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Investigating the Relationship Between Green Creativity, Meaning of Work, and Green Performance in the Fashion Creative Industry

ABSTRACT

The primary issue addressed in this research is the integration of green practices within the fashion creative industry. The study aims to examine the relationships between green creativity, meaning making, and green performance in this sector. To achieve this, a survey approach was employed, involving 226 employees from various fashion creative enterprises in Bandung City.

The research utilized a covariance-based structural equation modeling (SEM) approach for analysis. The Confirmatory Factor Analysis (CFA) yielded favorable results, validating the measurement model. Further structural testing demonstrated a significant influence of green creativity on meaning making, suggesting that innovative green practices can enhance the understanding and interpretation of sustainability within the industry. This relationship ultimately extends to implications for green performance, indicating that fostering a culture of green creativity not only contributes to meaningful engagement with sustainability but also enhances overall performance in green initiatives among fashion creative firms. The findings underscore the importance of integrating green creativity into the operational frameworks of the fashion industry. By promoting sustainability-oriented practices, companies can achieve better performance outcomes while addressing environmental concerns. This study contributes to a deeper understanding of how creative industries can leverage green initiatives, thus paving the way for a more sustainable future in fashion.

Keywords: Green Creativity, Meaning Making, Green Performance.

INTRODUCTION

The creative industry, particularly fashion, has undergone remarkable transformations in recent years, primarily driven by advancements in technology and shifts in consumer behavior. In the context of the fashion industry, Li (2020) highlights that this digital transformation incorporates the use of e-commerce platforms, social media, and augmented reality technologies to enhance customer experiences. Fashion brands must effectively integrate digital technologies into their business strategies to create added value and meet the ever-evolving expectations of consumers.

Similarly, Ikram (2022) explores the transition towards a green economy and the role of technological innovation within the fashion industry. He emphasizes the critical importance of sustainability in fashion production and consumption, illustrating how technology can facilitate more eco-friendly practices. Sustainability has emerged as a central issue in the industry, prompting brands to adopt more sustainable practices through innovative technological solutions. This includes leveraging blockchain technology for supply chain transparency and utilizing 3D printing techniques to minimize waste.

The integration of these technological advancements not only helps fashion brands meet consumer demands for sustainability but also allows them to remain competitive in a rapidly changing market. By prioritizing innovation and eco-conscious practices, brands can enhance their operational efficiencies while also contributing to a greener future in the fashion industry.

The research conducted by Dharmani, Das, and Prashar (2021) reveals that the creative industry, including fashion, is experiencing rapid growth, with a significant focus on innovation and technology. The authors highlight that interdisciplinary collaboration has become crucial for the development of the creative industry. By understanding market trends, fashion brands can identify opportunities for innovation and collaboration, allowing them to devise more effective strategies to tackle emerging challenges.

This emphasis on collaboration across disciplines underscores the need for fashion brands to work with experts from various fields, such as technology, sustainability, and design. Such collaborative efforts can foster new ideas and solutions, enabling brands to stay ahead in a competitive market. Additionally, the ability to swiftly adapt to changing consumer behaviors and expectations has become essential for success in the dynamic fashion landscape.

The research by Amankwah-Amoah, Abdalla, Mogaji, Elbanna, and Dwivedi (2024) identifies various opportunities and challenges faced by the

fashion industry in the wake of disruptive changes. Generative artificial intelligence (AI) presents significant prospects for creating new designs, producing content, and even predicting fashion trends. However, this technological advancement also brings forth challenges, including copyright issues and ethical considerations surrounding AI usage.

Key issues that stakeholders in the fashion industry must address include digital transformation, technological innovation for sustainability, trend analysis, and the impact of generative artificial intelligence. By understanding and adapting to these changes, fashion brands can remain relevant and competitive in an ever-evolving market landscape. (Sidharta et al., 2024)

To thrive, the fashion industry must continuously innovate and adapt to new trends and technologies while prioritizing sustainability and ethical practices in every decision made. This holistic approach not only enhances brand reputation but also contributes to a more responsible and forward-thinking industry. Embracing the potential of AI alongside a commitment to ethical considerations will be vital for fashion brands aiming to navigate the complexities of modern consumer demands and technological advancements.

The meaning of life is often closely linked to creativity. When individuals find significance in their work, they tend to be more motivated to innovate and develop new solutions. In this sense, creativity can be seen as an expression of life's meaning, where individuals apply their talents and skills to achieve greater goals.

In the context of the research by Jones, Manoharan, and Jiang (2022); Panda, Sinha, and Jain (2022); and Rabiul, Al Karim, and Ahmed (2023), the meaning derived from work has been shown to trigger higher levels of engagement among employees, which in turn can enhance creativity. Employees who perceive their work as meaningful are more likely to explore new ideas and contribute to workplace innovation. This suggests that fostering a sense of purpose in the workplace not only enriches individual experiences but also cultivates an environment conducive to creative thinking and problem-solving.

Furthermore, as employees engage more deeply with their work, the interplay between meaning and creativity creates a virtuous cycle. Higher engagement leads to more innovative contributions, which can further reinforce the significance employees derive from their roles. (Zhang, Xu & Wang, 2020) These dynamic highlights the importance for organizations to nurture a work culture that emphasizes the meaning of tasks and encourages creative exploration, ultimately benefiting both employees and the organization. (Sidharta, 2023; Manik et al, 2023)

The research aims to address several critical issues surrounding the role of green creativity within the fashion creative industry. The first problem focuses on determining whether green

creativity significantly influences meaning making among individuals and organizations. Understanding this relationship is essential because it highlights how innovative and sustainable practices can enhance the significance individuals attribute to their work, particularly in an industry that increasingly values environmental consciousness.

The second problem seeks to investigate whether green creativity has a significant effect on green performance. This inquiry is crucial because it can reveal how creative approaches to sustainability can lead to improved outcomes in environmental performance, ultimately benefiting both the organization and society at large.

Lastly, the research also aims to explore the impact of meaning making on green performance. This aspect examines whether the meaning derived from engaging in sustainable practices can further enhance an organization's performance in green initiatives. By understanding how these elements interconnect, the study seeks to provide a comprehensive perspective on the importance of green creativity and meaning in driving successful environmental performance within the fashion creative sector.

METHOD

The authors investigated the interconnection between Green Creativity, Meaning Making, and Green Performance within the fashion creative industry. The study aims to provide deeper insights into how these three concepts interact and contribute to sustainable performance in a sector increasingly faced with environmental challenges. Utilizing a survey approach conducted in Bandung City, the authors successfully collected data from 226 employees engaged in the fashion and accessories sector.

This methodology enabled the authors to gain firsthand perspectives from individuals directly involved in the daily practices of the industry. By capturing insights from these employees, the study highlights the importance of integrating green creativity into organizational practices and how this can enhance both the meaning derived from work and overall green performance. The findings underscore the necessity for fashion brands to foster an environment where employees feel a sense of purpose related to sustainability, ultimately leading to more innovative and effective approaches to addressing environmental concerns in their operations.

In the context of this research, Green Creativity refers to the ability of individuals or groups to develop innovative, environmentally friendly solutions. This concept is particularly vital in the fashion industry, which is known for its significant environmental impact. For example, many fashion brands are now striving to reduce textile waste by creating products from recycled materials or adopting more efficient production processes. The authors reference the study by Zhang, Xu, and Wang (2020), which indicates that

individuals with high levels of green creativity are often more motivated to seek new ways to mitigate their negative environmental impacts. This can be observed in the practices of brands that embrace eco-friendly technologies, such as using natural dyes and sustainable production methods.

Furthermore, Meaning Making in this research relates to how individuals understand and attribute significance to their work within the fashion industry, particularly concerning sustainability. The authors cite the study by Van den Heuvel et al. (2009), which posits that when employees perceive their work as meaningful, they are more likely to actively engage in sustainable practices. For instance, a fashion designer who recognizes that their work not only aims for financial success but also promotes environmental awareness is likely to be more motivated to create eco-friendly collections. This illustrates that the meaning attributed to work can profoundly influence employees' attitudes and behaviors toward sustainability. Overall, the interplay between Green Creativity and Meaning Making serves as a critical driver for enhancing sustainable practices within the fashion creative industry.

The third aspect investigated in this study is Green Performance, which refers to an organization's achievements in terms of environmental sustainability. The authors employed measurement instruments adapted from Jiang et al. (2020) and Soda et al. (2019) to assess green performance. In this context, Green Performance encompasses various indicators, such as reductions in carbon emissions, the use of renewable energy, and efficient waste management practices. The research finds that organizations integrating sustainable practices into their business strategies not only benefit from enhanced reputation but also can improve operational efficiency. For instance, a company that implements effective waste management systems can reduce operational costs while also enhancing its brand image among consumers who are increasingly concerned about environmental issues.

To test the proposed research model, the authors utilized a robust data analysis approach known as structural equation modeling (SEM), specifically with a covariance-based method. The first step in this analysis involved conducting a confirmatory factor analysis (CFA) to ensure that the instruments used were both valid and reliable. Following this step, the authors proceeded with structural model testing to evaluate the relationships between Green Creativity, Meaning Making, and Green Performance. This process involved a thorough analysis of the collected data and interpreting the results to understand the interconnections among the three variables effectively.

Overall, this approach allows for a comprehensive examination of how Green Creativity and Meaning Making contributes to improving Green Performance within the fashion

industry, thereby providing valuable insights for organizations aiming to enhance their sustainability efforts. By illustrating these dynamics, the study emphasizes the importance of integrated strategies that prioritize creativity and meaningful work in driving sustainable outcomes.

RESULTS and DISCUSSION

This study involved 226 respondents from diverse backgrounds, focusing primarily on two main aspects: Design and Services, as well as Production. Additionally, it presents an analysis based on gender and the duration of respondents' employment in the industry. Among the 226 respondents, there are two primary categories analyzed: Design and Services, and Production. The distribution indicates that the majority of respondents belong to the Production category, suggesting that production aspects may be more dominant in the context of this research.

Table 1. Characteristics Of Respondents

Description	Freq (n=226)	%
Design and Services	105	46,46%
Production	121	53,54%
Female	112	49,56%
Male	114	50,44%
Length of work less than 3 years	97	42,92%
Length of work less than 4 to 9 years	118	52,21%
Length of work more than 10 years	11	4,87%

The characteristics of respondents were also analyzed by gender as shown at table 1. The gender distribution shows a relatively balanced representation between males and females, although males slightly dominate the sample. The duration of employment among respondents is another significant aspect explored in this report. Most respondents have work experience ranging from 4 to 9 years, indicating that a considerable portion of the sample has sufficient experience in their field, which can yield deeper insights into data analysis.

Moreover, the presence of respondents with less than 3 years of experience is also noteworthy, highlighting the participation of new generations in the industry. However, there are very few respondents with over 10 years of experience, which may point to challenges in maintaining a long-term workforce that possesses extensive experience.

Table 2. Validity and Reliability CFA

Item	Green Creativity	Meaning Making	Green Performance	CR	AVE
GC.1	0.794				

GC .2	0.910				
GC .3	0.837			0.926	0.717
GC .4	0.819				
GC .5	0.868				
GC .6	0.886				
MM .1		0.777			
MM .2		0.821			
MM .3		0.888			
MM .4		0.852		0.942	0.699
MM .5		0.832			
MM .6		0.866			
MM .7		0.813			
GP .1			0.797		
GP .2			0.801		
GP .3			0.861	0.926	0.717
GP .4			0.890		
GP .5			0.882		

The validity and reliability of the measurement model were assessed through several key metrics, including outer loading, construct reliability, and Average Variance Extracted (AVE).

The outer loading values ranged from 0.777 to 0.910. These values indicate a strong relationship between the observed variables and their respective latent constructs. Generally, outer loading values above 0.70 are considered acceptable, signifying that the indicators contribute substantially to the constructs they represent. The construct reliability values ranged from 0.926 to 0.942. These coefficients are well above the acceptable threshold of 0.70, indicating that the instruments used to measure the constructs have consistent results over repeated measurements. High construct reliability suggests that the indicators reliably reflect the latent constructs. The AVE values were between 0.699 and 0.717. An AVE value above 0.50 is considered satisfactory, indicating that the constructions explain a substantial amount of variance in the observed variables. The reported AVE values indicate good convergent validity, confirming that the indicators collectively capture the essence of the constructs being measured.

Overall, the assessment of validity and reliability demonstrates that the measurement model is robust. The strong outer loading, high construct reliability, and satisfactory AVE values

collectively support the overall validity of the constructs.

Table 3. Model Fit

	Estimated model	Description
ChiSqr/df	3.355	Moderate fit
RMSEA	0.092	Moderate fit
GFI	0.831	Moderate fit
AGFI	0.766	Moderate fit
SRMR	0.046	Fit
NFI	0.899	Moderate fit
TLI	0.909	Fit
CFI	0.926	Fit

The structural model was evaluated for fit using several key indices, which collectively provide insights into how well the proposed model aligns with the observed data. The following model fit statistics were obtained Chi-Squared/df, this ratio indicates a moderate fit. While a value below 5 is generally acceptable, indicating that the model can reasonably account for the data, it suggests that there is still some room for improvement.

RMSEA (Root Mean Square Error of Approximation) falls into the category of moderate fit, as it is above the ideal cutoff of 0.08 but below 0.10. RMSEA is indicative of how well the model predicts the population covariance matrix; lower values are preferable. GFI (Goodness of Fit Index) value above 0.80 indicates a moderate fit. The GFI assesses how well the specified model accounts for the observed data, and this score suggests some discrepancies between the model and the data. AGFI (Adjusted Goodness of Fit Index) value also represents a moderate fit. AGFI adjusts the GFI for the number of estimated parameters, and a score below 0.80 indicates that the model might be overly complex concerning the data.

SRMR (Standardized Root Mean Square Residual) indicates a good fit, as it is below the acceptable threshold of 0.08. SRMR provides a measure of the average discrepancy between observed and predicted correlations. NFI (Normed Fit Index) considered a moderate fit. NFI compares the fitted model to a baseline model, and values closer to 1 indicate a better fit. TLI (Tucker-Lewis Index) indicates a good fit, suggesting that the model fits the data well after accounting for model complexity. Values above 0.90 are typically regarded as favourable. CFI (Comparative Fit Index) indication of fit. CFI values above 0.90 are considered acceptable, and values above 0.95 are preferable, indicating that the proposed model adequately represents the data compared to a baseline model.

The structural model demonstrates moderate fit in several indices, it also shows strong fit in the SRMR, TLI, and CFI, which suggests that, with some adjustments, the model may effectively explain the relationships between Green Creativity, Meaning Making, and Green Performance in the fashion creative industry. Further refinements based on these fit indices could enhance the model's explanatory power.

Table 4. Result of Research Model

Path	Beta	P value	Description
Green Creativity → Meaning Making	0.836	0.000	Significant
Meaning Making → Green Performance	0.540	0.000	Moderate fit
Green Creativity → Green Performance	0.421	0.003	Moderate fit

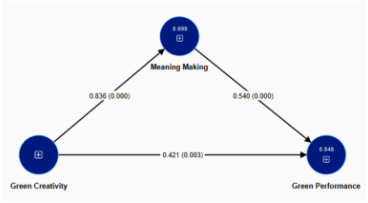

Figure 1. Result of Research Model

The research findings indicate that green creativity has a significant impact on meaning making within the fashion creative industry as shown at table 3 and figure 1. This relationship emphasizes the role of innovative and sustainable practices in shaping how individuals and organizations interpret and derive meaning from their work.

According to Amabile and Pratt (2016), the dynamic componential model of creativity suggests that creativity is intricately linked to the process of meaning making in organizations. They argue that when individuals engage in creative tasks, particularly those centered on sustainability, they are more likely to find purpose and significance in their contributions. This alignment with green practices not only enhances personal fulfillment but also fosters a broader understanding of the impact of their work on the environment and society.

Further supporting these findings, Zhou and Shalley (2024) highlight the importance of fostering organizational creativity to expand the scope and impact of collaborative efforts. Their research emphasizes that integrating creative processes, especially those focused on sustainability, enables employees to connect more meaningfully with their roles and the outcomes of their efforts. This is particularly relevant in the fashion industry, where environmental concerns are paramount, and a strong sense of purpose can drive innovation and inspire commitment to sustainable practices.

The research findings indicate that meaning making significantly influences green performance within the fashion creative industry. This relationship highlights the importance of understanding how employees' interpretations and the significance they derive from their work can directly impact their commitment to sustainability initiatives.

According to Bhatti, Vorobyev, Zakariya & Christofi (2021) the concept of meaningfulness in the workplace plays a critical role in fostering creativity and knowledge sharing. They argue that when employees perceive their work as meaningful, they are more likely to engage in behaviors that support organizational objectives, including sustainability initiatives. This reinforces the idea that meaningful work not only enhances employee satisfaction but also drives higher levels of performance, particularly in areas related to environmental responsibility.

Similarly, Chaudhary & Akhouri (2019) discuss the impact of perceived meaningfulness on creativity and work engagement in the context of Corporate Social Responsibility (CSR). Their study emphasizes that when employees find meaning in their work, they are more motivated to contribute actively to CSR efforts, including green performance. Their findings suggest that meaningful work experiences can enhance employee engagement with sustainability goals, leading to better overall performance in environmentally friendly practices.

The meaning making on green performance underscores the necessity for organizations in the fashion industry to cultivate a sense of purpose among their employees. By fostering an environment where employees can derive meaning from their contributions to sustainability, companies can enhance their green initiatives and overall performance, aligning business goals with environmental responsibility.

The research findings indicate a significant impact of green creativity on meaning making, along with its subsequent implications for green performance. This relationship underscores the importance of fostering innovative, sustainable practices in enhancing how individuals derive meaning from their work, ultimately leading to improved environmental outcomes.

Han et al. (2023) highlight the critical role of creativity in shaping meaning in life. In their study, the authors illustrate how creativity serves as a pathway for individuals to construct meaning, particularly in the context of professional and organizational settings. This finding aligns with the research results, as it suggests that green creativity enables employees in the fashion industry to find purpose and significance in their sustainable practices, thereby enhancing their motivation and commitment to green performance.

Kapoor and Kaufman (2020) further reinforce this connection by discussing how meaningful engagement through creativity can emerge during challenging times, such as the COVID-19 pandemic. They emphasize that creativity provides individuals with a means to navigate difficulties and derive a sense of purpose. Applied to the fashion industry, this suggests that innovative sustainable approaches can empower employees to connect more deeply with their work, resulting in greater engagement with environmental initiatives.

Moreover, Boldt and Kaufman (2023) explore the relationship between creativity and meaning in work, illustrating how creative solutions can foster a sense of significance among employees. Their insights support the finding that green creativity not only enriches meaning making but also motivates employees to pursue better green performance as they align their roles with sustainable practices. Sääksjärvi and Gonçalves (2018) argue for the inclusion of meaning as a crucial component in creative solutions. Their work highlights that generating creative ideas with an emphasis on sustainability can lead to more meaningful contributions that drive positive outcomes in the organization's green performance.

The significant impact of green creativity on meaning making and its implications for green performance underscores the necessity for organizations to cultivate a culture of sustainability-focused creativity. By doing so, companies can enhance employee engagement, drive environmental responsibility, and ultimately achieve better performance in their green initiatives.

CONCLUSION

This research investigated the relationships between green creativity, meaning making, and green performance within the fashion creative industry. The findings reveal a significant influence of green creativity on meaning making, suggesting that innovative sustainable practices enhance how individuals interpret and derive significance from their work. Furthermore, green creativity positively affects green performance, indicating that fostering sustainability-oriented creativity can lead to improved environmental outcomes in the industry. Additionally, the study highlights the mediating role of meaning making, suggesting that the sense of purpose derived from green creativity further enhances green performance.

The implications of these results are substantial, as they underscore the importance of integrating green creativity into organizational practices. By nurturing a culture of sustainability, companies in the fashion sector can boost both employee engagement and environmental performance, ultimately contributing to a more sustainable industry.

However, this research has some limitations. The study solely relied on survey data from a specific region, which may not fully represent the broader creative industry landscape. Additionally, the cross-sectional nature of the study limits the ability to infer causal relationships definitively.

For future research, it is recommended to expand the sample size across different regions and to include longitudinal studies to examine how these dynamics evolve over time. Exploring additional variables, such as organizational culture and external pressures, could also provide a deeper understanding of how to effectively

foster green creativity and enhance green performance within the fashion creative industry.

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