

To Green or Not to Green: An Analysis of Green Purchase Intention among Fashion Brand Consumers using a Structural Equation Modeling Approach

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ABSTRACT

The urgency to address global warming has emphasized the need for enhanced efforts to combat climate change, compelling organizations and consumers to assume responsibility. While motivations for green consumption vary, consumers play a vital role in environmental improvement by refraining from purchasing products harmful to human health. This study focuses on the influence of eco-labeling, green advertising, and environmental concern on green purchase intention. The findings reveal varying impacts of these factors on green purchase intentions, highlighting their significance in shaping consumer behavior toward eco-friendly choices. The findings show that green advertising had a positive and significant relationship with green purchase intention, while environmental concern and eco-labeling were not significant for fashion brand consumers. Although there is scholarly interest in incorporating environmental considerations into business endeavors, little evidence exists on how green marketing orientation enhances green purchase intention in a fashion industry context. Thus, this study adds to the literature on understanding green purchase intention for fashion clothing by revealing the role of green marketing in enhancing green purchase intention. Opting for green products will raise awareness and inspire individuals and business organizations to work together to create a more sustainable and greener future by adapting environmentally friendly marketing approaches.

Keywords: environmental concern, eco-labeling, green advertising, green purchase intention, green marketing, green behavior, sustainable fashion.

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1. BACKGROUND OF THE STUDY

The effects of global warming in the past few years have shown an increasing need and urgency to improve present efforts to combat climate change. As such, it is imperative for organizations and consumers alike to shoulder their responsibilities in addressing present environmental issues. Opting for green products is one way in which they can contribute to mitigating these issues. While the motivations of consumers to participate in green activities and commit to the environment may vary, the green consumer plays a significant role in improving the environment. Generally, consumers will refrain from purchasing products that endanger human health, carry production-associated risks, cause any serious damage to the environment by nature or during its production process, produce excessive amounts of waste, involve the unsustainable extraction of raw materials, harm endangered plant and animal species, or deplete natural resources (Suplico, 2009; Lee, 2008). In the study by Kim and Lee (2023), consumers have responded to this need by adopting a more environmentally conscious or aware mindset, resulting in a higher inclination to acquire eco-friendly products.

The fashion industry, specifically the clothing industry, has long been criticized as part of the significant contributors to environmental pollution, mainly due to the widespread practice of fast fashion, wherein clothes are sold and discarded rapidly on a seasonal basis to increase revenues from higher sales volumes (Alexa et al., 2021). To mitigate their environmental impact and adapt to changing market preferences, many fashion brands have begun integrating sustainability into their business models by moving from fast fashion practices to slow fashion and improving transparency in their supply chains (Khandual & Pradhan, 2019).

While multiple studies have been conducted about green purchasing or eco-consumerism, a significant bulk of these studies focused on consumers' intention or behavior towards green products in general, without focusing on a specific product. These are evident in the studies by Kim & Lee (2023), Di Martino et al. (2019), Taufique et al. (2016), and many others which all investigated the influence of certain variables on the behavior of consumers towards green products in general. On the other hand, there are several studies that focus on a specific product only. Many of these focus on consumers' purchasing intentions or behavior towards food considered to meet green standards, such as in the cases of Qi & Ploeger (2021) and Ham et al. (2015). While there were studies on green purchasing in fashion, these largely revolved around apparel that are within the niche of exclusively green products (Dhir et al., 2021; Park & Lin, 2020).

This study aims to build upon the findings of previous studies which showed a linkage between environmental concern, eco-labeling, and green advertising and the attitudes of consumers, specifically focusing on how these affect their intention to purchase apparel marketed to be green. Following the framework of the Theory of Planned Behavior, purchasing behavior of individuals is linked to their intentions, which in turn is linked to attitude, subjective norms, and perceived behavioral control (De Cannière et al., 2009). Although there is scholarly interest in incorporating environmental considerations into business endeavors, there is little evidence on ways that a strategic green marketing orientation enhances green purchase intention in a fashion industry context. Thus, the findings of the study would add to the literature on understanding green purchase intention for fashion clothing by revealing the role of green marketing in enhancing green purchase intention.

2. REVIEW OF RELATED LITERATURE

2.1 Fast Fashion and its Environmental Impact

Caro (2015) viewed fast fashion as a dynamic and transformative force within the fashion industry. This strategy relies on utilizing physical stores and online presence to sell their product. This freedom empowers consumers with convenience, allowing them to engage with their favorite brands and trends in the manner that suits them best. Fast fashion, thus, is not only about attire but also about accessibility and affordability, characteristics that resonate well with the modern shopper. Fast fashion operates as an agile and adaptive entity. These retailers observe and promptly respond to the ever-evolving trends, often targeting the mid-to-low price range. Essentially, they serve as fashion followers, bringing runway-inspired designs to the masses at budget-friendly prices. Their overarching mission is to make fashion more accessible, making trendy clothing items available to a wide demographic.

Natural resources, such as coal and water, are significantly depleted due to the fast fashion business. Creating garments also produces a lot of waste, which is dumped in landfills. The fast fashion business has a severe effect on the environment since people frequently buy garments made of plastic fibers to wear the latest fashion trends. The short cycles for each fashion season enable short-term usage of clothes, where consumers dispose of barely used clothing in favor of newer in-season items, which increases waste (Linden, 2016).

The environmental toll of fast fashion has been significant, manifesting in harmful and far-reaching environmental degradation throughout the supply chain. It is concerning to note that the repercussions of the fast fashion cycle to environmental and human health have often been overlooked in scientific literature and broader dialogues concerning environmental justice. The gravity of the social and environmental abuses inherent in fast fashion is substantial and deserving of unequivocal recognition as a pressing concern of global environmental justice.

2.2 Green Marketing

Green marketing encompasses a range of marketing activities aimed to portray a product as environmentally safe and enhance brand perception. Its primary goal is to establish a positive environmental impact associated with the brand. This involves various strategies, including the creation of eco-friendly products, the use of environmentally friendly or recyclable packaging, reduction of environmental footprint in production processes, and investments in initiatives aligning with corporate social responsibility (CSR) principles (Emeritus, 2023). Understanding the concept of green marketing serves a dual purpose. Firstly, it fosters the development of cleaner production by creating green products, and secondly, it encourages sustainable consumption by effectively marketing these eco-friendly offerings. The term "Ecological Marketing" has also been used to describe marketing activities that contribute to environmental issues and their potential solutions. However, the idea has developed and become more constructed over time, culminating in the definition of "Sustainable Marketing," which involves the planning, implementation, and control of the development of the product, pricing, promotion, and distribution in a form that satisfies three critical specifications: meeting customer needs, accomplishing organizational objectives, and ensuring compatibility with ecosystems.

2.3 Environmental Concern

The persistent and rapidly increasing depletion and destruction of natural resources pose a significant and grave threat to both humanity and the environment. Regrettably, attempts to induce lasting changes in people's environmentally damaging behavior through interventions have often fallen short. To address this issue effectively, there is a crucial need for an upsurge in environmental awareness and knowledge regarding the far-reaching implications of ongoing environmental degradation for future generations (Fransson & Garling, 1999).

Environmental concern can be defined as the extent to which individuals are conscious of environmental issues, endorse initiatives to address them, and express a willingness to personally contribute to their resolution. As informed by overarching environmental attitudes, the primary factors influencing eco-friendly consumption are values and environmental concern. The willingness to modify one's behavior, driven by emotional engagement and environmental knowledge, shapes the concept of environmental concern. This concept reflects the assessment of individual or collective actions and their environmental impact, highlighting a strong commitment to environmental preservation (Ahmad & Thyagaraj, 2015).

In response to the pressing need for environmental preservation, companies are increasingly striving to minimize their environmental footprint by adopting sustainable business practices. Consumers are becoming more cognizant of environmental issues, and many businesses acknowledge the significance of green marketing to gain a competitive edge. As part of their green marketing strategies, companies are developing eco-friendly brands, encompassing initiatives related to environmental friendliness, organic products, and energy efficiency.

2.4 Eco-labeling

Eco-labels, according to the United States Environmental Protection Agency, are marks that are placed on products, packaging, or any e-catalogs that can help consumers understand how a product was made. Eco-labeling signals to the consumers that the product has environmental features and a history with external accredited labeling (Atkinson & Rosenthal, 2014). They declare that goods and services are less damaging to the environment than goods in the same product category that do not have labels (Rubik, 2008). Since 1990, over 435 ecolabel certifications have been distributed around the world (Big Room, 2014; Delmas et al., 2013). However, only about 20 percent of consumers who reported to be environmentally conscious purchase eco-friendly items (Eurobarometer, 2014). While the aim of certification is to verify a product's sustainability and eco-friendly practices, each label may vary and could refer to entirely different aspects from the others (Ferris, 2022).

2.5 Green Advertising

Ahuja (2015) defines green advertising as a specialized form of marketing that centers on promoting products or services with environmentally preferable qualities. At its core, green advertising focuses on attracting environmentally conscious consumers and stimulating demand for eco-friendly offerings. A crucial aspect of green advertising is credibility, which hinges on the authenticity and transparency of a company's environmental claims. In an era where consumers increasingly scrutinize eco-friendly assertions, credibility is essential to establishing trust. In this context, trust is built upon a company's consistent environmental

practices, transparent communication, and a track record of responsible environmental stewardship.

Verleye (2023) pointed out that as a distinct marketing strategy, green advertising revolves around promoting a product or company's commitment to ecological and environmental considerations. This specialized form of advertising is mainly concerned with various stages of a product's life cycle, such as production, packaging, distribution, usage, consumption, and disposal, with a dedicated focus on reducing environmental impact. Furthermore, green advertising extends its purview to encompass a company's overarching mission and values regarding environmental responsibility and sustainability.

2.6 Green Purchase Intention

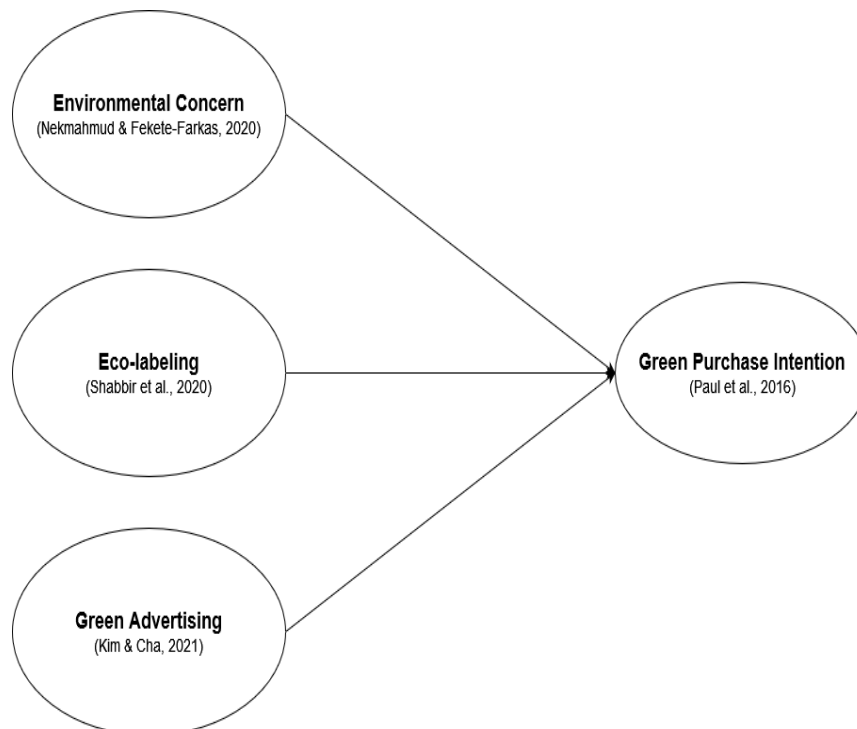
Behavioral intention describes a person's intent to perform a certain kind of behavior (Spears & Singh, 2012); consequently, purchase intention means a person's intent to purchase a product. Green purchase intention is an aspect of consumers' green behavior that refers specifically to the intent of an individual to purchase products that are considered green or environmentally friendly. One of the frameworks related to purchase intention is the Theory of Planned Behavior (TBP), which is widely used in many studies that aim to assess various predictors of green purchase intention and/or behavior (Amaoko et al., 2020; Paul et al., 2016).

According to the Theory of Planned Behavior, behavioral intention is formed by three prior constructs: attitude, subjective norm, and perceived behavioral control. Attitude refers to the extent to which an individual holds a positive or negative assessment of their behavior with consideration of its outcomes, subjective norm refers to the external social pressure that pushes an individual to act a certain way, and perceived behavioral control refers to the individual's perception of the ease or difficulty of performing a certain behavior (Yadav & Pathak, 2017). The more favorable all these factors are for the individual, the higher their intention is to perform a certain behavior. Logically, the intent to purchase would be followed by actual purchasing behavior, which indicates that factors influencing purchase intention also affect purchase behavior.

2.7 Research Model

Figure 1 presents the research model of the study. Three independent variables are observed in total, which are environmental concern, eco-labeling, and green advertising. Environmental concern refers to an individual's awareness of environmental issues and their willingness to engage in actions that contribute to its mitigation (Shabbir et al., 2020). Eco-labeling signifies and provides information regarding the green characteristics of a product (Shabbir et al., 2020). Green advertising pertains to the approach used by marketers to emphasize the eco-friendly aspects of a product, positioning it as a green product for consumers (Kim & Cha, 2021). The study investigates the influence of these independent variables on the dependent variable, the green purchase intention of consumers. Green purchase intention refers to the consumers' desire to purchase green products as motivated by prior influencing variables (Paul et al., 2016).

Figure 1: Research Model



Note(s): Predictor variables: environmental concern (EC), eco-labeling (EL), and green advertising (GA). Outcome variable: green purchase intention (GPI).

Hypotheses of the Study

H1: Environmental concern has a positive and significant effect on green purchase intention.

Environmental concern is a pivotal factor within the context of green marketing, playing a significant role in shaping consumer preferences and choices. Individuals with heightened awareness of environmental issues tend to exhibit a positive inclination towards eco-friendly products, aligning their lifestyle with principles of well-being and environmental sustainability (Luo, Riaz, & Zhuang, 2021).

H2: Eco-labeling has a positive and significant effect on green purchase intention.

Polonsky et al. (2016) posited that educating consumers about eco-labels and environmental concerns can foster PECB, emphasizing the role of firms, policymakers, and accreditation organizations in enhancing eco-label awareness and trust (Polonsky, Taufique, & Vocino, 2016). This insight is vital for promoting green purchasing decisions and underlines the significance of eco-labeling information (D'Souza et al., 2019). D'Souza et al. underscores the impact of eco-labels, mediated by product attributes, on environmental attitudes and concerns, subsequently influencing green purchase behavior significantly.

H3: Green advertising has a positive and significant effect on green purchase intention.

The research landscape on the attributes of green advertising and their influence on purchase intentions is evolving, reflecting the growing importance of green marketing strategies. Kim & Cha (2021) investigate the relationship between green advertising attributes and purchase intentions, with a focus on how this interaction is moderated by consumer innovativeness.

Green advertising has become a potent tool for marketers to raise public awareness of eco-friendly initiatives and products (Pratiwi, 2018). It serves as a means for companies to convey information about environmentally conscious products to consumers who might not be eco-aware.

3. METHODOLOGY

3.1 Research Design

The study utilized a quantitative method approach with descriptive and causal research design. The data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).

3.2 Sampling Design

The study employed purposive sampling which involves the selection of respondents through their accumulated knowledge and experience (Frey, 2018). A purposive sampling design was utilized to collect the data. Participants comprised of Gen Z and Millennial consumers of fashion brands, specifically clothing and accessories, all of whom are residing in NCR.

3.3 Data Sources

This study utilized primary data through a survey with a total sample size 325 consisting of consumers actively involved in the fast fashion industry, particularly those making regular purchases from known fashion brands within the National Capital Region of the Philippines. Purposive sampling was employed to ensure that the participants will be highly relevant to the study's objectives, providing targeted and insightful perspectives. Cochran's formula was pivotal in determining the sample size as it is well-suited for survey research involving finite populations, considering both the population size and the desired level of precision.

The measures employed to operationalize the variables in the research model are adapted from prior research (Table 1). Environmental concerns consist of two dimensions, ecocentrism and environmental responsibility. Eco-labeling was measured with three dimensions: appeal, relevance, and accuracy. Green advertising has the dimensions of reliability, attractiveness, and informativity. Green purchase intention, as the dependent variable, used the dimensions of attitude, subjective norm, and perceived behavioral control. All items were recorded using the 5-point Likert scale.

Table 1: Source of Measure

Construct	No. of Items	References
Environmental concern (EC)	4	Nekmahmud & Fekete-Farkas, 2020
Eco-labeling (EL)	6	Shabbir et al., 2020
Green advertising (GA)	6	Kim & Cha, 2021
Green purchase intention (GPI)	6	Paul et al., 2016

3.4 Reliability Tests

A pre-test was conducted using a sample size of 25 to assess the reliability of the measurement items under project performance. The result registered Cronbach's alpha

internal consistency of 0.947, which suggests that the questionnaire is reliable, consistent, and valid as it is higher than the acceptable level.

4. RESULTS AND DISCUSSION

4.1 Descriptive Analysis

Table 2: Summary of Descriptive Statistics of Each Variable

	EC	EL	GA	GPI	Overall
Mean	4.056	3.911	3.893	4.165	4.006
Std. Dev.	0.052	0.053	0.055	0.051	0.053
Kurtosis	0.675	0.421	0.144	1.159	0.600
Skewness	-0.930	-0.827	-0.765	-1.125	-0.912

Note(s): Predictor variables: environmental concern (EC), eco-labeling (EL) and green advertising (GA). Outcome variable: green purchase intention (GPI).

Table 2 offers insights into varying aspects of environmental concern, eco-labelling, green advertising, and green purchase intention among respondents. Notably, the mean score for environmental concern is 4.06, indicating a collective agreement and highlighting a significant level of environmental consciousness. Similarly, respondents generally agree with the effectiveness of the fashion brands' eco-labels, as evidenced by the mean score of 3.91. Moreover, the mean score of 3.89 for green advertising suggests respondents' agreement with fashion brands' green advertising measures. The overall mean score of 4.17 for green purchase intention reflects respondents' inclination to purchase more environmentally friendly products from fashion brands in the future.

4.2 Inferential Statistics

Measurement Model

The results (Tables 3-4) indicate acceptable values for indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Specifically, all the variables have Cronbach's α value higher than the acceptable 0.6 (Hair et al., 2022). Similarly, the requirement for the composite reliability of above 0.70 of all the variables was established. The results also show that the value of the average variance extracted from each variable is greater than the minimum acceptable threshold of 0.50 for convergent validity. Each variable was found to represent a distinct phenomenon as all HTMT values were within the acceptable threshold of 0.9.

Table 3: Construct Reliability and Validity

Latent Variable	Code	Loading	AVE*	CR*	Cronbach's alpha
EC	EC1	0.800	0.677	0.852	0.842
	EC2	0.785			
	EC3	0.877			
	EC4	0.827			
EL	EL1	0.807	0.710	0.923	0.918
	EL2	0.835			
	EL3	0.838			
	EL4	0.877			

	EL5	0.877			
	EL6	0.819			
GA	GA1	0.864	0.771	0.942	0.941
	GA2	0.854			
	GA3	0.878			
	GA4	0.875			
	GA5	0.901			
	GA6	0.896			
GPI	GPI1	0.833	0.650	0.896	0.892
	GPI2	0.852			
	GPI3	0.751			
	GPI4	0.769			
	GPI5	0.809			
	GPI6	0.820			

Note(s): *Criteria Hair et al., 2019. Predictor variables: environmental concern (EC), eco-labeling (EL) and green advertising (GA). Outcome variable: green purchase intention (GPI). Others: average (AVE), cronbach (CR)

Table 4: Discriminant Validity

	EC	EL	GA	GPI
EC				
EL	0.761			
GA	0.720	0.891		
GPI	0.567	0.608	0.660	

Note(s): Predictor variables: environmental concern (EC), eco-labeling (EL) and green advertising (GA). Outcome variable: green purchase intention (GPI).

Table 5: Collinearity Analysis

Relationship of Variables to GPI	VIF
EC	1.936
EL	3.567
GA	3.373

Note: Predictor variables: environmental concern (EC), eco-labeling (EL), and green advertising (GA). Outcome variable: green purchase intention (GPI). Others: (VIF)

The results of the collinearity analysis performed for the responses show that the variance inflation factor scores fall within the acceptable range of less than 5 (Hair et al., 2011) for environmental concern, eco-labeling, and green advertising. Thus, there are no critical levels of collinearity among the independent variables, and there are no issues in determining their individual effects on the dependent variable.

Table 6: Explanatory Power Analysis

Variable	R ²	R ² Adjusted
GPI	0.392	0.387

Note(s): Outcome variable: green purchase intention (GPI)

The results from evaluation of the explanatory power of each independent variable on purchase intention showed an R² value of 0.392. This shows that 39.2% of the change on green purchase intention is explained by the independent variables involved in the study, which presents a moderate level of explanatory power (Hair et al., 2022).

Table 7: Predictive Power Analysis

Variable	Q2 Predict	PLS-SEM_RMSE	LM_RMSE
PI1	0.267	0.720	0.724
PI2	0.280	0.722	0.737
PI3	0.220	1.005	1.041
PI4	0.156	0.775	0.775
PI5	0.243	0.803	0.821
PI6	0.242	0.814	0.830

Note(s): Outcome Variable: Purchase Intention (PI)

To assess the predictive power of the variables, bootstrapping was performed on SmartPLS using 10 folds and 10 repetitions in the overall setup. All PLS RMSE values in the analysis resulted in a lower amount than LM RMSE, which points towards a high predictive power. From this, it can be inferred that the model used for the study has a high predictive power (Shmueli et al., 2019).

Table 8: Significance Analysis

Hypotheses	P-value	Decision
H1: EC \rightarrow GPI	0.074	Not Supported
H2: EL \rightarrow GPI	0.337	Not Supported
H3: GA \rightarrow GPI	0.000	Supported

Note(s): Predictor variables: environmental concern (EC), eco-labeling (EL), and green advertising (GA). Outcome variable: green purchase intention (GPI).

Hypothesis 1 results suggest that environmental concern has no positive and significant effect on green purchase intention among fashion brand consumers; thus, the null hypothesis was not rejected. The non-significant effect may arise due to other variables not included in the study, such as subjective consumer preferences, cultural factors, financial status, and others. Past literature has also resulted in inconsistent findings regarding the direct effect of environmental concern on green purchase intention, as stated by Newton et al. (2015), where it was found that learning strategy can mediate the relationship between environmental concern and eco-friendly purchase intention. Concern towards the environment also does not necessarily lead to eco-friendly behavior (Pickett-Baker & Ozaki, 2008).

Hypothesis 2 results show that there is not enough evidence to support the hypothesis that the effect of eco-labeling on green purchase intention is positive and significant; thus, the null hypothesis was not rejected. The variance in consumer responses to eco-labeling initiatives could stem from individual preferences, familiarity with the specific eco-label, and comprehension of its significance. Uncertainty regarding these factors might hinder the impact of environmental concerns on consumer behavior, as Harbaugh et al. (2011) noted. Environmental tools like eco-labels require a comprehensive marketing strategy to convey their meaning effectively and add value to customers (Sandoval, 2016). Others have also found that the level of influence that eco-labeling has towards consumers may vary depending on other factors including knowledge or awareness (Taufique et al., 2019).

Hypothesis 3 results indicate that green advertising has a positive and significant effect on green purchase intention; thus, the null hypothesis was rejected. This suggests that green advertising efforts are likely to lead to higher green purchase intention among fashion brand consumers. Kim & Cha (2021) similarly found that various attributes of green advertising

have a significant and positive effect on customers' intention to purchase green products, underscoring the importance of making advertisements that are more appealing to customers.

5. CONCLUSION

In this study, the significance of the variables environmental concern, eco-labeling, and green advertising on green purchase intention of fashion clothing customers were examined. The data analyses performed led to mixed results, with some variables having a significant or non-significant relationship with or effect on green purchase intention.

Environmental concern and eco-labeling did not have a significant effect on green purchase intention, while green advertising had a significant effect. Other studies have similarly found that environmental concern does not necessarily translate to actual behavior (Lucarelli et al., 2020; Grimmer et al., 2016), with others finding that factors such as personal experiences and knowledge possibly influence this relationship (Gilford & Nilsson, 2014). In general, studies exploring the influence of eco-labeling on consumers' purchasing behavior or decisions found varying results, with many stating that this is dependent on other factors such as consumer knowledge or awareness of the eco-label used (Taufique et al., 2019; Zepeda et al., 2013). Another study also found that eco-labeling did not have a significant effect on consumers (Kim et al., 2015). The significant effect of green advertising on green purchase intention is supported by several previous studies that have similarly identified this variable as a key factor in enhancing willingness to engage in environmentally friendly purchasing behavior (Kim & Cha, 2021).

This study builds on and contributes to the existing body of literature surrounding green marketing and fashion brands. While more studies exploring various factors and relationships regarding green marketing have begun to emerge, there are gaps that remain to be filled in the context of the fashion industry, especially as trends within this field continue to evolve. This study presents empirical evidence on the influence of environmental concern, eco-labeling, and green advertising on green purchase intention of fashion brand consumers in the Philippines. The findings presented here can be useful in the creation of actionable insights that can lead to further developments in fact-driven implementation of more sustainable business practices in the fashion industry.

While the mainstream marketing landscape increasingly reflects consumers' environmental concerns, it is imperative from a marketing standpoint to delve into how consumers navigate their choices regarding green products (D'Souza et al. 2006). The findings highlight that despite the recognition of environmental concerns and the presence of eco-labeling on products, these factors do not significantly influence green purchase intention. Interestingly, while previous research, such as the study conducted by (Kalampakas et al. 2022), has shown a positive effect of eco-labeling on purchase intention and its role in facilitating consumers' decision-making processes, the findings suggest otherwise. In this context, green advertising emerges as a pivotal driver, effectively shaping customers' intentions to purchase eco-friendly products. This underscores the critical importance of employing effective marketing strategies to promote sustainable consumption practices.

With an increasing rate of environmental concerns around the globe, this study contributes to the existing literature by examining the impact of EL, EC and GA on green purchase intention in the context of fast fashion industry, with a focus on Gen Z and Millennial consumers.

6. KEY RECOMMENDATION

The findings of the study indicate that green advertising significantly influences green purchase intention of fashion brand consumers. Fashion brands need to amplify their green marketing efforts to better correspond with the preferences and purchasing patterns of their customers. Specifically, explore ways to effectively convey the eco-friendly qualities of their products, prioritizing genuine and engaging marketing content to appeal to customers. To communicate their dedication to sustainability, fashion brands can disseminate green marketing content on various platforms, including social media, digital advertising, and in-store promotions. Prioritize enhancing the credibility and transparency of their advertising measures, allowing consumers access to accurate and verifiable information on the environmental attributes of their products to foster a sense of trust and confidence among their customer bases. It is crucial to ensure that when customers purchase and use a product, the experience leaves them feeling delighted and content.

As with all studies, there are limitations to be acknowledged in this study. Since the study mainly focuses on Gen Z and Millennial consumers within NCR, Philippines, future researchers should collect more respondents from diverse age groups and geographical areas to better understand from different perspectives while improving the accuracy and dependability of the data. Future researchers may explore the intention of Gen Z and Millennial consumers to repurchase sustainable products in the fashion industry, specifically clothing and accessories. Additionally, independent variables such as fashion motivation, altruistic motivation, or others may also be explored.

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