

## Investigating the Key Factors Affecting Consumers' Purchase Intention Toward Sustainable Fashion Products

Houda Zarrad

Assistant Professor, Department of Marketing, International Trade and Languages Higher Institute of Management, Tunis University, Tunisia

### ABSTRACT

The fashion industry is one of the most resource-consuming industries, leading to various ethical and environmental concerns within the context of sustainability. To address these issues, sustainable fashion has emerged as a broad concept encompassing clothing products and consumer behaviors that are less harmful to people and the environment.

This research examines the effect of sustainability fashion adoption on consumers' purchase intention. A total of 215 responses is collected in Tunisia through an online survey.

The results reveal that environmental knowledge, environmental concern and green consciousness play an important role in shaping consumers' attitudes toward sustainable fashion products. Furthermore, consumption values moderate the relationship between attitude and purchase intention.

Fashion brands should develop more effective business strategies by enhancing their understanding of consumers' attitudes and behavioral intention toward sustainable fashion products

**Keywords:** Sustainable fashion, Environmental concern, Green consciousness, Consumption values, Purchase intention

### INTRODUCTION:

Fashion consumption has increased in recent years, leading to various ethical and environmental concerns related to sustainability. As a result, sustainable fashion—also referred to as eco-fashion, green fashion, ethical fashion, or slow fashion—has become an increasingly prominent topic of discussion. As "fashion sustainability" gains prominence as a buzzword for attracting attention and building credibility, fashion brands are increasingly reassessing their business models and transitioning to more sustainable production and operational practices. Sustainable fashion encompasses principles of ethical production, fair trade, and the use of organic materials (Nicolau et al., 2025).

Consumers with growing awareness of the movement are supporting the brands that are environmentally conscious and produce ethically. Many consumers are concerned about environmental issues, but there is little evidence that ethical issues affect consumer behaviour (Carrigan and Attalla, 2001; Jorgensen et al., 2006). Furthermore, there is a lack of consumer interest in prioritizing sustainability in clothing choices, a lack of clear communication with consumers regarding the purchase of sustainable clothing and a lack of consumer trust of retailers' claims of sustainability (To et al., 2025). However, among the limited number of studies that exist in investigating the motivations driving consumers to adopt sustainable changes to their consumption of fashion choices, few have attempted to understand the impact of adopting sustainability in fashion on consumers' purchase

intention; there is a need to understand consumers' purchase intention in Tunisia toward sustainable fashion products.

The Theory of Planned Behaviour (TPB) has emerged as a valuable framework for examining the factors influencing the intention to purchase sustainable products (Abrar et al., 2021; Kumar et al., 2021; Ali et al., 2023). Indeed, utilizing TPB for intention assessment, rather than direct behaviour observation, is deemed appropriate, particularly in contexts where behaviours are unconventional. This approach facilitates the identification of underlying motivations regardless of behaviour frequency, with the primary aim of uncovering the determinants influencing the intention to procure sustainably produced attire.

To address the research question, "To what extent do motivating factors affect consumers' purchase intention toward sustainable fashion products?", this study seeks to develop a deeper understanding of the key drivers that motivate sustainable fashion purchases. Specifically, it aims to investigate the influence of environmental knowledge, environmental concern, and green consciousness on consumers' attitudes toward sustainable fashion products. Additionally, the study examines the moderating effect of consumption values on the relationship between attitude and purchase intention. To achieve these objectives, a hypothetico-deductive research approach is adopted, enabling the formulation and testing of hypotheses derived from existing theories and facilitating the empirical validation of the proposed conceptual framework.

## 2. LITERATURE REVIEW

Sustainability has become an important issue in marketing theory and practice, and significant efforts are made to promote consumers' sustainable consumption (To et al., 2025). Recent literature shows that consumer related factors, such as environmental knowledge, environmental concern, green consciousness, consumption values, attitude and purchase intention are crucial to moving to sustainable fashion. However, as consumers became

increasingly aware of sustainable fashion, many studies were conducted on consumption behavior in the sustainable fashion context. Therefore, it is relevant to investigate the other motivations of sustainable fashion on consumers' behavioral attitudes and how they affect consumers' purchase intention.

### 2.1. Sustainable consumption in the context of fashion

The growing interest in sustainable fashion has been stimulating fashion houses and retailers to take action. In 2004, the first Ethical Fashion Show was held in Paris. Then in 2009, New York Fashion Week launched its first Eco Fashion Week, and 1 year later, the first official sustainable fashion show took place at London Fashion Week 2010 (Striet and Davies, 2013). Even established powerhouses, like Louis Vuitton Moët Hennessy Group, got involved by acquiring a 49% stake in Edun. Further, the trend toward sustainable fashion has also reached high street fashion brands, such as H&M with its organic Conscious Collection and MUJI's fair trade products (Shen et al., 2012). Fashion movements like #WhoMadeMyClothes are trying to bring transparency to the back-end process of manufacturing to the consumers by keeping them informed (Fashion Revolution 2018). Consumers today want to pick styles meticulously not only to feel good about themselves but also how much they contribute to the person's life who makes them (Grazzini, 2021). Sustainable fashion requires a range of practices, such as using eco-friendly materials, reducing garment production and ensuring fair labor conditions, (Manley et al., 2023).

According to Roman et al. (2015), sustainable consumption can be defined as the purchase of goods or services that do not only fulfill customers' basic needs but also improve their quality of life quality and at the same time preserving the environment for future generations. Sustainable fashion is part of the slow fashion movement, developed over the past decades, and used interchangeably with eco-, green, and ethical-fashion (Carey and Cervellon 2014). Sustainable fashion first emerged in the 1960s, when consumers became aware of the impact

The sustainable fashion issue has been widely discussed in marketing studies, and a number of similar terms were found in the literature including ethical fashion, green fashion, eco-fashion. Davies (2016) define sustainable fashion as an attempt to, "correct a variety of perceived wrongs in the fashion industry including animal cruelty, environmental damage, and worker exploitation".

Within literature, the concept of sustainable clothing implies pro-environmental aspects throughout the whole lifecycle of a garment, from the pre-purchase, purchase,

to the post-purchase phase (Jacoby et al., 1977; Morgan and Birtwistle, 2009; Lundblad and Davies, 2016).

### 2.2. The effect of motivating factors on consumers' purchase intention toward sustainable fashion products

Recently, the amount of research on sustainable fashion consumption has increased to explore what inspires a consumer to get engaged in sustainable fashion consumption (Nguyen and Le, 2024)

Environmental knowledge has widely been used as a predicting factor for consumer's environmental attitude and consumer's environmentally friendly behaviour. Environmental knowledge has been defined as the ability to recognise environmental problems, as well as the causes and consequences of problems (Jin et al., 2024). Environmental knowledge is the consumers' evaluation of, and reaction to, the process of consumption behavior and its effects on the environment as well as the demand for green products (Laroche et al., 2001; Haryanto, 2014). Flamm (2009) and Barber et al. (2009) observed that environmental attitude changes are positively related to the improvement of environmental knowledge and that knowledge and associated attitudes are the catalysts that drive green purchasing behaviors.

**H1:** Environmental knowledge has a positive effect on consumers' attitude toward sustainable fashion products.

Environmental concern is a variable that positively impacts consumer attitudes toward products that seek to preserve the environment. It is a significant variable examined in the pro environmental literature (Landry et al., 2018). Environmental concern refers to the strong attitude toward the conservation of the ecosystem and the degree to which an individual is concerned about environmental problems. Environmental concern is an individual's extent of concern and emotional attachment toward environmental issues, environmental threats, and environmental protection, respectively (Chan, 2001) It is the individual's sense of responsibility and involvement regarding environmental protection (Dagher and Itani, 2014). According to Dunlap and Jones (2002), environmental concern is a representative variable of environmental attitudes, which refers to the extent to which people are aware of environmental problems and support solutions to the problems.

**H2:** Environmental concern has a positive effect on consumers' attitude toward sustainable fashion products.

Green products have received significant attention in the past four decades owing to the emergence of a more sustainable lifestyle and consumption patterns that minimize environmental harm (Ottman, Stafford and Hartman, 2006; Banbury, Stinerock and Subrahmanyam, 2012). The movement for green is observed to be growing at a radical speed all over the world. Consciousness is a behaviour that clarifies how people interface with their behaviours of communicating, playing, and using tools (Kotchoubely, 2018). Green consciousness is aimed at changing human consciousness to undertake environmentally friendly initiatives and indicates how much people value environmentally conscious actions such as sustainable consumption. Consumers are

becoming more ecologically conscious and desirous of purchasing green products. Previous research indicates that individuals with green consciousness are more likely to engage in environmentally responsible consumption (Birgelen et al., 2009; Casalo and Escario, 2018).

**H3:** Green consciousness has a positive effect on consumers' attitude toward sustainable fashion products.

Previous research on the purchase of green products by consumers shows that consumers have a positive attitude toward environmental protection (Joshi and Rahman, 2015). They used purchase intention as an effective measuring tool to predict buying behavior and proved its high conversion rate as an intermediate variable between buying attitude and buying behavior. The observations of individual purchasing behavior revealed that purchase intention was affected by consumer attitudes (Taufique and Vaithianathan, 2018). Park and Lin (2020) also found that consumers' attitude about eco-friendly fashion products positively affects purchase intention. Their study applies the TPB (Ajzen and Fishbein, 1980) to better understand how attitude and behavioral intention relate to sustainable fashion.

**H4:** Attitude has a positive effect on consumers' purchase intention toward sustainable fashion products.

Consumers' decision-making process and behaviour in a social dilemma depends on their values. Values are defined as desirable trans-situational goals, varying in importance and serving as guiding principles in a person's life (Schwartz, 1992). As a result, values convey the goals and needs that motivate people and appropriate behaviors to achieve these goals/needs. Values are central to individual cognitive structure that offers a theoretic basis for attitude analysis, and the goal-setting nature of a value largely influences rational behavior choices in a society. Yin et al. (2018) found that people are more guided by values than by consequences when making moral decisions. Previous scholars have used the theory of consumption values to study the purchase intention of such products (Manchiraju and Sadachar, 2014). This theory captures consumer utility in many ways, and these value components are used as a basis for consumers to develop their choice behavior.

**H5:** Consumption values have a moderating role on the relationship between attitude and purchase intention toward sustainable fashion products.

Figure 1 represents the proposed model for hypothesis testing.

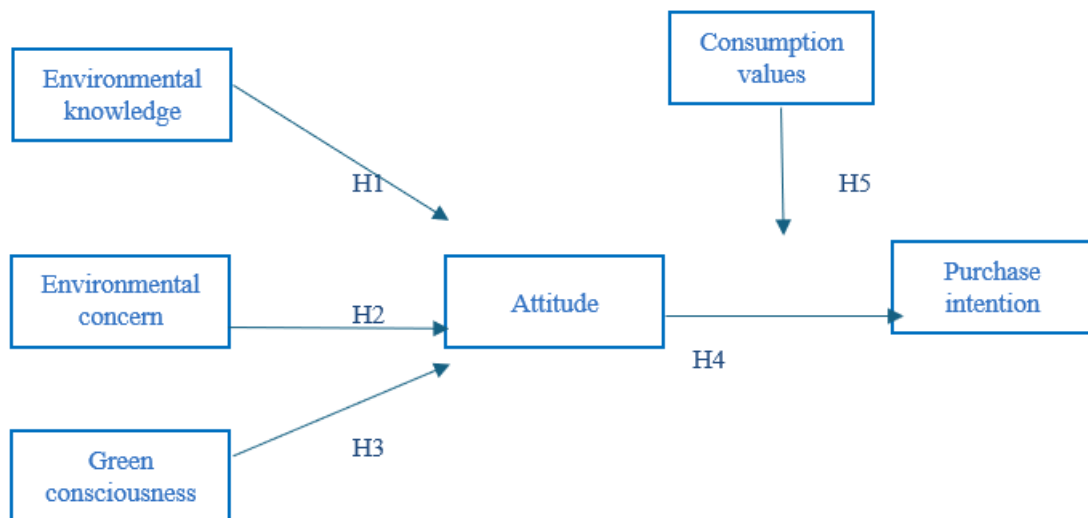


Figure 1 : Research model

### 3. METHODOLOGY

The quantitative survey research technique was used for this study. We selected online survey research over face-to-face survey research because it will allow us to reach out to people in different parts of the world, contact respondents who are difficult to reach, and save effort and time thanks to automatic data collecting (Wright, 2005).

In this study, we collected data from a sample of 215 Tunisian consumers. Female respondents represented 73.6% of the sample, while male respondents accounted for 26.4%. Most respondents were between 26 and 35 years old (62.8%). Regarding occupation, the largest group consisted of middle managers and employees (35.9%). In terms of income, 43.3% of respondents reported earning between 1,001 and 2,000 Tunisian dinars per month

In order to measure the different variables of our conceptual model and to ensure a good response quality, we used measurement scales that were previously validated in the existing literature. Table 1 presents the summary of psychometric properties of scales. We also used some questions to introduce our questionnaire, gather specific details about the respondents' aspects that they consider the most important when buying fashion

clothes and how often they think about sustainability. Both English and French versions of the questionnaire are sent online to the respondents.

Several data processing methods are used to drive exploratory, confirmatory, and structural analyses, through SPSS 24 and AMOS 22 softwares.

**Table 1: Psychometric properties of measurement scales**

<b>Construct*</b> (Source)	<b>Item</b>	Reliability (Cronbach's Alpha) >0,7	Reliability (Jöreskog's rho) >0,7	Convergent validity (Rho vc) >0,5
<b>Environmental knowledge</b> (Mostafa, 2009)	I know that I buy products that are environmentally safe. I am very knowledgeable about environmental issues. I know a lot of information about friendly products.	0.921	0.772	0.753
<b>Environmental concern</b> (Dunlap et al., 2000; Lee, 2008)	I am concerned about the environmental development. I am concerned about the long-term consequences of unsustainable behavior. I often think about the potential negative development of the environmental situation. I am concerned that humanity cause lasting damage to the environment.	0.926	0.866	0.816
<b>Green consciousness</b> (Gill et al., 1986)	I think that we should support manufacturers making eco-friendly products. I think that there must be more retailers selling eco-friendly products. I think that we should buy non-Freon gas products in the purchase of spray.	0.922	0.792	0.716
<b>Attitude</b> (Chan, 2001; Park and Lin, 2020)	Generally, I have a favorable attitude toward the sustainable version of clothes. I am positive minded toward buying second hand clothes. I like the idea of buying sustainable clothes instead of conventional clothes to contribute to environmental protection.	0.930	0.765	0.761
<b>Consumption values</b> (Sheth et al., 1991 ; Sánchez-Fernández et al., 2009)	I tend to buy a product because its design or color is good even though its quality is low When deciding to buy products, I consider their design factors more important than the functional ones. I choose unique and differentiated products rather than general and simple ones. I am envious of people who buy high-end brands. People who buy high-end products seem to socially succeed.	0.900		0.863

	People can achieve recognition when they own high-end clothes and accessories I think the products' utility is important. When I choose products, I consider products' value to price ratio important. I consider how strong and safe products are when I choose products.		0.863	
<b>Purchase intention</b> (Kumar et al., 2017; Park and Lin, 2020)	I consider purchasing sustainable clothes I intend to buy sustainable clothes instead of conventional clothes in the future. I might possibly buy sustainable clothes in the future. I would consider to buy sustainable clothes if I happen to see them in a (n) (online) store.	0.906	0.846	0.825

\*The choices range from (1) completely disagree to (5) completely agree

#### 4. RESULTS AND DISCUSSION

To ensure the internal consistency of the measurement items used in the survey questionnaire, and Cronbach's alpha and composite reliability were assessed. The findings presented in table 1 indicate that all measurement scales achieved satisfactory values, confirming the reliability of the constructs.

The structural model of our research, presented in Figure 2, also demonstrates a good fit. Specifically, the Goodness-of-Fit Index (GFI = 0.901) and the Adjusted Goodness-of-Fit Index (AGFI = 0.932)

exceed the recommended threshold of 0.90. Similarly, the Comparative Fit Index (CFI = 0.921) and the Normed Fit Index (NFI = 0.905) are above 0.90. Furthermore, the Root Mean Square Residual (RMR = 0.063) and the Root Mean Square Error of Approximation (RMSEA = 0.059) are below the acceptable threshold of 0.10. Finally, the chi-square to degrees of freedom ratio ( $\chi^2/df = 3.112$ ) falls within the recommended range of 1 to 5.

These results indicate that the proposed structural model exhibits an acceptable level of fit.

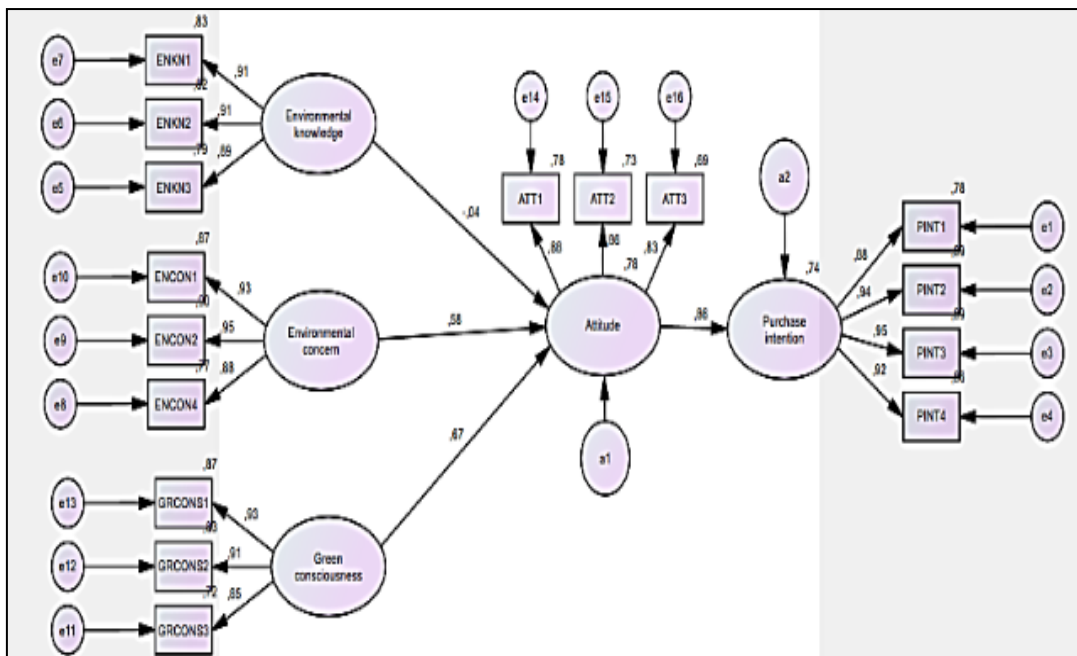


Figure 2: Structural Model

As shown in table 2, five hypotheses were supported by empirical evidence.

**Table 2: Cause-and-effect estimation and hypothesis verification**

Hypotheses	Cause-and-effect link	Std. Estimate	C.R	Links significance	Hypothesis testing
<b>H1</b>	Environmental knowledge --- Attitude	0.387	4.285	0.001	<b>Confirmed</b>
<b>H2</b>	Environmental concern -- - Attitude	0.413	5.597	0.000	<b>Confirmed</b>
<b>H3</b>	Green consciousness --- Attitude	0.803	8.752	0.000	<b>Confirmed</b>
<b>H4</b>	Attitude --- Purchase intention	0.875	8.919	0.000	<b>Confirmed</b>
<b>H5</b>	Consumption values --- Attitude Consumption values --- Purchase intention	0.285	2.265	0.003	<b>Confirmed</b>

$P < 0.05$  and  $CR > 1.96$

The study confirms hypothesis **H1**, indicating that environmental knowledge positively influences consumers' attitude toward sustainable fashion products, which is in line with previous literature. Haryanto (2014) demonstrated significant correlations between a participant's knowledge and attitude as well as between environmental knowledge and environmental attitude.

Hypothesis **H2**, proposing that environmental concern has a positive effect on consumers' attitude toward sustainable fashion products is confirmed. Several studies have suggested that environmental concern significantly and positively influences environmental attitude. In a study focused on evaluating the consumer's attitude toward sustainability when buying fashion products, Ngo et al. (2024) showed that the number of consumers who support the purchase of sustainable fashion products is continually growing and they are seeking to satisfy their psychological needs, as an attitude of sustainability.

Hypothesis **H3**, which states that green consciousness has a positive effect on consumers' attitude toward sustainable fashion products, was supported by previous studies. In fact, it has been found that environmental consciousness is an element of individual beliefs that guide consumers to conduct behavior beneficial to the environment. Abd'Razack et al. (2017) showed that when consumers are aware of the environmental impact of a product, they are more likely to incorporate the environmental consideration in their purchase decision making.

Hypothesis **H4**, which proposes that attitude has a positive effect on consumers' purchase intention toward sustainable fashion products, is supported. This result was supported by previous studies on the purchase of green products that indicate that consumers have a positive

attitude toward environmental protection (Joshi and Rahman, 2015). And consumers who have a positive attitude toward green products tend to make green purchases (Pham et al., 2019).

The purpose of hypothesis **H5** in this study is to confirm the moderating role of consumption values on the link between attitude and purchase intention toward sustainable fashion products. The results show that consumption values positively moderate this relationship. Specifically, the impact of attitude on consumers' purchase intention is stronger when consumers have high levels of consumption values related to sustainable fashion. This conclusion is congruent with the findings of prior research by Yin et al. (2018), who found that people are more guided by values or beliefs than by consequences when making moral decisions, and Carrington et al (2010) who discovered that consumption values influence sustainable apparel attitudes and purchase intentions.

## 5. CONCLUSION

Sustainable fashion is more than a simple fad, but rather considers the social, natural, and economic price paid in fashion production. It is widely acknowledged that there is an urgent need for action toward a sustainable future. In the apparel and textile industry, sustainability is not an option but a necessity.

Our purpose was to enable marketers of fashion business to engage more actively in the field of sustainable fashion in order to develop a clear understanding of the key factors that attract consumers and significantly impact their intention. Based on the results, we found that environmental knowledge, environmental concern, green consciousness directly affect attitude toward sustainable fashion products. The findings also showed that a positive

attitude leads to consumers' purchase intention toward sustainable fashion products, and we verified the moderating effect of consumption values on the links between attitude and purchase intention.

This study contributes to literature by mapping out what we know, as well as outlining ways that researchers and practitioners can co-create a sustainable fashion future. Given the expanding relevance of the fashion business, it is critical to do investigation in this field to understand the key determinants affecting customer behavior in the context of sustainable fashion. Our research is a crucial step in this direction. To make an impact in the marketplace, marketers should concentrate on what motivate consumers to engage with sustainable fashion consumption. For example, via storytelling through videos, incorporating sustainable fashion concepts into modules and designing modules around sustainable fashion might help increase sustainable fashion related knowledge. Moreover, collective action by all stakeholders to reshape our education system, remove barriers to sustainable consumption and facilitate sustainable business models is needed for lasting change.

Given that it provides various significant management and scholarly insights, the present study has certain limits. The research was restricted to the fashion field is still a field in its infancy with large gaps in understanding. Another limitation for this study is the questionnaire, which it was administrated only for Tunisian consumers and most of them were not experts in the field. Besides, in this study we used only a quantitative method while it's recommended to conduct first a qualitative one through semi directive interviews to explore in deep consumers behavior toward sustainable fashion products.

Consumer decision-making in the apparel industry may differ according to gender, age, price sensitivity, and perceptions of product quality. Each of these influential factors within the target group presents an important avenue for future research. It would be

valuable to extend this research to younger and older generations or to specific demographic cohorts. Furthermore, a deeper investigation into the role of sustainable fashion in people's lived experiences should be conducted. Future research could also explore how education and social media can be leveraged to cultivate the next generation of fashion designers, marketers, and managers who adopt more sustainable practices.

## REFERENCES

1. Abd'Razack N.T.A., Medayese, S.O., Shaibu, S.I., & Adeleye, B.M. (2017). Habits and benefits of recycling solid waste among households in Kaduna, North West Nigeria. *Sustainable Cities and Society* 28(January), 297-306.
2. Abrar, M., Sibtain, M.M., & Shabbir, R. (2021). Understanding purchase intention toward ecofriendly clothing for Generation Y & Z. *Cogent Business and Management*, 8(1), 1-19.
3. . Ajzen, I., & Fishbein, M. (1980). *Understanding Attitudes and Predicting Social Behavior*. Prentice-Hall, Englewood Cliffs.
4. Ali, M., Ullah, S., Ahmad, M.S., Cheok, M.Y., & Alenezi, H. (2023). Assessing the impact of green consumption behavior and green purchase intention among millennials toward sustainable environment. *Environmental Science and Pollution Research*, 30(9), 23335-23347.
5. Banbury, C., Stinerock, R., & Subrahmanyam, S. (2012). Sustainable consumption: Introspecting across multiple lived cultures. *Journal of Business Research* 65(4), 497-503.
6. Barber, N., Taylor, C., & Strick, S. (2009) Wine consumers' environmental knowledge and attitudes: Influence on willingness to purchase. *International Journal of Wine Research*, 1 (1), 59-72.
7. . Birgelen, M., Semeijn J., & Keicher, M. (2009). Packaging and Proenvironmental Consumption Behavior : Investigating Purchase and Disposal Decisions for Beverages. *Environment and Behavior* 41(1), 125-146.
8. Casalo, L.V., & Escario, J.J. (2018). Heterogeneity in the association between environmental attitudes and proenvironmental behavior: A multilevel regression approach. *Journal of Cleaner Production* 175(20), 155-163.
9. Carey, L., & Cervellon, M.-C. (2014). Ethical fashion dimensions: pictorial and auditory depictions through three cultural perspectives. *Journal of Fashion Marketing and Management: An International Journal* 18(4), 483-506.
10. . Carrigan, M., & Attalla, A. (2001) The myth of the ethical consumer-do ethics matter in purchase behaviour?. *Journal of Consumer Marketing* 18(7): 560-578.
11. . Chan, R.Y.K. (2001). Determinants of Chinese consumers' green purchase behavior. *Psychology & Marketing* 18(4): 389-413.
12. . Jin, X., Omar, A., & Fu, K. (2024). Factors Influencing Purchase Intention toward Recycled Apparel: Evidence from China. *Sustainability*, 16, 3633: 1-26.
13. . Davies, I.A., & Gutsche, S. (2016) Consumer motivations for mainstream "ethical" consumption. *European Journal of Marketing* 50(7/8): 1326-1347.
14. . Dagher, G. K., & Itani, O. (2014). Factors influencing green purchasing behaviour: Empirical evidence from the Lebanese consumers. *Journal of Consumer Behaviour* 13(3), 188-195.
15. Dunlap, R.E., van Liere, K.D., Mertig, A.G., & Jones, R.E. (2000) New trends in measuring environmental attitudes: measuring endorsement of the new ecological paradigm: a revised NEP scale. *Journal of Social Issues* 56(3), 425-442.
16. . Dunlap, R., & Jones, R. (2002) Environmental Concern: Conceptual and Measurement Issues, *Handbook of Environmental Sociology* Chapter, 15, 484-524.
17. Flamm, B.J. (2009). The impacts of environmental knowledge and attitudes on vehicle ownership and

- use. *Transportation Research Part D: Transport and Environment* 14(4), 272-279.
18. . Gill, J. D., Lawrence, A., Crosby, L. A., & Taylor, J. R. (1986). Ecological concern, attitudes, and social norms in voting behavior. *Public Opinion Quarterly*, 50(4), 537-554.
  19. . Grazzini, L., Acuti, D., & Aiello, G. (2021). Solving the puzzle of sustainable fashion consumption: The role of consumers' implicit attitudes and perceived warmth. *Journal of Cleaner Production*, 287 (10), 1-18.
  20. . Haryanto, B. (2014). The Influence of Ecological Knowledge and Product Attributes in Forming Attitude and Intention to Buy Green Product. *International Journal of Marketing Studies*, 6(2), 83-91.
  21. . Jacoby, J., Berning, C. K. et Dietvorst T.F. (1977). What about Disposition?. *Journal of Marketing*, 41(2), 22-28.
  22. Jorgensen, T.H., Remmen, A., & Mellado, M.D. (2006). Integrated Management Systems Three Different Levels of Integration. *Journal of Cleaner Production* 14(8), 713-722.
  23. Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour and Future Research Directions. *International Strategic Management Review*, 30(2), 128-143.
  24. . Kollmuss, A., & Agyeman, J. (2002). Mind the Gap: Why do people act environmentally and what are the barriers to pro-environmental behavior?. *Environmental Education Research*, 8(3), 239-260.
  25. Kotchoubey, B. (2018). Human consciousness: Where is it from and what is it for. *Frontiers in Psychology* 9: 109-139.
  26. . Kumar, B., Manrai, A.K., & Manrai, L.A. (2017). Purchasing behaviour for environmentally sustainable products: a conceptual framework and empirical study. *Journal of Retailing and Consumer Services*, 34(C), 1-9.
  27. . Kumar, A., Prakash, G., & Kumar, G. (2021). Does environmentally responsible purchase intention matter for consumers? A predictive sustainable model developed through an empirical study, *Journal of Retailing and Consumer Services*, 58, 1-9.
  28. . Landry, N., Gifford, R., Milfont, T.L., Week, A., & Arnocky, S. (2018). Learned helplessness moderates the relationship between environmental concern and behavior. *Journal of Environmental Psychology*, 55, 18-22.
  29. . Laroche, M., Bergeron J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*, 18(6), 503-520.
  30. . Lee, K. (2008). Opportunities for green marketing: young consumers. *Marketing Intelligence & Planning* 26(6), 573-586.
  31. Lundbladn, L. & Davies, I. A. (2016) The values and motivations behind sustainable fashion consumption. *Journal of Consumer Behaviour*, 15(2), 149-162.
  32. Manchiraju, S., & Sadachar, A. (2014). Personal values and ethical fashion consumption. *Journal of Fashion Marketing and Management: An International Journal* 18(3): 357-374.
  33. . Manley, A., Seock, Y.K., & Shin, J. (2023). Exploring the perceptions and motivations of gen Z and millennials toward sustainable clothing. *Family and Consumer Sciences Research Journal*, 51(4): 313-327.
  35. . Morgan, L. R., & Birtwistle, G. (2009). An investigation of young fashion consumers' disposal habits. *International Journal of Consumer Studies*, 33(2), 190-198.
  36. Mostafa, M.M. (2009). Shades of Green: A Psychographic Segmentation of the Green Consumer in Kuwait Using Self-Organizing Maps. *Expert Systems with Applications*, 36(8), 11030-11038.
  37. Nicolau, L.G.R., Christino, J.M.M., Cardozo, E.A.A., & Ferreira, F.L. (2025). The role of Eco-shame in shaping Behavioural Purchase Intentions toward sustainable fashion consumption, *Journal of Fashion Marketing and Management: An International Journal*, 29 (1), 38-57.
  38. . Ngo, A. T. T., Vo, H. C., Tran, L. N., Nguyen, V. K., Tran, D. T., & Trinh, N. Y. (2024). Factors influencing Generation Z's intention to purchase sustainable clothing products in Vietnam. *Plos One*, 19(12), Article e0315502.
  39. . Nguyen, T. M., & Le, A. H. (2024). Vietnamese consumers' behavior towards sustainable fashion. *International Journal of Education. Business and Economics Research*, 4(2), 363-380
  40. . Ottman, J. A., Stafford, E.R., & Hartman, C. L. (2006). Avoiding Green Marketing Myopia: Ways to Improve Consumer Appeal for Environmentally Preferable Products. *Environment: Science and Policy for Sustainable Development*, 48(5), 22-36.
  41. . Park, H.J. & Lin, L.M. (2020). Exploring attitude-behavior gap in sustainable consumption: comparison of recycled and upcycled fashion products. *Journal of Business Research*, 117, 623-628.
  42. Pham, T. H., Nguyen, T.N., Phan, T.T.H., & Nguyen, N.T. (2019). Evaluating the Purchase Behaviour of Organic Food by Young Consumers in an Emerging Market Economy. *Journal of Strategic Marketing*, 27(6), 540-556.
  43. . Roman, T., Bostan, I., Manolica, A., & Mitrica, I. (2015). Profile of Green Consumers in Romania in Light of Sustainability Challenges. *Sustainability*, 7, 6394-6411.
  44. . Sánchez-Fernández, R., Iniesta-Bonillo, M.Á., & Holbrook, M.B (2009). The Conceptualisation and Measurement of Consumer Value in Services. *International Journal of Market Research*, 51(1), 40-58.

45. . Schwartz, S. H. (1992). Universals in the content and structure of values: Theory and empirical tests in 20 countries. *Advances in Experimental Social Psychology*, 25, 1-65.
46. . Shen, B., Wang, Y., Lo, C., & Shum, M. (2012) The impact of ethical fashion on consumer purchase behavior. *Journal of Fashion Marketing Management*, 16, 234–245