Generation Z's Purchase Intention Towards Green Apparel: The Mediating Role of Apparel Sustainability Knowledge and Green Perceived Value

— Review of —
Integrative Business & Economics
— Research —

Janeah Ysabel B. De Jesus
College of Commerce and Business Administration, University of Santo Tomas, City of Manila, Philippines

Pola Nicole B. Merle
College of Commerce and Business Administration, University of Santo Tomas, City of Manila, Philippines

Eunice U. Moñedera
College of Commerce and Business Administration, University of Santo Tomas, City of Manila, Philippines

Ralph Angelo F. Nicdao
College of Commerce and Business Administration, University of Santo Tomas, City of Manila, Philippines

Antonio E. Etrata Jr.*
College of Commerce and Business Administration, University of Santo Tomas, City of Manila, Philippines

ABSTRACT
The study aims to examine the mediating role of apparel sustainability knowledge and green perceived value on the effect of environmental awareness on the purchasing intention of Generation Z towards green apparel. The researchers utilized a quantitative descriptive causal method and Partial Least Square-Structural Equation Modeling (PLS-SEM) was used to test the hypotheses. Researchers distributed online questionnaires to three hundred ninety (390) Generation Z respondents who are aged between 18 to 24 years old and are consumers of green apparel.   The study revealed that the level of environmental awareness affects the overall apparel sustainability knowledge and green purchasing intention of consumers. Furthermore, the study shows that the two mediating variables: apparel sustainability knowledge and green perceived value affect and mediate the consumer's green purchasing intention. With the increased environmental awareness of consumers, their knowledge of apparel sustainability and their perception of green apparel are improved. This tends to encourage Gen Z consumers to purchase green apparel.   The results of the study will add to the body of knowledge primarily on studies that delved on green purchase intention. The study's contribution is on the aspect of the 2 mediating variables: apparel sustainability knowledge and green perceived value.

Keywords: Environmental awareness, Generation Z, Green apparel, Purchasing intention.

1. INTRODUCTION

Various industries, such as beauty products, tourism, food, and services, have a growing concern from consumers on the aspect of sustainable consumption and environmental responsibility. This means that consumers are becoming conscious of what to buy, consume, and patronize that will not harm the environment. The fashion industry is not exempted from the growing demands of consumers thus, it is expected that more green apparel will be produced to obtain good feedback from its customers. This transformation is because the fashion industry has been considered energy-consuming, polluting, and wasteful (Tewari et al., 2022).

Green apparel is a sub-part of the whole sustainable fashion industry that focuses primarily on the impact of sustainable fashion on the environment (Nguyen et al. 2019). It eradicates toxic substances from fast fashion while encouraging people to recycle, conserve water, and raise awareness about moral behavior, particularly Gen Z.

Generation Z consumers are more likely to be aware of environmental problems and motivated to act on those issues (Abrar et al., 2021). They are also willing to change their purchasing habits and purchase environmentally friendly products. Furthermore, the buying power of Generation Z is five or six times more than its preceding generations, thus creating a segment of high interest to marketers (Djafarova & Foots, 2022).

Previous research by Hashim et al. (2020) concluded that a green label makes a product different from other products because of its environmental protection, which makes businesses or organizations compete. It was established that the researchers only examined the effects of green marketing on the purchasing intention of customers residing in Pakistan. This study seeks to enrich existing literature by examining the mediating role of apparel sustainability knowledge and green perceived value on the effect of the exogenous variable, environmental awareness, in green purchasing intention of Generation Z.

2. LITERATURE REVIEW

2.1 Environmental Awareness

Environmental knowledge is explained as the consumer's understanding of the usage of certain products that significantly affect our environment. It was also further explained that a person could attain environmental knowledge if they would find the time to look up information that can be vital for acquiring additional knowledge about the environment (Wang et al., 2019). A study by Matthes and Wonneberger (2014) found that environmentally aware consumers tend to be more pro-environment. Moreover, the relationship between consumer buying behavior and environmental awareness was explored to explain it further and concluded that a consumer's awareness of the environment positively impacts the consumer's behavior when buying green products (Kianpour et al., 2014). As time progresses, the issues regarding our environment have reached the attention of many people, which then greatly affected their lives. To combat environmental problems, one must have the corresponding knowledge to resolve such concerns and issues (Uddin & Khan, 2018). The connection between environmental awareness and the pro-environmental intention of consumers was emphasized in a previous study wherein environmental awareness has been explained as the amount of knowledge a consumer has that makes them wary of matters that pose significant threats to the environment (Hill & Lee, 2012).

When researching sustainability and environmental issues, a consumer's awareness can be imperative because it emphasizes their beliefs and concerns about environmental issues (Yao et al., 2020). A study about the relationship between the following topic: environmental knowledge, environmental concern, subjective norms, price concerns, attitudes, and green product purchasing behavior was conducted and later found a positive relationship between the problems and attitudes towards the Environment, including the relationship between consumers attitude and their purchasing behavior on green products (Eles & Sihombing, 2017). It was also discovered that environmental knowledge and concern significantly influence consumers' intent to purchase green products. Knowledge was identified as a factor that has a significant impact on a consumer's process when it comes to their purchase decision. It was indicated that knowledge is essential in influencing how a consumer collects and manages the information and how to use it to decide. It will guide the consumers in assessing the products and services that are available out there (Rehman et al., 2021).

2.2 Apparel Sustainability Knowledge
Apparel sustainability knowledge has been studied in the previous literature as consumers' knowledge of the environmental impact of apparel purchases (Su et al., 2019). However, many consumers are still unaware of the environmental consequences of apparel production (Hill & Lee, 2012). Wang et al., 2019 defined knowledge as information stored in a consumer's mind that influences the consumer's buying intention. This implies that the more customers know about green products, the more likely they believe consuming them will benefit the Environment. This knowledge can guide consumers in making better-informed decisions regarding green products (Wang et al., 2019). Individuals' intent to buy products was shaped by their exposure to green products and their awareness of environmental issues (Khare & Kautish, 2021).

Previous literature mentioned Generation Z as the most eco-conscious generation (Nguyen et al., 2019). Thus, actively showing a strong desire to partake in social issues (Sharma et al., 2022). Ecological awareness, green attitudes, media messages, and others. have a more significant impact on this generation (Sharma et al., 2022). Therefore, increasing customer awareness and enlightening them about the importance of green practices can improve consumers' intention to green apparel (Khare, 2020). Moreover, providing customers with ethical information is essential for enhancing consumer knowledge. Especially with brands and businesses, delivering short and creative messages would help the audience establish a clear understanding of sustainable fashion (Li & Leonas, 2021).

2.3 Perceived Value in Green Apparel
A product's perceived value is the level to which it possesses specific characteristics that set it apart from the competition. If a product has a high perceived value, word of mouth will favor its consumers (Chen & Chang, 2012). It is essential to know which product attributes impact consumer perceived value when assessing or predicting willingness to pay for products with distinct value attributes, such as green products (De Medeiros et al., 2016).

The fashion industry faces many challenges when looking at sustainability. Fashion is often a polarizing issue with consumers, who either love or hate it (Hur & Cassidy, 2019). Consumers tend to be unaware of the environmental impact of their clothing purchases. However, some consumers desire more information about the ecological effects of apparel

production, leading to green purchase intentions (Chaturvedi et al., 2020). When green marketing activities reveal positive environmental behaviors and attitudes, they can satisfy consumer demand and positively influence green satisfaction (Wu et al., 2018). According to research, when it comes to purchasing green apparel, the perceived value of these products influences consumers' purchasing intentions (Hill & Lee, 2012). In Kovacs's view (2021), consumers are influenced to support ethical fashion by their perceived belief that socially responsible and ecologically responsible firms have a higher reputation than other companies in the fashion industry. Furthermore, green perceived value is essential in determining customer loyalty toward green products. Thus, green apparel also strongly influences customers' trust in these products and their satisfaction. (Amoako et al., 2020).

2.4 Green Purchase Intention (GPI)

Nia et al. (2018) defined green purchase intention as the ability and desire of an environmentally conscious consumer to choose a more ecologically friendly product over a conventional product, given that most of the manufacturing process tends to outweigh the influence of environmental impacts. A recent study by Zhuang et al. (2021) explained that consumers' green purchase intention is a significant factor in their green behavior, and identifying the purchase intention is vital to companies, for it will help them strategize marketing strategies. GPI is a significant variable for measuring the purchase decision of consumers. Moreover, attitude has been considered one of the essential factors of this study. It has been proven by a study conducted by Costa et al. (2021) that it is a predictor of one's purchase intention.

In a study by Cheung and To (2019), environmental attitudes affect the environmental intention of consumers. This drives consumers to purchase green products knowing that it is much more suitable for the Environment. Price is one of the variables when it comes to purchasing intention. A past study conducted by Yadav and Pathak (2017) studying the consumer's willingness to pay for green products is significant because it is a major barrier to purchasing intention. Sustainable products/green products are priced higher than regular products. According to Joshi and Rahman (2015), if the price exceeds their expectation, it affects their green purchase intention to not buy the product because of the attitude-behavior gap in their green purchase. This supports the study of Suki (2016) that offering high-quality green products that are affordable to consumers will affect their purchase intention and the ability of the product to compete with non-sustainable products.

3. CONCEPTUAL FRAMEWORK

Figure 1 shows the hypothesized model, which adapted the Theory of Reasoned Action (TRA) model. The model examined the mediating role of apparel sustainability knowledge and green perceived value on the effect of environmental awareness towards the purchasing intention of Generation Z on green apparel. The exogenous variable, environmental awareness, points to the two mediating variables: apparel sustainability knowledge and green perceived value, to measure its effect on the purchasing intention of Generation Z on green apparel. Furthermore, the mediating variables connect the exogenous and endogenous variables. Based on the hypotheses, the study analyzed if apparel sustainability knowledge and green perceived value mediate the effect of environmental awareness on the purchasing intention of Generation Z towards green apparel.
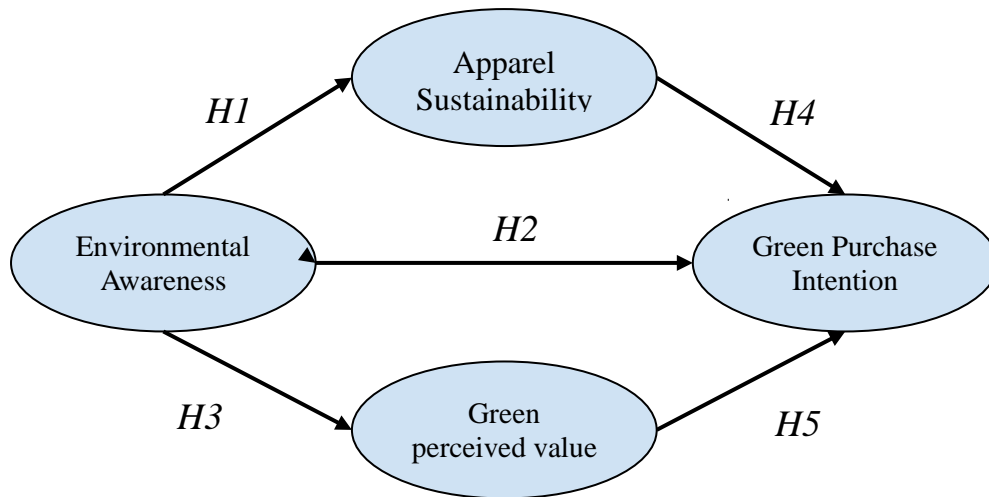
Figure 1. Conceptual Framework

4. HYPOTHESES

H1: Environmental awareness affects apparel sustainability knowledge.
H2: Environmental awareness affects green purchase intention.
H3: Environmental awareness affects green perceived value.
H4: Apparel sustainability knowledge affects green purchase intention.
H5: Green perceived value affects green purchase intention.
H6: Apparel sustainability knowledge mediates the effect of environmental awareness on green purchase intention.
H7: Green perceived value mediates the effect of environmental awareness on green purchase intention.

5. METHODOLOGY

Descriptive analysis was used to present the demographic characteristics of the respondents and provide an overview of the respondent's level of environmental awareness, apparel sustainability knowledge, green perceived value, and green purchase intention. Whereas, Partial Least Square-Structural Equation Modeling (PLS-SEM) was employed to test the hypotheses on the effect and relationship of environmental awareness on the mediating variables, apparel sustainability knowledge, and green perceived value. Cochran's formula was the basis for the sample size estimation. The computed value using the formula was the required minimum sample size for the study. Researchers distributed questionnaires online to three hundred ninety (390) respondents using Google Forms for the quantitative approach of this study. The subject of this study is Generation Z, aged between 18 to 24 years old, and consumers of green apparel. According to Abrar et al. (2020), Generation Z consumers are more likely to be aware of environmental problems and motivated to act on those issues. They are also willing to change their purchasing habits and purchase environmentally friendly products. A frequency scale was used to analyze the data. A 4-point Likert scale was utilized to measure the variables in the study ranging from strongly disagree (1) to strongly agree (4). A purposive sampling method combined with the snowball sampling method was employed in this study to gather the required number of respondents.

6. RESULTS

Table 1. Demographic Characteristics of the Respondents (n = 390)

Demographic	Group	Frequency	Percentage
Sex	Female	241	61.8
	Male	149	38.2
Age	18-19 (2003-2004)	38	9.7
	20-21 (2001-2002)	155	39.7
	22-23 (1999-2000)	151	38.7
	24-25 (1997-1998)	46	11.8
Socio-Economic Class	AB	170	43.6
	C1	126	32.3
	C2	94	24.1
Civil Status	Single	389	99.7
	Married	1	.3
Occupation	Students	286	73.3
	Full-Time Employee	56	14.4
	Part-Time Employee	20	5.1
	Self-Employed	16	4.1
	Unemployed	12	3.1
Budget per Transaction	Less than 500 PHP	54	13.8
	501 to 1,000 PHP	148	37.9
	1,001 to 1,500 PHP	97	24.9
	1,501 to 2,000 PHP	52	13.3
	More than 2,000 PHP	39	10.0

Based on the results, many of the respondents were female (61.8% or 241 out of 390) aged 20 to 21 years old (39.7% or 155 out of 390) belonging to socio-economic class AB (43.6% 170 out of 390) with a single civil status (99.7 % or 389 out of 390) and currently a student (73.3% or 286 out of 390) with a budget per transaction of 501 - 1000 pesos (37.9% or 148 out of 390).

Table 2: Evaluation of Measurement Model

Construct	Items	Factor Loading	p-value	Cronbach's Alpha	Composite Reliability	Ave. Variances Extracted
Environmental Awareness				0.934	0.953	0.835
	EA1	0.913	< 0.001			
	EA2	0.930	< 0.001			
	EA3	0.888	< 0.001			
	EA4	0.925	< 0.001			
Apparel Sustainability Knowledge				0.896	0.927	0.762
	ASK1	0.887	< 0.001			
	ASK2	0.882	< 0.001			
	ASK3	0.864	< 0.001			
	ASK4	0.858	< 0.001			

Green Perceived Value				0.879	0.907	0.645
	Comfortability	0.809	< 0.001			
	Durability	0.846	< 0.001			
	Price	0.750	< 0.001			
	Variation	0.829	< 0.001			
	Accessibility	0.809	< 0.001			
	Brand	0.769	< 0.001			
Green Purchase Intention				0.889	0.916	0.585
	PurIntent1	0.743	< 0.001			
	PurIntent2	0.835	< 0.001			
	PurIntent3	0.837	< 0.001			
	PurIntent4	0.634	< 0.001			
	PurIntent5	0.829	< 0.001			
	PurIntent6	0.768	< 0.001			
	PurIntent7	0.682	< 0.001			

Table 2 shows the latent variable coefficients used to assess the construct reliability, internal consistency, and convergent validity of the sets of indicators. Composite reliability and Cronbach's alpha are commonly used in evaluating construct reliability (Roldan & Sanchez-Franco, 2012; Kock, 2017). The Cronbach's alpha (CA) values must be at least .80 for the construct to have acceptable reliability and at least 0.8 to indicate good reliability. Also, the composite reliability (CR) must be at least 0.8 to indicate good internal consistency (Nunnally, 1978; Fornell & Larcker, 1981; Nunnally & Bernstein, 1994).

In terms of construct reliability, results revealed that the Cronbach Alpha (CA) of Environmental Awareness (.934), Apparel Sustainability Knowledge (.896), Green Perceived Value (.879), and Green Purchase Intention (.889) met the criterion for good reliability. Also, the composite reliability (CR) of Environmental Awareness (.953), Apparel Sustainability Knowledge (.927), Green Perceived Value (.907), and Green Purchase Intention (.916) fit the criterion for good internal consistency of the research instrument.

In addition, results revealed that the research instrument's set of indicators or question statements met the criterion for convergent validity. Based on the results, the factor loadings of all indicators range from .634 to .930, with a p-value of less than .001, suggesting that the constructs are statistically significant. Since the values of item loadings are at least 0.5 and p-values are less than .05, convergent validity is achieved (Hair et al., 1987; Hair, et al., 2009; Kock, 2017).

Table 3 shows the latent variable correlations with square roots of AVE coefficients to measure the discriminant validity of the instrument. For each variable, the square root of the AVEs should be greater than any of the correlations involving the said variable. Results showed that the research instrument has a discriminant validity, as indicated by the values on the main diagonal. According to Fornell and Larcker (1981), the instrument has

a discriminant validity if the values at the main diagonal are higher than off-diagonal elements and the latent variables have acceptable discriminant validity.

Table 3. Square Roots of Average Variance Extracted (AVE) coefficients

Latent Variables	Environmental Awareness	Apparel Sustainability Knowledge	Green Perceived Value	Green Purchase Intention
Environmental Awareness	**(0.914)**			
Apparel Sustainability Knowledge	0.585	**(0.873)**		
Green Perceived Value	0.448	0.629	**(0.820)**	
Green Purchase Intention	0.498	0.650	0.765	**(0.803)**

Diagonal values are the square roots of AVE and off-diagonals are inter-construct squared correlations

Table 4. Model Fit Indices of the Emerging Model

Measure	Estimate	Threshold	Interpretation
Average Path Coefficient (APC)	0.417, p<.001	$p < .05$	Significant
Average R-squared (ARS)	0.459, p <.001	$p < .05$	Significant
Average block VIF (AVIF)	2.116	≤ 3.3	Ideally
Average Full Collinearity VIF (AFVIF)	2.588	≤ 3.3	Ideally
Tenenhaus Goodness of Fit (GoF)	0.569	$\geq .36$	Large

Table 4 shows the commonly used model fit measures of the proposed model. These indices were utilized to establish the acceptability of the emerging structural model. Largely, the evaluation criteria for the structural model are the level of significance of the Average Path Coefficients (p-value of APC) and the level of significance of the Average R-squared (p-value of ARS). Notably, the Average Path Coefficient (APC = 0.417, $p < .001$) and Average R-squared (ARS = 0.459, $p < .001$) are better than the acceptable range ($p < .05$). This signifies that the emerging model has a good fit.

Table 5. Path coefficients and p-values

	Path		Path Coefficient (β)	P-Values	Effect Sizes (f^2)	Effect Size interpre-tation (Cohen, 1988)**	Description	Interpretation
H1:	Environmental Awareness	$\rightarrow$	Apparel Sustainability Knowledge	0.595	< 0.001	0.354	Large	Significant	H1 is Supported
H2:	Environmental Awareness	$\rightarrow$	Green Purchase Intention	0.470	< 0.001	0.226	Medium	Significant	H2 is Supported
H3:	Environmental Awareness	$\rightarrow$	Green Perceived Value	0.528	< 0.001	0.279	Medium	Significant	H3 is Supported
H4:	Apparel Sustainability Knowledge	$\rightarrow$	Green Purchase Intention	0.163	< 0.001	0.104	Small	Significant	H4 is Supported
H5:	Green Perceived Value	$\rightarrow$	Green Purchase Intention	0.743	< 0.001	0.611	Large	Significant	H5 is Supported

**0.02 - small, 0.15 - medium, 0.35 - large

Table 5 illustrates the path analysis. The researchers examine the path coefficients and their probability values to know the mediating role of apparel sustainability knowledge and green perceived value on the effect of environmental awareness on the purchasing intention of Generation Z towards green apparel.

H1: Effect of environmental awareness on apparel sustainability knowledge of Generation Z.

Results revealed that *environmental awareness* has a significant positive effect on the *apparel sustainability knowledge of Generation Z* (β = .595, f^2 = .354, p < 0.001), as shown by its positive β coefficient and the p-value of less than 0.05. Furthermore, in terms of the extent of the effect, results showed that *environmental awareness* has a large contribution (f^2 = .354) to *apparel sustainability knowledge of Generation Z*, as suggested by the value of the effect size ($f^2 \geq$ .35). The effect size of .354 indicates that 35.4% of the variability in *apparel sustainability knowledge of Generation Z* is due to *environmental awareness* (Cohen, 1988). Moreover, this implies that as *environmental awareness* increases, the *apparel sustainability knowledge of Generation Z* will tend to increase. According to Wang et al. (2019) The more knowledge customers have about green products, the more likely they believe that consuming green products will benefit the environment. As this knowledge can guide consumers in making better-informed decisions regarding green products. Individuals' perceptions were shaped by their exposure to green products and their awareness of environmental issues (Khare & Kautish, 2021). Therefore, Hypothesis 1 is supported.

H2: Effect of environmental awareness on green purchase intention of Generation Z.

Results revealed that *environmental awareness* has a significant positive effect on the *green purchase intention of Generation Z* (β = .470, f^2 = .226, p < 0.001), as shown by its

positive β coefficient and the p-value of less than 0.05. Similarly, in terms of the size of the effect, results showed that *environmental awareness* has a medium contribution (f^2 = .226) to the *green purchase intention of Generation Z*, as suggested by the value of the effect size ($f^2 \geq$ .15). The effect size of .226 implies that 22.6 % of the variability in the *green purchase intention of Generation Z* is due to *environmental awareness* (Cohen, 1988). Furthermore, this suggests that as *environmental awareness* increases, the *green purchase intention of Generation Z* will tend to increase. The current study shows that environmental awareness has a medium contribution to green purchase intention, which proves the study of Kianpour et al. (2014) that environmental knowledge positively influences the consumer's intent to purchase green products. Therefore, Hypothesis 2 is supported.

H3: Effect of environmental awareness on the green perceived value of Generation Z.

Results revealed that *environmental awareness* has a significant positive effect on the *green perceived value of Generation Z* (β = .528, f^2 = .276, p < 0.001), as shown by its positive β coefficient and the p-value of less than 0.05. Similarly, in terms of the size of the effect, results showed that *Environmental awareness* has a medium contribution (f^2 = .279) to the *green perceived value of Generation Z*, as suggested by the value of the effect size ($f^2 \geq$ .27). The effect size of .279 implies that 27.9 % of the variability in the *green perceived value of Generation Z* is due to *environmental awareness* (Cohen, 1988). Furthermore, this suggests that as *environmental awareness* increases, the *green perceived value of Generation Z* will tend to increase. The findings confirm the study of (Wu et al., 2018), which states that when green marketing reveals positive environmental effects, it positively influences the consumer's perceived value and purchasing intention. This study also confirms the study of Chaturvedi et al., (2020) that consumers desire more information about ecological effects in the apparel production sector. Therefore, Hypothesis 3 is supported.

H4: Effect of apparel sustainability knowledge on green purchase intention of Generation Z.

Results revealed that *apparel sustainability knowledge* has a significant positive effect on the *green purchase intention of Generation Z* (β = .163, f^2 = .104, p < 0.001), as shown by its positive β coefficient and the p-value of less than 0.05. Similarly, in terms of the size of the effect, results showed that *Apparel Sustainability Knowledge* has a small contribution (f^2 = .104) to the *green purchase intention of Generation Z.*, as suggested by the value of the effect size ($f^2 \geq$ .10). The effect size of .104 implies that 10.4 % of the variability of green *purchase intention of Generation Z* is due to *apparel sustainability knowledge* (Cohen, 1988). Furthermore, this suggests that as *apparel sustainability knowledge* increases, the *green purchase intention of Generation Z* will tend to increase. According to Wang et al. (2019), knowledge is information kept in a consumer's mind and used to inform decisions. This suggests that consumers are more likely to assume that purchasing green products would benefit the environment the more information they have about green products. Even if the results showed that Apparel Sustainability Knowledge has a small contribution to the green purchase intention of Generation Z, apparel sustainability knowledge still has a significant positive impact on increasing the purchasing intention of Generation Z toward green apparel. Therefore, Hypothesis 4 is supported.

H5: Effect of Green perceived value on Green Purchase Intention of Generation Z.

Results revealed that the *green perceived value* has a significant positive effect on the *green purchase intention of Generation Z* (β = .743, f^2 = .611, p < 0.001), as shown by its positive β coefficient and the p-value of less than 0.05. Similarly, in terms of the size of the effect, results showed that *green perceived value* has a large contribution (f^2 = .611) to the *green purchase intention of Generation Z.*, as suggested by the value of the effect size ($f^2 \geq .61$). The effect size of .611 implies that 61.1 % of the variability of *green purchase intention of Generation Z* is due to *green perceived value* (Cohen, 1988). Furthermore, this suggests that as *green perceived value* increases, the *green purchase intention of Generation Z* will tend to increase. According to a study by Hill and Lee (2012), the green perceived value of these kinds of products influences the consumer's purchasing intention toward green apparel. Therefore, Hypothesis 5 is supported.

Table 6. Effect for the path with two segments (Mediation Analysis)

Path	Total Effect	P - value	Direct Effect	P - value	Indirect Effect	P - value	Effect Sizes	Description	Interpretation	Remark
H6: EA → ASK → GPI	.431	< 0.001	.084	.047	.347	< 0.001	.165	Significant	Partial Mediation	H6 is Supported
H7: EA → GPV → GPI	.442	< 0.001	.010	.425	.432	< 0.001	.205	Significant	Full Mediation	H7 is Supported

Note: Environmental Awareness (EA); Apparel Sustainability Knowledge (ASK); Green Perceived Value (GPV); Green Purchase Intention (GPI)
**Significant at .01; * Significant at .05

H6: Mediating Role of apparel sustainability knowledge on the causal relationship between Environmental awareness and green purchase intention

Based on Table 6, the total effect of environmental awareness on green purchase intention was significant (β = .431, p < 0.001). Further, with the inclusion of apparel sustainability knowledge, the effect of Environmental awareness on green purchase intention was still significant (β = .084, p = 0.047). Moreover, the indirect effect of environmental awareness on green purchase intention through apparel sustainability knowledge was found to be significant (β = .347, p < 0.001). This implies that the causal relationship between environmental awareness on green purchase intention was partially mediated by apparel sustainability knowledge. Furthermore, apparel sustainability knowledge mediates the effect of environmental awareness on green purchase intention. According to Wang et al. (2019), a consumer's awareness regarding the environment provides a positive outcome toward their purchasing behavior when it comes to buying green products. Thus, H6 was supported.

H7: Mediating role of green perceived value on the causal relationship between environmental awareness and green purchase intention

Based on Table 6, the total effect of environmental awareness on green purchase intention was significant (β = .442, p < 0.001). Further, with the inclusion of apparel sustainability knowledge, the effect of Environmental awareness on green purchase intention was still significant (β = .010, p = 0.425). Moreover, the indirect effect of environmental awareness on green purchase intention through apparel sustainability knowledge was found to be significant (β = .432, p < 0.001). This implies that the causal relationship between Environmental awareness on green purchase intention was partially mediated by green perceived value. Furthermore, green perceived value mediates the effect of environmental awareness on green purchase intention. The current findings confirm the study of Amoako

et al. (2020) wherein it was concluded in the study that green perceived value is essential when it comes to determining a customer's loyalty toward green products, thus, in green apparel; it also strongly affects a customers' trust in these products together with their satisfaction. Thus, H7 was supported.

7. EMERGING MODEL
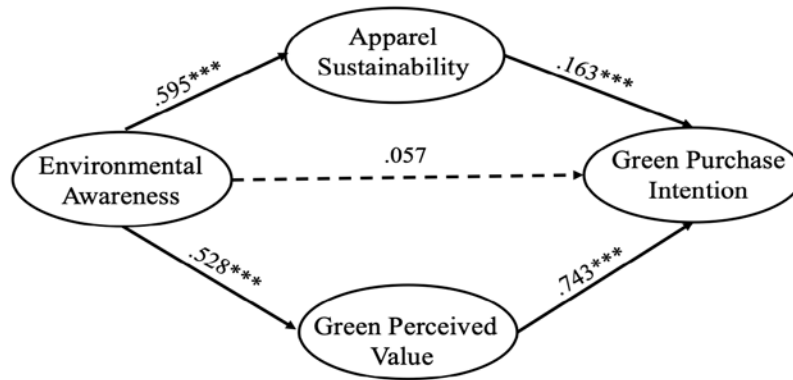
Note: *** significant at <0.001, ** significant at <0.01, * significant at <0.05; − − ► insignificant

The study's aim is to determine the mediating role of apparel sustainability knowledge and green perceived value on the effect of environmental awareness on the purchasing intention of Generation Z towards green apparel, as demonstrated in Figure 2. Structural Equation analysis of the hypothesized model revealed that the Apparel Sustainability Knowledge and Green Perceived Value fully mediate the causal relationship between Environmental Awareness and Green Purchase Intention.

8. DISCUSSION

This study sought to identify the effect of environmental awareness on the purchasing intention of Generation Z consumers toward green apparel. Overall, it revealed that the consumer's apparel sustainability knowledge and green perceived value fully mediate the causal relationship between environmental awareness and green purchase intention. The study showed that Gen Z consumers are concerned about the ethical and environmental issues prevalent today, which means that their environmental awareness is strong towards their consumption, specifically in the apparel industry. Moreover, the consumer's level of environmental awareness showed that the sustainability movement increased the overall apparel sustainability knowledge and green purchasing intention of the consumers. With this picture of the current status of consumers' apparel sustainability knowledge and green purchasing intention, brands can create campaigns and movements to increase awareness of the importance of specific sustainable actions. As mentioned earlier, Gen Z consumers are concerned and aware of the environment, with this, their perception of green apparel products is affected, which means the more that the consumers are aware, the more the consumers value green apparel products. Furthermore, the study shows that the two mediating variables: apparel sustainability knowledge and green perceived value affect and mediate the consumer's green purchasing intention. With the increased environmental awareness of consumers, their knowledge of apparel sustainability and their perception of

green apparel are improved. This tends to develop an intent towards Gen Z consumers to purchase green apparel.

9. MANAGERIAL IMPLICATIONS

The results of the study can be used by decision-makers in the following aspects: 1. Product innovation and product development. The study strengthens the notion that more and more consumers, particularly the younger generation, are becoming information seekers making them more aware of what is happening in the environment; 2. Supplier relationship. Raw materials should be sourced from responsible suppliers that do not harm the environment; and 3. Sustainability programs. Having environment-friendly products not only addresses the demand of consumers but can also be used as part of good governance and social responsibility programs.

Moreover, marketing communication strategists would have a better understanding of conveying a marketing message to the target audience. Similarly, brand managers will be more equipped to package their products, which will encourage green consumers to purchase and prefer their brands.

These implications are clear among brands like Zara, which started using raw materials which have a lesser impact on the environment. Toms on the other have been using 100% sustainable cotton and packaging. Lastly would be Adidas, which aims to lessen its impact on the environment, by entirely using recycled polyester. Adidas is also dedicated to using less water during production and the firm uses 20% renewable energy (Berry, 2021).

ACKNOWLEDGMENT

REFERENCES

[1] Abrar, M., Sibtain, M. M., & Shabbir, R. (2021). Understanding purchase intention towards eco-friendly clothing for generation Y & Z. *Cogent Business & Management, 8*(1), 1–19.https://doi.org/10.1080/23311975.2021.1997247

[2] Amoako, G.K., Dzogbenuku, R.K. and Abubakari, A. (2020). Do green knowledge and attitude influence the youth's green purchasing? Theory of planned behavior. *International Journal of Productivity and Performance Management, 69*(8), 1609-1626. https://doi.org/10.1108/IJPPM-12-2019-0595

[3] Berry, I. (2021). Top 10 sustainable clothing brands. Retrieved from https://sustainabilitymag.com/top10/top-10-sustainable-clothing-brands on July 30, 2023.

[4] Cohen, J. (1988). *Statistical power analysis for the behavioral sciences (2nd ed.).* Hillsdale, NJ: Lawrence Erlbaum Associates, Publishers.

[5] Costa, C.S.R., da Costa, M.F., Maciel, R.G., Aguiar, E., & Wanderley, L.O. (2021). Consumer antecedents towards green product purchase intentions. *Journal of Cleaner Production, 313*. https://doi.org/10.1016/j.jclepro.2021.127964

[6] Chaturvedi, P., Kulshreshtha, K., & Tripathi, V. (2020). Investigating the determinants of behavioral intentions of Generation Z for recycled clothing: Evidence from a developing economy. *Young Consumers, 21*(4), 403-417. https://doi.org/10.1108/YC-03-2020-1110

[7] Chen, Y. and Chang, C. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision, 50*(3), 502-520. https://doi.org/10.1108/00251741211216250

[8] Cheung, M. F. Y., & To, W. M. (2019). An extended model of value-attitude-behavior to explain Chinese consumers' green purchase behavior. *Journal of Retailing and Consumer Services, 50*, 145-153. https://doi.org/10.1016/j.jretconser.2019.04.006

[9] De Medeiros, J. F., Ribeiro, J.L., Cortimigli, M. (2016). Influence of perceived value on purchasing decisions of green products in Brazil. *Journal of Cleaner Production, 110*, 158-169. https://doi.org/10.1016/j.jclepro.2015.07.100

[10] Djafarova, E. & Foots, S. (2022). Exploring ethical consumption of generation Z: theory of planned behavior. *Young Consumers, 23*(3) 413-431. https://doi.org/10.1108/YC-10-2021-1405

[11] Eles, S. & Sihombing, S. (2017). Predicting green purchase intention of Generation Y: An empirical study in Indonesia. The 3rd PIABC. Parahyangan International Accounting and Business Conference

[12] Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research, 18*(1), 39–50. https://psycnet.apa.org/doi/10.2307/3151312

[13] Hair, J., Anderson, R., Tatham, R., & Black, W. (1998) *Multivariate data analysis. 5th Edition,* Prentice Hall, New Jersey.

[14] Hair Jr., J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2009) Multivariate data analysis. 7th Edition, Prentice Hall, Upper Saddle River, 761.

[15] Hashim, M., Abrar, M., Mohsin, M., and Baig, S. (2020). Effects of green marketing on green purchase intentions. Dialogue 14, 266–278.

[16] Hill, J., & Lee, H. (2012). Young Generation Y consumers' perceptions of sustainability in the apparel industry. *Journal of Fashion Marketing and Management: An International Journal, 16*(4), 477–491. https://doi.org/10.1108/13612021211265863

[17] Hur E. & Cassidy T. (2019) Perceptions and attitudes towards sustainable fashion design: challenges and opportunities for implementing sustainability in fashion. *International Journal of Fashion Design, Technology and Education, 12*(2), 208-217. https://doi.org/10.1080/17543266.2019.1572789

[18] Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behavior and future research directions. *International Strategic Management Review, 3*(1–2), 128-143. https://doi.org/10.1016/j.ism.2015.04.001

[19] Khare, A. (2020). Antecedents to Indian consumers' perception of green apparel benefits. *Research Journal of Textile and Apparel, 24(*1), 1-19. https://doi.org/10.1108/RJTA-04-2019-0016

[20] Khare, A. & Kautish, P. (2021). Cosmopolitanism, self-identity, online communities and green apparel perception. *Marketing Intelligence & Planning, 39*(1), 91-108. https://doi.org/10.1108/MIP-11-2019-0556

[21] Kianpour, K., Jusoh, A., & Asghari, M. (2014). Environmentally friendly as a new dimension of product quality. *International Journal of Quality & Reliability Management, 31*(5), 547-565. https://doi.org/10.1108/IJQRM-06-2012-0079

[22] Kock, N. (2017). Which is the best way to measure job performance: Self-perceptions or official supervisor evaluations? *International Journal of e-Collaboration (IJeC),13*(2).

[23] Kovacs, I. (2021). Perceptions and attitudes of Generation Z consumers towards sustainable clothing: Managerial implications based on a summative content analysis. *Polish Journal of Management Studies, 23*(1), 257–276. https://doi.org/10.17512/pjms.2021.23.1.16

[24] Li, J. & Leonas, K.K. (2021). The impact of communication on consumer knowledge of environmentally sustainable apparel. *Journal of Fashion Marketing and Management, 26*(4), 622-639. https://doi.org/10.1108/JFMM-02-2021-0034

[24] Matthes, J., & Wonneberger, A. (2014). The sceptical green consumer revisited: Testing the relationship between green consumerism and skepticism toward advertising. *Journal of Advertising 43*(2), 115–27. https://doi.org/10.1080/00913367.2013.834804

[25] Nguyen, M. T. T., Nguyen, L. H. & Nguyen, H.V. (2019). Materialistic values and green apparel purchase intention among young Vietnamese consumers. *Young Consumers, 20*(4), 246-263. https://doi.org/10.1108/YC-10-2018-0859

[26] Nia, B. P., Dyah, I. R., Hery, S., & Bayu, D. S. (2018). The effect of green purchase intention factors on the environmentally friendly detergent product (lerak). *E3S Web of Conferences, 73, EDP Sciences*. https://doi.org/10.1051/e3sconf/20187306007

[27] Nunnally, J.C. (1978*) Psychometric theory*. 2nd Edition, McGraw-Hill, New York.

[28] Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory (3rd ed.).* New York: McGraw-Hill.

[29] Rehman, Z. ur, Shan, Q., & Tahir, A. (2021). Environmental knowledge and premium price on green purchase behavior; Testing through advanced statistical approach, Smart Partial Least Squares. *Journal of Managerial Sciences, 15*(3) 18–35.

[30] Roldán, J., & Sánchez-Franco, M. (2012). Variance-based structural equation modeling: Guidelines for using Partial Least Squares in information systems research. Research Methodologies, Innovations and Philosophies in Software Systems Engineering and Information Systems. IGI Global.

[31] Sharma, N., Paço, A. and Kautish, P. (2022). The impact of eco-innovation on green buying behavior: The moderating effect of emotional loyalty and generation. *Management of Environmental Quality, 33*(4), 1026-1045. https://doi.org/10.1108/MEQ-11-2021-0267

[32] Su, J., Watchravesringkan, K., Zhou, J., & Gil, M. (2019). Sustainable clothing: perspectives from US and Chinese young Millennials. *International Journal of Retail & Distribution, 47*(11), 114-1162. https://doi.org/10.1108/IJRDM-09-2017-0184

[33] Suki, N. (2016). Green product purchase intention: impact of green brands, attitude, and knowledge. *British Food Journal, 118*(12). https://doi.org/10.1108/BFJ-06-2016-0295

[34] Tewari, A., Mathur, S., Srivastava, S., & Gangwar, D. (2022). Examining the role of receptivity to green communication, altruism, and openness to change on young consumers' intention to purchase green apparel: A multi-analytical approach. *Journal

of Retailing and Consumer Services, 66(C). https://doi.org/10.1016/j.jretconser.2022.102938

[35] Uddin, S. M. F., & Khan, M. N. (2018). Young consumer's green purchasing behavior: Opportunities for green marketing. *Journal of Global Marketing, 31*(4), 270–281. https://doi.org/10.1080/08911762.2017.1407982

[36] Wang, H., Ma, B., & Bai, R. (2019). How does green product knowledge effectively promote green purchase intention? *Sustainability, 11*(4), 1193. https://doi.org/10.3390/su11041193

[37] Wu, H.-C., Cheng, C.-C., Chen, Y.-C. and Hong, W. (2018). Towards green experiential loyalty: Driving from experiential quality, green relationship quality, environmental friendliness, green support and green desire. *International Journal of Contemporary Hospitality Management, 30*(3), 1374-1397. https://doi.org/10.1108/IJCHM-10-2016-0596

[38] Yadav, R., & Pathak, G. (2017). Determinants of consumers' green purchase behavior in a developing nation: Applying and extending the Theory of Planned Behavior. *Ecological Economics, 134*, 114-122. https://doi.org/10.1016/j.ecolecon.2016.12.019.

[39] Yao S., Zhenzhen, & Zihao Q. (2020). Green marketing to Gen Z consumers in China: Examining the mediating factors of an eco-label informed purchase. *SAGE Open, 10*. https://doi.org/10.1177/2158244020963573

[40] Zhuang W., Luo X., & Riaz M. (2021). On the factors influencing green purchase intention: A meta-analysis approach. *Frontiers in Psychology, 12*. https://doi.org/10.3389/fpsyg.2021.644020