

## MAKING FASHION SUSTAINABLE: A VALUE-ATTITUDE-BEHAVIOR FRAMEWORK PERSPECTIVE ON ECO-FRIENDLY APPAREL CHOICES IN DEVELOPING COUNTRIES

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### Abstract

Growing environmental awareness and ecosystem conservation initiatives have attracted considerable attention from marketing scholars and practitioners, encouraging real-time research on green marketing strategies. Among these, green apparel brands emerge as particularly significant. Consumers' interest in purchasing green apparel indicates their eagerness to support sustainable clothing companies out of respect for nature, culture, and humanity. This study examines the key factors influencing purchase intentions for eco-friendly apparel, focusing on green environmental awareness, green culture, green consumer cooperation, and green motivation, drawing insights from the Value–Attitude–Behavior (VAB) framework of consumer behavior. Quantitative data were collected from 240 consumers through a structured questionnaire. Demographic analysis was analyzed using SPSS, while SmartPLS was employed to test the hypotheses. The results reveal that environmental awareness and consumer cooperation directly enhance purchase intentions for green apparel brands, while green culture indirectly strengthens this relationship. Green culture has emerged as a strong mediator and appears significant as a component of sustainable consumer behavior. Green motivation enhanced the relationship between green culture and intentions to purchase suggesting that motivated consumers are likely to behave according to their sustainable values. The implications presented provide insight into consumer behavior with regard to sustainable fashion and provide empirical support for the Value–Attitude–Behavior framework. The research has important implications for future research and academic endeavors with

*respect to environmental and consumer behavior, and offers guidance for brand managers on how to promote these environmental values. It illustrates the importance of taking into consideration both cultural and motivational factors when promoting environmentally responsible consumption.*

**Keywords:** *Green Apparel Brand, Green Motivation, Environmental Awareness, Green Culture, Value–Attitude–Behavior (VAB) framework*

### **1.0 Context and Rationale of the Study**

It is quite evident that as environmental awareness increases and the fashion industry is undergoing significant changes. Customers are now seeking clothing and styles that are more eco-friendly. Among these changes, green apparel, “produced with environmentally responsible practices” has become especially important for consumers who want to make more conscious purchasing decisions. The intention to buy eco-friendly clothing is no longer limited to a niche group; it reflects a broader shift where people value ethical production, environmental responsibility, and brand sustainability when choosing what to buy and which brands to trust. Modern consumers expect fashion brands not only to deliver quality products but also to demonstrate genuine commitment to eco-friendly practices and environmental stewardship. As a result, understanding why people choose green clothing brands have become an important area of study, as it helps businesses achieve their sustainability goals while meeting the growing demand for ethical fashion.

Due to such unsustainable practices, many serious consequences for the environment have been created, including resource depletion, pollution, increase in greenhouse gases, and worldwide warming. In response, a global trend known as 'greening' has emerged, aimed at raising awareness of eco-friendly products and encouraging their adoption. In many developed countries, green products are viewed as a reliable means of promoting environmental sustainability. They are not only important for enhancing human well-being but also play a role in protecting the environment (Ansu-Mensah, 2021). In the literature, consumers' environmentally conscious purchasing behaviors are often described using terms such as “green buying,” “green product adoption,” and “green purchasing” (Yaraş, Özbük, & Ünal, 2017). Ecological and functional product attributes are found to influence individuals' purchase decisions, and this effect is closely related to their level of environmental awareness and knowledge (Dagher & Itani, 2014). Nevertheless, several barriers hinder the adoption of environmentally friendly products, including limited availability in retail markets, higher costs, perceived lower performance compared to conventional alternatives, and consumer attitudes (Temizkan, 2022).

Globally, policymakers have placed greater emphasis on the damaging changing effects on the environment over time, accompanied by a environmental growth consciousness. The world's response has included the implementation of environmental regulations to protect ecosystems. However, meaningful progress in environmental governance still requires the active participation of all stakeholders in environmental conservation (L. Zhang, Wang, & Zhang, 2021). Specifically, the level of environmental awareness appears to be closely linked to the extent of public and consumer participation in environmental protection (Kardos, Gabor, & Cristache, 2019).

While industrial growth has been a major driver of innovation and improved living standards, it has also significantly contributed to environmental degradation (Zameer & Yasmeen, 2022). Economic development has accelerated in many countries, fueled by the Industry 4.0 technologies & Fourth Industrial Revolution; however, this progress has also heightened

concerns about environmental sustainability (Sun, Yu, Solvang, Wang, & Wang, 2022). Environmental, social, and green knowledge has therefore become a central topic of discussion around the world (Ming Lee, Ling, & Tan, 2022). The concept of green consumption is complex and requires a systematic approach to understanding consumer behavior change (W. Zhang & Li, 2020). Consumers are increasingly sensitive by over time, become more and more concerned about environmental protection due to the fear of environmental change. implications of their consumption patterns (Do Paco, Shiel, & Alves, 2019). Hence, many people are altering their purchasing patterns to align with green-conscious consumption (Emekci, 2019). Consumers can impact the environment through more eco-friendly practices (Ling, Chin, Yi, & Wong, 2024).

Technological advancement has contributed to the shift of many countries from traditional to industrial economies. Consequently, a new consumer behavior paradigm characterized by mass consumption driven by convenience and efficiency has emerged (*Ming Lee et al., 2022; Sivapalan, von der Heide, Scherrer, & Sorwar, 2021*). While these consumption patterns have generated substantial material wealth, they have also contributed to pollution and other threats to human survival, while undermining the sustainability of both the economy and society (Manchanda, Abidi, & Gupta). In industrialized societies, the consumption model is increasingly being constrained by these challenges (Adnan, Nordin, Rahman, & Noor, 2017). Industrialization and subsequent reforms have brought about both economic success and environmental concerns. According to some research results, many institutions, educational systems, governments, and international organizations have taken steps to protect the environment. (Riva, Barbero, Balletto, & Bonelli, 2023). The extent to which green consumers' purchasing patterns are influenced is largely determined by the underlying values that shape their lifestyles (Adnan et al., 2017; Shehawy, 2023; Van Tonder, Fullerton, De Beer, & Saunders, 2023). Wide investigations has been done in developed nations on the motives that drive green consumers (Shehawy, 2023; Udeagha & Ngepah, 2023). However, consumer behavior about products of eco-friendly in developing nations is less looking for (Delafronz & Goli, 2015).

The majority of global energy consumption (around 80%) derives from fuel such as oil, coal, and natural gas. This excessive dependence on fossil fuels has become a major cause of serious ecological and economic problems (Hojnik, Ruzzier, Fabri, & Klopčič, 2021). These fossils are the cause of environmental degradation and excessive use of gas. The rise in climate change has severe consequences, including serious health problems and widespread environmental degradation. According to the UN (2023), nearly two billion people are expected to continue relying on these unsafe energy sources by 2030. The direct effects of climate change are profound, impacting both political systems and the environment (Goniewicz, Khorram-Manesh, & Burkle Jr, 2023). Therefore, to ensure a sustainable and environmentally friendly future, the transition to green energy is necessary (Midilli, Dincer, & Ay, 2006). Achieving this requires addressing environmental challenges and recognizing them as a crucial component of long-term planning for a more resilient and equitable global energy system. There are some resources that are becoming increasingly suitable for green energy for both commercial and residential areas, including: Solar energy, wind, water, geothermal heat (Ghorbani & Nazififard, 2024). In the similar vein Tan et al. (2021) recognize that some of these energy resources create opportunities for more affordable energy. This was also emphasized by Midilli et al. (2006), who identified the capacity of green energy to produce power without emitting greenhouse gases primary drivers of global climate change as the key reason for its adoption. Consequently, green energy is not only

an eco-friendly option but also a sustainable long-term investment (Chikandiwa & Mutambara, 2023; Deo & Prasad, 2024).

Natural resources are being depleted due to the rise in consumerism, which has become a global trend, and as a result, the environment is increasingly polluted. Studying this trend is one of the key drivers behind the growing emphasis on sustainable development (Stojanović et al., 2021). In addition, environmental awareness has been very poor, regulatory frameworks have been weak, and policy choices have often been highly inappropriate, in many cases worsening the situation. Increasingly, products are being considered “green products”. They also allow consumers to signal their intention to reduce the negative ecological consequences associated with the goods they purchase. Thus, green purchasing intentions have become an important target of national green campaigns (Elbarky, Elgamal, Hamdi, & Barakat, 2023). The phrase “green marketing” has gained significant global attention. With the growing need to protect the environment, eco-friendly promotion has emerged as an effective technique for marketing services, products, and business ideas. Despite challenges in the global economy, green consumerism has created new market opportunities. Since the 1980s, researchers have shown concern for green marketing and environmental preservation strategies, and since the early 1990s, the application of green marketing concepts has expanded rapidly (Majeed, Aslam, Murtaza, Attila, & Molnár, 2022).

In addition to profit generation, firms have begun shifting their focus toward new approaches, innovative ideas, and strategies to promote green apparel brands as a means of ensuring competitiveness in the market and securing a strong position in consumers’ minds. However, for a business to achieve long-term sustainability, this shift is crucial. Additionally, a Green Apparel Brand can be described as a combination of characteristics and values that result in lower negative environmental impact, thereby generating positive consumer perceptions driven by increased environmental awareness. Green customers are those consumers who actively choose to purchase green products, demonstrating strong environmental awareness and knowledge about them (Norazah Mohd Suki & Norbayah Mohd Suki, 2015). As awareness of environmental issues increases, more and more consumers are shifting their attention toward buying environmentally friendly products. This “go green” trend has taken a global turn as people increasingly recognize the benefits of living healthier and more environmentally sustainable lives (Suki, 2016).

### ***1.1. Problem statement and Research Gaps***

Despite several well-renowned past and contemporary studies on green consumer behavior, key gaps still exist. For instance, the most of the investigations in this domain have paid more focus on developed countries, leaving limited understanding of how green consumerism unfolds in emerging markets (Alawadh, Rafi, Kalyar, & Abrudan, 2024). These markets present unique socio-cultural, economic, and environmental dynamics that can significantly influence consumer attitudes toward sustainable products. As a result, knowledge regarding the drivers of green purchasing behavior in these regions remains limited, making it challenging for businesses to tailor their green marketing strategies effectively (Y. Wang, Li, Zhang, & Su, 2019).

Another gap lies in understanding the green culture’s role in the formation of consumer behavior. While it is widely acknowledged that environmental awareness and cooperation are important, the way green culture defined as the shared values and practices related to sustainability mediates these factors remains underexplored (Fang, Shi, Gao, & Li, 2022). Green culture plays a major role in encouraging consumers to take action to protect the environment; however, its impact has



not been fully examined in the context of green apparel brand intentions (Xiaoyi et al., 2023). This difference emphasize the requirements for a deep understanding of how cultural principles around sustainability formulate intentions. In addition, the influence of motivation as a moderating factor has been largely overlooked. Although motivation is recognized as an important driver of consumer behavior, its role in moderating the relationship between green culture and Green Apparel Brand Purchase Intention remains under-researched. Exploring how motivational factors such as intrinsic versus extrinsic motivations affect consumers' willingness to engage with Green Apparel Brands could provide valuable insights for developing more effective marketing and communication strategies (Ottman, 2017).

Finally, while businesses have increasingly adopted green marketing strategies, research on how to effectively position Green Apparel Brands in the minds of environmentally conscious consumers remains limited. There is a need for more focused studies on how businesses can develop and delivering green products to unindustrialized markets, where the idea of green use is currently in the beginning stages (Johnstone & Tan, 2015). In a nutshell, this paper primarily explores green awareness, green culture, green motivation, customer cooperation, and purchase intentions toward green apparel brands. In this context, the following section reviews and synthesizes the existing literature, highlighting that the intersection of these elements particularly the roles of green motivation and green culture in shaping consumers' purchase intentions remains underexplored in prior research. Followed by a research design discussion, data analysis, and, finally, the results, along with their limitations, implications and directions for future research.

## ***2. Review of Literature and Theoretical Foundations***

### ***2.1.Green Environmental Awareness***

Stanton and Cook (2019) defined product knowledge as consumers understanding and information about a particular product, which enables them to make informed decisions. Once stored in the consumer's mind, this knowledge influences their evaluations and purchasing choices (Y. Wang et al., 2019). According to the Green Purchase Behavior Theory (Han, 2020; Zameer & Yasmeen, 2022), Environmental value stems from environmental knowledge, which in turn can lead to green purchasing decisions. Green clothing, in particular, denotes to the concerns about social and environmental issues, as well as fair trade practices (Goworek, Fisher, Cooper, Woodward, & Hiller, 2012; Reimers, Chao, & Gorman, 2016). Despite the growing popularity of green clothing, its widespread acceptance has been hindered by a lack of environmental awareness among consumers. Arcury (1990) It is suggested that environmental knowledge encompasses the information individuals possess about environmental issues. This includes an understanding of the environmental impacts of apparel manufacturing processes, as highlighted by Brodahl and Carpenter (2010) and Meinhold and Malkus (2005). Studies on green apparel consumption consistently indicates that factors such as awareness environmental protection, knowledge of processes of manufacturing, and environmental consciousness have played an important role in modeling consumer behavior in this domain (Khare, 2023).

### ***2.2.Green Consumer Cooperation***

Green participation refers to the active involvement of consumers in green marketing campaigns, especially when fashion companies educate them about eco-friendly practices. J.-H. Wang and Tao (2024) categorizes consumer participation in virtual communities into three main areas: information sharing, cooperative behavior, and interpersonal connections. Yu, He, Han, and Zhou (2022) argue that consumer engagement with brands especially when it comes to brand

transparency regarding environmental responsibility goes beyond just sharing information. It includes interactions between consumers, brands, and other customers, as well as seeking out and acting on responsible practices. When fashion brands provide clear green information, consumers respond positively, and this response is referred to as green participation behavior. Consumers actively share information about eco-friendly practices with their friends, family, and other peers, naturally supporting a brand's environmental initiatives. They are particularly drawn to content that resonates with their values. When presented with green information from companies, consumers are selective, focusing on the aspects that align with their personal experiences and environmental conservation goals (L. Chen, Haider, & He, 2024).

### **2.3. Green Culture**

Green organizational culture (GC) refers to the values, practices, and beliefs that prioritize sustainability in the way an organization operates (C.-H. Wang, 2019). When an organization commits to fostering environmentally sustainable practices and values at the cultural level, it can further inspire employees to generate innovative ideas. These ideas contribute to reducing the carbon footprint, minimizing waste, and enhancing eco-friendliness (Sharma et al., 2021). As a result, organizational culture expands when managers demonstrate greater concern for environmental sustainability (Hooi, Liu, & Lin, 2022). A shift toward a Green Innovation Network (GIN) represents a change within the organization, Traditional ways to move green methods that encourage sustainability (Abbas & Khan, 2023). Notably, a range of scholars have revealed that organizations with a strong green culture are more inclined to engage in development and research of green environment for sustainable technologies, adopt green practices, and establish partnerships with similar firms (Qu, Khan, Yahya, Zafar, & Shahzad, 2022; S. Wang, Abbas, Sial, Álvarez-Otero, & Cioca, 2022). Previous research has shown that an green culture of the organization is positively linked to the adoption of practices of sustainable and green manufacturing methods, which in turn leads to more innovation in green products, processes, and organizational methods (Abbas & Dogan, 2022). This emphasizes that a strong green culture plays a significant role in driving green innovation within organizations (OGC, 2023).

### **2.4. Green Motivation**

Motivation refers to the factors that drive individuals to adjust their behavior in order to fulfill a specific need. Tauber (1972) highlighted that people shop not only to buy products or services but also to satisfy social and personal needs. Mehta et al. (2024) identified several personal motivations for shopping, such as role-playing (where shopping is seen as a duty), seeking pleasure, enjoying diversion, discovering new fashion trends, sensory stimulation, and even physical exercise. Social motivations, as discussed by Mehta et al. (2024) and Kumar and Sadarangani (2018), include interactions with other customers or employees, the desire to connect with peer groups, the pursuit of status, and the potential sense of power over sales staff. Jayawardhena, Tiu Wright, and Dennis (2007) further suggested that consumers are driven by both practical benefits and the enjoyment derived from the overall shopping experience, which taps into the creative, sensory, and emotional aspects of the activity (Kumar, Dhir, Talwar, Chakraborty, & Kaur, 2021). In addition, in growing economies, there is a strong emphasis on progress and adhering to economically disciplined approaches. These markets are key in reshaping consumer behavior, particularly in promoting environmental sustainability by creating and marketing eco-friendly products (Chernev, Blair, Böckenholt, & Mishra, 2025). For

instance, while still in its early stages, Malaysia's sustainable fashion industry shows great potential for growth (Ali, Salman, Parveen, & Zaini, 2020).

### **2.5. Green Apparel Purchase Intention**

"Behavioral intention refers to an individual's intention to perform a behavior, which is influenced by their green beliefs and attitudes" (Alagarsamy, Mehroliia, & Singh, 2021; Jaiswal & Kant, 2018; Lai & Cheng, 2016). Sustainability is becoming increasingly important as environmental problems related to sustainable products and the environment become prevalent, and has major implications for customers as they choose what to buy (Do Paco et al., 2019). Research into green consumer behavior and purchasing intention has shown consumers are aware, and are interested in making green purchasing decisions. Green purchasing behavior in the context of environmentally conscious acts can be viewed as purchasing products that do the least harm to the environment (Wu & Chen, 2014). It is widely acknowledged that this is accretive and has led to several researchers identifying green purchase behavior as a purchase of environmentally friendly products (Kottala & Singh, 2015). Other research suggests sustainable products are one aspect of broader green shopping behaviors. When a product relates to sustainability, it is particularly significant in the apparel industry because even as businesses pursue being green - in the future they have to look to the benefits of the brand so that the business might capture a portion of it. Environmental responsibility as an element of a brand requires the industries justifying with actions that matter, that they create major amounts of creativity. Important areas of green innovation in the apparel industry include; better green technology and enhancing their brand eco-friendliness (L. Chen, Qie, Memon, & Yesuf, 2021).

### **2.6. Hypotheses and Research Frame work**

#### ***H1: Green Environmental Awareness has a positive impact on Green Apparel Brand Purchase Intention***

Green products are associated with many sustainable credentials, like energy efficiency, recyclability, lower emissions and health benefits (Khare, 2023). Generally, green products are manufactured by methods that: use eco-friendly manufacturing processes, emphasize sustainability and durability, keep the use of hazardous material to a minimum and create a lower environmental impact during their entire life-cycles (Ansu-Mensah, 2021). The increasing awareness of the problems associated with environmental issues means that consumers are prompted to consider choosing brands that appeal to their values, increasing their intention to purchase green apparel. Since consumers are more familiar with the environmental impact of their purchase choice, this awareness is effectively influencing their preferences for eco-friendly apparel brands, and improving the eco-friendly consumer market.

#### ***H2: Green Consumer Cooperation has a positive impact on Green Apparel Brand Purchase Intention***

Green consumer cooperation, which is the involvement of consumers in green marketing activities, is often prompted by green promotional messages and communications from fashion brands. Liu, Zhu, and Wang (2022), indicated that there are three dimensions of consumer engagement; these include, (1) information sharing, (2) cooperative behavior, and (3) interpersonal communication in virtual communities. Communication from the brand with environmentally-minded consumers enhances their green participation behavior, meaning the bond between green apparel brands and their environmentally-minded customers becomes stronger (L. Chen et al., 2024). Therefore, these positive behaviors are likely to not only contribute to brand loyalty but ultimately will produce a higher purchase intention towards green

apparel, since consumers are too much probable to support various brands that are companionable with their personal values and those who cooperate with environmental sustainability and/or engage.

***H3: Green Environmental Awareness has a positive influence on Green Culture***

When people regard nature as a part of themselves, they begin to think more as participants of the ecosystem rather than just consumers. In turn, this leads to more sustainable consumer behaviors (Perera, Hewege, & Mai, 2020). If consumers feel more connected to nature and can relate it to their indigenous cultural values, they exhibit a more feeling of responsibility toward protection of the environment. Consumers with values such as respect for the environment will foster greater eco-conscious activities; for example, more wish to buy eco-friendly clothing. Chairy and Syahrivar (2020) argue that more abstract concepts such as spirituality and karma highlight the time and place of actions with future results, thus encouraging green shopping behavior. Spirituality also serves to connect the karma with environmentally friendly purchase intentions. Their findings remind us of how cultural values can facilitate greater sustainable consumerism (Chakraborty & Sadachar, 2023).

***H4: Green Consumer Cooperation has positive influences on Green Culture***

The manner in which fashion brands communicate information about the environment provides opportunities for engagement through their type of green information to formulate consumers' green involvement behavior. When customers are exposed to eco-friendly messaging, it acts as a catalyst, encouraging them to adopt more sustainable behaviors. This positive influence fosters a deeper connection to green culture, as consumers become more attuned to environmental values and practices. As highlighted by L. Chen et al. (2024), the information shared by brands not only informs but also motivates consumers to actively participate in environmentally conscious actions, reinforcing the culture of sustainability within both the consumer base and the broader society.

***H5: Green Culture positively influences Green Apparel Brand Purchase Intention***

A stronger connection to national cultural values can significantly enhance the intention to purchase eco-friendly apparel. This aligns with the value-attitude-behavior hierarchy, which suggests that an individual's values influence their behavior through their attitudes toward a particular issue or product (Habib, Kaur, Sharma, & Talwar, 2023). As consumers develop a deeper appreciation for green culture and sustainability, their attitudes toward eco-friendly apparel shift, creating them greater likely to prioritize such products when establishing decisions for purchase. Thus, the integration of green cultural values plays an important role in Environmental Awareness Brands Play Employment in Creating Consumer intentions.

***H6: Green culture acts as a mediator in the relationship between environmental awareness and green apparel brand purchase intention.***

As consumers converts into more aware of problems of environmental protection, their values, attitudes, and behaviors often shift toward sustainability, forming what is known as green culture. This growing environmental consciousness leads individuals to internalize the importance of sustainability, which then influences their lifestyle choices and purchasing decisions (Noor Faezah, Yusliza, Ramayah, Teixeira, & Alkaf, 2024). Green Culture is a connector, mediating the link between eco-friendly apparel purchase intention and environmental awareness. To put it differently, the more aware a consumer becomes about environmental issues, the easier it is for them to behave according to sustainable values in purchasing, the stronger their commitment to Green Apparel Brand becomes.



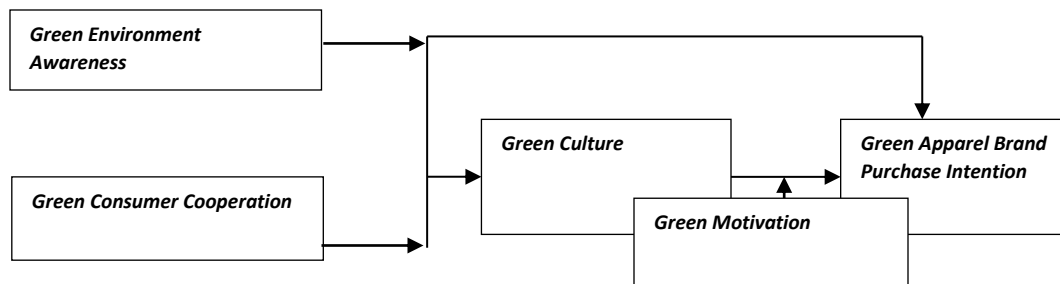
***H7: Green Culture as a mediator in the relationship between Green Consumer Cooperation and Green Apparel Brand Purchase Intention***

Green consumer cooperation refers to consumers working together or cooperating, exchanging information, and supporting sustainability initiatives, including partnerships on eco-friendly campaigns, awareness of sustainable brands, and responsible consumption (Fang et al., 2022). By participating and cooperating in a green disposition, consumers are influencing the development of a green culture that promotes a joint sense of common environmental responsibility and subsequently mediates the relationship between consumer cooperation and intention toward the purchase of eco-friendly apparel (Rizvi & Garg, 2021). In other words, the more consumers are cooperating and aligning them with sustainability, the more they adhere to green culture, and consequently, the intention to purchase sustainable apparel brands strengthens.

***H8: Motivation moderates the relationship between Green Culture and Green Apparel Brand Purchase Intention***

Green culture has a considerable impact on consumer's perceptions, values, and behavior aimed at promoting sustainable purchasing practices. The more motivated consumers are, in terms of environmental responsibility, the more likely they are to pursue eco-friendly behaviors and even pay a premium for sustainable apparel. This bears significance as motivation appears to function as the main moderator that strengthens the effect of green culture towards the intention to purchase green apparel. As motivation increases, so likely will a consumer's commitment to making environmentally prudent decisions, which in turn will heighten their intention to choose options in the eco-friendly fashion category.

***Fig2.1 Theoretical Framework***



**3. Research Methodology**

**3.1. Research Design**

The way to take the sample used in this study was to take samples of non-potential convenience. This means that the participants were selected based on their availability and desire to participate. Since the purpose of this research was to capture consumers' perspectives on green apparel, the sample consisted of individuals familiar with or interested in fashion and sustainability. The sample size was determined following the recommendation of Sarstedt, Hair, Ringle, Thiele, and Gudergan (2016), who suggest multiplying the total number of measurement items by 10. As this study included 24 items, a minimum of 240 responses was required, which were successfully collected. Indeed, both offline and online surveys were conducted to ensure diverse and accessible reach. The analysis was carried out using two software tools. Demographic data were organized and summarized, and preliminary checks, such as reliability analysis, were performed using SPSS. SmartPLS was employed to test the proposed determine

and hypotheses the link among various construct. “PLS-SEM (Partial Least Squares Structural Equation Modeling)” was chosen because it is well-suited for medium sample sizes and models with multiple constructs. Additionally, PLS-SEM is more flexible and prediction-oriented than focused on model fit, making it appropriate for the objectives of this study. Scales used to measure all relationship in this study are well-established in previous research. They were slightly adapted to the specific context of green apparel consumption and to make them more user-friendly for participants. environmental awareness was measured using six items from (C.-C. Chen, Chen, & Tung, 2018), focusing on consumers’ concern for environmental problems and green products. Green Culture used five items for measuring relationship and adapted from Ogiemwonyi, Harun, Alam, and Othman (2020), , reflecting values, beliefs, and practices that promote sustainability. Green Motivation was estimated using four items from Chowdhury, Karim, Rabiul, Alam, and Karim (2025) capturing what motivates organizations to engage in environmentally responsible activities. Consumer Cooperation was measured with five items from (Bashar, Wang, & Rafiq, 2023), , reflecting consumers’ participation in and support for eco-friendly initiatives. Finally, Green Apparel Brand Intention was measured using four items from Khare and Kautish (2022)

#### 4.0 Data Analysis

##### 4.1 Demographic Analysis

A systematic questionnaire was used to collect data from 240 participants. Convenience sampling was employed due to the easy accessibility of relevant consumers of apparel brands. Out of all distributed questionnaires, 197 valid responses were received, resulting in an 82.08% usable response rate, which exceeds the recommended minimum sample size of 240 proposed by Hair Jr. (2016), calculated as 10 times the number of measurement items (24). The demographic profile of respondents provides an overview of their general characteristics. In terms of gender, the majority were female (55%) and the minority male (45%). The slight predominance of females suggests greater engagement of women in decisions regarding clothing and fashion purchases, especially in the context of eco-friendly clothing. The minimum monthly income reported was PKR 15,000, while the highest income category exceeded PKR 50,000 per month. Overall, most participants fell within middle-income brackets, indicating that interest in green apparel spans both consumers with moderate purchasing power and those in higher income categories.

##### 4.2 Measurement Model

###### 4.2.1 Assessment of Consistency Reliability

Factor loadings, internal consistency convergent validity, reliability were assessed to evaluate the measurement model. The recommended threshold values are 0.7 for factor loadings, 0.7 for both “Cronbach’s alpha” and “composite reliability”, and 0.5 for “average variance extracted (AVE)”. As shown in Table 4.1, all constructs meet these suggested thresholds, indicating satisfactory reliability and convergent validity.

Table 4.1: **Factor Loadings**

<b>Construct</b>	<b>Items</b>	<b>Loadings</b>	<b>CA</b>	<b>CR</b>	<b>AVE</b>
<b>Green Apparel Brand Purchase Intention (GAI)</b>	<i>GAI1</i>	0.794	0.868	0.910	0.718
	<i>GAI2</i>	0.860			
	<i>GAI3</i>	0.869			

<i>Construct</i>	<i>Items</i>	<i>Loadings</i>	<i>CA</i>	<i>CR</i>	<i>AVE</i>
<i>Green Culture (GC)</i>	<i>GAI4</i>	0.863			
	<i>GC1</i>	0.844			
	<i>GC2</i>	0.865			
	<i>GC3</i>	0.815	0.863	0.901	0.647
	<i>GC4</i>	0.791			
	<i>GC5</i>	0.834			
<i>Green Consumer Cooperation (GCC)</i>	<i>GCC1</i>	0.773			
	<i>GCC2</i>	0.740			
	<i>GCC3</i>	0.867	0.887	0.917	0.690
	<i>GCC4</i>	0.834			
	<i>GCC5</i>	0.801			
<i>Green Environmental Awareness (GEA)</i>	<i>GEA1</i>	0.831			
	<i>GEA2</i>	0.898			
	<i>GEA3</i>	0.859			
	<i>GEA4</i>	0.818	0.911	0.931	0.693
	<i>GEA5</i>	0.753			
	<i>GEA6</i>	0.829			
<i>Green Motivation (GM)</i>	<i>GM1</i>	0.752			
	<i>GM2</i>	0.854			
	<i>GM3</i>	0.913	0.871	0.913	0.725
	<i>GM4</i>	0.877			

#### 4.2.2 Discriminant Validity

“Discriminant validity” was evaluated through the “Fornell-Larcker criterion”, which referred that “the square root of the AVE for each construct (diagonal value) should be greater than its correlations with other constructs”. Table 4.2 represents the (all of the values) exceed the relevant off -digit values in their respective rows and column. This confirms strong discriminant validity, this is an indication that each construction makes more differences with its indicators than other structures.

**Table 4.2: Discriminant Validity**

<b>Construct</b>	<b>GAI</b>	<b>GCC</b>	<b>GC</b>	<b>GEA</b>	<b>GM</b>
<b>Green Apparel Brand Purchase Intention</b>	<b>0.847</b>				
<b>Green Consumer Cooperation</b>	0.778	<b>0.805</b>			
<b>Green Culture</b>	0.766	0.799	<b>0.830</b>		
<b>Green Environment Awareness</b>	0.789	0.741	0.823	<b>0.832</b>	
<b>Green Motivation</b>	0.786	0.782	0.809	0.777	<b>0.851</b>

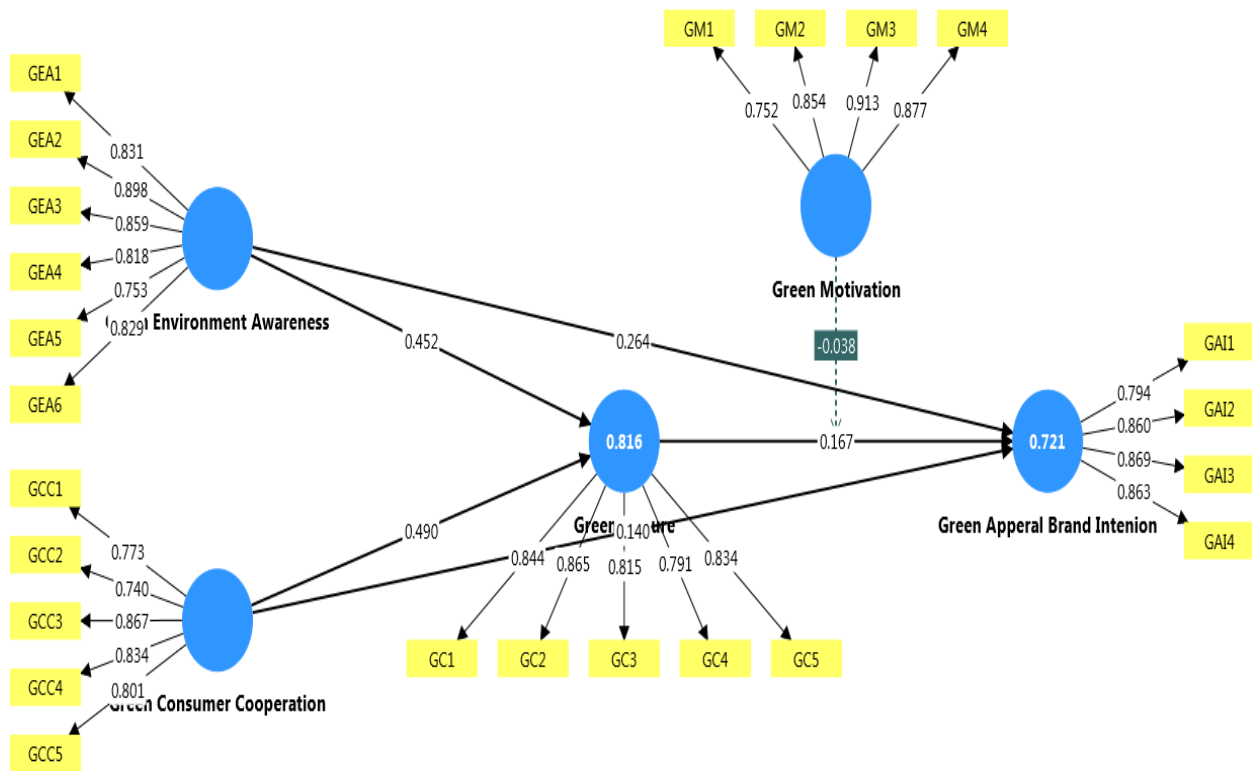


Figure 4.1: Measurement Model

### 4.3 Assessment of Structural Model

Once the measurement model was verified, the structural model was investigated to evaluate the proposed relationships between constructs. The analysis was conducted using SmartPLS with a 5,000-resample bootstrap procedure. The significance of path coefficients was assessed based on the standard deviations (SD), t-values, and p-values. This step involves assessing the extent to which variables such as green environmental awareness and green culture contribute to Green Apparel Brand Purchase Intention.

#### 4.3.1 Direct Hypotheses Testing

The results of the structural model indicated several significant relationships among the study variables. The path from consumer cooperation to Green Apparel Brand Purchase Intention (GAI) was significant ( $\beta = 0.196$ ,  $t = 2.147$ ,  $p = 0.032$ ), suggesting that consumers who engage in green cooperative behavior are more likely to intend to purchase green apparel. Similarly, Green Culture (GC) showed a strong positive relationship with consumer cooperation ( $\beta = 0.491$ ,  $t = 6.489$ ,  $p = 0.000$ ), indicating that consumer cooperation contributes effectively to creating an environmentally sustainable organizational culture. Additionally, the path from GC to GAI was significant ( $\beta = 0.395$ ,  $t = 3.508$ ,  $p = 0.000$ ), suggesting that a stronger green culture increases consumers' intention to buy eco-friendly apparel. Environmental awareness also had significant effects on GAI ( $\beta = 0.284$ ,  $t = 2.254$ ,  $p = 0.025$ ) and GC ( $\beta = 0.450$ ,  $t = 6.359$ ,  $p = 0.000$ ), indicating that individuals with higher environmental awareness are more likely to intend to purchase green apparel and support or adopt a green organizational culture.



**Table 4.3: Results of Structural Model (Path Analysis)**

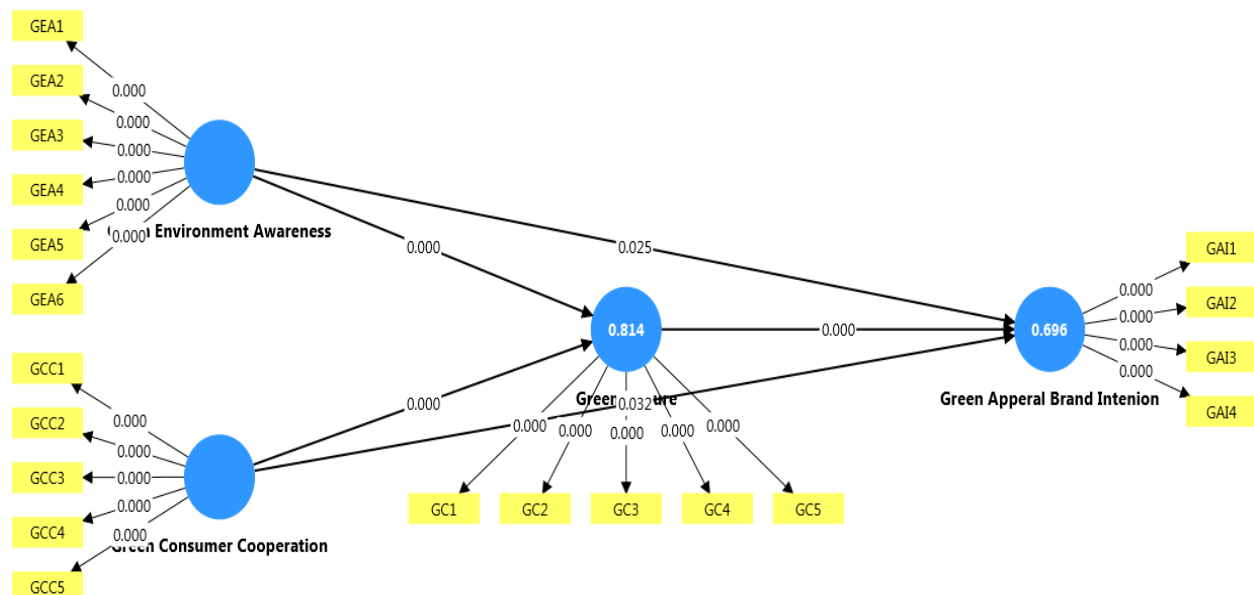
<i>Paths</i>	<i><math>\beta</math></i>	<i>S.D</i>	<i>t-statistics</i>	<i>p-value</i>	<i>Findings</i>
<i>H1: GEA <math>\rightarrow</math> GAI</i>	0.284	0.126	2.254	0.025	Significant
<i>H2: GCC <math>\rightarrow</math> GAI</i>	0.196	0.091	2.147	0.032	Significant
<i>H3: GEA <math>\rightarrow</math> GC</i>	0.450	0.071	6.359	0.000	Significant
<i>H4: GCC <math>\rightarrow</math> GC</i>	0.491	0.076	6.489	0.000	Significant
<i>H5: GC <math>\rightarrow</math> GAI</i>	0.395	0.113	3.508	0.000	Significant

#### 4.3.2 Mediation Analysis

In this study, the mediating role of “Green Culture (GC)” was examined between “Green Environmental Awareness (GEA)” and “Green Apparel Brand Purchase Intention (GPI)”, and “Green Consumer Cooperation (GCC)” and GAI. The mediation analysis results indicate that both indirect relationships are statistically significant. Specifically, the path from GEA to GAI through GC had a beta value of 0.363 ( $t = 6.037$ ,  $p < 0.001$ ), while the path from GCC to GAI through GC yielded a beta value of 0.398 ( $t = 6.115$ ,  $p < 0.001$ ). These findings confirm that Green Culture mediates the association between Environmental awareness and consumer cooperation impact on the intention of purchasing green apparel.

**Table 4.4: Path Coefficients (Indirect Relationships)**

<i>Path</i>	<i>Beta (<math>\beta</math>)</i>	<i>SD</i>	<i>t-value</i>	<i>p-value</i>	<i>Result</i>
<i>GEA <math>\rightarrow</math> GC <math>\rightarrow</math> GAI</i>	0.363	0.060	6.037	0.000	Supported
<i>GCC <math>\rightarrow</math> GC <math>\rightarrow</math> GAI</i>	0.398	0.065	6.115	0.000	Supported



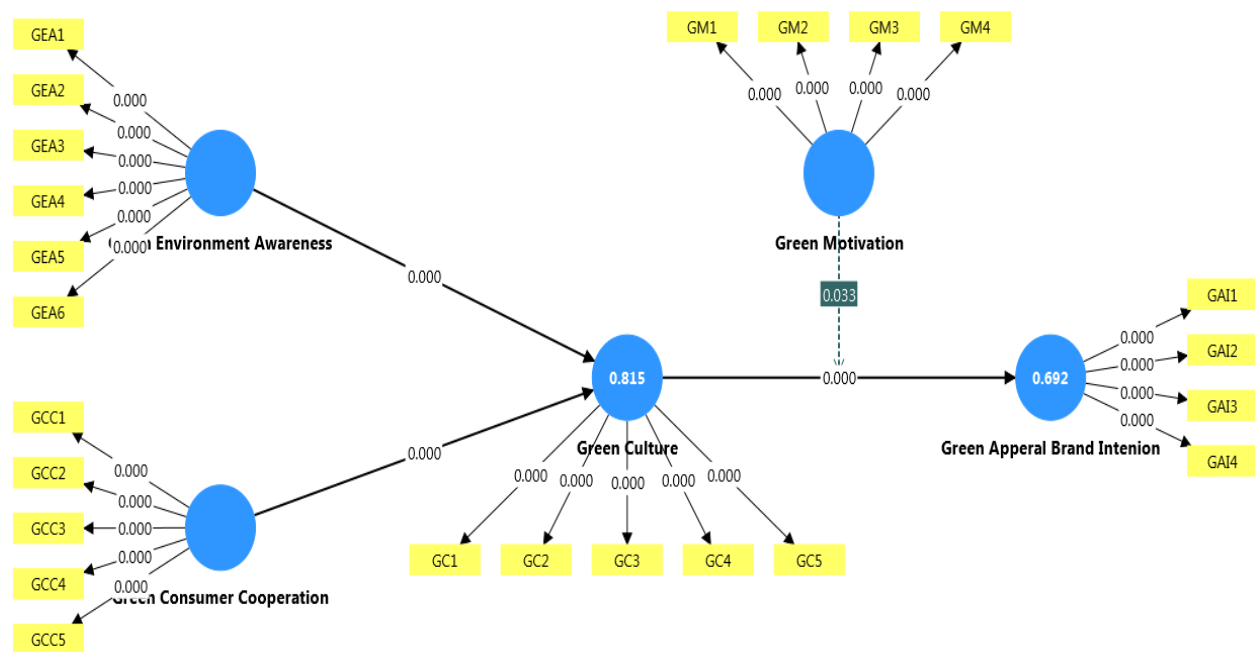
#### 4.3.3 Moderation Analysis

In addition, this study assessed the moderating role of *Green Motivation* on the relationship between *Green Culture* and *Green Apparel Brand Purchase Intention (GAI)*. Results indicated

that Green Motivation has a statistically significant direct effect on GAI ( $\beta = 0.330$ ,  $t = 3.730$ ,  $p < 0.001$ ), suggesting that motivated consumers are more likely to intend to purchase green apparel. Interestingly, the interaction between *Green Motivation and Green Culture on GAI* was also significant ( $\beta = -0.045$ ,  $t = 2.136$ ,  $p = 0.033$ ). This indicates that while both variables positively influence purchase intention individually, high levels of motivation slightly reduce the strength of Green Culture's direct effect. This may be because highly motivated consumers already possess strong internal drivers for purchasing green products; although external and cultural influences remain beneficial, they are less impactful for these consumers compared to others in different contexts.

**Table 4.5: Path Coefficients (Indirect Relationships)**

Path	Beta ( $\beta$ )	SD	t-value	p-value	Result
Green Motivation $\rightarrow$ Green Apparel Brand Purchase Intention	0.330	0.089	3.730	0.000	Supported
GM $\times$ GC $\rightarrow$ Green Apparel Brand Intention	-0.045	0.045	2.136	0.033	Supported



## 5.0 Conclusion and Discussion

### 5.1 Discussion

This research aimed to examine consumers' behavioral and psychological mechanisms underlying their intentions to purchase from green apparel brands. The results provide important evidence about the relationship between consumers' environmental awareness, cooperation, cultural orientation, intrinsic motivation, and sustainable purchase intentions. Evidence showed that Green Environmental Awareness (GEA) had a statistically significant positive effect on Green Apparel Brand Purchase Intention (GAI) and Green Culture (GC). This indicates that consumers that have a higher level of environmental consciousness such as a greater awareness of climate change, pollution, and the environmental effects of fast fashion—are more likely to not only support sustainable enterprises but also buy into and promote green culture. These

assertions were consistent with C.-C. Chen et al. (2018) which found that increased environmental awareness has a considerable impact on consumers' willingness to purchase green products and L. Chen et al. (2021). In Addition, Perera et al. (2020) noted that individuals that believed they had a strong connection to nature were more often willing to take action, including eco-friendly purchases, to help sustain the environment.

Furthermore, the results documented a strong positive correlation between Green Consumer Cooperation (GCC) and both Green Apparel Brand Purchase Intention (GAI) and Green Culture (GC). When consumers participate in sharing sustainability content on social media, they join a green community to discuss sustainability issues, or they make purchases from companies that offer sustainable solutions they are more likely to adopt the green values demonstrated in their purchase intentions. Those findings, confirm Bashar et al. (2023) who showed the importance of consumer cooperation for sustainable consumption and green supply chain management practices in developing countries. In today's digital world, consumer cooperation is very important because virtual engagement typically provides for a consumer-to-brand interaction that will contribute to evolving cultural narratives about sustainability. Based on significant findings reported in the study, we learned that Green Culture has a strong influence on a Green Apparel Brand Purchase Intention. Specifically, there is higher likelihood that a consumer will select and purchase eco-clothing when sustainability is integrated into their values, norms, tradition, and beliefs (Bashar et al., 2023). This finding reinforces the value-attitude-behavior (VAB) hierarchy model, which states that people are likely to adopt environmentally responsible behavior because they have climate accountability integrated into their core values (Chakraborty & Sadachar, 2023). This reinforced previous assertions made by Ogiemwonyi et al. (2020) , as the authors demonstrated that 'cultural values are among the effective drivers of green consumerism', especially for countries that equally emphasize environmental ethics (Ogiemwonyi et al., 2020). Moreover, with regard to mediation, Green Culture mediated the relationship of both Green Environmental Awareness (GEA) and Green Consumer Cooperation (GCC) on Green Apparel Brand Purchase Intention (GAI). This indicates that consumers' cultural values are useful vehicles for influencing the purchase decision of green apparel from environmental awareness and cooperative behavior. In this sense, what it really matters is not solely what consumers know or do, but also how these actions integrate into their values and identity. This very much corresponds to the arguments of Chairy and Syahrivar (2020) and Chakraborty and Sadachar (2023) about how cultural and spiritual beliefs influence green behavior, specifically in collectivist societies. The analysis also showed evidence of a positive effect of Green Motivation on GAI, however, the interaction effect of Green Culture and Green Motivation was negative. This suggests that in a motivated consumer segment, the influence of Green Culture on behavior is reduced since they are inclined to act sustainably anyway. In other words, cultural reinforcement might not be required. This finding of the interaction [interesting] presents new ideas for future research possibilities and has parallels to Chowdhury et al. (2025) on the complexity of the interaction between motivation, and green behavior outcomes. Overall, the findings of the study add to the body of literature on green consumer behavior by establishing empirical evidence.

## 5.2 Conclusion

The main objective of this study was to empirically investigate the seldom researched antecedents; environmental awareness, consumer cooperation, green culture, and personal motivation - and their influence on consumers' preference of green clothing brands. The results

indicate that consumers are more likely to buy eco-friendly clothing when they have higher levels of environmental awareness and engage in more cooperative green behaviors. Green Culture served as a key mediating mechanism through which awareness and cooperation translated into actual purchasing intentions. Motivation also played a significant role: personally motivated consumers exhibited a stronger link between Green Culture and their intention to buy green apparel. Collectively, these results reflect a notable shift in consumer mindset, where environmental concerns and personal values increasingly shape fashion choices.

### ***5.3 Theoretical and Managerial Implications***

This research offers several meaningful insights for both theory and practice. From a theoretical perspective, the study extends the literature on green consumer behavior by integrating constructs related to green environmental awareness, consumer cooperation, and green motivation within the context of sustainable fashion. A key contribution is the demonstration of the mediating role of Green Culture and the moderating role of motivation, which help explain how internal values, such as personal drivers, shape consumers' intentions toward eco-friendly apparel brands. These findings align with the Value-Attitude-Behavior (VAB) framework Homer and Kahle (1988), showing that consumers' environmental values and cultural beliefs predominantly influence their attitudes and subsequent behavior.

From a managerial perspective, the findings provide practical guidance for green apparel brands and marketers. First, educating the public on environmental issues through informative campaigns and transparent sustainability measures can enhance consumer awareness, positively influencing brand perception and purchase intentions. Additionally, fashion brands should foster consumer cooperation for example, by encouraging participation in recycling programs, social media initiatives, or co-creation platforms—to stimulate a sense of shared purpose. Regarding the role of Green Culture, embedding eco-friendly values into branding strategies such as storytelling, ethical sourcing, and alignment with local cultural norms—can significantly enhance consumer loyalty and trust.

### ***5.4 Limitations and Future Research Directions***

Present investigation provides important insights into green apparel brand purchase intentions; however, it is not without limitations. First, data were collected using a “non-probability convenience sampling” method, that limits the external validity of the findings to a broader population. The sample was also constrained in terms of geographic and cultural context, which may influence perceptions of green culture and environmental values. Future studies could employ probability-based sampling across different regions or countries to increase representativeness. Second, the cross-sectional design allows observation of current consumer behavior but limitations the ability to conclude. More research can adopt a long approach to improved catching green attitudes and behaviors over time. Third, this study relies on self-informed measures, which are subject to socially desired prejudice in environmental consciousness topics. Additionally, although the research focused on five key constructs, other relevant variables such as Green Apparel Brand trust, environmental concern, or perceived green washing could be included in future models. Alternative theoretical frameworks, such as the “Theory of Planned Behavior (Ajzen, 1991)” or “Self Determination Theory (Deci & Ryan, 1985)”, may also provide a more comprehensive explanation of sustainable consumer behavior. Finally, future research should explore the role of digital and social media in shaping green culture and consumer cooperation, given the recent rise of eco-conscious online communities.



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