

Determinants of Impulsive Buying Behavior, Fast Fashion, and the Challenge of Sustainable Consumption (SDG 12) in Generation Z

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ABSTRAK

Pembelian impulsif semakin marak terjadi pada Generasi Z, khususnya dalam industri fast fashion yang menawarkan tren pakaian terkini dengan harga terjangkau dan siklus produksi yang cepat. Di balik daya tarik tersebut, muncul kecenderungan konsumsi berlebihan yang ditandai dengan perilaku membeli secara spontan, tanpa pertimbangan rasional, dan sering kali melampaui kebutuhan dasar. Penelitian ini bertujuan untuk menganalisis pengaruh pembelian impulsif dalam konteks fast fashion terhadap perilaku konsumtif Generasi Z dengan menggunakan pendekatan kuantitatif dan metode Structural Equation Modeling–Partial Least Squares (SEM-PLS). Data dikumpulkan dari 387 responden Generasi Z di wilayah Solo Raya dan dianalisis menggunakan SmartPLS 4.0. Variabel yang diteliti meliputi gaya hidup, pengaruh lingkungan, dan kemudahan akses. Hasil penelitian menunjukkan bahwa pengaruh lingkungan dan kemudahan akses berpengaruh signifikan terhadap perilaku konsumtif, sedangkan gaya hidup dan kemudahan berbelanja tidak menunjukkan pengaruh langsung yang signifikan. Selain itu, fast fashion tidak berperan sebagai variabel mediasi yang signifikan dalam hubungan antarvariabel tersebut. Temuan ini menunjukkan bahwa faktor eksternal, khususnya tekanan sosial dan kemudahan akses digital, lebih dominan dalam mendorong pola konsumsi impulsif dan berlebihan pada Generasi Z. Penelitian ini memberikan implikasi bagi konsumen dan pelaku industri dalam mendorong pola konsumsi yang lebih bijak dan berkelanjutan melalui peningkatan literasi digital serta penerapan strategi bisnis yang lebih etis dan ramah lingkungan.

Kata Kunci: Fast Fashion, Generasi Z, Pengaruh Lingkungan, Keberlanjutan, Media Sosial

ABSTRACT

Impulsive buying has become increasingly prevalent among generation Z, particularly within the fast fashion industry, latest clothing trends at affordable prices and rapid production cycles. Behind this appeal lies a growing tendency toward compulsive consumption buying spontaneously, without rational consideration, and often beyond basic needs. This study aims to explore how impulsive buying in the context of fast fashion influences the consumptive behavior of Generation Z, using a quantitative approach and Structural Equation Modeling Partial Least Squares method. Data were collected from 387 gen Z respondents in Solo Raya region and analyzed using SmartPLS 4.0. The variables examined include lifestyle, environmental influence, and access convenience. The findings reveal that environmental influence and access convenience significantly affect consumptive behavior, while lifestyle and shopping convenience do not show a direct effect. Interestingly, fast fashion does not act as a significant mediating variable in these relationships. These results highlight the dominance of external factors particularly social pressure and digital accessibility in driving impulsive and excessive consumption patterns among Generation Z. The study offers important implications for consumers, industry players, and promoting wiser and more sustainable consumption through digital literacy education and the adoption of more ethical and eco-friendly business strategies.

Keywords: Fast Fashion, Generation Z, Environment Influence, Sustainability, Social Media

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1. INTRODUCTION

The rapid development of information and communication technology has brought significant changes to various aspects of social life. Daily life is increasingly influenced by the digital era, which can simplify transaction and purchasing processes (Sasabone et al. 2023). People no longer need to meet in person or conduct business at the same location. Online shopping has emerged as a dominant and increasingly popular method for buying and selling goods. The use of social media has also grown rapidly in everyday life, not only among adults but also among adolescents (Septriawan 2024). The rapid growth of e-commerce has fundamentally changed and diminished the traditional role of physical retail stores in the fast fashion industry (Park and Lee 2021). Furthermore, online sales and social networking platforms provide in-depth insight into consumer preferences that previously could only be accessed through offline retail channels (Asante et al. 2024). The ease of online commerce is one of the most prominent ways in which the digital era has reshaped social life. Generation Z, the group born and raised during the expansion of internet technology, is strongly influenced by digital social interaction (Wijayanti 2021). Based on demographic data, Generation Z is the largest population group in Indonesia. Individuals born between 1997 and 2012 number approximately 74.93 million people, representing 27.94% of the total population, followed by the Millennial Generation (25.87%), Generation X, and Baby Boomers. The dominance of Generation Z indicates significant potential for future economic and market development.

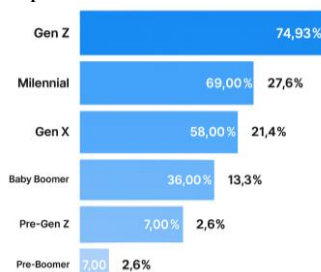


Figure 1. Percentage by Generation in Indonesia
(Source: goodstats.id/)

Millennial consumers are generally more familiar with e-commerce platforms than previous generations (Rizqi Febriandika et al. 2025). This generational difference is also reflected in the types of products routinely purchased. According to data from the Alvara Research Center (2024), clothing is the main purchase category for Generation Z, with a purchase rate of 56%, followed by Millennials at 43.3% and Generation X at 32%. Conversely, Generation X leads in household goods purchases at 37.9%, followed by Millennials at 28.1% and Generation Z at 11.5%. In the mobile phone category, Generation Z recorded the highest purchase proportion at 10%, surpassing Millennials (4.9%) and Generation X (5.1%). Meanwhile, in the electronics

category, Generation X showed the highest purchase rate at 6.7%, followed by Millennials at 4.9% and Generation Z at 2.9%. Consumer behavior is important in helping companies and marketers create effective strategies (Li and Deng 2026). Generation Z is driven to continuously change their clothing to keep up with the latest trends, often exceeding their actual needs, resulting in a repetitive consumption pattern focused on aesthetics and self-actualization through clothing. Over the past few decades, clothing production and consumption have increased exponentially, leading to a dramatic increase in the negative environmental consequences generated by the fashion industry (Peleg Mizrahi and Tal 2022). This fast fashion trend is also exploited by the fashion industry, which has rapid production cycles (S. M. S. Putri 2024). The fashion industry faces increasing global scrutiny of supply chain operations that pollute the environment (Niinimäki et al. 2020).

Fast fashion is an industry that mass-produces cheap, low-quality clothing (Bartkute et al. 2023). This business model has drawn sharp criticism for encouraging excessive consumption, in which clothing tends to be worn only a few times before being discarded, generating significant textile waste (Jose 2024). This phenomenon further reinforces the textile industry's position as the second-largest contributor to pollution on Earth after the aviation industry (Bartkute et al. 2023). Therefore, implementing waste-reduction strategies such as the analysis and control of production defects in the batik textile industry (Djunaidi et al. 2025) is a crucial step that can be adopted to reduce the environmental impact of the textile industry as a whole. The increasing use of social media platforms such as TikTok, Facebook, and Instagram, together with the influence of digital influencers, has created new mechanisms for shaping consumer preferences and accelerating fashion trends. The speed of production and information dissemination further intensifies the pace of fashion consumption. Several factors influence sustainable fast fashion purchasing behavior, including self-control, dissatisfaction with owned clothing (Hariyono 2024), environmental influence, and the role of influencers (Gonçalves et al. 2024). These factors include consumer knowledge, prevailing trends, peer influence, and lifestyle orientation.

Data show that 57.7% of respondents use online loans for routine expenses, while 42.3% allocate loan funds for non-essential lifestyle consumption. This pattern is often driven by the fear of missing out (FOMO) (Uyun et al. 2024). Impulsive buying behavior among Generation Z is closely linked to the fast fashion trend, which emphasizes convenience and accessibility. This generation shows impulsive purchasing patterns motivated by the desire to appear fashionable and stay aligned with current trends, largely influenced by exposure to social media. Excessive consumption contributes to increased demand and overproduction,

resulting in severe environmental consequences. The accumulation of textile waste and the widespread use of synthetic materials, such as polyester, worsen water pollution and resource depletion. Therefore, Generation Z's consumption patterns not only shape their lifestyle but also pose significant environmental challenges that require urgent attention and mitigation strategies (Septy et al. 2024).

Furthermore, the rapid growth of fast fashion consumption, particularly among Generation Z, raises important concerns related to the Sustainable Development Goals (SDGs), which emphasize responsible consumption and production. The tendency toward impulsive and excessive buying contributes to overconsumption, resource inefficiency, and increased textile waste, all of which have potential implications for discussions on SDG 12 concerning the principles of sustainable consumption, particularly in the context of responsible consumption and production. Therefore, understanding the behavioral drivers behind fast fashion consumption is essential not only from a marketing perspective but also to support sustainability-oriented policies and encourage more responsible consumer behavior in line with global sustainability goals (Hwang et al. 2024).

Previous research on consumer behavior in the context of fast fashion (Widari et al. 2023; Aponte et al. 2024; Mcneill and Moore 2015) has examined various influencing factors, highlighting the multidimensional nature of consumption patterns. Lifestyle factors have been widely discussed, with research showing that fashion orientation, self-expression, and trend sensitivity significantly shape consumer preferences and purchasing behavior (Dahana et al. 2019; Chi and Chen 2020). These findings indicate that lifestyle remains a fundamental driver of fashion-related consumption. In addition, personal and environmental influences have been identified as important determinants of consumption behavior. Research has emphasized the role of social norms, peer influence, and environmental awareness in shaping attitudes toward fashion consumption (Septy et al. 2024; A. S. Putri et al. 2025; Widari et al. 2023). This research shows that social and environmental contexts influence how consumers perceive, respond to, and purchase fast fashion trends. The role of shopping convenience has also received considerable attention in the literature. Convenience factors, such as transaction ease and the efficiency of online shopping platforms like TikTok, which create customer satisfaction (Rizqi Febriandika et al. 2023) significantly encourage frequent purchasing behavior (Park and Lee 2021; Hariyono 2024). Similarly, accessibility including internet availability, digital platforms, and rapid access to information—has been

shown to increase online purchasing activity and impulsive buying tendencies (Sasabone et al. 2023; Hariyono 2024; Chi and Chen 2020). This research distinguishes itself from prior studies by testing fast fashion as a mediating variable. In addition, this research specifically links the consumption phenomenon to environmental sustainability issues within the target of SDG 12.

2. METHODS

SEM-PLS is an analytical method that combines regression analysis and factor analysis to model relationships between latent variables based on their indicators (Djunaidi and Gunari 2022; A. S. Putri et al. 2025). SEM-PLS emphasizes prediction and explanation of variance rather than testing overall model fit. The population in this study consists of Generation Z individuals residing in the Greater Solo (Solo Raya) region. A sample size of 387 was obtained and selected using a purposive sampling technique, taking into account respondent characteristics appropriate to the research objectives. Respondent criteria included: (1) belonging to the Generation Z group; (2) residing in the Greater Solo region; (3) having purchased or used fashion products through offline or online channels. Participation in this questionnaire was voluntary and only measured perceptions, so it posed no physical, legal, or psychological risk to respondents. Primary data were collected using a questionnaire distributed through social media platforms, applying several procedural steps: guaranteeing respondent anonymity and confidentiality, explaining that there were no right or wrong answers, and using clear and unambiguous questionnaire statements. Secondary data were obtained from existing sources, such as previous research findings and published academic journals. The research stages are shown in Figure 2.

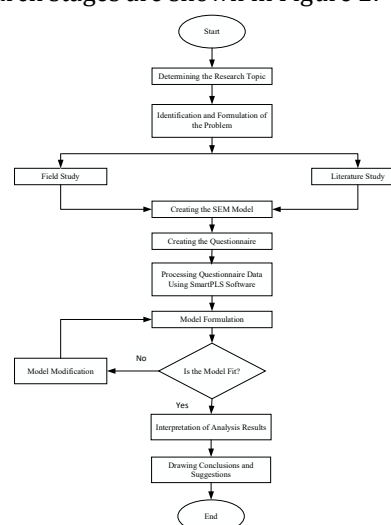


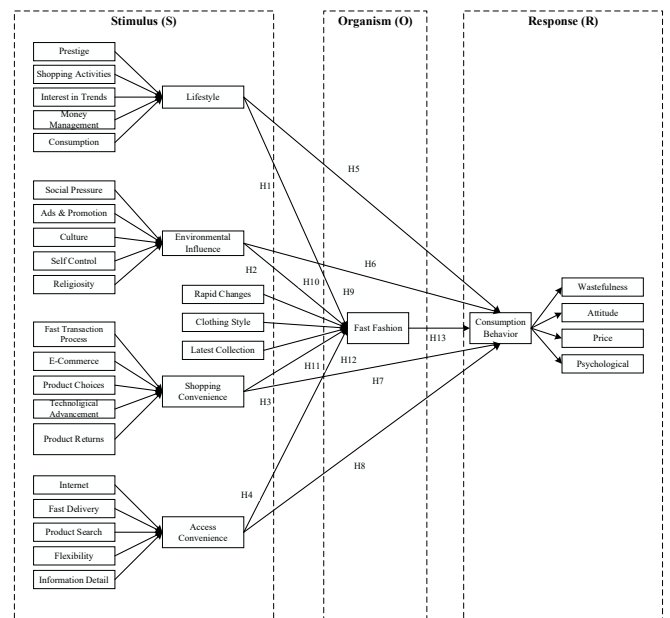
Figure 2. Research Stages

Table 1. Questionnaire Development

Variable	Indicator	Statement
Lifestyle (X1)	Prestige	I buy branded goods to enhance my social status
	Shopping Activity	I use shopping as a way to entertain myself
	Interest in Trends	I feel it is important to always follow the latest trends in various things
	Money Management	I spend money without careful planning
	Consumption	I buy things to gain experience or emotional satisfaction
Environmental Influence (X2))	Social Pressure	I feel the need to buy something because of my friends' influence
	Advertising and Promotion	I am tempted to buy certain products that are trending on social media
	Culture	I am driven to buy things to follow the trends around me
	Self-Control	I find it hard to resist the temptation to buy discounted products
	Religiosity	I feel that excessive product consumption is inconsistent with religious teachings
Shopping Convenience (X3)	Fast Transaction Process	I like shopping with a fast and easy payment process
	E-Commerce	I feel comfortable shopping through online shopping apps or sites
	Product Choice	I shop on platforms that provide a wide variety of diverse products
	Technological Advancement	I choose to shop on platforms that are easy to understand (user-friendly)
	Product Returns	I am comfortable shopping on platforms that offer product returns
Access Convenience (X4)	Internet	I find it easy to shop because internet access is available
	Fast Delivery	I like shopping with a fast delivery process
	Product Search	I am comfortable when a shopping platform has various search features
	Flexibility	I am helped by platforms that allow shopping anytime
	Information Detail	I can ask for details via the Live Streaming/Chat Seller feature
Fast Fashion (M)	Rapid Change	I like fast fashion because it keeps changing quickly
	Clothing Style	I like fast fashion because its styles change often
	Latest Collections	I like fast fashion because new collections are always appearing
	Wastefulness	I feel my money runs out faster because of my shopping habits
Consumptive Behavior (Y)	Attitude	I find it hard to resist the urge to shop when I see attractive items
	Price	I am happy when there is an additional discount when buying goods
	Psychological	I feel satisfied and happy after buying the items I want

The questionnaire was developed through several variables: the Lifestyle (X1) construct, comprising five items covering the dimensions of prestige, shopping activity, interest in trends, money management, and emotional consumption. Next, the Environmental Influence (X2) variable was broken down into five items reflecting social pressure, advertising influence, cultural factors, self-control, and religiosity. The Shopping Convenience (X3) and Access Convenience (X4) constructs were each measured through five items highlighting transaction speed, ease of using e-commerce, variety of product choices, interface ease of use, product return policies, and time flexibility and internet access. Meanwhile, the mediating variable Fast Fashion (M) used three items to capture the dynamics of rapid trend and style change, and the dependent variable Consumptive Behavior (Y) was broken down into four items measuring wastefulness, impulsive urges, response to discounts, and psychological satisfaction. In terms of measurement, all instruments used a 5-point Likert scale, ranging from one to five, to accurately capture respondents' levels of agreement. This was done to provide a comprehensive understanding of the complex relationships between external factors, internal psychological processes, and consumer behavior outcomes. The S-O-R theory asserts that the external environment acts as a stimulus that triggers an individual's internal affective and cognitive conditions (Organism), which ultimately direct the individual toward a particular action or behavior (Response)

(Lady et al. 2025). The framework is shown in Figure 3.

**Figure 3.** Theoretical Concept

The hypotheses or conceptual propositions formulated in this study are as follows:

1. H1: Lifestyle has a significant effect on fast fashion consumption.
2. H2: Environmental influence has a significant effect on fast fashion consumption.

3. H3: Shopping convenience has a significant effect on fast fashion consumption.
4. H4: Accessibility has a significant effect on fast fashion consumption.
5. H5: Lifestyle has a significant effect on consumptive behavior.
6. H6: Environmental influence has a significant effect on consumptive behavior.
7. H7: Shopping convenience has a significant effect on consumptive behavior.
8. H8: Accessibility has a significant effect on consumptive behavior.
9. H9: Lifestyle has a significant effect on consumptive behavior through fast fashion consumption.
10. H10: Environmental influence has a significant effect on consumptive behavior through fast fashion consumption.
11. H11: Shopping convenience has a significant effect on consumptive behavior through fast fashion consumption.
12. H12: Accessibility has a significant effect on consumptive behavior through fast fashion consumption.
13. H13: Fast fashion consumption has a significant effect on consumptive behavior.

Data analysis using SmartPLS software consists of two main stages: outer model assessment and inner model assessment. The outer model assessment aims to evaluate the relationship between measurement indicators and their corresponding latent constructs. This stage ensures that the research instrument demonstrates adequate validity and reliability (Raden Roro Lia Chairina, M 2019). Penilaian model dalam berfokus pada pemeriksaan interaksi antar konstruk laten dalam model struktural, khususnya untuk mengevaluasi sejauh mana variabel independen dapat memprediksi variabel dependen. The inner model assessment focuses on examining the interactions between latent constructs in the structural model, particularly to evaluate the extent to which independent variables can predict dependent variables. Key elements assessed at this stage include the coefficient of determination (R^2), which indicates the proportion of variance explained in the dependent variable, and the path coefficients of the independent variables, which reflect the strength of the relationships between constructs. The significance of these relationships is evaluated using t-statistics and p-values to determine the predictive ability of the model (Dewi et al. 2022).

3. RESULT AND DISCUSSION

Respondents in this study were predominantly female (68%), while males accounted for 32%. In terms of age, the majority fell within the 20–28 years range (70%), with the remaining 30% aged between 14–19 years. Regarding employment status, most respondents were university students (58%), followed by working individuals (32%), school students (9%), and others (1%). This composition

indicates that the research sample was dominated by females and university students. These characteristics need to be taken into account when interpreting the research results. Therefore, the findings of this study should be generalized with caution, particularly when applied to Generation Z groups with different gender and employment status characteristics.

Table 2. Output Outer Landing

	M1	X1	X2	X3	X4	Y
M1	0.871					
M2	0.833					
M3	0.819					
X1.1		0.788				
X1.2		0.810				
X1.3		0.807				
X1.5		0.827				
X2.1			0.785			
X2.2			0.805			
X2.3			0.782			
X2.4			0.704			
X2.5			0.794			
X3.1				0.807		
X3.2				0.714		
X3.3				0.728		
X3.4				0.740		
X3.5				0.746		
X4.1					0.889	
X4.3					0.821	
X4.5					0.749	
Y1						0.870
Y2						0.830
Y3						0.857
Y4						0.838

Based on Table 2, all indicators have an outer loading value ≥ 0.70 , with the lowest value of 0.704 for indicator X2.4 and the highest of 0.889 for indicator X4.1. For the Fast Fashion construct, loading values range from 0.819–0.871; Lifestyle, 0.788–0.827; Environmental Influence, 0.704–0.805; Shopping Convenience, 0.714–0.807; Access Convenience, 0.749–0.889; and Consumptive Behavior, 0.830–0.870. All of these values meet the minimum threshold of 0.70, indicating that the indicators have good capability in reflecting the constructs being measured. High outer loading values indicate that the indicators make a strong contribution to explaining their latent variables. Thus, the indicators used in the study are able to adequately represent the concepts of Fast Fashion, Lifestyle, Environmental Influence, Shopping Convenience, Access Convenience, and Consumptive Behavior. Based on the outer loading test results in the table, since all indicators have values ≥ 0.70 , the data and indicators used can proceed to the next stage of model testing, as they have initially met the criteria for convergent validity. This means the analysis of relationships between variables can proceed to the inner model.

Based on the results of the validity and reliability tests in the measurement model testing in Table 3, all research variables—namely Fast Fashion (AVE 0.708), Lifestyle (AVE 0.639), Access Convenience (AVE 0.675), Shopping Convenience (AVE 0.559), Environmental Influence (AVE 0.601), and Consumptive Behavior (AVE 0.720)—have met the

established statistical standards. All Average Variance Extracted (AVE) values are above 0.50, while the Cronbach's alpha and Composite Reliability values for all constructs exceed the minimum threshold of 0.70. This proves that the research instrument has strong and valid internal consistency. As all the criteria for measurement model testing have been met, these results methodologically confirm that the questionnaire instrument used is highly valid and reliable, thus free from significant measurement error and safe to proceed to the structural model (inner model) evaluation stage and hypothesis testing. Theoretically, the indicators used have been shown to accurately represent the theoretical constructs related to fast fashion, lifestyle, access convenience, shopping convenience, environmental influence, and consumptive behavior. Practically, this data reliability provides a strong foundation for both researchers and industry practitioners to draw valid conclusions, so that the findings on the relationships between variables can later be empirically relied upon in formulating well-targeted strategies or policies.

Based on the cross-loading test results in Table 4, all indicators have their highest loading value on the construct they measure compared to other constructs. Indicators M1, M2, and M3 have loading values of 0.871, 0.833, and 0.819, respectively, on the Fast

Fashion construct. Indicators X1.1, X1.2, X1.3, and X1.5 have loadings of 0.788, 0.810, 0.807, and 0.827 on the Lifestyle construct. Next, indicators X2.1 through X2.5 have loadings of 0.785, 0.805, 0.782, 0.704, and 0.794, respectively, on the Environmental Influence construct. Indicators X3.1 through X3.5 have loadings of 0.807, 0.714, 0.728, 0.740, and 0.746 on the Shopping Convenience construct. Meanwhile, indicators X4.1, X4.3, and X4.5 have loadings of 0.889, 0.821, and 0.749 on the Access Convenience construct. Indicators Y1 through Y4 have loadings of 0.870, 0.830, 0.857, and 0.838 on the Consumptive Behavior construct. These values represent the highest loading for each indicator compared to loadings on other constructs. Thus, the cross-loading results indicate that each indicator has good discriminant ability in representing its construct, so all indicators are declared to meet the discriminant validity criteria.

Table 3. Validity and Reliability Test

	(AVE)	Cronbach's alpha	Composite reliability
Fast Fashion	0.708	0.794	0.804
Lifestyle	0.639	0.847	0.849
Access Convenience	0.675	0.765	0.832
Shopping Convenience	0.559	0.805	0.832
Environmental Influence	0.601	0.833	0.835
Consumptive Behavior	0.72	0.871	0.877

Table 4. Output Cross Loading

	Fast Fashion	Lifestyle	Shopping Convenience	Access Convenience	Environmental Convenience	Consumption Behavior
M1	0.871	0.608	0.149	0.111	0.577	0.346
M2	0.833	0.513	0.201	0.126	0.506	0.267
M3	0.819	0.548	0.150	0.085	0.506	0.192
X1.1	0.532	0.788	0.208	0.173	0.600	0.244
X1.2	0.475	0.810	0.241	0.228	0.598	0.379
X1.3	0.612	0.807	0.217	0.219	0.669	0.278
X1.5	0.499	0.827	0.217	0.175	0.607	0.283
X2.1	0.577	0.694	0.201	0.182	0.785	0.332
X2.2	0.462	0.576	0.245	0.250	0.805	0.422
X2.3	0.558	0.668	0.283	0.223	0.782	0.326
X2.4	0.388	0.488	0.188	0.185	0.704	0.417
X2.5	0.447	0.556	0.266	0.207	0.794	0.412
X3.1	0.247	0.302	0.807	0.435	0.301	0.256
X3.2	0.112	0.150	0.714	0.435	0.225	0.241
X3.3	0.123	0.198	0.728	0.379	0.228	0.162
X3.4	0.093	0.094	0.740	0.370	0.160	0.201
X3.5	0.112	0.130	0.746	0.336	0.196	0.187
X4.1	0.157	0.266	0.444	0.889	0.300	0.283
X4.3	0.048	0.140	0.472	0.821	0.171	0.222
X4.5	0.087	0.130	0.394	0.749	0.160	0.165
Y1	0.297	0.362	0.257	0.249	0.420	0.870
Y2	0.371	0.441	0.181	0.181	0.518	0.830
Y3	0.204	0.291	0.281	0.264	0.348	0.857
Y4	0.198	0.267	0.270	0.276	0.346	0.838

Table 5. Hypothesis Testing Output

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
1. Fast Fashion -> Consumptive Behavior	0.049	0.051	0.063	0.773	0.440
2. Lifestyle -> Fast Fashion	0.391	0.391	0.064	6.069	0.000
3. Lifestyle -> Consumptive Behavior	-0.059	-0.060	0.076	0.771	0.441
4. Access Convenience -> Fast Fashion	-0.075	-0.072	0.050	1.483	0.138
5. Access Convenience -> Consumptive Behavior	0.120	0.121	0.050	2.423	0.015
6. Shopping Convenience -> Fast Fashion	0.025	0.025	0.055	0.445	0.657
7. Shopping Convenience -> Consumptive Behavior	0.095	0.100	0.051	1.842	0.066
8. Environmental Influence -> Fast Fashion	0.351	0.352	0.067	5.256	0.000
9. Environmental Influence -> Consumptive Behavior	0.441	0.440	0.077	5.741	0.000
10. Lifestyle -> Fast Fashion -> Consumptive Behavior	0.019	0.020	0.025	0.761	0.447
11. Access Convenience -> Fast Fashion -> Consumptive Behavior	-0.004	-0.004	0.006	0.580	0.562
12. Shopping Convenience -> Fast Fashion -> Consumptive Behavior	0.001	0.001	0.005	0.260	0.795
13. Environmental Influence -> Fast Fashion -> Consumptive Behavior	0.017	0.019	0.023	0.731	0.465

From the results in the Table 5, only 4 hypotheses were found to be significant and failed to be rejected. The effect of lifestyle on fast fashion consumption showed a T-statistic of 6.069 and a P-value of 0.000, indicating a significant effect. This result is in line with (Wojdyla and Chi 2024) who stated that Gen Z's lifestyle is closely related to the desire to appear fashionable and follow trends, which drives fast fashion consumption. This is also reinforced by (Saputra and Wala 2024) who stated that fast fashion is growing rapidly because it is driven by a modern and consumptive lifestyle. The effect of environmental influence on fast fashion consumption showed a T-statistic of 5.256 and a P-value of 0.000, indicating a significant effect. This is consistent with (Gonçalves et al. 2024) who stated that social media, influencers, and digital trends directly drive Gen Z to purchase fashion products impulsively. The effect of environmental influence on consumer behavior showed a T-statistic of 5.741 and a P-value of 0.000, indicating a significant effect. This is consistent with (Khairunnisa 2023), which showed that social interaction on digital media (TikTok, Shopee, Instagram) has a significant impact on impulsive fashion purchasing decisions. The environment is a driver of Gen Z's lifestyle consumption. The effect of access convenience on consumptive behavior showed a path coefficient of 0.120, a T-statistic of 2.423, and a p-value of 0.015, indicating a positive and significant effect on consumptive behavior.

This result is consistent with (Sasabone et al. 2023), which showed that easy digital access, such as mobile applications and fast internet speeds, makes it easier for Gen Z to engage in spontaneous consumption. High accessibility drives an increase in consumer behavior. Meanwhile, the other 9

hypotheses did not show statistically significant results and were therefore rejected. Social environmental influence is a dominant force in shaping fashion consumption decisions. This indicates that consumptive behavior among Generation Z is formed directly by external pressures, particularly social environmental influence and digital access convenience, without necessarily being mediated by the mere volume of fast fashion clothing consumption. The speed of information on social media and digital trends creates a psychological urgency that triggers instant impulsive buying. On the other hand, the dominance of social environmental influence confirms that peer group interaction and exposure to influencers have a far stronger effect in directing consumption decisions than personal lifestyle or technical shopping convenience.

The research results show that fast fashion consumption does not have a significant effect on consumptive behavior as a mediator among the study's respondents. This finding indicates that the tendency to buy or use fast fashion products is not automatically related to a general tendency toward excessive consumption. One possible explanation is that fashion consumption can be an activity specific to a particular product category, while consumptive behavior is a broader construct that encompasses the tendency to buy excessively and is not solely driven by fashion products.

The research findings have potential implications for SDG 12, which relates to sustainable consumption patterns and increasing public awareness of lifestyles aligned with sustainability. The significant effects of environmental influence and access convenience on consumptive behavior indicate the importance of intervening in the digital and social environment to

encourage more responsible consumption decisions. Such efforts could be carried out through improving sustainable consumption literacy, disseminating information about the lifespan and impact of fashion products, and promoting reuse and the selection of more durable products. However, this study did not directly measure environmental indicators, such as the volume of clothing purchases, disposal frequency, reuse, or textile waste. Therefore, the relationship with SDG 12 in this study is positioned as a potential implication of the consumer behavior findings, rather than as direct evidence of achieving SDG 12 indicators.

4. CONCLUSION

Although consumptive behavior among Generation Z was not found to be significantly influenced by fast fashion based on the analysis results, this remains an important issue that requires further attention. The consumptive culture driven by modern lifestyles, access convenience, and social media influence must be addressed through preventive and educational approaches. The research findings have potential implications for discussions on SDG 12. The results show that environmental influence and access convenience are significantly related to consumptive behavior. However, this study's relationship with SDG 12 needs to be positioned proportionally, as the research did not directly measure environmental indicators. The following can be developed for future research: future studies should examine aspects of Generation Z's lifestyle that drive fast fashion consumption, such as hedonic or ecological lifestyle orientations. Research should explore which type of access (mobile applications, social media platforms, or online marketplaces) most strongly triggers impulsive buying behavior. Studies focusing on sustainable consumption behavior practices, such as consuming secondhand goods, clothing rental, and upcycling, are needed to measure a more direct relationship between fashion consumption behavior and aspects of sustainable consumption, and to support the target of SDG 12.

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