The influence of green attitudes on sustainable consumption in the fashion industry

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Abstract

This study aims to analyze the influence of environmental advertising, environmental concern, and the Lifestyle of Health and Sustainability on green attitudes, as well as their effects on sustainable consumption behavior and frugality consumption behavior among Generation Z in Indonesia. This research adopts quantitative research design using cross-sectional survey. Data were collected from 332 Generation Z respondents in Indonesia through structured questionnaire. The proposed research model was tested using SEM on SmartPLS to examine the relationships among the variables. The results indicate that environmental advertising, environmental concern, and the Lifestyle of Health and Sustainability (LOHAS) have a significant positive effect on green attitudes. Furthermore, green attitudes significantly influence both sustainable consumption behavior and frugality consumption behavior among Generation Z consumers. These findings confirm the important role of sustainability-oriented values and lifestyles in shaping responsible consumption behavior and suggest that companies should strengthen environmental advertising strategies that emphasize sustainability values, while governments should enhance environmental education and awareness programs targeting Generation Z. Such efforts can effectively encourage sustainable and frugal consumption practices. This study contributes to the sustainability and consumer behavior literature by integrating environmental advertising, environmental concern, and LOHAS lifestyle in explaining sustainable and frugal consumption behavior on Generation Z consumers.

Keywords: *environmental advertising; environmental concern; Lifestyle of Health and Sustainability; frugality consumption behavior; sustainable consumption behavior.*

Introduction

Efforts to promote sustainable consumption continue to grow, particularly within the fashion manufacturing and apparel industries, where sustainability is increasingly integrated into product design, material selection, and supply chain management (Aibar-Guzmán & Somohano-Rodríguez, 2021; Bhardwaj et al., 2023; Wojnarowska et al., 2021). In the fashion sector, sustainability transformation is driven not only by regulatory pressure related to environmental conservation (Wu et al., 2022), but also by rapidly changing consumer preferences toward environmentally friendly and ethically produced fashion products (Akhtar et al., 2021; Girisaran & Khanna, 2025). As a result, fashion companies are strengthening brand reputation through ethical sourcing, sustainable materials, and transparent production processes to remain competitive in markets increasingly influenced by environmental awareness (Adhegaonkar et al., 2025; Amanati & Arifa, 2022; Leong et al., 2024; Quintana-García et al., 2021).

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Sustainability has shifted from being a complementary branding strategy to becoming a core competitive advantage within the fashion industry. In fashion consumption practices, sustainable behavior is reflected in the growing adoption of durable clothing products, capsule wardrobe concepts, and eco-friendly fashion accessories that support waste reduction efforts, particularly in addressing textile waste and fast fashion overconsumption. Research shows that durable and reusable product usage contributes significantly to environmental preservation and carbon emission reduction (Aibar-Guzmán & Somohano-Rodríguez, 2021). Additionally, sustainable product usage can increase consumer environmental awareness and strengthen pro-environmental consumption behavior (Tonikidou & Webb, 2024).

From an industrial perspective, innovation in green fashion product design plays a crucial role in attracting consumers to choose environmentally friendly fashion products (Fadzilah et al., 2025). Therefore, fashion companies are expected not only to produce sustainable products but also to shape environmental responsibility through product innovation and sustainability-oriented marketing communication (Wojnarowska et al., 2021). Environmental advertising has become an important strategic tool used by fashion brands to communicate sustainability values through digital platforms, social media campaigns, and influencer collaborations to build positive consumer perceptions regarding sustainability commitment (Cioca et al., 2022). Environmental advertising often highlights eco-friendly materials, sustainable production methods, and circular fashion initiatives to strengthen environmentally responsible brand positioning while influencing consumer attitudes toward sustainable fashion consumption (Di Dalmazi et al., 2025).

Sustainability-oriented lifestyles such as Lifestyles of Health and Sustainability (LOHAS) increasingly shape consumption identity, where individuals express environmental values through consumption choices (Balázsné et al., 2022; J. Kaur et al., 2023; R. Kaur et al., 2024). Consumers adopting LOHAS tend to seek environmentally aligned products, engage in sustainability advocacy, and participate in community-based environmental activities (Balázsné et al., 2022).

Indonesia represents an important context for examining sustainable fashion consumption behavior due to rapid digital adoption, dynamic cultural influences, and increasing sustainability awareness. Generation Z plays a strategic role as a fashion trend driver through strong social media engagement, identity expression through consumption, and high exposure to sustainability narratives (Kara & Min, 2024; Prigita & Alversia, 2022).

This study adopts the Stimulus–Organism–Response (SOR) Theory, which explains how external stimuli influence internal psychological processes and subsequently shape behavioral responses (Mehrabian & Russell, 1974). In this context, environmental advertising, environmental concern, and LOHAS lifestyle act as stimuli; green attitude represents the organism; and sustainable consumption behavior and frugality consumption behavior represent the response (Mansoor et al., 2022; Sadom et al., 2022).

However, previous studies show inconsistent findings. Environmental advertising has been found to positively influence green attitudes (Fu & Gao, 2023; Yaghi, 2024), yet some studies report insignificant effects due to perceived greenwashing or low trust in sustainability claims (Ho et al., 2023). Environmental concern generally shows a positive relationship with green attitudes (Leclercq-Machado et al., 2022; Maichum et al., 2017; Onurlubaş, 2019; Paul et al., 2016), but contradictory results also exist (Balaskas et al.,

2023). Similarly, LOHAS lifestyle is often associated with sustainable consumption (Choi et al., 2025; Pícha & Navrátil, 2019; Sung & Woo, 2019), although some studies report insignificant effects on green attitudes (Balázsné et al., 2022). Moreover, although green attitude is widely recognized as a predictor of sustainable and frugal consumption behavior (Sadom et al., 2022), the attitude–behavior gap and greenwashing concerns may weaken this relationship (Balázsné et al., 2022; Park & Lin, 2020).

Most previous studies examine these variables separately, focus on developed countries, or do not simultaneously integrate stimulus, psychological processes, and behavioral outcomes in specific industrial contexts such as fashion. Empirical evidence from developing countries with strong digital influence and unique socio-cultural consumption patterns, such as Indonesia, remains limited. Therefore, this study examines the integrated role of environmental advertising, environmental concern, and LOHAS lifestyle on green attitude and its impact on frugality and sustainable consumption behavior within the Indonesian fashion context.

Environmental advertising refers to promotional communication emphasizing environmental benefits of products, eco-friendly materials, and sustainable production processes (Cioca et al., 2022; Di Dalmazi et al., 2025). Based on SOR Theory, environmental advertising acts as an external stimulus that shapes internal consumer evaluations such as green attitudes (Mehrabian & Russell, 1974). When consumers are exposed to credible environmental messages, they are more likely to develop positive perceptions toward environmentally responsible brands. Empirical studies support a positive effect of environmental advertising on green attitudes (Fu & Gao, 2023; Yaghi, 2024), although inconsistencies exist due to perceived greenwashing or low trust (Ho et al., 2023).
H1: Green advertising has a positive influence on green attitude.

Environmental concern refers to the level of individual awareness and emotional involvement regarding environmental issues (Maichum et al., 2017). According to SOR Theory, environmental concern functions as a psychological stimulus that shapes internal evaluations such as environmental attitudes. Individuals with higher environmental concern tend to evaluate products based on environmental impact, leading to stronger green attitudes. Most empirical studies confirm this positive relationship (Leclercq-Machado et al., 2022; Paul et al., 2016), although some studies report weak or insignificant effects due to contextual differences (Balaskas et al., 2023).
H2: Environmental concern has a positive influence on green attitude.

LOHAS lifestyle reflects consumption patterns that integrate health awareness, environmental responsibility, and social sustainability (Balázsné et al., 2022). From the SOR perspective, lifestyle orientation serves as a long-term stimulus shaping consumer value systems and environmental evaluations. Individuals adopting LOHAS are more likely to internalize sustainability values, leading to stronger green attitudes. Previous studies generally support this relationship (Choi et al., 2025; Sung & Woo, 2019), although some research reports insignificant effects, indicating contextual and cultural variations (Balázsné et al., 2022).
H3: LOHAS lifestyle has a positive influence on green attitude.

Green attitude refers to an individual's positive evaluation of environmentally responsible consumption practices (Sadom et al., 2022). Frugality consumption behavior refers to careful resource usage, product longevity preference, and reduced waste consumption. According to SOR Theory, internal attitudes drive behavioral responses. Consumers with strong green attitudes tend to reduce unnecessary consumption and prefer durable products to minimize environmental impact. Empirical studies show green attitude positively influences frugal consumption behavior (Sadom et al., 2022), although the attitude–behavior gap may weaken this relationship in some contexts (Park & Lin, 2020).
H4: Green attitude has a positive influence on frugality consumption behavior.

Sustainable consumption behavior refers to consumption decisions that minimize environmental impact and support long-term environmental sustainability. Green attitude acts as a key internal driver influencing sustainable behavioral responses under the SOR framework. Consumers with strong green attitudes are more likely to choose eco-friendly products, support sustainable brands, and engage in environmentally responsible consumption practices. Empirical studies consistently show green attitude positively influences sustainable consumption behavior (Sadom et al., 2022), although greenwashing and trust issues may weaken this relationship (Balázsné et al., 2022).
H5: Green attitude has a positive influence on sustainable consumption behavior.

Despite the growing academic attention to sustainable consumption, several gaps persist. Prior research has predominantly focused on purchase intentions rather than actual consumption behaviors, limiting the ecological validity of findings. Furthermore, few studies have simultaneously examined the interplay between environmental advertising, environmental concern, and LOHAS in shaping green attitudes and their subsequent influence on both sustainable consumption and frugality consumption behavior, especially within the context of developing economies such as Indonesia. This study, therefore, seeks to investigate the impact of environmental advertising, environmental concern, and LOHAS on green attitude, sustainable consumption behavior, and frugality consumption behavior among Gen Z consumers in Indonesia. The theoretical and practical contributions of this research are expected to enrich the sustainable marketing literature and inform effective strategies for fostering environmentally responsible consumption in emerging markets.

Methods

The population in this research is Gen Z as consumers. The sample was determined using the purposive sampling method, with the following criteria: (1) aged 17–26 years; (2) regularly use social media and the internet; (3) have basic awareness or experience related to environmental issues; (4) have experience purchasing fashion products (online or offline) within the last six months; (5) are familiar with or have been exposed to sustainability-related information such as eco-friendly products, sustainable fashion, or environmental campaigns; and (6) are involved in making personal purchasing decisions for fashion products. Data collection uses online survey media, namely Google Form which is distributed through social media. In this study, there are six variables, with a total of 20 indicators. Therefore, according to Hair, the minimum sample size can be determined using the formula of multiplying the total number of indicators by 5-10. Therefore, the minimum sample size for this study is 200. The data collected is 332 respondents were obtained.

Furthermore, the data was analyzed using the Structural Equation Modelling (SEM) method with the SMARTPLS tool. Data analysis is carried out by testing validity and reliability, then testing the structural model to explain the relationship between variables.

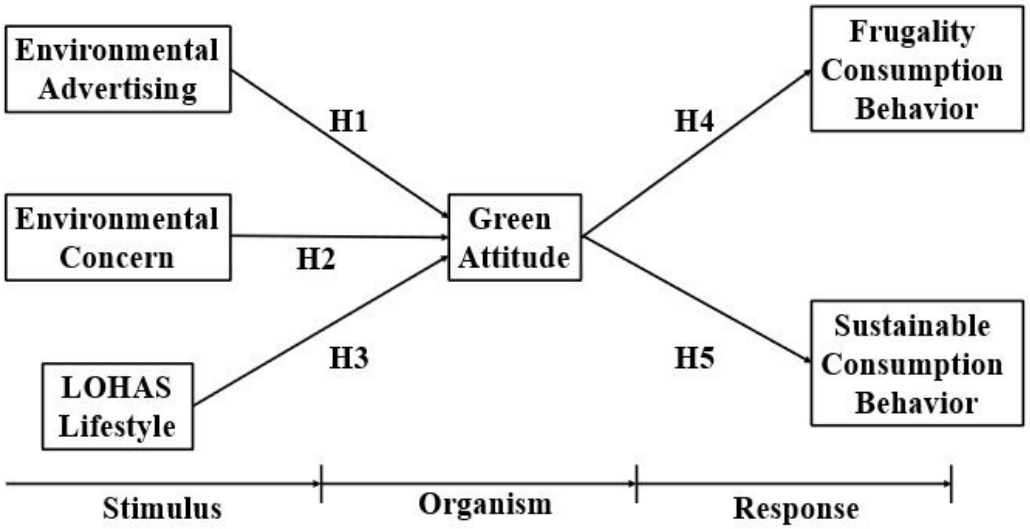

Figure 1. Conceptual Framework

Table 1. Operational Variables

Variable	Questionnare	Source
Environmental Advertising refers to promotional messages delivered by companies that communicate environmental responsibility, sustainability commitments, and eco-friendly product attributes to influence consumer perceptions and behavior toward environmentally friendly consumption.	The advertisement statement effectively reminds me of the importance of environmental issues (EA1) The message about environmentally friendly products in the advertisement that I encountered on social media was conveyed clearly and easily understood (EA2) The environmentally-friendly product design showcased in the advertisement I encountered on social media has a high level of creativity (EA3) The ecologically conscious words featured in the advertisements I came seen on social media were highly captivating and unforgettable (EA4)	(Herman et al., 2021)
Environmental Concern is an individual's level of awareness, worry, and sense of responsibility toward environmental problems and their willingness to support actions that protect the environment.	I feel apprehensive about the progress of the environment (EC1) I am apprehensive about the enduring ramifications of unsustainable behaviour (EC2) I frequently contemplate the probable adverse progression of the environmental condition (EC3)	(Leclercq-Machado et al., 2022)

Variable	Questionnare	Source
	I am concerned about the potential for humanity to inflict enduring harm onto the environment (EC4)	
LOHAS Lifestyle (Lifestyle of Health and Sustainability) is a consumption-oriented lifestyle that emphasizes personal health, environmental sustainability, and social responsibility in daily decision-making, including product selection and consumption behavior.	I prioritise maintaining a healthy lifestyle, which involves adhering to a regular workout regimen and consuming a nourishing food (LL1) When I go shopping, I typically go for products that are environmentally conscious (LL2) I regularly utilise things that are readily recyclable in my daily routine (LL2)	(Pícha & Navrátil, 2019)
Green Attitude refers to an individual's positive evaluation, beliefs, and predisposition toward environmental protection and environmentally friendly products or behaviors.	I possess the knowledge and ability to select products and packaging that have the potential to minimise waste (GA1) I plan to embrace a more ecologically conscious way of living (GA2) I am endeavouring to enhance my level of social responsibility in my daily life (GA3)	(Herman et al., 2021)
Frugality Consumption Behavior Frugality Consumption Behavior is a consumption pattern characterized by careful spending, avoidance of unnecessary purchases, maximizing product utility, and extending product usage to obtain long-term economic value.	I carefully consider whether I really need a product before purchasing it (FGC1) I try to use products as long as possible before replacing them (FGC2) I prefer repairing products rather than buying new ones when possible (FGC3)	(Sadom et al., 2022)
Sustainable Consumption Behavior refers to consumption decisions that prioritize environmental and social sustainability impacts, including selecting eco-friendly products, supporting sustainable brands, and reducing environmental harm.	I prefer to buy products with environmental or sustainability certification (SBC1) I consider environmental impact when choosing between similar products (SBC2) I try to reduce my environmental impact through my consumption choices (SBC3)	(Matharu et al., 2021)

Result and Discussions

Table 2 presents the demographic profile of respondents based on gender, age, frequency of social media use, and type of social media platform used. This distribution reflects the characteristics of digitally active young consumers who are highly exposed to sustainability information and fashion trends through online platforms, which aligns with the focus of this study. The majority of respondents were male, accounting for 55.42% (184 respondents). In terms of age distribution, most respondents were between 17–21 years old, totaling 192 respondents (57.83%), indicating strong representation of early

Generation Z consumers who are typically more active in digital engagement and online consumption trends.

Regarding digital activity, 87 respondents (26.20%) reported high levels of social media usage, indicating frequent exposure to digital content, including environmental campaigns, sustainability messaging, and fashion-related information. Among social media platforms, Instagram was the most frequently used platform, with 145 users (43.67%). This finding supports the relevance of digital platforms as major channels for sustainability communication, environmental advertising exposure, and fashion trend dissemination among young consumers, consistent with the research context focusing on sustainability-oriented consumption behavior in digitally connected consumer segments.

Table 2. Sample description

Characteristis	Frequency	Percentage
Gender		
Male	184	55.42
Female	148	44.58
Total	332	100
Age		
17-21	192	57.83
22-26	140	42.17
Total	332	100
Frequency of Social Media Usage		
High	87	26.20
Moderate	139	41.87
Low	106	31.93
Total	332	100
Social Media Used		
Facebook	46	13.86
Instagram	145	43.67
TikTok	135	40.66
Others	6	1.81
Total	332	100

The initial stage in the evaluation of the measurement model, which is a crucial stage, is to test its validity and reliability. The test was carried out by looking at the factor loading on each indicator using the threshold value of 0.708 (Sarstedt et al., 2022). Based on Figure 2 and table 3, it can be seen that the overall factor loading value has exceeded the threshold value. Then a reliability test will be carried out to see the consistency of the instrument if it is measured again. The minimum value used in this study is 0.70 (Sarstedt et al., 2022). Table 2 also shows that all variables have met the reliability that has been determined based on the threshold value selected in this study. Furthermore, in columns (rho_a) and (rho_c) all values have also exceeded the selected threshold value. So it can be concluded that the internal coherence has met the standards that have been selected in this study. After that, a test will be carried out on the Average Variance Extracted (AVE), to measure the amount of variance in endogenous and exogenous variables, using a threshold value of 0.50 (Hair et al., 2019; Sarstedt et al., 2022). Based on table 3, the AEV value has exceeded the threshold, indicating that all variables have met the convergence validity criteria.

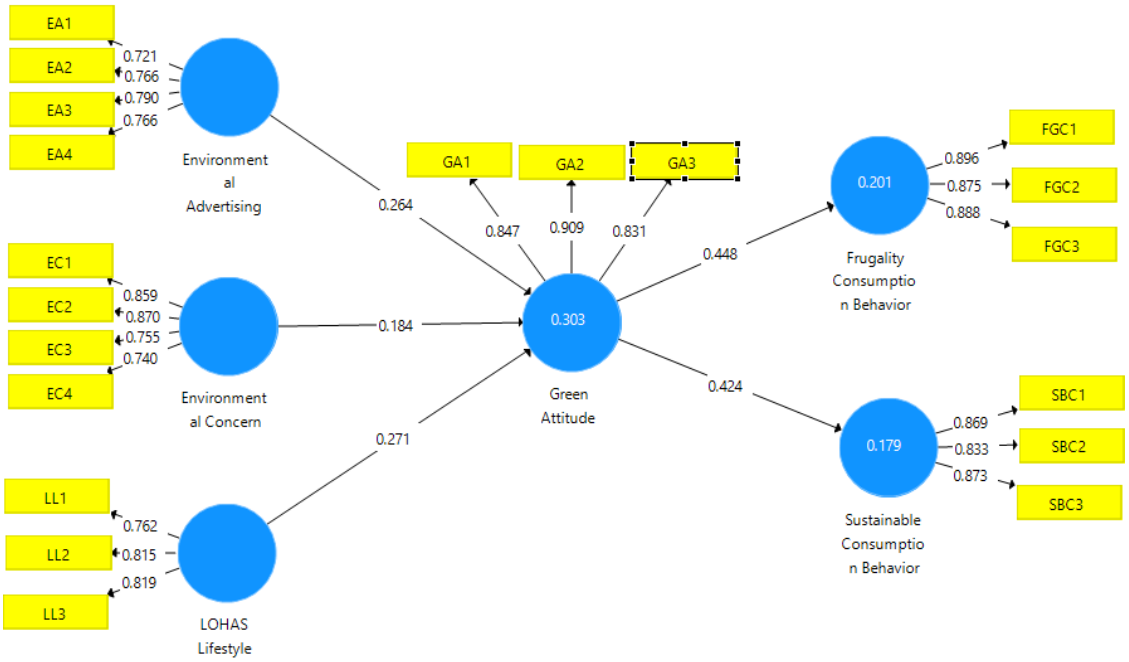

Figure 2. Conceptual Model Analysis Using SmartPLS

Table 3. Lower-Order Measurement Model Assessment

Variable	Indicators	Outer loadings	VIF	Alpha	rho_a	rho_c	AVE	√AVE
Environmental Advertising	EA 1	0.721	1.372	0.757	0.759	0.846	0.579	0.761
	EA 2	0.766	1.446					
	EA3	0.790	1.565					
	EA4	0.766	1.489					
Environmental Concern	EC1	0.859	2.486	0.821	0.833	0.882	0.653	0.808
	EC2	0.870	2.509					
	EC3	0.755	1.537					
	EC4	0.740	1.485					
LOHAS Lifestyle	LL1	0.762	1.411	0.720	0.733	0.841	0.638	0.799
	LL2	0.815	1.616					
	LL3	0.819	1.351					
Green Attitude	GA1	0.847	1.841	0.828	0.833	0.897	0.745	0.863
	GA2	0.909	2.425					
	GA3	0.831	1.818					
Frugality Consumption Behavior	FGC1	0.896	2.202	0.864	0.870	0.917	0.786	0.887
	FGC2	0.875	2.208					
	FGC3	0.888	2.252					
Sustainable Consumption Behavior	SBC1	0.869	2.010	0.822	0.833	0.894	0.737	0.858
	SBC2	0.833	1.783					
	SBC3	0.873	1.804					

Based on the results of data processing using SmartPLS, the discriminant validity test through the Fornell–Larcker Criterion at Table 4 shows that all constructs in the research model have met the discriminant validity criteria. The square root of the Average Variance Extracted (√AVE) value in table 3 for each construct, namely Environmental Advertising (0.761), Environmental Concern (0.808), LOHAS Lifestyle (0.799), Green Attitude (0.863),

Frugality Consumption Behavior (0.887), and Sustainable Consumption Behavior (0.858), is proven to be higher than the correlation value between other constructs in the same matrix (Wu et al., 2025). The highest correlation between constructs was found in the relationship between Frugality Consumption Behavior and Sustainable Consumption Behavior at 0.483, but this value is still lower than the √AVE value of each construct. These results show that each construct in the model is able to measure different concepts empirically, so it can be concluded that the research model has met the discriminant validity criteria based on the Fornell–Larcker Criterion.

Table 4. Fornell–Larcker Criterion

	EA	EC	FGC	GA	LL	SBC
EA	0.761					
EC	0.361	0.808				
FGC	0.367	0.400	0.886			
GA	0.422	0.395	0.448	0.863		
LL	0.338	0.426	0.443	0.439	0.799	
SBC	0.308	0.314	0.483	0.424	0.313	0.858

Discrimination is important to determine the extent to which one structure deviates from another structure (Sarstedt et al., 2022). The validity of discrimination was measured using HTMT. Based on table 5, the validity of the dissent did not exceed the threshold value of 0.85. Therefore, it can be concluded that this study has good discriminatory validity, which means that each construct is unique and does not overlap with other constructs in the model.

Table 5. Heterotrait-Monotrait Ratio (HTMT)

Variable	EA	EC	LL	GA	FGC	SBC
Environmental Advertising (EA)						
Environmental Concern (EC)	0.531					
LOHAS Lifestyle (LL)	0.643	0.643				
Green Attitude (GA)	0.689	0.697	0.835			
Frugality Consumption Behavior (FGC)	0.661	0.625	0.765	0.847		
Sustainable Consumption Behavior (SBC)	0.433	0.412	0.509	0.706	0.742	

Table 6 R Square value indicates the ability of independent variables to explain the dependent variable in the structural model. The R Square value for Green Attitude of 0.303 indicates that Environmental Advertising, Environmental Concern, and LOHAS Lifestyle together are able to explain approximately 30.3% of the variation in Green Attitude, while the rest is influenced by other factors outside the model. Furthermore, the R Square value for Frugality Consumption Behavior of 0.201 indicates that Green Attitude is able to explain approximately 20.1% of the variation in frugal consumption behavior. In Sustainable Consumption Behavior, the R Square value of 0.179 indicates that Green Attitude explains approximately 17.9% of the variation in sustainable consumption behavior. In general, the R Square value in this model can be categorized as a low to moderate level of explanation, which is still acceptable in consumer behavior research because human behavior is generally influenced by many factors outside the research model.

Based on the results of Table 7 predictive relevance (Q^2) analysis using the blindfolding procedure, all constructs in the model showed Q^2 values greater than zero. This indicates that the model has good predictive ability for observational data and is able to reconstruct the endogenous indicator values adequately (Wu et al., 2025). The Q^2 value for Green Attitude of 0.472 indicates that the model has strong predictive ability in predicting

variations in the construct based on the exogenous variables used. Furthermore, the Q^2 value for Frugality Consumption Behavior of 0.542 indicates a very strong level of predictive relevance, indicating that the constructs in the model have excellent ability in predicting frugal consumption behavior. For Sustainable Consumption Behavior, the Q^2 value of 0.454 also indicates strong predictive ability. Meanwhile, the Q^2 values for exogenous constructs such as Environmental Advertising (0.300), Environmental Concern (0.423), and LOHAS Lifestyle (0.279) still show adequate predictive relevance. In general, referring to the Q^2 interpretation criteria (0.02 = small, 0.15 = moderate, 0.35 = large), all constructs in the model can be categorized as having moderate to strong predictive relevance. Thus, these results indicate that the structural model not only possesses explanatory power but also has good predictive ability for the construct of consumption behavior in the context of this study. This strengthens the model's adequacy in explaining the relationships between variables and in predicting sustainability-based consumption behavior.

Table 6. R Square

	R Square	R Square Adjusted
Green Attitude	0.303	0.297
Frugality Consumption Behavior	0.201	0.198
Sustainable Consumption Behavior	0.179	0.177

Table 7. Predictive Relevance – Blindfolding

	SSO	SSE	Q^2 (1-SSE/SSO)
Environmental Advertising	1.328.000	929.913	0.300
Environmental Concern	1.328.000	766.642	0.423
Frugality Consumption Behavior	996.000	456.298	0.542
Green Attitude	996.000	526.052	0.472
LOHAS Lifestyle	996.000	717.949	0.279
Sustainable Consumption Behavior	996.000	543.592	0.454

The structural model results indicate that environmental advertising and environmental concern both have a positive and significant influence on green attitude. These findings suggest that both external communication strategies and internal environmental awareness play important roles in shaping consumers' pro-environmental attitudes. The results imply that effective sustainability messaging and increasing consumer environmental awareness can strengthen green attitudes, which are essential for encouraging environmentally responsible consumption behavior. Therefore, H1 and H2 are accepted.

Table 8. Structural Model Assessment

Hypothesis	Path Coefficients (β)	t Statistics	p-Value	Decisions
H1: Environmental Advertising → Green Attitude	0.264	4.512	0.000	Supported
H2: Environmental Concern → Green Attitude	0.184	3.312	0.001	Supported
H3: LOHAS Lifestyle → Green Attitude	0.271	4.610	0.000	Supported
H4: Green Attitude → Frugality Consumption Behavior	0.448	10.833	0.000	Supported
H5: Green Attitude → Sustainable Consumption Behavior	0.424	8.000	0.000	Supported

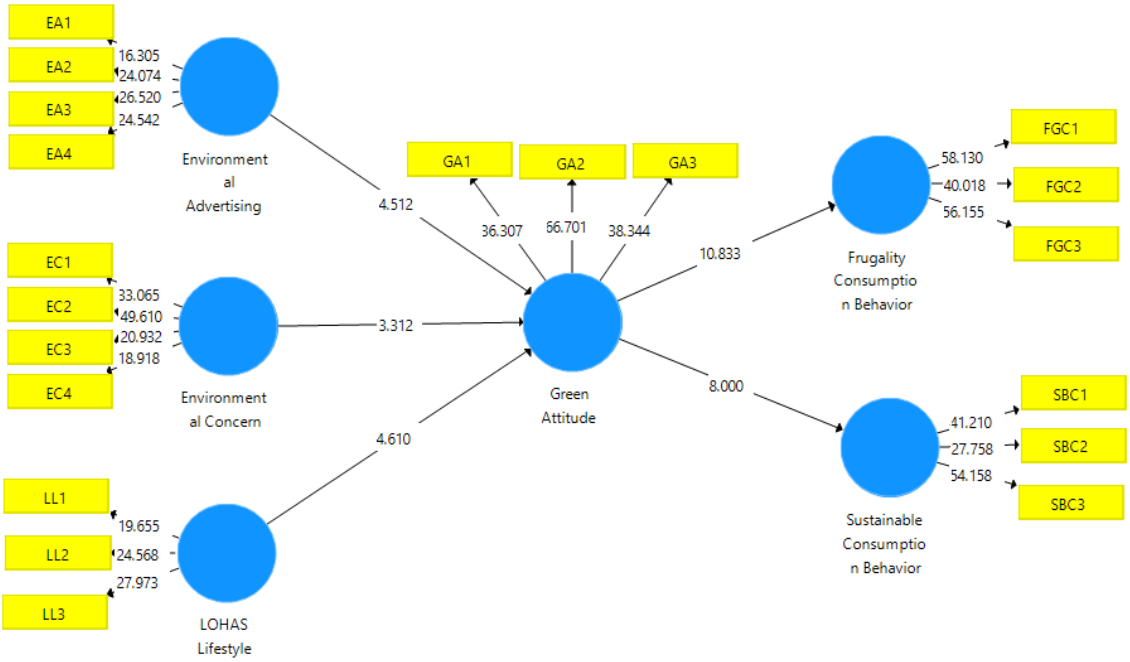

Figure 2. Structural model assessment

This study provides empirical evidence explaining how sustainability-related stimuli shape green attitudes and subsequently influence consumption behavior among Generation Z consumers in the Indonesian fashion context. Consistent with the sustainable fashion industry background, where sustainability communication and lifestyle identity increasingly influence consumer decisions, the findings confirm that psychological and lifestyle-related factors play a central role in shaping consumption responses.

Environmental advertising contributes to the formation of green attitudes because sustainability messages delivered through social media advertising are perceived as clear, creative, and memorable. In the fashion industry, visual storytelling and aesthetic communication are critical, and environmentally themed advertisements that effectively highlight eco-friendly product attributes and environmental messages can strengthen consumer awareness of sustainability issues. This finding supports prior research emphasizing the importance of sustainability-oriented communication in shaping pro-environmental attitudes (Fu & Gao, 2023; Yaghi, 2024). In the context of Indonesian Generation Z, frequent exposure to sustainability messages through social media platforms may enhance message familiarity and perceived relevance. Because the measurement indicators capture clarity, creativity, and memorability of environmental messages, the findings suggest that effective message design, rather than mere exposure, plays a key role in shaping green attitudes.

Environmental concern also contributes to the development of green attitudes because individuals who feel worried about environmental degradation and its long-term consequences are more likely to develop favorable evaluations toward environmentally responsible consumption. In line with previous studies (Leclercq-Machado et al., 2022; Maichum et al., 2017; Paul et al., 2016), environmental concern reflects internal awareness and perceived responsibility toward environmental protection. Among Generation Z consumers, concern about environmental damage may strengthen cognitive and emotional

readiness to support sustainability initiatives. This indicates that sustainability attitudes are not formed solely through marketing communication, but are reinforced by personal environmental awareness and perceived responsibility toward environmental preservation.

Among the stimulus variables, the LOHAS lifestyle demonstrates the strongest contribution to green attitude formation. This finding indicates that sustainability-related consumption attitudes are strongly influenced by lifestyle orientation that integrates personal health, environmental sustainability, and social responsibility into daily behavior. In the fashion context, LOHAS-oriented consumers are more likely to prefer environmentally friendly products and recyclable materials as part of their routine consumption practices. This supports prior research suggesting that LOHAS consumers integrate sustainability values into identity expression through consumption (Balázsné et al., 2022; Matharu et al., 2021). For Generation Z, lifestyle-based sustainability adoption may be strengthened by digital exposure to global sustainability trends and peer influence through social media communities.

The findings also demonstrate that green attitude influences both frugality consumption behavior and sustainable consumption behavior, although the strength of influence differs between the two behavioral outcomes. The stronger relationship between green attitude and frugality consumption behavior suggests that sustainability-oriented attitudes may first translate into resource-saving behavior, such as avoiding unnecessary purchases, extending product usage, and maximizing product value. This pattern is particularly relevant in the fashion context, where concerns about fast fashion overconsumption may encourage consumers to adopt more careful and restrained purchasing behavior. This supports previous research suggesting that pro-environmental attitudes can promote resource-efficient consumption behavior (Sadom et al., 2022).

In contrast, the influence of green attitude on sustainable consumption behavior, although still strong, is relatively lower. This suggests that translating sustainability attitudes into environmentally responsible purchasing decisions may require additional supporting factors, such as product availability, price accessibility, or perceived credibility of sustainability claims. In the fashion industry, sustainable products are often associated with higher prices or limited accessibility, which may reduce the direct translation of attitudes into purchasing behavior. This finding is consistent with the sustainability attitude–behavior gap literature, which highlights that positive environmental attitudes do not always directly translate into sustainable purchasing behavior (Wut et al., 2023).

Overall, these findings confirm the relevance of the Stimulus–Organism–Response framework in explaining sustainable fashion consumption behavior among Generation Z consumers in emerging markets. Environmental advertising, environmental concern, and sustainability-oriented lifestyle function as important stimuli that shape green attitudes, which subsequently influence behavioral responses. In the Indonesian fashion market context, sustainability adoption appears to be influenced not only by environmental awareness but also by communication effectiveness and lifestyle alignment. These findings highlight the importance of integrating sustainability communication, lifestyle positioning, and product accessibility strategies to promote sustainable consumption behavior among young consumers.

Conclusion

This study finds that green attitudes among Generation Z consumers in Indonesia are associated with sustainability communication exposure, environmental concern, and lifestyle orientation, with lifestyle-related values showing a relatively stronger relationship. These attitudes are also associated with responsible consumption tendencies, reflected in more careful resource use and sustainable-oriented consumption choices. The findings indicate that sustainability consumption behavior among Indonesian Gen Z is closely linked to environmental awareness and lifestyle preferences. Furthermore, the results support the relevance of the Stimulus–Organism–Response (S–O–R) framework in explaining the relationship between external sustainability stimuli and internal psychological responses in shaping environmentally responsible consumption tendencies within an emerging economy context.

This study has several limitations. First, the research focuses only on Generation Z consumers in Indonesia, which may limit generalizability to other generations or cultural contexts. Second, the use of cross-sectional data limits the ability to observe changes in attitudes and behavior over time. Third, the variables examined are limited to environmental advertising, environmental concern, and LOHAS lifestyle, while other potentially relevant factors such as social influence, economic constraints, or policy awareness were not included. Future research is recommended to conduct longitudinal studies, expand samples across regions or countries, and incorporate additional variables such as green trust, perceived greenwashing, or digital environmental activism to provide a more comprehensive understanding of sustainable consumption behavior.

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