Eco-Fashion: An Eco-Friendly Lifestyle Trend

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Abstract: This research examines the phenomenon of eco-fashion as an eco-friendly lifestyle trend and its impact on the fashion industry and consumer behaviour. With a desk research method, this study analyzes literature from various relevant academic sources, including journals, books, and industry reports, to understand eco-fashion's development and challenges. The results show that eco-fashion has become essential in the global effort to create a more sustainable fashion industry, driven by increasing consumer awareness of conventional fashion's environmental and social impacts. Despite challenges such as higher prices and lack of clear certification standards, technological innovation and changes in consumer behaviour provide hope for the future growth of eco-fashion. The research also highlights the importance of sustainable business models such as slow fashion and circular economy in reducing the fashion industry's negative environmental impact. In conclusion, eco-fashion has excellent potential to redefine the fashion industry in the future, with continued support from government, industry and consumers, as well as further research and innovation to overcome existing barriers

Kata kunci: eco-fashion, lifestyle trend, environmentally friendly

INTRODUCTION

Mythology has long been an integral part of human culture, connecting humans with the universe, gods, and supernatural entities. Eco-fashion, or eco-friendly fashion, has become an increasingly prominent phenomenon in the global fashion industry, driven by a growing awareness of the industry's environmental impact. This trend includes organic and recycled materials and involves significant changes in supply chains and business models to reduce negative environmental impacts and increase social sustainability. Awareness of the importance of sustainable fashion has brought about a paradigm shift in how consumers and producers view and interact with fashion. As part of the circular economy concept, eco-fashion seeks to keep textiles and clothing in a longer cycle of use and reduce the waste generated by the industry (Matušovičová, 2020).

The conventional fashion industry is recognized as one of the most significant contributors to pollution in the world, second only to the petroleum industry, responsible for the use of large amounts of water, environmental pollution through harmful chemicals, and the production of significant textile waste (Niinimäki et al., 2020). In this context, eco-fashion is emerging as a more responsible and sustainable alternative to reduce the environmental impact of fashion production and consumption. One of the strategies used in reducing harmful chemicals is utilizing organic fibres that are environmentally friendly and safer for workers and consumers (Wagner et al., 2018).

In addition, eco-fashion includes business models that focus on slowing down production and consumption, known as slow fashion. Slow fashion emphasizes the importance of quality over quantity, extending clothing life and reducing the cycle of rapid and unsustainable consumption (Jung & Jin, 2014). The concept also includes efforts to educate consumers on the importance of choosing products that are not only aesthetically pleasing but also ethical and environmentally friendly. This increased awareness has prompted many consumers to consider environmental and social aspects in purchasing decisions (Grieco et al., 2023).

In the process, eco-fashion also highlights the importance of social responsibility, especially in ensuring fair and safe working conditions for workers throughout the fashion industry supply

chain. The conventional fashion industry is often criticized for labour exploitation, especially in developing countries, where workers frequently receive low wages and work inhumanely (Ilić-Kosanović & Ilić, 2021). Eco-fashion seeks to change this practice by implementing high ethical standards throughout its supply chain, including paying living wages, guaranteeing workers' rights, and a safe working environment that supports their well-being (Ceppa, 2014).

Furthermore, eco-fashion also promotes the circular economy, where textile waste is transformed into new products with higher value. This process reduces the amount of waste going into landfills and gives a second chance to materials previously considered waste (Vets et al., 2017). As such, eco-fashion supports the broader concept of sustainability, both in environmental terms and socially and economically.

In recent years, more and more fashion brands have begun to turn to more environmentally friendly practices, seeing eco-fashion as a temporary trend and as the future of a sustainable fashion industry (Pal & Gander, 2018). This shift shows that eco-fashion is an alternative and a necessary evolution for a better future. These brands are innovating in terms of design, materials, and business models to create products that are not only aesthetically appealing but also environmentally responsible (Peleg et al., 2022).

Overall, eco-fashion represents a paradigm shift in the fashion industry. It is about following trends and making conscious and responsible choices towards the environment and society. By adopting eco-fashion principles, we support environmental sustainability and contribute to creating a more just and humane fashion industry (Youn & Jung, 2021). As consumers, we have the power to drive this change through our choices, and with the growing number of sustainable fashion options, there has never been a better time to start the journey towards a greener lifestyle (Awasthi & Swami, 2023).

METHOD

The desk research method used in this study focuses on collecting and analyzing relevant literature to understand the phenomenon of eco-fashion as an eco-friendly lifestyle trend. The research involved identifying and evaluating academic sources, such as journals, books, articles, and industry reports related to eco-fashion. Data was collected through various academic databases, including Scopus, Google Scholar, and ProQuest, to ensure a broad coverage of the available literature. The literature selection process was conducted by considering the relevance, validity and contribution of the sources to the understanding of the concept of eco-fashion, as well as recent developments in the sustainable fashion industry. In addition, keywords such as "eco-fashion," "sustainable fashion," "environmental impact of fashion industry," and "ethical fashion" were used to narrow down the literature search appropriate to the research topic.

Once the literature was collected, a content analysis was conducted to identify key themes and emerging trends in eco-fashion. This analysis included critically evaluating the approaches adopted by previous studies and identifying any research gaps that may exist. This desk research method also considered the various perspectives and theoretical approaches used in previous studies to provide a comprehensive picture of eco-fashion and its implications for the environment and society. The results of this analysis were used to build a solid theoretical foundation for understanding how eco-fashion is evolving as a response to the environmental challenges faced by the fashion industry, as well as to identify areas that require further research. As such, this desk research provides a deep insight into the topic at hand and serves as a basis for further studies in eco-fashion.

RESULTS AND DISCUSSION
The Effect of Eco-Fashion on Consumption and Environmental Awareness

Eco-fashion has become a driving force in changing consumer perceptions of consumption and environmental awareness. This change is driven by an increased understanding of the conventional fashion industry's negative environmental impact, such as high-water usage and pollution from harmful chemicals. According to Niinimäki et al. (2020), the

traditional fashion industry has a very significant environmental impact, and this has encouraged consumers, particularly Generation Z, to be more aware of the impact of their fashion choices and more likely to support brands that adopt environmentally friendly practices. Research by Grieco et al. (2023) shows that younger generations, especially Generation Z, are increasingly aware of the importance of sustainability and are more interested in products that have ecolabels and are produced using sustainable methods. This awareness is also supported by the increasing use of social media as a vital tool in disseminating information about eco-fashion, where many consumers get information about green fashion practices through platforms such as Instagram and Twitter (Youn & Jung, 2021).

However, despite increased awareness, research shows that most consumers still need help fully adopting eco-fashion, mainly related to higher prices and the perception that eco-friendly products are of lower quality (Tran et al., 2022). In Indonesia, research conducted by Saepudin et al. (2023) showed that although there is a growing interest in green fashion products, the perception of price is still a significant barrier for consumers to switch to such products entirely. It is in line with findings from other studies, which state that price and availability of green products are the main factors influencing consumer purchasing decisions (Komara & Yuliati, 2023).

In addition, the issue of greenwashing, where fashion companies claim their products are environmentally friendly without solid evidence, is also a significant concern. Research in Indonesia by Isharyadi et al. (2022) revealed that consumers are increasingly aware of greenwashing practices and have begun seeking legitimate ecolabel certification to ensure their products are truly environmentally friendly. According to a study by Andria et al. (2023), ecolabels and green marketing strategies significantly affect consumer satisfaction with sustainable fashion products in Indonesia. Still, it is also accompanied by the awareness that not all products labelled as environmentally friendly meet the expected standards.

In addition, social media has become an essential tool in influencing consumer perceptions of eco-fashion. Research by Zaelani and Chaldun (2021) shows that Instagram Ads and celebrity endorsements have positively influenced consumer purchase intentions for eco-friendly fashion products in Indonesia. It indicates that social media is a platform for information dissemination and an effective marketing tool for influencing consumer behaviour. However, although these strategies effectively raise awareness and interest, there still needs to be a gap between consumers' environmental awareness and actual purchase behaviour, especially in the Indonesian market.

This growing awareness is also reflected in consumer attitudes towards fashion brands that promote sustainability. Mandarić et al. (2022) found that consumers favour brands prioritizing sustainability and social responsibility. However, this has not fully translated into consistent purchasing behaviour. It suggests a gap between positive attitudes towards eco-fashion and actual purchase decisions, often influenced by price and product accessibility factors. In Indonesia, a study by Nurzaman and Herdiani (2023) showed that religiosity factors could also influence purchase intentions of sustainable fashion products,

In addition, research by Hoei et al. (2022) highlighted the importance of knowledge about ecolabels and green products in shaping green attitudes, especially among Generation Z in Indonesia. This research shows that increased knowledge about ecolabels and green products can increase consumers' purchase intention towards sustainable fashion. However, challenges such as greenwashing still need to be addressed to ensure consumers can make decisions that genuinely support sustainability.

On the other hand, social status and eco-friendly self-concept also play an essential role in influencing consumers' purchasing decisions towards sustainable fashion products. Research by Komara and Yuliati (2023) found that social status and eco-friendly self-concept positively influence subjective norms and perceived behavioural control, influencing consumers' purchase intention towards sustainable fashion products in Indonesia. It suggests that psychological and social factors must also be

considered when developing marketing strategies for sustainable fashion products.

Despite the challenges, the potential for eco-fashion to become mainstream in the fashion industry remains strong, especially in emerging markets such as Indonesia. Further research is needed to identify the best strategies fashion companies can adopt to support eco-fashion growth and overcome existing barriers. Support from the government, industry and consumers is also vital to ensure that eco-fashion can play a more significant role in creating a more sustainable and responsible fashion industry.

Economic and Social Impact of Eco-Fashion

Eco-fashion focuses not only on environmental aspects but also includes broader economic and social impacts. One of the critical impacts of adopting eco-fashion is improving working conditions and wages across the fashion industry supply chain. The traditional fashion industry has often been criticized for labour exploitation, especially in developing countries, where workers usually face low wages and inhumane working conditions (Ilić-Kosanović & Ilić, 2021). By shifting to more ethical practices, eco-fashion seeks to improve these conditions by ensuring that workers earn a decent wage and work in a safe environment. For example, research in Indonesia shows that eco-fashion initiatives have started to be integrated into the garment industry to improve workers' welfare. However, it still faces challenges in terms of implementation and high costs (Palgunadi et al., 2022).

In addition, eco-fashion also encourages the adoption of more economically sustainable business models. Business models such as slow fashion emphasize quality over quantity and support prolonged use, helping to reduce waste and extend product life cycles (Jung & Jin, 2014). In Indonesia, various fashion brands implement the circular economy concept by utilizing textile waste in new products to reduce their environmental impact. A study by Harsanto (2020) revealed that eco-innovation in Indonesia, although still in its early stages, shows great potential to create a more sustainable business model (Harsanto, 2020). This circular economy model helps manage waste and creates new economic opportunities by turning waste into valuable resources.

Adopting eco-fashion also positively impacts society through increased awareness of the importance of responsible consumption practices. Research shows that consumers who engage in eco-fashion practices tend to be more aware of the environmental impact of their decisions and are more likely to support ethically produced products (Timokhovich et al., 2023). Indonesia's increasing consumer interest in eco-friendly fashion products, especially the younger generation, is increasingly concerned about sustainability and ethical products (Hoei et al., 2022). It also contributes to the increasing demand for locally produced products, which can support local economies and reduce the carbon footprint generated by long-distance transportation of products (Kim & Oh, 2020).

Furthermore, adopting eco-fashion in Indonesia is also associated with increased participation in local economic activities and strengthened international competitiveness. The study by Sinurat (2023) shows that Indonesia's fashion and design industry has significant socio-economic impacts, including increased employment opportunities and improved living standards, partly driven by adopting eco-friendly practices (Sinurat, 2023). In addition, government involvement in encouraging eco-fashion innovation through policy and regulatory support is also essential for economic sustainability. According to Firman et al. (2022), eco-innovation policies supported by the government, such as in the sustainable tourism sector, can be applied to the fashion sector to foster more sustainable and globally competitive growth (Firman et al., 2022).

However, challenges still need to be addressed, especially regarding the cost and complexity of implementing green business models. Research by Pratiwi, Meutia, and Syamsurijal (2020) shows that although the adoption of environmental management accounting (EMA) can improve corporate sustainability, there are still many companies in the textile and garment sector that have not fully implemented this practice due to high costs and lack of technical support (Pratiwi et al., 2020). Therefore, collaborative efforts between the government, private sector, and society are

needed to encourage wider adoption of sustainable eco-fashion in Indonesia.

Overall, the adoption of eco-fashion in Indonesia shows a significant impact not only on the environment but also on social and economic aspects. With the proper policy support and increased public awareness, eco-fashion has excellent potential to become a key pillar in Indonesia's sustainable economic development. Further research and innovations in business models and eco-technologies are needed to overcome the existing challenges and maximize the benefits of eco-fashion for all stakeholders.

Challenges in Eco-Fashion Implementation

While eco-fashion offers many benefits, many challenges must be overcome to encourage wider adoption, particularly in Indonesia. One of the main challenges is the consumer perception that eco-fashion products are more expensive and of less quality than conventional fashion products. Studies show that despite a growing awareness of the importance of sustainability, many consumers still need to be more hesitant to switch to eco-fashion due to concerns about price and quality. Farzin et al. (2023) point out that the higher cost of eco-fashion products can be a significant barrier for consumers, especially in developing countries such as Indonesia, where people's purchasing power tends to be lower (Farzin et al., 2023). This forces fashion brands to focus on sustainability, improving quality, and lowering product costs to make them more affordable.

In addition, the need for uniform standards for certification and labelling eco-fashion products is also a barrier for consumers to make informed decisions. Many consumers feel they need clarification on various ecolabels and claims that often have no clear basis. Isharyadi et al. (2022) highlighted that Indonesia urgently needs to develop more transparent and trustworthy certification standards to assist consumers in making better purchasing decisions (Isharyadi et al., 2022). This uniform standard will also reduce greenwashing practices, where companies claim their products are environmentally friendly without solid evidence, which can mislead consumers.

Another challenge concerns the infrastructure and technology required to support eco-fashion production. Many small and medium-sized enterprises (MSMEs) need help accessing the technology and resources required to produce eco-friendly products. Research by Lennan et al. (2021) shows that despite the intention to adopt eco-friendly practices in Indonesia, more infrastructure and technology support are needed for MSMEs in the textile and garment sector (Lennan et al., 2021). Therefore, there is an urgent need for support from the government and financial institutions to assist these firms in adopting more sustainable practices.

Not only that, but other studies have revealed that consumers' need for understanding and knowledge about eco-fashion products is also a big challenge. Komara and Yuliati (2023) stated that despite the increasing awareness about sustainability, there are still many consumers who need more knowledge about the benefits and advantages of eco-fashion products, which in turn affects their purchasing decisions (Komara & Yuliati, 2023). It shows the importance of consumer education and effective marketing campaigns to increase understanding and awareness about eco-fashion.

On the other hand, research by Andria et al. (2023) emphasized the importance of using marketing strategies that focus on the green marketing mix to increase the attractiveness of eco-fashion products. They found that green promotion and timeless design can increase consumer satisfaction with sustainable fashion products (Andria et al., 2023). This strategy is essential to overcome the barriers of consumer perception of the quality and price of eco-fashion products.

Overall, to encourage wider adoption of eco-fashion in Indonesia, a multidimensional approach involves improving product quality, lowering prices, developing clear certification standards, improving infrastructure and technology, and effective consumer education. With support from various parties, including the government, industry, and consumers, eco-fashion can develop into the mainstream of Indonesia's fashion industry and contribute to

the country's environmental and economic sustainability.

Future Prospects of Eco-Fashion

Despite significant challenges, the prospects for eco-fashion look bright, especially in Indonesia, where global awareness of climate change and the importance of sustainability is increasing. Research by Oborska et al. (2021) shows that eco-fashion is expected to grow and become mainstream in the fashion industry as consumers become more aware of environmental issues (Oborska et al., 2021). In Indonesia, major companies such as H&M and Zara have started adopting eco-friendly practices to attract consumers who are increasingly concerned about environmental issues. According to research by Kim & Oh (2020), this step is an essential strategy for strengthening the brand image and attracting younger consumers who are more environmentally conscious (Kim & Oh, 2020).

In addition, technological innovations in materials and production also play an essential role in supporting the growth of eco-fashion in Indonesia. Research shows that eco-friendly materials such as organic fibres and recycled and plant-based materials are gaining popularity among designers and manufacturers. Pashkevych et al. (2020) highlighted that this trend reduces environmental impact and improves production efficiency and final product quality (Pashkevych et al., 2020). In addition, the adoption of more efficient and environmentally friendly production technologies, such as zero-waste cutting and low carbon emission production, is expected to be a significant trend in the next few years, as pointed out by Jalil (2022) in his research on eco-fashion design (Jalil, 2022).

On the other hand, changes in consumer behaviour also play an essential role in driving eco-fashion growth. Studies show that consumers are increasingly interested in buying products that are not only environmentally friendly but also have high social value, such as products that support local communities or are produced with high ethical standards. Research by Lee (2021) confirms that this trend is expected to continue to increase as consumers become more aware of the importance of responsible and sustainable consumption practices (Lee, 2021). In Indonesia, consumers increasingly demand transparency from fashion brands, especially regarding ethical and environmentally friendly production practices, as found in research by Pamudyarini (2021), who examined consumer behaviour in the era of Society 5.0 (Pamudyarini, 2021).

Despite the challenges, eco-fashion has excellent potential to create a more sustainable and responsible fashion industry in Indonesia. Support from the government, industry and consumers is crucial to ensure the success of this initiative. Research by Putri & Irfany (2023) highlights the importance of collaboration between the public and private sectors in developing effective strategies to support eco-fashion growth in Indonesia (Putri & Irfany, 2023). In addition, investment in research and development (R&D) and increased access to eco-friendly technologies will be vital in overcoming existing barriers and accelerating the widespread adoption of eco-fashion.

CONCLUSION

Eco-fashion has become more than just a trend; it has become an integral part of the global effort to create a more sustainable and responsible fashion industry. Consumer awareness of fashion's environmental and social impacts has driven the adoption of eco-friendly and ethical products, especially among the younger generation. Although there are still challenges, such as higher prices and lack of clear certification standards, technological advances and changing consumer behaviour provide hope that eco-fashion will continue to grow. Sustainability-focused business models, such as slow fashion and circular economy, are essential in reducing environmental impact and improving social welfare. With continued support from government, industry and consumers, eco-fashion has excellent potential to redefine the fashion industry and drive broader positive change in society, creating a balance between aesthetics, ethics and environmental sustainability. Further research and innovation will be vital in overcoming existing barriers and accelerating eco-fashion adoption globally.

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