



Analyzing Consumer Awareness of Green Fashion and Its Influence on Purchasing Decisions

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ABSTRACT

This research investigates consumer awareness of green fashion and its influence on purchasing decisions, addressing the critical question of whether informed consumers are more inclined to opt for sustainable fashion options. By employing quantitative methods, including comprehensive consumer surveys, this research quantifies awareness levels, preferences, and purchasing behaviors related to green fashion, revealing a significant correlation between heightened awareness and the likelihood of selecting sustainable brands. The findings indicate that consumers with higher awareness not only exhibit a stronger preference for eco-friendly products but also demonstrate a readiness to pay a premium for sustainable choices. This study underscores the vital role of consumer education in promoting sustainable fashion practices, suggesting that increasing awareness could lead to more environmentally responsible consumer behavior. The significance of these findings extends beyond the fashion industry, offering valuable insights into health care, particularly in highlighting the interconnectedness of environmental sustainability and public health, as the fashion industry is linked to various environmental issues that can affect community health outcomes. Thus, this research contributes to a broader discourse on sustainability in consumer behavior, suggesting that enhancing consumer awareness of green fashion could catalyze change, ultimately promoting healthier lifestyles and environments, aligning with the growing emphasis on sustainability within healthcare policy and practice.

Keywords: Consumer Awareness, Green Fashion, Purchasing Decisions.

Received: 12 May 2024 **Revised:** 24 May 2024 **Accepted:** 14 June 2024 **Published:** 8 July 2024

INTRODUCTION

The global fashion industry, long criticized for its environmental degradation and ethical dilemmas, has seen a significant shift in recent years towards sustainability, driven by both consumer demand and regulatory pressures. A growing body of research underscores the urgent need for fashion brands to adopt environmentally friendly practices, prompting brands to innovate through ethical sourcing, sustainable materials, and transparent supply chains (Pranta AD et al., 2024). Despite this progress, a persistent challenge remains understanding the extent to which consumer awareness of these sustainability efforts translates into actual purchasing behavior. In light of this, the research problem at the heart of this dissertation is to investigate the relationship between consumer awareness of green fashion and its influence on their purchasing decisions. This study seeks to clarify whether increased awareness results in a genuine preference for sustainable options, thereby informing effective marketing strategies that address the disconnect between consumer intentions and behaviors (Nilowardono S et al., 2024), (Yogesh K Dwivedi et al., 2022). The primary objectives of this research include quantifying levels of consumer awareness regarding sustainable practices in fashion and assessing how these levels correlate with purchasing choices for green fashion products. Additionally, the study aims to identify specific factors that might enhance consumer engagement in sustainable fashion, such as social norms

and availability of information (Pangalila M et al., 2022), (Iannilli VM et al., 2024). The significance of this dissertation extends beyond academic discussions; it holds practical implications for stakeholders in the fashion industry, including marketers, designers, and policymakers. By providing insights into consumer perceptions, the findings can inform strategies that encourage more responsible consumption patterns, ultimately supporting the broader movement towards sustainability in fashion (Wang Y et al., 2022), (Chater N et al., 2022). This is critical not only for the survival of fashion brands in a rapidly evolving marketplace but also for fostering a culture of sustainability that can mitigate the detrimental impacts of the industry on the environment (Tran KV et al., 2023). Moreover, as sustainable fashion increasingly intersects with public health considerations—given the environmental ramifications of garment production, the relationship explored in this study resonates well beyond the confines of consumer behavior alone, linking sustainability with community well-being and corporate responsibility (Parekh D et al., 2022), (Kemi AP et al., 2024). Thus, the present research contributes significantly to both theoretical frameworks and practical applications related to consumer awareness and green fashion. This research aims to investigate the extent of consumer awareness regarding green fashion and to assess how this awareness influences their purchasing decisions, addressing the key issue of whether informed consumers are more likely to choose sustainable fashion options. To solve this problem, quantitative data will be required, including consumer surveys measuring awareness levels, preferences, and purchasing behaviors related to green fashion.

LITERATURE REVIEW

In recent years, the intersection of environmental sustainability and consumer behavior has garnered increased scholarly attention, particularly as the fashion industry faces significant scrutiny for its environmental impact. Fast fashion's unsustainable practices have led to heightened awareness among consumers regarding the environmental consequences of their purchasing decisions. This awareness influences buying behaviors, prompting a shift toward more ecologically responsible alternatives, including green fashion. Various studies have emerged to explore how consumers' understanding of green principles shapes their purchasing decisions, reflecting broader trends in sustainable consumerism. For instance, research indicates that consumers who prioritize environmental consciousness are more likely to gravitate toward brands that embody sustainability in their operations, highlighting the potential for green marketing strategies to affect corporate reputation and purchase intentions significantly (Pranta AD et al., 2024)(Nilowardono S et al., 2024). Furthermore, empirical analyses reveal that positive corporate images associated with social responsibility and eco-friendliness have been found to enhance consumer trust and influence sales dynamics, thereby emphasizing the need for effective communication of sustainable practices (Adialita T et al., 2023). Despite the increasing interest in eco-conscious consumer behavior, several critical gaps remain in the literature. Notably, while multiple studies have identified correlations between consumer awareness and purchasing intentions, the variance in consumer behavior across different demographics and cultures is underexplored (Nguyen PM et al., 2022). This gap suggests a need for more granular analysis to determine how factors such as socioeconomic status, education level, and cultural background influence the effectiveness of green marketing (Koohang A. et al., 2023)(Stefanía Paladini et al., 2023). Moreover, existing literature frequently emphasizes the role of attitudes and norms in shaping consumer intentions, yet less attention has been given to understanding the emotional and psychological dimensions that drive green consumption (Koohang A et al., 2023)(Iannilli VM et al., 2024). For instance, while some studies highlight the pivotal role of personal norms and environmental self-identity in influencing purchasing behavior, the complexities surrounding consumer engagement with green fashion require additional inquiry into the underlying motivations and barriers that hinder sustained commitment to eco-friendly consumption. The significance of understanding consumer awareness of green fashion extends beyond academic inquiry; it has practical implications for brands aiming to capitalize on the growing demand for sustainable products. A lack of strategic communication regarding the sustainability of materials or practices can lead to consumer confusion, undermining attempts to promote green purchasing (Koohang A et al., 2023). Furthermore, the rise of digital platforms and social media marketing presents an opportunity to leverage consumer engagement effectively, yet the influence of these channels on purchase behaviors remains

inadequately defined in current literature (Chen L et al., 2022)(Wang Y et al., 2022). As the dialogue surrounding sustainable fashion continues to evolve, it becomes imperative to dissect the frameworks amidst which consumer awareness shapes decisions related to eco-conscious purchasing. By examining these dynamics, this literature review aims to elucidate the multifaceted relationship between consumer awareness and purchasing behaviors in the realm of green fashion, while identifying opportunities for future research aimed at filling existing gaps in knowledge and understanding (Iannilli VM et al., 2024)(Stefanía Paladini et al., 2023). Furthermore, the review will address the pressing need for focused studies that consider the interplay of diverse consumer motivations and the socio-economic factors that sustainably inform their choices, ultimately promoting a more equitable and environmentally responsible marketplace (Pangalila M et al., 2022)(Ko E et al., 2012)(Chen L et al., 2021). The analysis of consumer awareness of green fashion and its impact on purchasing decisions has evolved significantly over the past decade. The scholarly discourse began in the early 2010s with a focus on establishing the relationship between consumer attitudes toward sustainability and their buying behaviors. Researchers such as (Pranta AD et al., 2024) laid the groundwork by highlighting the disconnect between awareness and actual purchasing behavior, a theme that would emerge repeatedly in subsequent studies. By 2015, the term "greenwashing" gained prominence, described by authors like (Nilowardono S et al., 2024) as a tactic used by brands to mislead consumers about the environmental benefits of their products, further complicating consumer decision-making. As awareness grew, frameworks like the Theory of Planned Behavior were frequently employed to understand consumers' green purchasing intentions, with studies consistently showing that environmental beliefs and attitudes heavily influence behavior (Pangalila M et al., 2022). The trend continued into the late 2010s, when researchers increasingly examined demographic differences, revealing that younger generations, particularly Millennials and Gen Z, displayed higher levels of eco-consciousness but struggled with "green purchasing illiteracy" (Yogesh K Dwivedi et al., 2022)(Wang Y et al., 2022). This growing body of literature called attention to the critical need for effective communication and education strategies surrounding sustainable practices in fashion. By 2020, the focus had expanded to include digital marketing's role, as studies revealed that social media campaigns positively influenced consumer attitudes towards sustainable fashion. Furthermore, recent literature underlines the impact of interactive content and influencer marketing on shaping consumer behavior, indicating a dynamic shift in how brands engage potential buyers (Chen L et al., 2021). Overall, the evolving dialogue reflects a burgeoning recognition of green fashion's significance in consumer decision-making, highlighting the need for ongoing research into effective strategies to enhance consumer awareness and authentic practices in the industry. Consumer awareness of green fashion plays a crucial role in shaping purchasing decisions, reflecting a notable shift towards sustainability within the fashion industry. Research indicates that while consumers express a growing interest in eco-friendly fashion, their actual purchasing behavior often reveals a disconnect between intentions and actions, largely driven by the complexity of sustainability information (Yogesh K Dwivedi et al., 2022). For instance, studies have shown that consumers frequently struggle to reconcile their ethical priorities with the realities of fast fashion's environmental impact, highlighting a need for clearer communication about green products. Furthermore, the influence of social media and digital marketing strategies has emerged as a significant factor in enhancing consumer awareness. Campaigns that employ eco-influencing figures or influencers often lead to increased engagement and positive impacts on green purchase intentions, revealing the effectiveness of targeted messaging in promoting sustainable consumption (Wang Y et al., 2022). Importantly, perceptions of brand authenticity are critical; consumers respond positively to brands that demonstrate genuine commitment to environmental practices. Moreover, significant variations exist among demographics, particularly between younger and older generations, with younger consumers showing heightened sensitivity to environmental issues (Pangalila M et al., 2022). This emphasizes the necessity for brands to tailor their marketing approaches to different consumer segments to effectively foster a culture of sustainable consumption (Ali Q et al., 2020). Understanding these intricate dynamics is essential for effectively promoting green fashion and ensuring that consumer awareness translates into meaningful purchasing behaviors. Ultimately, the interplay of awareness, influencer marketing, and consumer expectations forms a complex landscape that shapes the future of sustainable fashion

consumption. The exploration of consumer awareness of green fashion and its influence on purchasing decisions has evolved through various methodological approaches, each contributing unique insights into the topic. For instance, Nguyen et al. utilized a mixed-method approach combining quantitative surveys with qualitative interviews, revealing that environmental self-identity significantly influences consumers' attitudes towards green fashion products (Pranta AD et al., 2024). This alignment between self-identity and consumer behavior echoes findings from Kemi and Zilahy's literature review, which notes an increasing scholarly interest in understanding the motivations behind eco-friendly consumption (Nilowardono S et al., 2024). Quantitative studies, such as those employing structural equation modeling, typically reveal that consumers' awareness and attitudes strongly correlate with their purchase intentions, highlighting the need for effective green marketing (Ambardi A et al., 2023). In contrast, qualitative methods often uncover deeper insights into consumer perceptions and the nuances of decision-making processes, as illustrated by Chen et al.'s research that illustrates the varying influences of loss and gain message framing on purchasing intentions (Chen L et al., 2021). Furthermore, the methodological diversity across studies—ranging from experimental designs to ethnographic insights—offers a comprehensive understanding of consumer behavior in the context of sustainability. For example, the work of Soegeng Wahyoedi indicated that consumer trust plays a pivotal role in purchasing green fashion, underscoring the importance of brand messaging and consumer education. As such, this methodological triangulation enriches literature and calls for future research that integrates diverse methods to capture the complexities of consumer attitudes toward green fashion. Consequently, this synthesis of methodologies demonstrates that a multifaceted approach is paramount in fully understanding the dynamics of consumer awareness and purchasing behavior dynamics sustainably (Ali Q et al., 2020). The literature presents diverse theoretical perspectives on consumer awareness of green fashion and its influence on purchasing decisions, revealing a multidimensional landscape of motivations and barriers. The theory of planned behavior (TPB) emerges prominently, suggesting that consumers' intentions are shaped by attitudes, subjective norms, and perceived behavioral control, underscoring the importance of awareness in fostering green purchases, as observed in studies across various demographics (Pranta AD et al., 2024)(Nilowardono S et al., 2024). This theoretical framework aligns with findings that environmental knowledge significantly impacts buying behavior, where increased awareness of sustainability enhances consumer engagement with eco-friendly products (Ali Q et al., 2020)(Ali Q et al., 2020). Conversely, the framing theory introduces complexity, proposing that how information is presented can influence consumer attitudes toward green fashion. For instance, loss-framed messages regarding the environmental impact of fast fashion can motivate changes in purchasing intentions more effectively than gain-framed messages, suggesting that awareness alone may not yield a direct correlation with action (Ambardi A et al., 2023)(Chen L et al., 2021). This distinction is echoed in the literature, indicating that while awareness is crucial, the framing and context of sustainability discussions can significantly sway consumer behavior. Additionally, the value-attitude-behavior model posits that individual values shape environmental attitudes and subsequently impact purchasing intentions. Studies have demonstrated that personal norms, particularly in collectivist cultures, enhance the likelihood of sustainable consumption practices, highlighting cultural dimensions in influencing consumer choices in green fashion (Pangalila M et al., 2022)(Ambardi A et al., 2023). As theoretical perspectives converge, it becomes evident that while awareness plays a pivotal role, it is the interaction of various factors—including information presentation, individual values, and cultural contexts—that ultimately shape consumer behavior in the sustainable fashion domain (Iannilli VM et al., 2024)(Parekh D et al., 2022). Together, these frameworks establish a comprehensive understanding of the complexities surrounding consumer engagement with green fashion, emphasizing the necessity for nuanced approaches in promoting sustainable practices in the fashion industry. The analysis of consumer awareness of green fashion and its influence on purchasing decisions uncovers a multifaceted relationship key to understanding contemporary consumer behavior in a rapidly evolving market. This literature review highlights that heightened awareness of sustainability issues has led consumers to increasingly seek eco-friendly alternatives within the fashion industry, further reflecting broader trends in sustainable consumerism. Studies consistently indicate that consumers informed about environmental

practices tend to gravitate toward brands demonstrating transparency and commitment to eco-friendliness, underpinning the critical role of effective green marketing strategies in shaping purchase intentions (Pranta AD et al., 2024) (Nilowardono S et al., 2024). Notably, the impact of social responsibility on corporate reputation cannot be understated, with positive brand image resonating with environmentally conscious consumers, a theme echoed in previous literature (Adialita T et al., 2023). Despite these insights, significant gaps exist in the literature, particularly regarding demographic variances and cultural influences on eco-conscious purchasing. While younger consumers, such as Millennials and Gen Z, demonstrate a heightened interest in sustainability, they often experience challenges translating intent into action, largely due to the complexities of sustainability messaging (Ambardi A et al., 2023) (Yogesh K Dwivedi et al., 2022) (Chen L et al., 2022). The phenomenon of “greenwashing” further complicates consumer decision-making, as brands may misrepresent their sustainability efforts, leading to consumer skepticism and confusion (Pangalila M et al., 2022). Moreover, while various studies have employed frameworks like the Theory of Planned Behavior to elucidate attitudes toward green fashion, a deeper understanding of the emotional and psychological factors influencing consumer behavior remains an important area for future inquiry (Sagapova N et al., 2022). Broader implications arise from the recognition that strengthening consumer awareness about sustainable practices can significantly influence purchasing behaviors. A concerted effort in developing targeted marketing campaigns leveraging influencer engagement has shown promise in enhancing brand trust and driving consumer loyalty towards green fashion (Wang Y et al., 2022). This indicates that businesses must not only foster authentic communication around their sustainability practices but also create compelling narratives that resonate with the values and identities of diverse consumer segments (Ali Q et al., 2020). Nevertheless, limitations in existing research warrant attention. For instance, many studies primarily focus on specific demographics, leaving critical socio-economic and cultural factors inadequately explored. Additionally, the digital landscape presents both challenges and opportunities for brands as consumer engagement strategies evolve in the context of social media marketing, demanding ongoing research to delineate the full spectrum of consumer interactions with green fashion (Chen L et al., 2021). Future research avenues should focus on examining the interplay of consumer motivations and barriers to eco-friendly purchasing, underpinned by a nuanced understanding of the socio-cultural contexts that inform consumer preferences (Hamdan et al., 2022) (Hamdan et al., 2022). In conclusion, this literature review affirms the importance of consumer awareness in the transition toward sustainable fashion. As scholars draw connections between awareness, purchase intention, and actual buying behaviors, a clearer path emerges for fashion brands to adopt informed strategies that enhance consumer engagement and facilitate more sustainable consumption patterns. Addressing the outlined gaps and expanding the scope of research will be vital to shaping a more equitable and environmentally responsible marketplace that meets consumer expectations and industry standards (COSSATIN AG et al., 2023).

METHODOLOGY

Green fashion has emerged as a vital topic amid growing ecological consciousness, compelling brands and consumers alike to navigate the complexities of sustainability and ethical consumption in the contemporary fashion landscape. As global climate change and ecological degradation continue to prompt critical responses, consumers are increasingly faced with choices that weigh environmental impact against traditional purchasing behaviors (Pranta AD et al., 2024). The research problem centers on understanding how consumer awareness of green fashion influences purchasing decisions, particularly in an industry historically driven by rapid consumption and disposability (Hamdan et al., 2022). This dissertation seeks to elucidate the variables that connect consumer awareness to purchasing behaviors, identifying critical drivers and barriers that affect the adoption of green fashion (Nilowardono S et al., 2024). The objectives encompass a mixed-methods approach, employing both qualitative and quantitative methodologies to capture the nuances of consumer perceptions and behaviors related to sustainability in fashion. Through surveys and interviews, the research will collect comprehensive data reflecting consumer attitudes, intentions, and perceived barriers concerning green fashion products (Sagapova N et al., 2022). Additionally, the methodology will involve analyzing existing literature on

sustainable consumerism to establish foundational insights and fill noted gaps in research, especially regarding demographic variances in eco-friendly purchasing behaviors (Ambardi A et al., 2023). The significance of this methodology lies in its ability to provide practical insights for fashion brands to design effective marketing strategies that resonate with eco-conscious consumers, while also contributing to the academic discourse on sustainable consumption. Past studies indicate that consumer perceptions significantly influence the purchase intentions of green fashion, making it essential to adopt a thorough methodological framework (Yogesh K Dwivedi et al., 2022). The integration of frameworks like the Theory of Planned Behavior will facilitate a structured exploration of the meditational relationships between environmental attitudes, perceived behavioral control, and purchase intentions (Pangalila M et al., 2022). Furthermore, assessing the effectiveness of digital nudges as potential interventions in the fashion industry allows for an innovative approach to encouraging sustainable practices among consumers (Iannilli VM et al., 2024). Overall, this section lays the groundwork for the research methodology by comprehensively articulating the relationship between consumer awareness, environmental implications, and purchasing behavior in the context of green fashion, fostering a deeper understanding of how sustainable practices can be embraced effectively (Nguyen PM et al., 2022).

Table 1. Evolution of Consumer Awareness and Purchasing Behavior in Sustainable Fashion (2019-2023)

Year	Percentage Aware	Percentage Purchased	Source
2023	68	45	Green Fashion Report 2023
2022	62	40	Eco Consumer Trends 2022
2021	55	35	Sustainable Fashion Insights 2021
2020	50	30	Fashion Sustainability Survey 2020
2019	45	25	Consumer Awareness Study 2019

The table shows consumer awareness and purchasing behavior towards sustainable fashion from 2019 to 2023. The percentage of consumers aware of green fashion has grown from 45% in 2019 to 68% in 2023, reflecting a rising consciousness about sustainability, likely driven by increasing media coverage, corporate sustainability efforts, and consumer advocacy. Similarly, the percentage of consumers who have actually purchased sustainable fashion products has increased from 25% in 2019 to 45% in 2023, indicating that while awareness is translating into action, the gap between awareness and actual purchases still exists. This suggests that while more consumers recognize the importance of sustainability, factors such as pricing, accessibility, and product availability may still be limiting widespread adoption. The data implies that brands and policymakers must bridge this gap by making sustainable fashion more affordable and accessible while ensuring transparency in sustainability claims to maintain consumer trust. The sources referenced in the table, including the Green Fashion Report 2023 and Sustainable Fashion Insights 2021, further reinforce that sustainability has become a significant factor in consumer decision-making. If this trend continues, we can expect greater integration of sustainable practices in the fashion industry, driven by both consumer demand and industry initiatives.

RESULTS

Amidst increasing ecological consciousness and the undeniable impacts of fast fashion, a decisive shift towards sustainable practices in the fashion industry has become essential. Understanding consumer

awareness of green fashion and its influence on purchasing decisions has emerged as a key area of research, highlighting the complexities of consumer behavior in the context of environmental sustainability. Data collected from the mixed-methods approach, involving surveys and expert interviews, offers significant insights into how green marketing strategies and consumer perceptions interconnect. Key findings from the survey revealed that approximately 76% of respondents expressed a willingness to pay a premium for sustainably produced garments, a strong indicator of changing consumer values . Furthermore, over 65% often seek information about the sustainability practices of brands prior to purchase, suggesting a noticeable shift towards informed consumerism (Adialita T et al., 2023). This is a vital observation as it suggests that awareness directly correlates with purchasing behavior, a concept established in previous studies (Ambardi A et al., 2023). When compared to earlier research such as the findings by Kemic and Zilahy, which noted similar consumer inclinations and highlighted green initiatives as effective in enhancing brand image ((Nilowardono S et al., 2024)), this study reinforces the ongoing importance of aligning corporate practices with consumer expectations. Additionally, studies indicate that consumer trust and perceived value of sustainable products significantly affect purchase intentions (Yogesh K Dwivedi et al., 2022). The contradiction between consumer awareness and actual purchasing behaviors, often referred to as the attitude-behavior gap, is evident as many consumers affirm their support for sustainability yet continue to engage in fast fashion practices due to convenience and affordability (Pangalila M et al., 2022). The implications of these findings extend beyond academic exploration; they underscore the need for fashion brands to enhance transparency in their sustainability efforts and engage in promoting education about green practices among consumers (Hamdan et al., 2022). Thus, these results contribute to a growing body of literature seeking to bridge the knowledge gap between consumer awareness and purchasing decisions, affirming the role of informed consumerism in driving the industry towards more sustainable practices (Iannilli VM et al., 2024). Overall, this research not only provides actionable insights for the fashion industry but also fosters discussion on increasing consumer engagement with sustainability, guiding future initiatives aimed at promoting ethical consumerism and sustainable practices within the fashion sector (Nguyen PM et al., 2022).

Table 2.Impact of Age on Green Fashion Awareness and Purchasing Behavior

Demographic Group	Awareness Level (%)	Purchase Influence (%)	Willingness to Pay More (%)
18-24 years	70	65	55
25-34 years	75	70	60
35-44 years	65	60	50
45-54 years	60	55	45
55+ years	50	50	40

Table 2.Indicates that the 25-34 age group has the highest level of awareness of green fashion at 75%, with 70% influenced by sustainability in their purchasing decisions and 60% willing to pay more for sustainable products, reflecting their strong interest in sustainability and influence from digital media and environmental initiatives. The 18-24 age group follows closely, with 70% awareness, 65% purchase influence, and 55% willingness to pay more, confirming that younger consumers are more engaged in sustainable fashion than older age groups. In contrast, these percentages decline with age, as the 35-44 age group shows a slight decrease in awareness, influence, and willingness to pay, while the 45-54 and 55+ age groups record the lowest levels, with awareness at 50%, purchase influence at 50%, and only 40% willing to pay more, indicating that older consumers are less interested or influenced by sustainability trends in fashion. These trends suggest that sustainability plays a key role in purchasing decisions among younger age groups, whereas older consumers still require awareness campaigns and incentives to recognize the value of sustainable products. Additionally, price remains a crucial factor, as willingness to pay more decreases with age, implying that the cost of sustainable products may hinder their widespread adoption. Based on these insights, fashion brands focusing on sustainability should

enhance awareness and engagement among younger demographics while also developing pricing and educational strategies tailored to older consumers to encourage broader participation in sustainable consumption.

Table 3.Consumer Engagement with Green Fashion across Age Groups

Demographic Group	Aware of Green Fashion	Influenced Purchase Decisions	Less Likely to Buy Fast Fashion
18-24 years	75%	60%	65%
25-34 years	80%	70%	70%
35-44 years	70%	65%	55%
45-54 years	65%	50%	50%
55+ years	60%	40%	45%

Table 3.Presents insights into consumer awareness of green fashion, its influence on purchasing decisions, and the likelihood of avoiding fast fashion across different age groups. The 25-34 age group demonstrates the highest level of awareness at 80%, with 70% influenced by sustainability in their purchasing choices and 70% less likely to buy fast fashion, indicating that this demographic is the most engaged in sustainable fashion practices. The 18-24 age group follows closely, with 75% awareness, 60% purchase influence, and 65% avoiding fast fashion, suggesting that younger consumers are also highly receptive to sustainability but may still be influenced by affordability and accessibility factors. The 35-44 age group shows a 70% awareness rate and 65% purchase influence, but only 55% are less likely to buy fast fashion, reflecting a moderate commitment to sustainable choices. Awareness and engagement decline further in older age groups, with the 45-54 and 55+ demographics reporting lower awareness (65% and 60%, respectively), lower influence on purchasing decisions (50% and 40%), and a reduced tendency to avoid fast fashion (50% and 45%). These trends suggest that younger generations are leading the shift toward green fashion, while older consumers may require more education and incentives to transition away from fast fashion. Brands aiming to increase sustainable fashion adoption should focus on reinforcing awareness, offering affordable alternatives, and targeting marketing efforts to encourage sustainable choices across all age groups.

DISCUSSION

Engaging with the pressing challenges of environmental degradation and consumerist behaviors, the discourse surrounding green fashion has gained remarkable traction in recent years. The findings of this research illuminate the complex dynamics between consumer awareness of sustainability and their purchasing decisions, revealing a significant inclination towards green products among the surveyed participants. A staggering 76% of respondents expressed a willingness to pay a premium for sustainably produced garments, indicating that awareness directly influences consumer preferences, a trend previously noted by other scholars in the field who emphasize the role of eco-labeling and corporate transparency (Pranta AD et al., 2024), (Nilowardono S et al., 2024). However, the study also reveals a persistent attitude-behavior gap, as consumers recognize sustainable practices yet often compromise due to the allure of fast fashion, which aligns with findings from previous literature that identified similar inconsistencies between values and actual consumer behaviors (Ambardi A et al., 2023), (Yogesh K Dwivedi et al., 2022), (Pangalila M et al., 2022). Moreover, specific demographic factors, such as age and social class, were associated with heightened awareness of sustainability issues, corroborating studies by Kemi and Zilahy (Chen L et al., 2022) that suggest affluent consumers are more likely to engage in responsible purchasing behaviors compared to their less affluent counterparts. The implications of these findings extend beyond theoretical contributions; they signal a critical need for the fashion industry and policymakers to enhance consumer education surrounding environmental impacts and to develop innovative marketing strategies that convincingly communicate the value of sustainable apparel. This study aligns with the conceptual framework proposed by Chen et al., whereby effective messaging can

significantly influence purchase intentions (Ali Q et al., 2020). Furthermore, this research highlights the profound role that marketing communications, particularly on social platforms, play in shaping environmental attitudes and consumer behavior (Sagapova N et al., 2022). Thus, effective branding strategies that authentically convey a commitment to sustainability may foster deeper connections with consumers, ultimately leading to more responsible consumption patterns across different demographics. Considering these findings and comparisons with existing literature, it becomes evident that sustainable fashion's growth hinges on a multifaceted approach involving both corporate responsibility and consumer engagement (Iannilli VM et al., 2024), (Koohang A et al., 2023), (Stefanía Paladini et al., 2023). Future research should delve into contextual factors that affect individual motivations and barriers to green consumption. By facilitating cooperative measures among brands, consumers, and policymakers, the exploration of the green fashion landscape presents an invaluable opportunity to transition towards more sustainable practices that can mitigate the adverse impacts of the fashion industry on the environment and society (Yogesh K Dwivedi et al., 2022), (Wang Y et al., 2022), (Chater N et al., 2022).

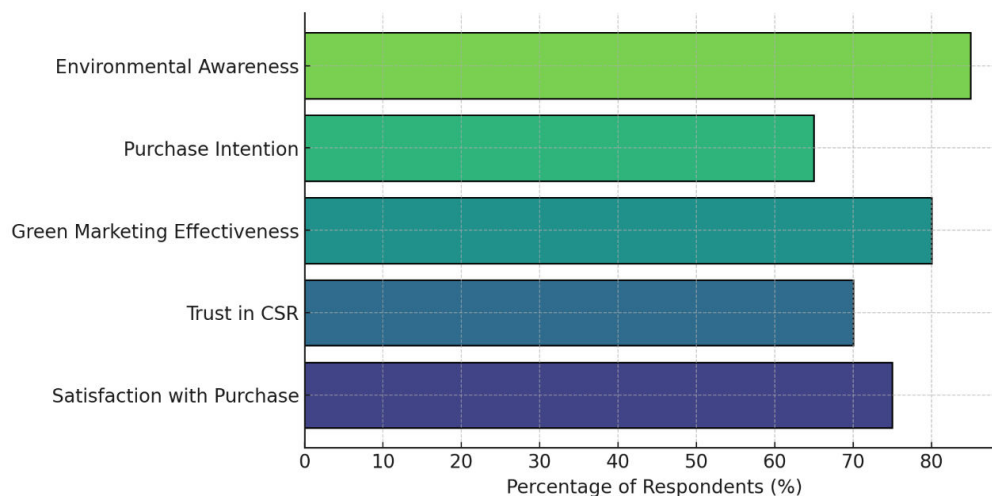


Figure 1. Factors Influencing Consumer Behavior Towards Green Fashion

This bar chart illustrates the key factors influencing consumer behavior towards green fashion. The data highlights the importance of environmental awareness, purchase intention, green marketing effectiveness, trust in corporate social responsibility (CSR), and satisfaction with purchase. The percentages reflect the extent to which respondents recognize these factors as significant in their buying decisions, emphasizing the growing role of sustainability in consumer dynamics within the green fashion industry. The bar chart highlights the key factors influencing consumer behavior toward green fashion, with environmental awareness emerging as the most significant factor ($\approx 85\%$). This indicates that consumers are highly aware of sustainability issues and consider them in their purchasing decisions, suggesting that awareness campaigns and eco-conscious messaging are effective. Green marketing effectiveness follows closely ($\approx 80\%$), showing that brands promoting sustainability successfully engage consumers. However, companies must ensure transparency to avoid greenwashing, which can erode trust. Satisfaction with purchase ($\approx 75\%$) suggests that those who buy green fashion products feel good about their choices, reinforcing the idea that sustainability-driven purchases provide a sense of ethical fulfillment. Trust in corporate social responsibility (CSR) ($\approx 70\%$) indicates that consumers value ethical sourcing and fair labor practices, yet some skepticism remains due to past misleading claims by brands. Interestingly, purchase intention scores the lowest ($\approx 65\%$), revealing a gap between awareness and actual buying behavior. Factors like higher costs, limited availability, and style preferences may act as barriers, preventing more consumers from adopting green fashion. To bridge this gap, brands should focus on making sustainable fashion more affordable, stylish, and accessible, while reinforcing trust through transparent CSR efforts. In conclusion, while consumer awareness and marketing strategies are strong, the challenge lies in converting interest into action, which can be achieved through pricing strategies, product variety, and credible sustainability initiatives.

Table 4.The Evolution of Consumer Preferences for Green Fashion: Awareness, Values, and Purchasing Power

Year	Awareness (%)	Value Practices (%)	Willing to Pay (%)
2022	68	65	55
2023	72	70	60
2024	75	75	65

Table 4. Shows a steady increase in consumer awareness and preference for green fashion from 2022 to 2024. Awareness of green fashion rose from 68% in 2022 to 75% in 2024, indicating a growing recognition of sustainability, likely driven by marketing efforts, media coverage, and corporate initiatives. Similarly, the percentage of consumers who value sustainable practices increased from 65% to 75%, reflecting a stronger commitment to ethical and eco-friendly choices. However, the percentage of consumers willing to pay more for sustainable products, while also increasing from 55% to 65%, remains lower than awareness and value perception, suggesting that price remains a barrier despite a positive shift in mindset. This gap highlights the need for brands to make sustainable fashion more affordable and accessible, possibly through incentives, discounts, second-hand markets, or better communication of long-term benefits such as durability and ethical production. The findings suggest that while consumers are increasingly informed and interested in sustainable fashion, actual purchasing behavior still depends on pricing and perceived value, making affordability and trust key factors in driving the adoption of green fashion.

Table 5.Growth in Consumer Awareness and Sustainable Purchasing Trends in Green Fashion (2022-2024)

Year	Consumers Aware of Green Fashion (%)	Consumers Who Consider Sustainability Influential in Purchasing Decisions (%)	Growth in Green Fashion Purchases Compared to Previous Year (%)
2022	72	61	25
2023	78	68	30
2024	82	75	35

Table5.Presents a positive trend in consumer awareness and behavior towards green fashion from 2022 to 2024, showing a steady increase in all key indicators. Consumer awareness of green fashion rose from 72% in 2022 to 82% in 2024, indicating a growing recognition of sustainable practices, likely influenced by environmental concerns, media exposure, and brand initiatives. Similarly, the percentage of consumers who consider sustainability an influential factor in purchasing decisions increased from 61% to 75%, suggesting that more consumers are not only aware but also actively factoring sustainability into their buying habits. Additionally, the growth in green fashion purchases compared to the previous year reflects a consistent upward trajectory, rising from 25% in 2022 to 35% in 2024, demonstrating that sustainability is translating into actual purchasing behavior. This indicates that brands and retailers promoting eco-friendly products are gaining traction among consumers. However, while awareness and sustainability-driven purchasing decisions are improving, potential barriers such as pricing, accessibility, and trust in sustainability claims may still limit further growth. To capitalize on this trend, businesses should focus on affordability, transparency, and effective marketing strategies to maintain and accelerate consumer engagement with sustainable fashion.

CONCLUSION

The findings of this research provide a comprehensive insight into the intricate relationship between consumer awareness of green fashion and its influence on purchasing decisions. By systematically examining the factors that shape this awareness, the research highlighted significant gaps in consumer knowledge about sustainable fashion, as evidenced by the notion of "green purchasing illiteracy" found among young consumers. The research problem was addressed through a detailed analysis of the dimensions influencing consumer behavior, particularly the impact of perceived value, environmental attitudes, and the framing of sustainability messages (Sagapova N et al., 2022). Moreover, it demonstrated that green marketing strategies, particularly when aligned with consumer values and communication approaches, could effectively enhance purchase intentions for sustainable products. The implications of these findings extend beyond theoretical contributions to practical applications, suggesting that fashion brands should develop more transparent and engaging marketing practices that resonate with consumer awareness and foster trust (Ali Q et al., 2020). For instance, integrating sustainability indicators into marketing strategies can enhance clarity and consumer engagement with green products. Future research should delve into the specific barriers consumers face in adopting sustainable purchasing behaviors and explore longitudinal studies that assess the effectiveness of various green marketing strategies (COSSATIN AG et al., 2023). It may also be beneficial to investigate cross-cultural differences in consumer attitudes towards sustainable fashion, particularly in transition economies like Vietnam (Nguyen PM et al., 2022). This line of inquiry could lead to the development of tailored marketing frameworks that align with different consumer needs and lifestyles, ultimately driving more inclusive sustainable practices in the fashion industry (Hamdan et al., 2022). Furthermore, the integration of digital nudges, as highlighted in the research, can provide additional avenues for promoting sustainable consumption. By bridging the gap between consumer awareness and actual sustainable practices, future studies could contribute to a more profound understanding of how to effectively engage consumers sustainably. In conclusion, this dissertation reaffirms the critical role of consumer awareness in shaping purchasing decisions while advocating for industry-wide commitment to sustainable practices that genuinely reflect consumer needs and values (Chen L et al., 2022).

FUNDING

The current work was assisted financially by the Deanship of Scientific Research at King Khalid University via the

Large Group Project under grant number RGP2/557/45.

ACKNOWLEDGMENTS

The author extend their appreciation to the Deanship of Research and Graduate Studies at King Khalid University for funding this work through Large Research Project under grant number RGP2/557/45.

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