



Environmental Awareness and Sustainable Fashion Purchase Intention: The Roles of Attitude, Social Norms, Behavioral Control, and Generational Differences

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ABSTRACT

Keywords:

Environmental Awareness;
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The global fashion industry contributes substantially to greenhouse gas emissions and textile waste, while increasing environmental awareness does not always translate into sustainable fashion purchase intention. This study examines the effects of Environmental Awareness, Attitude, Subjective Norms, and Perceived Behavioral Control on sustainable fashion purchase intention and investigates differences between Generations Y and Z. A quantitative causal-associative design was employed using questionnaire data from 200 respondents aged 17–45 years. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) and Multi-Group Analysis (MGA) with SmartPLS 4.0. The results show that Environmental Awareness positively and significantly affects Attitude, while Attitude, Subjective Norms, and Perceived Behavioral Control positively affect sustainable fashion purchase intention, with Perceived Behavioral Control showing the strongest effect. Attitude also significantly mediates the relationship between Environmental Awareness and purchase intention. MGA reveals significant generational differences in the effects of Environmental Awareness on Attitude and Subjective Norms on purchase intention, with stronger effects among Generation Y. However, the effects of Attitude, Perceived Behavioral Control, and the mediating role of Attitude do not differ significantly between generations. The findings highlight the importance of improving accessibility and affordability while considering generational differences in sustainable fashion marketing strategies.

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INTRODUCTION

The fashion industry has become a significant environmental concern today because its expansion is accompanied by intensive resource use and waste generation. Fashion production contributes an estimated 8–10% of global carbon

dioxide emissions and requires approximately 79 trillion liters of water annually (Ahmad & Soma, 2025). Synthetic fibers also contribute substantially to marine microplastic pollution. The expansion of fast fashion further intensifies these pressures through mass production and rapidly changing trends, with the market projected to grow by 10.74% annually until 2032 (Cardona, 2024). In Indonesia, textile waste reached 2.3 million tons in 2023 and is projected to reach 3.5 million tons by 2030. Therefore, understanding consumers' sustainable fashion purchasing intentions is important for supporting responsible consumption and reducing environmental pressures.

This study is grounded in the Theory of Planned Behaviour (TPB), which explains behavioural intention through attitude, subjective norms, and perceived behavioural control. Attitude represents an individual's evaluation of performing a behaviour, subjective norms reflect perceived social pressure, and perceived control concerns the perceived ease or difficulty of performing it. Within sustainable fashion consumption, these constructs provide a theoretical basis for explaining why environmental awareness may shape purchase intention through attitude, while social influence and perceived control may directly affect intention. Previous studies indicate that attitude can be a strong predictor of green purchase intention (Kevin & Ginting, 2025). Environmental awareness may also strengthen positive attitudes toward sustainable products (Audina et al., 2024), supporting its integration into TPB.

Despite growing environmental awareness, consumers do not always translate positive environmental attitudes into sustainable purchasing decisions. This condition reflects the intention-behaviour gap, in which consumers express concern about environmental issues but remain reluctant to purchase sustainable fashion products (Jeni & Syafril, 2025; Joseph et al., 2025). Previous studies identify price, product quality, purchasing experience, accessibility, and consumer scepticism as factors that can weaken sustainable consumption decisions (Gomez & Saraeva, 2025). The Indonesian context presents an additional challenge because the fashion market continues to expand while textile waste is also increasing. Although Indonesian consumers increasingly recognize sustainability, awareness alone may not be sufficient to generate purchasing intention (Anisah et al., 2024). Consequently, identifying psychological and social mechanisms that convert environmental awareness into sustainable fashion purchase intention remains important for society.

Previous research has established relationships relevant to sustainable fashion. Environmental awareness has been associated with positive attitudes and stronger intentions to purchase environmentally friendly products (Audina et al., 2024; Hong et al., 2024). Studies based on TPB also indicate that attitude, subjective norms, and perceived behavioural control can influence purchase

intention (Arqam et al., 2024; Shang et al., 2024). However, much of this literature examines direct relationships between variables and purchase intention, while the mediating role of attitude is not consistently integrated with TPB components. Evidence concerning young consumers is also not uniform. Although Generation Z may report stronger environmental concern, Generation Y has demonstrated higher actual sustainable fashion purchasing (Anggriani et al., 2024). These findings suggest that generational differences deserve attention in Indonesia effectively (Pires et al., 2024).

Research on sustainable consumption in Indonesia has not sufficiently examined generational cohort within an integrated TPB framework (Nuh et al., 2023). Existing studies often examine attitudes, environmental awareness, or purchase intention independently, while limited attention considers whether Generation Y and Generation Z respond differently to environmental awareness, social pressure, perceived behavioural control, and attitude. Research has identified an environmental awareness–purchase intention gap (Barkah et al., 2025), while studies have demonstrated the importance of attitude and subjective norms in shaping purchase intention. The unresolved question is whether these variables matter differently across generations. Addressing this gap is important because generational differences may explain heterogeneous consumer responses and provide a more precise understanding of sustainable fashion consumption in Indonesia (Schiaroli et al., 2024). This distinction is important for understanding sustainable consumption responses among young Indonesian consumers.

This study advances the existing discussion by integrating environmental awareness, attitude, subjective norms, perceived behavioral control, and sustainable fashion purchase intention within a single conceptual framework while introducing generational cohort as a moderating factor. Rather than examining these variables only through separate direct relationships, the study positions attitude as a mediating mechanism through which environmental awareness may influence purchase intention. It also considers whether the strength of these relationships varies between Generation Y and Generation Z. This integrated perspective provides a more comprehensive explanation of how environmental considerations are transformed into purchasing intentions among different consumer groups. The novelty of this study therefore lies in combining mediation and moderation within an extended TPB framework for sustainable fashion consumption in Indonesia. This approach is important because understanding these mechanisms can help explain variations in consumer responses that cannot be adequately captured by environmental awareness alone.

The research problem addressed in this study is how environmental awareness contributes to sustainable fashion purchase intention and whether the underlying relationships differ between Generation Y and Generation Z consumers in Indonesia. The study proposes that environmental awareness may influence purchase intention through the formation of a favourable attitude toward sustainable fashion, while subjective norms and perceived behavioral control may independently contribute to purchase intention. Furthermore, generational cohort is considered as a potential boundary condition that may strengthen or weaken the relationships among the variables in the proposed model. Accordingly, this study aims to examine the effect of environmental awareness on attitude, the effects of attitude, subjective norms, and perceived behavioral control on sustainable fashion purchase intention, the mediating role of attitude, and the moderating role of generational cohort. The study seeks to provide an integrated explanation of generational differences in sustainable fashion purchase intention in Indonesia.

H1: Environmental Awareness has a positive effect on Attitude.

H2: Attitude has a positive effect on Sustainable Fashion Purchase Intention.

H3: Subjective Norms have a positive effect on Sustainable Fashion Purchase Intention.

H4: Perceived Behavioral Control has a positive effect on Sustainable Fashion Purchase Intention.

H5: Attitude mediates the relationship between Environmental Awareness and Sustainable Fashion Purchase Intention.

H6a: Generational Cohort moderates the relationship between Environmental Awareness and Attitude.

H6b: Generational Cohort moderates the relationship between Attitude and Sustainable Fashion Purchase Intention.

H6c: Generational Cohort moderates the relationship between Subjective Norms and Sustainable Fashion Purchase Intention.

H6d: Generational Cohort moderates the relationship between Perceived Behavioral Control and Sustainable Fashion Purchase Intention.

H6e: Generational Cohort moderates the mediating effect of Attitude on the relationship between Environmental Awareness and Sustainable Fashion Purchase Intention.

RESEARCH METHODS

This study employed a quantitative approach with a causal associative research design to examine the relationships among Environmental Awareness, Attitude, Subjective Norms, Perceived Behavioral Control, and Sustainable

Fashion Purchase Intention. A quantitative design was selected because the study aimed to empirically test the proposed relationships among variables and examine differences between generational groups using numerical data. The research was conducted in Indonesia, with data collected from respondents residing in Indonesia. Indonesia was selected as the research setting because the study focuses on sustainable fashion consumption within the Indonesian consumer context, where environmental awareness and sustainable fashion are increasingly relevant (Schiaroli et al., 2024). The target population comprised individuals aged 17–45 years who actively followed environmental issues and were familiar with sustainable fashion (Mishra et al., 2023; Lin et al., 2023). The sample consisted of 200 respondents, with 100 respondents representing Generation Y and 100 representing Generation Z. Respondents were selected using non-probability sampling with a purposive sampling technique, with the sample size determined based on established considerations for PLS-SEM research.

Data were collected through an online survey using a structured questionnaire distributed via Google Forms. The questionnaire employed a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Respondents were required to meet the predetermined criteria, including residing in Indonesia, being within the specified age range, actively following environmental issues, and having knowledge of sustainable fashion. The research instrument consisted of 19 items adapted from previous studies. Environmental Awareness was measured using five items, Attitude was measured using three items, Subjective Norms were measured using three items, Perceived Behavioral Control was measured using three items, and Sustainable Fashion Purchase Intention was measured using five items. The measurement items were adapted from established instruments to ensure their relevance to the constructs examined in this study (Üzülmez et al., 2023; Nicolau et al., 2025;).

The collected data were analyzed using SmartPLS 4.0. The analysis involved evaluating the measurement model and structural model before testing the proposed relationships among the constructs. The measurement model was assessed to determine the reliability and validity of the research instruments, while the structural model was evaluated to examine the hypothesized relationships between the variables. Multi-Group Analysis (MGA) was subsequently employed to compare the structural relationships between Generation Y and Generation Z. This analysis was used to determine whether the relationships among Environmental Awareness, Attitude, Subjective Norms, Perceived Behavioral Control, and Sustainable Fashion Purchase Intention differed significantly between the two generational groups. The analysis therefore enabled the study to examine both the proposed causal relationships and potential generational differences within the research model.

RESULTS AND DISCUSSION

Results

Respondents' Characteristics

The characteristics of the respondents were identified based on generation, domicile, environmental issue involvement, and awareness of sustainable fashion.

Table 1. Respondents' Characteristics

Category	Item	f	%
Generation	Gen Z (17–29 years)	100	50%
	Gen Y (30–45 years)	100	50%
	Total	200	100%
Domicile	Aceh	2	1%
	Bali	3	1.5%
	Banten	17	8.5%
	DI Yogyakarta	3	1.5%
	DKI Jakarta	14	7%
	Jambi	18	9%
	Jawa Barat	10	5%
	Jawa Tengah	2	1%
	Jawa Timur	6	3%
	Kalimantan Barat	39	19.5%
	Kalimantan Timur	3	1.5%
	Lampung	17	8.5%
	Maluku	15	7.5%
	Nusa Tenggara Timur	19	9.5%
	Riau	30	15%
	Sulawesi Selatan	2	1%
	Total	200	100%
Actively following environmental issues	Yes	200	100%
	Total	200	100%
Have heard of Sustainable Fashion	Yes	200	100%
	Total	200	100%

Table 1 shows that the sample consisted of 200 respondents, with an equal distribution between Gen Z and Gen Y, each comprising 100 respondents (50%). The respondents were distributed across 16 domiciles in Indonesia. The largest proportion was from West Kalimantan, with 39 respondents (19.5%), followed by Riau with 30 respondents (15%), East Nusa Tenggara with 19 respondents (9.5%), and Jambi with 18 respondents (9%). Other domiciles accounted for proportions ranging from 1% to 8.5%. In addition, all 200 respondents (100%) reported that they actively followed environmental issues and had previously heard of sustainable fashion.

Measurement Model

The measurement model was evaluated through convergent validity, discriminant validity, and construct reliability. The results of these evaluations are presented in the following subsections.

Convergent Validity

The convergent validity test examined the loading factors and Average Variance Extracted (AVE) of the indicators.

Table 2. Convergent Validity Testing Result

Variable	Item	Mean	Loading Factors	AVE
Environmental Awareness (EA)	Excessive shopping and use of products can currently cause serious environmental damage.	4.185	0.843	0.686
	I am aware that clothing production can generate a large amount of waste and pollute water.	4.305	0.855	
	I am aware that the fashion industry causes water pollution in the environment.	4.120	0.797	
	I am aware that the fashion industry contributes chemical waste that pollutes the environment.	4.150	0.817	
Attitude (ATT)	I like the idea of wearing clothing produced sustainably or in an environmentally friendly manner (sustainable fashion).	4.415	0.798	0.677
	I think wearing sustainably produced clothing (sustainable fashion) is a good thing.	4.425	0.842	
	I have a positive view of using sustainably produced clothing (sustainable fashion).	4.415	0.828	
Subjective Norms (SN)	People who are important to me (friends, family, etc.) encourage me to buy or use environmentally friendly clothing (sustainable fashion).	3.940	0.824	0.706
	Most people I know use environmentally friendly clothing (sustainable fashion).	3.755	0.876	
	People around me would support me if I bought and wore environmentally friendly clothing (sustainable fashion).	4.135	0.820	

Perceived Behavioral Control (PBC)	The decision to buy and wear sustainable fashion is entirely under my own control.	4.320	0.752	0.645
	I have sufficient time, money, and access to buy and wear sustainable fashion.	4.060	0.840	
	I believe I have the ability, such as knowing where and how to buy it, to purchase sustainable fashion.	4.120	0.814	
Sustainable Fashion Purchase Intention (SFPI)	I will consider buying more environmentally friendly products in the future.	4.285	0.730	0.597
	I will consider switching to brands that care about the environment.	4.255	0.815	
	I plan to spend more money on environmentally friendly products than on conventional products.	4.025	0.784	
	I really want to buy sustainable fashion products in the near future.	3.910	0.759	

Table 2 shows that 17 of the 19 initial indicators had loading factor values above 0.70. Two indicators, EA3 and SFPI4, had loading factor values below the specified threshold and were therefore eliminated. After elimination, the loading factors of the remaining indicators ranged from 0.730 to 0.876. The AVE values were 0.686 for EA, 0.677 for ATT, 0.706 for SN, 0.645 for PBC, and 0.597 for SFPI. Thus, all five constructs had AVE values above 0.50.

Discriminant Validity

Discriminant validity was examined using cross-loadings and the Fornell-Larcker criterion.

Table 3. Discriminant Validity – Cross Loadings

Indicator	ATT	EA	PBC	SFPI	SN
ATT1	0.798	0.494	0.420	0.435	0.352
ATT2	0.842	0.554	0.477	0.510	0.407
ATT3	0.828	0.527	0.581	0.544	0.433
EA1	0.588	0.843	0.481	0.511	0.454
EA2	0.568	0.855	0.589	0.521	0.485
EA4	0.464	0.797	0.455	0.482	0.420
EA5	0.477	0.817	0.470	0.474	0.397
PBC1	0.601	0.530	0.752	0.565	0.427
PBC2	0.397	0.455	0.840	0.583	0.568
PBC3	0.456	0.473	0.814	0.597	0.610
SFPI1	0.612	0.559	0.523	0.730	0.421
SFPI2	0.486	0.469	0.543	0.815	0.460
SFPI3	0.425	0.448	0.603	0.784	0.554

SFPI5	0.355	0.385	0.566	0.759	0.623
SN1	0.385	0.479	0.531	0.520	0.824
SN2	0.340	0.376	0.566	0.596	0.876
SN3	0.500	0.495	0.588	0.566	0.820

Table 3 shows that each indicator has its highest loading value on its respective construct. The ATT indicators have their highest values on ATT, ranging from 0.798 to 0.842. The EA indicators range from 0.797 to 0.855 on EA, while the PBC indicators range from 0.752 to 0.840 on PBC. The SFPI indicators range from 0.730 to 0.815 on SFPI, and the SN indicators range from 0.820 to 0.876 on SN. For each indicator, the loading value on its assigned construct is higher than its loading values on the other constructs.

Table 4. Discriminant Validity – Fornell-Larcker Criterion

	ATT	EA	PBC	SFPI	SN
ATT	0.823				
EA	0.639	0.828			
PBC	0.602	0.605	0.803		
SFPI	0.606	0.601	0.725	0.773	
SN	0.485	0.533	0.669	0.669	0.840

Table 4 shows that the square roots of AVE on the diagonal are 0.823 for ATT, 0.828 for EA, 0.803 for PBC, 0.773 for SFPI, and 0.840 for SN. These diagonal values are higher than the corresponding correlations with the other constructs in their respective rows and columns. The highest diagonal value is observed for SN (0.840), followed by EA (0.828), ATT (0.823), PBC (0.803), and SFPI (0.773).

Construct Reliability

Construct reliability was assessed using Cronbach's alpha and Composite Reliability (CR).

Table 5. Composite Reliability Testing Result

Variable	Cronbach's Alpha	CR
ATT	0.762	0.863
EA	0.848	0.897
PBC	0.723	0.845
SFPI	0.774	0.855
SN	0.792	0.878

Table 5 shows that Cronbach's alpha values range from 0.723 to 0.848, while Composite Reliability values range from 0.845 to 0.897. The highest Cronbach's alpha value is found for EA (0.848), whereas the lowest is observed for PBC (0.723). For Composite Reliability, EA has the highest value (0.897), while

PBC has the lowest value (0.845). All constructs have both reliability coefficients above 0.70.

Structural Model

The structural model was evaluated using the R-square values of the endogenous constructs.

Table 6. R-Square		
Construct	R-square	R-square Adjusted
ATT	0.408	0.405
SFPI	0.619	0.613

Table 6 shows that ATT has an R-square value of 0.408 and an adjusted R-square of 0.405. This indicates that EA accounts for 40.8% of the variance in ATT, with the remaining 59.2% associated with factors outside the model. SFPI has an R-square value of 0.619 and an adjusted R-square of 0.613. Thus, ATT, SN, and PBC account for 61.9% of the variance in SFPI, while the remaining 38.1% is associated with factors outside the model.

Hypothesis Testing

The hypothesis testing results are presented based on the path coefficients, standard deviations, T-statistics, and p-values.

Table 7. Hypothesis Testing							
Hypothesis	Path	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values	Result
H1	EA → ATT	0.639	0.629	0.085	7.500	0.000	Accepted
H2	ATT → SFPI	0.227	0.222	0.066	3.433	0.001	Accepted
H3	SN → SFPI	0.300	0.302	0.063	4.767	0.000	Accepted
H4	PBC → SFPI	0.388	0.387	0.073	5.328	0.000	Accepted
H5	EA → ATT → SFPI	0.145	0.142	0.052	2.798	0.005	Accepted

Table 7 shows that all five hypotheses have p-values below 0.05. H1 has a path coefficient of 0.639, with a T-statistic of 7.500 and p-value of 0.000. H2 has a path coefficient of 0.227, with a T-statistic of 3.433 and p-value of 0.001. H3 has a

path coefficient of 0.300, with a T-statistic of 4.767 and p-value of 0.000. H4 has a path coefficient of 0.388, with a T-statistic of 5.328 and p-value of 0.000. H5 has an indirect path coefficient of 0.145, with a T-statistic of 2.798 and p-value of 0.005. Based on these values, H1, H2, H3, H4, and H5 are accepted.

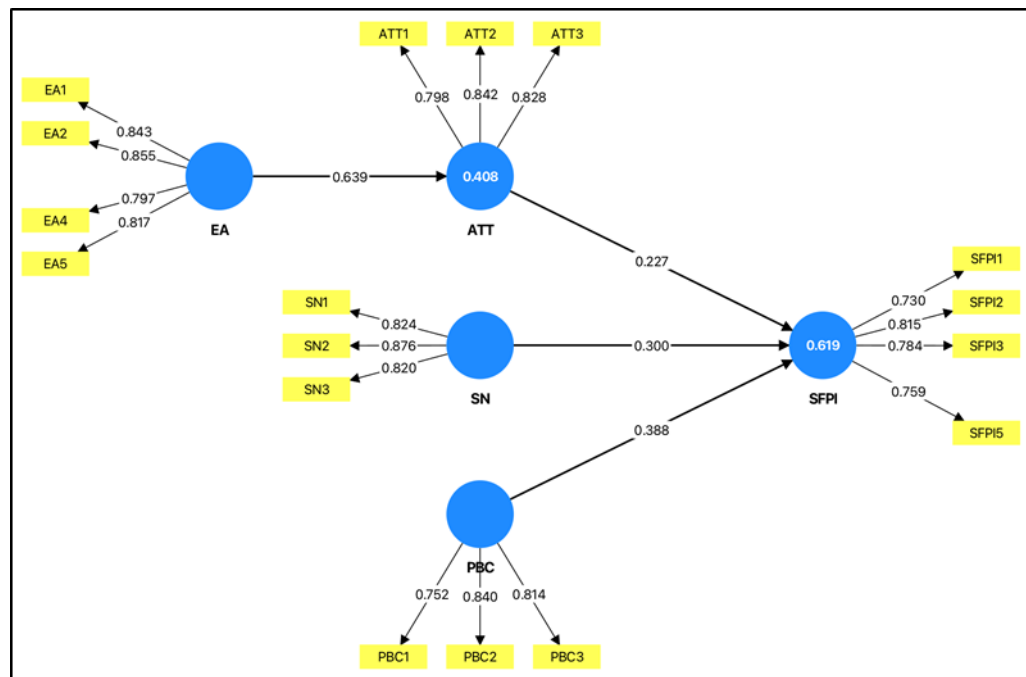


Figure 1. Full Model Testing

Figure 1 presents the full structural model consisting of EA, ATT, SN, PBC, and SFPI. The path coefficient from EA to ATT is 0.639, while the coefficients from ATT, SN, and PBC to SFPI are 0.227, 0.300, and 0.388, respectively. The model also displays R-square values of 0.408 for ATT and 0.619 for SFPI. The measurement model contains four retained EA indicators, three ATT indicators, three SN indicators, three PBC indicators, and four SFPI indicators. The loading values of the retained indicators range from 0.730 to 0.876.

Multi-Group Analysis

Before comparing the structural relationships between Gen Y and Gen Z, measurement invariance was examined using the MICOM procedure. The results of MICOM Step 2 are presented below.

Table 8. MICOM – Step 2

Construct	Original Correlation	Correlation Permutation Mean	5.0%	Permutation p-value
ATT	0.997	0.998	0.993	0.219
EA	1.000	0.998	0.995	0.808

PBC	0.999	0.997	0.992	0.591
SFPI	0.995	0.997	0.991	0.155
SN	1.000	0.998	0.995	0.815

Table 8 shows that the original correlations for the five constructs range from 0.995 to 1.000. The permutation mean values range from 0.997 to 0.998, while the 5.0% permutation values range from 0.991 to 0.995. The permutation p-values are 0.219 for ATT, 0.808 for EA, 0.591 for PBC, 0.155 for SFPI, and 0.815 for SN. All reported p-values are above 0.05.

Multi-Group Analysis between Gen Y and Gen Z

The permutation test was subsequently used to examine differences in the structural paths between Gen Y and Gen Z.

Table 9. Permutation Test MGA between Gen Y and Gen Z

Hypothesis	Path	Gen Y	Gen Z	Permutation Mean Difference	p-value	Result
H6a	EA → ATT	0.768	0.382	0.001	0.034	Significantly Different
H6b	ATT → SFPI	0.219	0.178	0.005	0.763	Not Significantly Different
H6c	SN → SFPI	0.457	0.140	-0.002	0.010	Significantly Different
H6d	PBC → SFPI	0.262	0.446	-0.001	0.215	Not Significantly Different
H6e	EA → ATT → SFPI	0.169	0.068	0.003	0.342	Not Significantly Different

Table 9 shows that two of the five tested relationships have p-values below 0.05. The EA → ATT relationship has a p-value of 0.034, with a path coefficient of 0.768 for Gen Y and 0.382 for Gen Z. The SN → SFPI relationship has a p-value of 0.010, with coefficients of 0.457 for Gen Y and 0.140 for Gen Z. The remaining three relationships have p-values above 0.05. The ATT → SFPI relationship has coefficients of 0.219 for Gen Y and 0.178 for Gen Z, with a p-value of 0.763. The PBC → SFPI relationship has coefficients of 0.262 for Gen Y and 0.446 for Gen Z, with a p-value of 0.215. The indirect EA → ATT → SFPI relationship has coefficients of 0.169 for Gen Y and 0.068 for Gen Z, with a p-value of 0.342. Accordingly, significant differences between the two generational groups are observed only for EA → ATT and SN → SFPI, whereas no significant differences are observed for ATT → SFPI, PBC → SFPI, and EA → ATT → SFPI.

Discussion

The findings show that Environmental Awareness (EA) has a positive and significant effect on Attitude (ATT) toward sustainable fashion, with a path coefficient of 0.639. This finding indicates that higher awareness of environmental issues is associated with a more positive attitude toward sustainable fashion. This result is consistent with previous studies that identify environmental awareness as an important factor in shaping consumers' positive evaluations of sustainable products (Audina et al., 2024; Hong et al., 2024). A similar pattern was also identified among Generation Z consumers in Cambodia, where environmental concern was found to be a direct determinant of attitudes toward environmentally friendly products (Arias et al., 2025). The present finding therefore reinforces the theoretical proposition that environmental awareness constitutes an important basis for attitude formation in sustainable fashion consumption.

The generational comparison provides a more specific finding. The Multi-Group Analysis (MGA) shows that the effect of EA on ATT is stronger for Generation Y (0.768) than for Generation Z (0.382), with a significant difference between the two groups ($p = 0.034$). This finding differs from the common assumption that younger consumers necessarily demonstrate a stronger relationship with environmental issues. The result is consistent with Anggriani et al. (2024), who found that Generation Y or millennials in Indonesia demonstrated higher actual purchasing of sustainable apparel than Generation Z. Similarly, Diandri and Yeshika (2024) identified differences among generations in environmental knowledge, awareness, and sustainable clothing consumption. Theoretically, this finding extends the application of the Theory of Planned Behavior by demonstrating that the strength of the relationship between environmental beliefs and attitudes may vary across generational groups.

Furthermore, ATT, Subjective Norms (SN), and Perceived Behavioral Control (PBC) have positive effects on Sustainable Fashion Purchase Intention (SFPI). PBC has the strongest path coefficient at 0.388, followed by SN at 0.300 and ATT at 0.227. This pattern indicates that perceptions regarding consumers' ability, control, and conditions that enable purchasing have the strongest relationship with purchase intention within the proposed model. The importance of PBC is consistent with Kim and Lee (2023), who found that the ability to deal with external barriers, including price, was associated with willingness to pay and intentions toward environmentally friendly products. From a practical perspective, this finding indicates that purchase intention is not determined solely by positive attitudes but is also related to consumers' perceptions of their ability and control to realize purchasing decisions involving sustainable fashion.

The findings also reveal a significant generational difference in the relationship between SN and SFPI. The path coefficient for SN → SFPI is 0.457 for Generation Y and 0.140 for Generation Z, with a significant difference ($p = 0.010$). This result indicates that the strength of the relationship between subjective norms and purchase intention varies across generational groups. In contrast, the relationship between ATT and SFPI does not differ significantly, although the coefficients are 0.219 for Generation Y and 0.178 for Generation Z. Similarly, the relationship between PBC and SFPI does not show a significant generational difference, with coefficients of 0.262 for Generation Y and 0.446 for Generation Z. Theoretically, these findings indicate that several relationships within the Theory of Planned Behavior remain relatively consistent across generations, whereas specific relationships, particularly subjective norms, demonstrate variation according to generational group.

The findings further demonstrate that ATT mediates the relationship between EA and SFPI, with an indirect effect of 0.145 ($p = 0.005$). This result indicates that the relationship between environmental awareness and purchase intention occurs through the formation of attitudes toward sustainable fashion. This mediation pattern supports the structure of the Theory of Planned Behavior, which positions attitude as one of the mechanisms linking individual beliefs to behavioral intention (Thorisdottir et al., 2024). In the generational analysis, the indirect effect does not differ significantly between Generation Y and Generation Z, with coefficients of 0.169 for Generation Y and 0.068 for Generation Z ($p = 0.342$). The novelty of this study lies in simultaneously examining the relationships among EA, ATT, SN, PBC, and SFPI while comparing the strength of these relationships between two generational groups in the Indonesian sustainable fashion context. Thus, the study extends empirical evidence concerning the mechanisms underlying sustainable purchase intention.

Overall, this study provides theoretical and practical contributions by demonstrating that the relationships among environmental awareness, attitude, subjective norms, perceived behavioral control, and purchase intention are not entirely uniform between Generation Y and Generation Z. Theoretically, the findings demonstrate the applicability of the Theory of Planned Behavior in explaining sustainable fashion purchase intention while also indicating variations in the strength of specific relationships across generations. Practically, the findings suggest that the formation of purchase intention involves different behavioral dimensions, as PBC has the strongest coefficient in the overall model, whereas SN demonstrates a significant generational difference (Sinaga et al., 2024). The main contribution of this study lies in integrating behavioral factors and generational comparison within a single empirical model. The findings

further demonstrate that generational differences primarily occur in the strength of particular relationships rather than across the entire mechanism underlying sustainable fashion purchase intention.

CONCLUSION

The findings of this study show that generational differences in sustainable fashion purchase intention are selective rather than comprehensive: significant differences were found in the effects of environmental awareness on attitude and subjective norms on sustainable fashion purchase intention, with stronger relationships among Generation Y, while the effects of attitude, perceived behavioral control, and the mediating role of attitude did not differ significantly between Generation Y and Generation Z. The key insight is that generational cohorts may shape the strength of particular psychological and social influences without fundamentally changing the overall mechanism underlying sustainable fashion purchase intention. Theoretically, this study contributes to the application of the Theory of Planned Behavior by demonstrating how environmental awareness, attitude, subjective norms, and perceived behavioral control operate within a generational comparison framework. Practically, the findings highlight the importance of improving product accessibility, affordability, and availability across both generations, while communication strategies may consider the stronger role of social influence among Generation Y. Nevertheless, the study is limited by its non-probability purposive sampling, the sample size of 200 respondents, and its reliance on self-reported cross-sectional data, which may limit the generalizability and causal interpretation of the findings. Future research could employ larger and more diverse samples, probability-based sampling, longitudinal designs, and additional variables to examine other factors that may explain generational differences in sustainable fashion consumption.

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