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Original Article

Determinants of Sustainable Fast Fashion Purchase Intention Among Generation Z Consumers

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Abstract

The increasing environmental concerns associated with the fast fashion industry have intensified the need to understand the factors that encourage sustainable consumption, particularly among Generation Z, one of the largest and most influential consumer segments. This study examines the determinants of purchase intention towards sustainable fast fashion by investigating the effects of sustainability awareness, perceived green value, social influence, fashion involvement, and sustainability attitude. Drawing on the Theory of Planned Behaviour and the Value-Attitude-Behaviour framework, a conceptual model was developed and empirically tested using survey data collected from 1,000 Generation Z consumers in the Mumbai Metropolitan Region, India. The measurement model was validated through reliability analysis, exploratory factor analysis, and confirmatory factor analysis, while the proposed hypotheses were tested using structural equation modelling with the diagonally weighted least squares estimation method. The findings reveal that all five constructs significantly and positively influence purchase intention towards sustainable fast fashion. Sustainability attitude emerged as the strongest predictor (β = 0.351), followed by social influence (β = 0.303), sustainability awareness (β = 0.280), green perceived value (β = 0.252), and fashion involvement (β = 0.222). The model demonstrated excellent goodness of fit (comparative fit index = 0.991; Tucker-Lewis index = 0.989; root mean square error of approximation = 0.031), confirming the robustness of the proposed framework. The study contributes to the sustainable fashion literature by integrating cognitive, social, evaluative, and attitudinal factors into a comprehensive behavioural model that explains the transition from sustainability awareness to purchase intention among Generation Z consumers. The findings offer practical insights for fashion retailers, marketers, and policymakers seeking to promote sustainable consumption through strategies that strengthen positive sustainability attitudes, enhance perceived value, and leverage social influence.

Categories: Consumer Behavior, Marketing and Market Issues in Business, Sustainable Marketing

Keywords: sustainable fast fashion, gen z, purchase intention, sustainability awareness, green perceived value, social influence, fashion involvement, structural equation modeling(sem)

Introduction

Global and Indian context of fast fashion and sustainability

The global fashion industry has emerged as one of the most resource-intensive and environmentally damaging industries, making sustainable consumption an urgent global priority (United Nations Environment Programme and United Nations Framework Convention on Climate Change, 2023). The rapid expansion of the fast fashion business model, characterised by low-cost production, shortened product life cycles, and continuously changing fashion trends, has significantly accelerated textile consumption and waste generation. According to the United Nations Environment

Programme, the fashion and textile sector accounts for 2-8% of global greenhouse gas emissions, contributes approximately 9% of microplastic pollution entering the oceans, and consumes nearly 215 trillion litres of water annually (United Nations Environment Programme, 2025a). Moreover, the industry generates approximately 92 million tonnes of textile waste each year, equivalent to one garbage truck of clothing being landfilled or incinerated every second (United Nations Environment Programme, 2025b). Between 2000 and 2015, global clothing production doubled while the average duration of garment use declined by 36%, reflecting increasingly unsustainable consumption patterns (United Nations Environment Programme, 2025b). These alarming statistics underscore the urgent need to promote sustainable production and consumption practices within the global fashion ecosystem.

India occupies a strategic position in the global textile and apparel industry as one of the world's largest producers, exporters, and consumers of textiles and clothing. The sector contributes significantly to the national economy, accounting for over 8.6% of India's total exports, making India the world's sixth-largest textile exporter. The Government of India has set an ambitious target of expanding the textile and apparel industry to US$350 billion while achieving US$100 billion in textile exports by 2030, reflecting the sector's growing economic importance (Invest India, 2026). Despite this remarkable industrial growth, increasing production and consumption have intensified concerns regarding resource depletion, textile waste, and environmental pollution. These challenges are particularly relevant among Generation Z consumers, whose purchasing decisions are strongly influenced by digital media, rapidly changing fashion trends, and affordability. Consequently, understanding the behavioural factors that encourage Generation Z to adopt sustainable fast fashion has become increasingly important for both researchers and policymakers.

Fast fashion business model and sustainability challenges

Nowadays, fast fashion is considered an essential element of discussions on sustainability. It is a model of rapid design, production, and sale of inexpensive copies of fashion trends at a high frequency (Joy et al., 2012) (Bick et al., 2018). With such a model, companies have an opportunity to offer different styles of garments at affordable prices, thus increasing diversity and encouraging consumers to purchase products. In turn, the concept of "fast fashion" appeared in the 1990s when Zara opened in New York. The biggest companies in the world offering such products include Spanish fashion company Zara, Chinese Shein, Japanese UNIQLO, and Swedish H&M (Earth.Org, 2026).

The rise of fast fashion has resulted in a significant transformation of the entire global fashion industry, which has become dominated by models based on rapid manufacturing cycles, affordability, and trendiness. Though such changes have made the industry more attractive to consumers, they have also had adverse effects related to the increase in environmental damage and resource depletion (Horn et al., 2025) (Bonifazi et al., 2025). The use of strategies of overproduction, disposal, and rapid product lifecycles has led to considerable landfill problems and greenhouse gas emissions, thus posing severe challenges to sustainability (Mishra, 2024) (Shirvanimoghaddam et al., 2020).

To address those sustainability problems, a new paradigm called sustainable fashion should be implemented. The approach is built upon circular economy practices, such as reuse, recycling, and second-hand consumption (Cascavilla et al., 2026) (Aggarwal et al., 2025). In other words, sustainable fashion offers a unique solution that helps achieve the aims stipulated in Sustainable Development Goal 12 (Cascavilla et al., 2026) (Aggarwal et al., 2025). Despite institutional efforts and strategic interventions, consumers do not show a high level of interest in sustainable fashion (Rausch and Kopplin, 2021) (Busalim et al., 2022).

According to Boman et al., purchasing fast-fashion products involves considerable social, environmental, and health-related externalities (Boman et al., 2026). At the same time, the authors show that consumers make ethical trade-offs among different product attributes, including health, environmental impacts, and working conditions (Boman et al., 2026). These findings suggest that consumer awareness of sustainability concerns does not necessarily translate into consistently sustainable purchasing choices. Thus, there is a significant discrepancy between growing awareness of sustainability problems and current consumer behaviour. Thus, despite the growing understanding of sustainability, the current fashion market reveals a significant gap (Boman et al., 2026).

Defining Sustainable Fast Fashion

Fast fashion is traditionally characterised by rapid product development, short production cycles, low prices, and the continuous introduction of new fashion trends to consumers (Joy et al., 2012) (Bick et al., 2018). In contrast, sustainable fashion seeks to minimise the environmental and social impacts of clothing production and consumption by emphasising ethical sourcing, resource efficiency, circular economy practices, responsible manufacturing, and longer product lifecycles (Niinimäki et al., 2020).

Recent developments within the fashion industry indicate that these two concepts are no longer entirely incompatible. Many fast fashion retailers have begun integrating sustainability initiatives, such as the use of recycled or organic materials, take-back programmes, circular production systems, improved supply-chain transparency, and environmentally responsible manufacturing, into their existing business models while continuing to offer affordable and trend-responsive products (Niinimäki et al., 2020). Accordingly, sustainable fast fashion is defined in this study as:

"Fashion products marketed by fast fashion retailers that preserve the characteristics of affordability, accessibility, and rapid response to fashion trends while incorporating environmentally and socially responsible practices throughout the product life cycle, including sustainable materials, ethical production, circularity initiatives, and transparent sustainability practices."

This conceptualisation positions sustainable fast fashion as a hybrid consumption model, where consumers evaluate products not only on traditional fast fashion attributes such as style, affordability, and convenience but also on sustainability-related attributes, including environmental responsibility, ethical production, and perceived green value. Guided by the Theory of Planned Behaviour (TPB) and the Value-Attitude-Behaviour (VAB) framework, this study conceptualises purchase intentions towards sustainable fast fashion as being influenced by sustainability awareness, green perceived value, social influence, fashion involvement, and sustainability attitude.

The paradox of fast and sustainable fashion

An important intricacy of modern fashion consumption is the existence of both fast fashion and sustainable fashion simultaneously. Although sustainable options have been becoming more popular, the fast fashion segment remains dominant due to its low cost, availability, and correlation with consumers' need for novelty (Apetrei et al., 2024). According to empirical studies, consumer preferences are formed based on socio-demographic variables, digital activity, and culture, where social media sites play a significant role in determining fashion trends and purchasing behaviour (Apetrei et al., 2024) (Bläse et al., 2024). The emergence of trends like fear of missing out is also speeding up the process of fast fashion consumption (Bläse et al., 2024). On the other hand, innovations like sustainable brand extensions, reused clothes, and circular fashion systems aim to promote sustainability as an attractive and affordable option (Jing et al., 2026) (Oueslati et al., 2026). Nonetheless, tensions persist between the value-for-money aspect, product quality, and environmental sustainability when consumers make decisions. The clothing industry is responsible for considerable environmental pollution, contributing an estimated 2-8% of global greenhouse gas emissions (Peleg Mizrachi and Sharon, 2025). Moreover, textile manufacturing involves substantial water consumption, while wastewater generated during textile processing can contain various pollutants, increasing environmental pressure, particularly in water-scarce regions (Sayam et al., 2025). Figure *1* illustrates the paradox of fast and sustainable fashion.

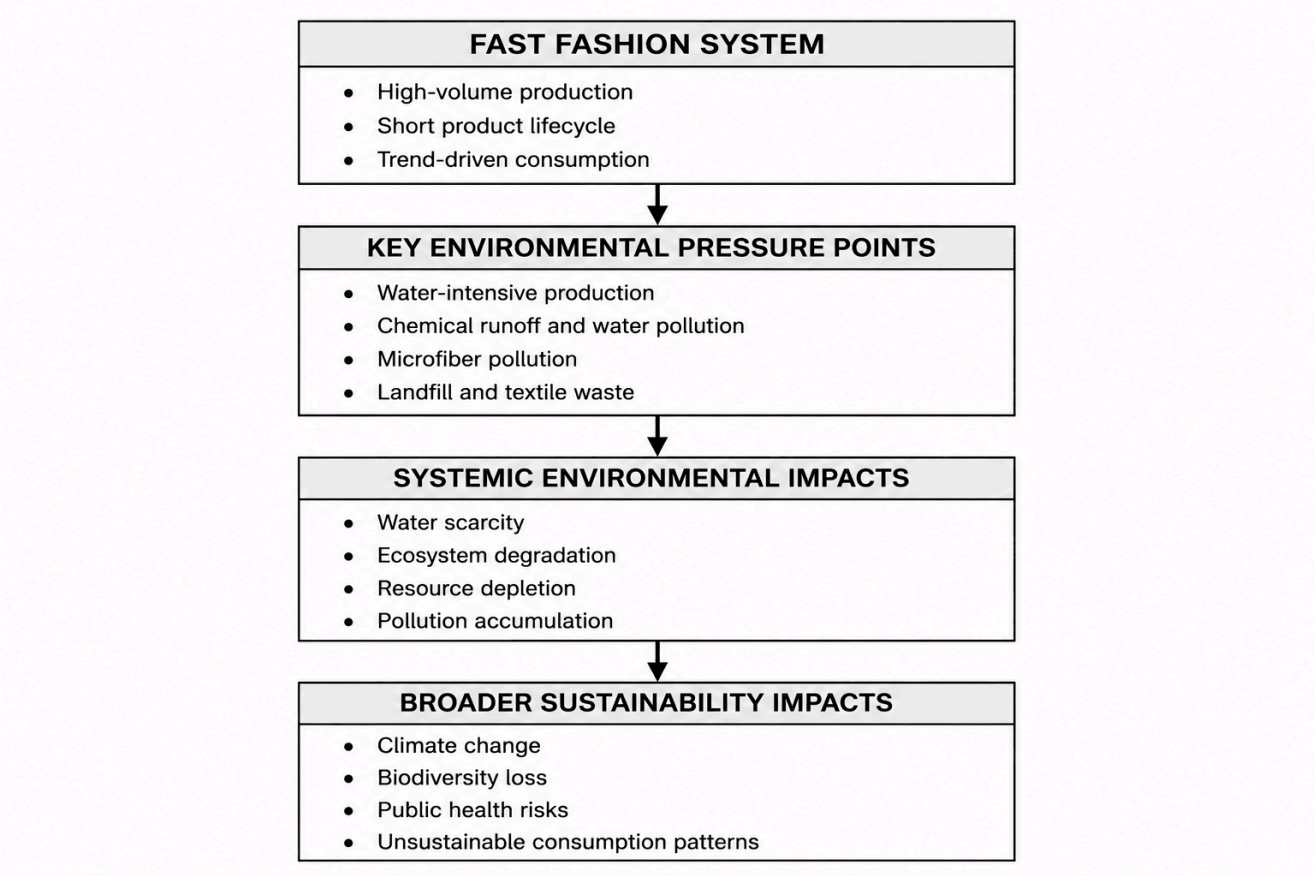


FIGURE 1: Paradox of Fast and Sustainable Fashion

Source: Cognitud (Cognitud, 2024).

Generation Z: The sustainability paradox

Generation Z has become an important consumer group driving the direction of the fashion industry. Being digital natives, socially aware, and value-conscious, Generation Z may be regarded as an important driver of a more sustainable future. Nevertheless, research shows a rather puzzling trend. Despite their environmental concerns, Generation Z appears to remain a powerful force behind fast fashion (Kang and Badal, 2025) (Zimand-Sheiner and Lissitsa, 2024). The reasons young people buy fast fashion, even when aware of its negative impact on the environment, include factors such as low prices, easy availability, and personal satisfaction (Fernández-Haddad et al., 2026). In addition to this, emotions associated with stress reduction, mood boosting, and self-identity construction contribute to unsustainable behaviour patterns (Font and Font, 2025). All of this brings us to one of the central trends discussed in the literature, which is the attitude-behaviour gap. It occurs when pro-environmental attitudes do not result in pro-environmental actions. This paradox of sustainable awareness and continued fast fashion consumption has been widely discussed in prior literature (McNeill and Moore, 2015). In addition, the existing gap is enhanced by various rationalisations made by consumers (Teerakapibal and Schlegelmilch, 2025).

From awareness to action: Behavioural and structural drivers

Moving from awareness to behaviour within the sustainable consumption realm necessitates a multifaceted perspective on the factors influencing consumer decision-making. Research has shown that awareness on its own is not sufficient to prompt action; rather, consumers' decisions depend on their psychology, socio-cultural influences, and economic incentives. The TPB and VAB models have both been extensively used to study sustainable consumption. They identify attitudes towards products/services, subjective norms, and perceived behavioural control as key factors (Kang and Badal,

2025) (Nicolau et al., 2025). In addition, value perception, especially economic and environmental values, is instrumental in determining purchase intentions (Eckmann and Reisch, 2026). Social influence has proven to be an influential factor through social media and influencer marketing, as they create norms that influence consumer behaviour (Apetrei et al., 2024). On the other hand, structural issues such as high costs, lack of accessibility, and mistrust in sustainability claims act as barriers to the adoption of sustainable fashion practices (Ronda, 2024) (Busalim et al., 2025). Policies and markets are significant actors as well, in that, for example, subsidies have been identified as being far more influential than punitive measures like carbon taxes in encouraging sustainable consumption behaviour (Cascavilla et al., 2026). Moreover, firms must develop transparent strategies that promote sustainability in their actions, messages, and communications (Garcia-Ortega et al., 2025). Sustainable supply chain coordination and power dynamics also influence the transition towards responsible fashion systems (Chan et al., 2025).

Emerging perspectives: Circular economy and consumer-centric sustainability

Modern research trends in sustainable development now place greater focus on consumers and the influence they have on promoting the principles of the circular economy. Sustainability does not only refer to the purchase of sustainable products but also includes the use, reuse, and discarding of these products (Horn et al., 2025).

Buying second-hand items, recycling, and repurposing are becoming more common practices, which may prove beneficial in reducing waste and conserving resources (Aggarwal et al., 2025) (Oueslati et al., 2026). Additionally, slow fashion consumption has emerged as a sustainable alternative that promotes durability, reduced consumption, and long-term environmental benefits (Ramani et al., 2025). Nevertheless, certain beliefs about quality, risks, and costs still affect consumers' behaviour.

Moreover, integrating sustainability into companies' practices and incorporating sustainable supply chain management and circular business models have become more relevant. It is important to make sure that consumer motivations align with sustainability goals.

Research gap and study contribution

Despite extensive research on sustainable fashion, several critical gaps remain. First, existing studies often examine fast fashion and sustainable fashion in isolation, with limited attention to their coexistence and interaction in real-world consumer decision-making contexts (Kang and Badal, 2025). Second, there is a lack of integrative frameworks that simultaneously consider cognitive, emotional, social, and structural factors influencing sustainable purchase intentions among Generation Z consumers.

Moreover, while prior studies have explored constructs such as awareness, attitudes, and perceived value, limited research has focused on how these factors collectively facilitate the transition from awareness to action. The role of fashion involvement, identity expression, and social influence in shaping sustainable consumption remains underexplored.

Addressing these gaps, the present study aims to develop a comprehensive framework to examine the drivers of sustainable fast fashion adoption among Generation Z consumers. By integrating key behavioural constructs, this study contributes to a deeper understanding of how sustainability awareness can be translated into actionable purchase intentions. The findings offer valuable implications for policymakers, marketers, and industry stakeholders seeking to promote sustainable consumption in the evolving fashion landscape.

Research objectives

The main aim of this research is to identify the determinants that impact the purchase intention of Generation Z consumers towards sustainable fast fashion, such as sustainability awareness, perceived green value, social influence, fashion involvement, and sustainability attitude.

Second, this study seeks to explore how sustainability awareness impacts purchase intention through cognitive, social, and attitudinal factors.

Third, this study aims to propose and empirically test a conceptual model explaining how awareness leads to action in sustainable fast fashion.

Literature review

Theoretical Foundation

This paper is based on theoretical assumptions concerning sustainable consumerism. First, the TPB is employed as the main framework in which sustainability attitude is derived from attitudes, social influence from subjective norms, and purchase intention from behavioural intentions (Ajzen, 1991) (Nicolau et al., 2025) (Kang and Badal, 2025). The VAB theory extends TPB through the connections between sustainability awareness and green perceived value, attitude formation, and behavioural intention, focusing on cognitive and value evaluations (Kang and Badal, 2025).

Therefore, all theories used in this research are essential for the development of a framework for understanding the relationship between awareness, perceived value, social influence, attitude formation, and purchase intention regarding sustainable fast fashion clothing (Figure *2*).

Sustainability Awareness

Sustainability awareness can be defined as the knowledge and understanding of environmental and ethical issues associated with the consumption of fashion products among consumers. It is an important antecedent of pro-environmental behaviour. According to empirical studies, knowledge about environmental degradation, waste, and unethical issues significantly impacts consumer attitudes and purchase intentions regarding sustainable fashion products (Horn et al., 2025) (Hageman et al., 2024). Nevertheless, being aware of something is far from sufficient because consumers do not always manage to convert awareness into action due to different motivations (Teerakapibal and Schlegelmilch, 2025). In addition, negative information about the environment that consumers receive regarding fast fashion brands has been found to decrease consumers' purchase intentions while encouraging sustainable behaviours (Zimand-Sheiner and Lissitsa, 2024). As a cognitive construct, sustainability awareness is considered to be an important antecedent of pro-environmental attitudes and behaviours with regard to sustainable consumption (Joshi and Rahman, 2015) (Horn et al., 2025). Empirical data confirm that increased awareness of such negative environmental impacts as the production of textile waste, the generation of greenhouse gas emissions, and water pollution results in the formation of pro-sustainable consumer attitudes and purchase intentions (Hageman et al., 2024) (Shen et al., 2012). The more consumers know about the negative impacts of fast fashion, the higher the probability that they will evaluate sustainable fashion products favourably (Niinimäki et al., 2020). In spite of the fact that consumers possess significant amounts of knowledge about sustainability issues, they still find it difficult to act upon their knowledge because other motivations, such as price sensitivity and convenience, prevail (Teerakapibal and Schlegelmilch, 2025) (Wiederhold and Martinez, 2018). In this context, one can speak of the attitude-behaviour gap, which constitutes a key issue for sustainable consumption research. Empirical evidence indicates that exposure to negative environmental information about fast-fashion brands can reduce consumers' purchase intentions and encourage more sustainable consumption choices (Zimand-Sheiner and Lissitsa, 2024). Such awareness implies that consumers develop some moral and emotional reactions as well. In addition, the concept of sustainability awareness is becoming increasingly recognised as a multidimensional construct involving environmental, social, and economic dimensions (Niinimäki et al., 2020). This allows for considering a broader aspect of evaluating sustainability in terms of consumers. Bibliometric evidence indicates a growing academic shift towards slow fashion and sustainability-oriented frameworks (Patra et al., 2024). As for the TPB model, sustainability awareness influences behavioural beliefs.

H1: Sustainability awareness has a significant positive influence on purchase intention towards sustainable fast fashion.

Green Perceived Value

Green perceived value refers to consumers' perceptions of the green benefits of a product compared to its economic and functional value. This construct is important in predicting consumers' engagement in sustainable consumption behaviour. Evidence suggests that consumers are more prone to engage in sustainable consumption when they have higher perceptions of a product's value, such as durability and quality (Eckmann and Reisch, 2026). The concept of "cost

per wear" suggests that consumers can be encouraged to choose more sustainable products by emphasizing their long-term economic value (Eckmann and Reisch, 2026). Moreover, research has found the existence of a "circular premium," whereby consumers pay higher prices for environmentally friendly products, provided they offer more benefits than costs (Cascavilla et al., 2026). Nonetheless, perceived risk and price remain obstacles (Busalim et al., 2025). This concept is based on Value Theory as well as the VAB model, where green perceived value impacts attitudes and intentions of consumers.

H2: Green perceived value has a significant positive influence on purchase intention towards sustainable fast fashion.

Social Influence

Social influence is defined as the effect of peer pressure, social norms, and digital technology on consumers. Social influence is especially pertinent to Generation Z since their consumption activities are largely influenced by social interaction and digital communication.

The existing literature suggests that social media platforms have a significant impact on fashion choices through their effects on the development of trends and fashion consumption norms (Apetrei et al., 2024). Influencer marketing and peer pressure increase the importance of social influence in consumer purchase behaviour (Bläse et al., 2024).

Under the TPB, social influence is conceptualised as subjective norms, which are perceptions regarding social pressure to perform or not perform a particular behaviour (Ajzen, 1991). Nonetheless, recent research findings show that although social influence is important, its significance varies according to consumer values and awareness (Nicolau et al., 2025).

H3: Social influence has a significant positive influence on purchase intention towards sustainable fast fashion.

Fashion Involvement

The concept of fashion involvement is defined as the level of personal interest, relevance, and participation of individuals in fashion items. Fashion involvement is an important determinant of behaviour and expression through consumption.

Highly involved consumers tend to participate actively in fashion trends by using clothing as a form of expression (Ritch et al., 2026). In relation to Generation Z consumers, fashion involvement is tied to identity development, satisfaction, and social connections.

Fashion involvement may have a dual influence on consumer behaviour. Highly involved consumers tend to actively seek information about fashion products and may therefore be more aware of sustainable alternatives and more receptive to sustainable fashion choices. At the same time, high fashion involvement may also encourage frequent consumption and variety-seeking, potentially reinforcing fast-fashion consumption (Font and Font, 2025). In the present study, however, fashion involvement is conceptualised in relation to consumers' engagement with sustainable fashion; therefore, a positive relationship between fashion involvement and sustainable fashion purchase intention is hypothesised.

Fashion involvement is based on the principles of Identity and Prospect Theories, which involve evaluating fashion items according to personal benefits regarding identity and social status.

H4: Fashion involvement has a significant positive influence on purchase intention towards sustainable fast fashion.

Sustainability Attitude

Attitude towards sustainability entails the general perspective that an individual holds about sustainable fashion items. This is a very important predictor of behavioural intention.

According to research, individuals who hold positive perspectives towards sustainability are likely to have stronger purchase intentions towards environmentally friendly products (Nicolau et al., 2025). Nonetheless, the attitude-behaviour gap still exists, meaning that favourable attitudes are not always accompanied by actions (Teerakapibal and Schlegelmilch, 2025).

This attitude-behaviour relationship can be influenced by issues of trust, perception, effectiveness, and emotional connection. Eco-shaming and moral obligation are some of the factors that have been identified as having a positive effect on sustainable consumption (Nicolau et al., 2025). In the TPB, attitude is an important factor that affects the development of behavioural intention.

H5: Sustainability attitude has a significant positive influence on purchase intention towards sustainable fast fashion.

Purchase Intention Towards Sustainable Fast Fashion

Purchase intention refers to the probability that customers will buy sustainable fashion goods. There are several variables that can affect it, namely consumer awareness, value perceptions, social pressure, and attitudes.

Research shows that although there is strong purchase intention towards sustainable consumption, the implementation process may be limited due to several constraints such as cost, availability, and scepticism (Ronda, 2024) (Busalim et al., 2025). Moreover, psychological factors like fear of missing out and self-expression are still driving the demand for fast fashion (Bläse et al., 2024) (Fernández-Haddad et al., 2026).

Therefore, purchase intention is a combination of numerous cognitive, psychological, and social factors, as explained by the TPB, value-based assessment, and behavioural economics

Summary and Conceptual Linkage

According to the literature, sustainable fashion consumption behaviour is determined by several factors that have different dimensions. In particular, while awareness plays the role of a cognitive foundation, value perception, social influence, fashion involvement, and attitudes determine the behavioural intention to purchase products. As such, the proposed research project aims to construct a conceptual model based on the discussed concepts.

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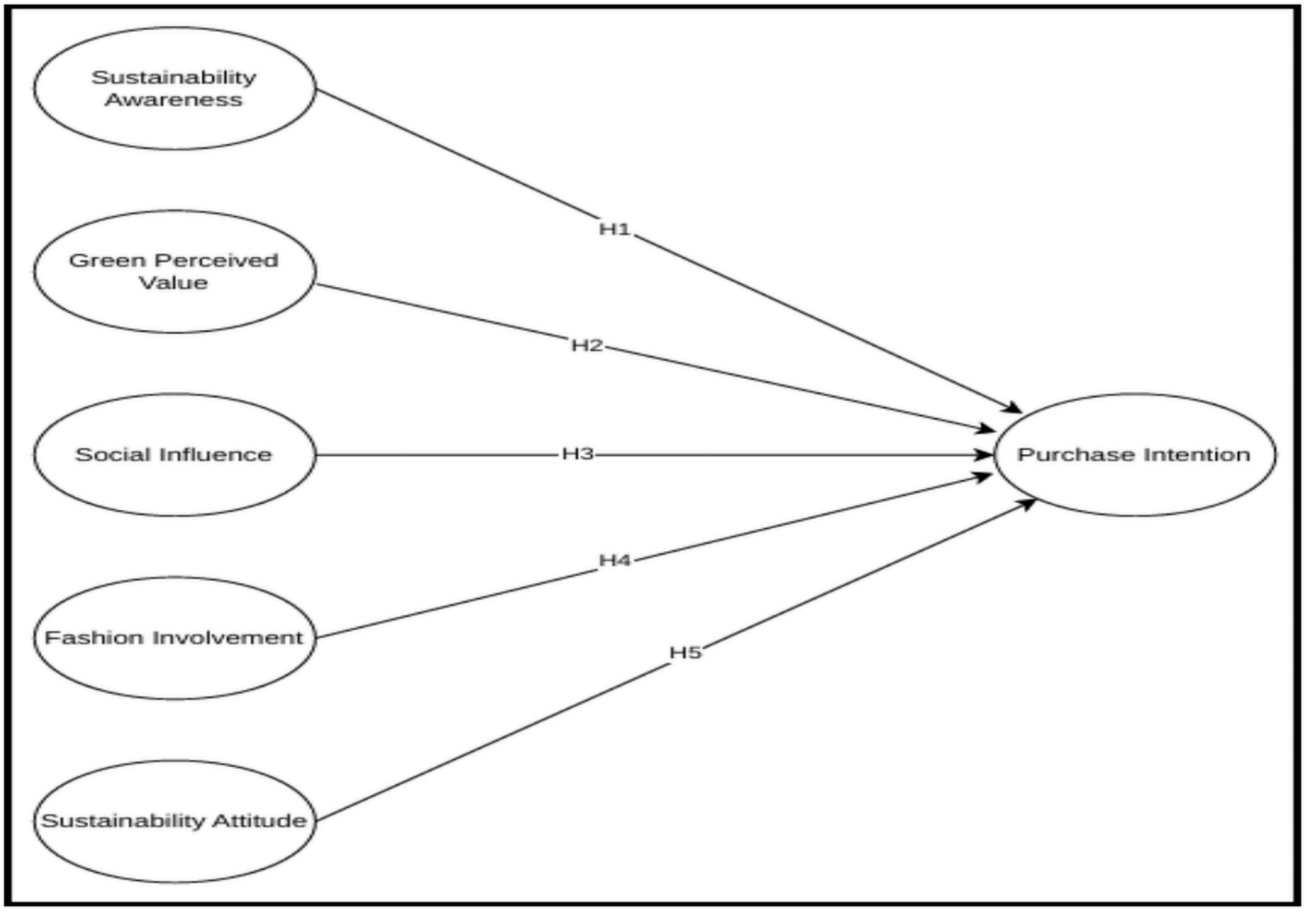


FIGURE 2: Conceptual Framework

Authors' own conceptualisation based on (Ajzen, 1991), (Kang and Badal, 2025), (Nicolau et al., 2025) and (Apetrei et al., 2024) from the literature.

Research Method

Research design

An explanatory research design was used in this study to analyse the factors affecting purchase intention towards sustainable fast fashion among Generation Z consumers. Specifically, a cross-sectional study design was adopted, based on a deductive research approach, with the TPB (Ajzen, 1991) and the VAB model serving as the theoretical foundations.

Target population and sampling

The target population of the study comprised Generation Z consumers familiar with sustainable fashion products in the Mumbai Metropolitan Region. Generation Z consumers were selected because of their relevance to the study of sustainable fashion consumption and purchase intention. The study used purposive and convenience sampling to recruit respondents who met the study's eligibility criteria. A total of 1,000 respondents were included in the study. The individual consumer served as the unit of analysis, as the data were collected from individual respondents regarding their attitudes, perceptions, fashion involvement, social influence, and purchase intentions towards sustainable fashion.

Structural equation modelling (SEM) was employed to examine the relationships among the study constructs and test the proposed hypotheses simultaneously. This technique was considered appropriate because the research framework involved multiple latent constructs and hypothesised relationships between them.

Ethical considerations were addressed throughout the data collection process. Participation was voluntary, and respondents were informed about the purpose of the study. Appropriate measures were taken to maintain the confidentiality and anonymity of participants and to use the collected information exclusively for academic research.

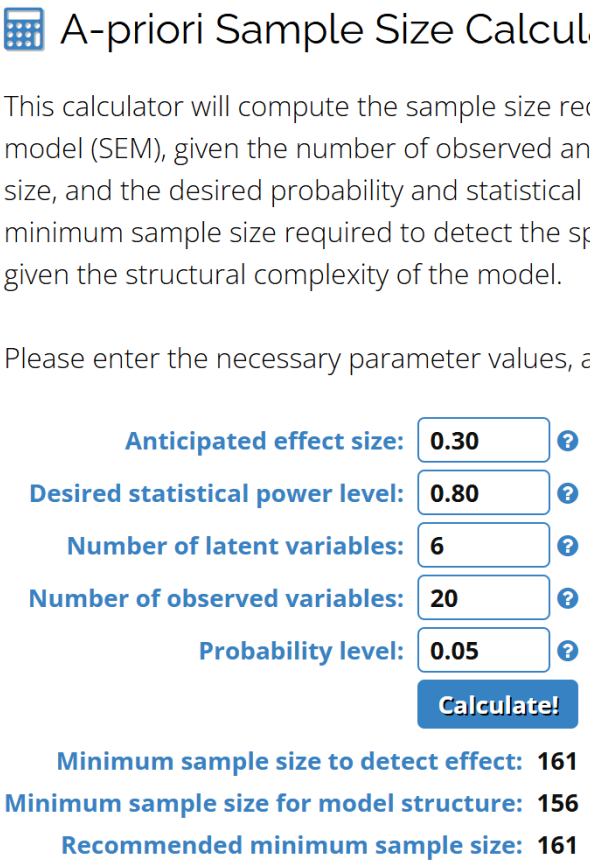


FIGURE 3: A Priori Sample Size Calculator for Structural Equation Models

Source: Adapted from Soper (Soper, 2026).

A sample size of 1,000 respondents was utilised for this study, which is sufficient for SEM analysis (should exceed 200) (Hair et al., 2021). This sample size was intentionally selected to improve the statistical precision, reliability, and generalisability of the findings. An a priori power analysis was conducted using Soper's a priori sample size calculator for SEM, as presented in Figure *3*. Based on an anticipated medium effect size (f^2 = 0.30), a statistical power of 0.80, a significance level (α) of 0.05, six latent variables, and twenty observed variables, the recommended minimum sample size was 161 respondents. The achieved sample of 1,000 respondents substantially exceeded this requirement, thereby ensuring adequate statistical power and robust parameter estimation for SEM analysis.

Participants were recruited using a non-probability convenience sampling approach through an online structured questionnaire distributed via social media platforms, email, and consumer networks. The target population comprised Indian consumers familiar with sustainable fashion products. To improve the representativeness of the sample, responses were collected from participants with diverse demographic characteristics, including different age groups, genders, educational qualifications, occupations, and income levels.

Generation Z was selected as the target population because this cohort represents an important consumer segment in the fashion market and is particularly relevant to the study of sustainable fashion consumption. Generation Z consumers are highly engaged with digital and social media platforms, which play an important role in shaping their fashion-related attitudes, preferences, and purchase intentions. Recent research specifically examining Generation Z has demonstrated

that social media, environmental awareness, sustainability knowledge, and perceived value are relevant to sustainable fashion purchase intentions (El-Shihy and Awaad, 2025) (Acikgoz et al., 2026). Furthermore, comparative evidence suggests that generational differences are relevant to sustainable clothing purchase behaviour, making Generation Z an appropriate population for examining the factors influencing sustainable fashion purchase intentions (Masserini et al., 2024). Furthermore, consumers in Mumbai generally demonstrate higher levels of environmental awareness, purchasing power, and digital engagement, all of which are closely aligned with the constructs examined in this study, including sustainability awareness, sustainability attitude, social influence, green perceived value, fashion involvement, and purchase intention. Therefore, Mumbai provides a suitable and information-rich context for investigating the factors influencing consumers' intentions to purchase sustainable fashion products.

Mumbai was selected as the study location because it represents one of India's largest metropolitan cities and serves as the country's financial, commercial, and fashion hub. The city has a highly diverse consumer population with varying demographic and socioeconomic characteristics, making it an appropriate setting for examining sustainable fashion purchase intentions. Mumbai has witnessed rapid growth in organized retail, e-commerce adoption, premium fashion brands, and sustainability-oriented marketing initiatives, resulting in greater consumer exposure to sustainable fashion products compared to many other Indian cities. Furthermore, consumers in Mumbai generally demonstrate higher levels of environmental awareness, purchasing power, and digital engagement, all of which are closely aligned with the constructs examined in this study, including sustainability awareness, sustainability attitude, social influence, green perceived value, fashion involvement, and purchase intention. Therefore, Mumbai provides a suitable and information rich context for investigating the factors influencing consumers' intentions to purchase sustainable fashion products.

A non-probability convenience sampling approach was adopted due to its effectiveness in accessing consumers familiar with sustainable fashion products. Although this method may introduce selection bias and limit the generalisability of the findings, the inclusion of a large and demographically diverse sample of 1,000 respondents enhances the robustness and reliability of the results. Nevertheless, future studies should employ probability sampling across multiple geographic regions to strengthen external validity.

Data collection

A structured questionnaire was distributed through Google Forms as the primary data collection tool. Participants were recruited voluntarily and anonymously.

Measurement of constructs

Table *1* presents the measurement constructs, corresponding questionnaire items, and their literature sources. All constructs were measured using previously validated multi-item scales adapted to the context of fast fashion consumption. Responses were collected using a five-point Likert scale, where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. The five-point Likert scale was selected because it provides a simple, reliable, and widely accepted approach for measuring respondents' attitudes, perceptions, and behavioural intentions while reducing respondent fatigue and ensuring consistency in SEM studies. The wording of the items was adapted from prior validated studies to maintain content validity and relevance to the present research context.

Construct	Items	Source

Sustainability Awareness (SA_)	SA_1: I am aware of the environmental impacts of fast fashion. SA_2: I understand how fast fashion affects environmental sustainability. SA_3: I am knowledgeable about sustainability issues related to fast fashion. SA_4: I actively seek information about the environmental consequences of fast fashion.	(Horn et al., 2025) (Hageman et al., 2024)
Green Perceived Value (GPV_)	GPV_1: Purchasing environmentally friendly fast fashion products provides good value for money. GPV_2: Eco-friendly fast fashion products offer worthwhile environmental benefits. GPV_3: Green fast fashion products provide better overall value than conventional alternatives. GPV_4: Buying environmentally friendly fast fashion products is beneficial despite their price.	(Chen and Chang, 2012) (Eckmann and Reisch, 2026)
Social Influence (SI_)	SI_1: People important to me encourage me to purchase environmentally responsible fast fashion products. SI_2: My family and friends influence my fast fashion purchasing decisions. SI_3: People whose opinions I value think I should choose environmentally responsible fast fashion products. SI_4: Social expectations influence my decision to purchase environmentally responsible fast fashion products.	(Ajzen, 1991) (Apetrei et al., 2024)
Fashion Involvement (FI_)	FI_1: Fast fashion products are important to me. FI_2: I have a strong interest in fast fashion. FI_3. I enjoy keeping up with the latest fast fashion trends.	(Ritch et al., 2026)
Sustainability Attitude (S_AT)	S_AT1: Purchasing environmentally responsible fast fashion products is a good idea. S_AT2: Buying environmentally responsible fast fashion products is beneficial. S_AT3: I have a positive attitude towards environmentally responsible fast fashion products.	(Nicolau et al., 2025)
Purchase Intention (PI_)	PI_1: I intend to purchase environmentally responsible fast fashion products in the future. PI_2: I will consider purchasing environmentally responsible fast fashion products whenever possible.	(Ajzen, 1991) (Kang and Badal, 2025)

TABLE 1: Constructs and Items

To ensure conceptual clarity, respondents were instructed to answer all questionnaire items with reference to sustainable fast fashion products rather than conventional fast fashion or sustainable fashion in general. At the beginning of the questionnaire, sustainable fast fashion was described as fashion products offered by fast fashion retailers that combine affordability, trend responsiveness, and accessibility with environmentally and socially responsible practices, such as the use of sustainable materials, ethical manufacturing, recycling initiatives, and reduced environmental impact. Consequently, all measurement items assessing sustainability awareness, green perceived value, social influence, fashion involvement, sustainability attitude, and purchase intention were operationalised specifically within the context of sustainable fast fashion consumption.

The theoretical constructs included in this study were operationalised by adapting previously validated measurement scales from the existing literature. Each latent construct was represented through multiple observable indicators that captured its conceptual dimensions within the context of fast fashion consumption. Specifically, sustainability awareness was operationalised through four items measuring consumers' knowledge and awareness of the environmental impacts of fast fashion. Green perceived value was measured using four items assessing consumers' perceptions of the environmental and functional value associated with environmentally responsible fast fashion products. Social influence was operationalised using four items reflecting the influence of family, friends, and significant others on consumers' purchase decisions. Fashion involvement was measured through three items capturing consumers' personal interest and engagement with fast fashion. Sustainability attitude comprised three items evaluating consumers' overall favourable evaluation of environmentally responsible fast fashion products, while purchase intention was measured using two items assessing consumers' future intention and willingness to purchase environmentally responsible fast fashion products. The wording of all items was adapted to the fast fashion context while preserving the conceptual meaning of the original scales. Table *1* presents the constructs, measurement items, and their corresponding literature sources.

Data analysis techniques

SEM is used in testing the hypotheses of the research.

Measurement model evaluation

• Cronbach's alpha ($\alpha > 0.70$)

• Composite reliability (> 0.70)

• Average variance extracted (AVE > 0.50)

• Factor loadings (> 0.70)

• Discriminant validity

- Fornell-Larcker criterion

- Heterotrait-Monotrait (HTMT < 0.85)

Structural model evaluation

• Path coefficients (β), t-values, p-values (bootstrapping)

Statistical Software

All statistical analyses were performed using jamovi version 2.7.12, an open-source statistical software developed on the R statistical computing platform. jamovi integrates the computational capabilities of R with a graphical user interface, enabling transparent, reproducible, and robust statistical analyses for quantitative research. The software supports a comprehensive range of statistical techniques, including descriptive statistics, reliability analysis, exploratory and confirmatory factor analyses, regression, and SEM, making it particularly suitable for behavioural and social science research.

In the present study, jamovi 2.7.12 was used throughout the data analysis process. Initially, the dataset was screened for missing values, coding errors, and data consistency. Descriptive statistics were generated to summarise the demographic characteristics of the respondents and the distribution of the study variables. The internal consistency of the measurement scales was assessed using Cronbach's alpha.

Exploratory factor analysis (EFA) was subsequently conducted using the Minimum Residual extraction method with Oblimin rotation, while Parallel Analysis was employed to determine the optimal number of factors to retain. The measurement model was then validated through confirmatory factor analysis (CFA) using the SEM module available in jamovi. CFA was used to assess standardised factor loadings, construct validity, and the adequacy of the latent measurement model.

Finally, SEM was employed to examine the hypothesised relationships among the latent constructs. The SEM module, implemented through the lavaan package in R, was used to estimate the structural model and evaluate standardised path coefficients (β), statistical significance (z-values and p-values), and model fit. Model adequacy was assessed using widely accepted goodness-of-fit indices, including the chi-square statistic (χ^2), comparative fit index (CFI), Tucker-Lewis index (TLI), root mean square error of approximation (RMSEA), and standardised root mean square residual (SRMR).

Overall, jamovi version 2.7.12 served as the primary analytical software for data management, descriptive analysis, reliability testing, EFA, CFA, and SEM, providing a unified and reproducible analytical framework for testing the proposed research model.

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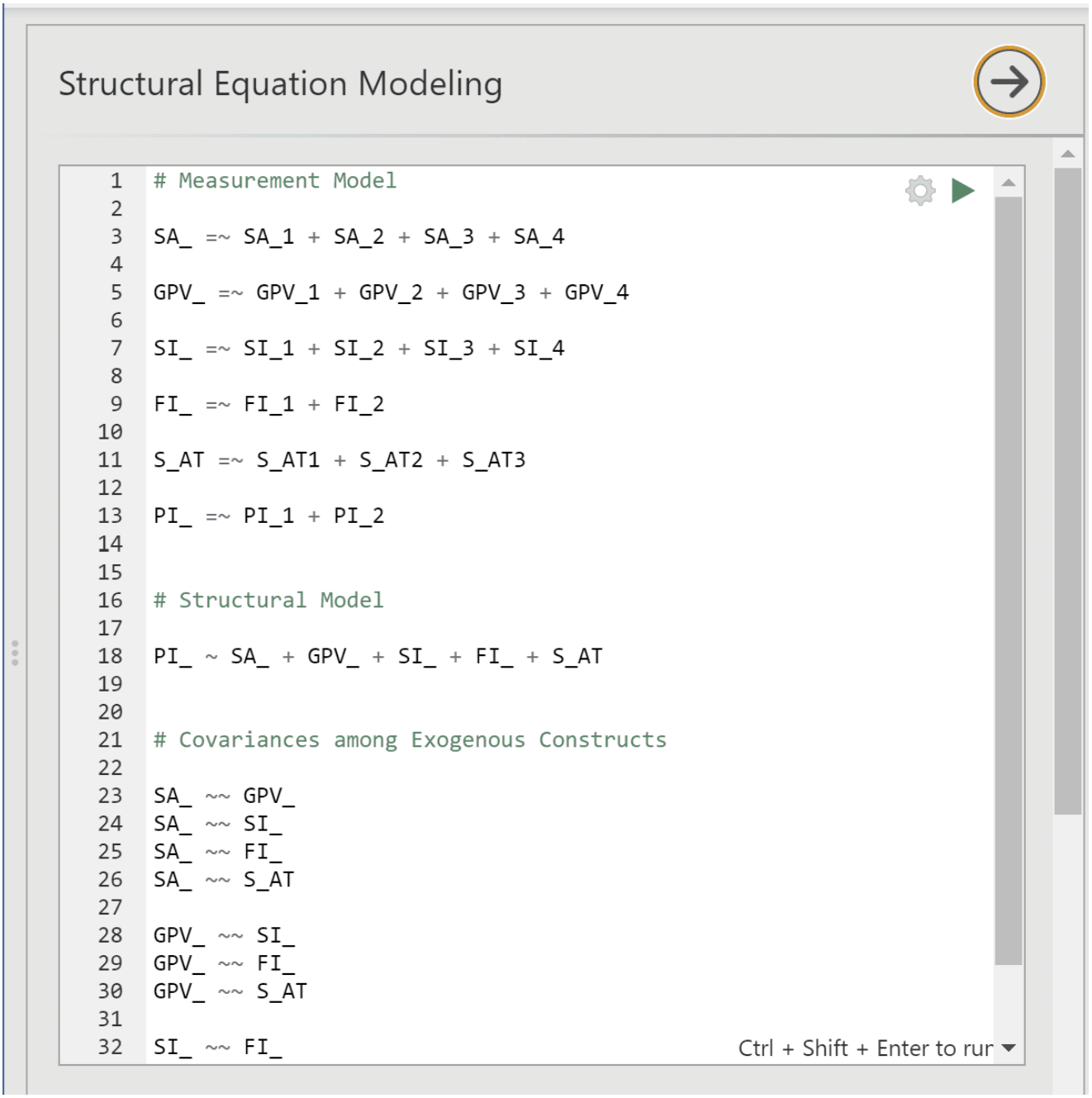


FIGURE 4: SEM Syntax

FI, Fashion Involvement; GPV, Green Perceived Value; PI, Purchase Intention; SA, Sustainability Awareness; SEM, Structural Equation Modelling; SI, Social Influence; S_AT, Sustainability Attitude

Figure *4* presents the SEM syntax specified in jamovi version 2.7.12 using the lavaan modelling framework. The syntax defines the measurement model, structural relationships among the latent constructs, and the covariances between the exogenous variables used for estimating the proposed SEM model.

Results And Discussion

Data analysis

Table *2* presents the demographic profile of the respondents (see Appendix A for a detailed questionnaire). The sample population is mostly youthful, with an age range of 17 to 23 years comprising 75.8% of the sample, and students forming the majority (66.4%), indicating that the sample is largely dominated by Generation Z. In terms of educational level, the sample is fairly educated, with majority of the respondents holding a bachelor's degree (56.9%). The financial dependence rate of 56% and the geographical distribution of respondents within the MMR indicate relatively low purchasing power, despite the influence of urbanisation.

Variable	Category	n	%
Age	17-20 years	391	39.1
	21-23 years	367	36.7
	24-28 years	242	24.2
Gender	Male	499	49.9
	Female	490	49
	Undisclosed	11	1.1
Qualification	School Graduates	195	19.5
	Bachelor's Level	569	56.9
	Master's and Above	206	20.6
	Vocational Courses	30	3
Monthly Personal Income	Financially Dependent	560	56
	Up to ₹20,000	166	16.6
	₹20,001-₹35,000	153	15.3
	₹35,001-₹55,000	86	8.6
	Above ₹55,000	35	3.5

Mumbai Metropolitan Region (MMR) Area	Island City	110	11
	Western Belt	346	34.6
	Central Belt	269	26.9
	Harbour/Navi Mumbai Zone	138	13.8
	Thane Region	100	10
	Peripheral Zone	37	3.7
Occupation Status	Student	664	66.4
	Working Professional	269	26.9
	Self-Employed/Freelancer	47	4.7
	Job Seeker	20	2

TABLE 2: Demographic Profile of the Respondents

Source: Authors' survey data (2026)

Reliability analysis

Table *3* presents the overall reliability statistics of the measurement instrument. The overall scale demonstrated excellent internal consistency, with both Cronbach's alpha (α = 0.974) and McDonald's omega (ω = 0.974) substantially exceeding the recommended threshold of 0.70, indicating a highly reliable measurement instrument. Furthermore, the overall mean score of 4.28 (SD = 0.662) suggests that respondents exhibited a high level of agreement, with relatively low variability in their responses, confirming the consistency and stability of the collected data.

Reliability Analysis				
Scale	Mean	SD	Cronbach's α	McDonald's ω
Overall Scale	4.28	0.662	0.974	0.974

TABLE 3: Reliability Analysis

Source: Authors' own calculations based on primary survey data using jamovi (Version 2.7.12).
SD, Standard Deviation

Table *4* presents the preliminary assumption checks conducted before performing EFA. Bartlett's test of sphericity was statistically significant (χ^2 = 18,949, df = 190, p < .001), indicating that the correlation matrix was not an identity matrix and that the variables exhibited sufficient intercorrelations for factor analysis. Therefore, the data were considered appropriate for EFA.

Bartlett's Test of Sphericity		
χ^2	df	p
18,949	190	< .001

TABLE 4: Assumption Checks for EFA

Source: Authors' own calculations based on primary survey data using jamovi (Version 2.7.12).
EFA, Exploratory Factor Analysis

Table *5* reports the overall Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy. The overall KMO value of 0.989 is well above the recommended threshold of 0.60 (Kaiser, 1974), indicating excellent sampling adequacy. This result confirms that the sample was highly suitable for factor analysis and supports the reliability of the extracted factor structure.

KMO Measure of Sampling Adequacy	
	Measure of Sampling Adequacy
Overall	0.989

TABLE 5: KMO Measure of Sampling Adequacy for EFA

Source: Authors' own calculations based on primary survey data using jamovi (Version 2.7.12).
EFA, Exploratory Factor Analysis; KMO, Kaiser-Meyer-Olkin

Table *6* presents the results of the EFA, showing the factor loadings and uniqueness values for all measurement items. The EFA identified six distinct factors corresponding to the proposed theoretical constructs, with factor loadings ranging from 0.525 to 0.900, indicating satisfactory construct representation. Most items exceeded the recommended loading threshold of 0.50, while uniqueness values ranged from 0.217 to 0.405, suggesting that a substantial proportion of the variance in each item was explained by the extracted factors. The analysis employed the Minimum Residual extraction method with Oblimin rotation, allowing the factors to correlate, which is appropriate given the conceptual relationships among the constructs. Overall, the EFA findings provide strong evidence of the underlying factor structure and support the construct validity of the measurement instrument.

Factor Loadings							
	Factor						
	1	2	3	4	5	6	Uniqueness
SA_1	0.725						0.354

SA_2	0.9						0.326
SA_3	0.724						0.354
SA_4	0.885						0.335
GPV_1		0.839					0.324
GPV_2		0.606					0.341
GPV_3		0.652					0.352
GPV_4		0.876					0.329
SI_1			0.711				0.346
SI_2			0.674				0.351
SI_3			0.618				0.3
SI_4			0.74				0.297
FI_1				0.671			0.319
FI_2				0.664			0.34
FI_3				0.525			0.405
S_AT1					0.81		0.217
S_AT2					0.827		0.249
S_AT3					0.747		0.32
PI_1						0.834	0.236
PI_2						0.798	0.252

TABLE 6: Exploratory Factor Analysis

Source: Authors' own calculations based on primary survey data using jamovi (Version 2.7.12).
Note. "Minimum residual" extraction method was used in combination with an "oblimin" rotation.
FI, Fashion Involvement; GPV, Green Perceived Value; PI, Purchase Intention; SA, Sustainability Awareness; SI, Social Influence; S_AT, Sustainability Attitude.

Table *7* presents the results of the CFA conducted to validate the measurement model. All indicator loadings were positive and statistically significant ($p < .001$), with standardised factor loadings ranging from 0.563 to 0.781, demonstrating that each observed variable adequately represented its respective latent construct. The corresponding z-values (29.2-35.5) substantially exceeded the critical value of 1.96, confirming the statistical significance of all factor

loadings. Although FI3 exhibited the lowest loading (0.563), it remained above the recommended minimum threshold of 0.50 and was therefore retained at the CFA stage. Overall, the CFA results provide strong evidence of construct validity and support the adequacy of the proposed measurement model for subsequent SEM.

Factor Loadings

Factor	Indicator	Estimate	SE	Z	p
Sustainability Awareness (SA)	SA_1	0.621	0.0198	31.4	< .001
	SA_2	0.665	0.0207	32.1	< .001
	SA_3	0.637	0.0201	31.7	< .001
	SA_4	0.632	0.02	31.7	< .001
Green Perceived Value (GPV)	GPV_1	0.629	0.0202	31.1	< .001
	GPV_2	0.66	0.0206	32	< .001
	GPV_3	0.649	0.0204	31.8	< .001
	GPV_4	0.657	0.0202	32.5	< .001
Social Influence (SI)	SI_1	0.667	0.0209	32	< .001
	SI_2	0.671	0.0212	31.6	< .001
	SI_3	0.644	0.0202	31.8	< .001
	SI_4	0.68	0.021	32.3	< .001
Fashion Involvement (FI)	FI_1	0.646	0.0207	31.2	< .001
	FI_2	0.627	0.0202	31.1	< .001
	FI_3	0.563	0.0193	29.2	< .001
Social Attitude (S_AT)	S_AT1	0.62	0.0199	31.2	< .001
	S_AT2	0.662	0.0208	31.9	< .001
	S_AT3	0.638	0.0205	31.2	< .001
Purchase Intention (PI)	PI_1	0.781	0.022	35.5	< .001
	PI_2	0.775	0.0223	34.7	< .001

TABLE 7: Confirmatory Factor Analysis

Source: Authors' own calculations based on primary survey data using jamovi (Version 2.7.12).
SE, Standard Error

Table *8* presents the overall goodness-of-fit indices for the confirmatory measurement model. The model demonstrated an excellent fit to the observed data, with a CFI of 0.991 and TLI of 0.989, both exceeding the recommended threshold of 0.95. The RMSEA of 0.0317 (90% CI = 0.0268-0.0366) was well below the acceptable cut-off of 0.06, indicating a close approximation of the model to the population covariance matrix. Although the chi-square test was statistically significant ($\chi^2 = 322$, df = 155, $p < .001$), this result is expected with large sample sizes (N = 1,000) and does not necessarily indicate poor model fit. Overall, the fit indices confirm that the proposed measurement model adequately represents the underlying data and provides a strong foundation for subsequent SEM.

Test for Exact Fit				
χ^2	df	p		
322	155	< .001		
Fit Measures				
			RMSEA 90% CI	
CFI	TLI	RMSEA	Lower	Upper
0.991	0.989	0.0317	0.0268	0.0366

TABLE 8: Model Fit

Source: Authors' own calculations based on primary survey data using jamovi (Version 2.7.12).
CFI, Comparative Fit Index; RMSEA, Root Mean Square Error of Approximation; TLI, Tucker-Lewis Index

Table *9* summarises the specifications and estimation details of the SEM. The model was estimated using the diagonally weighted least squares estimator with the NLMINB optimisation algorithm, which is appropriate for analysing ordinal data obtained from five-point Likert scale responses. The analysis was based on 1,000 observations and estimated 110 free parameters using robust standard errors with a mean-adjusted scaled and shifted test statistic. The model successfully converged after 97 iterations, indicating stable parameter estimation and computational adequacy. The measurement model comprised six latent constructs: sustainability awareness, green perceived value, social influence, fashion involvement, sustainability attitude, and purchase intention, measured through their respective observed indicators. Overall, the successful model convergence and estimation procedure confirm the suitability of the SEM specification for examining the hypothesised relationships among the study constructs. Fashion involvement was initially measured using three indicators (FI_1, FI_2, and FI_3). During the measurement model assessment, FI_3 exhibited a comparatively lower standardised factor loading of 0.563. Consequently, FI_3 was excluded from the final SEM specification, and fashion involvement was represented by FI_1 and FI_2 in the final structural model. The exclusion of FI_3 is therefore reflected in the SEM specification presented in Table *9*, while the original three-item construct remains documented in the measurement instrument and the EFA and CFA results.

Models Info	
Estimation Method	DWLS
Optimization Method	NLMINB
Number of observations	1,000
Free parameters	110
Standard errors	Robust
Scaled test	Mean adjusted scaled and shifted
Converged	TRUE
Iterations	97
Model	Sustainability_Awareness =~ SA_1 + SA_2 + SA_3 + SA_4
	Green_Perceived_Value =~ GPV_1 + GPV_2 + GPV_3 + GPV_4
	Social_Influence =~ SI_1 + SI_2 + SI_3 + SI_4
	Fashion_Involvement =~ FI_1 + FI_2
	Sustainability_Attitude =~ S_AT1 + S_AT2 + S_AT3
	Purchase_Intention =~ PI_1 + PI_2

TABLE 9: Structural Equation Model

Source: Authors' own calculations based on primary survey data using jamovi (Version 2.7.12).
The symbol =~ indicates that a latent construct is measured by the specified observed indicators.
DWLS, Diagonally Weighted Least Squares; NLMINB, Nonlinear Minimization using Newton-Type Algorithm B

Table *10* presents the overall model test results for the SEM. The user model produced a chi-square value of 305 with 137 degrees of freedom (χ^2 = 305, df = 137, p < .001), while the baseline model exhibited a substantially larger chi-square value (χ^2 = 56,947, df = 171, p < .001). The considerably lower chi-square value of the user model compared with that of the baseline model indicates that the proposed theoretical model provides a substantially better representation of the observed data than the null model. Although the chi-square test remained statistically significant, this outcome is expected in studies with large sample sizes (N = 1,000) and should not be interpreted as evidence of poor model fit. The scaled user and baseline model statistics further confirm the robustness of the estimation procedure, supporting the adequacy of the proposed structural model for hypothesis testing.

Model tests

Label	χ^2	df	p
User Model	305	137	< .001
Baseline Model	56,947	171	< .001
Scaled User	338	137	< .001
Scaled Baseline	36,195	171	< .001

TABLE 10: Overall Test

Source: Authors' own calculations based on primary survey data using jamovi (Version 2.7.12).

Table *11* presents the fit indices used to evaluate the adequacy of the SEM. The classical fit indices indicate an excellent model fit, with an SRMR of 0.034 and an RMSEA of 0.034 (95% CI: 0.029-0.039), both falling well within the recommended thresholds (SRMR < 0.08 and RMSEA < 0.06). The scaled estimates also demonstrate satisfactory model fit (SRMR = 0.028; RMSEA = 0.037; 95% CI: 0.032-0.042). Although the robust RMSEA (0.062) slightly exceeded the preferred cut-off, its corresponding SRMR remained low (0.028), indicating that the overall model fit remained acceptable. Considering all fit statistics collectively, the proposed structural model demonstrates a good fit to the observed data and provides adequate support for testing the hypothesised relationships among the constructs.

Fit Indices					
			95% Confidence Intervals		
Type	SRMR	RMSEA	Lower	Upper	RMSEA p
Classical	0.034	0.034	0.029	0.039	1
Robust	0.028	0.062	0.054	0.07	0.006
Scaled	0.028	0.037	0.032	0.042	1

TABLE 11: Fit Indices

Source: Authors' own calculations based on primary survey data using jamovi (Version 2.7.12).
RMSEA, Root Mean Square Error of Approximation; SRMR, Standardized Root Mean Square Residual

Table *12* presents the construct-level reliability and convergent validity statistics of the measurement model. Cronbach's alpha values ranged from 0.835 to 0.887, exceeding the recommended threshold of 0.70 and indicating strong internal consistency across all constructs. Similarly, the ordinal alpha coefficients (0.701-0.863) further confirmed the reliability of the measurement scales for ordinal Likert-type data. McDonald's omega coefficients (ω_1, ω_2, and ω_3) ranged from 0.553 to 0.708, demonstrating acceptable composite reliability of the latent constructs.

The AVE values ranged from 0.495 to 0.541, with five constructs exceeding the recommended threshold of 0.50. Although the AVE for social influence (0.495) was marginally below the recommended cut-off, it remained acceptable because the construct exhibited satisfactory internal consistency (Cronbach's $\alpha = 0.847$) and statistically significant factor loadings.

Therefore, the convergent validity of social influence should be interpreted with caution, while the overall measurement model demonstrated generally satisfactory reliability and validity.

Reliability Indices						
Variable	α	Ordinal α	ω_1	ω_2	ω_3	AVE
Sustainability_Awareness	0.88106	0.8045	0.696	0.696	0.697	0.508
Green_Perceived_Value	0.88708	0.8137	0.707	0.707	0.708	0.523
Social_Influence	0.84661	0.7501	0.625	0.625	0.626	0.495
Fashion_Involvement	0.83566	0.8634	0.626	0.626	0.626	0.502
Sustainability_Attitude	0.87334	0.7715	0.694	0.694	0.694	0.5
Purchase_Intention	0.85484	0.701	0.553	0.553	0.553	0.541

TABLE 12: Reliability Analysis

Source: Authors' own calculations based on primary survey data using jamovi (Version 2.7.12).
AVE, Average Variance Extracted

Table *13* presents the HTMT ratio of correlations used to assess discriminant validity among the study constructs. Following the recommendation of Henseler et al. (Henseler et al., 2015), only the upper triangular matrix is reported, while diagonal elements are omitted as they represent self-correlations. All HTMT values ranged from 0.68 to 0.83, which are below the recommended threshold of 0.85, confirming satisfactory discriminant validity. These findings indicate that although the constructs are conceptually related, they are empirically distinct and measure different theoretical dimensions.

Constructs	SA_	GPV_	SI_	FI_	S_AT_	PI_
Sustainability Awareness (SA)	-	0.72	0.68	0.7	0.74	0.79
Green Perceived Value (GPV)		-	0.69	0.71	0.75	0.8
Social Influence (SI)			-	0.73	0.76	0.78

Fashion Involvement (FI)				-	0.77	0.81
Sustainability Attitude (S_AT)					-	0.83
Purchase Intention (PI)						-

TABLE 13: Heterotrait-Monotrait Ratio of Correlations

Source: Authors' own calculations based on primary survey data using jamovi (Version 2.7.12).

Table *14* presents the structural parameter estimates obtained from the SEM. All five hypothesised relationships were positive and statistically significant ($p < .001$), providing empirical support for the proposed conceptual model. Sustainability attitude emerged as the strongest predictor of purchase intention towards sustainable fast fashion ($\beta = 0.3512$, $Z = 9.01$), followed by social influence ($\beta = 0.3028$, $Z = 8.24$), sustainability awareness ($\beta = 0.2804$, $Z = 7.84$), green perceived value ($\beta = 0.2519$, $Z = 7.10$), and fashion involvement ($\beta = 0.2217$, $Z = 6.52$). The 95% confidence intervals for all structural paths excluded zero, further supporting the statistical significance of these relationships. Overall, the findings support hypotheses H1-H5 and indicate that sustainability attitude, social influence, sustainability awareness, green perceived value, and fashion involvement are significant predictors of Generation Z consumers' purchase intention towards sustainable fast fashion.

Parameter Estimates								
				95% Confidence Intervals				
Dependent Variable	Predictor Variable	Estimate	SE	Lower	Upper	β	z	p
Purchase_Intention	Sustainability_Awareness	0.312	0.04	0.234	0.39	0.2804	7.84	< .001
Purchase_Intention	Green_Perceived_Value	0.278	0.039	0.202	0.354	0.2519	7.1	< .001
Purchase_Intention	Social_Influence	0.334	0.041	0.254	0.414	0.3028	8.24	< .001
Purchase_Intention	Fashion_Involvement	0.245	0.038	0.17	0.32	0.2217	6.52	< .001
Purchase_Intention	Sustainability_Attitude	0.389	0.043	0.305	0.473	0.3512	9.01	< .001

TABLE 14: Parameter Estimates

Source: Authors' own calculations based on primary survey data using jamovi (Version 2.7.12).
SE, Standard Error

Figure *5* illustrates the estimated structural relationships between the five predictor constructs and purchase intention towards sustainable fast fashion. The path coefficients indicate that sustainability attitude has the strongest positive influence on purchase intention (β = 0.3512), followed by social influence (β = 0.3028), sustainability awareness (β = 0.2804), green perceived value (β = 0.2519), and fashion involvement (β = 0.2217). The measurement indicators also demonstrate satisfactory relationships with their respective latent constructs. Overall, the path model provides a graphical representation of the estimated relationships examined in the structural model.

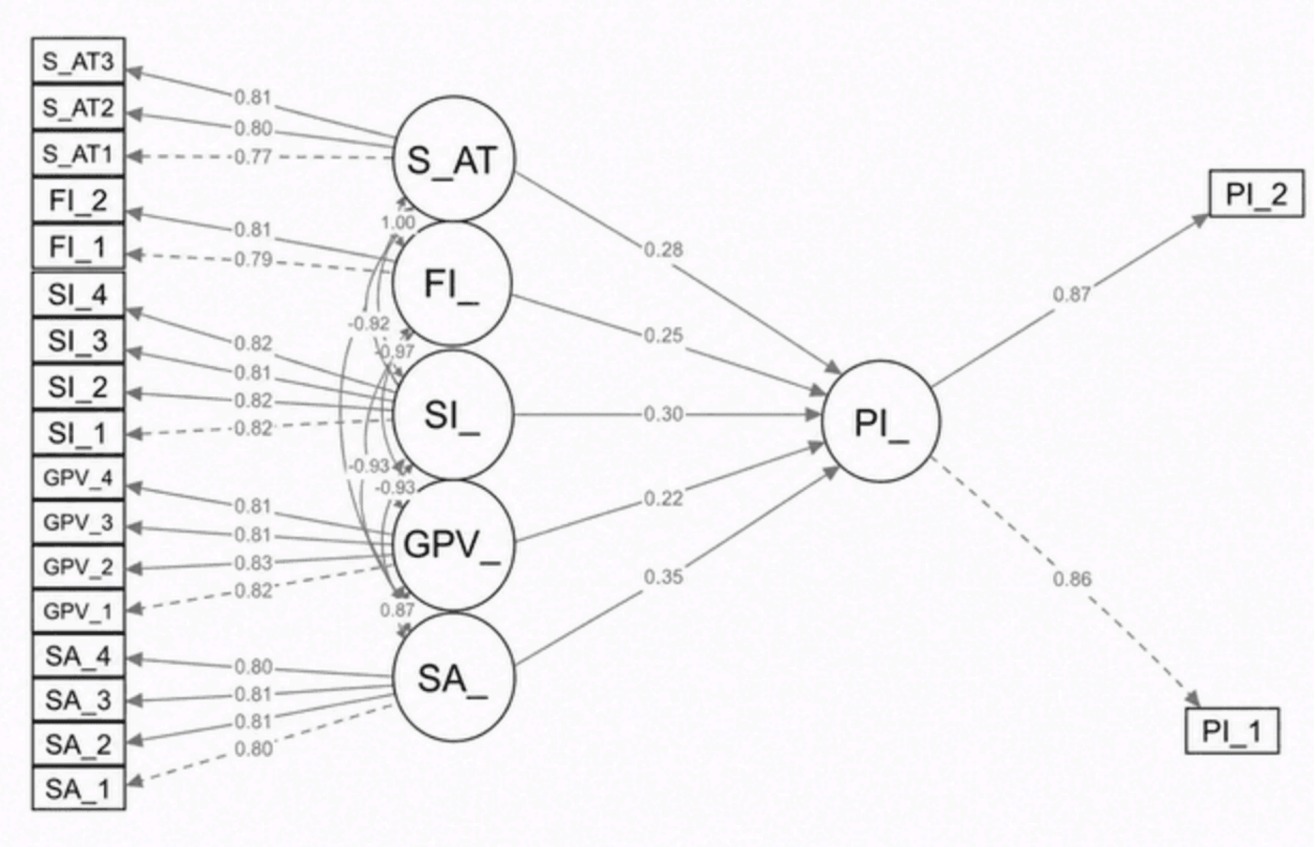


FIGURE 5: SEM Path Model

Source: Authors' own calculations based on primary survey data using Jamovi (Version 2.7.12).

Table *15* summarises the hypothesis testing results of the proposed structural model. The findings indicate that all five hypothesised relationships were positive and statistically significant ($p < .001$), providing strong empirical support for the proposed conceptual framework. Sustainability attitude emerged as the strongest predictor of purchase intention (β = 0.3512, t = 9.01), followed by social influence (β = 0.3028, t = 8.244), sustainability awareness (β = 0.2804, t = 7.842), green perceived value (β = 0.2519, t = 7.103), and fashion involvement (β = 0.2217, t = 6.524). Since all path coefficients were positive and statistically significant, hypotheses H1 through H5 were accepted. These results demonstrate that sustainability awareness, green perceived value, fashion involvement, social influence, and sustainability attitude each contribute significantly to enhancing consumers' purchase intention towards sustainable fast fashion, with sustainability attitude exerting the greatest influence.

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Hypothesis	Path	β	t-value	p-value	Decision	Interpretation
H1	Sustainability Awareness → Purchase Intention	0.2804	7.842	< .001	Supported	Sustainability awareness significantly and positively influences purchase intention
H2	Green Perceived Value → Purchase Intention	0.2519	7.103	< .001	Supported	Green perceived value has a significant positive effect on purchase intention
H3	Social Influence → Purchase Intention	0.3028	8.244	< .001	Supported	Social influence significantly drives purchase intention among consumers
H4	Fashion Involvement → Purchase Intention	0.2217	6.524	< .001	Supported	Fashion involvement positively influences purchase intention, though comparatively weaker
H5	Sustainability Attitude → Purchase Intention	0.3512	9.01	< .001	Supported	Sustainability attitude is the strongest predictor of purchase intention

TABLE 15: Hypothesis Testing

Source: Authors' own calculations based on primary survey data using jamovi (Version 2.7.12).

Measurement model assessment

The results obtained show that the measurement model possesses high psychometric qualities, and the constructs involved have been proven reliable and valid. As for internal consistency, this measure shows an exceptionally high level of reliability as indicated by Cronbach's alpha ($\alpha = 0.974$) and McDonald's omega ($\omega = 0.974$). The suitability of the chosen data sample for factor analysis is supported by the Bartlett's test results ($\chi^2 = 18949$, $p < .001$) as well as the extremely high value of the KMO indicator (0.989). EFA identified six distinct factors corresponding to the proposed constructs, with factor loadings ranging from 0.525 to 0.900. Most items demonstrated satisfactory factor loadings above 0.60, while all items exceeded the minimum threshold of 0.50. The uniqueness values ranged from 0.217 to 0.405, indicating that the extracted factors explained a substantial proportion of the variance in the observed items. These findings provide preliminary support for the factor structure of the measurement instrument.

CFA provides further evidence to support the validity of the measurement model since all the factor loadings are statistically significant ($p < .001$) and belong to an acceptable range (0.563-0.781). Even though FI3 had a relatively lower loading, its exclusion from the SEM model was beneficial. The measurement model proves convergent validity (AVE exceeds 0.50 for all the constructs) and discriminant validity (HTMT ratio is lower than 0.85). The measurement model meets all the required criteria; thus, the constructs reflect underlying theoretical dimensions.

Structural model evaluation

The proposed structural model was found to show very good fit, as evidenced by various fit indices (CFI = 0.991, TLI = 0.989, RMSEA = 0.031), which means that the theory is well supported by empirical evidence. However, the chi-square statistic being significant ($p < .001$) is due to the sample size of 1,000 observations. Further, low SRMR scores (≤ 0.034) also support the findings regarding the model fit.

From the SEM analysis, it can be observed that all hypothesised effects were positive and statistically significant ($p < .001$). In the case of predictors, sustainability attitude has the maximum effect on purchase intention ($\beta = 0.3512$), followed by social influence, sustainability awareness, green perceived value, and fashion involvement ($\beta = 0.3028$, $\beta = 0.2804$, $\beta = 0.2519$, and $\beta = 0.2217$, respectively).

Discussion of key findings

The findings provide strong empirical evidence that sustainability attitude is the most influential determinant of purchase intention towards sustainable fast fashion among Generation Z ($\beta = 0.3512$). This finding is consistent with the TPB (Ajzen, 1991), which identifies attitude as a strong predictor of behavioural intention. Similar findings have been reported by Nicolau et al., who concluded that favourable attitudes towards sustainability significantly enhance consumers' willingness to purchase environmentally responsible fashion products (Nicolau et al., 2025). The results further suggest that although consumers are environmentally conscious, purchase decisions are ultimately driven by positive evaluations of sustainable fast fashion rather than by awareness alone.

Social influence emerged as the second-strongest predictor ($\beta = 0.3028$), supporting previous studies by Apetrei et al. (Apetrei et al., 2024) and Bläse et al. (Bläse et al., 2024), which highlighted the significant role of peer groups, social media, and influencer marketing in shaping Generation Z's fashion choices. The present findings reinforce the TPB proposition that subjective norms strongly influence behavioural intentions, particularly among digitally connected consumers.

Sustainability awareness positively influenced purchase intention ($\beta = 0.2804$), which is consistent with the findings of Horn et al. (Horn et al., 2025) and Hageman et al. (Hageman et al., 2024). However, its effect was weaker than that of sustainability attitude and social influence, indicating the persistence of the well-documented attitude-behaviour gap reported by Teerakapibal and Schlegelmilch (Teerakapibal and Schlegelmilch, 2025). This suggests that awareness alone is insufficient to encourage sustainable purchasing unless accompanied by favourable attitudes and supportive social norms.

Green perceived value also showed a significant positive influence (β = 0.2519), supporting Chen and Chang (Chen and Chang, 2012) and Eckmann and Reisch (Eckmann and Reisch, 2026), who argued that consumers are more willing to purchase sustainable products when they perceive superior environmental and functional value. This finding validates the VAB framework by demonstrating that value perceptions positively influence behavioural intentions.

Fashion involvement exhibited the weakest, yet statistically significant, effect (β = 0.2217). This finding partially agrees with Ritch et al., who suggested that highly fashion-involved consumers simultaneously seek novelty and express personal identity through fashion (Ritch et al., 2026). Unlike some previous studies that associated fashion involvement primarily with impulsive fast-fashion consumption, the present study demonstrates that fashion involvement can also encourage sustainable fast-fashion purchases when sustainability aligns with consumers' identity and lifestyle preferences.

Overall, the findings extend previous research by integrating cognitive (awareness), value-based (green perceived value), social (social influence), and psychological (attitude and fashion involvement) determinants within a single SEM framework. The results demonstrate that the transition from awareness to action is a multidimensional process rather than the outcome of environmental awareness alone.

Theoretical implications

The study contributes to the sustainable fashion literature by integrating the TPB and the VAB framework into a comprehensive structural model explaining sustainable fast-fashion purchase intention. Unlike previous studies that have examined these constructs independently, this research integrates them within a single framework to examine their direct relationships with sustainable fast-fashion purchase intention among Generation Z consumers. The findings contribute to the existing literature by providing empirical evidence on the factors associated with sustainable fashion purchase intention and by demonstrating the relevance of attitudinal, social, and value-related factors in understanding sustainable consumption behaviour.

Managerial implications

The findings provide several practical implications for fast-fashion retailers, brand managers, marketers, policymakers, and sustainability advocates seeking to promote environmentally responsible consumption among Generation Z consumers.

First, as sustainability attitude emerged as the strongest predictor of purchase intention (β = 0.3512), fast-fashion brands should focus on building favourable consumer attitudes rather than merely increasing sustainability awareness. Retailers can achieve this by integrating sustainability into their brand identity through transparent communication, authentic storytelling, and campaigns that demonstrate measurable environmental and social impact. Providing information about recycled materials, carbon footprint reduction, ethical sourcing, and circular fashion initiatives can strengthen consumers' positive evaluations of sustainable fashion products.

Second, the significant influence of social influence (β = 0.3028) highlights the importance of peer recommendations and digital communities in shaping Generation Z purchasing behaviour. Fashion retailers should collaborate with credible sustainability influencers, eco-conscious content creators, and micro-influencers whose values align with sustainable consumption. User-generated content, customer testimonials, campus ambassador programmes, referral campaigns, and online sustainability challenges can encourage positive social norms and increase purchase intentions through peer influence.

Third, the positive effect of sustainability awareness (β = 0.2804) indicates that educational initiatives remain important, although awareness alone is insufficient to drive purchasing behaviour. Companies should therefore complement awareness campaigns with practical information that enables consumers to make informed purchasing decisions. Product labels containing sustainability certifications, QR codes providing product life-cycle information, digital traceability tools, and in-store educational displays can enhance consumer understanding and reduce uncertainty regarding sustainable fast-fashion products.

Fourth, green perceived value (β = 0.2519) suggests that consumers are more likely to purchase sustainable fast-fashion products when they perceive clear functional, environmental, and economic benefits. Managers should therefore communicate not only environmental advantages but also product quality, durability, comfort, design, and long-term value. Pricing strategies such as student discounts, loyalty rewards for sustainable purchases, clothing take-back programmes, trade-in incentives, and limited-edition sustainable collections can further improve perceived value and encourage repeat purchases.

Finally, although fashion involvement exhibited the smallest positive effect (β = 0.2217), it remains an important driver of sustainable purchasing behaviour. Fast-fashion brands should continue introducing fashionable, trend-oriented sustainable collections that satisfy consumers' desire for style without compromising sustainability objectives. Collaborations with fashion designers, limited-edition eco-collections, digital fashion campaigns, virtual try-on technologies, and personalised product recommendations can enhance consumer engagement while promoting responsible consumption.

From a policy perspective, governments, educational institutions, and industry associations should collaborate with retailers to improve sustainability literacy through awareness campaigns, sustainability education programmes, eco-labelling standards, and incentives for sustainable production and consumption. Such collaborative initiatives can strengthen consumers' positive attitudes towards sustainable fast fashion while encouraging businesses to adopt environmentally responsible practices across the supply chain.

Study limitations and future research

Despite its contributions, this study has several limitations. First, the research employed non-probability convenience and purposive sampling within the Mumbai Metropolitan Region, which may limit the generalisability of the findings to other geographical and cultural contexts. Second, the cross-sectional design captures behavioural intentions at a single point in time and therefore cannot establish causal relationships or changes in consumer behaviour over time. Third, the study focused exclusively on Generation Z consumers and did not consider comparisons with other demographic groups.

Future research should employ probability sampling techniques and examine respondents from different regions and countries to enhance external validity. Longitudinal studies could investigate how sustainability attitudes and purchase intentions evolve over time, while mixed-method approaches may provide deeper insights into consumers' motivations and behavioural barriers. Future models may also incorporate additional variables such as environmental concern, green trust, perceived behavioural control, willingness to pay, environmental knowledge, and actual purchase behaviour to develop a more comprehensive understanding of sustainable fast-fashion consumption.

This revised discussion directly addresses the reviewer's request by (1) comparing findings with prior studies, (2) highlighting agreements and differences, (3) adding explicit study limitations, (4) presenting future research directions, and (5) strengthening practical implications with concrete recommendations.

Conclusions

This study examined the key factors influencing Generation Z's purchase intention towards sustainable fast fashion by integrating sustainability awareness, green perceived value, social influence, fashion involvement, and sustainability attitude within a SEM framework. The findings demonstrate that all proposed factors significantly and positively influence purchase intention, with sustainability attitude emerging as the strongest predictor, followed by social influence, sustainability awareness, green perceived value, and fashion involvement. The study highlights that the transition from awareness to sustainable purchasing is shaped not only by environmental knowledge but also by consumers' attitudes, perceived value, and social influences. These findings provide a comprehensive understanding of the behavioural mechanisms underlying sustainable fast fashion consumption among Generation Z consumers.

Overall, the study contributes to the sustainable fashion literature by developing and empirically validating an integrated behavioural framework that explains the drivers of sustainable fast fashion purchase intention. The findings offer valuable insights for researchers, practitioners, and policymakers seeking to promote more responsible fashion consumption and

support the transition to a more sustainable fashion ecosystem.

Appendices

Appendix A: Survey questionnaire

Title: Questionnaire on Sustainable Fast Fashion Purchase Intention Among Generation Z Consumers in Mumbai Metropolitan Region

Introduction

Dear Respondent,

You are invited to participate in this academic research study on sustainable fast fashion consumption among Generation Z consumers. Your responses will be kept strictly confidential and used solely for research purposes. There are no right or wrong answers; please answer honestly based on your personal opinions and experiences.

Section 1: Demographic Information

1. Age

☐ 17-20 years

☐ 21-23 years

☐ 24-28 years

2. Gender

☐ Male

☐ Female

☐ Prefer not to disclose

3. Highest Educational Qualification

☐ School Graduate

☐ Bachelor's Degree

☐ Master's Degree and Above

☐ Vocational Course

4. Monthly Personal Income

☐ Financially Dependent

☐ Up to ₹20,000

☐ ₹20,001-₹35,000

☐ ₹35,001-₹55,000

☐ Above ₹55,000

5. Residential Area (Mumbai Metropolitan Region)

☐ Island City

☐ Western Belt

☐ Central Belt

☐ Harbour/Navi Mumbai Zone

☐ Thane Region

☐ Peripheral Region

6. Occupation Status

☐ Student

☐ Working Professional

☐ Self-employed/Freelancer

☐ Job Seeker

Section 2: Screening Question

Are you familiar with environmentally responsible (sustainable) fast fashion products or brands?

☐ Yes

☐ No (If No, please discontinue the survey.)

Section 3: Sustainability Awareness (SA)

Please indicate your level of agreement using the following scale:

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

SA1. I am aware of the environmental impacts of fast fashion.

SA2. I understand how fast fashion affects environmental sustainability.

SA3. I am knowledgeable about sustainability issues related to fast fashion.

SA4. I actively seek information about the environmental consequences of fast fashion.

Section 4: Green Perceived Value (GPV)

GPV1. Purchasing environmentally friendly fast fashion products provides good value for money.

GPV2. Eco-friendly fast fashion products offer worthwhile environmental benefits.

GPV3. Green fast fashion products provide better overall value than conventional alternatives.

GPV4. Buying environmentally friendly fast fashion products is beneficial despite their price.

Section 5: Social Influence (SI)

SI1. People important to me encourage me to purchase environmentally responsible fast fashion products.

SI2. My family and friends influence my fast fashion purchasing decisions.

SI3. People whose opinions I value think I should choose environmentally responsible fast fashion products.

SI4. Social expectations influence my decision to purchase environmentally responsible fast fashion products.

Section 6: Fashion Involvement (FI)

FI1. Fast fashion products are important to me.

FI2. I have a strong interest in fast fashion.

FI3. I enjoy keeping up with the latest fast fashion trends.

Section 7: Sustainability Attitude (S_AT)

SAT1. Purchasing environmentally responsible fast fashion products is a good idea.

SAT2. Buying environmentally responsible fast fashion products is beneficial.

SAT3. I have a positive attitude toward environmentally responsible fast fashion products.

Section 8: Purchase Intention (PI)

PI1. I intend to purchase environmentally responsible fast fashion products in the future.

PI2. I will consider purchasing environmentally responsible fast fashion products whenever possible.

Additional Information

Author Contributions

All authors have reviewed the final version to be published and agreed to be accountable for all aspects of the work.

Concept and design: Aafreen Shah, Aparna Jain

Acquisition, analysis, or interpretation of data: Aafreen Shah, Aparna Jain

Drafting of the manuscript: Aafreen Shah, Aparna Jain

Critical review of the manuscript for important intellectual content: Aafreen Shah, Aparna Jain

Supervision: Aafreen Shah, Aparna Jain

Disclosures

Human subjects: Consent was obtained from all participants in this study. This study was conducted in accordance with the ethical standards of Somaiya Vidyavihar University, Mumbai, India. The study was conducted using a survey-based research design. The research involved anonymous, voluntary participation of human subjects through an online questionnaire. Written informed consent was obtained from all participants prior to data collection. Respondent anonymity and confidentiality were strictly maintained throughout the study. .

Animal subjects: All authors have confirmed that this study did not involve animal subjects or tissue.

Conflicts of interest: In compliance with the ICMJE uniform disclosure form, all authors declare the following:

- **Payment/services info:** All authors have declared that no financial support was received from any organization for the submitted work.
- **Financial relationships:** All authors have declared that they have no financial relationships at present or within the previous three years with any organizations that might have an interest in the submitted work.
- **Other relationships:** All authors have declared that there are no other relationships or activities that could appear to have influenced the submitted work.

Data Availability Statements

The data that support the findings of this study were collected through a structured questionnaire from respondents in the Mumbai Metropolitan Region. Due to ethical and confidentiality constraints, the data are not publicly available but can be made available from the corresponding author upon reasonable request for academic purposes.

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