

ABSTRACT

The spread of social media has transformed people's lifestyles, particularly among younger generations. TikTok, an internet-based platform, has played a significant role in promoting new fashion trends, such as the capsule wardrobe concept, which emphasizes sustainability and minimalism. The purpose of this study is to determine the effectiveness of capsule wardrobe content delivered by the TikTok account @Suzannesarahs in influencing the desire to stop buying through environmental awareness. This study employs a quantitative approach and conducts a survey of 400 followers of the account. The relationships between variables are examined using the Partial Least Squares—Structural Equation Modeling (PLS-SEM) analysis method. The results show that high-quality and credible educational content significantly influences an individual's environmental awareness. Ultimately, this impacts a person's self-control and their desire to avoid impulsive buying. This research enhances our understanding of the role of digital content in shaping consumer behavior and supporting sustainability efforts through social media education.

Keywords: *capsule wardrobe, TikTok, sustainability, environmental awareness, self-control, consumer behavior.*