CHAPTER I
INTRODUCTION

1.1 Research Background

The planet earth has survived the habitation of humanity for ages, still sustaining itself all the while providing the resources we use on a daily basis to live. As humans develop, so did the shape of society and activities, as we brought forth new creations that have never existed before (Effendi, 2018). One such product was the invention of technology, the accumulation of scientific knowledge humans educated themselves on turned practical application (*Technology | Definition, Examples, Types, & Facts*, 2024). With continuous innovations in technology, humans continue to change the pre-reigning ecosystems of the planet, affecting the environment and social constructs by forming new ways to live, interact, and communicate even to this day (Kumar, 2023). Although these changes have brought positive effects to the lives of humans everywhere, the causes also extend to the negatives, as some now still affect the environment and other life on the earth in a destructive way (Meena, 2020). Global warming, the pollution of air and water, deforestation, and the depletion of natural resources are all examples of human neglect, and if not solved will transform into major problems that cannot be reversed for humanity in the long run (Meena, 2020).

Recognizing the urgency of the situation, governments, institutions and organizations have banded together to educate, promote, and practice sustainability efforts for a better future. First coined in the 1970s, the term sustainability was further defined by the United Nations as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." (*Sustainability | United Nations*, n.d.) To this day, the United Nations is still the leading organization in coordinating and promoting sustainability efforts across the globe, with the creation of the Sustainable Development Goals in 2015. The goals, abbreviated as the SDGs for short, consist of 17 development goals for the nations of the world to target together, with the main theme of improving the lives of people and the environment for the future. These goals have helped shape and facilitate

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change for the better in society, through the creation of new methods while also improving on pre-existing ones (Sianes et al., 2022).

Picture 1. 1 The 17 Sustainable Development Goals

Source: SIS Schools, 2020

The concept of sustainability can be further divided into four types, namely human, social, economic, and environmental (Goodland, 2002). As can be seen, each SDG can be inserted into at least one of these types. Although all these types of sustainability must go hand in hand with each other to achieve a truly sustainable future for all, each still holds notable differences from each other, causing people to still set them apart as different concepts altogether (Grocott, 2023). The biggest example would be to look at a major type of sustainability and its impact on the term, as environmental sustainability has transformed the word "sustainability" with evergreen campaigns such as "reduce, reuse, recycle", "eco-friendly" and "go green" (Ziaul & Shuwei, 2023).

Ever since the push for these goals from the early years when the problem was first discussed, the establishment years, and up till now, nations, organizations, institutions, and individuals practicing environmental sustainability in daily life is

much less of a rarity (*The Next Phase of Business Sustainability (SSIR)*, n.d.). The "green" campaign is being pushed by governments, being taught in schools, and referenced in the media, and has become a part of our daily lives (Wu et al., 2022). As such, this evolution in human society provided a new market opportunity – fulfilling the needs of environmentally-friendly enthusiasts. These environmental-friendly enthusiasts can be observed as showing three different behaviors, namely participation in environmental activism, supporting environmentally friendly public behaviors, and private environmentalism (Untaru et al., 2015). It was not long until pre-existing businesses had to adapt to a more sustainable business process overall and for a new type of business to form, the sustainable business, filling the newly available market while also aiming to create better change for the environment in the process (Wulandari & Amir, 2021).

Generational differences in eco-friendly consumerism

Millennials are most likely to be thinking about sustainability while shopping.

Q: Please indicate to what extent you agree or disagree with the following statements around shopping sustainably.
(Answers are a combination of "agree" and "strongly agree" responses)

Darker shades of green indicate greater proportions of agreement relative to other generational cohorts.

	Generation Z	Young millennials (age 23-26)	Core millennials (age 27-32)	Mature millennials (age 33-36)	Generation X	Baby boomers
I choose products with a traceable and transparent origin	47%	59%	60%	62%	56%	48%
I buy from companies that are conscious and supportive of protecting the environment	49%	60%	61%	58%	53%	47%
I intentionally buy items with eco-friendly packaging or less packaging	48%	55%	60%	55%	55%	51%
I am buying more biodegradable/eco-friendly products	48%	56%	59%	58%	52%	47%
When shopping for products, I check the labeling/packaging for sustainability certification(s)	47%	57%	58%	53%	51%	43%

Base: Generation Z (1,360); young millennials (933); core millennials (1,588; mature millennials (919); generation X (2,848); baby boomers (975).
Note: The greatest generation (the oldest group) is not shown, because the base is too low.
Source: June 2021 Global Consumer Insights Pulse Survey

Picture 1. 2 Eco-friendly Consumerism Data

Source: strategy+business, 2021

This newly available market also overlaps other pre-existing markets, as the green lifestyle has cemented itself as a strong presence in the society of today. The sustainability factor is being searched for and expected by consumers in most products available, as seen from Picture 1.2 above. According to previous research done by The Economist Intelligence Unit in 2023, globally there has been a 71% rise in searches online for sustainable goods. Accompanied by another previously

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done research by McKinsey & Co in 2020 which found that 66% of respondents consider sustainability when making a purchase, it can be concluded that the majority of the population cares about sustainability, and aligns themselves with the movement during transactions. A survey done by Trivium Packaging in 2020 revealed that 2/3 consumers are even willing to pay more for sustainable products, and believe that companies are big players in the battle for climate change and protecting the environment.

Picture 1. 3 Consumer Views on Sustainability & Businesses

Source: tontoton.com

From the previous supporting data, it is then imperative for businesses to adapt accordingly. The power of sustainability is so strong that 90% of consumers would switch to sustainable brands if price and quality were equal, based on a previous survey done by Bain & Company. As such, most businesses today opted to utilize the "green marketing" strategy. Green marketing is the act of marketing products presumed to be environmentally safe through activities such as modifying products and processes, packaging, and implementing advertising strategies accordingly (Yazdanifard & Mercy, 2011). The main reason this strategy works is because consumers want to identify with something, and that is why consumers with sustainable values are more eager to consume sustainable products (Santoso & Widyastuti, 2021). It can then be concluded that the majority of consumers see sustainability as a strong benefit for a product to have.

Another level to green marketing is the green company, also called the sustainable business, businesses that focus on environmental-friendliness through sustainably effective and efficient efforts in resource use (Ranihusna, et.al, 2020). Although all companies can use green marketing methods to leverage their brand, not all companies can cement themselves as sustainable businesses. To do so, they must build green foundations from the start, and position themselves as totally environmentally friendly companies, which usually shows through their branding and image. According to the Cambridge Dictionary, a green business is a "way of doing business that protects the environment", which means for a business to be green, it must have a goal to protect the environment in some way, not only by utilizing green marketing practices. Today, most companies dominating the market are racing to transform their practices into something more sustainable so they can be dubbed green, as shown by Picture 1.4 below, as it has shown that it will bring positive effects for the company.
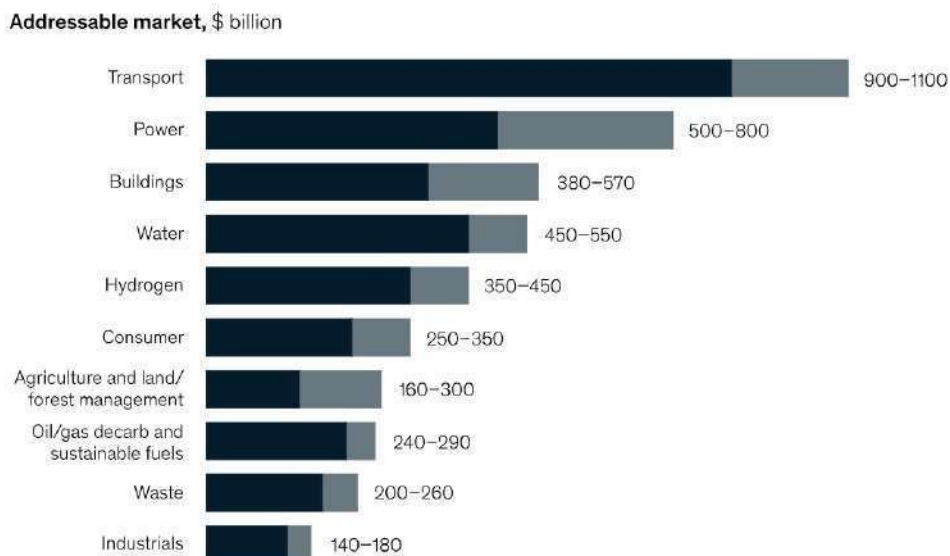
Picture 1. 4 Big Companies Going Green

Source: ecowowlife.com

Green companies have made their way to all types of industries and the businesses that dwell within it, with an addressable market worth significant as seen

in Picture 1.5 below. One such industry in the consumer sector is the fashion industry, the second most polluting industry in the world with data shown in Picture 1.6 below, where the concept of sustainability has birthed the opposite of the fast fashion trend that has been dominating currently, slow fashion. Slow fashion, also named sustainable fashion, is an approach to fashion where production and consumption is slowed down by promoting sustainable efforts such as using sustainable materials, reusing materials, and utilizing local production methods (Castro-López et al., 2021). In recent years, many slow fashion brands have started to form and try to find their footing in the fashion market, competing with other sustainable fashion brands and pre-existing fashion brands that have come before.

Asia's sustainability landscape has an expected addressable market size of $4 trillion to $5 trillion across 11 broad sectors.

Addressable market, $ billion

Sector	Range
Transport	900–1100
Power	500–800
Buildings	380–570
Water	450–550
Hydrogen	350–450
Consumer	250–350
Agriculture and land/forest management	160–300
Oil/gas decarb and sustainable fuels	240–290
Waste	200–260
Industrials	140–180

Picture 1. 5 Asia's Sustainability Landscape Addressable Market Sectors

Source: McKinsey.com

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Picture 1. 6 Fashion Industry Pollution

Source: SANVT.com

Slow fashion brands act as competitive contenders in the fashion industry, so much so that 46% of fast fashion retailers reported a drop in sales since 2020, as noted by previous research done by theRoundup.org. From the same research, it was reported the sustainable fashion industry has a value of 6.5 billion USD by 2020 and with a growth rate of 8.3% annually is projected to grow twice the number in 2025, reaching around 10 billion USD. The current value accounts for around 6% of the value of the fast fashion industry which generated 103.2 billion USD in 2022, as reported by Allied Market Research.
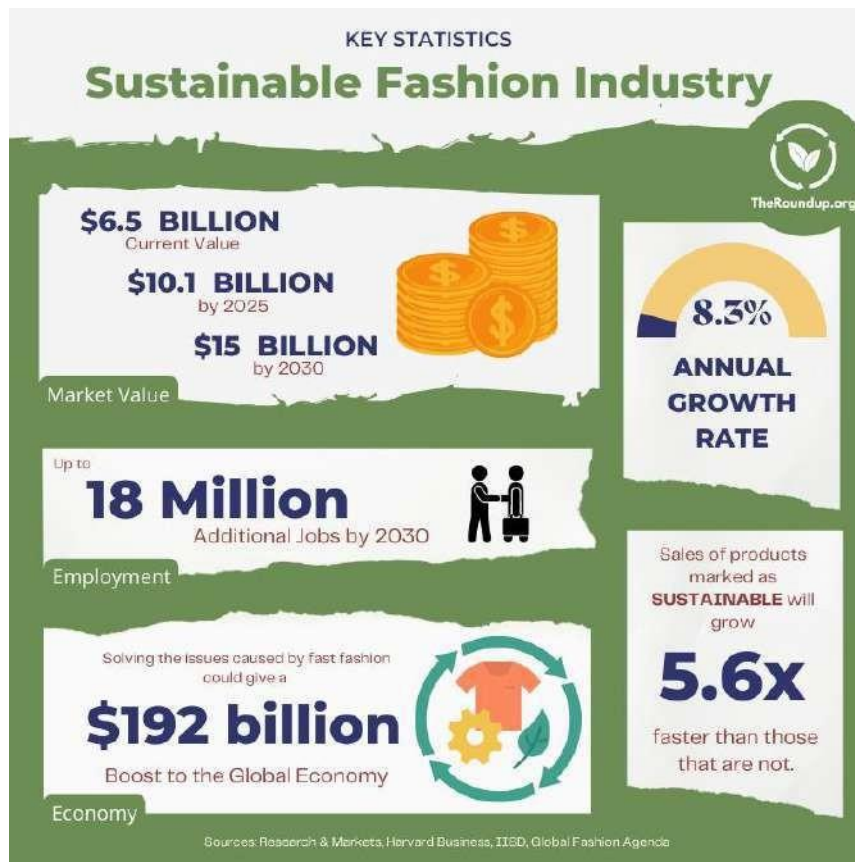
Picture 1. 7 Sustainable Fashion Industry Key Statistics

Source: theRoundup.org

Backed by previous data, sustainable fashion is the new trend favored by the majority of consumers. However, the current state of the market does not translate to the fact. As stated before, overall the total value of the slow fashion industry, although large, is still far behind the value of the fast fashion industry. Based on previous research done by Doofinder, the top 10 clothing brands in the world still consist of no slow fashion brands, only luxury fashion and fast fashion brands.

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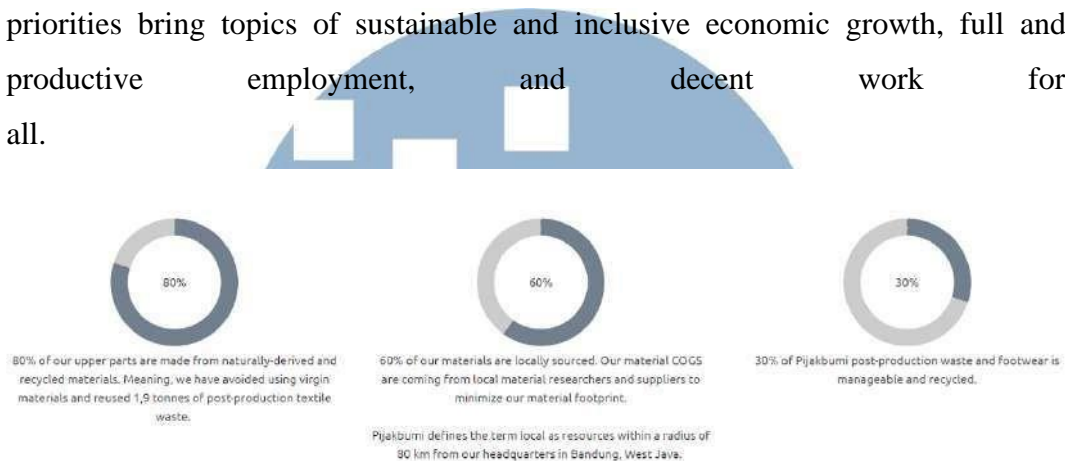**Picture 1. 8 Top 10 Clothing Brands in the World**

Source: Doofinder

This strange translation occurs in fashion markets all over the world, including Indonesia. Indonesia, the 4th biggest country in the world by population, continues to be one of the big markets in the fashion industry, placing 14th in the top 15 countries with highest revenue in the apparel market, based on previous research taken from Statista.com. Indonesia also enters the top 10 country list of exporters in the apparel industry, based on previous research done by FashionUnited.com.

Being a big one, the Indonesian fashion market also contributes its fair share of pollution into the environment. Based on an article from Kompas.com, it was found out that in 2019 the textile industry in Indonesia produced 2,3 million tonnes of waste, with a forecast of it increasing by 68% to 3,5 million tonnes by 2030. From that number, only around 300 thousand can be recycled, leaving the rest to be thrown to the environment and polluting it. It can then be seen the urgency to fix the problem, with the government already pushing the green agenda through fostering a green economy.

Following the same trend worldwide, the green wave has surged in Indonesia and produced a number of local slow fashion brands. Among these brands is Pijakbumi, a local eco-friendly footwear brand. Taken from the Pijakbumi

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website, the brand was formed around 10 years ago, with an end goal to create a brand that reduces harmful impacts on workers and also the environment while also nurturing sustainability efforts in the Indonesian shoe craftsmanship industry. Pijakbumi aims to achieve these goals by focusing on three sustainable strategic priorities, namely sustainable designs, sustainable materials, and circularity. These priorities bring topics of sustainable and inclusive economic growth, full and productive employment, and decent work for all.
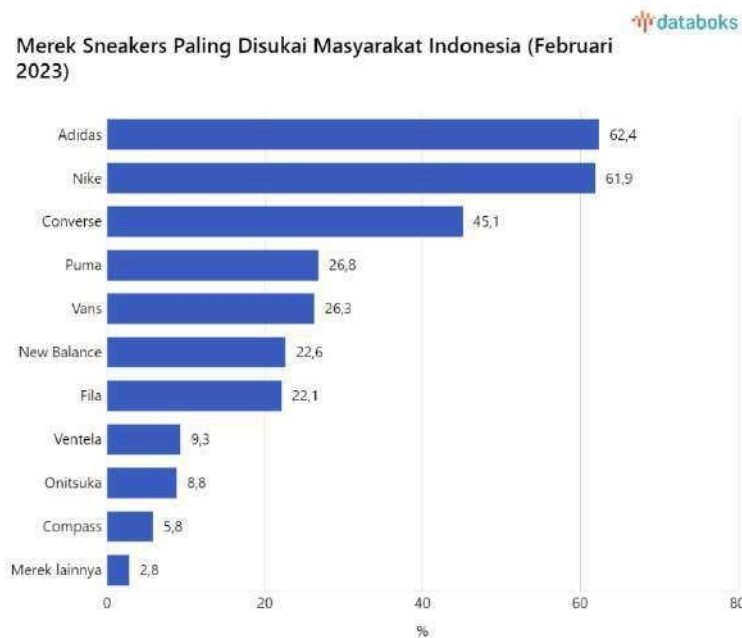

80% of our upper parts are made from naturally-derived and recycled materials. Meaning, we have avoided using virgin materials and reused 1,9 tonnes of post-production textile waste.

60% of our materials are locally sourced. Our material COGS are coming from local material researchers and suppliers to minimize our material footprint.

Pijakbumi defines the term local as resources within a radius of 90 km from our headquarters in Bandung, West Java.

30% of Pijakbumi post-production waste and footwear is manageable and recycled.

Picture 1. 9 Pijakbumi's Approaches to Sustainability

Source: Pijakbumi.com

As can be seen from picture 1.9 above, Pijakbumi's approach to a sustainable footwear brand starts from the beginning of the entire production process. Almost 100% of the upper-parts of the products made by Pijakbumi are made from recycled materials, and 60% of the materials are local to minimize material footprint. This overall sustainable approach continues to the post-production phase of the product's life cycle, as 30% of the waste and footwear is manageable and also recycled. This is helped by the formulation of the RE:BUMI program by Pijakbumi, which reprocesses end-of-life products into the same products or products from different categories.

However, Pijakbumi still has not succeeded in cementing itself as one of the top footwear brands in Indonesia despite its sustainable brand and practices. Based on picture 1.10 below, Pijakbumi has not even entered the top 10 favorite footwear brands in Indonesia, and has also not garnered enough support to enter the top 10 lists of recommended local footwear brands by the biggest e-commerce platforms in Indonesia namely Shopee, Tokopedia, and Bukalapak (Ahdiat, 2023), only

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making it on a single list made by Kompas.com where it was placed last in 10th place.

Merek Sneakers Paling Disukai Masyarakat Indonesia (Februari 2023)

Picture 1. 10 Indonesia's Favorite Sneaker Brands

Source: katadata.com

As such, further study is required to identify the determinants of the attitude-behavior gap still present in the Pijakbumi brand by examining the factors affecting purchase intention of their products. Previous research has tested the effects of the theory of planned behavior and found its factors positively influence purchase intention of sustainable fashion, namely perceived behavioral control (Lavuri et al., 2023 and Goodwin et al., 2021), subjective norms (Emekci, 2019 and A. Kumar & Pandey, 2023) and attitude (Leclercq-Machado et al., 2022 and Emekci, 2019). An extended approach to the TPB model has been taken to identify the influences of additional factors to consumption intention, namely price, knowledge, and trust (Istiasih, 2023).

This study will focus on identifying the attitude-behavior gap of Gen Zs in Indonesia through the Pijakbumi brand as object of research, as Gen Zs as of 2021

places highest in population count in Indonesia based on age group, seen from picture 1.11 below. According to paintedbrain.org, Gen Zs are also the most sustainable age group based on data from paintedbrain.org, citing that 90% of Gen Zs have changed their lives to live more sustainably and 75% of them want to see brands exercise employee and consumer safety. These factors further push the fact that Gen Z is the age group that should be most affected by the sustainable fashion trend in Indonesia. The research will also be specifying Gen Zs in the greater Jabodetabek area (Jakarta, Bogor, Depok, Tangerang and Bekasi) to represent Indonesia. This is due to the finding that within countries, although people with a higher income care more about the environment than people with lower income, the effects towards environmental concern are still small (Fairbrother, 2012). The capital city of Jakarta is the richest province by GRDP in Indonesia as surveyed by Goodstats.id in 2022, and is also one of the cities with the highest set minimum wage along with Bekasi and Depok, its satellite cities, as reported by Kabar24.com in 2024.

Picture 1. 11 Population Percentage in Indonesia by Age Group

Source: indonesiabaik.id

1.2 Problem Formulation and Research Question

Based on the research background explained above, this study aims to examine the attitude-intention gap present in the sustainable fashion industry within the Gen Z age group in Indonesia by taking a closer look at the local eco-friendly footwear brand Pijakbumi as object of research. This study will reference a previous study and utilize the same framework used (Istiasih, 2023). The research questions are as follows:

1. Does attitude positively influence sustainable fashion consumption intention?
2. Do subjective norms (SN) positively influence sustainable fashion consumption intention?
3. Does perceived behavioral control (PBC) positively influence sustainable fashion consumption intention?

4. Does price positively influence sustainable fashion consumption intention?

5. Does knowledge positively influence sustainable fashion consumption intention?

6. Does trust positively influence sustainable fashion consumption intention?

1.3 Research Objectives

Based on the previously explained problem formulation and research questions, the research objectives for this study are as follows:

1. Identifying if attitude positively influences sustainable fashion consumption intention

2. Identifying if subjective norms (SN) positively influence sustainable fashion consumption intention

3. Identifying if perceived behavioral control (PBC) positively influences sustainable fashion consumption intention

4. Identifying if price positively influences sustainable fashion consumption intention

5. Identifying if knowledge positively influences sustainable fashion consumption intention

6. Identifying if trust positively influences sustainable fashion consumption intention

1.4 Research Benefits

The researcher hopes that this study benefits as follows:

1. Academic Benefits

   To contribute in expanding knowledge on the topic of consumer behavior, specifically the attitude-intention gap in the sustainable fashion industry. It is hoped that the study can be referenced for further research on the topic, by utilizing the extended TPB model and additional factors namely price, knowledge, and trust.

2. Practical Benefits

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To be referenced in solving the attitude-intention issue of sustainable products in the market by understanding the behavior of the consumers, allowing the formulation of a solution that could increase consumption intention of green products.

1.5 Scope Limitation

To focus on the research problem previously explained, this study has a scope limitation as follows:

1. The respondents of this study are Indonesian citizens residing within the Jabodetabek area in the Gen Z age group.
2. The respondents of this study understand the concepts of fashion and sustainability, and agree that sustainability is an added value to fashion products.
3. The object of research for this study is the local sustainable footwear brand Pijakbumi.
4. The dependent variable used in this study is sustainable fashion consumption intention, while the independent variables are attitude, subjective norms (SN), perceived behavioral control (PBC), price, knowledge, and trust.

1.6 Writing System

To ensure that the research is arranged correctly, the paper will be separated into 5 chapters, namely:

CHAPTER I INTRODUCTION

This chapter details the introduction to the study, encompassing the research background, problem formulation and research questions, research objectives, research benefits, scope limitations, and writing system subchapters.

CHAPTER II LITERATURE REVIEW

This chapter discusses the theories and concepts needed in the study, and references previous research to support. The literature review, conceptual framework, hypothesis, and previous studies subchapters are detailed in this chapter.

CHAPTER III RESEARCH METHODS

The methods of research used in this study are explained in this chapter, through the overview of research object, research design, population and sample, data collection technique, operationalization of variables, data analysis technique, and hypothesis testing subchapters.

CHAPTER IV DATA ANALYSIS AND DISCUSSION

This chapter discusses the results of the research data and analyzes the results of the study through the respondent characteristics, statistical analytics, hypothesis testing, and discussion subchapters.

CHAPTER V CONCLUSION AND RECOMMENDATION

This chapter finalizes the study by concluding the research as a whole and providing recommendations to stakeholders that could benefit from the results.