

## ABSTRACT

*Environmental pollution is a global issue that still exists today. Therefore, environmental protection issues are emerging, leading to a trend of green consumption, including green clothing. Therefore, this study aims to analyze consumer purchasing behavior toward green clothing products using the theory of planned behavior.*

*The data for this study was obtained from 125 Generation Z respondents through an online questionnaire survey. The sample was taken from consumers residing in Jabodetabek who have purchased green clothing products. The sampling method used non-probability sampling with purposive sampling techniques. The analysis tool used was Structural Equation Model (SEM).*

*The findings of this study indicate that the environmental concern, willingness to pay, and perceived value variables have a positive and significant effect on purchase intention. While the subjective norms variable has a positive but not significant effect on purchase intention. In addition, this study also shows that purchase intention has a positive and significant effect on purchase behavior.*

**Keywords:** *Theory of Planned Behavior, Environmental Concern, Subjective Norm, Willingness to Pay, Perceived Value, Purchase Intention, and Purchase Behavior.*