

# Evaluating Consumer Behavior and Sustainable Apparel Consumption: A Study on Awareness and Influencing Factors

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## Abstract

This study examines the determinants of sustainable garment consumption, with a focus on consumer consciousness, attitudes, and actions using the Theory of Planned Behavior (TPB) as a framework. The study investigates several crucial variables, namely product knowledge (PK), consumer awareness (CA), environmental awareness (EA), consumer value (CV), motivation (MOT), purchase intention (PI), and actual buying behavior (BB). The study used Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) to validate the constructs and investigate the interactions between these components. The findings indicate that consumer attitudes are highly influenced by product knowledge, with consumers who are well-informed showing more positive opinions towards sustainable apparel. Consumer and environmental awareness are important factors that contribute to subjective norms and perceived behavioral control. The role of perceived value and motivation on behavioral intentions is further emphasized, underscoring the significance of ethical and environmental values in motivating sustainable purchases. Although individuals may have favourable attitudes and intentions, real obstacles such as financial constraints and limited access impede the transformation of these intentions into tangible purchasing actions. This study highlights the importance of implementing specific tactics to increase consumer involvement and encourage the adoption of sustainable fashion practices. It provides significant information for companies and policymakers who are interested in promoting environmentally conscious buying habits.

**Keywords:** sustainable apparel, ethical value, environmental value, sustainable purchase.

## 1. Introduction

Sustainable apparel consumption patterns and behavior have been significantly fostered by consumer awareness. The fashion industry has been the subject of scrutiny due to its significant ecological footprint and ethical deficiencies in an era characterized by escalating environmental and social concerns. These issues, which encompass exploitative labour practices, chemical pollution, textile waste, and excessive water usage, have incited a transition to more sustainable consumption among environmentally conscious consumers (Caniato et al., 2012; Shen, 2014).

Sustainable apparel consumption necessitates purchasing strategies that prioritize environmental and social accountability. This encompasses the selection of clothing that is made from biodegradable, recycled, or organic materials, the endorsement of brands that are dedicated to fair labour practices, and the reduction of overall consumption through mindful purchasing and the extension of the lifespan of clothing through care and repair (Mukherjee, 2015; Niinimäki et al., 2020). Consumers are increasingly demanding transparency and accountability

from fashion brands, which is driving the industry toward more sustainable practices, as a result of the increasing awareness (Henninger et al., 2016b).

The critical role of consumer awareness in promoting sustainable apparel choices has been underscored by recent studies. For example, (Harris et al., 2016) discovered that consumers who are informed about the environmental consequences of fashion are more inclined to engage in sustainable purchasing behaviors. The proliferation of sustainability certifications and eco-labels, which furnish consumers with dependable information to make informed decisions, further reinforces this trend (Ritch, 2015). In addition, the promotion of sustainable fashion trends and ethical brands through social media and digital platforms has been instrumental in the dissemination of awareness and the modification of consumer behavior (Meskini et al., 2024).

Nevertheless, the widespread adoption of sustainable apparel consumption is impeded by a number of barriers, despite the increasing awareness and positive trends. Consumers are frequently discouraged from making environmentally conscious decisions due to the high costs, limited availability, and inadequate information regarding the sustainability of products (Mcneill & Moore, 2015a). Additionally, the attitude-behavior gap, which is the discrepancy between consumers' sustainable intentions and their actual purchasing behavior, continues to pose a substantial obstacle (Carrington et al., 2010). This discrepancy emphasizes the intricacy of evolving consumption patterns, indicating that mere awareness is insufficient to effect significant change without confronting these fundamental impediments (Park & Lin, 2020). Thus, sustainable apparel consumption patterns and behavior are significantly influenced by consumer awareness. The fashion industry has the potential to be substantially influenced toward more sustainable practices as awareness of environmental and social issues continues to increase. Addressing existing obstacles and furnishing consumers with the requisite tools and information to consistently make sustainable decisions are critical in order to capitalize on this momentum.

## 2. Literature Review

Consumer awareness levels are intricately linked to consumer behavior and consumption patterns of sustainable apparel. Consumers are increasingly inclined to make sustainable decisions as they become more cognizant of the environmental and social consequences of fashion. (Crommentuijn-Marsh & Philippa Jane, 2018a) observed that consumers' preference for sustainable clothing options is substantially influenced by their increased awareness of the detrimental consequences of fast fashion, including water pollution, carbon emissions, and excessive waste. This change in preference is primarily the result of educational initiatives and awareness campaigns that educate consumers on the significance of sustainable practices, such as the use of organic, recycled, or biodegradable materials, as well as equitable labour practices. The establishment of a consumer base that comprehends and appreciates the principles of sustainability in fashion is contingent upon the implementation of such educational initiatives (Henninger et al., 2016a).

It is impossible to exaggerate the significance of digital media and social platforms in conveying information and influencing consumer perceptions. Brand advocates and social media influencers are instrumental in the promotion of sustainable fashion trends, which in turn increases consumer awareness and influences purchasing decisions. (Dissanayake & Sinha, 2015) discovered that social media has emerged as a crucial instrument for the dissemination of information regarding sustainable practices and materials, thereby facilitate the comprehension and accessibility of the advantages of sustainable apparel for consumers. This enhanced accessibility and visibility of information are essential for promoting sustainable consumption behaviors and increasing consumer awareness.

The attitude-behavior divide, which is frequently used to describe the disparity between consumers' intentions and their actual purchasing behavior, persists in spite of the increasing awareness and positive attitudes toward sustainable

apparel. (Vocino & Oppewal, 2009) emphasized that although numerous consumers articulate a desire to support sustainable fashion, their actual purchasing behavior frequently does not correspond with these intentions. This discrepancy can be ascribed to a variety of factors, such as limited availability, higher costs, and insufficient information regarding the sustainability credentials of products. According to (Mcneill & Moore, 2015b), the cost of sustainable clothing is a significant impediment, as it is frequently more expensive than rapid fashion alternatives. Furthermore, the scarcity of sustainable apparel alternatives in mainstream retail outlets presents a challenge for consumers in terms of their ability to consistently select sustainable clothing. In order to overcome these obstacles, it is necessary to implement comprehensive strategies that encompass the provision of plain, transparent information regarding the sustainability of apparel, as well as the reduction of the cost and accessibility of sustainable products. In this context, perceived value is a significant factor; consumers are more inclined to purchase sustainable apparel if they believe it provides superior quality, durability, and health benefits (To, 2021) underscored that the perceived value of sustainable fashion extends beyond environmental benefits to encompass the quality and longevity of the products, which can substantiate the higher cost in the perception of the consumer. Brands can increase the perceived value of their sustainable offerings and motivate a greater number of consumers to make sustainable decisions by effectively communicating these values (Ritch, 2015).

Additionally, sustainable apparel purchases are significantly influenced by motivational factors. These factors encompass emotive appeals, social norms, and personal values. Consumers who are motivated by environmental and ethical values are more likely to engage in sustainable purchasing behaviors, according to (Sari & Asad, 2019). Consumer motivation is substantially influenced by social influence, including the desire to conform to socially accepted norms and the influence of peers and celebrities. (Joy, 2021) emphasized that the behavior of peers and influencers, as well as social norms, can significantly influence individuals to adopt sustainable consumption patterns. The motivation of consumers to purchase sustainable apparel is further bolstered by emotional appeals, such as the gratification derived from making responsible choices or the sense of contributing to a greater cause. (Crommentuijn-Marsh & Philippa Jane, 2018b) discovered that consumers' behavior can be significantly influenced by their affective connections to the values of sustainable fashion brands, resulting in more deliberate and consistent purchasing decisions.

Additionally, consumer behavior is significantly influenced by the perceived advantages of sustainable apparel, including its promotion of ethical labour practices and environmental conservation. (Mukherjee, 2015) underscored that consumers who acknowledge the broader implications of their purchasing decisions are more inclined to endorse sustainable fashion brands. This acknowledgment frequently results from the growing awareness and education of consumers regarding the social and environmental advantages of sustainable apparel. Consumers can experience a greater sense of empowerment and motivation to select sustainable alternatives by comprehending the beneficial effects of their purchases. (Caniato et al., 2012) The likelihood that consumers will select sustainable apparel for future purchases, or purchase intention, is significantly impacted by their attitudes, subjective norms, and perceived behavioral control. The likelihood of purchase intention is increased by positive attitudes toward sustainable fashion, which are influenced by awareness and motivation. Nevertheless, the attitude-behavior divide continues to pose a challenge. (Henninger et al., 2016b) observed that consumers may be unable to act on their intentions due to practical barriers, such as cost and availability, even when they have positive attitudes and intentions. This disparity can be addressed through the implementation of strategies such as the improvement of product availability, the reduction of costs, and the provision of accurate and easily accessible information regarding the sustainability of apparel.

The actual purchasing behavior, which is the actual actions that consumers take when purchasing sustainable clothing, is the result of a combination of various influencing factors, such as product knowledge, cognizance, perceived value, motivation, and purchase intention. In spite of the obstacles, there are indicators of a growing consumer commitment to sustainable fashion. Henninger et al. (Meskini et al., 2024) noted a growing trend among consumers who prioritize

ethical and sustainable considerations in their purchasing decisions. The increasing number of brands that are adopting and promoting sustainable practices is a contributing factor to this transition, which has made sustainable fashion more accessible and mainstream.

In order to further promote sustainable purchasing behavior, brands and retailers must address the practical obstacles that prevent consumers from making sustainable choices. This encompasses the enhancement of transparency in the supply chain and the improvement of the affordability and availability of sustainable apparel. Also, the attitude-behavior divide can be bridged by educating consumers about the advantages of sustainable fashion and increasing the visibility and accessibility of sustainable options in retail environments. Additionally, the utilization of digital platforms and social media to advocate for sustainable fashion has the potential to significantly influence consumer behavior.

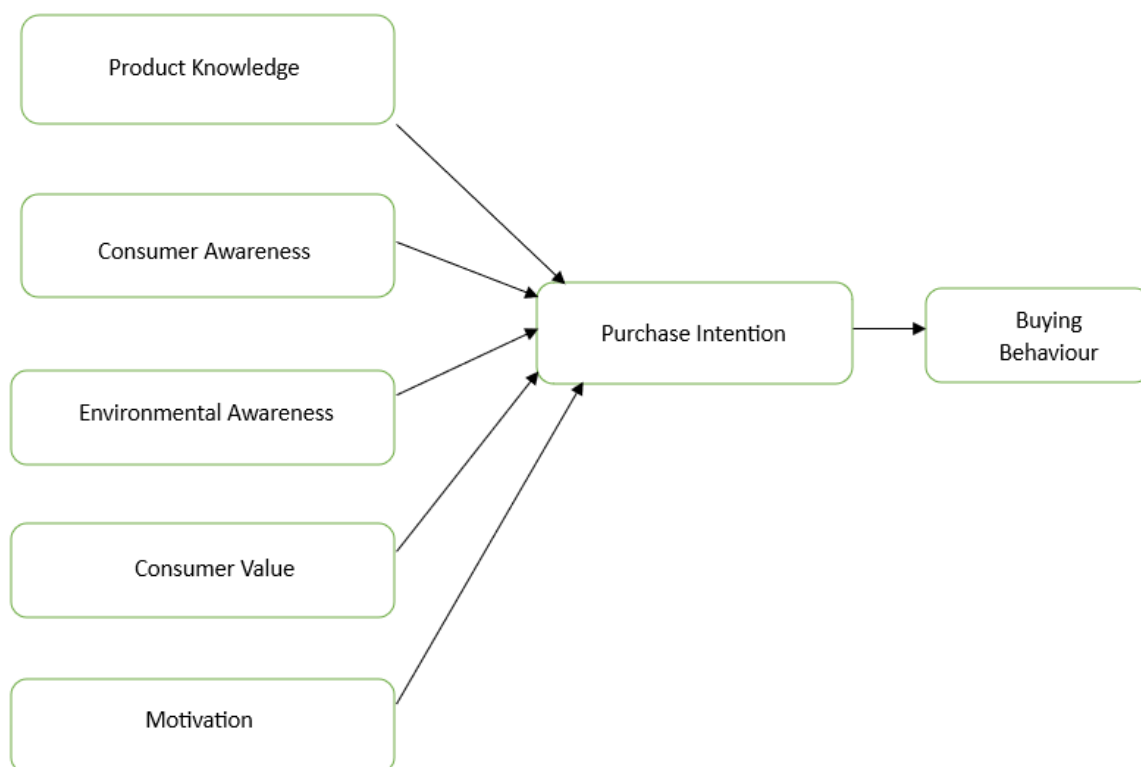


Figure 1: Theory of Planned Behaviour Model

## 2.1 Theory of Planned behaviour

The Theory of Planned Behaviour (TPB), which was developed by Icek Ajzen in 1985, posits that behavioral intentions are the driving force behind individual behavior. These intentions are influenced by three critical factors: subjective norms, attitudes toward the behavior, and perceived behavioral control. The individual's positive or negative assessment of the behavior is reflected in their attitudes. Subjective norms are the perceived social constraints to either perform or refrain from performing a behavior. Perceived behavioral control is the perceived ease or difficulty of conducting a behavior, which is determined by past experiences and anticipated obstacles. An individual's

likelihood of engaging in a particular behavior is predicted by these factors in conjunction (Ajzen, 1991). Factors included in study are as follow

### **2.1.1 Product Knowledge**

Consumer views towards sustainable clothes are greatly influenced by their level of Product Knowledge (PK). Consumers who possess a profound comprehension of the advantages and attributes of sustainable products, such as long-lasting quality, environmental friendliness, and ethical manufacturing practices, are more inclined to form favourable opinions. (Niinimäki et al., 2020) discovered that having information regarding sustainable materials, such as organic cotton and recycled fibres, improves consumer views and raises the probability of buying sustainable clothing. This is consistent with the TPB component of attitudes, which influence behavioral intentions and subsequent behavior.

### **2.1.2 Consumer Awareness**

Consumer awareness of sustainable methods and materials is essential in influencing subjective standards and attitudes. According to (Henninger et al., 2016b), greater exposure to information regarding sustainable practices through educational initiatives and digital media leads to heightened levels of awareness. This consciousness impacts individual attitudes and shapes subjective norms, since consumers regard sustainable consumption as a socially commendable action. The Theory of Planned Behavior (TPB) suggests that when individuals perceive that important people in their lives have certain expectations for their behavior, such as buying sustainable clothing, it enhances their desire to engage in that behavior.

### **2.1.3 Environmental Awareness**

Perceived behavioral control is influenced by Environmental Awareness (EA) regarding the adverse effects of traditional apparel production. (Harris et al., 2016) observed that consumers who are cognizant of the ecological deterioration caused by rapid fashion experience an increased sense of accountability and influence over their buying choices. This increased consciousness corresponds to the TPB notion of perceived behavioral control, which pertains to the level of ease or difficulty associated with carrying out the behavior. Consumers who are aware of their capacity to reduce environmental damage through their purchases are more inclined to have the intention and actively participate in sustainable clothes consumption.

### **2.1.4 Consumer Value**

Consumer Value (CV), which refers to the perception of the overall benefits of sustainable apparel, has a direct impact on attitudes and intentions towards it. According to a study by (Mcneill & Moore, 2015a), those who believe that sustainable clothing has better quality, durability, and health advantages are more likely to have favourable opinions towards it. Supporting firms that stress fair labour standards and environmental conservation not only provides ethical pleasure but also raises the perceived value of the products. This, in turn, increases the possibility of developing strong intentions to purchase sustainable goods.

### **2.1.5 Motivation**

Motivation, encompassing personal ideals, social norms, and emotional attractions, has a substantial influence on behavioral intentions. In their study, (Crommentuijn-Marsh & Philippa Jane, 2018a) discovered that consumers who are driven by ethical and environmental principles are more inclined to express an intention to buy sustainable clothing. Social influence, such as the impact of peers and the endorsement of celebrities, plays a significant role in shaping these incentives by strengthening subjective standards. According to (Henninger et al., 2016b), consumers

are motivated to make sustainable choices due to their desire to comply to socially acceptable norms and the influence of respected people.

### 2.1.6 Purchase Intention

Purchase Intention (PI), a fundamental element of the Theory of Planned Behavior (TPB), pertains to the probability that consumers would opt for sustainable clothes in their future purchases. This purpose is influenced by attitudes, subjective norms, and perceived behavioral control. (Carrington et al., 2010) emphasized that having favourable attitudes towards sustainable fashion, which are influenced by awareness and motivation, can enhance the likelihood of intending to purchase.

### 2.1.7 Buying Behaviour

Buying Behavior (BB) is the result of the components described in TPB. Although there is increasing knowledge and favourable views towards sustainable fashion, practical obstacles frequently impede the transformation of these ideas into tangible purchasing behavior. According to (Mcneill & Moore, 2015b), price and availability were highlighted as major obstacles to engaging in sustainable purchase behavior. The TPB emphasizes the significance of overcoming these obstacles by improving perceived behavioral control.

## 3. Research Methodology

The study conducted empirical research to investigate the impact of consumer awareness on sustainable clothes. The empirical study utilized data obtained from an online survey conducted among participants. A total of thirty-one questions were posed, categorized into three groups, and rated on a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). The initial segment involved the acquisition of customer demographic and socioeconomic data, including age, gender, income bracket, and level of education achieved. The second series of questions assessed the consumers' comprehension of social and environmental matters.

The proposed hypotheses for the conceptual model that was demonstrated were given below.

H1: Product Knowledge has a significant influence on purchase intention.

H2: Consumer awareness has a significant influence on purchase intention.

H3: Environmental Awareness has a significant influence on purchase intention.

H4: Consumer Value has a significant influence on purchase intention.

H5: Motivation has a significant influence on purchase intention.

H6: Purchase intention has a significant influence on Buying behaviour.

**Table 1: Sample profile**

	Items	N	%
Gender	Male	138	46%
	Female	162	54%
Age	18-23	72	24%
	24-29	45	15%



	30-35	18	6%
	Above 36	165	55%
Level of education	Undergraduate	45	15%
	Graduate	72	24%
	Post-graduate	135	45%
	Professional	48	16%
Income	Low	51	17%
	Low to medium	78	26%
	Medium to high	72	24%
	High	99	33%

### 3.1 Sample Profile:

Data was gathered from a total of 300 individuals. According to Table 1, 54% of the individuals were female and 46% were male. In terms of age distribution, 24% of the participants fell within the 18-23 age range, 15% fell within the 24-29 age range, 6% fell within the 30-35 age range, and the majority, 55%, were 36 years old or older.

Regarding educational achievement, 15% of the participants are undergraduate, 24% were graduate, 45% had acquired a Master's degree, 16% were professionals. The participants' income levels were classified into four categories: low, low to medium, medium, and medium to high. The findings indicated that 17% of the participants belonged to the low-income group, 26% to the low to medium income group, 24% to the medium income group, and 33% to the high-income group.

### 3.2 Statistical Analysis

The data was statistically analysed using R Studio software, which specializes in Analysis of Moment Structures. The normality of the data was confirmed through the examination of skewness and kurtosis. The reliability of the scale was assessed by calculating Cronbach's alpha. An exploratory factor analysis was conducted using principal components and Varimax rotation to identify the constructs of the conceptual model. The validity and reliability of the items that comprised the constructs were assessed in the subsequent step using confirmatory factor analysis (CFA). The CFA was modified by analysing the factor loadings and modification indices of mistake words. The goodness of fit indices was utilized to evaluate the adequacy of the model's fit. The convergent validity of the conceptual model was assessed using Composite Reliability (CR) and Average Variance Extracted (AVE) values, as suggested by (Hair et al., 2005).

### 3.3 Results

#### 3.3.1 Scale Reliability and Exploratory Factor Analysis

The normality check found that none of the skewness values exceeded 3, and none of the kurtosis values reached 10, indicating no threat to normality (Kline, 2015). The scale reliability, tested using Cronbach's alpha, was determined to be 0.90, which is much higher than the usually recognized threshold of 0.70 (Nunnally & Bernstein, 1994).

The Kaiser-Meyer-Olkin (KMO) index of sample adequacy was 0.75, sufficiently large to justify factor analysis (Kaiser, 1974). Bartlett's test of sphericity was significant. In the exploratory factor analysis, items with factor loadings above 0.4 were maintained. A total of 28 items were categorized into seven constructs as stated in table 2.

**Table 2: Exploratory Factor Analysis Results**

Construct	Definitions	Factors						
		1	2	3	4	5	6	7
PK1	Clothing crafted from organic fibers is fashionable.	0.68						
PK2	Clothing crafted from organic fibers exhibits very pleasing designs.	0.76						
PK3	Clothing crafted from organic fibers exhibits exceptional durability.	0.71						
PK4	Clothing crafted from organic fibers has excellent quality.	0.69						
CA1	I am aware that clothing manufactured from recycled materials will naturally decompose when they have served their purpose, rather than contributing to the accumulation of waste in a landfill.		0.66					
CA2	I acknowledge that firms have the ability to adhere to environmental and social standards in relation to the manufacturing of products, such as clothing.		0.78					
CA3	I acknowledge that opting for second-hand garments or upcycled items, which are created by utilizing existing materials, might be considered sustainable alternatives.		0.83					
CA4	I know that items manufactured without the utilization of animal tissue are regarded as more sustainable.		0.90					
EA1	I know that the dyeing and finishing procedures employed in the production of textiles and garments can lead to significant amounts of water wastage.			0.70				
EA2	I know that the production process of synthetic or artificial fibers, such as polyester, might result in environmental degradation.			0.79				
EA3	I know that air pollution can arise during some conventional dyeing procedures of textiles.			0.77				



EA4	I know that the process of growing raw materials for clothing, such as cotton, can have a substantial ecological footprint.			0.75				
CV1	Sustainable apparel is, in my opinion, well-made and reasonably priced.				0.74			
CV2	I feel a sense of well-being when I engage in the acquisition of sustainable clothing.				0.77			
CV3	Sustainable apparel provides me with a unique fashion style.				0.66			
CV4	Sustainable clothing, in my opinion, contributes to resource conservation.				0.65			
MOT1	I feel satisfied with my efforts to support the environment by engaging in the practice of sustainable clothes.					0.75		
MOT2	The viewpoints of my peers on Instagram have a significant impact on my choices when it comes to buying clothing.					0.55		
MOT3	I experience guilt at the loss of animal life caused by human beings' consuming habits.					0.81		
MOT4	I am convinced that wearing garments made from organic fibers is beneficial for the wellness and well-being of my skin.					0.74		
PI1	I am willing to spend more money for apparel produced by environmentally and/or socially conscientious clothing brands.						0.77	
PI2	My future plan is to buy clothing that is environmentally friendly.						0.78	
PI3	I would contemplate purchasing eco-friendly clothing due to its reduced environmental impact.						0.83	
PI4	I am considering switching to environmentally conscious clothing brands due to ecological concerns.						0.77	
BB1	If I have to choose between two similar items of clothing, I will rather buy the one made of less environmentally damaging textile materials.							0.76
BB2	I prioritize choosing clothing that has long-lasting appeal above trendy clothing that rapidly becomes outdated.							0.74
BB3	I would rather purchase apparel made of natural fibers cultivated naturally.							0.73

BB4	I have a preference for purchasing clothing that is labelled or packaged using environmentally friendly practices.							0.83
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### 3.3.2 Confirmatory Factor Analysis Result:

In order to evaluate the reliability and accuracy, Composite Reliability (CR) and Average Variance Extracted (AVE) were computed for all constructs within the conceptual model. Composite reliability, which indicates how well a concept is represented by its indicators, was found to be above 0.6 (Bagozzi & Yi, 1988), with values of 0.759 for "Product Knowledge" 0.827 for "Consumer Awareness," 0.820 for "Environmental Awareness," 0.915 for "Perceived Value," 0.859 for "Motivation," 0.734 for "Purchase Intention," and 0.721 for "buying Behaviour."

The assessment of convergent validity involved the computation of the Average Variance Extracted (AVE) for each construct. The obtained results were found to be close to or surpassing the acceptable threshold of 0.5, as indicated by previous studies (Bagozzi & Yi, 1988) (Hair et al., 2005). The AVE values for the different factors were as follows: 0.468 for "Product Knowledge," 0.518 for "Consumer Awareness," 0.522 for "Environmental awareness," 0.712 for "Perceived Value," 0.774 for "Motivation," 0.812 for "Purchase Intention," and 0.887 for "Buying Behaviour."

Discriminant validity was evaluated by comparing the square roots of the Average Variance Extracted (AVE) values with the correlations between each variable and other variable. Discriminant validity was proven as the square roots of AVE values were higher than the correlations with other variables, as indicated in Table 3.

**Table 3: Confirmatory Factor Analysis Results**

	Product Knowledge	Consumer Awareness	Environmental Awareness	Consumer Value	Motivation	Purchase Intention	Buying Behaviour
Product Knowledge	0.681						
Consumer Awareness	0.671	0.742					
Environmental Awareness	0.582	0.722	0.689				
Consumer Value	0.551	0.287	0.546	0.597			
Motivation	0.498	0.254	0.789	0.676	0.751		
Purchase Intention	0.542	0.334	0.821	0.844	0.659	0.784	

Buying Behaviour	0.121	0.042	0.229	0.276	0.295	0.275	0.732
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### 3.3.3 Hypothesis Analysis

**Table 4: Hypothesis Analysis**

Hypothesis			Critical Value	Result
H1	Product Knowledge has a significant influence on purchase intention.	0.41	1.95	Accepted
H2	Consumer awareness has a significant influence on purchase intention.	0.165	1.95	Accepted
H3	Environmental Awareness as a significant influence on purchase intention.	0.23	1.95	Accepted
H4	Consumer Value has a significant influence on purchase intention.	0.595	1.95	Accepted
H5	Motivation has a significant influence on purchase intention.	0.03	1.95	Accepted
H6	Purchase intention has a significant influence on Buying behaviour.	0.77	1.95	Accepted

The table 4 presents a summary of the results from hypothesis testing on the impact of several factors on purchase intention and buying behavior. Each hypothesis (H1 to H6) examines the influence of a distinct predictor on sustainable buying behavior. The 'Critical Value' represents the threshold at which statistical significance is determined, while the 'Result' indicates the choice made through hypothesis testing.

#### **H1: Product Knowledge has a significant influence on purchase intention.**

The initial hypothesis investigates the extent to which product knowledge has a substantial impact on purchase intention. The crucial value is 0.41, which is greater than the threshold of 1.95. Consequently, the level of consumer's intention to acquire a product is positively correlated with their knowledge of that product. This is consistent with the notion that well-informed buyers have greater confidence in their purchasing choices.

#### **H2: Consumer awareness has a significant influence on purchase intention.**

The second hypothesis evaluates the influence of customer awareness on the intention to make a purchase. The hypothesis is supported based on a critical value of 0.165, which is significant at the 1.95 threshold. This implies that consumers who possess a higher level of awareness regarding sustainable items are more inclined to have the intention to buy them. This highlights the significance of awareness in influencing purchase intentions.

**H3: Environmental Awareness as a significant influence on purchase intention.**

The third theory centres around environmental awareness. A critical value of 0.23, which satisfies the 1.95 significance level, signifies a substantial impact on purchase intention. This discovery emphasizes the need of being aware of and caring about the environment while making sustainable purchasing decisions.

**H4: Consumer Value has a significant influence on purchase intention.**

The fourth hypothesis examines the influence of Consumer value on the intention to make a purchase. The hypothesis is accepted because to the crucial value of 0.595, which above the threshold. Consumers who recognize greater value in sustainable products are more likely to buy them, emphasizing the significance of perceived advantages.

**H5: Motivation has a significant influence on purchase intention.**

The fifth hypothesis focuses on the impact of motivation on purchasing intention. Although the crucial value is only 0.03, it is nevertheless considered significant when compared to the threshold of 1.95, leading to the acceptance of the hypothesis. This suggests that even a small amount of incentive can have a substantial impact on the likelihood of purchasing sustainable products.

**H6: Purchase intention has a significant influence on Buying behaviour.**

The sixth hypothesis investigates whether purchase intention is manifested in actual purchasing behavior. Given the crucial value of 0.77, which is significantly higher than the threshold, we can conclude that the hypothesis is accepted. This validates that a robust desire to make a purchase is a powerful predictor of actual consumer behavior in terms of buying.

Overall, the findings affirm the concept that factors such as knowledge about the product, awareness of the consumer, awareness of the environment, perceived value, and motivation have a substantial impact on the intention to make a purchase. Furthermore, this intention highly predicts actual buying behavior. This highlights the complex and diverse aspects that influence sustainable purchasing decisions.

**4. Conclusion:**

This study explores the significant impact of consumer awareness on promoting sustainable garment buying habits and behavior. The fashion industry, known for its substantial impact on the environment and ethical concerns, has witnessed a transition towards more sustainable consumption due to the increasing environmental and social awareness of consumers. Sustainable apparel consumption involves adopting purchasing strategies that prioritize environmental and social responsibility. This includes selecting clothing made from biodegradable, recycled, or organic materials, endorsing brands that uphold fair labour practices, and reducing overall consumption by making mindful purchases and extending the lifespan of clothing. Empirical evidence confirms that consumer awareness has a substantial impact on both the intention and actual behavior of making sustainable purchases. Heightened consciousness regarding the harmful consequences of rapid fashion, assisted by educational activities and digital media, results in a predilection for sustainable clothing alternatives. The role of social media and digital platforms in spreading information and influencing customer opinions is crucial, emphasizing the significance of making sustainable fashion visible and accessible. This study is based on the Theory of Planned Behavior (TPB) framework, which shows that attitudes, subjective standards, and perceived behavioral control all together influence behavioral intentions and actual purchase actions. Significant determinants of purchasing intention, which greatly determines actual buying behavior, include product knowledge, consumer and environmental awareness, perceived value, and

motivation. Nevertheless, the implementation of positive intentions into actual behaviors is sometimes hindered by practical obstacles, such as elevated expenses and restricted accessibility of sustainable clothing. To overcome these obstacles, it is necessary to implement comprehensive initiatives that improve the affordability, accessibility, and visibility of sustainable clothing. Brands and merchants should offer transparent and easily accessible information on the sustainability of their products and utilize digital channels to endorse sustainable fashion. By taking this action, they can close the disparity between attitudes and behaviors and enable consumers to make steadfast and environmentally-friendly decisions. Ultimately, consumer knowledge plays a crucial role in promoting sustainable garment use. However, it is equally important to address practical challenges in order to encourage wider adoption. The fashion sector has the potential to gain substantial advantages from this shift, as consumer consciousness continues to increase, leading to a greater demand for more environmentally-friendly methods.

## 5. Implications

**Enhanced Educational Campaigns:** Considering the substantial impact of product knowledge and consumer awareness on purchase intentions, it is advisable for businesses and governments to allocate resources towards extensive educational programs. These projects offer comprehensive information regarding sustainable materials, ethical manufacturing procedures, and the ecological consequences of fast fashion. These activities can be implemented through several platforms, such as social media, educational institutions, and public awareness campaigns, in order to reach a wider audience and cultivate a more knowledgeable consumer base.

**Marketing and Communication Strategy:** Brands should prioritize on the perceived worth of eco-friendly clothing in their marketing tactics. Emphasizing the exceptional quality, long-lasting nature, and positive health effects of sustainable products, as well as their environmental and ethical benefits, can improve consumer views and stimulate buy intentions. Open and clear communication about the sustainability attributes of products can foster trust and loyalty among consumers, motivating them to continuously make sustainable choices.

**The impact of social influence and involvement in the community:** The study highlights the significance of social norms and peer influence on consumer behavior. Brands can utilize the influence of social media influencers, celebrities, and community leaders to endorse and advertise sustainable fashion. By partnering with these powerful individuals to promote sustainable practices and endorse sustainable products, we may generate a domino effect, fostering wider acceptance of sustainable consumption patterns throughout communities.

**Overcoming Practical Obstacles:** Although individuals may have great attitudes and intentions, the practical obstacles of cost and availability impede their capacity to engage in sustainable purchase behavior. Brands and merchants must tackle these difficulties by ensuring that sustainable clothing is readily available and reasonably priced. This could entail increasing production on a larger scale to generate cost advantages, providing discounts or subsidies, and ensuring that sustainable choices are easily accessible in popular retail stores. Moreover, offering transparent and readily available data regarding the sustainability of items might assist consumers in making well-informed decisions.

**Encouraging and motivating sustainable actions:** Motivation is a pivotal factor in shaping purchase intentions. Brands and regulators have the ability to create incentive schemes that promote sustainable purchase habits. Examples of such initiatives may encompass loyalty programs that incentivize customers for making sustainable purchases, certifications that grant acknowledgment for eco-friendly decisions, or collaborations with groups that advocate for sustainable practices. These incentives can encourage customers to prioritize sustainability when making purchases and help close the gap between their attitudes and behaviors.

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