

Generation Z and Sustainable Digital Consumption: Patterns, Challenges, and Potential in Indonesia

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Abstract

The development of digital technology has fundamentally changed people's consumption patterns, especially among Generation Z, who live in a fast-paced and connected digital ecosystem. This phenomenon presents significant opportunities and challenges in efforts to encourage more sustainable consumption behavior amidst increasing dependence on technology. In Indonesia, the dynamics of Generation Z's digital consumption demonstrate a shift in values that reflect the need for efficiency, personalization, and social responsibility in daily digital activities. The purpose of this study is to analyze the patterns, challenges, and potential of Generation Z in realizing sustainable digital consumption in Indonesia. This study uses a qualitative approach, relying on data obtained from previous research, academic publications, and relevant sources that describe the phenomenon of digital consumption among the younger generation. The collected data were analyzed in depth to identify the relationship between consumption behavior, sustainability awareness, and strategies that can be implemented to strengthen positive change. The results show that Generation Z has high digital awareness but still faces a gap between knowledge and practices of sustainability. The main challenges arise from the dominance of instant consumption culture, digital social pressures, and the lack of systemic support that encourages ethical consumption. Nevertheless, the level of digital literacy, collaborative spirit, and tendency to support socio-environmental values are strong assets for this generation to become agents of change. With educational strategies, sustainable business innovation, and cross-sector collaboration, Generation Z has great potential to become a key driver of transformation towards a more conscious, inclusive, and sustainable digital consumption ecosystem in Indonesia.

Keywords: *Generation Z, Consumption Patterns, Sustainability.*



A. INTRODUCTION

The development of digital technology has fundamentally changed consumption patterns in various parts of the world, including in Indonesia. Over the past two decades, digitalization has created a new space that has not only shifted the way people shop, interact, and work but also reshaped social values and consumption culture. Amid this transformation, Generation Z has emerged as the most adaptable group to digital change (Novianto et al., 2022). They grew up in an environment constantly connected to the internet, social media, and various digital platforms that govern much of their daily activities. The consumption patterns emerging among Generation Z represent a significant shift from previous generations, with

convenience, speed, and personalization becoming top priorities in consumption decisions. However, behind this dynamic, significant challenges arise related to sustainability, from social, economic, and environmental perspectives (Shanmugasundaram & Tamilarasu, 2023).

The phenomenon of increasing digital consumption among Generation Z cannot be separated from the rapid development of Indonesia's digital economy ecosystem. The emergence of various e-commerce platforms, streaming services, and social media has created a new ecosystem that encourages instant consumption behavior. The increasingly convenient digital payment system also reinforces the urge for impulsive consumption that often ignores long-term impacts (Widyastuti et al., 2023). In this context, Generation Z's digital consumption behavior not only reflects individual habits but also reflects how Indonesian society's social, economic, and cultural structures adapt to the digital era. Trend-driven consumption tendencies, the influence of influencers, and massive digital marketing campaigns make Generation Z a prime target for digital business strategies. However, amidst this rapid flow of consumption, a major question arises as to the extent to which their digital consumption behavior can be directed toward more sustainable and environmentally responsible practices (Ekklesia, 2024).

The need for sustainable consumption is becoming increasingly urgent with increasing awareness of the negative impacts of digitalization on the environment. Digital consumption activities such as the use of electronic devices, data streaming, and large-scale online transactions contribute to an undeniable increase in the digital carbon footprint. Meanwhile, the increasingly strong narrative of sustainability in the public sphere demands that Generation Z take an active role in supporting the shift towards a more environmentally friendly lifestyle (Olga, 2024). However, there is a significant gap between awareness of the importance of sustainability and their actual consumption behavior in the digital world. Many recognize the importance of protecting the environment, but remain trapped in rapid and repetitive consumption patterns driven by social media trends and easy access to digital products. This gap highlights the contradiction between idealism and practice in Generation Z's digital lives (Wolny et al., 2025).

Indonesia, as one of the countries with the largest Generation Z populations in the world, holds a crucial position in understanding this dynamic. The significant contribution of the younger generation to the digital economy makes them a force capable of determining the direction of sustainable consumption development in the future. With relatively high levels of digital literacy, Generation Z in Indonesia has a significant opportunity to become pioneers of change towards more ethical and responsible digital consumption (Fahadayna et al., 2025). However, the challenges they face are significant. Factors such as social pressure to keep up with trends, the dominance of digital advertising that stimulates excessive consumption, and limited information about the environmental impacts of digital activities present complex obstacles. These conditions demonstrate that the transition to sustainable digital consumption cannot be achieved through individual change alone but also requires

systemic support from governments, the private sector, and educational institutions (Lisun et al., 2024).

Furthermore, rapid changes in digital lifestyles have created new consumption patterns fraught with paradox. On the one hand, Generation Z demonstrates a high level of concern for social and environmental issues; on the other, they are also part of a digital ecosystem that encourages excessive consumption. Dependence on technology and the need to maintain a presence on social media have given rise to symbolic consumption that is not only related to ownership of goods but also to self-image and identity (Daniluk et al., 2025). This phenomenon has broader consequences, where sustainability is measured not only in environmental terms but also by the ability of the younger generation to develop critical awareness of their digital consumption practices. In this context, Generation Z's digital consumption patterns reflect the moral and social challenges of an era of deepening digitalization (Ali et al., 2023).

On the other hand, technological developments also open up significant opportunities for the development of more sustainable digital consumption patterns. The emergence of innovations such as the sharing economy, eco-friendly platforms, and increased awareness of digital footprints provides a strong foundation for behavioral change. Generation Z, with its adaptable and technologically savvy characteristics, has great potential to be a driving force in realizing this transformation (Dai et al., 2025). However, these opportunities can only be realized if they have access to accurate information, a supportive incentive system, and a participation space that allows them to play an active role in building a responsible digital ecosystem. Therefore, a deep understanding of Generation Z's digital consumption patterns, challenges, and potential is a strategic step in strengthening the direction of Indonesia's digital economic development, making it not only productive but also sustainable (Panori et al., 2021).

Furthermore, shifts in consumption values among Generation Z also demonstrate a shift in perspectives on ownership, experience, and the meaning of consumption. Digital consumption is no longer merely an economic activity, but also a means of identity expression and social engagement. In this context, the drive to appear and be recognized in the digital space often outweighs sustainability considerations. This situation highlights the complex dynamics of consumption behavior influenced by the interaction between technology, popular culture, and social structures. Therefore, research on sustainable digital consumption among Generation Z in Indonesia is highly relevant to understanding how this generation navigates the tensions between needs, values, and responsibilities in the digital era.

B. LITERATURE REVIEW

The fulfillment of demand for goods/services through production or consumption through activities called consumption. One or more individuals who utilize or use goods/services are called consumers. The prosperity gained through the use of goods/services is consumption. In a direct comparison, consumer prosperity

increases when the quantity and quality of goods/services consumed increase (Yuanitasari et al., 2023).

Salvatore argues that individual satisfaction from consuming a particular product is a function of the individual's needs. In a limited sense, consuming a large number of units of a commodity per unit of time will result in greater total benefits. On the other hand, Samuelson believes that if prices rise while nominal income remains unchanged, real income will fall, causing consumers to reduce purchases of almost all goods (Gambino et al., 2024).

Sukirno defines consumption as the satisfaction of the needs of individuals involved in work through household expenditures on products/services. Family income is derived from capital and labor, taxes paid, and decisions made regarding savings and consumption activities.

There are several existing consumption theories. These theories include the following:

1. Keynes's Consumption Theory

Consumer spending levels are based solely on social income. He continued, "Individual spending that continues to increase in direct proportion to income constitutes consumption according to Keynes." Keynes further explained the characteristics of the consumption function, including the first being income level, followed by the marginal propensity to consume. Or, more simply, the MPC is the increase or change in consumption (ΔC) proportional to expenditure relative to income (ΔY). Finally, the ratio of consumption to income (Average Propensity to Consume) decreases with increasing income, so the APC decreases, and the MPC is less than the APC ($MPC < APC$) in the long run. Besides consumer income, other factors influence spending, such as socioeconomic factors, tastes, wealth, etc (Cesaratto & Pariboni, 2022).

2. Consumption Theory with the Life Cycle Hypothesis

This consumption theory, based on the life cycle hypothesis, was put forward by three economists: Ando, Bumberg, and Modigliani, who lived in the 18th century. In this theory, a person's socioeconomic background significantly influences their consumption patterns. The theory divides consumption patterns into three stages based on age. The first stage is a period from zero to a certain age, where a person can generate their own income until they face a savings crisis (consumption, but no income exceeds consumption expenditure). The second stage is a period of facing competition, and the third stage is a period where people age and are unable to earn a living on their own, but they also face a savings crisis (Das et al., 2022).

3. Consumption Theory with the Relative Income Hypothesis

There are two hypotheses related to this theory by J. Duenssenberry: 1) Consumer tastes within a family are interdependent. This means that the spending efforts of neighbors (the surrounding community) influence household consumption expenditure; 2) Consumer spending is immutable, meaning that fluctuations in income affect spending. Duenssenberry argues

that Keynesian consumption theory based on absolute income does not take into account the psychological aspects of an individual's consumption. Duessenberry believes that the status or role of the surrounding community influences household consumption expenditure (Li et al., 2024).

4. Consumption Theory with the Permanent Income Hypothesis

This theory by M. Friedman explains that society is divided into two groups: those with permanent income and those with middle income. Permanent income is income that is the same in nominal terms and over the same period, for example, from salary and earnings. In contrast, middle income is unpredictable and can be positive or negative (Reed et al., 2025).

C. METHOD

This research will be conducted using a qualitative approach. Through this approach, research data will be obtained from various relevant sources, such as previous research results, academic reports, scientific publications, and studies related to the issue of sustainable digital consumption among Generation Z. This approach was chosen because it can provide a deep understanding of the behavioral patterns, experiences, and meanings underlying the digital consumption of the younger generation in Indonesia. The research focus is not only on the description of the phenomenon, but also on the interpretation of the social and cultural values that shape their consumption behavior in the context of sustainability. The data obtained will be collected through literature studies and thematic analysis of selected sources to provide a comprehensive picture of the dynamics of digital consumption amidst rapid social change. Once all research data has been successfully collected, the next step is to conduct a systematic analysis process to identify patterns and relationships between findings relevant to the research objectives. In this way, the research is expected to produce a deep understanding of how Generation Z forms and adapts its digital consumption patterns to the principles of sustainability, as well as the challenges that arise therein. The results of this analysis will later serve as a basis for drawing conclusions that are not only descriptive but also reflective of the social and cultural realities that are developing in Indonesia, while also contributing to the development of sustainable digital consumption strategies in the future (Hasan et al., 2025).

D. RESULT AND DISCUSSION

1. Generation Z's Digital Consumption Patterns in Indonesia

The digital consumption patterns of Generation Z in Indonesia demonstrate a fundamental shift in how individuals interact with technology and articulate their consumer needs in the digital era. The integration of technology into daily life has transformed consumption activities into more than just economic transactions, but also an integral part of their social rhythms. Generation Z, born and raised amidst the digital revolution, has experienced a process of developing consumption behaviors that are fully connected to digital devices such as smartphones, social media, and various online platforms. The presence of technology has not only facilitated access to

products and services but also transformed how they interpret the value of consumption. Purchases of goods or services are no longer always motivated by functional needs, but are often influenced by emotional, existential, and symbolic drives that develop in the digital space. In this context, consumption has become an integral part of self-expression, integral to their digital identity (Nair & Manohar, 2024).

Generation Z's tendency to prioritize convenience and speed reinforces their consumption patterns, which are characterized by instantaneousness and efficiency. They are accustomed to services that are fast, easily accessible, and customizable to their personal preferences. This phenomenon is evident in their habits of using e-commerce apps, food delivery services, and digital entertainment platforms, which offer a wide selection of content tailored to each individual's preferences. In an all-digital environment, personalization has become a new form of consumption satisfaction. Algorithms and recommendation systems provided by digital platforms create unique consumption experiences for each user, as if each choice were tailored specifically to their personality. This leaves Generation Z increasingly locked in a repetitive consumption cycle, as each digital interaction yields new offers that are increasingly relevant to individual preferences. While personalization provides efficiency and convenience, it also creates a pattern of dependency that is difficult to break free from within the digital ecosystem.

Social media plays a very dominant role in shaping the tastes, lifestyles, and consumption decisions of Generation Z. Platforms like Instagram, TikTok, and YouTube serve not only as entertainment but also as spaces for the formation of values and social orientation. Through visual exposure and narratives constructed by influencers, digital celebrities, and fellow users, Generation Z constructs perceptions of what is considered attractive, valuable, and worthy of consumption. Decisions to purchase a product or use a particular service are often no longer based on intrinsic quality, but rather on the extent to which the product can enhance self-image or strengthen social connections in the digital space. In a competitive social media ecosystem, consumption becomes a tool for building recognition and connectedness. Every post, review, or product recommendation becomes part of a social practice that reinforces the flow of digital consumer culture among the younger generation (Taylor & Carlson, 2025).

The tendency towards trend-based consumption and digital popularity further emphasizes Generation Z's position as dynamic consumers who are simultaneously vulnerable to commercialization. They quickly respond to new trends emerging on social media, whether in fashion, lifestyle, or the use of certain apps. The viral phenomenon creates a rapidly changing consumption cycle, where a product or service that's popular today can lose its relevance in a matter of weeks. Generation Z not only follows trends but also contributes to their creation through active participation in the digital space. However, behind this speed lies the risk of losing awareness of the sustainability of consumption. The urge to always be part of the trend leads to transient consumption behavior that is often not based on real needs. This

pattern demonstrates how the digital space is shaping a new value system that emphasizes exposure and social engagement over the practical function of consumption itself.

Besides being influenced by trends and technology, digital identity also plays a crucial role in determining Generation Z's consumption patterns. In the digital world, self-image becomes a highly valuable social asset. Through consumption activities, Generation Z constructs a self-representation that they wish to present to the public. The products they purchase, the content they share, and the brands they support reflect their values, aspirations, and ideal lifestyles. In other words, consumption is not only an economic activity, but also a means of social communication and a symbol of self-expression. The digital identities they construct often form the basis for determining the type of consumption they choose, with purchasing decisions driven more by how they will appear in the digital space than by their functional benefits. This demonstrates that in the digital era, consumption has transformed into a complex social mechanism, involving not only material needs but also the search for meaning and social acceptance.

2. Challenges in Realizing Sustainable Digital Consumption

The challenge of realizing sustainable digital consumption among Generation Z in Indonesia is inextricably linked to the contradiction between awareness of the importance of sustainability and their daily consumption practices. Many young people understand the urgency of protecting the environment and minimizing the negative impacts of digital activities on sustainability, but this knowledge is often not followed up with concrete action. They understand the importance of energy efficiency, reducing e-waste, and responsible consumption, yet they remain actively engaged in digital behaviors that actually increase their carbon footprint. This gap between awareness and action indicates an imbalance between idealism and social reality. The pressures of a digital lifestyle that demands constant connectivity and active participation in online trends often marginalize commitments to sustainability, driven by the need to remain relevant in the digital world. Thus, sustainability awareness among Generation Z remains more symbolic than operational in their digital lives.

One of the main causes of this gap is the increasingly entrenched culture of instant consumption within the digital ecosystem. Generation Z grew up amidst a fast-moving flow of information and an environment that consistently offers easy transactions. They are accustomed to getting everything with just a few taps of a screen, from purchasing products to accessing entertainment and other digital services. This consumption pattern encourages impulsive behavior, where purchasing decisions are no longer based on rational considerations but are driven by fleeting desires triggered by visual exposure and attractive promotions on social media. Digital companies and e-commerce platforms deliberately design systems that create a sense of urgency through features like flash sales, limited offers, and personalized notifications that entice users to continue shopping. In this context, consumption

becomes not only an economic activity but also a psychological response to digital mechanisms that trigger instant gratification. When convenience and speed are top priorities, awareness of sustainability becomes difficult to internalize in daily habits (Kathuria & Bakshi, 2024).

Furthermore, social pressures arising from influencers and the digital environment exacerbate the challenges of building sustainable digital consumption. Social media has created an ecosystem that encourages competition to project ideal lifestyles, where success and happiness are often measured through possessions and consumption. Influencers play a significant role in shaping Generation Z's consumption patterns because they serve as role models perceived as authentic and relatable. However, many of them actually reinforce a culture of overconsumption by continually promoting new products without considering their environmental or social impact. The pressure to emulate the digital lifestyles portrayed by influencers traps many young people in a cycle of repetitive consumption to maintain their online image. Furthermore, the digital space, filled with promotional and sponsored content, blurs the line between needs and wants, making it difficult for users to distinguish essential consumption from consumption driven merely by trends. This situation demonstrates how digital social pressures have become a structural force that is difficult to avoid, while also posing a significant challenge to efforts to build awareness of sustainable consumption.

Another equally significant challenge is the limited information regarding the environmental impact of everyday digital activities. Most digital users are unaware that online activities such as video streaming, cloud data storage, and long-term use of electronic devices contribute to global carbon emissions. A lack of transparency from technology companies regarding energy consumption, the supply chain of digital devices, and the ecological impact of digital operations contributes to low levels of awareness of the environmental consequences of digital activities (Istrate et al., 2024). Publicly available information generally emphasizes the economic benefits and ease of use of technology over its ecological impact. As a result, Generation Z, despite their high levels of digital literacy, remains insufficiently informed to assess the extent to which their digital behavior impacts environmental sustainability. This lack of accurate and educational information perpetuates the cycle of ignorance and makes it difficult for them to make more responsible digital consumption decisions.

In addition to individual and social factors, the lack of systemic support from various parties is also a major obstacle to realizing sustainable digital consumption. Efforts to develop ethical consumption behavior in the digital space require the active involvement of the government, the private sector, and educational institutions. However, in reality, policies promoting digital sustainability in Indonesia have not yet been comprehensively developed. Regulations related to energy use in the technology sector, e-waste management, and the promotion of digital sustainability literacy are still implemented separately and lack a unified direction. Furthermore, digital companies and technology industry players remain more focused on increasing consumption volume than on promoting responsible consumption patterns. The lack

of incentives for sustainable business practices and the lack of cross-sector collaboration make it difficult for digital sustainability initiatives to grow significantly. Without strong systemic support, individual awareness will not be enough to change the structurally entrenched culture of digital consumption.

3. The Potential of Generation Z as a Driver of Sustainable Digital Consumption

Generation Z has great potential to be a driving force in the transformation towards sustainable digital consumption. Their high level of digital literacy makes this group not only technology users but also agents of change in shaping more responsible consumption behavior. This generation grew up amidst rapid technological advancements, enabling them to access various sources of information, understand social and environmental issues, and utilize technology to support more conscious consumption decisions. Their ability to creatively utilize digital technology enables Generation Z to play an active role in spreading sustainability messages, whether through social media, digital campaigns, or content that educates the wider public about the importance of a more environmentally friendly lifestyle. Strong digital literacy also enables them to critically evaluate unethical consumption practices and promote more sustainable alternatives through digital spaces they are familiar with.

Furthermore, Generation Z's openness to innovation and new lifestyles is a crucial factor in driving a paradigm shift in digital consumption. They tend to be flexible in embracing new ideas, including those concerning the concepts of sustainability and social responsibility. In this context, Generation Z is not only a target market for sustainable products but also has the potential to be pioneers in creating more ethical consumption trends. Their willingness to explore and adopt new practices, such as the use of environmentally friendly technologies, their preference for ethically transparent digital products, and their participation in online movements supporting environmental conservation, demonstrate their willingness to adapt to sustainability values. Through digital platforms, they can integrate sustainability values into a modern lifestyle that remains relevant to their generation's needs, without sacrificing the convenience and efficiency offered by the digital world (Alam et al., 2023).

Generation Z's tendency to support brands and platforms with social and environmental values also strengthens their position as key drivers of sustainable digital consumption. They judge products not only by quality or price, but also by the brand's commitment to social issues, justice, and environmental preservation. This critical attitude makes them selective consumers and aware of the social impact of every consumption decision they make. When they encounter brands that consistently implement sustainable practices, their loyalty tends to increase, and their support often goes beyond commercial aspects. Through actions such as sharing information on social media, leaving positive reviews, and educating others about ethical consumption practices, Generation Z is expanding its influence in encouraging

companies to implement sustainability principles as part of their digital business strategies.

Furthermore, Generation Z's ability to utilize digital media as a means of sustainability advocacy expands the social impact of their consumption behavior. They use various digital platforms, from social media to video channels and online forums, to voice their views and advocate for environmental and social justice issues. Their digital activism extends beyond large-scale campaigns to everyday activities such as sharing educational content, initiating online movements, and collaborating with like-minded communities. These activities create a more conscious and socially change-oriented digital ecosystem, where each acts as an agent of change. Through creative and adaptive communication strategies, Generation Z can capture public attention and generate broad resonance for sustainability messages, thereby strengthening society's collective awareness of the gradual but significant shift in digital consumption patterns.

Furthermore, the collaborative spirit and collective awareness growing among Generation Z are crucial foundations for building a culture of responsible digital consumption. They are more likely to work in networks, share ideas, and create communities that support each other in implementing sustainable consumption practices. This collaborative pattern has given rise to various community-based digital initiatives focused on information exchange, promoting environmentally friendly products, and developing sustainability-oriented technologies. With this spirit of digital cooperation, Generation Z demonstrates that sustainability is not just an individual responsibility, but rather the result of collective awareness and action. This collaboration strengthens their position not as passive consumers but as active actors shaping new directions in Indonesia's digital consumption system. Thus, Generation Z's potential to become drivers of sustainable digital consumption is increasingly evident, not only due to their ability to adapt to technological developments, but also due to their awareness of the importance of maintaining a balance between digital progress and socio-environmental sustainability.

4. Strategies to Encourage Sustainable Digital Consumption Among Generation Z

Efforts to encourage sustainable digital consumption among Generation Z require a multi-dimensional strategy, spanning education and public policy, to cross-sector collaboration. One fundamental step is strengthening digital sustainability literacy through systematic education and public campaigns. Generation Z is highly engaged with the digital world, yet awareness of the ecological and social impacts of digital activities is often limited. Therefore, digital sustainability education needs to be integrated into both formal and non-formal curricula to instill an understanding of environmental responsibility and ethics in digital consumption from an early age. Public campaigns utilizing social media, influencers, and popular digital platforms can also be an effective means of instilling sustainability values more broadly and contextually. Through a communicative approach relevant to Generation Z's lifestyle,

digital sustainability education not only shapes individual awareness but also transforms consumption culture at the collective level.

Beyond educational aspects, digital business strategies oriented toward social and environmental responsibility also play a crucial role in guiding the consumption behavior of the younger generation. Digital companies need to adopt sustainability principles throughout their operational chain, from content production and service provision to data and energy management. E-commerce platforms, for example, can provide labels or sustainability information on environmentally friendly products, enabling young consumers to make more ethical decisions. Meanwhile, technology companies can implement socially responsible practices such as supporting green startups or developing energy-efficient technologies. This strategy not only builds a positive reputation for the company but also creates a domino effect where Generation Z, as the largest user group in the digital world, is encouraged to choose services and products that align with sustainable values. Thus, the responsibility of digital companies goes beyond profitability and extends to an active role in shaping more ethical and environmentally conscious consumption behavior.

Developing a technology ecosystem that supports ethical consumption behavior is an equally important next step. Digital infrastructure must be geared towards facilitating sustainable behavior, rather than reinforcing wasteful and impulsive consumption patterns. For example, developing more transparent and fair algorithms can help users avoid the trap of overconsumption caused by automated recommendations driven by commercial interests (Botsieva et al., 2024). Digital applications can also be designed to provide educational features about the environmental impact of online activities, such as digital carbon footprints or device energy efficiency. The government and the private sector can collaborate to build innovative platforms that integrate sustainability into everyday digital experiences, for example, through reward systems for users who adopt environmentally friendly behaviors. With a supportive ecosystem, sustainable digital consumption is no longer a limited option but an internalized part of the digital lives of Generation Z.

Collaboration between the government, the private sector, and digital communities is also key to developing regulations and incentives that can accelerate the transformation towards sustainable digital consumption. The government needs to formulate policies that are not merely restrictive but also encourage innovation and active public participation. Support in the form of fiscal incentives for companies implementing sustainable digital practices, or recognition for digital communities that contribute to public education, can strengthen the national sustainability ecosystem. On the other hand, the private sector can play a role in providing resources and technological infrastructure, while digital communities are tasked with expanding the movement's reach through the social networks they build. The synergy between these three elements can create structural changes that strengthen ethical consumption behavior, making sustainability not just a moral choice but a social and economic necessity in an increasingly complex digital world.

Utilizing social media as a space for transforming values and promoting sustainable lifestyles is an aspect that cannot be ignored. Generation Z lives in a digital ecosystem heavily influenced by visual narratives, viral trends, and digital public figures. Therefore, social media can be a strategic space to introduce sustainable lifestyles, packaged in an engaging and culturally relevant way for the younger generation. Digital campaigns that emphasize the importance of conscious consumption, content recycling, or support for ethical brands can create a significant shift in the mindset of the digital community. Influencers and content creators with large followings can also become agents of change, leveraging their influence to spread sustainability messages through authentic and inspiring communication styles. With the support of algorithms that favor educational and social content, social media can transform from simply a space for entertainment into an educational and reflective arena that instills sustainable values amidst the rapid and dynamic flow of information.

Through a combination of education, business strategy, technological innovation, cross-sector collaboration, and social media optimization, a strategy to encourage sustainable digital consumption among Generation Z can be comprehensively implemented. Each component plays a complementary role, forming a digital ecosystem that is not only efficient but also ethical and future-oriented. In the long term, this approach will not only shape more conscious individual consumption behavior but also direct structural transformation in Indonesia's digital economic system towards a greener, fairer, and more inclusive direction.

E. CONCLUSION

Based on the overall discussion, it can be concluded that Generation Z holds a very strategic position in shaping the direction of sustainable digital consumption in Indonesia. As a generation born and raised amidst technological advancements, they exhibit consumption patterns heavily influenced by the integration of technology into daily life, a preference for convenience and personalization, and a strong push from social media and digital identity. However, behind this enormous potential, various challenges remain that hinder the realization of truly sustainable consumption behavior, ranging from low awareness of the ecological impacts of digital activities, the influence of instant consumption culture, to social pressures that encourage excessive consumption behavior. Nevertheless, the potential of Generation Z as a driver of change towards sustainable digital consumption is enormous if supported by the right strategy. High levels of digital literacy, openness to innovation, and a collaborative spirit are key assets for them to build awareness and take concrete action towards sustainability. Therefore, strengthening digital sustainability education, implementing ethical business strategies, developing a technology ecosystem that supports conscious consumption behavior, and cross-sector collaboration to create conducive policies and incentives are needed. By utilizing social media as a space for advocacy and value transformation, Generation Z can become a key driver in shaping

a digital culture that is not only intelligent and adaptive but also responsible for the environment and society. The shift towards sustainable digital consumption among Generation Z cannot be achieved instantly, but rather through a collective process involving all stakeholders. The roles of the government, the private sector, educational institutions, and digital communities are crucial in creating an environment that allows this behavioral change to occur naturally and sustainably. If these efforts are carried out consistently, Generation Z will not only be known as the digital generation but also as a generation of change capable of guiding the transformation of Indonesia's digital economy towards a more inclusive, ethical, and sustainable future.

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