Fashion with a Purpose: Sustainability Drivers of Fashion Brand Choices across Generations in Indonesia

Ishmah Nur Fadzilah[1], Margareth Eka Purba[2], Sisilia Rosari Widyastika[3], Chrisanty Victoria Layman[4]

Management Department, BINUS Business School Master Program, Bina Nusantara University, Jakarta, Indonesia, 11480

ishmah.fadzilah@binus.ac.id, margareth.purba@binus.ac.id, Sisilia.widyastika@binus.ac.id, chrisanty.layman@binus.edu

ARTICLE INFO	ABSTRACT
	Sustainability has become a key driver in consumer decision-making, particularly in the fashion industry. This study examines the impact of sustainability factors—economic, environmental, and social—on brand attractiveness and purchase intention across different generations in Indonesia. Using the Triple Bottom Line (TBL) framework, this research explores how Gen X and Gen Z consumers perceive sustainability in fashion brands and how it influences their purchasing behavior. A quantitative approach was applied, utilizing an online survey with a sample of 151 respondents from Jakarta, Bogor, Bekasi, and Tangerang. Structural Equation Modeling (SEM) with SmartPLS was employed for data analysis. Findings indicate that economic and environmental sustainability significantly enhance brand attractiveness ($p = 0.002$), while social sustainability also has a notable but slightly weaker influence ($p = 0.046$). Moreover, brand attractiveness strongly mediates the relationship between sustainability factors and purchase intention ($p = 0.000$). However, generational differences do not significantly moderate these relationships ($p > 0.05$), suggesting that sustainability awareness is consistent across age groups. This study underscores the importance of integrating sustainability into branding strategies to enhance consumer engagement, particularly emphasizing economic and environmental sustainability. Future research could explore additional demographic factors and cultural influences to further refine sustainability-driven marketing strategies. ***Keywords:*** Triple Bottom Line (TBL), Sustainability, Brand Attractiveness, Purchase Intention, Fashion Brands

INTRODUCTION

In recent years, there has been a significant shift in the importance of consumer awareness and behavior towards sustainability. Sustainability is defined as the capacity to meet the needs of the present without compromising the ability of future generations to meet their own needs (Galhoz et al., 2024). In Indonesia, consumer interest in sustainable products is very high. A survey by Rakuten-Insight (2024) found that 79% of respondents were willing to pay more for sustainable products (Schimidt & Nugrahadi, 2022). The trend of awareness of sustainability is very strong in urban centers. In Jakarta, for example, 72.11% of residents understand the importance of sustainable practices such as waste-to-energy technology, influenced by socio-economic factors, environmental impact, and development aspects (Suryawan et al., 2023) Furthermore, the survey showed that residents of Tangerang and Bogor are also very concerned about the environment, while residents of Bekasi and Bogor cities are leading in adopting sustainable living practices (Standar Insights, 2024). These insights emphasize how important sustainability is to product marketing in Indonesia, which significantly impacts consumer choices. In the apparel sector, a recent survey revealed that around 22.5% of consumers are likely to

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switch to brands that offer sustainable options, while 19.5% are willing to pay more for such brands (Yougov,2022). These figures, derived solely from eco-label research, suggest potential for greater interest in other sustainability factors. This underscores the importance of understanding brand appeal as a driver of consumer preference in the Indonesian apparel market.

The focus on sustainability can be analyzed through the Triple Bottom Line (TBL) framework, which encompasses social, environmental, and economic dimensions (Correia, 2018). Although businesses have begun to integrate this framework into their operations, understanding consumer perceptions of these dimensions is increasingly important. Where consumer attitudes significantly influence purchasing behavior, requiring brands to align their sustainability messages with customer expectations to become more appealing (Laukkanen & Tura, 2022) Social sustainability, emphasizing cooperation and concern for others as well as involvement in the community, and corporate social responsibility (CSR) initiatives (Park & Kim, 2016). In the fashion industry, the social aspect is often related to fair labor practices, especially issues regarding human rights. In the garment business, it is a labor-intensive form of manufacturing that often leads to increased overtime for workers and working conditions that violate human rights as is the case in current fast-fashion industry (Jardim Faria Araujo et al., 2020) Where in 2021, Chinese customers boycotted H&M products after it was discovered that they were forced to employ Uyghur Muslims in China (Nguyen, 2021). Meanwhile, economic sustainability refers to the financial well-being of consumers. Where companies can maximize their profits and facilitate sustainable consumption by their consumers by offering quality products (Park & Kim, 2016). Environmental sustainability is evident in practices that aim to reduce negative impacts on the environment, such as minimizing waste, using recycled materials, and being environmentally friendly (Park & Kim, 2016).

Several studies indicate that sustainability factors significantly influence consumer purchasing decisions. Grădinaru et al., (2022) showed that economic sustainability exerts a greater influence on purchase intention than social or environmental sustainability. Baratian et al., (2023) contradicted these findings, stating that social sustainability dimensions have the same weight on purchase intentions with economic sustainability, particularly among Iranian online consumers. From (Hanson et al., 2019) found consumers view brands that engaging in environmental sustainability and the companies that offer social sustainability more positively. The inconsistent results regarding which variables most influence consumer purchasing decisions regarding sustainability can be caused by the lack of analysis in demographic factors.

Older generations such as Gen X are more focused on economic sustainability, where product quality is a priority value for this generation. But younger generations tend to prioritize environmental impacts in purchasing decisions (Jain & Hudnurkar, 2022). Meanwhile, there is an increasing demand for sustainable products and packaging, especially among younger demographics after the COVID-19 pandemic (Ikram et al., 2020). In other studies, it has been shown that the younger consumers, especially Generation Z, place a higher priority on social and ecological responsibility factors (Brand et al., 2022). Based on these findings, the sustainability dimension that affects the brand is still complex and incomplete, especially for Gen X and Gen Z in Indonesia. Various studies have shown inconsistent results regarding which sustainability factors, this inconsistency is due to the lack of comprehensive demographic analysis. Then, this study aims to fill this gap by exploring whether social, environmental, and economic sustainability factors influence consumer purchase intentions mediated by brand attractiveness across different generations.

LITERATURE REVIEW

As consumers grow increasingly aware of sustainability issues, the demand for sustainable products has surged, becoming a global trend. So, understanding sustainability factors is crucial for fulfilling consumer needs on the brand, particularly in emerging markets like Indonesia, where consumer preferences keep evolving. One widely used framework for understanding sustainability is

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the "Triple Bottom Line" (TBL) concept. It divides sustainability into three key dimensions: Economic, Social, and Environmental. The economic dimension focuses on profitability and sustainable business growth, while the social dimension emphasizes fairness, community well-being, and corporate social responsibility. The environmental dimension highlights efforts to reduce negative impacts on nature, such as lowering carbon emissions and using resources responsibly. By integrating these three dimensions, brands can create value that not only benefits financially but also positively impacts society and the environment.

2.1 Social Sustainability

Social sustainability from a consumer perspective is all about consideration in ethical work practices, human rights and support for community well-being (Park & Kim, 2016). Consumers who believe in these values would increasingly prioritize brands that promote fair trade, ethical sourcing, and safe working conditions (Grădinaru et al., 2022). This emphasis on social responsibility would influence consumer choices in favor of companies that make positive contributions to society. By emphasizing social responsibility, especially those that positively impact brand stakeholders, including employees, customers, and the wider community, brands can improve their performance, attractiveness, and relationships with consumers who prioritize ethical behavior and social responsibility (Alsayegh et al., 2020). Social sustainability factors would positively influence consumer buying preferences, as highlighted by Piligrimiene et al., (2020), who showed that customers are more attracted to brands that have promoted sustainable products. In the context of apparel manufacturing, Sudusinghe & Seuring (2020) showed that social sustainability practices enhance brand image, which is an important component of brand attractiveness. Grădinaru et al., (2022) found that social sustainability positively influences brand attractiveness. In addition, Onur et al., (2024) found that the social dimension has played a significant role and showed a positive influence on branding.

H1: Social Sustainability positively influences brand attractiveness

2.2 Environment Sustainability

The environmental dimension from a consumer perspective refers to the awareness and concern about the negative impacts of products and businesses, especially in industries such as fashion, on the environment (Park & Kim, 2016). Consumers who prioritize sustainability in this dimension will seek out brands that adopt responsible practices and offer environmentally friendly materials. According to Grădinaru et al., (2022), the environmental sustainability pillar focuses on the responsible use of natural resources and the protection of environmental ecosystems to ensure a quality life for future generations. This study also highlights the positive influence of environmental sustainability on brand Attractiveness. It emphasizes the importance of sustainable natural resource management, protection of biodiversity, and mitigation of climate change through recycling practices and the use of renewable energy (Abubakar et al., 2022). Stubbs & Cocklin, (2008) found that companies that have adopted environmentally friendly practices can attract environmentally conscious consumers. This is also supported by Brkljač & Lukić Nikolić, (2023), this value is also able to increase the appeal of their brands to consumers. Research by Gomes et al., (2023) shows that young consumers, especially those aged 18–30, are increasingly concerned about environmental issues. Their concern for the environment positively influences their interest in environmental sustainability values. This trend is supported by previous studies, such as those conducted by Albayrak et al., (2013); Zaman (2022) which underline the importance of the environmental pillar in meeting consumers' values and interests that support sustainable choices.

H2: Environment Sustainability positively influences brand attractiveness

2.3 Economic Sustainability

The economic aspect of sustainability in the eyes of customers is how companies can offer quality products to encourage sustainable consumption, as consumers equate high quality with sustainability. However, fast fashion often sacrifices quality while prioritizing price and trends, which causes consumers to accept lower quality products and allows repeat purchases (Vera-Martínez et al.,

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2024) The aspect of product quality has a positive relationship with attractiveness in the brand so that the product or brand can attract the attention of consumers who have the same value (Panjaitan & Novita, 2019). A high-quality product can positively influence store attractiveness, which includes consumer perception factors of product value. It shows that high-quality products significantly increase store attractiveness and contribute to a good store image and increased customers (Yoon et al., 2021).

H3: Economic Sustainability positively influences brand attractiveness

2.4 Brand Attractiveness

Brand Attractiveness is the attractiveness of a brand based on factors such as brand image, quality, and differentiation. Brand Attractiveness includes emotional connections and trust, which are influenced by consumer preferences and loyalty (Currás-Pérez et al., 2009). Attractiveness itself is the ability to attract consumers' attention from a company, its products, and its brand image (Panjaitan & Darmi Novita, 2019). Brand attractiveness refers to the evaluation of a brand's unique qualities and associations that align with consumers' preferred needs and values. When there is a strong alignment between the consumer's values and the values of a brand, it will lead to a stronger emotional connection with the consumer, which will influence purchase intentions (Grădinaru et al., 2022). From So et al., (2017), brand attractiveness captures how well a brand helps consumers fulfill their identities and aspirations. This concept is further extended by (Elbedweihy et al., 2016), who argue that brand attractiveness illustrates the significance of meaningful brand associations on consumer choice since it is a positive evaluation of the brand characteristic, emphasizing that it not only shapes purchase preferences for the brand. Liu et al., (2021) also highlight that brand attractiveness is closely tied to the perceived desirability among consumers, particularly influencing purchase intentions among young Chinese consumers. The relationship between brand attractiveness and consumer behaviors is reinforced by Susanti, n.d. (2024), who assert that the ability of a brand to draw attention directly correlates with positive purchase intentions. They note that attractive brands create a compelling interest that translates into increased consumer engagement and intention to buy. Based on review, we conclude the hypothesis for this research is :

H4: Brand Attractiveness Has a Positive Influence on Purchase Intention

2.5 Generation Factors

A generation is a cohort of individuals grouped by age and shares the historical and social experiences, behaviors, and beliefs common to that time (Cole, et al. 2002). The Z generation which was born between on Early 1990s-2004, they are digitally born, social networks through media, and Gen X which was born 1965-1980, they grew up partially scared and depressed in terms of their personal life era (Enam, A., & Konduri, K. C.,2018).

Older generations such as Gen X are more focused on economic sustainability, where product quality is a priority value for this generation. But younger generations tend to prioritize environmental impacts in purchasing decisions (Jain & Hudnurkar, 2022). On the other hand, particularly Generation Z, shows a higher priority of valuing social and ecological responsibility in their shopping behavior (Brand et al., 2022; Jain & Hudnurkar, 2022).

Another study by Brand et al.,(2022) examines the importance of sustainability aspects in online purchasing decisions, comparing Generation X and Generation Z. While many studies focus primarily on ecological factors to measure the impact of sustainability, this study suggests that marketers should place more emphasis on social labels when targeting Generation Z, as opposed to Generation X which prefer the product with eco-label, this implies that Generation Z is more responsive to social sustainability aspects, which can influence their purchasing behavior. This generational difference underscores the need for tailored marketing strategies that address the unique values and preferences of each cohort, particularly in the context of promoting sustainable products.

In addition to the generational focus, this research intends to examine the Generation differences perspective in sustainability regarding brand attractiveness and purchase intention. So, the

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hypothesis proposes that the effect of sustainability factors on brand attractiveness is influenced by the consumer's age, indicating that different age groups may prefer sustainability practices differently.

H5: Social Sustainability Has a Positive Influence on Brand Attractiveness Moderated by Generation

H6: Economic Sustainability Has a Positive Influence on Brand Attractiveness Moderated by Generation

H7: Environmental Sustainability Has a Positive Influence on Brand Attractiveness Moderated by Generation

2.6 Purchase Intention

Purchase Intention is an important aspect of consumer behavior, which refers to the tendency and intention of consumers to buy a certain product or service from a brand. In the context of sustainable purchasing decisions, purchase intention in a product is often associated with factors that influence consumers in choosing products such as more environmentally friendly and sustainable (Grădinaru et al., 2022). Consumer purchase intention is positively influenced by environmentally friendly products, sustainable corporate image, and consumer awareness of the environment (Ali et al., 2023). (Liao et al., 2020) investigated the impact of moderators on the relationship between purchase intention toward green products and intention to buy green products or environmental factors. The considerable influence of environmental advertisements on social media moderates the intention to purchase environmentally.
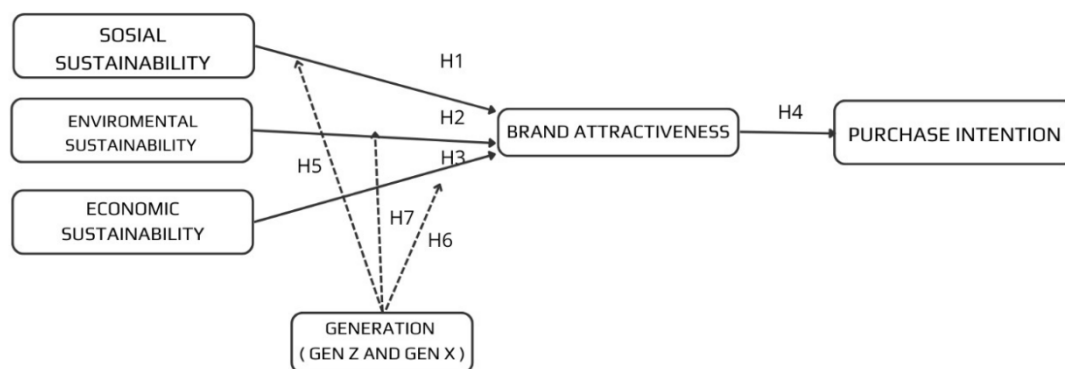

Figure 1. Conceptual Model

METHOD

Quantitative study will be used to conduct research on sustainability awareness perspectives among Indonesian people to obtain stronger and more meaningful results. This study will use survey research in collecting quantitative data through several questions. The research will be conducted in a non-contrived setting, this study will ensure that the responses given reflect their true attitudes and behaviors towards sustainability and avoid biased perceptions. The minimal researcher intervention method is used to maintain the authenticity, by allowing respondents to express their views freely without any big intervention. The individuals who will be the objects of this study will be taken from 5 cities in Indonesia, from Jakarta, Bogor, Bogor City, and Tangerang City, based on the people's levels of sustainability behavior and awareness.

This study uses a cross-sectional time horizon method, which provides a brief overview of current sustainability awareness. This method will compare sustainability attitudes between different generations and explore the consumer preferences for the sustainability factors. The cross-sectional design will allow for analysis on the relationship between variable generation and sustainability dimension, which can inform appropriate marketing strategies to adjust customer perspectives. Quota sampling method used to select respondents who are knowledgeable on sustainability practices in each

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generation with equal quantity. It will ensure that the survey will gain an individual that can provide insights on sustainability awareness and the effect toward purchase intention mediated by brand attractiveness. To facilitate the survey reach, an online survey will be used to accommodate the preferences of Gen Z and Gen X.

3.1 Proposed Sampling Method/Procedures and Sample Size

To explore sustainability preferences among Indonesian consumers, two generations will be conducted: Gen Z and Gen X. These groups are chosen because they tend to have more attitudes and behaviors towards sustainability, making them ideal for examining how sustainability dimensions influence purchase intention mediated by brand attractiveness. The main parameters to be investigated are their purchase preferences for sustainable dimension and their interest in sustainable practices.

Although a complete list of these individuals does not exist, a practical sampling frame can be created through sustainability networks, environmental organizations, social media groups centered on green living, and local sustainable communities. This informal network serves as an effective means to reach the desired population. The study employs Quota sampling because it enables the deliberate selection of participants who have relevant characteristics aligned with the study's objectives, with equal samples in each generation. This method ensures that the sample comprises individuals who can provide detailed insights and knowledge about how sustainability dimensions influence purchase intentions toward brand attractiveness. This will facilitate analysis across Gen Z and Gen X, supporting a comprehensive understanding of inter-generational differences in sustainability preferences.

The determined sample size is 151 individuals, calculated based on a 95% confidence level, a 5% margin of error, and an estimated 56% prevalence of sustainability-oriented behavior within the population in Jakarta, Bekasi, Bogor, and Tangerang (Table 1). This sample size will ensure sufficient representation and gain meaningful conclusions about the sustainability preference across Gen Z and Gen Y demographic groups in Indonesia.

Table 1. Demographic Characteristics of survey participants

Dimension	Variable	Frequency	Percentage
Gender	Female	78	52%
	Male	73	48%
Age	8-23 Years	76	50.3%
	45-60 Years	75	49.7%
Domicile	Jakarta	82	54%
	Tangerang	4	3%
	Bekasi	33	22%
	Bogor	32	21%
Occupation	Student	8	5%
	Karyawan	106	70%
	Wirausaha	23	15%
	PNS	2	1%
	Pensiunan	10	7%
	Lainnya	2	1%

The data obtained from the online questionnaire were analyzed in SPSS software while the structural model was assessed with SmartPLS.

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3.2 Proposed Data Collection Technique

The research will use quantitative description research by doing survey research. The survey items were measured based on a five-point Likert-type scale, where 1 represents "Strongly Disagree"; 2 represents "Disagree"; 3 indicates "Slightly Agree"; 4 represents "Agree"; and 5 indicates "Strongly Agree" (Robinson, 2018). Research shows that this scale increases response rates and improves the quality of responses while reducing frustration for participants, especially in patient surveys (Babakus & Boller, 1992). It will help research to explain the concept and make the process smoother and more efficient (Dawes, 2008). Additionally, a five-point scale is recommended for surveys, making it a good fit for diverse populations (Bouranta et al., 2009). The respondents will be Gen Z and Gen X residing in Jakarta, Bogor, Bekasi, and Tangerang City. These respondents are selected because they represent the target demographic groups for examining generational differences in looking at the sustainability dimension, brand attractiveness and purchase intentions. The primary method of data collection will be through online surveys. This technique is chosen for its ability to reach a wide audience efficiently and cost-effectively. Online surveys are suitable to engage Gen Z and Gen X to gain individuals with awareness of sustainability, the survey will do a partnership with local environmental organizations that can help in reaching individuals who already have knowledge and are engaged in sustainability practices.

RESULT AND DISCUSSION

In this study, the final respondents who could be obtained were 151 respondents. These respondents are classified by gender and age, domicile. Based on gender classification, respondents are dominated by men with a percentage of 52% and the rest are women with 48%, based on age, Gen X age respondents with a percentage of 49.7% and Gen Z with 50.3%.

Convergent validity in the measurement model can be identified through the correlation between indicator scores and related variable scores. This test can be observed through Outer Loading and Average Variance Extracted (AVE).

Tabel 2. Outer Loading

Variabel		Indikator	Outer Loading	Description
Economic	**Sustainability**	ECO 1	0.858	VALID
(ECO)		ECO 2	0.810	VALID
		ECO 3	0.849	VALID
		ECO 4	0.746	VALID
Social	**Sustainability**	SOC 1	0.750	VALID
(SOC)		SOC 2	0.847	VALID
		SOC 3	0.802	VALID
		SOC 4	0.854	VALID
Environment		ENV1	0.798	VALID
Sustainability (ENV)		ENV2	0.844	VALID
		ENV3	0.851	VALID
		ENV4	0.862	VALID
		ENV5	0.840	VALID
Brand Attractiveness (BA)		BA1	0.860	VALID
		BA2	0.906	VALID

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	BA3	0.868	VALID
	BA4	0.861	VALID
Purchase Intention (PI)	PI1	0.872	VALID
	PI2	0.870	VALID
	PI3	0.778	VALID
	PI4	0.802	VALID

Based on Table 2, it can be seen that all questions have met the outer loadings criteria, which exceeds the value of 0.70 so that the questions are valid.

Table 3. AVE

Variabel	Average Variance Extracted (AVE)	Description
Brand Attractiveness	0.764	VALID
Economic Sustainability	0.668	VALID
Environment Sustainability	0.704	VALID
Purchase Intention	0.691	VALID
Social Sustainability	0.663	VALID

The AVE test results in Table 3, show that each variable has met the criteria, with an average AVE value> 0.50. From the outer loading and AVE values that have been described, it can be concluded that all variables meet the validity criteria because they exceed the minimum thresholds of >0.50. In the context of using SmartPLS, discriminant validity evaluation can be measured using the Fornell-Larcker criteria and cross loading.

Tabel 4. Fornell Lacker

	Brand Attractivenes	Environment Sustainability	Environment Sustainability	Purchase Intention	Social Sustainability	Generation
Brand Attractiveness	0,874					
Economic Sustainability	0,778	0,817				
Environment Sustainability	0,777	0,681	0,839			
Purchase Intention	0,746	0,751	0,615	0,832		
Social Sustainability	0,711	0,736	0,684	0,701	0,814	

Generation	0,127	0,081	0,103	0,112	0,003	1,000

In Table 4, it can be observed that the overall square root of the Variance Extracted Average (Fornell-Larcker Criterion) on each construct has a higher value than its correlation with other variables. This happens because the square root value of the Variance Extracted Average on each construct produces a value that is greater than the correlation between constructs and other constructs in the model. Based on that result, the discriminant validity is already achieved. The results has demonstrated its validity through Convergent Validity and Discriminant Validity tests. The next stage involves testing the Reliability of the research by checking the Composite Reliability and Cronbach Alpha values, which exceed 0.70.

Table 5. Composite Reliability dan Cronbach's Alpha

Variabel	Cronbach's Alpha	Composite Reliability
Brand Attractiveness	0.897	0.897
Economic Sustainability	0.833	0.840
Environment Sustainability	0.895	0.897
Purchase Intention	0.851	0.859
Social Sustainability	0.830	0.831

The table above shows that the Cronbach's Alpha and Composite Reliability values on each variable have met the standard which exceeds the value of 0.70. This indicates that the reliability of the research is acceptable.
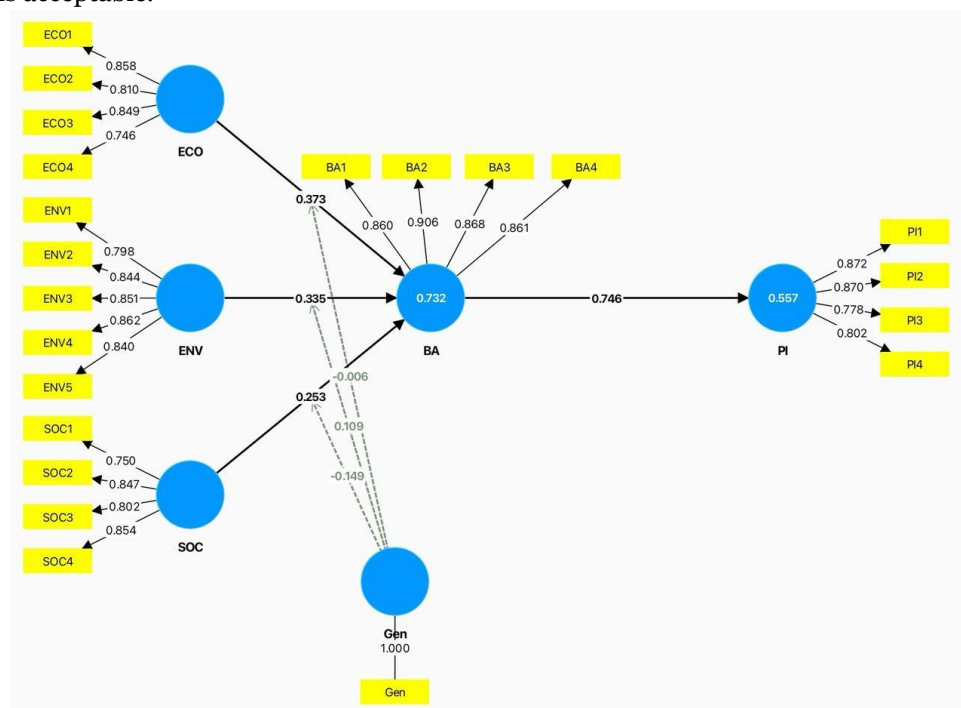

Figure 2. Structural Model

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The findings of this study reveal several critical insights into the relationship between sustainability, brand attractiveness (BA), and purchase intention (PI), with generational factors (GEN) considered as a moderating variable. The R² value of 0.732 indicates that about 73.2% of the variation in brand attractiveness can be explained by social sustainability, economic sustainability, and environmental sustainability. Meanwhile, the R² value of 0.557 indicates that about 55.7% of the variation in purchase intention can be explained by brand attractiveness.

The results support the hypothesis that social sustainability positively influences brand attractiveness (H1). Social sustainability (SOC) has a significant influence on brand attractiveness (p = 0.046), emphasizing the importance of ethical practices like protecting workers' rights in building brand appeal. This finding is consistent with previous research demonstrating that ethical practices positively shape brand perceptions (Hasudungan & Saragih, 2023). Similarly, environmental sustainability positively influences brand attractiveness (H2), as environmental sustainability (ENV) demonstrates a strong and significant impact on brand attractiveness (p = 0.002). This suggests that eco-friendly practices are key factors in enhancing positive brand perceptions, aligning with studies highlighting the role of environmental responsibility in consumer evaluations (Antonova et al., 2020). The findings also confirm that economic sustainability positively influences brand attractiveness (H3), with economic sustainability (ECO) significantly impacting brand attractiveness (p = 0.002). This indicates that consumers value high-quality products that support sustainable consumption, reflecting broader trends in sustainable consumer behavior (Kleyman, 2018).

Brand attractiveness is shown to have a positive influence on purchase intention (H4), with the strongest and most significant relationship observed between brand attractiveness and purchase intention (p = 0.000). This indicates that an appealing brand directly enhances consumer intent to purchase, reinforcing the importance of brand attractiveness as a mediator linking sustainability efforts with consumer purchase intentions. However, the results reveal that generational factors do not significantly moderate the relationship between sustainability dimensions and brand attractiveness. Table 6 shows that social sustainability positively influences brand attractiveness moderated by generation (H5) is not supported, as generational factors do not significantly moderate this relationship (p > 0.05). This suggests that social sustainability values are shared consistently across generations, supporting the notion of shared sustainability priorities (Hasudungan & Saragih, 2023). Similarly, the hypothesis that economic sustainability positively influences brand attractiveness moderated by generation (H6) is not supported, with no significant moderation effect observed (p > 0.05). This indicates that economic sustainability perceptions are consistent across different age groups. Likewise, environmental sustainability influences on brand attractiveness is not significantly moderated by generational factors (H7), highlighting that environmental sustainability values are consistent across generations, consistent with findings from place branding research (Antonova et al., 2020).

Table 6. Path coefficient

	Original Sample (O)	Sample mean (M)	Standard Deviation (STDEV)	T Statistics (IO/STDVI)	P values
BA -> PI	0.746	0.755	0.052	14.304	0.000
ECO -> BA	0.373	0.367	0.128	2.911	0.002
ENV -> BA	0.335	0.332	0.115	1.681	0.002
SOC -> BA	0.253	0.264	0.151	1.243	0.046
Gen -> BA	0.113	0.112	0.091	1.243	0.107
Gen x SOC -> BA	-0.149	-0.144	0.187	0.796	0.213
Gen x ENV -> BA	0.109	0.100	0.160	0.684	0.247

Gen x ECO -> BA	-0.006	-0.002	0.188	0.032	0.487

These findings do not support hypotheses H5, H6, and H7, which proposed that generational factors would moderate the relationship between social, economic, and environmental sustainability and brand attractiveness. This trend stems from an increasing alignment in sustainability awareness across generations, largely driven by global environmental initiatives and widespread sustainability education. For instance, research on perceived corporate social responsibility (CSR) dimensions demonstrates that consumer attitudes toward the economic, environmental, and social aspects of CSR positively influence their relationship intentions. This impact remains consistent across age groups because CSR strategies often resonate with universal values (Hasudungan & Saragih, 2023). Similarly, research on place branding highlights that elements like environmental and socio-cultural sustainability enhance urban attractiveness across diverse demographics. This suggests that both younger and older generations value similar sustainability attributes when assessing the appeal of brands or urban spaces (Antonova et al., 2020). Additionally, branding efforts that combine heritage preservation with innovative urban storytelling further support the idea that shared values and sustainability priorities transcend generational differences (Kleyman, 2018).

CONCLUSION

This study examines the relationship between social, economic, and environmental sustainability, brand attractiveness (BA), and purchase intention (PI) in Indonesia, with generational factors (GEN) as a moderating variable. The findings reveal that all three sustainability dimensions positively influence brand attractiveness, with environmental sustainability having the strongest impact on both brand attractiveness and purchase intention. Brand attractiveness also significantly enhances purchase intention, serving as a key mediator between sustainability practices and consumer buying behavior. However, generational factors do not significantly moderate these relationships, suggesting that sustainability values are consistently shared across age groups in urban Indonesia.

This research contributes to the literature on sustainability and consumer behavior by demonstrating how sustainability dimensions influence brand attractiveness and purchase intention in the Indonesian context. It highlights the growing acceptance of sustainability values across generations, supporting more inclusive marketing strategies. The findings underscore the importance of environmental sustainability in shaping consumer perceptions, providing practical insights for brands looking to strengthen their sustainability positioning in Indonesia.

The study focuses on urban Indonesian populations, which may not fully represent perspectives from rural areas or other cultural contexts within Indonesia. It also examines only two generational groups (Gen Z and Gen X), limiting the generalizability of findings to other age cohorts. Additionally, the use of cross-sectional data restricts observations of changes over time.

Future research should include more diverse samples from rural and culturally distinct regions in Indonesia to enhance generalizability. Longitudinal studies could explore changes in sustainability perceptions over time. Additionally, examining other moderating factors, such as socio-economic status or education level, could provide deeper insights into consumer behavior. Investigating emerging trends like circular economy practices could further enrich the understanding of sustainability's impact on brand attractiveness and purchase intention.

Acknowledgement and Open Contributorship Statement

Author's Contribution

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Ishmah Nur Fadzilah: Contributed to writing and editing the manuscript, questionnaire design as well as data analysis.

Margareth Eka Purba: Contributed to data collection, questionnaire design, data analysis, writing and editing the manuscript.

Sisilia Rosari Widyastika: Contributed to data collection, questionnaire design, data analysis and writing the manuscript.

Chrisanty Victoria Layman: Contributed to data interpretation, paper copyediting, and progress monitoring.

Conflict of Interest

The authors declare no conflicts of interest.

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