

## ***ABSTRACT***

*The transformation of fashion from a basic necessity into a medium of self-expression has significantly driven the increase in clothing consumption, particularly in Indonesia. This trend is further amplified by dominance of the fast fashion model, which emphasizes rapid and mass production but simultaneously generates substantial ecological consequences. As a response, the concept of sustainable fashion has emerged, promoting principles of environmental responsibility and ethical production practices. Growing consumer awareness regarding environmental issues has encouraged a shift in purchasing behavior, where sustainability values are increasingly considered in buying decisions.*

*This study aims to examine the influence on environmental concern, environmental knowledge, and eco-innovation on green purchase intention. Furthermore, the role of consumer attitude is analyzed as a mediating variable, while the generational cohort is explored as a moderating factor in these relationship. The research employs a quantitative approach, with data collected through an online questionnaire distributed to 384 respondents. The data analyzed using Structural Equation Modelling (SEM) through the SmartPLS software.*

*The statistical analysis yielded the following findings: (1) environmental concern and eco-innovation have a positive and significant influence on green purchase intention, (2) environmental knowledge does not significantly affect green purchase intention, (3) environmental concern, environmental knowledge and eco-innovation positively and significantly influence consumer attitude, (4) consumer attitude has a positive and significant affect on green purchase intention, (5) consumer attitude mediates the relationship between environmental concern, environmental knowledge and eco-innovation with green purchase intention, (6) generational cohort significantly moderates the relationship between environmental concern and consumer attitude, (7) generational cohort does not significantly moderate the relationship between environmental knowledge and consumer attitude, and (8) generational cohort does not significantly moderate the relationship between eco-innovation and consumer attitude.*

***Keywords: Environmental concern, environmental knowledge, eco-innovation, consumer attitude, green purchase intention***