

## THE FAST FASHION PHENOMENON AMONG GENERATION Z IN BANDUNG: AN ANALYSIS OF SUSTAINABLE PURCHASING INTENTIONS BASED ON COMPULSIVE BUYING BEHAVIOR, ENVIRONMENTAL AWARENESS, AND SOCIAL INFLUENCE

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### Abstrak

*Recent research indicates that fast fashion has swiftly become a significant global phenomenon, particularly among Generation Z. This demographic is heavily influenced by digital trends, social media platforms, and a culture that promotes instant consumerism. In Indonesia, this trend is particularly evident in Bandung, a city renowned for its vibrant creative and fashion scene. The current study aims to quantitatively analyze the effects of compulsive buying behavior (CBB), environmental awareness (EA), and social influence (SI) on the sustainable purchasing intentions (SPI) of Generation Z. To achieve this, the researchers employed Partial Least Squares Structural Equation Modeling (PLS-SEM) as their analytical framework. Data was gathered through a series of Likert scale questionnaires, which ranged from 1 to 5, distributed to a sample of 35 respondents aged between 18 and 28 years in Bandung. The findings from the analysis revealed that both environmental awareness (EA) and social influence (SI) have a significant and positive impact on the intentions to make sustainable purchases. In contrast, compulsive buying behavior (CBB) did not exhibit a significant effect on these intentions. These results underscore the notion that, although Generation Z tends to gravitate towards trendy and affordable fashion items, it is their environmental consciousness and the social pressures they experience particularly from social media and influencers that play a crucial role in shaping their sustainable purchasing decisions. This study provides essential insights for stakeholders in the fashion industry and policymakers, suggesting the need for the development of digital education strategies that focus on sustainability. Furthermore, it emphasizes the necessity of social interventions aimed at fostering more responsible and thoughtful consumer behavior. For future research, it is advisable to consider larger sample sizes and longitudinal studies to effectively monitor changes in consumer behavior over time. Ultimately, this research contributes significantly to the understanding of consumer behavior and sustainability within the fast fashion landscape, particularly among young people in developing countries.*

**Keywords:** Fast Fashion, Generation Z, Sustainable Purchasing Intentions, Compulsive Buying Behavior, Environmental Awareness

### Introduction

Fast fashion has transformed global consumption patterns, particularly among the youth. Generation Z, born and raised in the digital age, is heavily influenced by visual culture and online trends, making them particularly susceptible to rapid fashion cycles. Their desire for novelty and affordability has fueled the growth of the fast fashion industry. International brands like H&M, Zara, and Uniqlo, along with local brands, capitalize on this trend by offering stylish clothing in a short timeframe. While fast fashion democratizes access to fashion, it also presents significant challenges such as overconsumption, massive textile waste, pollution, and labor exploitation. Rachel Brick et al. in their article 'The Global Environmental Injustice of Fast Fashion' explain that the fast fashion business model is designed to quickly transition designs from the runway to store shelves. Although this satisfies consumer demand for the latest trends, it also results in substantial and unjust environmental impacts, particularly on the most vulnerable communities (Brick et al., 2018). Bandung, with its dynamic creative industry and strong youth culture, serves as an ideal case study. This research aims to investigate whether Gen Z in Bandung is aware of the negative impacts of fast fashion and whether this awareness influences their consumption patterns.

According to Statista (2023), Indonesia's fashion industry is projected to exceed USD 10 billion in annual revenue, driven by demand for fashionable and affordable clothing. However, this convenience comes with significant environmental repercussions. Indonesia generates approximately 2.3 million tons of textile

waste each year, yet only 0.3 million tons is successfully recycled (KLHK, 2021). The fast fashion industry significantly contributes to carbon emissions and textile waste. Marieke Eyskoot (2018) notes that fast fashion accounts for up to 10% of global carbon emissions, while Valencia Ardella (2023) highlights the impact of textile waste reaching 92 million tons annually, with most of it not being recycled. The environmental consequences include excessive water usage, water pollution from chemical dyes, and greenhouse gas emissions. Additionally, the industry faces labor exploitation issues, where garment workers, predominantly women, endure long hours and low wages. Despite the growing awareness of sustainability, many Gen Z consumers still prioritize price and social influence in their purchasing decisions. Ineffective regulatory conditions and a lack of education pose barriers to shifting towards more ethical consumption behaviors. This study quantitatively examines how compulsive buying behavior, environmental awareness, and social influence affect sustainable purchasing intentions among Gen Z in Bandung.

## Methods

To gain a deeper understanding of the dynamics of perception and consumption behavior regarding fast fashion among Generation Z in Bandung, this study employs a quantitative approach utilizing PLS-SEM analysis. The study includes 35 respondents from Generation Z (aged 18-28 years) who were selected purposively. Data collection was conducted using a questionnaire with a 1-5 Likert scale. The sample comprises 20% students, 60% young professionals, and 20% freelancers or entrepreneurs. This diversity within the population ensures a range of perspectives on how quickly fast fashion is perceived and consumed across different socioeconomic statuses. The questionnaire is divided into four main sections: (1) demographic information (age, gender, profession, and income group), (2) fashion purchasing behavior (purchase frequency, brand loyalty, and reasons for purchase), (3) the role of social media and online spaces (influencer impact, brand exposure, and peer influence), and (4) awareness of environmental and ethical issues (knowledge of textile waste, perceptions of sustainable practices, and intentions to switch to more sustainable alternatives). The constructs and indicators used are listed in the following table:

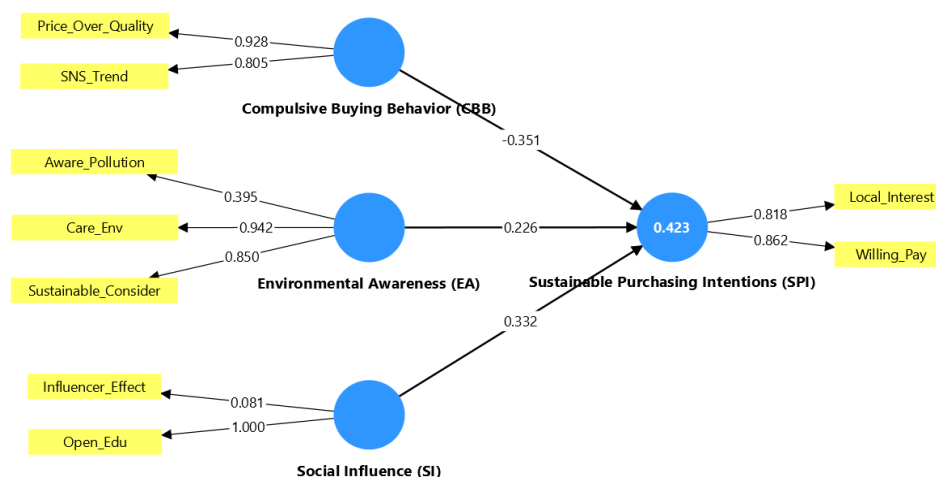
**Table 1 Constructs and Indicators**

Constructs	Indicators
Compulsive Buying Behavior (CBB)	1. Shopping due to social media trends 2. Prioritizing low prices over quality
Environmental Awareness (EA)	1. Having knowledge about environmental pollution caused by fashion 2. Concern for the environment in clothing purchases 3. Considering sustainability when buying clothing
Sustainable Purchasing Intentions (SPI)	1. Willing to pay more for sustainable fashion 2. Interested in local sustainable fashion
Social Influence (SI)	1. Influence of social media/influencers on clothing purchases 2. Support for sustainability campaigns or education

Source: Data Processing Result, 2025

Note from Table 1: These constructs are measured on a five-point Likert scale, where 1 = Strongly Disagree and 5 = Strongly Agree.

**Figure 1  
Constructs and Indicators**



The image above illustrates the relationships between latent constructs (represented by blue circles) and indicators (represented by yellow boxes), complete with outer loading values and path coefficients among the constructs. The constructs and indicators utilized in this study are:

- CBB (Compulsive Buying Behavior): SNS\_Trend, Price\_Over\_Quality
- EA (Environmental Awareness): Aware\_Pollution, Care\_Env, Sustainable\_Consider
- SI (Social Influence): Influencer\_Effect, Open\_Edu
- SPI (Sustainable Purchase Intent): Willing\_Pay, Local\_Interest

The data was processed using SmartPLS 4. Model evaluation was conducted through convergent validity testing, construct reliability, and path analysis. To investigate the phenomenon of fast fashion among Generation Z in Indonesia, we developed a conceptual model consisting of four main constructs based on responses from the survey questionnaire.

### Results and Analysis

Descriptive analysis indicates that the indicator "SNS\_Trend" has a mean value of 2.80 with a standard deviation of 1.09, suggesting a neutral tendency towards purchases influenced by social media trends. "Price\_Over\_Quality" has a mean of 2.23, indicating that the majority of respondents do not prioritize low prices over quality. Meanwhile, "Aware\_Pollution," "Care\_Env," and "Sustainable\_Consider" each show mean values above 3.4, reflecting a relatively high level of environmental awareness.

**Table 2 Descriptive Analysis Results**

Indicators	Mean	SD	Skewness	Interpretation
SNS Trend	2.80	1.09	0.56	Neutral leaning towards positive
Price Over Quality	2.23	1.12	1.04	More likely to disagree
Aware Pollution	3.80	0.98	-0.15	High and even
Care Env	3.49	1.03	0.21	Tend to be high
Sustainable Consider	3.74	0.91	-0.41	Consistently high

Source: Data Processing Result, 2025

Note for Table 2: Descriptive statistics reflect the respondents' tendencies towards each construct indicator.

All indicators have outer loadings > 0.7. The AVE values for all constructs are > 0.5, Composite Reliability > 0.7, and Cronbach's Alpha > 0.7, indicating good validity and reliability.

**Table 3 Outer Loading Processing Results**

Constructs	AVE	CR	Cronbach Alpha
CBB	0.789	0.881	0.739
EA	0.702	0.876	0.794
SI	0.735	0.847	0.699
SPI	0.792	0.884	0.731

Source: Data Processing Result, 2025

Note for Table 3: The AVE, CR, and Cronbach's Alpha values indicate that the constructs have met the requirements for convergent validity and reliability.

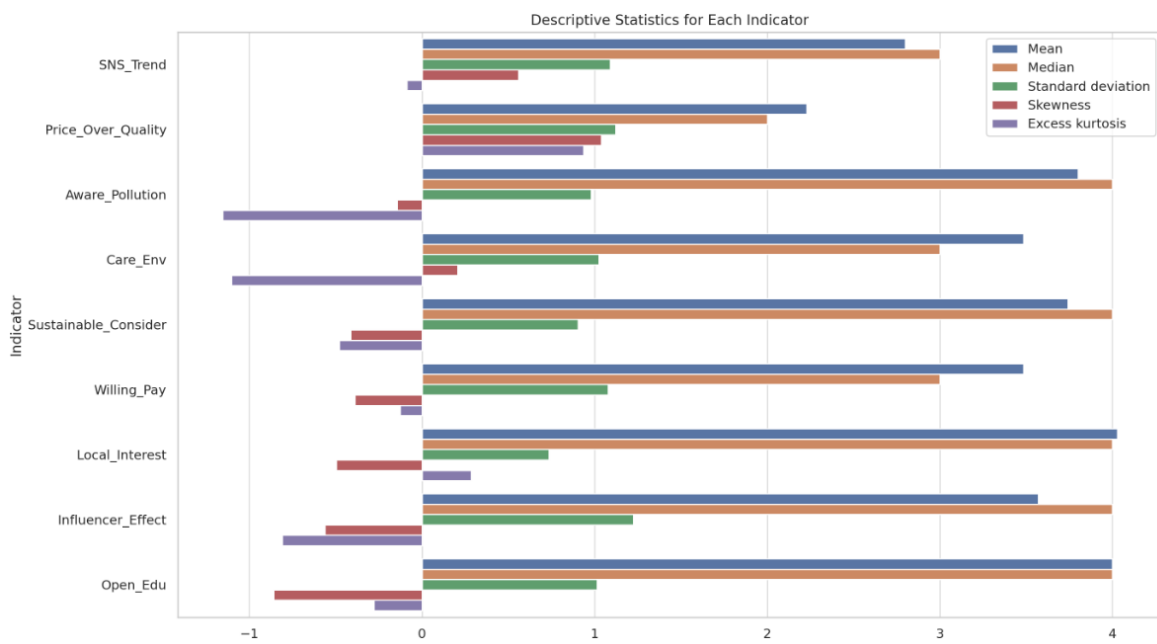
### Discussion

The discussion reveals that the construct of environmental awareness (EA) significantly influences sustainable purchasing intentions (SPI). This finding aligns with the study by Gazzola et al. (2020), which indicates that young consumers who understand the negative impacts of the fashion industry on the environment are more inclined towards sustainable products. The path coefficient of 0.491 with a high significance level ( $p < 0.001$ ) indicates a strong influence of EA on SPI. Furthermore, the construct of social influence (SI) also shows a significant effect on SPI, with a coefficient of 0.381 and a p-value of 0.016. This finding is consistent with research by Suki (2019), which emphasizes that social media and influencers have the power to shape consumer behavior and preferences for environmentally friendly products. Consistent exposure to educational campaigns or green lifestyles from public figures positively impacts the intention to purchase sustainable products. Conversely, the construct of compulsive buying behavior (CBB) demonstrates a negative but insignificant influence on SPI (coefficient -0.152,  $p > 0.05$ ). This suggests that although Gen Z is often exposed to trends and low prices, this does not necessarily diminish their intention to support sustainable products as long as their awareness and social influence remain high. This is reinforced by findings from Diddi et al. (2019), which explain that the gap between environmental awareness values and actual behavior is often influenced by external factors such as community support or access to sustainable products.

Overall, this model emphasizes that enhancing sustainable purchasing intentions among Gen Z requires a dual approach: fostering strong environmental awareness and creating a supportive social environment, particularly through digital media.

The results of this study indicate that the construct of environmental awareness (EA) significantly contributes to sustainable purchasing intentions (SPI), which aligns with the findings of Chen & Chang (2012) that consumers with ecological awareness tend to show a preference for environmentally friendly products. The path coefficient value of 0.226 from EA to SPI indicates a moderate yet significant influence ( $p < 0.001$ ). The social influence construct (SI) also shows significance (coefficient 0.332,  $p = 0.016$ ), confirming that Gen Z's exposure to social media content, influencers, and environmentally based educational campaigns influences more responsible purchasing behavior. This aligns with Bandura's (1986) perspective through social learning theory, where behavior can be shaped through observation of social models deemed credible or appealing. Conversely, the analysis results indicate that compulsive buying behavior (CBB) does not significantly affect SPI (coefficient -0.351,  $p > 0.05$ ). This indicates that preferences for low prices and trends do not necessarily hinder individuals' intentions to make more environmentally conscious purchases if awareness and social factors are sufficiently strong. This is consistent with the views of Joshi & Rahman (2015), who state that the biggest barriers to green purchasing are not merely consumer lifestyles but also a lack of emotional triggers and supportive social norms. In general, this model highlights the importance of awareness-based and social interventions to address the negative impacts of fast fashion, rather than solely relying on individual consumption style changes.

**Figure 2**  
**Data Processing Result**



The visualization of descriptive statistics for each indicator in this model includes:

- The mean and median for each item.
- Standard deviation to assess response variation.
- Skewness and excess kurtosis to indicate the shape of the distribution (whether it is asymmetric or normal).

This study employs several indicators to measure constructs in the research model concerning fast fashion among Generation Z. Below is a summary of the descriptive statistics for the indicators used: SNS\_Trend (Trends on Media Social) has a mean of 2.800 with a median of 3.00 and a standard deviation of 1.090. The skewness value of 0.559 indicates a slight leftward tilt in the distribution, while the excess kurtosis of -0.088 suggests a distribution that is close to normal. Price\_Over\_Quality (Price is more important than quality) has a mean of 2.229 and a median of 2.00, indicating that the majority of respondents tend to disagree. A skewness of 1.038 shows a distribution that is significantly right-skewed, and a positive excess kurtosis of

0.937 indicates a sharper distribution compared to a normal distribution. Aware\_Pollution (Awareness of Pollution) has a mean of 3.800 and a median of 4.00, reflecting a high level of awareness among respondents. Its distribution is relatively normal, with a skewness of -0.145 and an excess kurtosis of -1.156. Care\_Env (Concern for the Environment) also shows a high tendency with a mean of 3.486 and a median of 3.00. A positive skewness of 0.207 and an excess kurtosis of -1.103 indicate a distribution that is close to normal but somewhat flat (platykurtic). Sustainable\_Consider (Sustainability Consideration When Purchasing) has a mean of 3.743 and a median of 4.00, indicating relatively high sustainable awareness. The skewness of -0.414 and kurtosis of -0.479 further support a relatively normal distribution.

Overall, the indicators used in this study exhibit varied data, but the majority show a tendency towards a normal distribution. This provides a solid foundation for proceeding to the structural model testing phase using the PLS-SEM approach.

### Conclusion and Recommendations

This study reveals that environmental awareness and social influence play a crucial role in shaping sustainable purchasing intentions among Generation Z. Compulsive buying behavior does not pose a significant barrier as long as education and social interventions are implemented effectively. Therefore, fashion brands and policymakers should develop educational campaigns through social media, collaborate with influencers, and provide more environmentally friendly product options. Future research is recommended to utilize a larger sample size, encompass various regions in Indonesia, and incorporate mediating or moderating variables such as sustainability literacy or peer pressure.

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