

The Influence of 15-Second TikTok Videos and Organic Testimonials on Environmental Awareness and Purchase Intention of Sustainable Fashion in Bandung

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ABSTRACT

This study examines the influence of 15-second TikTok videos and organic testimonials on environmental awareness and purchase intention in the context of sustainable fashion in Bandung. Using a quantitative approach, data were collected from 170 respondents and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results reveal that both TikTok videos and organic testimonials significantly impact environmental awareness and purchase intention, with organic testimonials demonstrating a stronger effect. Environmental awareness is identified as a key precursor to purchase intention, emphasizing the importance of educational and marketing efforts to promote sustainability. The findings provide actionable insights for sustainable fashion brands to leverage social media and peer-generated content in shaping consumer behavior and supporting environmental objectives.

Keywords: Sustainable Fashion, Environmental Awareness, Purchase Intention, Tiktok Videos, Organic Testimonials.

1. INTRODUCTION

In recent years, the fashion industry has faced growing criticism for its environmental impact, with fast fashion being a significant contributor to pollution, waste, and unsustainable practices. Fast fashion is responsible for 8–10% of global carbon emissions and 20% of wastewater, with a projected 50% increase in greenhouse gas emissions by 2030 (Andreadakis & Owusu-Wiredu, 2023). The industry's reliance on mass production of low-quality garments exacerbates environmental degradation and waste generation [1]. In response, sustainable fashion has emerged as a critical movement that promotes environmentally friendly materials, ethical production processes, and heightened consumer awareness [2]. Initiatives like the "2020 Commitment" by the Global Fashion Agenda have aimed to mobilize the industry toward sustainability [3], while some brands are taking innovative steps to reduce waste, improve recycling, and encourage upcycling practices [4]. However, driving consumer engagement with sustainable fashion remains a significant challenge, particularly in markets dominated by the affordability and rapid production cycles of fast fashion, which often overshadow the long-term environmental and ethical benefits of sustainable alternatives [1]. Addressing this requires increased consumer education, awareness, and transparent communication from brands, supported by evolving information networks that empower ethical consumption decisions [2].

The emergence of social media platforms, particularly TikTok, has significantly transformed the way information is disseminated and consumed, especially in influencing consumer behavior among younger audiences. With its short-form, engaging content—particularly 15-second videos—TikTok effectively captures attention and delivers messages concisely, making it a powerful tool for both brands and sustainability advocates. TikTok's algorithm curates personalized, endlessly scrollable content streams that entertain and engage users, encouraging prolonged usage [5], while

its format is particularly effective in targeting Generation Z and shaping their preferences [6]. The platform has become a central hub for brand promotion and consumer engagement through brief video advertising strategies, as demonstrated by successful campaigns like e.l.f. Cosmetics' #eyeslipsface challenge [7]. Moreover, TikTok's ecosystem of user-generated content, influencer marketing, and algorithmic recommendations plays a crucial role in driving purchase intentions and shaping consumer trends [8]. These features also present valuable opportunities for sustainability advocacy, as brands can leverage TikTok's broad reach and interactive format to promote environmentally responsible behavior and raise awareness of sustainable practices [9].

Organic testimonials, where real users share their authentic experiences and opinions about products, have become a powerful strategy in the sustainable fashion market, resonating deeply with audiences amid growing skepticism toward traditional advertising. Unlike paid promotions, these peer-to-peer communications foster trust and credibility by aligning with the increasing consumer demand for transparency and authenticity. Authentic narratives play a vital role in sustainable branding, helping brands establish a trustworthy image and enhance their sustainability ethos [10]. Real-life case studies reveal that brands leveraging genuine storytelling can significantly boost consumer engagement and loyalty [10]. Moreover, authenticity and transparency in influencer-sponsored content are crucial in shaping consumer trust, especially in industries like makeup, where honest representations are highly valued [11]. The credibility of sustainable advertisements itself becomes a competitive advantage, directly affecting consumer attitudes [12]. This trend is particularly evident among Generation Z, a demographic that prioritizes authenticity in brand messaging and heavily bases purchasing decisions on the trustworthiness and congruence of influencers they follow [13], [14].

Despite the promising potential of short-form TikTok videos and organic testimonials in promoting sustainable fashion, academic research examining their specific impact on consumer attitudes and behaviors remains limited. This study seeks to fill that gap by investigating how 15-second TikTok videos and organic testimonials influence environmental awareness and purchase intention toward sustainable fashion in Bandung. Specifically, the objectives of this study are threefold: to explore the role of TikTok videos in enhancing environmental awareness, to assess the impact of organic testimonials on consumers' purchase intentions, and to evaluate the mediating effect of environmental awareness on the relationship between TikTok videos, organic testimonials, and purchase intention.

2. LITERATURE REVIEW

2.1 *Sustainable Fashion and Consumer Behavior*

Sustainable fashion aims to mitigate the environmental impact of clothing production and consumption by promoting eco-friendly materials, ethical labor practices, and circular economy principles. Despite the allure of affordability and trendiness offered by the fast fashion industry, shifting consumer behavior towards sustainability is crucial and requires targeted strategies to enhance environmental awareness and ethical purchasing decisions. Growing consumer awareness is evident, with more individuals recognizing the ecological footprint and ethical concerns of the fashion industry [15]. However, a gap persists between consumer intentions and actual behaviors, often hindered by the higher costs of sustainable products and limited recycling infrastructure [16]. Ideologies such as voluntary simplicity are also gaining

momentum, encouraging actions like purchasing eco-friendly clothing, opting for second-hand items, and reducing overall consumption [17]. Circular economy practices, including recycling materials and designing for durability, are vital for improving resource efficiency and minimizing environmental harm [15], with frameworks such as Reduce, Reuse, and Recycle (RRR) being widely adopted by brands (Thokal & Bâră, 2024). Transparency, innovation, and regulatory measures are further recommended to reinforce sustainable practices across the industry [15]. Nevertheless, challenges such as greenwashing, insufficient transparency, and weak regulatory frameworks persist, while opportunities exist in leveraging information networks and brand openness to empower consumers to make more ethical purchasing decisions [2].

2.2 *Environmental Awareness and Purchase Intention*

Environmental awareness plays a crucial role in shaping purchase intentions for sustainable products, as it involves both cognitive and emotional factors aligned with ethical consumer behavior. Consumers with higher environmental awareness are more likely to choose eco-friendly products, as seen in the Portuguese market, especially among younger and female demographics [18]. In Semarang, awareness combined with product knowledge and willingness to pay significantly influences interest in sustainable goods, though concern alone is insufficient [19]. Green marketing is more effective when targeted at environmentally aware consumers, who respond better to such strategies [20]. According to the theory of planned behavior, awareness enhances attitudes and perceived behavioral control, increasing willingness to pay for green products [21]. A strong link exists between green purchase intentions and actual behavior, driven by personal values and environmental beliefs [22]. Therefore, clear and emotionally engaging communication is key to converting awareness into sustainable purchasing actions.

2.3 *Social Media as a Driver of Consumer Behavior*

TikTok has emerged as a transformative platform in the marketing landscape, particularly for engaging Gen Z and Millennials with sustainability messages, thanks to its short-form video format and algorithm-driven content discovery. It not only influences consumer attitudes and behaviors but also serves as a powerful medium for promoting social causes such as sustainability. Studies show that TikTok significantly affects Gen Z's attitudes and purchase intentions toward sustainable brands, as seen in Germany where Gen Z users are influenced by the platform's content, suggesting that sustainable brands should leverage TikTok for promotion [23]. In Malaysia, many Gen Z users make impulsive purchases after watching product-related videos, highlighting TikTok's persuasive power, albeit with a tendency toward impulsivity [24]. Beyond consumerism, TikTok also supports learning and emotional relief, with Gen Z using the platform for self-development and education, including exposure to sustainability topics [25]. Features like the 'For You Page' and duet function are effectively used in social marketing campaigns, such as those promoting food waste reduction, aligning with broader sustainability goals [26]. While TikTok's short video strategies have proven successful in enhancing product appeal and brand engagement—as seen in campaigns like the e.l.f. Cosmetics challenge—it must continue to innovate to sustain its relevance in the fast-evolving digital marketing landscape [7].

2.4 *The Role of TikTok Videos in Promoting Environmental Awareness*

TikTok's short-form videos are an effective medium for environmental education in sustainable fashion, capturing attention and engaging users with concise content on fast fashion's impact, eco-friendly alternatives, and actionable sustainability tips. Features like trending hashtags and music enhance reach, making the platform powerful for promoting awareness. Its interactive and visual format boosts motivation and learning, as seen in initiatives like #EduWOW [27] and studies on its broader educational use [28]. Sustainable apparel content on TikTok positively influences purchase intentions, supported by the theory of planned behavior, which links awareness and attitudes to sustainable actions [29]. Bite-sized, detailed content aids quick learning [30], though barriers like limited internet access, low literacy, and content creation skills can reduce effectiveness in some areas [31]. Balancing engaging delivery with educational depth remains key to ensuring meaningful impact [27].

2.5 *Organic Testimonials and Consumer Trust*

Organic testimonials in sustainable fashion play a crucial role in shaping consumer perceptions by offering authentic and relatable narratives that influence attitudes and behaviors. Often shared through consumer-to-consumer electronic word-of-mouth (eWOM), these testimonials are perceived as more credible than marketer-driven content, effectively bridging the gap between awareness and action by showcasing real-world applications and the benefits of sustainable choices. In fashion blogs, testimonials frequently discuss personal style, brands, and sustainability practices, resonating deeply with audiences [32]. A notable example is Patagonia, where consumer essays on the brand's website highlight meaningful experiences with sustainable products, strengthening consumer-brand relationships and promoting product longevity [33]. Authentic narratives significantly impact consumer attitudes and enhance purchase intentions, contributing to the growth of the sustainable fashion market [34]. Furthermore, storytelling—particularly brand-centered narratives—has been shown to build trust and positively influence buying behavior [35], with organic testimonials serving as an effective storytelling method that communicates the values and advantages of sustainable fashion, ultimately helping to close the attitude-behavior gap [36].

2.6 *Environmental Awareness as a Mediator*

Environmental awareness plays a pivotal role in shaping consumer purchase intentions, particularly toward green products, by acting as a mediator that enhances the likelihood of consumers choosing environmentally friendly options. Consumers with heightened environmental consciousness are significantly more inclined to make eco-friendly purchases [37], [38], and this intention is further reinforced by environmental knowledge and trust in green brands, as informed consumers are more likely to purchase from companies perceived as environmentally responsible [38]. Platforms like TikTok serve as powerful tools to amplify environmental awareness through rapid and engaging content dissemination, while authentic testimonials on these platforms strengthen credibility and foster trust, encouraging sustainable

consumer behavior [38]. Social media not only increases awareness but also transforms consumers into brand advocates, thereby reinforcing green purchase intentions [38]. Additionally, mediating factors such as environmental concern, brand knowledge, altruism, and intrinsic environmental consciousness deepen the connection between awareness and purchasing behavior, indicating that personal values and informed understanding are crucial drivers of sustainable consumption [37], [38].

2.7 Theoretical Framework

This study is grounded in the Theory of Planned Behavior [39], which suggests that individual behavior is shaped by attitudes, subjective norms, and perceived behavioral control—factors that can be influenced by TikTok videos and organic testimonials portraying sustainable fashion as both desirable and achievable. It also draws on Media Richness Theory, which highlights the effectiveness of rich media formats like videos in conveying complex messages [40]. While previous studies have examined the role of social media in shaping consumer behavior, there is limited research focusing specifically on the impact of TikTok and organic testimonials within the context of sustainable fashion. Moreover, the interaction between these digital tools, environmental awareness, and purchase intention remains underexplored, especially in the Indonesian market. This study addresses these gaps by investigating the influence of 15-second TikTok videos and organic testimonials on environmental awareness and purchase intention among consumers in Bandung.

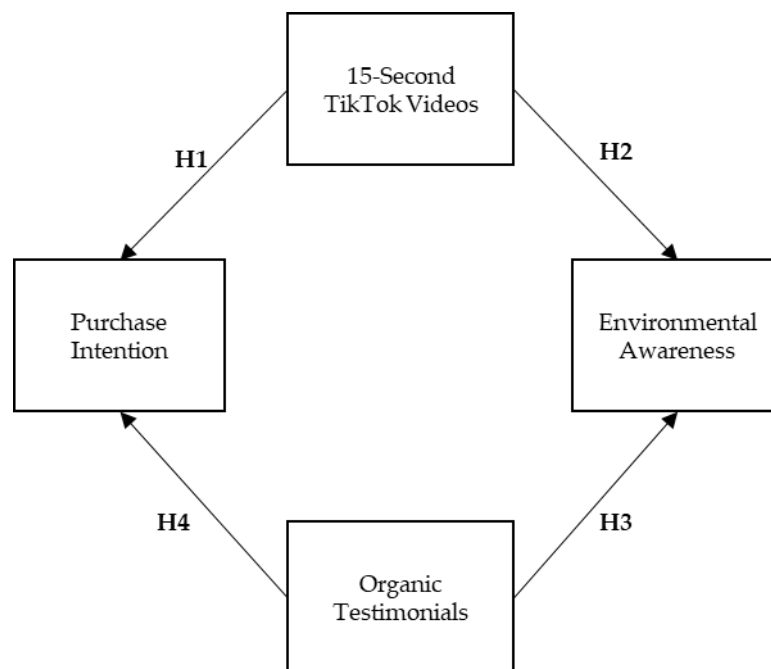


Figure 1. Conceptual Framework

3. METHODS

This study employs a quantitative research design to examine the influence of 15-second TikTok videos and organic testimonials on environmental awareness and purchase intention in the context of sustainable fashion. This approach is suitable for testing hypotheses and exploring variable relationships using structured data analysis methods. The target population includes social media users in Bandung who are exposed to sustainable fashion content. A purposive sampling

method was used to select 170 respondents who met the inclusion criteria: having watched TikTok videos related to sustainable fashion and encountered organic testimonials. Data were collected using a structured questionnaire with closed-ended items measured on a Likert scale from 1 (strongly disagree) to 5 (strongly agree). The questionnaire covered five sections: demographic information; perceived effectiveness of TikTok videos; credibility and impact of organic testimonials; environmental awareness; and purchase intention. The instrument was pre-tested on 30 participants to ensure clarity and validity, with exploratory factor analysis used to assess construct validity and Cronbach's alpha (threshold ≥ 0.70) used to confirm internal consistency.

The data collection was carried out through an online survey distributed via social media and direct messaging, with a two-week response period. Participants were assured of confidentiality and anonymity to promote honest feedback. Data analysis utilized Structural Equation Modeling-Partial Least Squares (SEM-PLS) through SmartPLS 3, a method suitable for analyzing complex relationships among latent variables and medium-sized samples. The analysis included three main stages: descriptive analysis for summarizing demographic profiles and variable means; measurement model evaluation to assess factor loadings, composite reliability, and average variance extracted (AVE); and structural model evaluation to test hypotheses by examining path coefficients, t-statistics, and p-values. A t-statistic above 1.96 at a 95% confidence level was considered statistically significant.

4. RESULT AND DISCUSSION

4.1 Demographic Sample

The demographic characteristics of the 170 respondents are summarized in Table 1. The data were collected from individuals in Bandung who are active social media users and have been exposed to sustainable fashion content on TikTok and through organic testimonials.

Table 1. Demographic Characteristics of Respondents

Demographic Variable	Category	Frequency (n)	Percentage (%)
Age	18–24 years	72	42.4%
	25–34 years	56	32.9%
	35–44 years	30	17.6%
	45 years and older	12	7.1%
Gender	Male	78	45.9%
	Female	92	54.1%
Education Level	High school or below	42	24.7%
	Bachelor's degree	98	57.6%
	Master's degree or higher	30	17.7%
Occupation	Student	50	29.4%
	Employed	94	55.3%
	Self-employed	18	10.6%
	Others	8	4.7%
Social Media Usage (Daily)	Less than 1 hour	10	5.9%
	1–2 hours	40	23.5%
	2–4 hours	78	45.9%
	More than 4 hours	42	24.7%
Exposure to Sustainable Fashion Content on TikTok	Yes	138	81.2%
	No	32	18.8%

The demographic analysis revealed several key observations that affirm the relevance of the selected sample for examining the influence of TikTok videos and organic testimonials on environmental awareness and purchase intention in the sustainable fashion context. A majority of

respondents (75.3%) were aged between 18 and 34, aligning with TikTok’s primary user demographic. Female participants slightly outnumbered males, reflecting the generally higher interest in sustainable fashion among women. In terms of education, 57.6% held a bachelor’s degree, suggesting an audience likely to be more informed about sustainability issues. Additionally, 70.6% of respondents reported spending two or more hours daily on social media, indicating strong digital engagement. Notably, over 80% had been exposed to sustainable fashion content on TikTok, reinforcing the platform’s significant reach and influence within this domain.

4.2 Measurement Model Evaluation

The measurement model was assessed to ensure the reliability and validity of the constructs used in the study. The analysis included the evaluation of loading factors, Cronbach’s alpha, composite reliability, and average variance extracted (AVE). The results are summarized in Table 2.

Table 1. Measurement Model					
Variable	Code	Loading Factor	Cronbach’s Alpha	Composite Reliability	Average Variant Extracted
15-Second Videos	TV.1	0.807	0.859	0.905	0.706
	TV.2	0.911			
	TV.3	0.900			
	TV.4	0.731			
Organic Testimonials	OT.1	0.903	0.886	0.929	0.815
	OT.2	0.918			
	OT.3	0.887			
	EA.1	0.787			
Environmental Awareness	EA.2	0.861	0.865	0.909	0.713
	EA.3	0.876			
	EA.4	0.851			
	PI.1	0.813			
Purchase Intention	PI.2	0.760	0.904	0.926	0.675
	PI.3	0.835			
	PI.4	0.828			
	PI.5	0.838			
	PI.6	0.854			

Source: Data Processing Results (2025)

The key findings from the measurement model evaluation indicate that the constructs used in this study are both reliable and valid, forming a solid foundation for subsequent structural model analysis. All items demonstrated loading factors above 0.70, reflecting strong relationships between the observed variables and their respective constructs. Cronbach’s alpha values for all constructs exceeded 0.70, indicating good internal consistency, while composite reliability scores surpassed 0.90, further confirming the robustness of the measurement model. Additionally, each construct’s Average Variance Extracted (AVE) was above 0.50, ensuring sufficient convergent validity. These results collectively suggest that the indicators effectively capture the latent variables and that the model meets the necessary standards for reliability and validity.

4.3 Discriminant Validity

Discriminant validity ensures that each construct in the model is distinct from the others, meaning the constructs measure unique aspects of the phenomenon being studied. In this study, discriminant validity was assessed using the Fornell-Larcker criterion, which compares the square root of the Average Variance Extracted (AVE) for each construct with the correlation values between constructs.

Table 2. Discriminant Validity

	TV	EA	OT	PI
15-Second TikTok Videos	0.830			
Environmental Awareness	0.389	0.825		
Organic Testimonials	0.412	0.682	0.803	
Purchase Intention	0.349	0.876	0.666	0.782

Source: Data Processing Results (2025)

The analysis confirms discriminant validity for all constructs based on the Fornell-Larcker criterion, where the square root of each construct’s AVE exceeds its correlations with other constructs. For example, the AVE square root for TikTok Videos (0.830), Environmental Awareness (0.825), Organic Testimonials (0.803), and Purchase Intention (0.782) are all greater than their respective inter-construct correlations. This indicates that each construct is distinct and measures a unique aspect of the study. A strong correlation between Environmental Awareness and Purchase Intention (0.876) reinforces the idea that greater awareness leads to higher sustainable purchase intention, while the notable link between Organic Testimonials and Environmental Awareness (0.682) underscores the role of credible testimonials in shaping consumer attitudes.

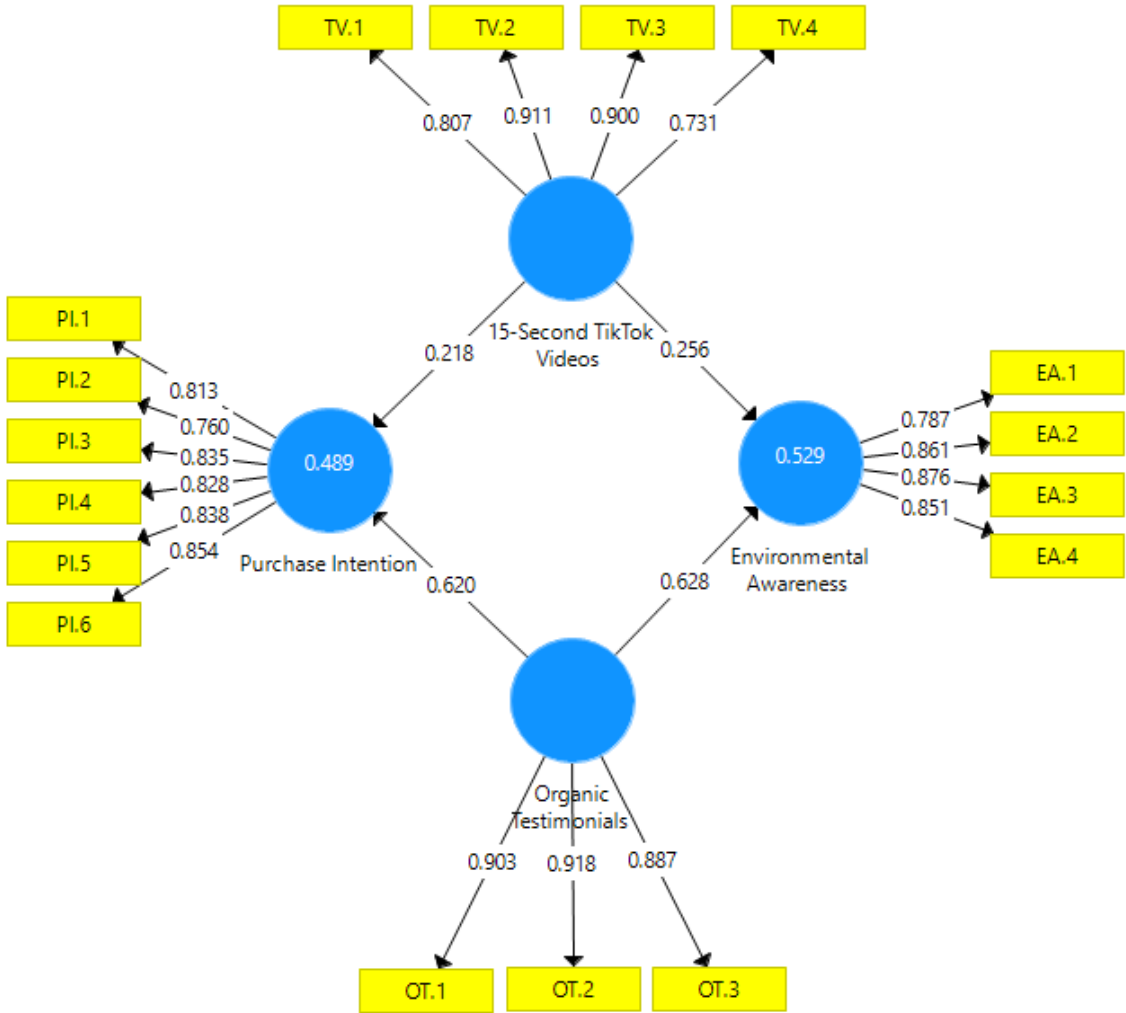


Figure 2. Model Results
Source: Data Processed by Researchers, 2025

4.4 Model Fit Evaluation

Model fit indices are used to assess how well the proposed structural equation model aligns with the observed data. The evaluation of model fit in this study is based on key indices, including the Standardized Root Mean Square Residual (SRMR), squared Euclidean distance (d_ULS), geodesic distance (d_G), Chi-Square, and Normed Fit Index (NFI).

Table 3. Model Fit Results Test

	Saturated Model	Estimated Model
SRMR	0.071	0.092
d_ULS	0.766	2.290
d_G	0.511	0.757
Chi-Square	323.350	401.519
NFI	0.796	0.747

Source: *Process Data Analysis* (2025)

The model fit indices suggest that the Saturated Model demonstrates better alignment with the observed data compared to the Estimated Model. The SRMR for the Saturated Model is 0.071—well below the acceptable threshold of 0.08—indicating a good fit, while the Estimated Model's SRMR is 0.092, slightly above the threshold, suggesting a marginal fit that may need refinement. Similarly, the d_ULS value for the Saturated Model (0.766) indicates a good fit, whereas the Estimated Model's higher value (2.290) points to potential model misspecifications or unexplained variance. Both models show acceptable d_G values (0.511 and 0.757), and the significant Chi-Square values are expected due to the large sample size, warranting reliance on other fit indices. The NFI for the Saturated Model is 0.796, near the 0.80 threshold, while the Estimated Model's NFI is 0.747, indicating a slightly weaker fit. Overall, the results support the model's adequacy for exploratory research and hypothesis testing, although minor refinements—such as reassessing structural paths or including additional variables—may improve the model's performance, especially given the complexity of consumer behavior in sustainable fashion contexts.

Table 4. Coefficient Model

	R Square	Q2
Environmental Awareness	0.529	0.521
Purchase Intention	0.489	0.480

Source: *Data Processing Results* (2025)

The results show that the model has moderate explanatory power and good predictive relevance for both Environmental Awareness and Purchase Intention. The coefficient of determination (R^2) for Environmental Awareness is 0.529, meaning that 52.9% of its variance is explained by 15-second TikTok videos and organic testimonials, which is acceptable in behavioral research. For Purchase Intention, the R^2 is 0.489, indicating that 48.9% of the variance is explained by Environmental Awareness, TikTok videos, and organic testimonials, though other factors may also influence this construct. The model also demonstrates strong predictive relevance, with Q^2 values above zero for both constructs: 0.521 for Environmental Awareness and 0.480 for Purchase Intention. These Q^2 values confirm that the model can reliably predict outcomes related to sustainable fashion behavior.

4.5 Hypothesis Testing Discussion

The hypothesis testing results provide an evaluation of the relationships between constructs in the structural model. The hypotheses were assessed based on the path coefficients (Original Sample), sample means, standard deviations, ttt-statistics, and ppp-values. The criteria for significance were $t > 1.96$ and $p < 0.05$ at a 95% confidence level.

Table 5. Hypothesis Testing

			Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
15-Second	TikTok	Videos ->	0.256	0.266	0.069	3.710	0.000
Environmental Awareness							
15-Second	TikTok	Videos -> Purchase	0.218	0.220	0.071	3.090	0.002
Intention							
Organic Testimonials -> Environmental Awareness			0.628	0.625	0.058	10.791	0.000
Organic Testimonials -> Purchase Intention			0.620	0.624	0.069	8.972	0.000

Source: *Process Data Analysis* (2025)

The key findings of the structural model analysis reveal that both 15-second TikTok videos and organic testimonials significantly influence environmental awareness and purchase intention. Hypothesis H1 shows a positive and significant relationship between TikTok videos and environmental awareness (path coefficient = 0.256; $t = 3.710$; $p = 0.000$), indicating a moderate effect. H2 confirms that TikTok videos also positively affect purchase intention (path coefficient = 0.218; $t = 3.090$; $p = 0.002$), though to a slightly lesser degree. Hypothesis H3 demonstrates a strong and significant effect of organic testimonials on environmental awareness (path coefficient = 0.628; $t = 10.791$; $p = 0.000$), underscoring the power of authentic consumer narratives in shaping environmental perceptions. Similarly, H4 reveals a substantial and significant influence of organic testimonials on purchase intention (path coefficient = 0.620; $t = 8.972$; $p = 0.000$), highlighting their essential role in encouraging sustainable consumer behavior.

Discussion

The results of this study provide valuable insights into the influence of 15-second TikTok videos and organic testimonials on environmental awareness and purchase intention in the context of sustainable fashion.

1. The Role of TikTok Videos in Promoting Environmental Awareness and Purchase Intention

The significant yet moderate effect of 15-second TikTok videos on environmental awareness and purchase intention highlights the potential of short-form video content as an effective communication tool. TikTok's engaging and visually driven format appeals to younger audiences by sparking curiosity and raising initial awareness about sustainable practices. However, the moderate effect size suggests that while these videos are effective in capturing attention, their ability to deliver in-depth or persuasive sustainability messages may be limited compared to more detailed or credible content sources. These findings are consistent with prior research emphasizing the role of visual storytelling in social media marketing, particularly for digital-native users who prefer concise, bite-sized content. Nevertheless, the short duration of TikTok videos may constrain their capacity to comprehensively communicate complex sustainability issues.

In terms of influencing purchase intention, TikTok's short video strategies have proven effective, particularly among Generation Z, as illustrated by successful campaigns like the e.l.f. Cosmetics #eyeslipsface challenge, which significantly shaped consumer behavior [7]. In the cosmetics sector, elements such as influencer credibility, expertise, and entertaining content have been shown to positively affect purchase intention among Gen Z audiences in Singapore [41]. Beyond consumerism, TikTok has also emerged as a powerful platform for environmental advocacy. For instance, accounts like @PandawaGrup have effectively disseminated sustainability messages

and received strong public engagement, thereby boosting environmental awareness [42]. Furthermore, content that emphasizes individual behavior and positive messages has been found to be more effective in fostering green consumption intentions than content focusing on collective behavior or negative appeals [43].

2. The Power of Organic Testimonials

Organic testimonials emerged as the most influential factor in this study, significantly impacting both environmental awareness and purchase intention. This finding underscores the power of credible, peer-generated reviews in shaping consumer perceptions and driving behavior. Testimonials offer authentic, relatable insights into the benefits and values of sustainable fashion, resonating deeply with audiences. Their strong influence aligns with the theory of social proof, which posits that individuals are more likely to adopt behaviors endorsed by peers or trusted sources. Furthermore, the reliability and perceived honesty of testimonials help overcome skepticism toward brand-led sustainability claims, making them a powerful driver of purchase decisions.

The impact of online reviews on sustainable clothing choices is well-supported by previous research, which highlights how factors such as material ecology, fashion appeal, functionality, and pricing influence consumer decisions through detailed reviews [44]. The credibility of reviewers—especially those verified or providing balanced opinions—enhances consumer trust and confidence, thereby reinforcing purchase intentions [45]. Environmental concern also plays a key role, with highly concerned consumers more responsive to testimonials emphasizing ecological benefits [46]. Additionally, the rise of greenfluencers—trusted figures who promote sustainability through social media—further amplifies this effect by positively shaping consumer attitudes and perceived behavioral control, both of which are critical in encouraging sustainable consumption [47].

3. Interplay Between Environmental Awareness and Purchase Intention

The findings reveal that Environmental Awareness is a significant precursor to Purchase Intention, as demonstrated by the high correlation between the two constructs ($r = 0.876$), indicating that greater understanding of environmental issues and sustainable practices directly increases the likelihood of consumers supporting sustainable fashion brands. This aligns with the Theory of Planned Behavior, which asserts that attitudes—such as environmental awareness—strongly influence behavioral intentions. Consequently, the results highlight the critical role of educational and awareness campaigns in fostering sustainable consumption patterns and encouraging environmentally responsible purchasing behavior.

4. Implications for Sustainable Fashion Marketing

The results offer several practical implications for marketers in the sustainable fashion industry. First, short-form video content like TikTok should be leveraged as a key engagement tool, especially for younger audiences; although its impact is moderate, it serves as an effective entry point when crafted to be creative, informative, and visually compelling. Second, authentic testimonials must be prioritized, as they play a powerful role in shaping consumer trust and purchase intention—brands can benefit from encouraging satisfied customers to share experiences and collaborating with credible influencers. Lastly, combining educational campaigns with social media strategies can bridge the gap between curiosity and action, enhancing the overall effectiveness of both TikTok content and testimonials in promoting sustainable fashion.

5. Future Research Directions

While this study underscores the effectiveness of TikTok videos and organic testimonials in promoting sustainable fashion, future research could expand by examining additional factors such as pricing strategies, product quality, and cultural influences to gain a more comprehensive understanding of consumer behavior. Exploring how these variables interact with social media campaigns may offer deeper insights into the dynamics of sustainable fashion adoption. In

conclusion, the findings demonstrate that social media content—especially organic testimonials—serves as a powerful driver of Environmental Awareness and Purchase Intention. Sustainable fashion brands in Bandung and beyond can leverage these insights to craft impactful marketing strategies that inspire informed and responsible consumer actions toward sustainability.

CONCLUSION

This study highlights the critical roles of 15-second TikTok videos and organic testimonials in influencing environmental awareness and purchase intention for sustainable fashion in Bandung. TikTok videos effectively capture attention and initiate awareness, while organic testimonials provide authenticity and credibility that significantly drive purchasing decisions. The findings emphasize the strong interplay between environmental awareness and purchase intention, reinforcing the idea that informed consumers are more inclined to engage in sustainable behavior. For practitioners, this suggests the need to adopt a dual strategy: utilizing creative short-form content to attract and educate audiences, and amplifying authentic customer testimonials to build trust. By addressing both engagement and credibility, sustainable fashion brands can strengthen consumer connections, increase environmental impact, and improve market performance. Future research is encouraged to explore additional influencing factors and diverse contexts to deepen the understanding of sustainable consumer behavior.

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