

The Real Cost of Being Conscious: Psychological, Social, and Economic Influences on Sustainable Fashion Adoption in Indonesia

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Abstract

The global fashion industry contributes significantly to environmental and social damage, prompting a shift among consumers toward more sustainable alternatives such as slow fashion. This study investigates the psychological, social, and cultural drivers of sustainable fashion adoption among Indonesian Millennials and Generation Z through the lens of Consumer Culture Theory (CCT). A quantitative survey was conducted with 459 respondents who had prior experience with sustainable fashion practices, such as purchasing second-hand or slow fashion items. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The model explains 95.9% of the variance in sustainable fashion attitude and 95.8% in adoption behavior, indicating a strong predictive framework. Seven hypotheses were tested, revealing that environmental concern, perceived behavioral control, and peer influence significantly affect attitudes, while attitudes, peer influence, and price sensitivity directly influence adoption behavior. Interestingly, materialism did not show a significant negative effect on sustainable fashion attitudes, suggesting a possible shift in how materialistic values manifest among consumers. These findings highlight the role of cultural values, peer dynamics, and social identity in shaping sustainable consumption. The study contributes to the CCT literature and provides practical insights for brands and policymakers to promote ethical fashion among Indonesian.

Keywords

Sustainable fashion, Slow fashion, Consumer Culture Theory (CCT).