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## The Influence of Fashion Lifestyle and Self-Concept on Sustainable Fashion Purchase Intention with Consumer Perceived Value as a Mediating Variable

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### ABSTRACT

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*This study aims to analyze the influence of fashion lifestyle and self-concept on sustainable fashion purchase intention with consumer perceived value as a mediating variable. The population in this study is consumers in Indonesia who have an interest in sustainable fashion products. The sample used was 210 respondents. The sampling method used was purposive sampling. The data collection method used a survey method, with the research instrument being a questionnaire. The data analysis method used Partial Least Square. This study is expected to provide new insights into the factors that influence the intention to purchase sustainable fashion products, as well as the role of consumer perceived value as a mediator. The findings are expected to contribute to the development of marketing strategies that support sustainability in the fashion industry, while encouraging increased consumer awareness of the importance of environmentally friendly consumption.*

**Keywords:** Fashion Lifestyle; Self-Concept; Consumer Perceived Value; Sustainable Fashion; Purchase.

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## INTRODUCTION

The fashion industry is one of the fastest-growing sectors. However, it is also a major contributor to environmental problems such as textile waste, hazardous chemical use, and excessive energy consumption. The concept of sustainable fashion has emerged as a solution, emphasizing eco-friendly production and responsible consumption. However, its adoption in Indonesia remains relatively low compared to global trends, revealing a gap between consumer awareness and actual purchase behavior.

Several factors are believed to influence purchase intention toward sustainable fashion, including fashion lifestyle and self-concept. Consumers with a strong fashion lifestyle tend to be more trend-sensitive, while self-concept shapes the extent to which sustainable products align with their self-image. In addition, consumer perceived value functions as a mediating variable, as purchase intentions increase when the perceived benefits outweigh the costs.

Accordingly, this study aims to examine the influence of fashion lifestyle and self-concept on sustainable fashion purchase intention, with consumer perceived value as the mediating factor.

## LITERATURE REVIEW

### Fashion Lifestyle

Fashion lifestyle reflects the extent to which individuals use fashion to express themselves, signal social status, and reinforce personal identity (Kang et al., 2021). In this study, it serves as an independent variable expected to influence consumer perceived value and sustainable fashion purchase intention.

### Self-Concept

Self-concept refers to an individual's perception of themselves, including knowledge, expectations, and self-evaluations (Rahardja et al., 2021). Fashion consumption shapes consumer preferences in selecting products consistent with their self-image. Lin and Huang (2022) emphasize that consumers are more likely to purchase fashion products aligned with their identity and values. Thus, self-concept is positioned as an independent variable.

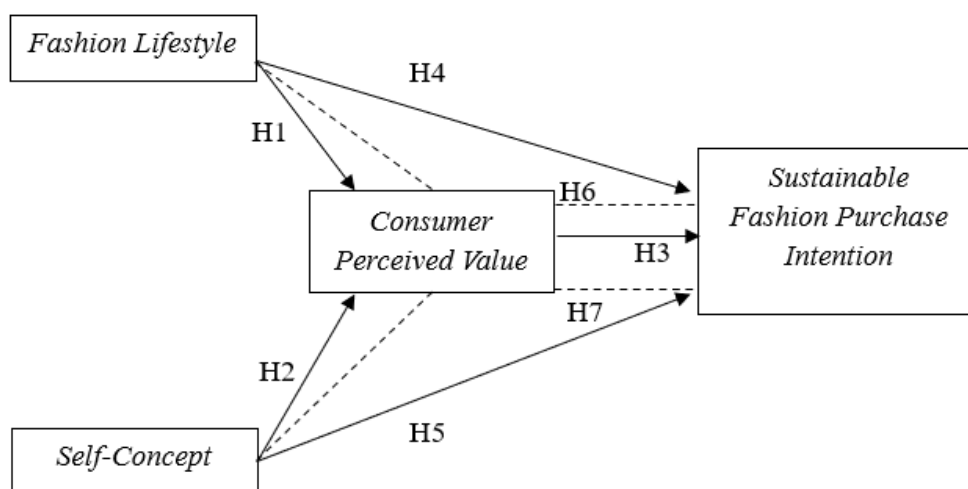
### Consumer Perceived Value

Consumer perceived value is defined as the overall assessment of benefits gained relative to costs incurred (Zeithaml et al., 2020). Within the sustainable fashion context, it plays a key mediating role in linking fashion lifestyle and self-concept with purchase intention.

### Sustainable Fashion Purchase Intention

Sustainable fashion purchase intention refers to consumers' tendency to buy fashion products that incorporate environmental, ethical, and sustainability considerations. Han and Chung (2020) argue that purchase intention is a strong predictor of actual consumer behavior. Therefore, in this study, it is positioned as the dependent variable.

Figure 1. Framework



## METHODE

### Time and Place of Research

The research was conducted from October 2024 to May 2025 in Jakarta.

### Research Design

This study employed a quantitative research approach. Quantitative research is a scientific method in which the data are expressed in numbers and can be processed and analyzed using statistical or mathematical calculations (Hair et al., 2020).

### Research Population and Sample

The population and sample of this study consisted of 210 consumers in Indonesia who have an interest in sustainable fashion products. The sampling technique used was purposive sampling to ensure that the selected respondents were relevant to the objectives of the study.

### Data Collection and Data Analysis Method

The data collection technique in this study was conducted through the distribution of questionnaires in the form of Google Forms, which were shared with respondents. For data analysis, this study employed the Smart Partial Least Square (SPLS) approach.

## RESULT AND DISCUSSION

### Data Quality Test Results

#### 1. Outer Model

##### a. Convergent Validity

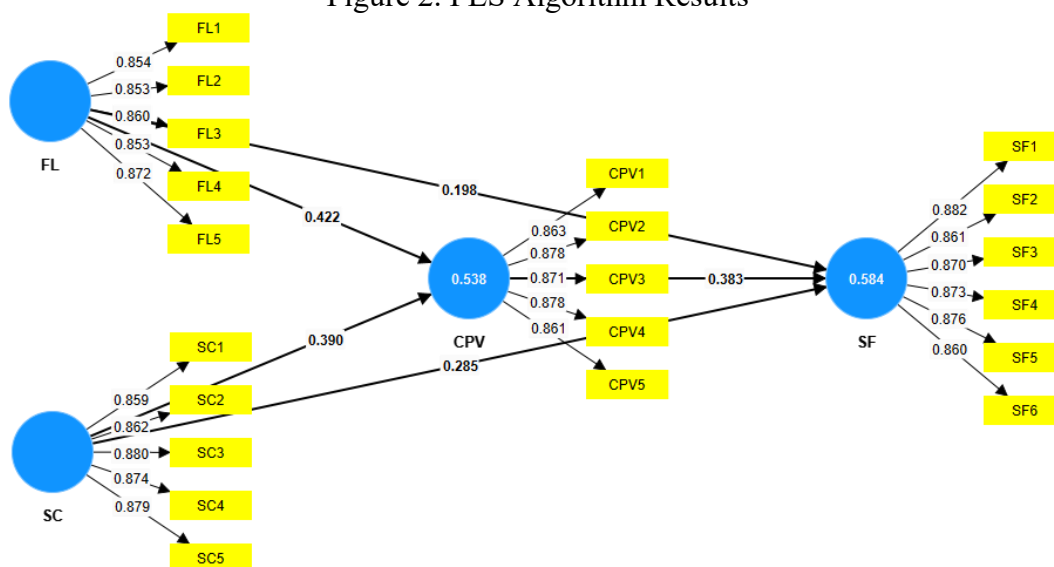
Convergent validity evaluates the consistency of indicators in representing a construct, assessed in this study through outer loadings. According to Hair et al. (2023), the recommended outer loading value is above 0.70, while indicators between 0.40 and 0.70 may still be retained if the Average Variance Extracted (AVE) meets the required criteria.

**Table 1. Convergent Validity**

Variable	Indicator	Outer Loadings	Description
Fashion Lifestyle	FL1	0.854	Passed
	FL2	0.853	Passed
	FL3	0.860	Passed
	FL4	0.853	Passed
	FL5	0.872	Passed
Self-Concept	SC1	0.859	Passed
	SC2	0.862	Passed
	SC3	0.880	Passed
	SC4	0.874	Passed
	SC5	0.879	Passed
Consumer Perceived value	CPV1	0.863	Passed
	CPV 2	0.878	Passed
	CPV 3	0.871	Passed
	CPV 4	0.878	Passed
	CPV 5	0.861	Passed
Sustainable Fashion Purchase Intention	SF1	0.882	Passed
	SF2	0.861	Passed
	SF3	0.870	Passed
	SF4	0.873	Passed
	SF5	0.876	Passed
	SF6	0.860	Passed

Source: Output PLS 4.0

**Figure 2. PLS Algorithm Results**



Source: Output PLS 4.0

The results from Figure 2 show that all indicators have passed the test, as they have loading factor values above 0.70.

Table 2. Average Variance Extracted (AVE) Results

Variable	Average variance extracted (AVE)	Description
Fashion Lifestyle	0.737	Valid
Self-Concept	0.758	Valid
Consumer Perceived Value	0.757	Valid
Sustainable Fashion Purchase Intention	0.758	Valid

Source: Output PLS 4.0

**b. Composite Reliability**

Composite reliability is used to measure the internal consistency of the indicators within a construct. An acceptable composite reliability value ranges from 0.70 to 0.95. A value that is excessively high may suggest redundancy among the indicators.

Table 3. Construct Reliability and Validity

Variable	Composite reliability	Cronbach's Alpha
Fashion Lifestyle	0.933	0.911
Self-Concept	0.940	0.920
Consumer Perceived Value	0.940	0.920
Sustainable Fashion Purchase Intention	0.949	0.936

Source: Output PLS 4.0

The analysis results in Table 3 indicate that the composite reliability and Cronbach's alpha values for all latent variables exceed 0.70. This confirms that the constructs demonstrate good reliability, ensuring that the research instrument is both reliable and consistent.

Table 4. Discriminant Validity (Fornell-Larcker)

	Consumer Perceived Value	Fashion Lifestyle	Self-Concept	Sustainable Fashion Purchase Intention
Consumer Perceived Value	<b>0.870</b>			
Fashion Lifestyle	0.668	<b>0.859</b>		
Self-Concept	0.657	0.634	<b>0.871</b>	
Sustainable Fashion Purchase Intention	0.703	0.635	0.662	<b>0.870</b>

Source: Output PLS 4.0

The analysis results in Table 4 indicate that although some indicators do not always show the highest loading on their respective constructs, all variables still meet the criteria for discriminant validity. This is confirmed by the fact that although some variables still have indicators with relatively high correlations to other constructs, overall, the square root of the Average Variance Extracted (AVE) of each construct is greater than its correlation with other constructs (Hair et al., 2023).

**c. Collinearity Test**

The collinearity test is conducted to ensure that there is no high linear relationship among predictor variables in the model. Collinearity is evaluated using the Variance Inflation Factor (VIF), where the recommended threshold is below 5. However, to increase analytical rigor, some researchers apply a stricter cutoff of below 3.3 (Hair et al., 2023).

Table 5. Collinearity Test

	Consumer Perceived Value	Fashion Lifestyle	Self-Concept	Sustainable Fashion Purchase Intention
Consumer Perceived Value				2.162
Fashion Lifestyle	1.671			2.055
Self-Concept	1.671			1.999
Sustainable Fashion Purchase Intention				

Source: Output PLS 4.0

The collinearity test results show that all variables have VIF values below 5.0, indicating no multicollinearity issue. This confirms that the research model is appropriate for further analysis.

**2. Inner Model**

**a. R-Square**

Table 6. R-Square Test

	R-square
Consumer Perceived Value	0.538
Sustainable Fashion Purchase Intention	0.584

Source: Output PLS 4.0

Based on the data analysis presented in Table 4.13, the R-Square value for Consumer Perceived Value is 0.538, while the R-Square value for Sustainable Fashion Purchase Intention is 0.584. These results indicate that both models fall into the moderate category, suggesting that the exogenous variables in this study are able to explain the endogenous variables reasonably well.

**b. F-Square**

The f-square (effect size) is used to evaluate the quality of the research model, particularly in assessing the extent to which exogenous variables influence endogenous variables (Juliandi, 2018). An  $f^2$  value of 0.02 indicates a small effect of the exogenous variable on the endogenous variable, an  $f^2$  value of 0.15 indicates a moderate effect, while an  $f^2$  value of 0.35 indicates a significant effect.

Table 7. F-Square Test

	<b>f-square</b>
<b>Fashion Lifestyle -&gt; Consumer Perceived Value</b>	0.230
<b>Self-Concept -&gt; Consumer Perceived Value</b>	0.196
<b>Consumer Perceived Value -&gt; Sustainable Fashion Purchase Intention</b>	0.163
<b>Fashion Lifestyle -&gt; Sustainable Fashion Purchase Intention</b>	0.046
<b>Self-Concept -&gt; Sustainable Fashion Purchase Intention</b>	0.098

Source: Output PLS 4.0

c. Q-Square

Table. 8 Q-square predict

	<b>Q<sup>2</sup> predict</b>
<b>Consumer perceived value</b>	0.515
<b>Sustainable fashion purchase intention</b>	0.487

Source: Output PLS, 2025

The Q-Square values for consumer perceived value and sustainable fashion purchase intention are 0.515 and 0.487, respectively. Since the values are above 0, this research model has predictive relevance. Referring to the criteria of Shmueli et al. (2019), both values are in the high category (large predictive relevance). Thus, the model in this study has good predictive ability for endogenous variables.

Table 9. Path Coefficient Test Results

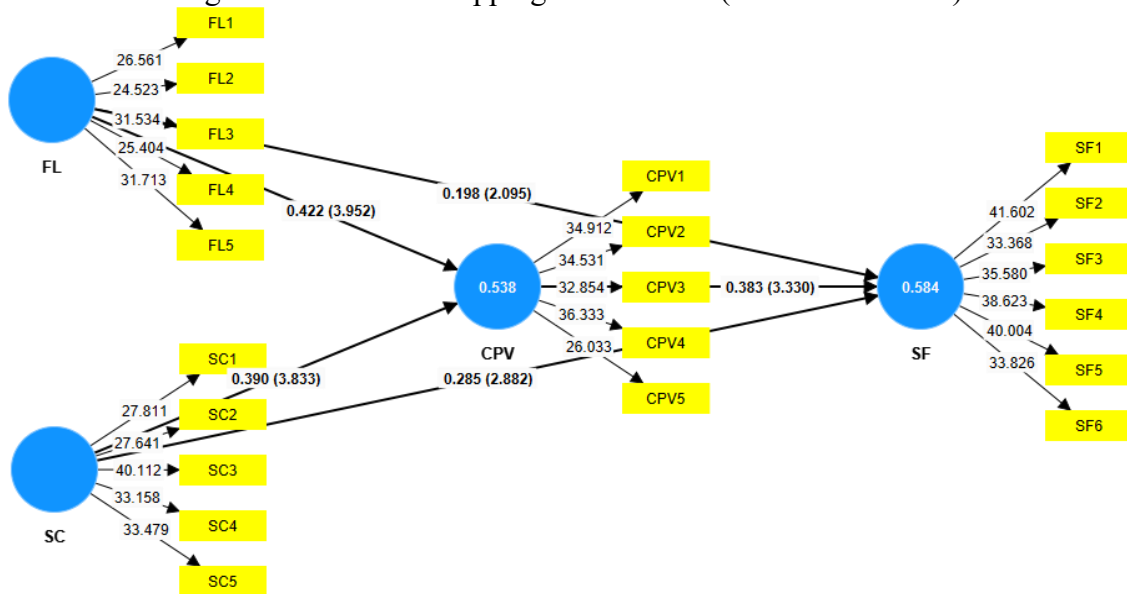
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistic s ( O/STDEV )</b>	<b>P Values</b>
<b>Fashion Lifestyle -&gt; Consumer perceived value</b>	0.422	0.430	0.107	3.952	0.000
<b>Self-Concept -&gt; Consumer perceived value</b>	0.390	0.378	0.102	3.833	0.000
<b>Consumer perceived value -&gt; Sustainable Fashion Purchase Intention</b>	0.383	0.378	0.115	3.330	0.001
<b>Fashion Lifestyle -&gt; Sustainable Fashion Purchase Intention</b>	0.198	0.205	0.094	2.095	0.036
<b>Self-Concept -&gt; Sustainable Fashion Purchase Intention</b>	0.285	0.279	0.099	2.882	0.004

Source: Output PLS 4.0

Based on Table 9, all examined relationships were found to be significant, as indicated by p-values below the 0.05 threshold. Specifically, Fashion Lifestyle significantly influences Consumer Perceived Value (p = 0.000), while Self-Concept also shows a significant effect on Consumer Perceived Value (p = 0.000). In addition, Consumer Perceived Value significantly affects Sustainable Fashion Purchase Intention (p = 0.001). Furthermore, Fashion Lifestyle (p = 0.036) and Self-Concept (p = 0.004) both demonstrate significant effects on Sustainable Fashion Purchase Intention. These

findings confirm that all proposed hypotheses are statistically supported, highlighting positive and significant relationships among the studied variables in the context of sustainable fashion purchasing.

Figure 3. PLS Bootstrapping Test Results (Inner Model Test)



Source: Output PLS 4.0

Table 10. Mediation Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV)	P Values
<b>Fashion Lifestyle -&gt; Consumer perceived value -&gt; Sustainable Fashion Purchase Intention</b>	0.162	0.164	0.068	2.371	0.018
<b>Self-Concept -&gt; Consumer perceived value -&gt; Sustainable Fashion Purchase Intention</b>	0.149	0.143	0.059	2.525	0.012

Source: Output PLS 4.0

Based on Table 10 consumer perceived value significantly mediates the influence of fashion lifestyle and self-concept on sustainable fashion purchase intention. The type of mediation was determined through the testing of both direct and indirect effects, with results showing that both effects were significant. This condition is categorized as partial mediation, in which the mediating variable transmits only part of the influence of the independent variables on the dependent variable. Partial mediation indicates that, in addition to the mediation pathway, the independent variables also exert a direct effect on the dependent variable (Moqbel, 2020).

## Discussion

### 1. The Effect of Fashion Lifestyle on Consumer Perceived Value (H1)

Fashion lifestyle has a positive and significant effect on consumer perceived value. This is indicated by an original sample value of 0.422, T-statistic  $3.952 > 1.971$  and P-value  $0.000 < 0.05$ . This indicates that the stronger an individual's fashion orientation, the higher the perceived value of sustainable fashion products. These findings are supported by Bayusar (2023), who found that an individual's fashion lifestyle significantly influences how they evaluate consumed products.

### 2. The Effect of Self-Concept on Consumer Perceived Value (H2)

Self-concept has a positive and significant effect on consumer perceived value. indicated by an original sample value of 0.390, T-statistic  $3.833 > 1.971$  and P-value  $0.000 < 0.05$ . This suggests that the greater the alignment between consumers' self-image and sustainable fashion products, the higher the perceived value. This result is consistent with Rahma et al. (2023), who found that self-concept plays an important role in shaping how individuals evaluate products.

### 3. The Effect of Consumer Perceived Value on Sustainable Fashion Purchase Intention (H3)

Consumer perceived value has a positive and significant effect on sustainable fashion purchase intention. indicated by an original sample value of 0.383, T-statistic  $3.330 > 1.971$  and P-value  $0.001 < 0.05$ . The greater the value consumers perceive in sustainable fashion products, the stronger their purchase intention. These findings are reinforced by Apupianti et al. (2019) and Nur & Tofan (2023).

### 4. The Effect of Fashion Lifestyle on Sustainable Fashion Purchase Intention (H4)

Fashion lifestyle has a positive and significant effect on sustainable fashion purchase intention. indicated by an original sample value of 0.198, T-statistic  $2.095 > 1.971$  and P-value  $0.036 < 0.05$ . Fashion-oriented consumers are more likely to intend to purchase sustainable fashion products. This result is supported by Kamrul (2022).

### 5. The Effect of Self-Concept on Sustainable Fashion Purchase Intention (H5)

Self-concept has a positive and significant effect on sustainable fashion purchase intention. indicated by an original sample value of 0.285, T-statistic  $2.882 > 1.971$  and P-value  $0.004 < 0.05$ . The stronger the consumers' self-concept, the greater their intention to purchase sustainable fashion. This result is in line with Arafah (2024).

### 6. The Mediating Effect of Consumer Perceived Value on Fashion Lifestyle and Sustainable Fashion Purchase Intention (H6)

Consumer perceived value significantly mediates the relationship between fashion lifestyle and sustainable fashion purchase intention. indicated by an original sample value of 0.162, T-statistic  $2.371 > 1.971$  and P-value  $0.018 < 0.05$ . Consumers with a fashion-oriented lifestyle tend to perceive greater value in sustainable products, which subsequently increases purchase intention. This finding is consistent with Nugroho (2024).

### 7. The Mediating Effect of of Consumer Perceived Value on Self-Concept and Sustainable Fashion Purchase Intention (H7)

Consumer perceived value also significantly mediates the relationship between self-concept and sustainable fashion purchase intention. indicated by an original sample value of 0.149, T-

statistic  $2.525 > 1.971$  and P-value  $0.012 < 0.05$ . This suggests that a strong self-concept enhances perceived value, which in turn strengthens purchase intention. This result is supported by Efendi & Andriani (2023).

## **CONCLUSIONS AND SUGGESTIONS**

### **Conclusions**

1. Fashion lifestyle has a positive and significant effect on consumer perceived value.
2. Self-concept also has a positive and significant effect on consumer perceived value.
3. Consumer perceived value has a positive and significant effect on sustainable fashion purchase intention.
4. Fashion lifestyle has a positive effect on sustainable fashion purchase intention.
5. Self-concept has a positive effect on sustainable fashion purchase intention.
6. Consumer perceived value mediates the relationship between fashion lifestyle and sustainable fashion purchase intention.
7. Consumer perceived value mediates the relationship between self-concept and sustainable fashion purchase intention.

### **Suggestions**

#### **For the sustainable fashion industry**

1. Fashion Lifestyle (FL5): Consumer budget allocation remains low; therefore, competitive pricing strategies, product variety, and attractive promotions are needed.
2. Self-Concept (SC1): Consumers lack confidence in evaluating their appearance; thus, educational campaigns, style consultations, and mix-and-match fashion inspirations are recommended.
3. Consumer Perceived Value (CPV2): Consumers doubt the alignment between price and quality; hence, transparency regarding materials, production processes, and product advantages is necessary.
4. Sustainable Fashion Purchase Intention (SF4): Attention to product safety remains low; therefore, quality assurance, safety certifications, and consumer education about the benefits of safe fashion are essential.

#### **For future researchers**

1. The inclusion of additional variables, namely brand image, environmental concern, and subjective norm, is recommended to enhance the comprehensiveness of the research model.
2. Expanding the research scope to different platforms and respondent regions is necessary to obtain more representative results.

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