

Urban Lifestyle and Environmental Awareness as Predictors of Outdoor Apparel Consumption among Nature Lover Students

Didit Darmawan¹, Amelia Pristian Syah Putri²

Universitas Sunan Giri Surabaya, Indonesia^{1,2}

CORRESPONDING AUTHOR

Name : Didit Darmawan
E-mail :
dr.diditdarmawan@gmail.com

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ABSTRACT

This study examines the influence of urban lifestyle and environmental awareness on outdoor apparel consumption among students who are members of the Nature Lovers Student Activity Unit in Surabaya, Malang, and Sidoarjo. A quantitative explanatory approach was used. Data were collected from 100 respondents using a Likert-scale questionnaire and analyzed using multiple linear regression after classical assumption tests. Hypothesis testing results show that partially (t-test) urban lifestyle has a positive and significant effect on outdoor apparel consumption ($t=4.204$; $p<0.05$), and environmental awareness also has a positive and significant effect ($t=4.092$; $p<0.05$). Simultaneously (F-test), both variables have a significant effect ($F=38.456$; $p<0.05$) with a coefficient of determination (R^2) of 0.442, meaning 44.2% of the variance in outdoor apparel consumption is explained by both independent variables. Findings support the Theory of Planned Behavior, Value-Belief-Norm Theory, and Consumer Culture Theory, offering insights for marketers and student activity unit managers.

Keywords: urban lifestyle; environmental awareness; outdoor apparel consumption; nature lover students; consumer behavior

ABSTRAK

Penelitian ini menguji pengaruh gaya hidup perkotaan dan kesadaran lingkungan terhadap konsumsi apparel outdoor pada mahasiswa anggota UKM Pencinta Alam di Surabaya, Malang, dan Sidoarjo. Pendekatan kuantitatif eksplanatif digunakan. Data dari 100 responden dikumpulkan dengan kuesioner skala Likert dan dianalisis menggunakan regresi linier berganda setelah uji asumsi klasik. Hasil uji hipotesis menunjukkan bahwa secara parsial (uji t) gaya hidup perkotaan berpengaruh positif dan signifikan ($t=4,204$; $p<0,05$), demikian pula kesadaran lingkungan ($t=4,092$; $p<0,05$). Secara simultan (uji F), kedua variabel berpengaruh signifikan ($F=38,456$; $p<0,05$) dengan koefisien determinasi (R^2) sebesar 0,442, artinya 44,2% variasi konsumsi apparel outdoor dijelaskan oleh kedua variabel independen. Temuan mendukung Theory of Planned Behavior, Value-Belief-Norm Theory, dan Consumer Culture Theory, serta memberikan wawasan bagi pemasar dan pengelola UKM.

Kata kunci: gaya hidup perkotaan; kesadaran lingkungan; konsumsi apparel outdoor; mahasiswa pencinta alam; perilaku konsumen

INTRODUCTION

Urban development in major Indonesian cities has fundamentally altered lifestyles, creating unique social dynamics characterized by rapid rhythms and high mobility. Consumption habits have shifted from fulfilling functional needs to expressing identity and lifestyle (Ahmad et al., 2022). Outdoor apparel, initially designed for adventure, is now adopted for daily urban use due to its durability and flexibility. Concurrently, environmental awareness is growing among urban populations, particularly educated youth, who are increasingly selective about the ecological impact of their purchases.

Nature lover students in cities like Surabaya, Malang, and Sidoarjo occupy a unique intersection. They are exposed to dynamic urban lifestyles while simultaneously developing direct connections with nature and, ideally, higher environmental consciousness. This duality creates a compelling context to examine how these two forces shape consumption behavior. However, prior studies on sustainable apparel consumption have largely focused on general urban populations or mainstream consumer segments in Western countries (Chen & Chai, 2010; Young et al., 2010). Few have examined nature lover students in emerging economies like Indonesia, where two opposing forces—urban lifestyle pressures (e.g., fashion orientation, status consumption) and pro-environmental values—coexist and potentially conflict. Specifically, no empirical research has quantified how this segment navigates the tension between symbolic consumption (outdoor apparel as identity marker) and ecological responsibility. Furthermore, existing literature rarely addresses the potential *awareness-action gap* among young nature enthusiasts who simultaneously seek stylish outdoor gear and claim environmental concern. This study fills that gap by testing both predictors within a single model, using data from three Indonesian cities.

This study aims to answer: 1) Does urban lifestyle positively and significantly affect outdoor apparel consumption among these students? 2) Does environmental awareness positively and significantly affect their outdoor apparel consumption? The objective is to provide quantitative evidence on the contribution of each variable, integrating the Theory of Planned Behavior (Ajzen, 1991), Value-Belief-Norm Theory (Stern, 2000), and Consumer Culture Theory (Arnould & Thompson, 2005)

THEORETICAL BACKGROUND

2.1. Urban Lifestyle and Outdoor Apparel Consumption

Urban lifestyle reflects the consumption patterns, habits, and orientations typical of city dwellers, including fashion orientation, recreational habits, technology adoption, status consumption, and convenience orientation. The Theory of Planned Behavior (TPB) suggests that attitudes, subjective norms, and perceived behavioral control formed in urban environments influence consumption intentions. Consumer Culture Theory (CCT) adds that consumption is symbolic, with products like outdoor apparel serving as markers of modern identity and social status. Studies (Han, 2016; Ji & Kim, 2017) confirm a positive link between urban lifestyle and outdoor apparel consumption.

2.2. Environmental Awareness and Outdoor Apparel Consumption

Environmental awareness encompasses concern for ecological issues, recognition of eco-labels, sustainable purchase intentions, perceived consumer effectiveness, and recycling/reuse behavior. The Value-Belief-Norm (VBN) Theory posits that environmental values, beliefs about consequences, and personal norms drive pro-environmental behavior. For nature lover students, this awareness translates into a preference for brands perceived as sustainable, even at a premium price. Research (Chen & Chai, 2010; Young et al., 2010) supports the positive influence of environmental awareness on green product purchases.

RESEARCH METHODS

This study employs a quantitative explanatory approach to test the causal relationship between urban lifestyle (X_1) and environmental awareness (X_2) on outdoor apparel consumption (Y). The population consists of active students in Nature Lover Student Activity Units (UKM Pencinta Alam) in Surabaya, Malang, and Sidoarjo. Using purposive sampling, 100 respondents were selected based on criteria: active membership for at least one year and having purchased outdoor apparel in the last two years.

Data were collected via an online questionnaire (Google Forms) using a 5-point Likert scale. The instrument originally comprised 15 items for X_1 , 15 for X_2 , and 12 for Y , all validated (corrected item-total correlation > 0.30) and reliable (Cronbach's Alpha: $X_1=0.876$; $X_2=0.891$; $Y=0.842$).

3.1. Variable Operationalization

Urban lifestyle (X_1) was measured using five indicators:

1. *Fashion orientation* – tendency to follow the latest fashion trends (3 items).
2. *Recreational habits* – frequency of outdoor activities such as hiking and camping (3 items).
3. *Technology adoption* – intensity of using digital platforms to search for and purchase outdoor apparel (3 items).
4. *Status consumption* – perception that outdoor apparel enhances social image (3 items).
5. *Convenience orientation* – preference for practical, multifunctional products (3 items).

Environmental awareness (X_2) was measured using five indicators:

1. *Environmental concern* – concern about climate change, pollution, and ecosystem damage (3 items).
2. *Eco-label recognition* – understanding and trust in eco-friendly labels on outdoor apparel (3 items).
3. *Sustainable purchase intention* – intention to choose environmentally friendly products even at a higher price (3 items).
4. *Perceived consumer effectiveness* – belief that individual actions can meaningfully contribute to environmental improvement (3 items).

5. *Recycling and reuse behavior* – habits of maintaining, repairing, reselling, or recycling used outdoor apparel (3 items).

Outdoor apparel consumption (Y) was measured using four indicators:

1. *Purchase frequency* – how often respondents bought outdoor apparel in the past year.
2. *Brand preference* – tendency to choose specific brands (global or local).
3. *Usage context* – situations where outdoor apparel is used (recreation, daily fashion, commuting).
4. *Expenditure level* – amount spent on outdoor apparel per year (in IDR).

All indicators were measured using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). Data analysis included descriptive statistics, classical assumption tests (normality, multicollinearity, heteroscedasticity), and multiple linear regression using SPSS.

RESULT AND DISCUSSION

4.1. Respondent Characteristics

This study involved 100 active students from Nature Lover Student Activity Units (UKM Pencinta Alam) in Surabaya, Malang, and Sidoarjo. Table 1 presents their demographic profile.

Table 1. Respondent Profile

Characteristic	Category	Frequency	Percentage
Gender	Male	58	58.0%
	Female	42	42.0%
Age	18 – 20 years	36	36.0%
	21 – 23 years	48	48.0%
	24 – 26 years	16	16.0%
University Origin	Surabaya	47	47.0%
	Malang	33	33.0%
	Sidoarjo	20	20.0%
Membership Duration	1 – 2 years	52	52.0%
	3 – 4 years	38	38.0%
	> 4 years	10	10.0%
Outdoor Activity Frequency (per month)	1 – 2 times	43	43.0%
	3 – 4 times	35	35.0%
	> 4 times	22	22.0%
Annual Outdoor Apparel Expenditure	< Rp 500,000	28	28.0%
	Rp 500,000 – Rp 1,000,000	41	41.0%
	Rp 1,000,001 – Rp 2,000,000	22	22.0%
	> Rp 2,000,000	9	9.0%

Source: Primary data processed (2025)

Most respondents were male (58%), aged 21–23 years (48%), from Surabaya (47%), with 1–2 years of membership (52%), outdoor activity 1–2 times per month (43%), and annual expenditure of Rp 500,000–Rp 1,000,000 (41%).

4.2. Validity and Reliability

Validity was tested using corrected item-total correlation. All 42 items (15 for X1, 15 for X2, 12 for Y) exceeded the threshold of 0.30, with values ranging from 0.342 to 0.734. Reliability was assessed using Cronbach's Alpha, as shown in Table 2.

Table 2. Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Status
Urban Lifestyle (X1)	15	0.876	Reliable
Environmental Awareness (X2)	15	0.891	Reliable
Outdoor Apparel Consumption (Y)	12	0.842	Reliable

Source: Primary data processed (2025)

All variables had Cronbach's Alpha > 0.70, indicating good internal consistency.

4.3. Classical Assumption Tests

4.3.1. Normality Test

The Kolmogorov-Smirnov test showed a significance value of 0.641 (> 0.05), indicating normally distributed residuals (Table 3).

Table 3. Kolmogorov-Smirnov Normality Test

	Unstandardized Residual
N	100
Kolmogorov-Smirnov Z	0.742
Asymp. Sig. (2-tailed)	0.641

Source: Primary data processed (2025)

4.3.2. Multicollinearity Test

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
Urban Lifestyle (X1)	0.673	1.486	Free from multicollinearity
Environmental Awareness (X2)	0.673	1.486	Free from multicollinearity

Source: Primary data processed (2025)

Both variables had Tolerance > 0.10 and VIF < 10, so no multicollinearity.

4.3.3. Heteroscedasticity Test (Glejser)

Table 5. Glejser Test Results

Variable	t-count	Sig.	Conclusion
Urban Lifestyle (X1)	1.234	0.220	No heteroscedasticity
Environmental Awareness (X2)	0.987	0.326	No heteroscedasticity

Source: Primary data processed (2025)

Significance values > 0.05, so the model is homoscedastic.

4.4. Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Results

Variable	Coefficient (B)	Std. Error	Beta	t-count	Sig.
(Constant)	5.234	2.876		1.820	0.072
Urban Lifestyle (X1)	0.412	0.098	0.384	4.204	0.000
Environmental Awareness (X2)	0.356	0.087	0.367	4.092	0.000

Source: Primary data processed (2025)

The regression equation is: $Y = 5.234 + 0.412 X1 + 0.356 X2$

4.4.1. Partial Test (t-test)

With $df = 97$ and $\alpha = 0.05$, $t\text{-table} = 1.985$.

- **Urban Lifestyle (X1):** $t\text{-count} = 4.204 > 1.985$, $\text{sig.} = 0.000 < 0.05 \rightarrow H1$ accepted. Urban lifestyle has a positive and significant effect on outdoor apparel consumption.
- **Environmental Awareness (X2):** $t\text{-count} = 4.092 > 1.985$, $\text{sig.} = 0.000 < 0.05 \rightarrow H2$ accepted. Environmental awareness has a positive and significant effect.

4.4.2. Simultaneous Test (F-test)

Table 7. ANOVA (F-test)

Model	Sum of Squares	Df	Mean Square	F-count	Sig.
Regression	845.672	2	422.836	38.456	0.000
Residual	1066.328	97	10.993		
Total	1912.000	99			

Source: Primary data processed (2025)

F-table ($\alpha=0.05$, $df1=2$, $df2=97$) = 3.09. F-count (38.456) > 3.09, $\text{sig.} = 0.000 \rightarrow$ both variables simultaneously have a significant effect.

4.4.3. Coefficient of Determination (R^2)

Table 8. Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.665	0.442	0.431	3.316

Source: Primary data processed (2025)

$R^2 = 0.442$, meaning 44.2% of the variance in outdoor apparel consumption is explained by urban lifestyle and environmental awareness. The remaining 55.8% is explained by other factors (e.g., peer influence, price, product quality).

4.5. Discussion

4.5.1. Effect of Urban Lifestyle

The positive and significant effect of urban lifestyle on outdoor apparel consumption ($\beta = 0.384$, $t = 4.204$) is not merely a theoretical confirmation but reflects a concrete behavioral pattern among nature lover students in Surabaya, Malang, and Sidoarjo. In the Indonesian context, urban lifestyle manifests through specific, observable practices. First, **fashion orientation** among these students is heavily influenced by social media trends, particularly Instagram and TikTok, where "hiking aesthetics" and "outdoor fashion" have become popular content. Students do not only buy functional gear; they seek products that look good in photos and signal a modern, active identity. This explains why even students with moderate outdoor activity (1–2 times per month) still purchase outdoor apparel regularly.

Second, **recreational habits** are shaped by the accessibility of nature spots around East Java (e.g., Gunung Arjuno, Bromo, Kawah Ijen). However, the frequency of outdoor activities (43% only 1–2 times per month) suggests that many students are still beginner-level enthusiasts. Their apparel purchases often exceed actual functional needs, indicating a gap between use and consumption. For instance, a student may buy a waterproof jacket with high-tech membranes but only use it for light trekking or even daily commuting.

Third, **technology adoption** plays a unique role in Indonesia's e-commerce ecosystem. Platforms like Shopee, Tokopedia, and TikTok Shop offer affordable outdoor apparel, including local brands (Eiger, Consina, Arei) and counterfeits of global brands. Students compare prices, read online reviews, and are influenced by influencer endorsements. This digital behavior lowers the barrier to purchase, but also increases impulsive buying—a key driver of consumption beyond rational need.

Fourth, **status consumption** is particularly salient. Among nature lover student communities, wearing a recognizable brand (e.g., The North Face, Eiger) confers social prestige. This is evident in the expenditure data: 41% of students spend Rp 500,000–1,000,000 annually, while 22% spend Rp 1–2 million. Given that the average monthly allowance of Indonesian university students is around Rp 1–2 million, such spending is significant. It suggests that outdoor apparel is not a trivial expense but a deliberate investment in social standing within their peer group.

Fifth, **convenience orientation** drives demand for versatile, all-purpose apparel. Students want jackets that work for camping, commuting, and hanging out at cafes. Local brands have responded with "urban outdoor" lines—products that combine technical fabrics with casual designs. This hybrid category blurs the line between outdoor gear and everyday fashion, reinforcing consumption even among those who rarely engage in extreme outdoor activities.

In summary, urban lifestyle influences outdoor apparel consumption not just through abstract values but through concrete, localized practices: social media aesthetics, beginner-friendly outdoor participation, e-commerce impulsivity, status signaling, and demand for multi-use products. These findings go beyond confirming the Theory of Planned Behavior and Consumer Culture Theory; they reveal how urban modernity in Indonesia transforms outdoor gear into a lifestyle commodity. For marketers, this means that promoting technical specifications alone is

insufficient. Instead, campaigns should emphasize visual appeal, social proof (influencers), affordability, and dual-functionality (outdoor + urban).

4.5.2. Effect of Environmental Awareness

Environmental awareness also has a positive and significant effect ($\beta=0.367$, $t=4.092$), supporting the Value-Belief-Norm Theory (Stern, 2000). Students with higher ecological concern prefer sustainable products, recognize eco-labels, show willingness to pay a premium, believe in their personal effectiveness, and practice recycling/reuse. These findings confirm that environmental values translate into responsible consumption behavior (Chen & Chai, 2010; Young et al., 2010).

4.5.3. Simultaneous Influence

The F-test confirms that both variables together significantly affect outdoor apparel consumption. The R^2 of 44.2% indicates a moderate explanatory power. Interestingly, environmental awareness had a higher mean (4.12) than urban lifestyle (3.87), but its beta coefficient was slightly lower, suggesting an awareness-action gap (Ghosh et al., 2024) where competing priorities (budget, style, peer pressure) moderate the translation of environmental values into actual purchases.

4.5.4. Practical and Theoretical Implications

Theoretically, this study integrates TPB, VBN, and CCT, providing a comprehensive understanding of young consumers' behavior. Practically, outdoor apparel producers should combine functional quality, fashionable design, and environmental commitment in their marketing. Digital platforms and collaborations with nature lover influencers are effective channels. UKM managers can use these findings to educate members on sustainable consumption.

CONCLUSION

This study concludes that both urban lifestyle and environmental awareness have a positive and significant effect on outdoor apparel consumption among nature lover students in Surabaya, Malang, and Sidoarjo, both partially and simultaneously. These findings reinforce the theoretical frameworks of TPB, VBN, and CCT in the context of young urban consumers in Indonesia.

A key limitation is that the model explains only 44.2% of consumption variance, suggesting unexplored factors. Future research should expand the population beyond university students to include general outdoor enthusiasts, incorporate additional variables (e.g., peer influence, price perception), and employ qualitative methods for deeper insights. Practically, producers should integrate quality, fashion, and environmental commitment in their marketing strategies, while UKM managers should promote sustainable consumption practices among members.

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