



# Brand Avoidance Behavior In Sustainable Fashion: Insights From Generation Z Consumers.

Yeshika Alversia<sup>1</sup>, Natasha Syifa Hakeki<sup>1</sup>

Published online: 25 June 2025

## Abstract

This study aims to determine the factors that influence brand avoidance behavior in the purchase of sustainable fashion products by Generation Z in Jabodetabek. The samples used in this study were men and women with an age range of 18-26 years, domiciled in the areas of Jakarta, Bogor, Depok, Tangerang, Bekasi and had transacted or purchased fashion products. There were 236 respondents collected using a purposive sampling method. Then processed and analyzed using Partial Least Square - Structural Equation Method (PLS-SEM). This study found that sustainable fashion avoidance intention, which is influenced by ideological incompatibility, unmet expectations, and materialism, positively and significantly influences sustainable fashion avoidance behavior by Generation Z in Jabodetabek.

**Keyword:** Brand Avoidance, Brand Avoidance Behavior, Brand Avoidance Model, Sustainable Fashion, Ideological Incompatibility.

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Universitas Indonesia.

*\*) corresponding author*

Yeshika Alversia

Email:



## Introduction

The fashion industry is widely recognized as a significant contributor to environmental pollution, prompting increased scrutiny regarding its sustainability practices (Peters et al., 2021). The United Nations (2018) reports that 85% of textiles end up in landfills each year. In Indonesia, the Ministry of Environment and Forestry's SIPSN data for 2021 recorded 2.3 million tons of textile or fashion waste. Despite these environmental concerns, the fashion industry remains a major global economic force valued at over US\$1.5 trillion and employing more than 75 million people (Ikram, 2022). This contradiction between environmental impact and economic growth supports the ongoing popularity of fast fashion (Muposhi & Chuchu, 2022).

Fast fashion, characterized by its rapid production cycles and low prices, is widely regarded as unsustainable (Wang et al., 2019; Niinimäki et al., 2020). In response, sustainable fashion—or slow fashion—has emerged as an alternative that emphasizes ethical production, resource efficiency, and environmental responsibility (Bentahar & Benzidia, 2018; Choi & Cai, 2018). Such products aim to be long-lasting, recyclable, and respectful of human rights across production stages (Dzhuguryan et al., 2020; Hassan et al., 2020). In Indonesia, this trend is visible in brands like SUKU Home, SukhaCitta, and A.B.C.D., which promote sustainable fashion through platforms such as Jakarta Fashion Week (2024).

Previous studies on sustainable fashion have primarily focused on positive predictors of purchase behavior, such as environmental awareness, ethical concern, and product knowledge (e.g., Han et al., 2017; Vehmas et al., 2018). However, fewer studies have explored the negative side of consumer-brand interaction—namely, why consumers avoid sustainable fashion brands. Schiffman et al. (2010) emphasized the importance of understanding not only consumer preferences but also their aversions. Bernardes et al. (2018) found that positive attitudes toward sustainable fashion do not necessarily result in purchasing behavior, indicating potential underlying avoidance factors.

Generation Z is also considered as the most environmentally conscious generation (Tari, 2011). They also have great potential to become agents of environmental change in the future because they are proven to have a high level of environmental awareness and tends to have a pro-environmental attitude (Xie et al., 2020). However, when it comes to fashion, one of the most polluting industries on the planet, a paradox exists among Generation Z. While often praised for their eco-consciousness (Tari, 2011; Xie et al., 2020), Gen Z's fashion consumption patterns tell a different story. Calver et al. (2022) found that although many Gen Z consumers claim to support sustainability, a significant portion still regularly purchase fast fashion. Specifically, it is found that 17 percent of Gen Z admitted that they still shop for fast fashion products every week, 62 percent monthly and 11 percent annually (calver et al., 2022). This reflects an attitude-behavior gap, where environmental values do not translate into pro-sustainability consumption.

This study fills that gap by examining brand avoidance behavior among Generation Z in the context of sustainable fashion. Specifically, it explores how ideological incompatibility, unmet expectations, and materialism influence the intention and behavior of avoiding sustainable fashion brands. This approach represents a novel contribution to the literature by shifting the focus from purchase motivation to avoidance reasoning—a less-explored dimension that holds critical implications for sustainable marketing strategies. By doing so, the study offers fresh insights into the barriers that prevent sustainable fashion from reaching its full market potential, especially among a key demographic: Generation Z.

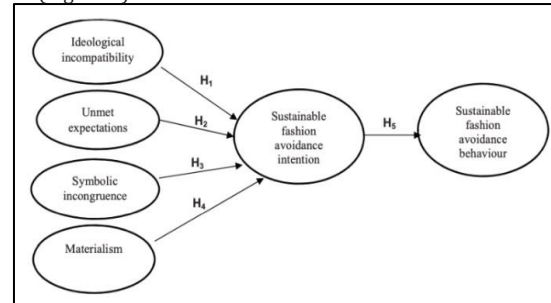
## Literature Review And Hypotheses Development

Brand avoidance is a form of consumerism movement in which consumers refuse to buy certain brands (Lee et al., 2009). Lee et al. (2009) put forward the Brand Avoidance Model (BAM), which identifies ideological incompatibility, unmet expectations, and symbolic incongruence as factors that influence brand avoidance intention (Lee et al., 2009). Ideological incompatibility refers to various socio-economic and political worldviews that influence buying behavior (Lee et al., 2009). The key elements of ideological incompatibility are resistance to oppressive or dominating pressures, and the belief that it is a moral duty to avoid certain brands (Lee et al., 2009). Previous research from Yoon et al. (2020) proves

ideological incompatibility as an important factor that leads to brand avoidance.

Unmet expectations from consumers occur when brand performance is poor and post-purchase dissonance occurs (Lee et al., 2009). Unmet expectations are caused by negative experiences with product purchases which can also end in unfulfilled dissatisfaction (Kim et al., 2012). Previous research from Muposhi and Chuchu (2022) has proven the positive effect of unmet expectations on sustainable fashion avoidance intention, which shows that sustainable fashion fails to meet the expectations of its consumers. Symbolic incongruence refers to the brand's inability to represent aspects of personality that are valued by consumers (Banister and Hogg, 2004). Symbolic incongruence is one of the reasons for brand avoidance due to the brand's inability to meet the requirements of an individual's symbolic identity (Lee et al., 2009). Previous research from Muposhi and Chuchu (2022) has proven the positive effect of symbolic incongruence on sustainable fashion avoidance intention. These results indicate that research participants perceive sustainable fashion as offering little symbolic meaning.

In addition, Materialism from Allport's Theory of Personality Trait (1961) was also found to have a positive relationship as a factor influencing brand avoidance intention (Muposhi and Chuchu, 2022). Materialism refers to an individual's view of the role of ownership in his life (Richins, 2004) and shows how important material possessions are for individuals (Lang and Armstrong, 2018). Materialism has also been found to increase excessive consumption, where materialism affects credit card use thereby increasing impulse buying tendencies (Pradhan et al., 2018). This is a significant obstacle to sustainable consumption (Manchiraju, 2013). Previous research from Muposhi and Chuchu (2022) has shown materialism as one of the main predictors of sustainable fashion avoidance intention, which shows that consumers with a materialist orientation tend not to buy sustainable fashion. This study also examines the relationship between sustainable fashion avoidance intention and sustainable fashion avoidance intention with the Theory of Planned Behavior (TPB), which states that intention is the most direct precursor of behavior (Ajzen, 1991). Therefore, based on the research above, below is the hypothesis proposed in this study and the research model (Figure 1).



**Fig 1. Research Model**

Ideological incompatibility refers to the various socio-economic and political worldviews that influence purchasing behavior (Lee et al., 2009). Foreignness and irresponsibility are identified as important dimensions of ideological incompatibility (Lee et al., 2009). Sustainable fashion has been criticized in the context of foreignness for trying to standardize fashion in a way that ignores existing cultural values (Kozlowski et al., 2019). Meanwhile, irresponsibility arises from the perception that the focus on sustainable fashion is a profit-maximizing tactic by setting premium prices for fashion products that are environmentally friendly (Gazzola et al., 2020). Previous studies by Kim et al. (2013) and Yoon et al. (2020) have found that ideological incompatibility has a significant positive effect on brand avoidance, so it can be speculated that Generation Z avoids sustainable fashion because of ideological incompatibility. Thus, the researchers hypothesize that:

H1: Ideological incompatibility has a positive effect on avoidance intention in sustainable fashion products purchase by Generation Z.

Consumers tend to choose brands that meet their expectations and avoid brands that do not (Schiffman et al., 2010). Consumers' unmet expectations can be triggered by poor brand performance and post-purchase dissonance (Lee et al., 2009). Sustainable fashion that emphasizes reusability, remanufacturing, recyclability, and collaborative consumption, as well as high premium prices, have

been identified as the main sources of the gap between consumers' perceived quality and value for money (Gazzola et al., 2020). Previous research by Muposhi and Chuchu (2022) has proven the positive effect of unmet expectations on sustainable fashion avoidance intention, which shows that the failure of sustainable fashion products to meet consumers' expectations will increase brand avoidance of sustainable fashion. Thus, the researchers hypothesize that:

H2: Unmet expectations have a positive effect on avoidance intention in purchasing sustainable fashion products by Generation Z.

Symbolic incongruence refers to the inability of a brand to capture aspects of personality that consumers value (Banister and Hogg, 2004). Deindividuation and inauthenticity are identified as two dimensions of symbolic incongruence (Lee et al., 2009). Deindividuation occurs when a brand conflicts with the consumer's self-concept (Kim et al., 2013). In the study by Lee et al. (2009) it was also discussed that in the context of deindividuation, consumers avoid brands that are considered mainstream to prevent the loss of individuality and self-identity. While inauthenticity occurs when a brand is considered fake or inauthentic (Lee et al., 2009). The ability to achieve and maintain authenticity associations is indeed a difficult challenge for any brand (Thompson, et al., 2006). Previous research by Muposhi and Chuchu (2022) has proven the positive effect of symbolic incongruence on sustainable fashion avoidance intention which shows that sustainable fashion purchases are avoided because respondents avoid brands that they consider will damage aspects of their personality. Thus, the researchers hypothesize that:

H3: Symbolic incongruence has a positive effect on avoidance intention in sustainable fashion products purchase by Generation Z.

Materialism refers to an individual's view of the role of ownership in their life (Richins, 2004), and shows how important material ownership is to an individual (Lang and Armstrong, 2018). Chacko et al. (2018) stated that materialism is a view of life that is categorized in the search for wealth and possessions. In addition, it has also been studied how materialistic individuals believe that acquiring objects will help them build a sense of security and improve their well-being (Islam et al, 2020). Generation Z itself is described as the most materialistic generation, according to a survey conducted by Bank of America (Fortune, 2022). It is very important to understand the materialistic tendencies of consumers or their behavior, directly and indirectly this can affect their daily consumption behavior (Kim, 2017). Previous research from Muposhi and Chuchu (2022) has shown materialism as one of the main predictors of sustainable fashion avoidance intention, which shows that consumers with a materialistic orientation tend to avoid purchasing sustainable fashion products. Thus, the researchers hypothesize that:

H4: Materialism has a positive effect on avoidance intention in sustainable fashion products purchase by Generation Z.

Sustainable fashion avoidance intention measures the extent to which buyers want to avoid purchasing sustainable fashion products (Shen et al., 2014). According to the Theory of Planned Behavior (TPB), intention is the most direct precursor to behavior (Ajzen, 1991). While intention is considered a direct predictor of behavior (Ajzen, 1991), it is also known that individuals do not always act on their stated intentions (Han et al., 2017). Research on sustainable fashion avoidance intention was conducted because consumer sustainability values were found to be insufficient to trigger purchasing behavior (McNeill and Moore, 2015). Previous research found that there is a positive relationship between sustainable fashion avoidance intention and sustainable fashion avoidance behavior (Muposhi and Chuchu, 2022). Thus, the researchers hypothesize that:

H5: Avoidance intention to purchase sustainable fashion products has a positive effect on avoidance behavior in the purchase of sustainable fashion products by Generation Z

## Method

### Sampling Procedure

Data collection was conducted using an online structured questionnaire distributed through non-probability sampling. More specifically, this study employed purposive sampling, a technique suitable when selecting respondents with specific characteristics relevant to the research objectives (Cooper & Schindler, 2013).

The target population was Generation Z, defined as individuals born between 1997 to 2012. However, this study included only Generation Z individuals aged 17 and above, based on the consideration that they have reached the age of maturity to make independent decisions and to ensure compliance with ethical research standards. This group was selected due to its increasing economic influence and dominant presence in the fashion industry (Simangunsong, 2018). Furthermore, a survey by the Alvira Research Center (2022) supports the critical role of Generation Z in shaping consumer behavior in Indonesia's fashion market. To ensure relevance, respondents were also required to meet the following criteria: (1) currently residing in the Jabodetabek metropolitan area—the most populous urban region in Indonesia (BPS, 2021), and (2) having purchased or transacted fashion products within the last three months. These criteria were used to ensure that respondents had sufficient experience and familiarity with fashion consumption, as recommended for collecting meaningful and informed responses.

### Data Collection and Instrument

Data were collected using a cross-sectional structured questionnaire utilizing a six-point Likert scale. The instrument included 28 items adapted from Muposhi and Chuchu (2022), designed to explore the underlying reasons for brand avoidance behavior among Generation Z consumers, particularly in the context of sustainable fashion. Prior to full-scale distribution, a pilot test involving 31 respondents was conducted to assess the clarity, readability, and internal consistency of the items. Feedback from this pretest informed minor adjustments, and reliability was confirmed to be acceptable.

The main data collection was conducted using online survey. A total of 237 questionnaires were distributed, with 236 valid responses retained for analysis. This sample size satisfies the minimum threshold required for Partial Least Squares Structural Equation Modeling (PLS-SEM), which recommends at least 10 respondents per indicator or a minimum of 200 for complex models (Hair et al., 2019). Data were analyzed using SmartPLS software, which is well-suited for theory development and models involving latent constructs.

## Results and Discussion

To assess the measurement model, internal consistency reliability was tested using Cronbach's alpha and composite reliability (CR). As shown in Table 1, all constructs exceeded the recommended threshold of 0.7 (Hair et al., 2017), indicating acceptable reliability.

Variable	Cronbach's	CR
II	0.826	0.877
UE	0.738	0.826
SI	0.787	0.855
MA	0.743	0.813
AI	0.785	0.862
<u>AB</u>	<u>0.754</u>	<u>0.844</u>

\*Notes: II: ideological incompatibility, SI: symbolic incongruence, UE: unmet expectation, MA: materialism, AI: sustainable fashion avoidance intention, AB: sustainable fashion avoidance behavior

Next, convergent validity was evaluated using the Average Variance Extracted (AVE). Initially, two constructs—Unmet Expectations (UE) and Materialism (MA)—had AVE values slightly below the 0.5 threshold, shown on Table 2. Upon removing the lowest-loading indicators (UE2 and MA4), both constructs improved, with AVE values rising above 0.5, thus meeting the minimum criteria (Hair et al., 2017). Discriminant validity was confirmed through the

Fornell-Larcker criterion (Table 3), cross-loadings, and Heterotrait-Monotrait Ratio (HTMT). No HTMT values exceeded 1.0, indicating adequate discriminant validity, as can be seen on Table 4.

**Table 2. Convergent Validity and Discriminant Validity Test Results**

Item	AVE	II	UE	SI	MA	AI	AB
II1		0.77	0.485	0.48	0.198	0.45	0.46
		2		0		1	8
II2		0.79	0.526	0.54	0.015	0.40	0.43
		1		0		5	1
II3	0.588	0.76	0.545	0.58	0.082	0.39	0.35
		8		3		8	8
II4		0.72	0.561	0.58	0.064	0.30	0.36
		1		0		6	6
II5		0.78	0.521	0.53	0.125	0.41	0.42
		1		1		9	8
UE1		0.55	0.817	0.57	0.113	0.41	0.44
		8		9		9	8
UE2	Before	0.26	0.414	0.25	-	0.17	0.19
	:	4	*	9	0.025	0	9
UE3		0.498	0.58	0.771	0.61	0.080	0.39
		8		5		5	1
UE4	After:	0.54	0.734	0.62	0.079	0.36	0.45
		8		6		4	5
UE5		0.590	0.43	0.720	0.43	0.129	0.40
		2		2		1	7
SI1		0.57	0.588	0.79	0.140	0.38	0.50
		3		5		4	1
SI2	0.545	0.52	0.577	0.78	0.062	0.43	0.45
		1		7		0	6
SI3		0.65	0.590	0.80	0.042	0.40	0.41
		0		6		7	7
SI4		0.48	0.489	0.71	0.102	0.35	0.39
		0		1		3	4
SI5		0.30	0.414	0.56	0.108	0.24	0.27
		9		3		9	9
MA 1		-	-	-	0.602	0.077	0.06
		0.07	0.038	0.08			5
		2		0			
MA 2	Before	0.02	0.092	0.06	0.777	0.228	0.18
	:	8		7			5
MA 3	0.469	0.19	0.135	0.17	0.728	0.180	0.20
		7		4			0
MA 4	After:	-	0.042	-	0.569	0.046	0.06
		0.05		0.10	*		6
		0		5			
MA 5	0.506	0.18	0.099	0.13	0.724	0.182	0.23
		3		3			9
AI1		0.42	0.433	0.43	0.228	0.815	0.57
		9		1			5
AI2	0.610	0.37	0.356	0.35	0.180	0.797	0.57
		8		3	0.202	0.799	0
AI3		0.48	0.391	0.42	0.151	0.708	0.55
AI4	0.576	0.317	1	0.219	0.47	8	
AB1		0.38	0.480	0.35	0.219	7	0.49
AB2		2	0.494	8	0.158	0.53	9
AB3		0.27	0.434	0.32		7	0.72
AB4		5		4	0.179	0.55	5
		0.49		0.49		2	0.74
		6		4			9
		0.51		0.48		0.57	0.79
		2		7		1	5
		0.34		0.39			0.76
		0		5			4

\*Notes: Item deleted

**Table 3. Fornell-Larcker Criterion Test Results**

Variable	II	MA	AB	AI	SI	UE
II	0.767					
MA	0.143	0.711				
AB	0.538	0.260	0.759			
AI	0.522	0.253	0.706	0.781		

SI	0.701	0.133	0.563	0.502	0.738	
UE	0.679	0.133	0.573	0.515	0.728	0.768

**Table 4. Heterotrait-Monotrait Ratio Test Results**

Variable	II	MA	AB	AI	SI	UE
II						
MA	0.240					
AB	0.672	0.355				
AI	0.640	0.313	0.914			
SI	0.862	0.228	0.719	0.629		
UE	0.862	0.203	0.749	0.663	0.933	

II: ideological incompatibility, SI: symbolic incongruence, UE: unmet expectation, MA: materialism, AI: sustainable fashion avoidance intention, AB: sustainable fashion avoidance behavior.

The structural (inner) model was assessed for collinearity using Variance Inflation Factors (VIF), all of which ranged between 1.000 and 2.562—well below the critical limit of 5.0—suggesting no multicollinearity issues. Predictive relevance (Q<sup>2</sup>) values for endogenous variables also exceeded zero, indicating acceptable model prediction quality. The R<sup>2</sup> value for Sustainable Fashion Avoidance Behavior was 0.499, and for Avoidance Intention it was 0.358, suggesting a moderate level of variance explained.

**Table 5. Q2 Cross-Validated Redundancy Test Results**

Variable	SSO	SSE	Q2
II	1180.000	1180.000	
MA	944.000	944.000	
AB	944.000	679.100	0.281
AI	944.000	752.511	0.203
SI	1180.000	1180.000	
UE	944.000	944.000	

\*Notes:

II: ideological incompatibility, SI: symbolic incongruence, UE: unmet expectation, MA: materialism, AI: sustainable fashion avoidance intention, AB: sustainable fashion avoidance behavior. Inally, path analysis using the bootstrapping method with 5,000 subsamples confirmed statistical significance for most proposed relationships. This method is widely adopted in behavioral science research due to its robustness in evaluating the significance of structural paths in PLS-SEM models (Hair et al., 2019).

**Discussion**

This study utilized PLS-SEM as an analytical method due to its suitability for exploratory research involving latent constructs and complex models. The method is well-established and frequently applied in consumer behavior studies, especially when theory is still developing (Hair et al., 2017). In this study, PLS-SEM enabled the testing of brand avoidance relationships while accounting for measurement errors, making it a valid and effective tool.

The results reveal that four out of five independent variables significantly influenced avoidance intention, and avoidance intention significantly influenced avoidance behavior—highlighting a strong link between attitude and actual behavior, consistent with the Theory of Planned Behavior (Ajzen, 1991).

**Table 6. Hypothesis Result**

Path	Path Coeff.	T Value	Significance	
H1	II -> AI	0.246	2.730	Significant, Hypot
H2	UE -> AI	0.217	2.575	Significant, Hypot
H3	SI -> AI	0.149	1.489	Not Significant, Hy
H4	MA -> AI	0.169	2.689	Significant, Hypot
H5	AI -> AB	0.706	13.034	Significant, Hypot

\*Notes:

II: ideological incompatibility, SI: symbolic incongruence, UE: unmet expectation, MA: materialism, AI: sustainable fashion avoidance intention, AB: sustainable fashion avoidance behavior

### ***Ideological Incompatibility → Avoidance Intention***

Ideological Incompatibility was found to significantly influence avoidance intention ( $T = 2.730$ ). This supports prior literature (Yoon et al., 2020; Kim et al., 2013) suggesting that consumers avoid brands that conflict with their values. Interestingly, this contrasts with findings by Muposhi and Chuchu (2022), suggesting that regional and cultural context may influence how ideological dissonance translates into behavior. For Generation Z in Jabodetabek, ideological authenticity appears crucial, with fast fashion seen as more aligned with their self-image than the perceived moral signaling of sustainable fashion (Kozlowski et al., 2019; Gazzola et al., 2020).

### ***Unmet Expectations → Avoidance Intention***

Unmet Expectations also showed a significant effect ( $T = 2.575$ ), reinforcing that when product performance or affordability fails to meet expectations, consumers disengage. This is in line with Muposhi and Chuchu (2022), and other studies that highlight perceived price-value mismatches as barriers to ethical consumption (Gazzola et al., 2020; Newman et al., 2014). Generation Z's budget-conscious behavior makes them particularly sensitive to disappointment, further validating the construct's relevance in this context.

### ***Symbolic Incongruence → Avoidance Intention***

Unlike prior studies, Symbolic Incongruence was not statistically significant ( $T = 1.489$ ). This may suggest that symbolic misalignment (e.g., brand image not matching self-image) is less important to this demographic compared to practical factors such as price or product quality. This aligns with recent characterizations of Generation Z as pragmatic and value-driven consumers (Gutfreund, 2016; Liang et al., 2022). This finding contributes to the literature by suggesting that symbolic appeal may no longer be a dominant driver in avoidance behavior—at least within sustainable fashion contexts.

### ***Materialism → Avoidance Intention***

Materialism significantly influenced avoidance intention ( $T = 2.689$ ), reaffirming its role as a psychological barrier to sustainable consumption. Materialistic individuals prefer frequent, trendy purchases, often linked with fast fashion, to signal success and status (Lee et al., 2021; Moustabshirah et al., 2022). This insight is critical for sustainable fashion marketers, who must navigate the challenge of appealing to a generation that simultaneously values social consciousness and material aspiration.

### ***Avoidance Intention → Avoidance Behavior***

Finally, the study confirmed that avoidance intention significantly predicts avoidance behavior ( $T = 13.034$ ), consistent with Ajzen's (1991) Theory of Planned Behavior. This finding aligns with McNeill and Moore (2015), who argue that values alone are insufficient to drive sustainable purchasing. The intention to avoid a brand—especially one perceived as expensive, inauthentic, or impractical—often translates into actual behavioral avoidance.

The results confirm the robustness of the PLS-SEM method in revealing meaningful relationships between psychological drivers and consumer avoidance behavior in sustainable fashion. The method's strength in handling latent variables and complex models makes it particularly suitable for this research area. Furthermore, the study contributes novel insights by demonstrating that ideological incompatibility and materialism are stronger predictors of brand avoidance than symbolic incongruence among Generation Z in Indonesia. These findings are both contextually relevant and theoretically enriching, pointing to a need for sustainable fashion brands to better align their offerings with the values, expectations, and consumption habits of younger consumers.

### ***Limitation Of The Study***

Although this study provides valuable insights, it is not immune to limitations. This study uses cross-sectional data, which limits research in tracking possible changes in attitudes towards sustainable fashion in the long-term. This study also only focuses on the Generation Z consumer group in Greater Jakarta. Thus, future studies may consider other consumer groups to ensure comparability

of results. The context of sustainable fashion knowledge in this study is represented by the definition of sustainable fashion at the beginning of the questionnaire by the researcher, thus, a comprehensive understanding of sustainable fashion from respondents is only based on the assumptions of researchers. This should be explored more deeply to ensure that the respondents' understanding of the sustainable fashion is really sufficient.

### **Conclusions and Recommendations**

This study adopted and extended the Brand Avoidance Model (Lee et al., 2009), integrating the Theory of Personality Traits (Allport, 1961) and the Theory of Planned Behavior (Ajzen, 1991), as previously applied by Muposhi and Chuchu (2022). The model was tested among Generation Z consumers in the Jabodetabek region of Indonesia to examine the factors influencing brand avoidance behavior in the context of sustainable fashion.

The findings revealed both similarities and differences compared to earlier studies. While Unmet Expectations, Materialism, and Avoidance Intention were consistent predictors of brand avoidance behavior—echoing prior results—two variables, Ideological Incompatibility and Symbolic Incongruence, showed divergent outcomes. Ideological Incompatibility had a stronger influence in this study, while Symbolic Incongruence was not statistically significant. These differences may be attributed to contextual variations such as cultural values, consumer maturity, and brand perceptions specific to Generation Z in Indonesia, as compared to consumers in other emerging markets like South Africa.

The results highlight the importance of understanding what consumers reject, not just what they prefer. For sustainable fashion brands aiming to penetrate or grow within the Indonesian market, particularly among Gen Z, this research offers practical insights. Brand avoidance behavior is shaped by ideological misalignment, unmet product expectations, and materialistic values—factors that must be addressed in branding, communication, and product strategy.

### ***Managerial Implications***

The results of this study can be used by sustainable fashion marketing managers as a reference in making decisions in their companies. From the analysis and discussion described in the previous chapter, it is evident that the ideological elements, expectations, and values of a brand that are valued by Generation Z have an impact on avoiding sustainable fashion in a modified Brand Avoidance Model. Therefore, in order to minimize brand avoidance based on ideological incompatibility, sustainable fashion marketers are advised to attract consumers by promoting sustainable fashion concepts that appeal to their generality or generality aspects, so that they are not considered harmful to individual personalities or cultural aspects.

Yoon et al. (2020) explained that sustainable fashion brands can attract the general attention of consumers, with the technique of soft selling campaigns to communicate sustainability messages that imply similarities between consumers as humans, such as the slogan "we are one globally" or "we only have one earth". In addition, in the context of ideological incompatibility, sustainable fashion marketers also need to pay attention to ethical marketing efforts so as not to misuse green advertisements such as green capitalism practices or even greenwashing. This can affect ideological incompatibility related to ethical and social considerations of consumers and is considered to damage individual identity.

Marketing managers of sustainable fashion also need to improve the quality of sustainable fashion in terms of how to present it to target consumers. This is related to increasing brand personality, which is based on research from Rath and Bay (2015) that consumers prefer clothing that is in line with their personal values. Therefore, sustainable fashion marketing managers are advised to be able to take advantage of the "green" or "environmentally friendly" status associated with sustainable fashion consumption as the main value proposition in accordance with the brand personality elements that are valued by Generation Z. Lastly, in order to minimize brand avoidance based on expectations unfulfilled, sustainable fashion marketers are advised to invest in educational campaigns that can focus on the value proposition of sustainable fashion to provide understanding to consumers and avoid unfulfilled expectations. In addition, in the educational campaign, sustainable fashion marketers

are advised to address the topic of environmental damage caused by consumption of fast fashion to increase consumer awareness. In addition, unmet expectations can also be started from the brand which makes promises in terms of disclosing what the brand provides to consumers (Vajkai & Zsóka, 2020). Therefore, sustainable fashion marketers also need to pay attention not to make excessive promises or claims related to products so as not to create excessive expectations and lead to failure of product performance to meet the expectations of these consumers.

In summary, this study offers several strategic implications for sustainable fashion marketers:

1. Align with Gen Z's personal values: Sustainable brands must ensure ideological alignment with young consumers' beliefs and identities to reduce avoidance behavior.
2. Address value-for-money concerns: Marketers should clearly communicate product quality and long-term value to counteract perceptions of high cost or unmet expectations.
3. Redefine aspirational value: Given Gen Z's materialistic tendencies, sustainable fashion must be positioned as both environmentally responsible and socially desirable.

By understanding and responding to the reasons for brand avoidance, companies can develop more targeted, authentic, and effective strategies that not only promote sustainability but also resonate with the practical and psychological drivers of Gen Z consumers.

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