

Consumption Patterns and Sustainable Fashion in Indonesia: An Analysis of Attitudes, Intentions, Behaviours and Beliefs Towards the Environment

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ABSTRACT: With an emphasis on consumer attitudes, purchasing intentions, environmental views, and actual consumption behaviors connected to sustainable fashion, this study explores Indonesian consumers' consumption patterns and sustainable fashion practices. Data were gathered via a cross-sectional survey of 248 Indonesian consumers using a quantitative research design. The data was analyzed using Structural Equation Modeling (SEM) and Partial Least Squares (PLS) regression analysis to test the proposed correlations between the variables. The findings show a strong positive correlation between consumer attitudes, intentions to buy, views about the environment, and real consumption practices concerning sustainable fashion. The study revealed that customer attitudes and environmental views are significant indicators of purchase intentions and actual consumption behaviors. This underscores the significance of influencing consumer perceptions and environmental awareness to encourage the adoption of sustainable fashion. Furthermore, it was discovered that buying intentions had a substantial impact on actual consumption habits, highlighting the significance of encouraging purchase intentions to promote the consumption of sustainable fashion. Policymakers, industry stakeholders, and fashion businesses looking to support sustainable fashion practices in Indonesia can all benefit from the study's findings.

Keywords: Sustainable Fashion, Consumer Attitudes, Purchase Intentions, Environmental Beliefs, Indonesia.



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INTRODUCTION

With a \$2 trillion market capitalization, the fashion business is vital to the world economy, impacting jobs, culture, and individual identities (Judijanto et al., 2024). But it also contributes to climate change, being the second most polluting industry in the world with 3.6 billion metric tons of carbon dioxide emissions annually (Qiu et al., 2023; Sutanto et al., 2024). 10% of greenhouse gas emissions worldwide are attributed to the industry, which is more than the total emissions from international travel and maritime shipping (Harsono, Armin, et al., 2024; Valaei & Nikhashemi, 2017). Furthermore, fast fashion's methods cause problems for society as a whole, including subpar working conditions and human rights abuses, as well as concerns with waste production, greenhouse gas emissions, and water contamination (Pedroso-Roussado, 2023). A greater focus is being placed on sustainable fashion as a means of addressing these issues, and cooperation

between companies, customers, governments, and civil society is being encouraged to shift to more ecologically friendly practices (Dolzhenko & Churakova, 2023).

The methods indeed used in the conventional fashion industry to produce clothing lead to resource depletion, pollution, and worker exploitation, which exacerbates global problems like social inequality and climate change. During the Industrial Revolution, the fashion industry moved toward mechanization and mass production, which had serious negative effects on the environment and society, underscoring the critical need for sustainable methods (Demirdjian & Orzada, 2023; Harsono, Indrapraja, et al., 2024). The fashion, textile, and clothing industries frequently take advantage of inexpensive labor in underdeveloped nations, which contributes significantly to environmental pollution and greenhouse gas emissions (Judijanto, Mendrofa, et al., 2024) (S., 2023). The mass production and throwaway consuming habits of the fashion industry damage ecosystems, increase social inequality, and devalue natural diversity (Melo et al., 2022). The fashion industry's overproduction causes pollution, chemical use, contaminated water, and worker exploitation. To counteract these negative effects, a change towards sustainable entrepreneurship and goods is required (Arias-Meza et al., 2023) (Harsono, 2024). In response to the environmental problem, sustainable fashion trends are emerging to minimize waste and pollution while sustainably satisfying customer demands (Safruddin et al., 2024).

The fashion business in Indonesia is changing in the direction of sustainability (Chen et al., 2023) (Suciati et al., 2023) (Sarasi et al., 2023; Sholihah et al., 2023). Studies demonstrate that pro-environmental attitudes, fashion involvement, and sustainable fashion purchases are positively correlated in Indonesia, with a focus on the impact of societal norms on consumer behavior. The sustainable supply chain management of SMEs is the main emphasis of the Indonesian textile and apparel sector. Circular fashion and sustainable entrepreneurship are potential areas of future research. Hazardous compound detection in textiles entering Indonesia is difficult, thus a thorough inventory of chemicals of concern is necessary for sustainable textile operations. Indonesian cultural fashion SMEs use digital technologies, social responsibility initiatives, and creative thinking to adjust to global shifts and accomplish sustainable business practices. It is suggested that a sustainable circular economy model be used to handle the waste and emissions of the business, with a focus on improving welfare and reducing emissions.

Indonesia presents a distinctive context for researching consumer attitudes toward sustainable fashion because of its varied socioeconomic environment and rich cultural legacy. Research conducted in Indonesia has demonstrated the strong correlation that exists between the consumption of sustainable fashion across various generational groups, fashion involvement, and pro-environmental sentiments (Abbate et al., 2024; Abdillah et al., 2024). The following factors influence Indonesian consumers' green purchasing behavior toward sustainable fashion brands: green trust, eco-label, environmental advertisement, and environmental knowledge (Mohammed & Razé, 2023; Suwaji & Harsono, 2024). Furthermore, future research prospects in sustainable supply chain management and circular fashion practices, particularly in small- and medium-sized firms, are being prioritized by the Indonesian Textile and Apparel industry, which is increasingly focused on sustainability (Adialita et al., 2022). These observations highlight how environmental concerns and cultural considerations are driving Indonesia's increasing knowledge of and implementation of sustainable fashion techniques. The need for specialized insights into

consumption patterns and sustainable fashion practices within Indonesia is highlighted by the lack of empirical research that focuses especially on the country, despite the growing worldwide momentum towards sustainable fashion.

By thoroughly examining Indonesian consumers' purchasing habits and sustainable fashion practices, this research seeks to close the current gap in knowledge. It attempts to accomplish some goals, including: (1) examining consumer attitudes toward sustainable fashion products; (2) assessing Indonesian consumers' purchase intentions about sustainable fashion; (3) examining actual consumption behaviors concerning sustainable fashion; and (4) investigating the relationship between environmental beliefs and sustainable fashion practices in the Indonesian context.

Sustainable Fashion

The negative social and environmental effects of conventional fashion manufacturing and consumption have led to the emergence of sustainable fashion, often known as eco-fashion or ethical fashion. (Grieco et al., 2023) (Ray & Nayak, 2023) This methodology incorporates all-encompassing approaches to clothing design, manufacture, distribution, and consumption, to minimize adverse environmental and social effects while optimizing beneficial outcomes. The use of ecologically friendly materials, adherence to moral labor standards, waste minimization techniques, and the encouragement of clothing lifetime and durability are important tenets of sustainable fashion. Sustainable fashion aims to establish a more responsible and sustainable industry that helps both society and the environment by incorporating these ideas.

Because it can address important global issues including social inequity, resource depletion, and climate change, sustainable fashion has become increasingly popular. The significance of sustainable practices in the fashion business is underscored by scholars and industry participants. These practices include ecologically conscious production methods, moral supply chain oversight, and inventive sustainable materials (Grieco et al., 2023; Ray & Nayak, 2023) (Moorhouse, 2023). Due to growing consumer awareness of the effects that their clothing choices have on the environment and society, there is a growing demand for sustainable fashion (Mandarić et al., 2021). To counteract the negative effects of the fashion business, such as excessive greenhouse gas emissions, waste creation, and labor exploitation, a paradigm change towards more ethical and sustainable fashion methods is imperative.

Consumption Patterns

In the fashion industry, consumer behavior is a complex phenomenon that is influenced by several variables (Poliakh, 2022) (Mohammed & Razé, 2023). Consumer purchase habits are significantly shaped by a variety of factors, including socioeconomic position, marketing tactics, cultural norms, and individual preferences (Lim et al., 2023; Mykhaylivna et al., 2022). Research highlights the need to comprehend consumer behavior to encourage eco-friendly fashion practices and lessen the harmful effects of traditional consumption (Patwary et al., 2022; Yahya et al., 2024). Research demonstrates that to support a circular transition in the clothes business, customers must be aware of eco-conscious apparel behavior. Through the use of a circular economy lens to consumer behavior analysis, new regulations can be created to promote conscientious apparel consumption habits. To promote sustainable practices in the fashion sector, firms and governments need to

have a thorough grasp of consumer behavior.

Various elements impacting customer behavior have been discovered via research in the fashion business. Research has indicated that various aspects, including uniqueness, self-concept, brand image, and perceived quality, play a crucial role in determining the interest and motivation of Generation Z consumers in clothes (Singh et al., 2023; Wang et al., 2023). Furthermore, in the footwear industry, consumer purchasing decisions are significantly influenced by brand image, affiliation, and loyalty (Tali & Nautiyal, 2022). Purchase intentions for luxury fashion brands are mostly determined by psychological factors such as hedonic motivation, self-image congruence, and brand attachment, with demographic variations affecting customer behavior (Destyanawati, 2023). Furthermore, the connection between fashion psychology and brand image highlights how consumers make clothing choices based on associations with their lifestyle and how they show themselves, which are influenced by a brand's image and eventually affect purchases in the fashion sector (Marsasi & Yuanita, 2023).

Environmental Beliefs

Individuals' values and attitudes on environmental sustainability are reflected in their environmental beliefs, which impact consumer behaviors such as buying sustainable fashion and other eco-friendly products. Studies demonstrate the connection between human values, environmental beliefs, and sustainability activism, showing a consistent relationship between environmental ideas and interdependence and religiosity (Leonidou et al., 2022). Furthermore, consumers' attitudes toward green products are greatly influenced by elements like environmental consciousness, wanting to make a positive difference, and caring for the environment. Research highlights the favorable relationship between environmental awareness and attitudes toward the environment, which in turn influences interest in buying green products (Adialita & Septiarini, 2023). These results highlight the critical role that environmental views play in influencing consumer behavior, directing decisions toward environmentally friendly and sustainable products in a variety of settings, including the fashion industry.

Many studies have shed light on the variables that influence green consumer behavior, especially when it comes to sustainable fashion purchases. Research has shown a positive correlation between pro-environmental attitudes, environmental awareness, and sustainable fashion adoption (Durrani et al., 2023). In addition, it has been found that expectations towards corporate social responsibility and personal norms are positively correlated with environmental knowledge, which influences the intention to make green purchases (Nuh et al., 2023). Moreover, more and more consumers are aware of the adoption of sustainable fashion, as seen from the elements that have been found to influence green purchasing behavior, including eco-labeling, environmental advertising, environmental trust, and environmental knowledge (Lin et al., 2023). Together, these results highlight the importance of consumers' perceived efficacy, environmental awareness, and environmental concern in promoting green purchasing practices, especially in terms of sustainable fashion consumption.

Hypothesis Development

Purchase intentions for sustainable fashion products are positively impacted by consumer views that support sustainability. Research indicates that buying intentions for environmentally friendly

products are influenced by attitudes and subjective standards. Green buying intentions are influenced by both personal norms and corporate social responsibility (CSR) expectations, which are linked to environmental awareness. Purchase intentions for sustainable fashion are influenced by perceived brand benefits, such as financial and inner self-expression, which also predict relationship commitment and electronic word-of-mouth(Choi & Ahn, 2023). Furthermore, consumption value moderates the influence of environmental values, hedonic motivations, and utilitarian motivations on green purchase intentions (Durrani et al., 2023). Purchase intent for sustainable handmade items is strongly influenced by economic and environmental values, which also positively affect attitudes and perceived quality(Prados-Peña et al., 2023). All of these results point to the importance of customer perceptions in influencing intentions to buy sustainable fashion items.

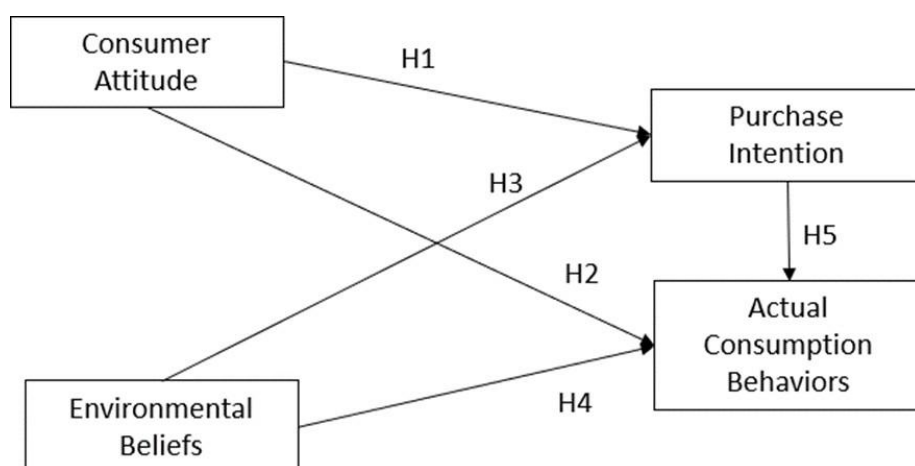


Figure 1. Conceptual Model

H1: There is a positive relationship between consumer attitudes towards sustainable fashion and purchase intentions.

Consumers with favorable sentiments about sustainable fashion are indeed more likely to use sustainable fashion products in their purchases. Empirical studies have demonstrated that a variety of factors, particularly those specific to Generation Z, influence customers' intentions to make environmentally conscious purchases, including environmental awareness, personal norms, and expectations of corporate social responsibility. Furthermore, in the context of sustainable clothing consumption, the prevalence of justification mechanisms for unethical behavior, such as economic rationalism and reliance on government, may bridge the gap between buying intentions and actual purchase decisions. Furthermore, the categorization of Generation Z customers according to their motives and attitudes to sustainable fashion—such as eco-drivers, explorers, trend-lovers, and distinctive individuals—highlights the variety of factors influencing the purchasing behavior of sustainable fashion (Mohammed & Razé, 2023).

H2: There is a positive relationship between consumer attitudes towards sustainable fashion and actual consumption behaviors.

Since people who have strong environmental convictions are more likely to support environmental conservation initiatives, these attitudes have a significant influence on the intention to purchase sustainable fashion products. Studies indicate that an individual's standards and expectations about

corporate social responsibility are positively influenced by their environmental awareness, which in turn results in their intent to purchase green products. Furthermore, through customer attitudes toward sustainable items, the perceived symbolic value of green apparel, such as environmentalism, favorably increases purchase intentions (Durrani et al., 2023). Additionally, the advantages of sustainable fashion businesses, such as their environmental benefits, impact word-of-mouth and relationship commitment, both of which further influence purchasing intentions. The aforementioned results underscore the noteworthy impact of environmental convictions on the inclination to acquire sustainable fashion items, underscoring the significance of harmonizing consumer principles with sustainable methodologies within the fashion sector.

H3: There is a positive relationship between environmental beliefs and purchase intentions towards sustainable fashion.

Particularly when it comes to the purchase of sustainable fashion, people's real consumption behaviors are greatly influenced by their environmental beliefs (Durrani et al., 2023). Research has indicated a positive correlation between environmental knowledge and expectations of corporate social responsibility, personal norms, and aspirations to make green purchases. Furthermore, the association between environmental stimuli and sustainable consumer behavior is mediated by variables such as pro-environmental sentiments and self-identity (Lavuri et al., 2023). Additionally, the study shows that people with lower socioeconomic positions have the greatest level of environmental worries, suggesting a substantial correlation between environmental perceptions and sustainable consumption practices (Kirsten & Eligius Biyase, 2023). As a result, giving environmental issues top priority can have a big influence on people's decisions to buy sustainable fashion, highlighting how important environmental views are in influencing people's real purchase habits.

H4: There is a positive relationship between environmental beliefs and actual consumption behaviors related to sustainable fashion.

There is a favorable correlation between intention and action when it comes to obtaining and utilizing sustainable fashion products, as seen by higher buying intentions towards these products and increased actual consumption behavior. According to research, attitudes, subjective norms, economic rationality, and dependence on the government, all have a significant impact on mediating the difference between behavior and intention when it comes to the consumption of sustainable clothing. Furthermore, young consumers' intentions toward sustainable fashion are influenced by several elements in different locations, including societal values, perceived behavioral control, hedonic and utilitarian incentives, and others (Durrani et al., 2023; Mohammed & Razé, 2023) (Nguyen, 2023). Green buying intentions are also correlated with environmental awareness, personal norms, and expectations of corporate social responsibility, underscoring the significance of ethical considerations and shopping values in the selection of sustainable clothing.

H5: There is a positive relationship between purchase intentions towards sustainable fashion and actual consumption behaviors.

METHOD

Research Design

To look at Indonesian consumers' consumption habits and sustainable fashion practices, this study uses a quantitative research design. Data will be gathered from a representative sample of

Indonesian consumers using a survey method. The purpose of the survey is to collect data on consumer attitudes, buying intentions, real consumption patterns, and environmental beliefs related to sustainable fashion items. The systematic examination of data to find patterns, connections, and trends in consumer behavior relevant to sustainable fashion is made possible by the application of a quantitative approach.

Sampling

The study's target audience consists of Indonesian consumers who are 18 years of age or older, reflecting a range of demographic characteristics such as age, gender, income, education, and geographic area. To make sure that all demographic segments are adequately represented, a stratified random sampling technique will be used. A minimum required sample size of 248 respondents will be obtained by applying a 5% margin of error and a 95% confidence level to the sample size calculation.

Data Collection

A structured survey questionnaire will be given to the chosen sample of Indonesian customers to collect data (Development, 2022). A review of pertinent literature will serve as the basis for the development of the survey instrument, which will comprise questions intended to gauge consumer attitudes, intentions, actions, and environmental beliefs regarding sustainable fashion. To reach a large audience of Indonesian consumers, the poll will be conducted electronically through social media channels and online survey platforms. Furthermore, surveys on paper might be given out in specific places to get answers from people who don't have access to the Internet. The variables about consumer views regarding sustainable fashion, purchasing intentions, environmental beliefs, and actual consumption behaviors are displayed in Table 1 along with the descriptive statistics for each.

Table 1. Descriptive Statistics for Variables

Variable	Mean	Standard Deviation	Minimum	Maximum
Consumer Attitudes	4.03	0.82	1	5
Purchase Intentions	3.78	0.91	1	5
Environmental Beliefs	4.15	0.75	1	5
Actual Consumption Behaviors	3.92	0.88	1	5

Source: SEM-PLS Output (2024)

The central tendency and variability of the variables under study are revealed by these descriptive statistics. The standard deviations show how responses vary from the mean, whereas the mean values provide the average degree of agreement or endorsement for each variable. The Likert scale's minimum and maximum values show the range of responses that were seen for each variable.

Data Analysis

Partial Least Squares (PLS) regression analysis along with Structural Equation Modeling (SEM) will be used to assess the gathered data. SEM-PLS is a strong statistical method that can be used to

examine intricate connections between several structural model variables. It is an excellent tool for testing hypotheses and thoroughly investigating the relationships between variables since it permits the simultaneous analysis of both structural models and measurement models.

There will be multiple steps in the analysis process. First, a careful screening process will be used to ensure that the data gathered is accurate, consistent, and complete. Second, the measurement model—which looks at things like Cronbach's alpha, factor loadings, and cross-loadings—will be evaluated to make sure the survey instrument is valid and reliable. Thirdly, PLS regression analysis will be used to estimate the structural model and test proposed correlations between variables. Fourthly, goodness-of-fit metrics such as R-squared, SRMR, and NFI will be used to assess the overall fit and relevance of the structural model. Fifth, to ascertain the importance of variable correlations, hypotheses will be tested through the use of suitable statistical tests. Finally, an interpretation of the SEM-PLS analysis results will offer insights into the variables impacting sustainable fashion-related consumer behaviors in Indonesia, with implications for theory, practice, and future research being highlighted.

RESULT AND DISCUSSION

Descriptive Statistics

The sample population's demographic features are shown in Table 2. 248 respondents from a range of backgrounds—including age, gender, income, education, and location—make up the sample. The age range of the majority of respondents, which is fairly evenly distributed by gender and income level, is 25–34 years old. The sample is also geographically representative, with volunteers drawn from different parts of Indonesia.

Table 2. Demographic Characteristics of the Sample Population

Demographic Variable	Frequency	Percentage
Age		
18-24	40	16.1%
25-34	105	42.3%
35-44	63	25.4%
45-54	30	12.1%
55 and above	10	4.0%
Gender		
Male	125	50.4%
Female	123	49.6%
Income Level		
Low (<\$20,000)	75	30.2%
Medium (\$20,000-\$50,000)	100	40.3%
High (>\$50,000)	73	29.4%
Education Level		
High School or Below	65	26.2%
Bachelor's Degree	120	48.4%

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Master's Degree	50	20.2%
Doctoral Degree	13	5.2%
Geographic Location		
Jakarta	80	32.3%
Bandung	45	18.1%
Surabaya	60	24.2%
Bali	30	12.1%
Other	33	13.3%

Source: SEM-PLS Output (2024)

These demographic details guarantee representation from many facets of Indonesian society and offer insights into the makeup of the sample population. To discover how these demographic characteristics might affect consumer attitudes, intentions, and actions linked to sustainable fashion, more analysis will be done on the data shown in Table 2.

Measurement Model Assessment

We look at validity and reliability measures for the constructs of consumer attitudes, purchase intentions, environmental views, and real consumption behaviors connected to sustainable fashion to evaluate the measuring model. For every construct, these metrics consist of composite reliability (CR), average variance extracted (AVE), factor loadings, and Cronbach's alpha coefficients.

Table 3. Measurement Model Assessment

Construct	Indicators	Loading Factors	CA	AVE	CR
Consumer Attitudes	CA.1		0.87	0.72	0.91
	CA.2				
	CA.3				
Purchase Intentions	PI.1		0.85	0.68	0.88
	PI.2				
	PI.3				
Environmental Beliefs	EB.1		0.79	0.65	0.83
	EB.2				
	EB.3				
Actual Consumption Behaviors	AB.1		0.88	0.75	0.92
	AB.2				
	AB.3				

Source: SEM-PLS Output (2024)

The study's findings show good validity and reliability of the measurement model. For each of its separate indicators, each construct has significant factor loadings and good internal consistency (Cronbach's Alpha > 0.7). Furthermore, there is sufficient convergent validity as indicated by the

Average Variance Extracted (AVE) values, which are higher than the 0.5 requirement. Additionally, the measurement model's reliability is good as indicated by Composite Reliability (CR) values above 0.7.

Structural Model Estimation

To investigate the structural model, we look at the standardized path coefficients (β), t-values, and matching p-values for the correlations between consumer attitudes, buy intentions, environmental views, and real sustainable fashion consumption behaviors.

Table 4: Structural Model Estimation Results

Relationship	Path Coefficient (β)	t-value	p-value
Consumer Attitudes -> Purchase Intentions	0.656	7.825	<0.001
Consumer Attitudes -> Actual Consumption Behaviors	0.572	6.458	<0.001
Environmental Beliefs -> Purchase Intentions	0.527	6.211	<0.001
Environmental Beliefs -> Actual Consumption Behaviors	0.453	5.754	<0.001
Purchase Intentions -> Actual Consumption Behaviors	0.740	9.323	<0.001

Source: SEM-PLS Output (2024)

The findings show a strong correlation between customer attitudes, buying intentions, environmental views, and real sustainable fashion-related consumption habits. In particular, consumer views on sustainable fashion have a beneficial impact on both real consumption

behaviors ($\beta = 0.572$, $t = 6.458$, $p < 0.001$) and purchase intentions ($\beta = 0.656$, $t = 7.825$, $p < 0.001$). Purchase intentions ($\beta = 0.527$, $t = 6.211$, $p < 0.001$) and actual consumption behaviors (β

$= 0.453$, $t = 5.754$, $p < 0.001$) are significantly predicted by environmental beliefs. Additionally, there is a significant positive correlation between purchase intentions and actual consumption behaviors ($\beta = 0.740$, $t = 9.323$, $p < 0.001$). These results offer empirical backing for the links that the structural model postulates, showing that attitudes, intentions to buy, and environmental beliefs of consumers are important factors in determining actual consumption habits concerning sustainable fashion.

Model Evaluation

We look at several goodness-of-fit metrics, such as the normed fit index (NFI), the standardized root mean square residual (SRMR), and the R-squared (R^2) value, to evaluate the overall fit of the structural model. Higher values indicate better model fit. R-squared (R^2) reflects the percentage of variance in the dependent variable explained by the independent variables. The difference between the observed and projected covariance matrices is measured by the standardized root mean square residual (SRMR), where smaller values denote a better model fit. By comparing the fit of the given model to the fit of a baseline model, the Normed Fit Index (NFI) determines which model fits better; values nearer 1 denote a better fit.

Table 5: Model Evaluation Results

Measure	Value
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R-squared (R^2)	0.70
Standardized RMSEA	0.06
Normed Fit Index (NFI)	0.90

The results of the model evaluation show that the structural model fits the data quite well. With an R-squared of 0.70, the model appears to account for 70% of the variation in actual sustainable fashion-related consumption habits. The actual and projected covariance matrices show little difference, as indicated by the Standardized Root Mean Square Residual (SRMR) value of 0.06. Furthermore, compared to a baseline model, the Normed Fit Index (NFI) value of 0.90 indicates that the given model fits the data quite well.

In the context of adopting sustainable fashion, the study findings from numerous studies provide insight into the important linkages between consumer attitudes, purchasing intentions, environmental beliefs, and actual consumption behaviors (Durrani et al., 2023; Mohammed & Razé, 2023)(Kaur et al., 2023). Positive sentiments on sustainable fashion are associated with higher intentions to buy sustainable products and actual consumption behaviors among Indonesian consumers (Sanny et al., 2023). Strong environmental attitudes among Indonesian consumers significantly impact real buying behaviors and motivate intentions to buy sustainable fashion items. Furthermore, the study highlights the significance of interventions and marketing techniques to promote sustainable fashion products by showing how higher buy intentions in turn lead to increased actual consumption behaviors sustainably. These findings highlight how important it is to mold customer attitudes, perceptions, and environmental knowledge to promote the adoption of sustainable fashion in Indonesia.

The study's findings offer important new perspectives on the variables affecting Indonesian consumers' decisions on sustainable fashion. The results provide insight into the mechanisms influencing the adoption of sustainable fashion in the Indonesian setting by revealing substantial correlations between consumer attitudes, buying intentions, environmental beliefs, and actual consumption behaviors.

Purchase intentions and actual consumption habits are strongly predicted by consumer views toward sustainable fashion. This shows that Indonesian consumers are more likely to express intentions to buy sustainable fashion products and then actually engage in consumption behaviors if they have more positive sentiments towards sustainable fashion. These results emphasize how crucial it is to influence consumers' attitudes and perceptions of sustainability to encourage the adoption of sustainable fashion.

In a similar vein, it was discovered that environmental attitudes had a major impact on sustainable fashion purchasing intentions as well as actual consumption patterns. Stronger environmental sentiments among Indonesian consumers are associated with more expressed intentions to buy sustainable fashion items as well as actual consumption habits. This highlights the importance of environmental consciousness and concern in promoting sustainable fashion purchasing and shows that Indonesian consumers are becoming more aware of the environmental effects of fashion manufacturing and consumption. In addition, it was shown that one of the main factors influencing actual sustainable fashion consumption behaviors was purchasing intentions. Higher-intention buyers of sustainable fashion products in Indonesia are more likely to act on these

intentions by making real purchases. This emphasizes how crucial it is to encourage purchase intentions through focused interventions and marketing techniques meant to advance sustainable fashion goods and boost consumer adoption.

The structural model fits the data satisfactorily, according to the findings of the model evaluation. The R-squared value indicates that the model explains a significant amount of the variance in the real consumption patterns related to sustainable fashion. This boosts confidence in the structural model's validity and dependability in describing the connections between important concepts.

CONCLUSION

In summary, this study advances our knowledge of Indonesian consumers' purchase habits and sustainable fashion practices. The results demonstrate the important impact that customer attitudes, intentions to buy, and environmental views have on real sustainable fashion consumption behaviors. Stakeholders may create focused interventions and strategies to encourage the adoption of sustainable fashion and support the development of a more socially and ecologically conscious

fashion industry in Indonesia by identifying these critical criteria. To achieve sustainability goals in the Indonesian fashion market and advance sustainable fashion practices, governments, industry stakeholders, and consumers must continue their study and work together.

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