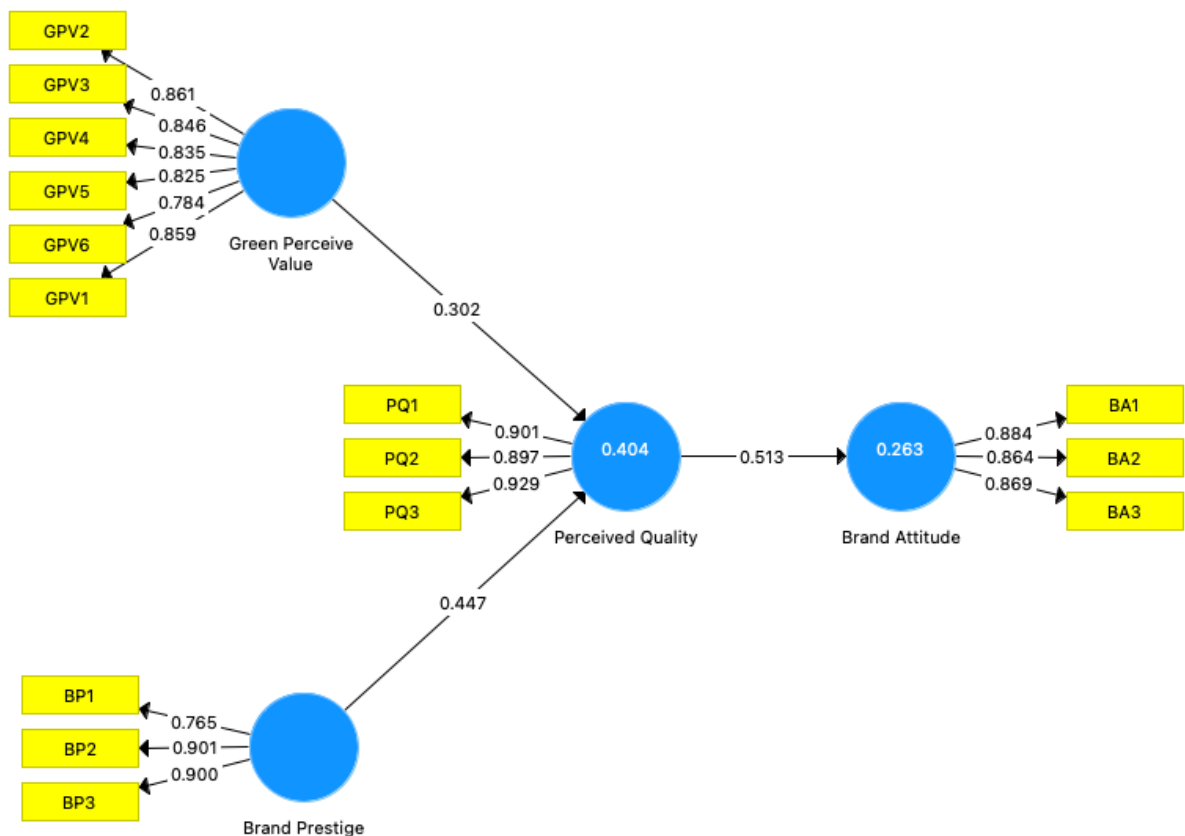


Fig. 1. Outer Model

The R-square value in the outer model measures the extent to which the independent constructs explain the dependent construct, reflecting the model's predictive power. The threshold values for assessing model strength are 0.75 for the strong model, 0.50 for the moderate model, and 0.25 for the weak model (Junior et al., 2021). Based on the outer model test in Fig. 1, the R-square value for brand attitude is 0.263, indicating that the model is classified as weak. This suggests that the two independent variables and the mediating variables in this study have a limited influence on consumer brand attitude, explaining only 26.3% of its variance. The remaining 73.7% indicates that other factors outside the research model contribute to shaping consumer brand attitude. Additionally, when examined separately, green perceived value and brand prestige collectively influence consumer perceived quality with an R-square value of 0.404 (40.4%). This influence is also considered weak, suggesting that other variables may play a more significant role in determining consumer perceived quality.

Table 3. f^2 effect

Predictor → Dependent Variable	f^2 Value
Perceived Quality → Brand Attitude	0.357
Brand Prestige → Perceived Quality	0.276
Green Perceived Value → Perceived Quality	0.126

The f^2 effect size analysis reveals that Perceived Quality has a large effect on Brand Attitude (0.357), signifying that perceived quality plays a dominant role in shaping brand attitude. Meanwhile, Brand Prestige demonstrates a medium-to-large effect on Perceived Quality (0.276), indicating that brand prestige substantially influences how consumers perceive about the quality of the brand. In contrast, Green Perceived Value exhibits a small-to-medium effect on Perceived Quality (0.126), implying that perceptions of environmental value contribute modestly to enhancing brand's quality. Collectively, these results highlight that perceived quality serves as the strongest determinant of brand attitude, while brand prestige plays a significant but slightly lesser role in forming positive perceptions of brand's quality.

Inner Model: Hypothesis Test

Hypothesis testing in the inner model can be conducted using the bootstrap sampling method. In SmartPLS, the bootstrap technique helps minimize potential interference with research data, ensuring more robust results. Unlike traditional statistical methods, the Partial Least Squares (PLS) approach allows for freely distributed data without requiring a normal distribution assumption (Ghozali & Latan, 2015). The significance of the parameters is assessed using the t-statistic test. To confirm statistical significance, the t-value must exceed the critical threshold of 1.972 for a sample size of 200.

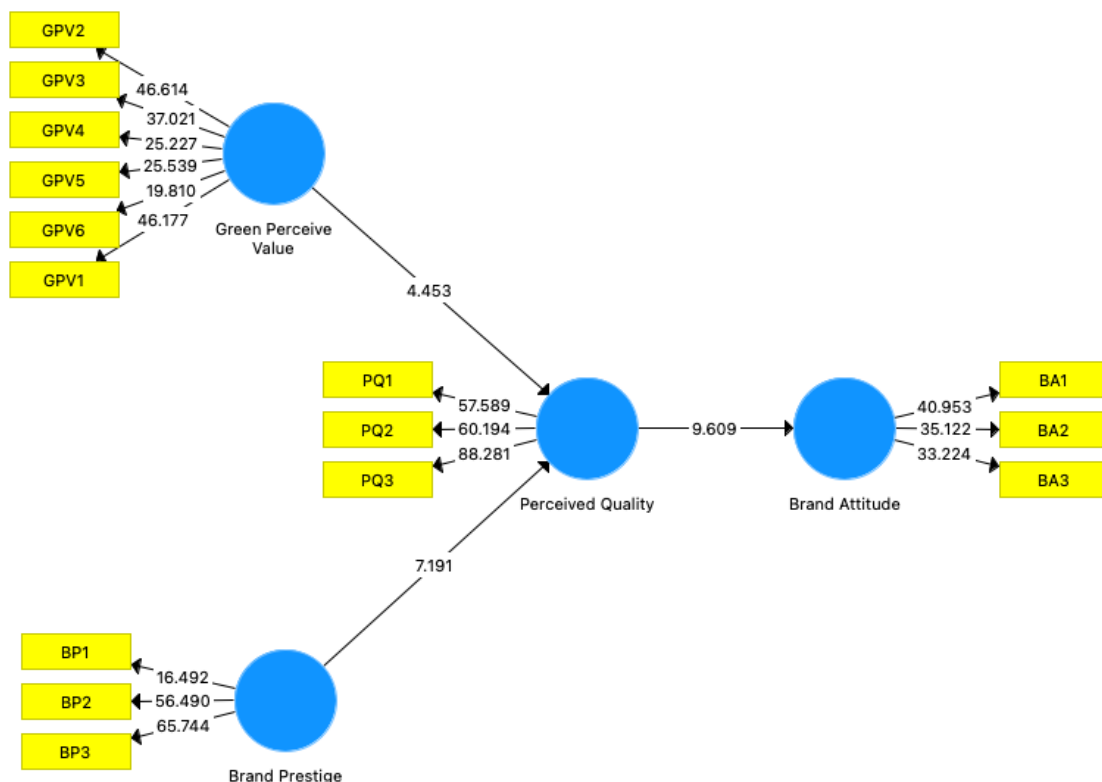


Fig. 2. Inner Model

Based on Table 2 and Fig. 2, both the independent and moderating variables have a significant influence, as indicated by the t-statistics exceeding the critical t-table value of 1.972 and a p-value of less than 0.050 (5%). This significance applies to both direct and indirect effects, confirming that the three main hypotheses developed in this study are accepted. These findings suggest that the proposed model aligns well with the hypothesis testing criteria, indicating a good model fit (Ghozali & Latan, 2015). Furthermore, as shown in Table 4, the independent variables have positive original sample values (O), meaning that an increase in green perceived value and brand prestige leads to a higher perceived quality of H&M products. In turn, higher perceived quality enhances brand attitude among H&M consumers.

Table 4. Path Coefficients

	O	M	Std. Error	T-Statistic	P-Value
<i>Direct Effect</i>					
GPV → PQ	0.302	0.308	0.068	4.453	0.000
BP → PQ	0.447	0.443	0.062	7.191	0.000
PQ → BA	0.513	0.513	0.053	9.609	0.000
<i>Indirect Effect</i>					
GPV → PQ → BA	0.155	0.159	0.042	3.661	0.000
BP → PQ → BA	0.229	0.227	0.036	6.363	0.000

SOURCE: PLS BOOTSTRAPPING OUTPUT, 2024

Overall, this study's results align with expectancy–value approach, an approach about attitude. In this approach, attitude is seen as a combination of what people believe and expect. Perloff (1993) explained that beliefs are when people believe that an object has certain attributes, and expectation is an evaluation about these attributes. In one hand in this research, green perceived value and brand prestige could be seen as beliefs that H&M has attributes which are green and prestige. On the other hand, perceived quality is an evaluation that H&M has a good or bad quality. Meanwhile, brand attitude is the attitude itself.

This research found that in one hand green perceived value impacts perceived quality, which relevant with expectancy–value approach that belief has impact on attitude. On the other hand, brand prestige impacts perceived quality which is also relevant with this approach that evaluation has an impact on attitude (Perloff, 1993). Perceive quality itself also impacts brand attitude as Nayeem et al. (2019) mentioned that brand attitude was significantly related to perceived quality. The findings of this study further confirm that perceived quality serves as a mediating factor in the relationship between green perceived value, brand prestige, and brand attitude. Perceived quality plays a crucial role in shaping consumer acceptance of a brand. When consumers perceive a product as high-quality, they are more likely to develop positive attitudes and behaviors toward the brand (Naseem et al., 2015; Nuzula & Wahyudi, 2022). Moreover, perceived quality gives consumers a compelling reason to choose a brand, as it is a key differentiator among competing brands Aghdaie et al. (2012) Perception itself is an evaluative cognitive process that reflects an individual's attitudes, beliefs, values, and expectations. Shaping how they interpret a brand and its attributes (Mulyana, 2017). Thus, fostering a strong perception of quality is essential for enhancing brand attitude and consumer loyalty.

Furthermore, calculations must be performed using the Sobel formula to determine the nature of the mediating variable. Mediation is classified as full when the independent variable's effect on the dependent variable becomes insignificant after controlling for the mediating variable. Conversely, mediation is considered partial if the independent variable still significantly affects the dependent variable even when the mediating variable is included in the model (Nitzl et al., 2016).

The Sobel Test is conducted by inputting the original sample and standard error values of both the direct and indirect effects into the path coefficient of green perceived value and brand prestige while controlling perceived quality. This calculation can be performed using the Online Sobel Test Calculator available at <http://quantpsy.org/sobel/sobel.htm>.

Table 5. Sobel Test Calculation

Perceived Quality Control	Std. Error	T-Statistic	P-Value
GPV → BA	1.303	0.036	0.971
BP → BA	3.286	0.031	0.975

SOURCE: SOBEL TEST RESULTS, 2024

By comparing the t-table value of 1.972 with the t-statistics in [Table 5](#) and analyzing the significance value of the Sobel test, it can be concluded that perceived quality fully mediates the relationship between green perceived value and brand prestige on brand attitude. This finding highlights the crucial role of perceived quality in shaping consumers' perceptions of a brand, without high perceived quality, the positive effects of green perceived value and brand prestige on brand attitude would be diminished. Brand attitude reflects consumers' overall evaluation of a brand, influencing their responses based on their perception of its quality, whether it's positive or negative. A strong brand attitude plays a key role in the decision-making process, as consumers' associations with a brand significantly impact their success. Since brands reflect consumer attitudes, fostering a positive perception of quality is essential for building a strong and favorable brand image ([Ansary & Hashim, 2018](#)).

Overall, this study highlights the interconnected relationships between green perceived value, brand prestige, perceived quality, and brand attitude. Specifically, both green perceived value and brand prestige positively influence perceived quality, which, in turn, significantly affects brand attitude. In recent years, sustainability has become a key factor in consumer decision-making, particularly in industries such as fashion, where fast fashion brands have been criticized for their environmental impact ([Papadopoulou et al., 2022](#); [Pereira et al., 2021](#)). When consumers perceive that a brand is genuinely committed to sustainability, they are more likely to develop positive attitudes toward the brand. However, this effect is not direct, where perceived quality is crucial in reinforcing the impact of green perceived value on brand attitude.

This result is consistent with the prior study which mentioned that brand with eco-friendly label can influence the perceived quality ([Alamsyah et al., 2021](#)). It means that, the more consumers perceived the brand is green, the more they think the quality of the brand is good. But, the fact is, that the influence of the green perceived value is small to perceived quality. It is also consistent with the study who mentioned that consumers in developing country are still inconsistent to buy green product ([Sharma et al., 2025](#)).

Furthermore, perceived quality acts as a mediator by translating green perceived value into tangible benefits that consumers recognize. Consumers may appreciate a brand's sustainability efforts, but if the perceived quality of the products does not meet expectations, their overall brand attitude may not improve ([Choi & Li, 2015](#); [Pereira et al., 2021](#)). This suggests that sustainability alone is not enough to enhance brand attitude; brands must ensure that their eco-friendly initiatives do not compromise product quality.

Brand prestige, defined as the perception of a brand's high status and exclusivity, also plays a crucial role in shaping consumer attitudes ([Kapferer & Laurent, 2016](#)). A prestigious brand is often associated with superior craftsmanship, innovation, and a strong reputation, all of which contribute to higher perceived quality. Consumers are more likely to develop a positive brand attitude when

they perceive a brand as prestigious, as it aligns with their desire for status, self-expression, and social distinction (Kapferer & Laurent, 2016).

However, similar to green perceived value, the impact of brand prestige on brand attitude is mediated by perceived quality. High product quality must reinforce a brand's prestigious image to maintain consumer trust and loyalty. If consumers perceive a prestigious brand to have subpar quality, their overall brand attitude may decline despite its strong reputation. This underscores the importance of delivering consistent product quality to sustain the positive effects of brand prestige on brand attitude (Kapferer & Laurent, 2016). The mediating role of perceived quality in this study confirms its essential function in translating green perceived value and brand prestige into positive brand attitudes. This aligns with Zeithaml's framework, which emphasizes that perceived quality is a key determinant of consumer preference and brand evaluation (Solin & Curry, 2023). High perceived quality strengthens the relationship between green perceived value and brand attitude by assuring consumers that sustainability efforts do not compromise product excellence. Similarly, it reinforces the link between brand prestige and brand attitude by validating the brand's reputation through superior product performance (Vera, 2015).

4. Conclusion

The results and discussion of the research concluded that: (1) there is an impact of green perceived value on brand attitude that is fully mediated by perceived quality, (2) there is an impact of brand prestige on brand attitude that is fully mediated by perceived quality. This result also support the expectancy-value theory and some prior study that attitude is formed by belief and expectation. For the managerial implication this study can suggest for H&M to improve its perceived quality of consumers toward the brand. The perceived quality itself can be increased especially by brand prestige. H&M can emphasize the prestigious information about the brand to consumers. Eventhough, green perceived value has small effect on perceived quality, this variable still can be maintained. For the purpose of further research, there are some variables could be considered. Some of them are finding out the antecedent variables of green perceived value and perceived quality. But, if the the purpose of the research is green, then there are some variables such as green brand love, green perceived quality, and green brand attitude could be studied.

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