

THE INFLUENCE OF ENVIRONMENTAL AWARENESS, ECO-FRIENDLY LIFESTYLE, INFLUENCER CREDIBILITY, AND SOCIAL MEDIA ENGAGEMENT ON PURCHASE INTENTION OF SLOW FASHION PRODUCTS ON TIKTOK APPLICATION IN GENERATION Z

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Abstract:

This study analyzes the influence of environmental awareness, green lifestyle, influencer credibility, and social media engagement on slow fashion purchase intentions among Generation Z on TikTok. The massive fast fashion industry contributes to environmental problems, with significant clothing waste in Indonesia. Slow fashion offers sustainable solutions, but its implementation remains limited. Generation Z, as primary consumers of fast fashion and active TikTok users, has the potential to be a driver of change. Using quantitative methods on 200 Generation Z respondents in Greater Jakarta (Jabodetabek) who were exposed to slow fashion content on TikTok, the results show that environmental awareness positively influences slow fashion purchase intentions and green lifestyle. Influencer credibility increases social media engagement, which in turn influences green lifestyle and purchase intentions. However, green lifestyle does not directly influence slow fashion purchase intentions, as Generation Z may prioritize mindful clothing consumption (e.g., capsule wardrobes) over simply purchasing new products. Influencer credibility also does not directly influence purchase intentions, possibly due to skepticism of promotional content or a lack of influencer expertise in sustainable fashion. In conclusion, increasing environmental awareness and engaging social media engagement are crucial to driving slow fashion purchase intentions among Generation Z. Marketing strategies must go beyond influencer credibility alone to effectively drive purchases. This research provides valuable insights into understanding consumer behavior and desires.

Keywords: Environmental, Influencer, Engagement, Intention, Slow Fashion

INTRODUCTION

In today's era, the world's population continues to grow. This increase in population will inevitably lead to an increase in basic needs. One of these basic human needs is clothing, or the need for clothing. Clothing consumption is predicted to increase from 62 million tons to 102 million tons (Zhang et al., 2021). One of the most widely used methods for producing clothing is fast fashion. Fast fashion is a form of apparel supply chain that aims to produce the latest clothing quickly by frequently changing the latest styles offered by retailers (Centobelli et al., 2022).

The fast fashion industry is growing rapidly. This development is supported by data from Zion Market Research (2022), which states that the market value of this industry in 2022 reached USD 60.50 billion and is expected to reach USD 179.50 billion by 2030. Fast fashion offers clothing with a wide selection of stylish new designs at relatively low prices. This is what drives the high demand for fast fashion products. Generation Z plays a crucial role in the fast fashion industry. This



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is due to their high level of fast fashion product consumption (Banirohim & Hermawan, 2022). Generation Z's passion for purchasing and wearing fast fashion products stems from a desire to stay abreast of emerging trends, attract attention, and shape their self-image and lifestyle (Diantari, 2021).

The large quantity of products produced and the high consumption of fast fashion have an impact on the environment. This is evident in the unsustainable stages of clothing production, distribution, and use (Niinimäki et al., 2020). The large amount of waste generated during the production and consumption processes, which is then discarded, can damage the environment because it is difficult to decompose. In Indonesia, the amount of clothing waste produced annually is 2.54% of the total waste (National Waste Management Information System, 2025). If the total waste in Indonesia is estimated at 31.8 million tons, 795,000 tons of it is clothing waste. This will undoubtedly become an environmental problem if left unchecked, and if not addressed quickly, it will disrupt human life in the future.

There are several efforts that can be made to minimize the environmental impacts caused by fast fashion, one of which is the use of slow fashion. Slow fashion has emerged as a viable alternative to the fast fashion paradigm, reducing overall environmental impact and serving as an effective way to promote sustainability in the clothing industry (Centobelli et al., 2022). In Indonesia, there are currently several slow fashion brands, including Sejauh Mata Memandang, Sare Studio, Osem, Sukkha Citta, Pijak Bumi, Imaji Studio, and others. Unfortunately, the slow fashion industry has not yet developed as rapidly as the fast fashion industry.

Purchase interest in slow fashion products is related to environmental consciousness. If someone tends to ignore environmental concerns, they will also tend to ignore their environmental impact when purchasing products. Therefore, their interest in eco-friendly products like slow fashion remains low. Furthermore, over time, clothing is used not only for its basic function but also as a means of expressing personality. Therefore, how one dresses becomes an important part of one's lifestyle (Sudaryanto et al., 2024). Lifestyle can be shaped by various factors, one of which is understanding something. For example, someone who understands environmental awareness is more likely to adopt a green lifestyle. One application of a green lifestyle is using more sustainable fashion. Someone who adopts a green lifestyle tends to pay attention to materials, production processes, wear duration, and environmental impact when selecting clothing, in addition to price and design. Therefore, purchase interest in slow fashion products may also be related to a green lifestyle.

To help increase purchase interest in slow fashion products, especially among Generation Z, social media can be utilized. Generation Z is described as being closely connected to technology and interacting through social media networks, making it an essential part of their lives (Šramková & Sirotiaková, 2021). Social media now offers a variety of applications, including TikTok. TikTok is a short video-based social media platform featuring engaging audio or music. It is also the most frequently used platform for product information. Five of the top nine products searched for on TikTok are in the fashion category. This suggests the potential for increasing Generation Z's interest in slow fashion products through TikTok.

However, factors such as influencer credibility and social media engagement can influence the process of developing a person's interest in purchasing a product through social media. High influencer credibility can create trust in the information conveyed, thus generating interest, including purchase intention. Meanwhile, high social media engagement can strengthen a person's interest in the information conveyed, for example, about a product, thus driving purchase intention.

The phenomena and problems occurring in the fashion industry, along with the ongoing research gap, have motivated researchers to investigate this topic. Researchers believe that

Generation Z in Indonesia can be agents of change in protecting the environment and helping address environmental issues, starting with the things they use daily, such as clothing. They hope this research will contribute to the study of consumer behavior and assist in achieving sustainable development goals.

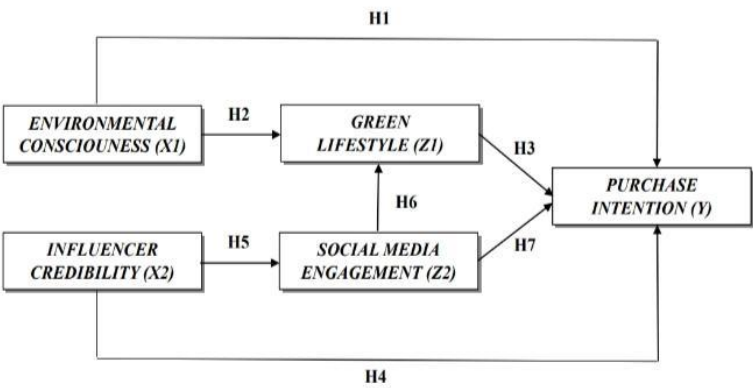


Figure 1. Framework of thinking

Hypothesis

- H1: Environmental consciousness has a positive and significant effect on purchase intention.
- H2: Environmental consciousness has a positive and significant effect on a green lifestyle.
- H3: Green lifestyle has a positive and significant effect on purchase intention.
- H4: Influencer credibility has a positive and significant effect on purchase intention.
- H5: Influencer credibility has a positive and significant effect on social media engagement.
- H6: Social media engagement has a positive and significant effect on the green lifestyle.
- H7: Social media engagement has a positive and significant effect on purchase intention.

METHODS

This study employed quantitative research methods. Furthermore, the research design was conclusive with causal research. The study was conducted over six months, from March to August 2025. The study focused on the Greater Jakarta area (Jakarta, Bogor, Depok, Tangerang, and Bekasi). The study population included Generation Z (those born between 1997 and 2012). According to Hair et al. (2018), the ideal sample size is 5-10 times the number of indicators used. This study used 17 indicators from all the variables studied. Therefore, the ideal sample size was 10 x 17 = 170 samples, but the researchers rounded up to 200 samples. The sampling technique used was non-probability sampling with purposive sampling. The characteristics of the sample were as follows:

1. Generation Z (aged 17-28).
2. Have a TikTok social media account.
3. Have been exposed to content related to slow fashion products in the past six months.
4. Domiciled in the Jabodetabek area.

RESULT AND DISCUSSION

Validity and Reliability Test. The table shows that all items have loading factor values ≥ 0.5 and AVE > 0.5, indicating that the statements used are valid. Furthermore, the construct reliability value for each variable is ≥ 0.7, indicating that the statements used are reliable.



Table 1. Validity and Reliability Test

Variabel	Item	Loading Factor	AVE	C.R.
Environmental Consciousness	EC1	0.755	0.544	0.893
	EC2	0.695		
	EC3	0.762		
	EC4	0.759		
	EC5	0.809		
	EC6	0.667		
	EC7	0.704		
Green Lifestyle	GL1	0.747	0.638	0.925
	GL2	0.778		
	GL3	0.805		
	GL4	0.820		
	GL5	0.804		
	GL6	0.816		
	GL7	0.818		
Influencer Credibility	IC1	0.765	0.690	0.940
	IC2	0.786		
	IC3	0.850		
	IC4	0.870		
	IC5	0.832		
	IC6	0.843		
	IC7	0.864		
Social Media Engagement	SE1	0.731	0.658	0.931
	SE2	0.807		
	SE3	0.815		
	SE4	0.834		
	SE5	0.812		
	SE6	0.830		
	SE7	0.843		
Purchase Intention	PI1	0.774	0.678	0.936
	PI2	0.791		
	PI3	0.815		
	PI4	0.839		
	PI5	0.840		
	PI6	0.858		
	PI7	0.843		

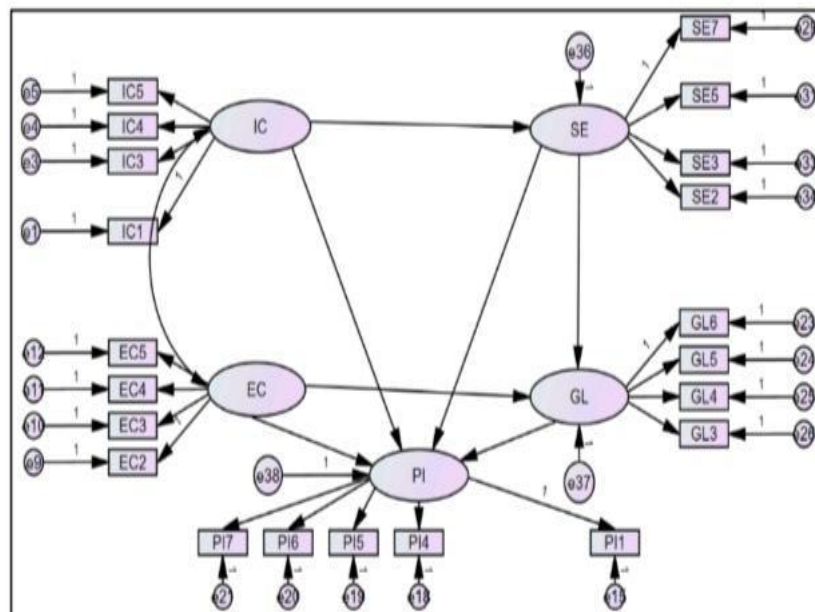


Figure 2. Model Fit Test

After conducting a suitability test on the modified model, the data processing results showed that all criteria indicators had reached the threshold values and could be considered to have met the requirements. The results of the model suitability test can be seen in the table. Therefore, the model used in this study is fit and appropriate.

Table 2. Results of the model suitability test

Goodness Of Fit Indicates	Cut-Off Value	Mark	Information
Chi-square	Expected Small	195.983	Good Fit
Significance Probability	≥ 0.05	0.211	Good Fit
CMIN/DF	≤ 2.00	1.083	Good Fit
RMSEA	≤ 0.08	0.020	Good Fit
GFI	≥ 0.90	0.926	Good Fit
AGFI	≥ 0.90	0.905	Good Fit
TLI	≥ 0.90	0.996	Good Fit
CFI	≥ 0.90	0.997	Good Fit

Hypothesis Testing. Hypothesis testing is used to determine whether the suspected relationship between variables in a model is statistically proven. This test is conducted by considering the critical ratio (CR) and probability (P) values. Table xxx represents the results of the hypothesis testing data in this study. The table shows that H1, H2, H5, H6, and H7 have CR values ≥ 1.967 and probability values ≤ 0.05 . (***) indicates that the probability value is ≤ 0.001). Therefore, these four hypotheses are accepted, indicating a positive and significant relationship. Meanwhile, H3 and H4 have CR values ≤ 1.967 and probability values ≥ 0.05 . Therefore, these two hypotheses are rejected, indicating no positive and significant relationship.

previous research by Manalu et al. (2023). In the context of this research, as Generation Z increasingly adopts an environmentally and sustainability-oriented lifestyle, interest in purchasing slow fashion products will not necessarily increase. The green lifestyle adopted by Generation Z, related to clothing consumption, focuses not only on using slow fashion products but also on avoiding excessive clothing purchases and considering other aspects to ensure long-lasting wear. A concrete example is the implementation of a capsule wardrobe. A capsule wardrobe is the concept of consuming clothing in limited quantities while emphasizing its functionality and essentials. A common follow-up to this concept is mixing and matching or combining existing clothing to create new variations. This approach allows each garment to be fully utilized and is not tied to a specific style or trend. This ensures that Generation Z purchases a reasonable amount of clothing, can be worn for a long time, reducing clothing waste.

The Influence of Influencer Credibility on Purchase Intention. The results of the hypothesis test indicate that H4 has a CR value of 0.129, which is less than 1.967. Its probability value is 0.898, which is greater than 0.05. Therefore, hypothesis four (H4) is rejected. Therefore, influencer credibility does not have a positive and significant effect on purchase intention. These results also align with previous research by Aini et al. (2025) and AlFarraj et al. (2021). In the context of this research, the increasing credibility of an influencer does not necessarily increase Generation Z's interest in purchasing slow fashion products. One of the indicators that forms this variable, expertise, is that on TikTok, all users have an equal opportunity to become influencers, regardless of their relevant background knowledge and skills. In this case, influencers may lack a background in the fashion industry or the surrounding environment, which could lead Generation Z to perceive their content as irrelevant. This is also consistent with the trustworthiness indicator, which can create skepticism that the information conveyed by influencers is merely a marketing strategy. When Generation Z perceives that information about slow fashion products conveyed by influencers is a marketing strategy, skepticism can arise that influencers will exaggerate the positive aspects of the product, and purchase intention may be diminished.

The Influence of Influencer Credibility on Social Media Engagement. The results of the hypothesis test indicate that H5 has a CR value of 15.520, which is greater than 1.967. Its probability value is ***, which is less than 0.05. Therefore, hypothesis five (H5) is accepted. Therefore, influencer credibility has a positive and significant effect on social media engagement. These results also align with previous research conducted by Fadilla and Rimadias (2024) and Mewengkang and Hidayah (2023). In the context of this research, it follows that as an influencer's credibility increases, Generation Z's engagement on TikTok will also increase. When credible influencers share content about slow fashion products, Generation Z will not only enjoy the visuals but also be encouraged to engage with them, such as liking them, leaving comments, sharing their experiences, views, or questions, sharing them with others, creating replies, and so on. This engagement demonstrates that the information presented by the influencer is credibly delivered in line with their values.

The Influence of Social Media Engagement on a Green Lifestyle. The results of the hypothesis test indicate that H6 has a CR value of 2.900, which is greater than 1.967. The probability value is ***, which is less than 0.05. Therefore, hypothesis six (H6) is accepted. Therefore, social media engagement has a positive and significant effect on a green lifestyle. These results also align with previous research by Li et al. (2024), which stated that social media engagement has a positive and significant effect on a green lifestyle. In the context of this research, it means that as Generation Z's engagement on TikTok increases, their adoption of an environmentally and sustainability-oriented lifestyle will also increase. When Generation Z actively engages with slow fashion products on TikTok, the algorithm will identify this as an interest and will present more similar content on

the For You Page (FYP). High-frequency exposure to the same message will be a significant factor in their following on that social media platform. Over time, these values can be realized in everyday life, for example, when a Generation Z member begins using slow fashion products. If this becomes a habit, it will lead to a more environmentally friendly lifestyle.

The Influence of Social Media Engagement on Purchase Intention. The results of the hypothesis test indicate that H7 has a CR value of 3.775, which is greater than 1.967. Its probability value is ***, which is less than 0.05. Therefore, hypothesis seven (H7) is accepted. Therefore, social media engagement has a positive and significant effect on purchase intention. These results also align with previous research by Al-Haddad et al. (2022) and Alviana and Kussudyarsana (2025). In the context of this research, it means that as Generation Z's engagement on TikTok increases, their interest in purchasing slow fashion products will also increase. Social media engagement can enable a personalized digital experience for Generation Z. On TikTok, content that receives high engagement is more likely to appear repeatedly, resulting in intense interactions. If the content is slow fashion, people will more easily remember the product and even become familiar with the brand name, price, available variations, where to buy, and so on, because they feel an emotional connection. Ultimately, all of this engagement can foster a desire among Generation Z to try the slow fashion product.

CONCLUSION

Based on the research results related to "The Influence of Environmental Consciousness, Green Lifestyle, Influencer Credibility, and Social Media Engagement on Purchase Intention of Slow Fashion Products on the TikTok App among Generation Z," the following conclusions were obtained.

1. Environmental consciousness has a positive and significant influence on purchase intention. This means that if environmental awareness among Generation Z increases, the intention to purchase slow fashion products will also increase.
2. Environmental consciousness has a positive and significant influence on a green lifestyle. This means that if Generation Z has high environmental awareness, the tendency to adopt an environmentally friendly lifestyle will also increase.
3. A green lifestyle does not have a positive and significant influence on purchase intention. This means that even though Generation Z lives an environmentally friendly lifestyle, it does not necessarily indicate an intention to purchase slow fashion products.
4. Influencer credibility does not have a positive and significant influence on purchase intention. This means that even though an influencer is perceived as having high credibility, it does not necessarily increase Generation Z's purchase intention for slow fashion products.
5. Influencer credibility has a positive and significant influence on social media engagement. This means that if influencers are seen as more credible in the eyes of Generation Z, their engagement on social media, especially TikTok, will also increase.
6. Social media engagement has a positive and significant influence on a green lifestyle. This means that if Generation Z actively engages on TikTok with environmental and related content, their tendency to adopt an eco-friendly lifestyle will increase.
7. Social media engagement has a positive and significant influence on purchase intention. This means that if Generation Z's engagement on TikTok regarding slow fashion products increases, their intention to purchase those products will also increase.

Furthermore, several recommendations can be made as developments or initial references for future researchers. These recommendations include using qualitative methods, adding other



variables related to internal and external factors to the consumer behavior model or adding variables related to the company's marketing efforts, expanding the respondent reach beyond Greater Jakarta (Jabodetabek) to include other generations, using other social media platforms as the focus of the research, and focusing on a specific slow fashion brand for more specific results.

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