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IMPLICATIONS OF ENVIROPRENEURIAL ORIENTATION FOR GARMENTS BRANDS IN INDONESIA: CAN SUITABILITY BE ACHIEVED THROUGH GREEN MARKETING, ECO-LABELING AND GREEN WASHING STRATEGIES?

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Abstract. In the current era, the global green trends are creating new opportunities and challenges in front of the entrepreneurs worldwide with customers now willing to pay extra for green products and services and more environmentally aware. In considering this phenomenon, the current study majorly focuses on the positive influence of enviropreneurial orientation on sustainable performance's development within the garment industry in Indonesia. Three major strategies act as mediators named as green marketing mix strategy, eco-labeling strategy, and greenwashing strategy, to boost the relationship between independent and dependent variables. An online survey-based quantitative research is adopted for data collection purpose and after this, the confirmatory factor analysis (CFA) and structural equation modeling (SEM) based statistical tests are implemented for analysis. According to the results, there is a significant impact of enviropreneurial orientation on the development of sustainability performance of such garment industry due to the productive influence of eco-labeling strategy and greenwashing strategy. This paper will add value in the effective environment-oriented marketing campaigns and the operating activities based decision-making process of selected Indonesian garment companies. But lack of customer perception and deficiency of other environment affected industrial data may impact the authenticity of tested hypothesis of this paper. This gap can be overcome by the upcoming scholars.

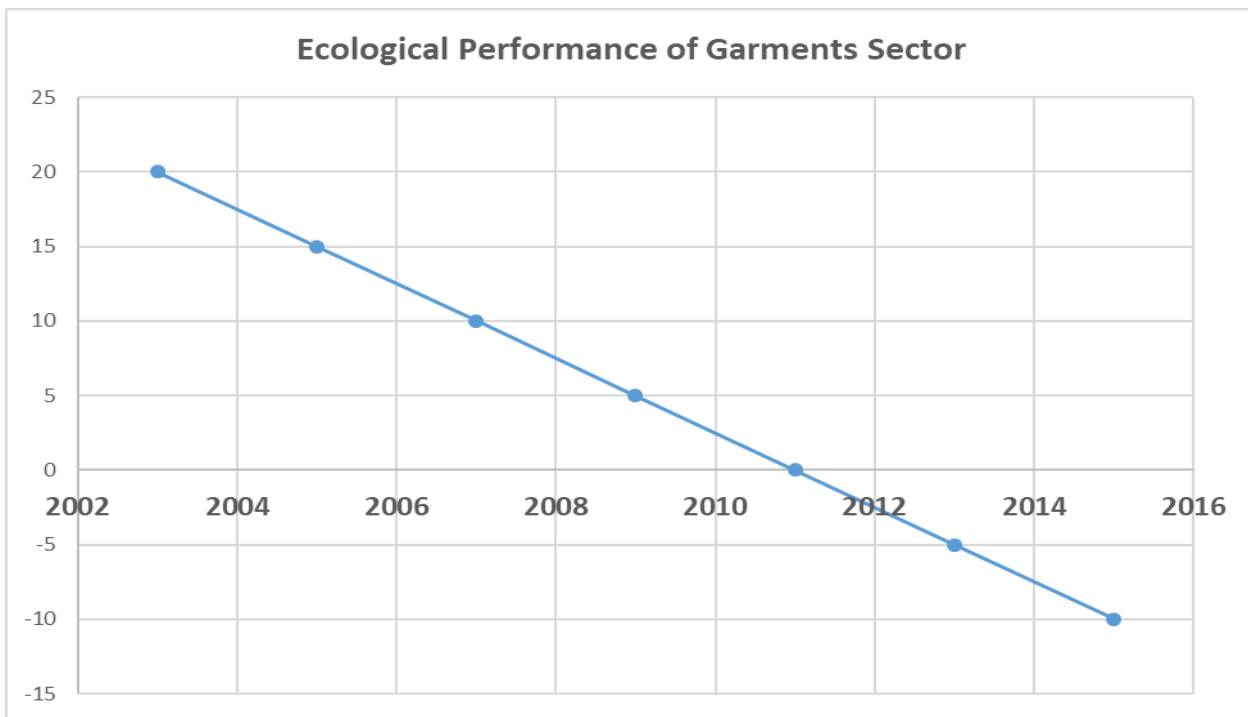**Keywords:** Enviropreneurial Orientation; Green Marketing; Eco-Labeling and Green Washing Strategies

Introduction

Indonesia is famous for an attractive sector of clothing and textiles (Wichitsathian, & Nakruang, 2019; Aldianto, Novani, Anggadwita, Budi, & Wirawan, 2020). In 2012, the garments brands of Indonesia offered for about 1.1 million jobs (Vickers, 2017). China helps Indonesia in increasing the productivity of its garments sector as China is the core source of clothing products coming into Indonesia (Bristi & Al-Mamun, 2019; Malik, B., et al., 2020). According to Majid, Pahlevi, Laba, and Sobarsyah (2019), the issues of environmental responsibility are concerned with large organizations as well as small organizations. The development level of enviropreneurial orientation within a small organization will result in advancing the strategic fitness of that organization towards environmental issues (Chowdhury, 2017, Wichitsathian, Nakruang, 2019; Aleem, U., 2020; Li, X., et al., 2020). Sustainability in the clothing sector in Indonesia can be achieved through green marketing, greenwashing strategies, and eco-labeling (Tanujaya & Wurangian, 2019; Li, Yang. 2020). The managers of small organizations are offered valuable understandings so that they can improve their green marketing plan (see Table 1).

Table 1: Key ecological responsibility issues

Ecological issues	Scope of issues	Implications globally and in Indonesia
Air quality	Manufacturing as well as transport emissions and greenhouse gas emissions or offensive odors.	Human health problems lower the quality of life for people living in Indonesia and climate change with a variety of anticipated effects.
Water quality	Sewage pollutions or effects and nutrient impacts.	Pollution majorly affects the chemistry of waterways.

Hill and Pane (2018) explore that the major problem with the clothing sector of Indonesia was that it was not focusing on environmental sustainability; as a result, the level of its sustainability performance became low. The CSR performance was not being followed by the garments brand of Indonesia from 2001 to 2015 (Bristi & Al-Mamun, 2019). There was a lack of eco-labeling, green marketing, and greenwashing strategies in the clothing sector before (Hamja, Maalouf, & Hasle, 2018). The interdisciplinary approach was not being used by the textile industry of Indonesia that results in a lack of opportunities (Rahman, 2019). (See Table 2).

Figure 2: Ecological Performance

It is well known that enviropreneurial orientation (EO) plays a very pivotal part in improving the existing performance of the company or any particular sector (DiVito & Bohnsack, 2016). Therefore, during the last few years, different scholars made huge efforts in evaluating the performance of different sectors through the role of EO, such as a study by DiVito and Bohnsack (2017) examine the direct impact of EO on the entire presentation of small business sectors and organizations. The previous different studies lack in evaluating the sustainability

performance (SP) of the garments sector of Indonesia through the direct influence of EO and its related concepts. Therefore, the current study proves to be remarkable for many garments sectors as well as small firms in Indonesia in improving their sustainability performance.

Additionally, in the previous years, different analysts such as (Raza, Frooghi, Binti Rani, & Qureshi, 2018) have identified the role of EO and the relationship with brand and product performance in different arenas and manners. Though the current effort and study is especially important as well as justified certainly because no other analyst and study have evaluated the SP of garments sector of Indonesia through the mediating part of marketing mix strategy and greenwashing practices. The current research has the following objectives,

- The initial objective of the study is to identify the overall impact of enviropreneurial orientation (EO) on the sustainability performance in garments brands in Indonesia.
- The secondary aim of the study is to evaluate the mediating impact of green marketing mix strategy (GMMS) on the relationship between EO and sustainability performance in garments products in Indonesia.
- The third aim of the following research is to analyze the mediating role of Eco-labeling strategy in the association between EO and sustainability performance in garments brands in Indonesia.
- Moreover, the final objective is to examine the mediating impact of greenwashing strategy on the linkage between EO and sustainability performance in the garments sector in Indonesia.

The research's first significance is to delve into the relationships among certain EO factors (including innovative and proactive) and garments brands' performance results for the garments firms and sectors. The current study considers the findings majorly from an environmental perspective, concerning EO, and from the capabilities as well as resource mobilization (RM) of different garments firms. The findings of the current paper confirm that EO proves to be extremely helpful in improving the sustainable performance of garments products. Therefore, the given study has an extremely broad scope in the garments sector of Indonesia (Bilan et al., 2020; López, 2020).

The given research thesis consists of five essential chapters majorly counting introduction, review of literature, research methodology, results, and their interpretation and conclusions and discussion. The initial chapter of the given paper provides an introduction mainly manifesting the background of the study along with a description of the problem as well as justification. The second chapter of the paper reviews past studies and efforts in EO and green marketing with a conclusion evaluating gaps and problems. The chapter of methodology explains all the methods used in the study along with their purposes. And finally, the chapter of the discussion conclusion gives all the implications and limitations of the findings of the study.

Literature review

Theory of Enviropreneurial orientation
EO has been considered as part of the significant abilities as well as factors for different production industries, providing them a significant variety of environmental responsibilities (Namagembe, Ryan, & Sridham, 2017; Wichitsathian, & Nakruang, 2019). According to Khan, Royhan, Rahman, Rahman, and Mostafa (2020) EO represents a decision-making practice for developing as well as implementing ecological, environmental, and green positive actions to stimulate sustainability performance (SP). According to the theory of EO, ecopreneurship majorly represents the mechanism or basic principles of entrepreneurship that a particular sector used to develop a system that solves critical ecological problems through the use of effective green marketing (Song-Turner & Polonsky, 2016). According to Papadas, Avlonitis, and Carrigan (2017) ecopreneurs who made significant efforts according to EO are not only driven for profit but also for improving the existing environmental performance of the sector. Ecopreneurship also is known as eco-capitalism, is becoming a significant factor and as the latest market-based standard for seeking good time for enhancing contexture performance as well as develop sustainability in the performance of products (Kirchoff, Tate, & Mollenkopf, 2016). According to this theory, a lot of sectors can use ecopreneurship concepts to incorporate sustainable brand design majorly through eco-labeling

strategy and this can happen at any level of the business mainly including logistics as well as manufacturing mechanisms (Wisker & Kwiatek, 2018).

The relationship between Enviropreneurial orientation and sustainability performance (SP)

EO or ecopreneurship is well described as the mechanism of fundamentals of entrepreneurship applied to develop businesses that consider environmentally favorable marketing ventures with a specific aim of generating profits by the means of exchange that satisfies a firm's financial and SP (Khan et al., 2020). Nowadays the customers are more aware of the green environment and they pay more to maintain such an environmentally friendly atmosphere and they invest in green products. Thus such strategies and policies are appreciated which fulfills the demands of the customers to make green products to enviropreneurial orientation and the business performance improves by adopting such strategies (Khan, Royhan, Rahman, Rahman, & Mostafa, 2019). Research by Mullens (2018) explained that in SME, enviropreneurial orientation allows the mangers or the owners to make such decisions or strategies which can lead the organizations according to the sustainability performance. The policies made by the owners of the business or the managers with a complete observation and study enables the SME to sustain its position and also to face the competencies (Papadas et al., 2017). When the policies and strategies are made by examining the enviropreneurial orientation takes a very positive influence as it is according to the demands and needs of the environment (Lučić, 2020). Such environment-friendly policies and steps play an incredibly positive role in establishing a sustainable performance in the external and internal sectors. Sustainability of the performance can be more effective when there is an appositive association between EO and sustainability presentation (Kamarudin et al., 2020). The owners or the managers aware of the demands and the needs of the customers according to the enviropreneurial orientation can lead the SME to sustainability and this sustainability influences the performance very effectively (Jaini & Hussin, 2019). Thus a sustainability performance has a very positive relationship in helping the owners of the SMEs to make such policies and implement them to keep a balance and increase the level by meeting the needs of the customers and keeping the environment friendly and following the policies of keeping the environment green and friendly (Svensson, Padin, & Eriksson, 2016). Moreover, According to Choudhury, Rao, and Mishra (2019) to maintain the SP and the managers must have full awareness and develop such activities to attract more customers through the means of enviropreneurial orientation EO. Therefore, based on the above discussion the current study suggests the following hypotheses,

H1: Enviropreneurial orientation significantly impacts sustainability performance.

The mediating role of green marketing mix strategy in the connection between EO and sustainability performance

According to Khan et al. (2020), the concept green marketing strategy (GMS) refers to the significant practice of generating and promoting products as well as brands based on their actual or perceived environmental sustainability (PES). The significant examples of GMS for improving product performance mainly include promoting the minimized emissions related to a garment product manufacturing process, and the use of post-consumer recycled materials for a garments product packaging (B. Eneizan, Abdulrahman, & Alabboodi, 2018). A study by B. M. Eneizan, Wahab, Zainon, and Obaid (2016) demonstrates that certain production companies of the garment sector also may market themselves as being ecologically conscious firms by donating a portion of their profits to significant environmental activities to stay sustainable in the market place. Mushtaq, Zubair, Khan, and Khurram (2019) in research characterized GMS as the process of promoting brands based on their environmental advantages which initiate sustainable product performance in the market. Such a brand may be ecologically friendly in it and manufactured in environmentally friendly conditions and this majorly include garments product that is manufactured sustainably through the effective degree of EO and also develops from renewable materials which further improve the SP of the product (Hojnik, Ruzzier, & Manolova, 2018). Moreover, a green marketing mix strategy (GMMS) is the collection of manageable and strategic green marketing strategies that a sector used to generate the desired response from its target market and customers as well. The marketing strategies and tools that are used by different companies under GMMS include garment products, price,

place, and promotion which sustainably influence the process of SP (Dangelico & Vocalelli, 2017). Hence, the above discussion leads to the development of the following hypotheses,

H2: Green marketing mix strategy significantly mediates the relationship between EO and product sustainability performance.

The mediating impact of Eco-labeling strategy on the relationship between EO and sustainability performance

A significant and rising concept in sustainability performance research is the impact as well as the positive part of eco-labels in affecting customers in their buying overall conclusions. According to Khan et al. (2019), eco-labels are certain Eco statements announcing that a brand or product has specific green properties as well as environmentally friendly features. Another study by Khan et al. (2020) also demonstrates that eco-labels are a certain kind of green statement that represents a labeling system for garments products and other custom products. Furthermore, eco-labeling strategies are voluntary schemes as well as practices that transmit knowledge about the ecological benefits of the stated products mainly with the help of certain signs or symbols at the point of which directly influence the SP of the product (Birou, Green, & Inman, 2019). Past studies indicate that eco-labeling is a significant marketing mix strategy for different production sectors as it proves the eco-friendly properties of brands mainly concerning problems like energy consumption as well as health (Aslam, Waseem, & Khurram, 2019). Thus, eco-labeling strategies or practices help sectors to improve their overall SP along with the effective use of their EO process and practices. Moreover, eco-labeling strategies significantly permit customers to easily as well as confidently understand the green properties of a product, which positively affects the SP of the product. The above mediating impact of eco-labeling is also supported by the theory of EO because the theory of EO demonstrates that eco-labels play a deciding role in representing the effort of enviropreneurs. Hence, the given study proposes the following hypotheses,

H3: The mediating role of Eco-labeling plays a positive role in enhancing the connection between EO and sustainability performance.

The mediating role of greenwashing (GW) strategy in the relationship between EO and sustainability performance

Greenwashing strategy plays an enabling role in the association between SP and the enviropreneurial orientation of an organization and also increases the financial performance of that company (Bamgbade, Kamaruddeen, & Nawi, 2017). Greenwashing results in increasing the interests of the society in the impact of the potentials and the assets on the conditions of small organizations (Nguyen, Yang, Nguyen, Johnson, & Cao, 2019). According to Blome, Foerstl, and Schleper (2017) resources, skills, and capabilities of an organization, are beneficial for the ecological environment can lead to an increase in productivity and helps in fulfilling the organizational goals. A set of marketing mix components is required by different activities of an organization to represent its values to the customers and achieve better results of economic performance. According to Szabo and Webster (2020), the greenwashing strategy helps in fulfilling the demands and needs of the buyers by enhancing sustainability performance and ecopreneurship. The organization should be responsible for the environment and the customers to develop quality services and products by applying strategic messages while stimulating its activities and attaining competitive advantage (Shou, Shao, Lai, Kang, & Park, 2019). It is proved by the theory of enviropreneurial orientation that EO affects a crucial effect on the development and execution of environmental, ecological, economic, and greenwashing strategy.

H4: Greenwashing strategy has a positive impact on the relationship between EO and sustainability performance.

Research model is presented in Figure 2.
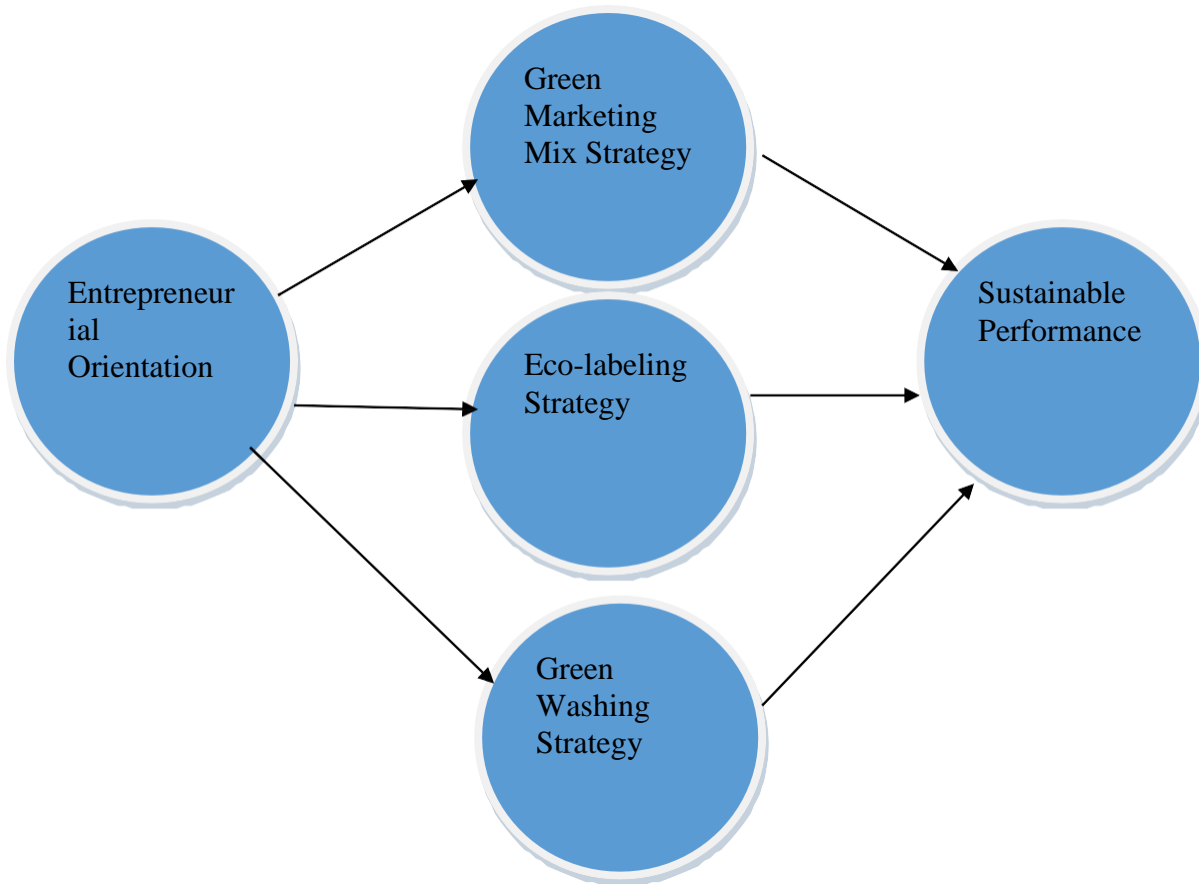
Figure 2: Research Model

Material   and   Methods

Sample and Data Collection

Indonesia is such a type of countries which have many populations and suffered a lot due to climate change. The small firms within this state play a major role in its economic development phase and started implementing the green marketing mix and the eco-labeling strategies in their business operations (Haryanto, 2018). To critically evaluate the influence of environmental orientation for the garment brand within this state, a quantitative research-based data collection method is considered. The online survey focused advanced research mechanism is used where the questionnaires are randomly distributed among the infield workers, managers, and other related professionals to explore their point of view regarding the green marketing, greenwashing and eco-labeling based strategies. A purposive sampling method is used to justify the tested hypothesis (Etikan, Musa, & Alkassim, 2016). The independent variable of this study is enviropreneurial orientation, the dependent variable is sustainability performance, while the green marketing mix strategy, eco-labeling strategy, and greenwashing strategy based mediating variables enhanced the relationship between the two studied variables. The unit of analysis is the garment firms' managers/ owners who having full understanding the studied variables. The five-point Likert scale (strongly agreed = 1, agreed = 2, neutral = 3, strongly disagreed = 4, disagreed = 5) is used to

gain correct and relevant information regarding the tested variables and hypothesis (Wu & Leung, 2017). The demographics of the selected individuals are discussed in the following paragraphs.

Firstly, the point of view of different scholars and related field professionals was considered before the random distribution of the questionnaires. In the initial stage, 500 questionnaires were randomly mailed to the Indonesian garment company's managers, owners, and related employees, where 415 of them shown their active and valid response towards this research hypothesis. According to its demographic characteristics, it becomes clear that there are 229 professional males (55%) and 186 professional females (45%) who give authentic outcomes in this analysis. Well, in case of their age segregation, the frequency of fewer than 25 years old individuals is 128 (with 31%), well 176 participants are from 25 to 35 years old (with 42%), 95 of them are within the age group of 35 to 45 years old (with 23%), and the remaining 16 are more than 45 years old (with 16%) in the overall participants. This shows that the maximum number of participants are young employees and in-field managers who are within the age limit of 23 to 35 years old. Last, but not the least, in their experience-based division, 16% of the overall participants are having less than 2 years' experience in the related garment industry. While 175 (42%) participants are having 2 to 5 years-based experience and 136 (33%) spent 5 to 8 years in the related field. Only 39 (with 9.4%) of the overall participants having more than 8 years' experience in this Indonesian business industry. This shows that majority of participants of this paper are active managers and front-door employees who directly deal with the consumers.

Measure
In order to examine the hypothesis and the research model of this paper, the variance based structural equation modeling method will be used along with the partial least square (PLS) technique (Aimran, Ahmad, Afthanorhan, & Awang, 2017). In the case of construct validity, SEM motivates the measurement of latent variables by using the manifest variables, indicators, or items. In a second-generation based multivariate technique, this model allows to justify the relationship between the independent and dependent variables (Hair Jr, Hult, Ringle, & Sarstedt, 2016). In this quantitative research-based analytical approach, the PLS technique-oriented analytical outcomes establish the relationship between the construct and test the related hypothesis.

Analysis Interpretation
After the proper data collection mechanism, it is time to critically interpret the analytical outcomes of the tested variables. Its descriptive test-based statistics are shown in the following table that helps to identify the authenticity of this model. According to the mentioned values of tested items, it becomes concluded that the standard error value is 0.12 constant in all the variables. Well, the stated standard deviation values show that a sustainable performance-based dependent item is less deviated from its mean position. It means that the independent variable along with mediators does not cause a major impact on this tested variable. While the greenwashing strategy highly deviates from its mean position and other mediators also deviate from their standard position. Also, the environmental orientation value depicts that its items are less deviated from its mean position after the dependent variable means this factor has the power to directly influence the efficiency of sustainability performance. Its statistics are shown in the following table 2.

Table 2: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
EnvirOri	415	1.00	5.00	3.2582	1.03439	-.232	.120
SusPerf	415	1.00	5.00	3.4021	1.00140	-.396	.120
EcoLab	415	1.00	5.00	3.5377	1.16555	-.565	.120
GrMMS	415	1.00	5.28	3.4693	1.11293	-.544	.120
GrWoS	415	1.00	5.00	3.5631	1.14307	-.566	.120
Valid N (listwise)	415						

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.949
Bartlett's Test of Sphericity	Approx. Chi-Square	13234.960
	df	406
	Sig.	.000

The above-mentioned statistics of KMO and Bartlett's test (Table 3) depicts that this model is a good fit for hypothesis testing. It is because the KMO value is within the threshold range with the proper significance value of 0.000 and appropriate chi-square value. The rotated component matrix-based items are discussed in the following table 4.

Table 4: Rotated Component Matrixa

	Component				
	1	2	3	4	5
EO1					.814
EO2					.859
EO3					.817
EO4					.764
EO5					.808
SP1	.758				
SP2	.677				
SP3	.746				
SP4	.826				
SP5	.796				
SP6	.843				
SP7	.831				
SP8	.811				
GM1			.820		
GM2			.840		
GM3			.829		

GM4	.846	
GM5	.853	
EL1	.820	
EL2	.826	
EL3	.820	
EL4	.861	
EL5	.886	
EL6	.872	
GS1		.778
GS2		.808
GS3		.844
GS4		.843
GS5		.823

The above values show that all the rotated component matrix of the tested items is more than standard 0.7 means within their threshold range. These numerics depict that all the variables are effectively loaded in this tested model that helps to make a proper relationship among the tested variables.

Table 5: Convergent and Discriminant Validity

	CR	AVE	MSV	GS	EO	GM	EL	SP
GS	0.938	0.750	0.314	**0.866**				
EO	0.936	0.745	0.342	0.480	**0.863**			
GM	0.953	0.801	0.341	0.443	0.461	**0.895**		
EL	0.968	0.835	0.341	0.496	0.480	0.584	**0.914**	
SP	0.946	0.688	0.342	0.560	0.585	0.481	0.488	**0.830**

The above mentioned informative table 5 based convergent and discriminant validity values show that the tested average variance extracted value is more than 0.5 while its composite reliability value is more than 0.7 which means there is no convergent validity issue occurred within the item uploading mechanism. In addition to this, there is also no discriminant validity issue occurred within this model because each item is statistically different from the other ones and it can be seen in the bold letters. After this, the model fit indices based informative description is shown in the following table 6.

Table 6: Model Fit Indices

CFA Indicators	CMIN/DF	GFI	IFI	CFI	RMSEA
Threshold Value	≤ 3	≥ 0.80	≥ 0.90	≥ 0.90	≤ 0.08
Observed Value	2.291	0.871	0.964	0.964	0.056

According to the indices, all the observed values of confirmatory factor analysis indicators like CMIN/DF, CFI, IFI, GFI, and RMSEA are within their threshold range. For example, the observed value of CMIN/DF indicator

value is 2.291, lower than 3; GFI value is 0.871, greater than 0.80; RMSEA value is 0.056, lower than 0.08; while both IFI and CFI based confirmatory factor analysis indicators show the same value of 0.964, greater than 0.90. It means its a good fit model for factors uploading and all the items are effectively uploaded in this test model. Its graphical representation is given below in Figure 3.
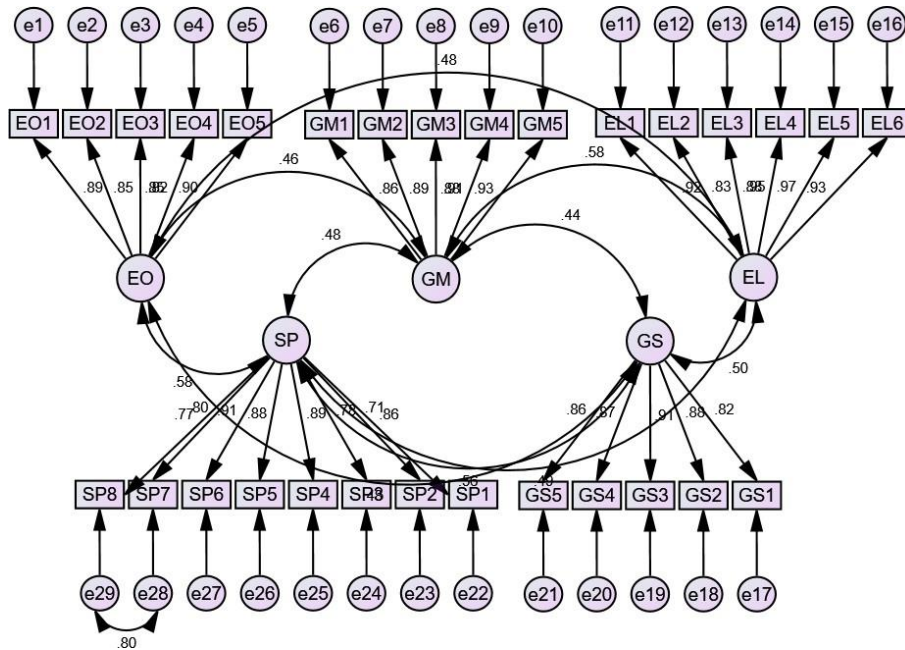

Figure 3: CFA

Table 7: Structural Equation Modeling

Total Effect	EnvirOri	GrWoS	GrMMS	EcoLab
GrWoS	.463**	.000	.000	.000
GrMMS	.432**	.000	.000	.000
EcoLab	.462**	.000	.000	.000
SusPerf	.585**	.274**	.085	.152**
Direct Effect	EnvirOri	GrWoS	GrMMS	EcoLab
GrWoS	.463**	.000	.000	.000
GrMMS	.432**	.000	.000	.000
EcoLab	.462**	.000	.000	.000
SusPerf	.351**	.274**	.085	.152**
Indirect Effect	EnvirOri	GrWoS	GrMMS	EcoLab
GrWoS	.000	.000	.000	.000
GrMMS	.000	.000	.000	.000
EcoLab	.000	.000	.000	.000
SusPerf	.234**	.000	.000	.000

Structural equation modeling (Table 7) is a major portion of this analytical interpretation that explored the concept of how strong a relationship exists among tested variables. According to the above statistics, it has been shown that one percent deviation in the enviropreneurial orientation variable caused 46% change in the greenwashing strategy, 43% in the green marketing mix strategy, 46% in eco-labeling strategy, and 59% in the sustainable performance-based dependent variable. This statistical outcome justified the first hypothesis that there is a significant relationship between enviropreneurial orientation and sustainable performance. All the items directly effect the dependent variable as if greenwashing strategy caused a 27% deviation; green marketing mix strategy causes 9%, while the eco-labeling strategy causes a 15% deviation on the sustainability performance-based outcomes. Its visual representation is shown in the following figure 4.
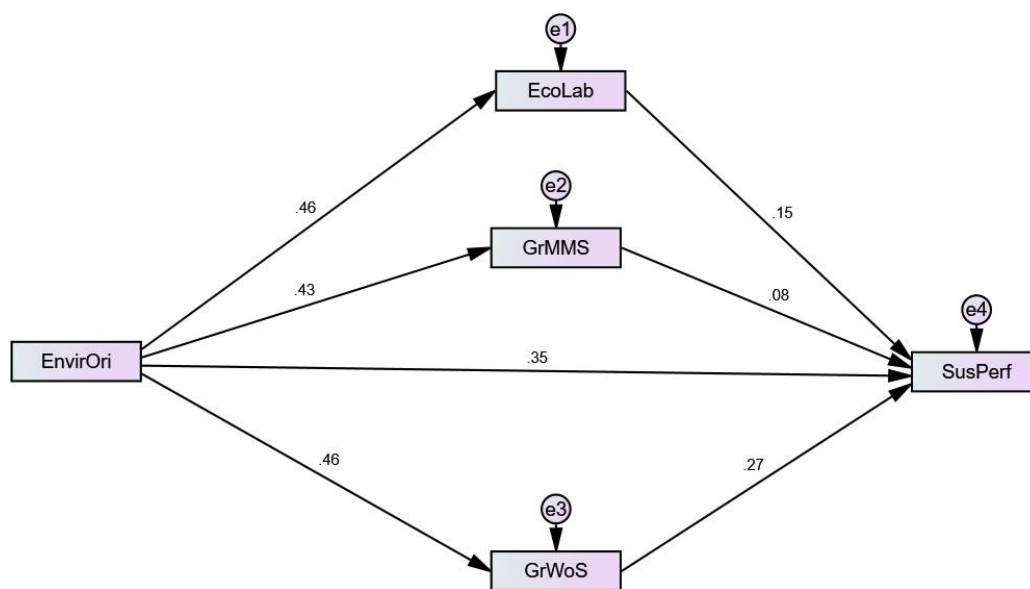

Figure 4: SEM

Discussion and Conclusion

Discussion
The above statistical outcomes depict that majority of professional considered this enviropreneurial orientation variable as a major factor that directly affect the sustainability performance. In this situation, the green working and eco-labeling based strategic approach boost their relationship and result in the favorable outcomes in the form of a garment industry within the target customer market. Eijaz Ahmad Khan with others (2019) critically examines the impact of enviropreneurial orientation on the effective business performance of the small-medium enterprises within a developing state. Well, the global green trend creates a challenging situation in front of the entrepreneurs to maintain their company's market position and create a productive awareness among the targeted customers related to green products and services. In this aim, eco-labeling strategies and green marketing mix play a significant role to give a direction to the environment affected business community to ponder on the customer affected environmental variables (Khan et al., 2020). In Indonesia, the concept of green business performance based corporate social responsibility plays a significant role to enhance the customer loyalty-based market share of the company within this state. This green business performance is considered a key strategy to

achieve and maintain a sustainable competitive advantage. There are many factors that boost such performance-based efficiency within this state organization; named as top management support, price, product development, distribution, and marketing communication in the operating activities of a company (Batu & Kusumawardhani, 2018).

Szerena Szabo and Jane Webster also explored the positive influence of the enviropreneurial orientation-based greenwashing in enhancing the customer preferences towards the company's products. According to them, the efficient greenwashing based sustainable strategic approach not only enhanced the environmental and product perception but also cause major happiness among consumers towards the company's operation (Szabo & Webster, 2020). In addition, the green marketing based strategic approach enhanced the green eating behavior and efficacy within an organization. Because the self-efficacy theory and legitimacy theory based strategic approach of the company's management effectively examine the customer preferences towards the environment and develop an efficient strategy (Muposhi & Dhurup, 2017). The above statistics also show that such environmental orientation along with the eco-labeling strategy and the greenwashing strategy positively enhanced the sustainability performance of an organization. These two are the major green marketing strategies that motivate the developing nation companies to advanced their operating activities by directly fulling the environment oriented needs and desires of the targeted customers (MOLETE, 2018).

Conclusion
After critically inspect the implications of the enviropreneurial orientation for the Garment Brands in the Indonesian market, it becomes clear that such advanced orientation positively enhanced the sustainability performance of this brand community within this state. To critically justify this outcome, the structural equation modeling-oriented SPSS test is implemented on its online survey-based quantitative data. According to the results, the presence of greenwashing strategy and eco-labeling strategy enhanced the relationship between the enviropreneurial orientation and sustainability performance of this industry within this state. While, the mediating role of the green marketing mix strategy is somehow affected their studied relationship, but its influence is less than the other two.

Future Implications
This paper is an informative approach in front of the marketing manager, operational manager, sales manager and other frontline workers of the Indonesian Garment industry to consider the importance of enviropreneurial orientation for the development of the sustainable performance of their operations based decision-making process. In addition, this company has an ethical and social implication in the Indonesian market perceptive. The related marketing field scholars can also utilize its relevant information in their discussion and analytical portion.

Limitations and Futures research
In this paper, only the garment industry and its environmental orientation approach are studied, but if other environment affected business sectors like electronics, diesel oil, etc are studied also then more applicable outcomes generated. In addition, there is a lack of customer perception regarding the company's enviropreneurial orientation based strategic approach. There is an opportunity in front of future scholars to cover the research gap.

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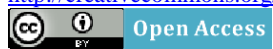
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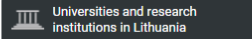| i | Improved CiteScore methodology | ✕ |

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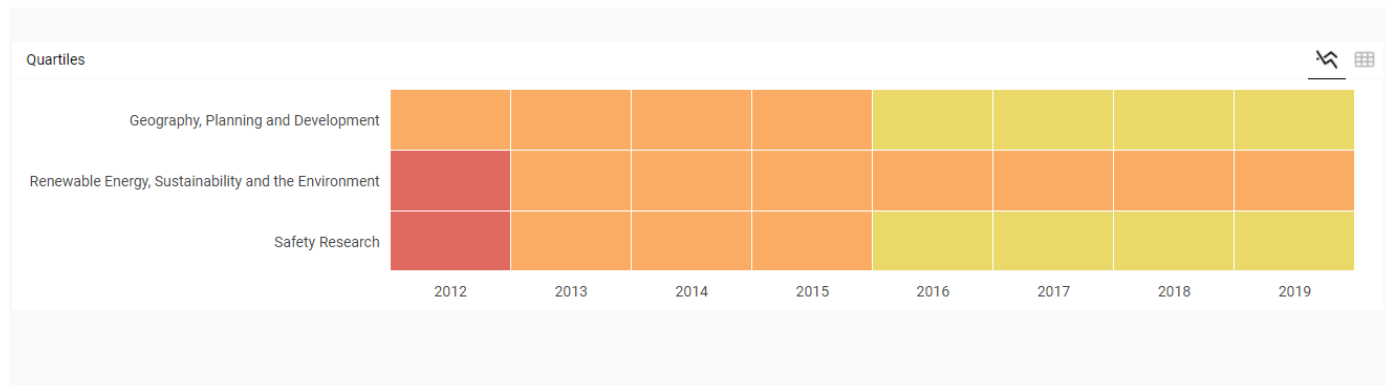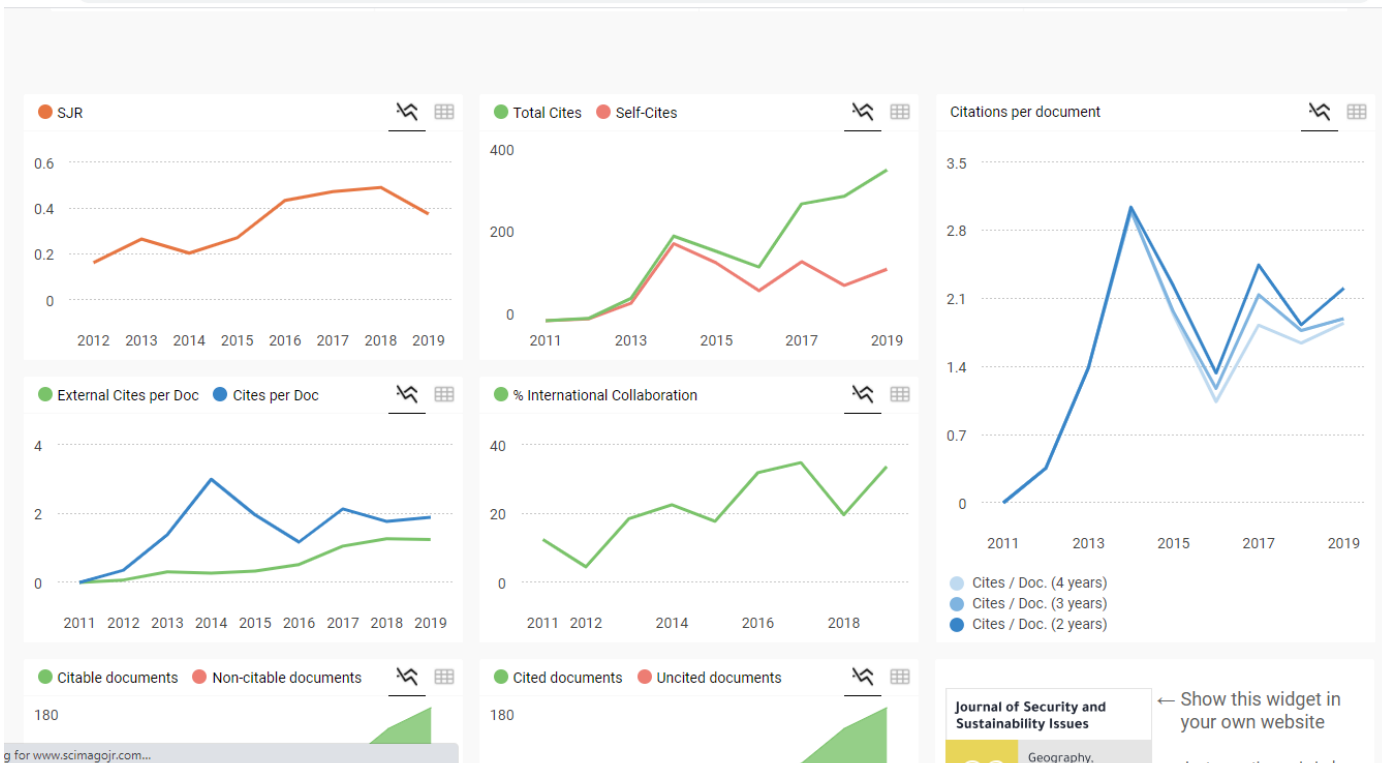
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