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The Influence of Environmental Awareness and Price on Purchase Intention Through Brand Image Mediated by Age Factor on Sukkhacitta Products

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ABSTRACT

This study analyzes the influence of environmental awareness and price on purchase intention, mediated by brand image and moderated by age, within the context of sustainable fashion products, specifically the Sukkhacitta brand, among consumers in Bandung, Indonesia. Employing a quantitative approach, data were collected from 384 respondents through structured questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that both environmental awareness and price exert significant direct effects on purchase intention, with brand image serving as a partial mediator in these relationships. Furthermore, age acts as a significant moderator, strengthening the impact of brand image and price on purchase intention, while slightly weakening the effect of environmental awareness. The study also highlights that environmental awareness and price are perceived positively by consumers, yet emotional connection and brand loyalty remain areas for improvement. Importance-Performance Map Analysis (IPMA) underscores the critical role of age and price in shaping purchase intention, suggesting that tailored marketing strategies based on age segmentation can enhance consumer engagement. The research contributes to the literature by integrating age as a moderator in the sustainable fashion context and provides actionable insights for practitioners seeking to optimize marketing strategies for eco-friendly products. The study's implications extend to both academia and industry, emphasizing the need for transparent communication of sustainability values, competitive pricing, and targeted brand positioning to foster stronger purchase intentions among diverse consumer segments.

Keywords: *Environmental Awareness, Price, Brand Image, Purchase Intention, Age Moderation.*

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INTRODUCTION

The fashion industry has recently gained global attention as one of the sectors with the most substantial environmental impact (Majeed et al., 2022; Qomariah & Prabawani, 2020; Tan et al., 2022). According to a report by the UNEP (United Nations Environment Programme, 2023), this industry ranks second only to the energy sector in contributing to global pollution, releasing significant carbon emissions and exerting considerable pressure on natural resources. Over the past decade, fast fashion has emerged as a dominant business model within this industry, attracting consumers with its low prices and rapid production cycles (Herold & Prokop, 2023).

Nevertheless, this model poses serious environmental concerns due to consumption habits that promote purchasing inexpensive clothing intended for short-term use. Statista (2023) reports that the global fast fashion market value increased from $91.23 billion in 2021 to $106.42 billion in 2022 and is projected to reach $184.96 billion by 2027. Concurrently, the worldwide textile and apparel industry is expected to achieve a market value of approximately $815 billion by 2030 (Data Bridge Market Research, 2023).

In Indonesia, the textile and apparel sector has shown positive growth, contributing over IDR 35 trillion to the Gross Domestic Product (GDP) in the first quarter of 2022 (Central Statistics Agency, 2022). Alongside this growth, awareness of the sector's significant environmental impact has increased among both consumers and producers, fostering greater interest in sustainable fashion that emphasizes eco-friendly materials, ethical manufacturing practices, and improved waste management (Xavier et al., 2021).

With global demand for fashion products continuing to rise alongside growing sustainability awareness, sustainable fashion brands are compelled to innovate to maintain competitiveness in the market (de Aguiar Hugo, de Nadae, & da Silva Lima, 2021; Sinha et al., 2023). Particularly in Indonesia, young consumers are becoming increasingly conscious of sustainability and are demanding more transparency from the brands they support (Nuh, Munir, & Muhibban, 2023). However, the relatively high prices and limited accessibility of sustainable fashion products prevent them from competing with fast fashion in sales volume (Freudenreich & Schaltegger, 2020).

Within this context, *Sukkhacitta* exemplifies a brand that has successfully embedded sustainability into its identity, aiming to reconnect consumers with product origins and their environmental consequences. Founded to empower women in Indonesian villages, it provides fair and dignified employment through direct partnerships with local communities (*Sukkhacitta*, 2024).

Despite rising environmental awareness, a persistent gap remains between purchase intentions and actual buying behavior, particularly among younger consumers who still purchase fast fashion (Reswari & Octaviani, 2025). Prior studies demonstrate the influence of environmental awareness, price perception, and brand image on sustainable fashion purchase intentions (Madiawati, 2023; Pradana, Rubiyanti, & Marimon, 2024); yet most analyze these factors independently, neglecting the mediating role of brand image and the moderating effect of age — especially in Indonesia.

This study addresses the gap by integrating environmental awareness and price with brand image as a mediator and age as a moderator, applied to *Sukkhacitta* as a leading sustainable fashion brand. The novelty lies in examining generational differences in valuing sustainability and willingness to pay premium prices. Findings are expected to enrich sustainable consumer behavior literature and offer practical guidance for brands and policymakers to close the intention–behavior gap.

Based on this background, the study aims to investigate how environmental awareness and price affect purchase intentions through brand image, with age acting as a moderating factor, in relation to *Sukkhacitta* products among consumers in Bandung City.

METHOD

This study uses a quantitative approach with a descriptive survey design to describe and explain the relationship between the main variables in the study. The population in this study consists of consumers in the city of Bandung who have an interest in or awareness of environmentally friendly or sustainable fashion products.

The sampling method employed is non-probability sampling with purposive sampling. The sample selection criteria include: (1) respondents from the city of Bandung or its surrounding areas; (2) respondents aged 20–49 years; (3) respondents who are interested in environmentally friendly or sustainable products; and (4) respondents who are familiar with the *Sukkhacitta* brand or similar brands.

The determination of sample size used Cochran's formula for populations with an unknown total:

$$n = Z^2p(1–p) / e^2$$

With a confidence level of 95% (Z = 1.96), a proportion of p = 0.5, and a margin of error of 5% (e = 0.05), the sample size obtained was 384 respondents.

Primary data collection was conducted through surveys using an online questionnaire distributed via the *Google Forms* platform and social media such as *Instagram*, *WhatsApp*, and *Twitter*. The questionnaire was designed using an ordinal scale of 1–5 (Strongly Disagree to Strongly Agree) to measure the variables Environmental Awareness (EA), Price (PR), Brand Image (BI), Purchase Intention (PI), and Age as a moderating variable.

Data analysis was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the *SmartPLS* software. Model evaluation was conducted through convergent validity testing (loading factor > 0.7 and AVE > 0.5), discriminant validity testing (Fornell–Larcker Criterion and HTMT < 0.9), and reliability testing (Cronbach's Alpha and Composite Reliability > 0.7). Hypothesis testing was performed using the bootstrapping method with 5,000 resamples to determine the significance of the path coefficients (t-statistic > 1.96 and p-value < 0.05).

RESULTS AND DISCUSSION

Respondent Characteristics

This study uses questionnaires as primary data sources to analyze the influence of Environmental Awareness (EA) and Price (PR) on Purchase Intention, with Brand Image and Age as mediating and moderation variables, in the context of buying interest in SukkhaCitta products among consumers in the city of Bandung, West Java. Data collection was carried out through the distribution of online questionnaires on social media for 29 days, starting from April 6, 2025 to May 5, 2025. From this process, 384 respondents were obtained who met the research criteria.

Characteristics of Respondents by Age

The distribution of respondents by age shows that the majority of respondents come from the age groups of 20-29 years and 30-39 years, each with the same number of 131 respondents (34.1%). The 40-49 year old age group occupies the third highest position with 122 respondents (31.8%). This relatively balanced distribution reflects a fairly even representation between adult age groups in this study.

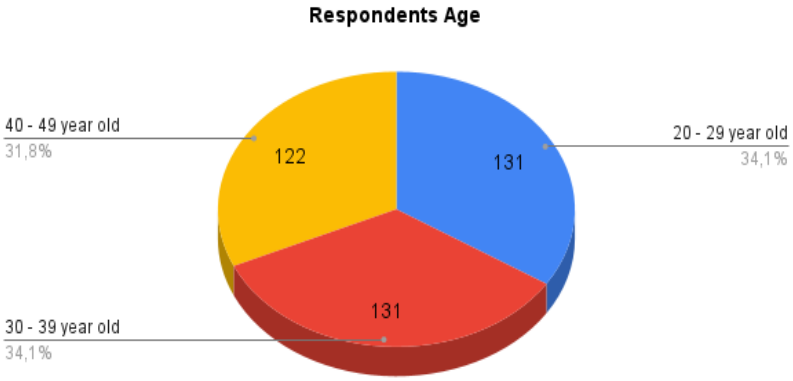

Figure 1. Characteristics of Respondents by Age
Source: Primary Data Processing (2025)

Characteristics of Respondents by Gender

The distribution of respondent characteristics by gender showed that male respondents amounted to 197 people or 51.3%, while female respondents amounted to 187 people or 48.7%. The difference in proportions between these two groups is relatively small, so it can be said that the distribution of respondents by gender is quite balanced.

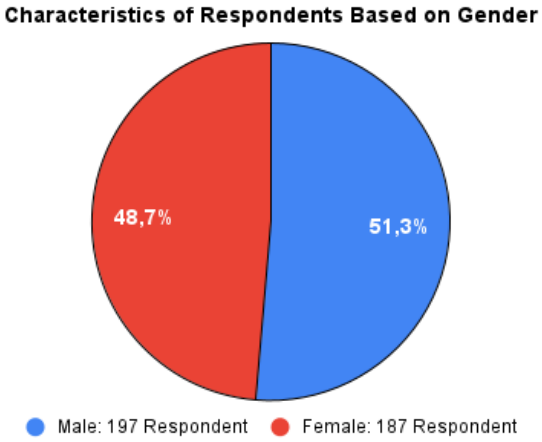

Figure 2. Characteristics of Respondents by Gender
Source: Primary Data Processing (2025)

Characteristics of Respondents Based on Education Level

The majority of respondents came from the Bachelor (S1) and Diploma IV (D4) education groups, with a total of 194 respondents or 64.1% of the overall sample. Respondents with a Master's degree (S2) accounted for 69 people or 18.0%, while respondents graduated from high school/high school as many as 41 people or 10.7%. In addition, there were 24 respondents (6.3%) who had a Diploma (D3) educational background, and only 4 respondents (0.9%) had a Doctoral (S3) degree.

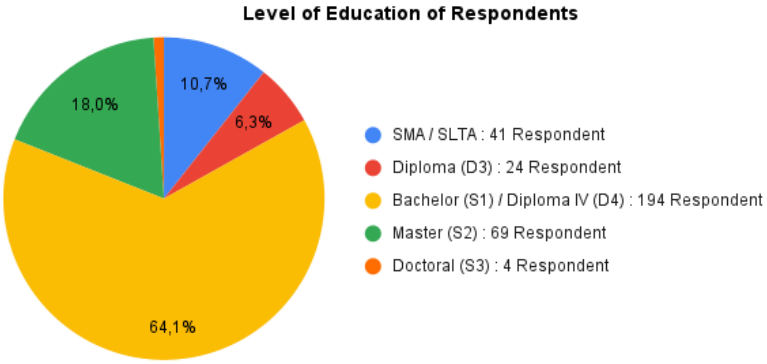

Figure 3. Characteristics of Respondents Based on Education Level
Source: Primary Data Processing (2025)

Characteristics of Respondents Based on Income

The majority of respondents, as many as 233 people or 60.7%, were in the income group of IDR 2,501,000 to IDR 5,000,000. This group is the main representation of the middle purchasing power which has a high probability of becoming the target market of sustainable products such as those offered by SukkhaCitta. Furthermore, there were 56 respondents (14.6%) who had a monthly income of IDR 10,001,000 to IDR 15,000,000, followed by 44 respondents (11.5%) in the income range of IDR 5,001,000 to IDR 10,000,000.

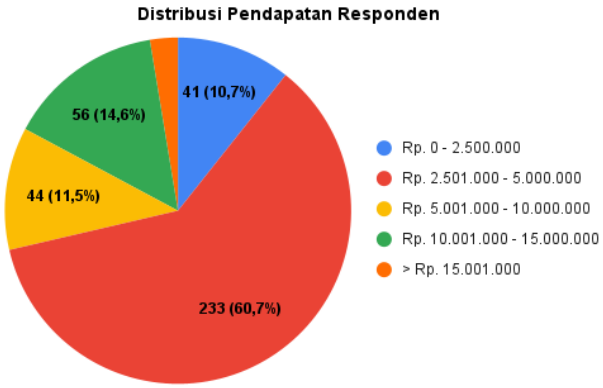

Figure 4. Characteristics of Respondents Based on Income
Source: Primary Data Processing (2025)

Descriptive Analysis

In this study, descriptive analysis was used to understand how the role of Environmental Awareness (EA) and Price (PR) in influencing Purchase Intention for SukkhaCitta products among consumers in the city of Bandung. The classification of score interpretation used in the variables can be seen in Table 1.

Table 1. Classification of Interpretation Percentage Score

Percentage	Category
20% - 36%	Very Bad
> 36% - 52%	Bad
> 52% - 68%	Pretty Good
68% - 84%	Good
> 84% - 100%	Excellent

Environmental Awareness (EA) Variable

The Environmental Awareness (EA) variable is measured with 4 dimensions consisting of 8 indicators. The results of the recapitulation of the respondents' answers can be seen in Table 2.

Table 2. Recapitulation of Environmental Awareness Variables

Dimension	Indicator	Total Score	% Shoes
Environmental Concern	EA01	1513	78,80
	EA02	1531	79,74
Environmental Knowledge	EA03	1525	79,43
	EA04	1521	79,22
Human Environment Relationship	EA05	1539	80,16
	EA06	1533	79,84
Behavioral Intention	EA07	1530	79,69
	EA08	1552	80,83
Total Average		1530,50	79,71

Based on the results of the questionnaire in Table 2, the majority of respondents gave a positive assessment of the Environmental Awareness variable related to eco-friendly fashion products from SukkhaCitta, with an average overall score of 79.71%. The statement with the highest score (80.83%) is

EA08: "I am willing to buy SukkhaCitta products because the brand supports environmental sustainability," which is included in the Behavioral Intention dimension**.**

Table 3. Classification of Environmental Awareness Dimensions

Dimension	Shoes	% Shoes	Classification
Environmental Concern	3044	79,27	Good
Environmental Knowledge	3046	79,32	Good
Human Environment Relationship	3072	80,00	Good
Behavioral Intention	3082	80,26	Good
Total	12244	79,71	Good

Variable Price (PR)

The Price (PR) variable is measured with 3 dimensions consisting of 6 indicators. The results of the recapitulation of the respondents' answers can be seen in Table 4.

Table 4. Price Variable Recapitulation

Dimension	Indicator	Total Score	% Shoes
Price Sensitivity	PR01	1529	79,64
	PR02	1512	78,75
Price Fairness	PR03	1508	78,54
	PR04	1499	78,07
Perceived Value	PR05	1502	78,23
	PR06	1496	77,92
Total Average		1507,67	78,52

Table 5. Price Dimension Classification

Dimension	Shoes	% Shoes	Classification
Price Sensitivity	3041	79,19	Good
Price Fairness	3007	78,31	Good
Perceived Value	2998	78,07	Good
Total	9046	78,52	Good

Variable Brand Image (BI)

The Brand Image (BI) variable is measured with 4 dimensions consisting of 8 indicators. The results of the recapitulation of respondents' answers can be seen in Table 6.

Table 6. Recap of Brand Image Variables

Dimension	Indicator	Total Score	% Shoes
Brand Personality	BI01	1485	77,34
	BI02	1548	80,63
Brand Trust	BI03	1441	75,05
	BI04	1641	85,47
Emotional Connection	BI05	1514	78,85
	BI06	1383	72,03
Perceived Quality	BI07	1712	89,17
	BI08	1589	82,76
Total Average		1539,13	80,16

Table 7. Brand Image Dimension Classification

Dimension	Shoes	% Shoes	Classification
Brand Personality	3033	78,98	Good
Brand Trust	3082	80,26	Good
Emotional Connection	2897	75,44	Good
Perceived Quality	3301	85,96	Excellent
Total	12313	80,16	Good

Variable Purchase Intention (PI)

The **Purchase Intention** (PI) variable is measured with 4 dimensions consisting of 8 indicators. The results of the recapitulation of the respondents' answers can be seen in Table 8.

Table 8. Purchase Intention Variable Recapitulation

Dimension	Indicator	Total Score	% Shoes
Customer Perceptions	PI01	1540	80,21
	PI02	1458	75,94
Customer Intentions	PI03	1387	72,24
	PI04	1374	71,56
Awareness	PI05	1415	73,70
	PI06	1245	64,84
Emotional Value	PI07	1288	67,08
	PI08	1230	64,06
Total Average		1367,13	71,20

Table 9. Classification of Purchase Intention Dimensions

Dimension	Shoes	% Shoes	Classification
Customer Perceptions	2998	78,07	Good
Customer Intentions	2761	71,90	Good
Awareness	2660	69,27	Good
Emotional Value	2518	65,57	Pretty Good
Total	10937	71,20	Good

Variable Age

The Age variable obtained a total score of 777 with a percentage of 67.45%, so it is classified as "Quite Good". This relatively balanced distribution reflects a fairly even representation between adult age groups in this study.

Structural Equation Modeling (SEM) Analysis

The analysis and calculation in this study were carried out using SmartPLS software. The data analysis process is carried out through several stages.

Evaluation of Measurement Models (Outer Model)

Convergence Validity

Convergent validity indicates the extent to which indicators that measure a particular construct have a high correlation with each other. Convergent validity testing was carried out by examining the loading factor (>0.7), the Average Variance Extracted (AVE, >0.5), and the Variance Inflation Factor (VIF, <5).

Table 10. Loading Factor Values for Each Indicator

Construct	Indicator	Loading Factor
Environmental Awareness	EA01	0.796
	EA02	0.821
	EA03	0.793
	EA04	0.814
	EA05	0.829
	EA06	0.807
	EA07	0.829
	EA08	0.823
Price	PR01	0.806
	PR02	0.833
	PR03	0.828
	PR04	0.853
	PR05	0.793
	PR06	0.815
Brand Image	BI01	0.855
	BI02	0.853
	BI03	0.843
	BI04	0.796
	BI05	0.862
	BI06	0.844
	BI07	0.773
	BI08	0.830
Purchase Intention	PI01	0.868
	PI02	0.881
	PI03	0.856
	PI04	0.875
	PI05	0.828
	PI06	0.882
	PI07	0.855
	PI08	0.882
Age	AGE	1.000

Table 11. AVE Value for Each Construct

Construct	AVE
Environmental Awareness	0.663
Price	0.675
Brand Image	0.693
Purchase Intention	0.750

Based on Table 10, all indicators show a loading factor value of > 0.50, which indicates that no indicators need to be removed. Based on Table 11, the entire construct has an AVE value of ≥ 0.50, which indicates that the convergent validity for each construct has been achieved.

Discriminatory Validity

Discriminant validity evaluates the extent to which each construct in the study has a low correlation with other constructs. To test the validity of discriminants, this study uses two main approaches, namely the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio (HTMT).

Table 12. Discriminant Validity Using the Fornell-Larcker Criterion

Construct	Age	Brand Image	Environmental Awareness	Price	Purchase Intention
Age	1.000				
Brand Image	0.216	0.833			
Environmental Awareness	0.126	0.549	0.814		
Price	0.092	0.569	0.040	0.822	
Purchase Intention	0.475	0.570	0.407	0.357	0.866

Table 13. Discriminant Validity Using the Heterotrait-Monotrait Ratio

Construct	Age	Brand Image	Environmental Awareness	Price	Purchase Intention
Age					
Brand Image	0.221				
Environmental Awareness	0.129	0.582			
Price	0.097	0.616	0.086		
Purchase Intention	0.482	0.600	0.428	0.380	

Based on the test results shown in Table 12, the square root value of AVE in each construct is greater than the correlation value between constructs. The test results presented in Table 13, show that all HTMT values are below the 0.9 threshold, indicating that discrimination between constructs has been achieved.

Reliability Test

In this study, the reliability of the construct was tested to ensure that the indicators in each construct have good internal consistency in measuring the latent variable in question.

Table 14. Cronbach's Alpha and Composite Reliability Values for Each Construct

Construct	Cronbach's Alpha	Composite Reliability
Environmental Awareness	0.927	0.940
Price	0.904	0.926
Brand Image	0.937	0.948
Purchase Intention	0.952	0.960

Based on the test results presented in Table 14, all constructs have Cronbach's Alpha and Composite Reliability values above the threshold of 0.70, indicating that each construct has adequate reliability.

Evaluation of Structural Models (Inner Model)

R-square value (R^2)

R-Square is used to measure how much variability of dependent variables can be explained by independent variables in the model.

Table 15. R-square value

Endogenous constructs	R^2	R^2 Adjusted	Category
Brand Image	0.600	0.598	Moderate
Purchase Intention	0.702	0.697	Moderate

Based on Table 15, the results of the R-Square (R^2) analysis show that the Brand Image has an R^2 value of 0.600, which according to the classification of Hair et al (2022) is in the moderate category. Meanwhile, Purchase Intention has an R^2 of 0.702, which falls into the moderate category, indicating that 70.2% of Purchase Intention variability can be explained by independent variables in the model.

Q-square value (Q^2)

The Predictive Relevance (Q^2) test was used to measure the model's predictive ability of dependent variables by the blindfolding method.

Table 16. Q-Square Value

Endogenous constructs	Q^2	Conclusion
Brand Image	0.595	Has predictive relevance
Purchase Intention	0.622	Has predictive relevance

Based on Table 16, the results of the Q-Square (Q^2) test show that Brand Image has a Q^2 value of 0.595, while Purchase Intention has a Q^2 value of 0.622. Because these two values (>0), the research model has good predictive relevance.

Multicollinearity Test

In this study, the Variance Inflation Factor (VIF) was used to detect multicollinearity between indicators in the construct.

Table 17. VIF Value for Each Construct

Construct	Age	Brand Image	Environmental Awareness	Price	Purchase Intention
Age					1.063
Brand Image					2.687
Environmental Awareness		1.002			1.702
Price		1.002			1.788

Based on Table 17, all indicators have a VIF (<5), so it can be concluded that there is no multicollinearity in the model.

Mediation Test

The mediation test was carried out to determine whether a mediator variable could bridge the relationship between independent and dependent variables. In this study, Brand Image acts as a mediator variable that links Environmental Awareness (EA) and Price (PR) to Purchase Intention.

The VAF value is calculated using the formula:

VAF=Indirect Effect Total Effect×100%VAF = \frac{Indirect\ Effect}{Total\ Effect} \times 100\%VAF=Total Effect Indirect Effect×100%

Table 18. Mediation Test Results

Hypothesis	Jalur	Indirect Effect	T Statistic	P Value	Total Effect	VAF (%)	Conclusion
H4	Environmental Awareness → Brand Image → Purchase Intention	0.111	4.943	0.000	0.172	64,53%	Significant - Partial Mediation
H5	Price → Brand Image → Purchase Intention	0.115	4.867	0.000	0.192	59,90%	Significant - Partial Mediation

Based on Table 18, it can be explained that this study examines the mediating role of Brand Image in the relationship between Environmental Awareness and Price on Purchase Intention in SukkhaCitta products. On H4, the VAF value of 64.53% indicates partial mediation. On H5, the VAF value of 59.90% also indicates partial mediation.

Moderation Test

The moderation test was performed to assess whether the moderation variable could strengthen or weaken the relationship between independent and dependent variables in the research model.

Table 19. Moderation Test Results

Hypothesis	Jalur	Path Coefficient	T Statistic	P Value	F^2	Conclusion
H1	Environmental Awareness → Purchase Intention	0.172	5.041	0.000	0.059	Significant influence
H6	Age × Environmental Awareness → Purchase Intention	0.121	3.003	0.003	0.026	Significant moderation, decreased effect
H2	Price → Purchase Intention	0.192	4.889	0.000	0.069	Significant influence
H8	Age × Price → Purchase Intention	0.205	5.297	0.000	0.085	Significant moderation, increased effect
H3	Brand Image → Purchase Intention	0.210	5.084	0.000	0.055	Significant influence
H7	Age × Brand Image → Purchase Intention	0.307	7.273	0.000	0.121	Significant moderation, increased effect

Based on Table 19, the results of the moderation test show the role of Age that can strengthen or weaken the relationship between variables in the research model. In the relationship between Environmental Awareness → Purchase Intention, without moderation the path coefficient is 0.172, while with moderation it decreases to 0.121, indicating a weakening of the relationship.

Hypothesis and Significance Test

The researcher conducted a hypothesis and significance test after testing measurement (outer model) and structural testing (inner model).

Table 20. Hypothesis Test Results and Significance

Hypothesis	Jalur	Path Coefficient	T Statistic	P Value	F^2	Significance Results	Magnitude of Effects	Hasil Hypothesis
H1	Environmental Awareness → Purchase Intention	0.172	5.041	0.000	0.059	Significant	Small	Accepted
H2	Price → Purchase Intention	0.192	4.889	0.000	0.069	Significant	Small	Accepted
H3	Brand Image → Purchase Intention	0.210	5.084	0.000	0.055	Significant	Small	Accepted
H4	Environmental Awareness → Brand Image → Purchase Intention	0.111	4.943	0.000	-	Significant	Partial Mediation	Accepted
H5	Price → Brand Image → Purchase Intention	0.115	4.867	0.000	-	Significant	Partial Mediation	Accepted
H6	Age × Environmental Awareness → Purchase Intention	0.121	3.003	0.003	0.026	Significant	Significant moderation, decreased effect	Accepted

Hypothesis	Jalur	Path Coefficient	T Statistic	P Value	F^2	Significance Results	Magnitude of Effects	Hasil Hypothesis
H7	Age × Brand Image → Purchase Intention	0.307	7.273	0.000	0.121	Significant	Significant moderation, increased effect	Accepted
H8	Age × Price → Purchase Intention	0.205	5.297	0.000	0.085	Significant	Significant moderation, increased effect	Accepted

Based on the results of hypothesis testing using the bootstrapping method in Smart PLS, it was found that all hypotheses in this study were accepted with a significance level of 5% (p-value < 0.05).

Importance-Performance Map Analysis (IPMA)

The results of the Importance-Performance Map Analysis (IPMA) at the construct level show the relationship between the importance level and performance of the latent variable to the main dependent variable, namely Purchase Intention.

Table 21. Importance and Performance at the Construct Level

Construct	Importance	Performance (%)	Quadrant Position	Recommendation Strategy
Age	0.321	51.172	IV	Needs to Be Improved
Brand Image	0.210	46.945	III	Not Priority Yet
Environmental Awareness	0.283	66.053	I	Needs to Be Maintained
Price	0.307	64.346	I	Needs to Be Maintained

Based on Table 21, the Age construct has the highest importance value of 0.321 and a performance of 51.172%. This means that age is the most influential factor on the Purchase Intention of SukkhaCitta products even though their performance is not optimal.

Discussion

The Effect of Environmental Awareness on Purchase Intention

The results of statistical testing show that Environmental Awareness (EA) has a positive and significant effect on Purchase Intention in SukkhaCitta products in the city of Bandung. This is evidenced by a path coefficient of 0.172, with a t-statistic value = 5.041 (> 1.96) and a p-value = 0.000 (< 0.05). These findings are in line with the results of previous research, where consumers who have a high level of environmental awareness tend to consider sustainability aspects more in their purchasing decisions. Sinha et al. (2023) emphasized that environmentally conscious consumers prefer products that are environmentally friendly and have a positive impact on society.

The Effect of Price on Purchase Intention

The results of statistical testing show that Price (PR) has a positive and significant effect on Purchase Intention in SukkhaCitta products in the city of Bandung. This is evidenced by the path coefficient of 0.192, with a t-statistic value = 4.889 (> 1.96) and a p-value = 0.000 (< 0.05). These findings show that even though SukkhaCitta carries the concept of sustainable fashion which is generally associated with a relatively higher price than fast fashion products, the perception of a reasonable price and comparable to the quality and sustainability value offered is still able to encourage consumer purchase intention.

The Influence of Brand Image on Purchase Intention

The results of statistical testing show that Brand Image (BI) has a positive and significant effect on Purchase Intention in SukkhaCitta products in the city of Bandung. This is evidenced by a path coefficient of 0.210, with a t-statistic value = 5.084 (> 1.96) and a p-value = 0.000 (< 0.05). These findings reinforce the results of a pre-survey conducted by the authors, where the majority of respondents rated SukkhaCitta as a brand that has a positive image, particularly in terms of sustainability and local community empowerment.

The Influence of Environmental Awareness on Purchase Intention through Brand Image

The results of statistical testing showed that Environmental Awareness (EA) had a positive and significant effect on Purchase Intention through Brand Image, as shown by the path coefficient of 0.111 with t-statistic = 4.943 (> 1.96) and p-value = 0.000 (< 0.05). Although the direct relationship between Environmental Awareness and Purchase Intention remains significant, Brand Image as a mediator also shows a significant relationship, so it can be categorized as partial mediation. Previous research by Dzulhijj and Hidayat (2023) shows that brand image formed from corporate sustainability and transparency practices can mediate the relationship between environmental awareness and purchase intention.

The Influence of Price on Purchase Intention through Brand Image

The results of statistical testing showed that Price (PR) had a positive and significant effect on Purchase Intention through Brand Image, as shown by the path coefficient of 0.115 with t-statistic = 4.867 (> 1.96) and p-value = 0.000 (< 0.05). This relationship is also categorized as partial mediation with VAF of 59.90%. These findings reinforce the results of the pre-survey conducted by the author, where as many as 64% of respondents considered the price of the product to be reasonable when compared to the sustainability value offered. Research by Seheikh et al. (2023) confirms that a perception of fair prices commensurate with quality will improve the brand image in the minds of consumers.

The Effect of Environmental Awareness on Age-Moderated Purchase Intention

The results of the analysis showed that the role of Age as a moderator on the influence of Environmental Awareness on Purchase Intention decreased with a path coefficient of 0.121 which was previously without a path coefficient moderation of 0.172, with t-statistic = 3.003 and p-value = 0.003. This is in line with research by Zulfa et al. (2023) which shows that age plays a role as a moderator variable that can strengthen or weaken the influence of environmental awareness on purchase intention, depending on consumer demographic characteristics.

The Influence of Brand Image on Age-Moderated Purchase Intention

The results of the analysis show that the role of Age as a moderator in the influence of Brand Image on Purchase Intention increased significantly with a path coefficient of 0.307 which was previously without a moderation path coefficient of 0.210, with t-statistic = 7.273 and p-value = 0.000. Previous research by Adnyani and Prianthara (2024) confirms that age can strengthen the relationship between brand image and purchase intention, where young consumers are more easily influenced by strong brand image.

The Effect of Price on Purchase Intention Moderated by Age

The results of the analysis showed that the role of Age as a moderator in the influence of Price on Purchase Intention increased significantly with a path coefficient of 0.205 which was previously without a path coefficient moderation of 0.192, with t-statistic = 5.297 and p-value = 0.000. Research by Seheikh et al. (2023) also states that the influence of price on purchase intention can be strengthened by demographic factors such as age.

Analysis Based on Importance-Performance Map Analysis (IPMA)

Based on the results of the construction IPMA in Table 21, it was found that the Age construct had the highest importance value (0.321) to Purchase Intention, followed by Price (0.307), Environmental Awareness (0.283), and Brand Image (0.210). Meanwhile, in terms of performance, the Environmental Awareness construct showed the highest performance (66,053%), followed by Price (64,346%), Age (51,172%), and the lowest was Brand Image (46,945%).

Table 22. Importance and Performance at the Indicator Level (Summary)

Construct	Best Indicators	Importance	Performance (%)	Strategy
Age	AGE	0.321	51.172	Increased Effectiveness
Brand Image	BI04 (Reputasi)	0.029	63.802	Priority Increased
Environmental Awareness	EA08 (Willingness to Buy)	0.046	67.882	Priority Increased
Price	PR03 (Price Reasonableness)	0.070	64.497	Preserve

At the indicator level, Age is the most important compared to other constructs with an importance of 0.321 and a performance of 51.172%. This means that Age is the most important factor in SukkhaCitta products even though the performance is not optimal. Brand Image, especially the BI04 indicator (SukkhaCitta's reputation) is quite good and still needs to be improved. Environmental Awareness as a whole is in quadrant II which means that the performance of this construct is quite good and is a priority to be improved. Price as a whole is in quadrant I which means that this construct is quite effective and must be maintained.

Theoretical Implications

This research makes a theoretical contribution by integrating the theory of planned behavior and value-based marketing in the context of sustainable fashion. The finding that Brand Image acts as a partial mediator enriches understanding of consumers' psychological mechanisms in shaping sustainable product purchase intentions. In addition, Age's role as a moderator provides a new perspective on the importance of demographic segmentation in eco-friendly product marketing strategies.

Practical Implications

From a practical point of view, the results of this study provide strategic guidance for SukkhaCitta and other sustainable fashion companies. Communication strategies need to be tailored to age segmentation, where young age groups (20-39 years old) are more responsive to sustainability messages and strong brand image. Transparent and competitive pricing, accompanied by product value-added communication, can increase positive consumer perception.

Research Limitations

This research has several limitations, including: (1) a limited geographical focus on the city of Bandung; (2) the dominance of respondents from the productive age group of 20-49 years; (3) the use of cross-sectional methods that cannot capture changes in consumer behavior over time; and (4) research variables that are limited to four main constructs without considering other factors such as social influence or perceived behavioral control.

Validation of Research Models

This research model has gone through a series of comprehensive validity and reliability tests. The results of the outer model evaluation showed that all indicators had a loading factor above 0.70 and an AVE value above 0.50, confirming the good validity of the convergence. The validity of the discriminant was met through the Fornell-Larcker criterion and the HTMT value was below 0.90. The reliability of the construct is excellent with Cronbach's Alpha and Composite Reliability values above 0.90 for all constructs.

Internal evaluation of the model showed good predictive ability with moderate R^2 values for Brand Image (0.600) and Purchase Intention (0.702). A positive Q^2 value (> 0.59) confirms the predictive relevance of the model. No multicollinearity issues were found with all VIF values below 5.0.

The structural model shows that all hypothetical paths are significant at a level of $\alpha = 0.05$, with path coefficients consistent with the underlying theory. The mediating effect of Brand Image was confirmed as partial mediation for both pathways (Environmental Awareness and Price), while Age proved to be a significant moderator with patterns varying for each relationship.

Overall, this research model meets the goodness of fit criteria set out in PLS-SEM and is reliable to answer research questions and provide practical recommendations for the sustainable fashion industry.

CONCLUSION

This study demonstrates that Environmental Awareness, Price, and Brand Image have a positive and significant effect on the Purchase Intention of *Sukkhacitta* products. Brand Image serves as a partial mediator in the relationship between Environmental Awareness and Price with Purchase Intention. Age, as a moderating variable, strengthens the relationship between Brand Image and Price with Purchase Intention but slightly weakens the influence of Environmental Awareness. The IPMA results indicate that Age has the highest importance, although its performance needs improvement, while Environmental Awareness and Price show good performance and should be maintained. Brand Image, although of relatively low importance, still requires attention for long-term development. For further research, it is recommended to include additional variables such as perceived behavioral control or green trust, employ a mixed-methods approach, and expand the geographical scope of the study. From a practical perspective, *Sukkhacitta* should strengthen the communication of its sustainability values, maintain a transparent and competitive pricing strategy, enhance brand image through engaging storytelling, and adapt marketing strategies based on age segmentation to optimize consumer purchase intentions for sustainable fashion products.

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