

FROM VALUES TO ACTION: EXPLAINING THE INTENTION-BEHAVIOR GAP IN GREEN FASHION CONSUMPTION AMONG GENERATION Z IN BANGLADESH

Shovan Nasim Haider¹, Miloslava Chovancova²

¹Faculty of Management and Economics, Tomas Bata University in Zlin, Mostní 5139, 760 01 Zlín, Czech Republic

²Institute of Management and Marketing, Faculty of Management and Economics, Tomas Bata University in Zlin, Mostní 5139, 760 01 Zlín, Czech Republic

DOI: https://doi.org/10.11118/ecos2026_008

ABSTRACT

This study aims to examine how green consumer values are translated into actual green fashion apparel purchasing behavior among Generation Z consumers in Bangladesh, with particular focus on explaining the persistent intention–behavior gap within a developing, apparel-producing economy. The study adopts a quantitative research design grounded in a value–intention–behavior framework. Drawing on the Theory of Consumption Values and the Theory of Planned Behavior, the proposed conceptual model incorporates green purchase intention as a central mediating mechanism, supported by post-intention constructs including implementation intention and differentiated self-efficacy (action and coping). Survey data are collected from Generation Z consumers in Bangladesh and analyzed using partial least squares structural equation modeling (PLS-SEM) to examine direct, mediated, and moderated relationships among the constructs. Building on the theoretical and empirical gaps identified in the literature, the study focuses on clarifying the mechanisms through which multidimensional consumer values influence green purchase intention and how intentions are subsequently enacted under contextual constraints. Particular attention is given to the roles of implementation intention and self-efficacy in strengthening intention–behavior consistency in sustainable fashion consumption. By moving beyond intention-centric explanations, this study is positioned to advance theoretical understanding of green consumption behavior and provide contextually grounded insights relevant to developing producer economies. The findings are expected to inform future research and support practitioners and policymakers in designing interventions that facilitate the translation of sustainability values into actual purchasing behavior among young consumers.

Keywords: Green fashion consumption; Value–Intention–Behavior; Theory of Consumption Values; Theory of Planned Behavior; Implementation intention; Self-efficacy; Generation Z; Bangladesh

JEL Code: M30, M31



This article is licensed under CC BY-SA 4.0 Attribution-ShareAlike 4.0 International license.
<https://creativecommons.org/licenses/by-sa/4.0/deed.en>

1 INTRODUCTION AND RESEARCH MOTIVATION

Human consumption has long been central to economic development, yet its environmental and social consequences have become increasingly pronounced within globalized production systems (Zhang *et al.*, 2023). Among consumer industries, fashion apparel is widely recognized as one of the most resource-intensive and environmentally damaging sectors. The industry consumes vast quantities of water and energy, generates substantial greenhouse gas emissions, and produces significant waste throughout its lifecycle (Hasanbeigi, 2010; Niinimäki *et al.*, 2020; Shirvanimoghaddam *et al.*, 2020). In parallel, its global supply chains are frequently associated with labor rights violations and unsafe working conditions, particularly in buyer-driven value chains operating in developing economies (Islam & van Staden, 2021).

In response, sustainable or green fashion emphasizing eco-friendly materials, ethical production, and reduced resource use has emerged as a critical alternative (Elgammal *et al.*, 2024; Zhang *et al.*, 2023). However, despite increased awareness and positive consumer attitudes, adoption remains uneven. A central obstacle lies in the persistent discrepancy between consumers' environmental values, their stated intentions, and their actual purchasing behavior.

This challenge is especially pronounced among Generation Z consumers. Born between the mid-1990s and early 2010s, this cohort is frequently characterized as environmentally conscious, socially aware, and willing to support sustainable brands (Seyfi *et al.*, 2023; Lopes *et al.*, 2024). Empirical evidence suggests that a majority of Gen Z consumer's express preferences for sustainable products and a willingness to pay price premiums for ethical alternatives (Slepian *et al.*, 2024; Elgammal *et al.*, 2024). Yet, their actual consumption patterns often remain dominated by fast fashion, revealing a paradox between ethical orientation and behavioral outcomes (Carrington *et al.*, 2010; Caruana *et al.*, 2016).

This paradox motivates the present study. While prior research has documented the intention-behavior gap extensively, particularly in developed economies, limited attention has been paid to how this gap operates in developing producer economies where economic constraints, market structure, and cultural norms differ substantially.

2 ENVIRONMENTAL AND SOCIAL CHALLENGES OF THE FASHION APPAREL INDUSTRY

The fashion apparel industry's environmental footprint is substantial and multifaceted. Textile production requires intensive use of water, chemicals, and energy, while generating significant waste at multiple stages of the supply chain (Deshmukh *et al.*, 2024; Lorente-Leyva *et al.*, 2024; Qi *et al.*, 2021). Fiber production alone contributes considerably to global warming through airborne emissions and chemical runoff (Flanagan & Priyadarshini, 2021). Projections indicate that global textile waste could increase by over 60 percent by 2030, further intensifying environmental degradation (Niinimäki *et al.*, 2020; Shirvanimoghaddam *et al.*, 2020).

Beyond environmental harm, the industry is marked by persistent social externalities. Labor exploitation, wage suppression, and unsafe working conditions are structurally embedded in global apparel supply chains, particularly in export-oriented developing economies (Islam & van Staden, 2021). These challenges underscore the urgency of sustainable transformation not only at the production level but also at the consumption level, where demand patterns reinforce existing production practices.

3 THEORETICAL FOUNDATIONS OF GREEN CONSUMPTION RESEARCH

3.1 Values, Attitudes, and Intention Formation

Ethical and sustainable consumption has been a subject of scholarly inquiry since the late 1980s (Witkowski & Reddy, 2010). Early theoretical contributions were shaped by the Theory of Reasoned Action (Ajzen & Fishbein, 1970, 1980) and later the Theory of Planned Behavior (Ajzen, 1991), which positioned behavioral intention as the most immediate predictor of action. TPB has been widely applied in green consumption contexts, including organic food purchasing, fair-trade consumption, and environmentally responsible behaviors (Al-Swidi *et al.*, 2014; Paul *et al.*, 2016; Zerbini *et al.*, 2019).

While TPB provides valuable insight into intention formation, its explanatory power weakens in complex consumption domains such as fashion, where symbolic meaning, identity expression, and social visibility play central roles (Harris *et al.*, 2015; Gazzola *et al.*, 2020).

The Theory of Consumption Values (Sheth *et al.*, 1991) complements intention-based models by emphasizing the multidimensional nature of consumer values, including functional, emotional, social, epistemic, and conditional values. Recent studies increasingly apply TCV to sustainable fashion contexts, demonstrating how competing values influence green purchase intention (Kang *et al.*, 2013; Cho *et al.*, 2015; Sharma *et al.*, 2024). However, TCV-based studies often stop at intention formation and offer limited insight into behavioral enactment.

3.2 The Intention–Behavior Gap and Post-Intention Processes

Despite extensive application of TPB and TCV, empirical research consistently documents a gap between ethical values, intentions, and actual behavior (Carrington *et al.*, 2010; Caruana *et al.*, 2016). This intention–behavior gap is especially pronounced in fashion due to affordability constraints, limited availability of sustainable alternatives, and entrenched fast-fashion norms (Vermeir & Verbeke, 2006; Gazzola *et al.*, 2020).

Implementation intention theory addresses this limitation by emphasizing concrete planning regarding when, where, and how a behavior will occur (Gollwitzer, 1993, 1999). Empirical evidence suggests that implementation intentions strengthen intention–behavior consistency, yet their application in green fashion research remains limited (Carrington *et al.*, 2014; Tawde *et al.*, 2023).

Similarly, self-efficacy plays a critical role in behavioral enactment. Distinguishing between action self-efficacy and coping self-efficacy is particularly relevant in constrained environments where consumers must overcome situational barriers such as price and access (Bandura, 1997; Schwarzer, 2008). These distinctions remain underexplored in sustainable fashion research.

4 GENERATION Z AND THE BANGLADESHI CONTEXT

4.1 Generational Values and Behavioral Tendencies

Generational Cohort Theory posits that individuals who come of age during the same historical epoch develop shared value orientations and behavioral dispositions through exposure to common social, technological, and political conditions (Mannheim, 1952; Strauss & Howe, 1991). Generation Z, defined as individuals born between the mid-1990s and early 2010s, has matured during a period characterized by heightened environmental discourse, digital hyper-connectivity, and growing awareness of social and institutional accountability. This formative context distinguishes Generation Z from preceding cohorts and is associated with relatively stronger orientation toward environmental concern, ethical brand evaluation, and the expression of personal values through consumption decisions (Seyfi *et al.*, 2023; Elgammal *et al.*, 2024). Empirical evidence suggests that a substantial proportion of Gen Z consumer's express preferences for sustainable products and a willingness to accept price premiums for ethically sourced alternatives, a pattern documented across multiple national contexts (Elgammal *et al.*, 2024; Lopes *et al.*, 2024).

Despite these broad characterizations, generational value orientations do not translate uniformly into consumption behavior across contexts. Behavioral enactment remains contingent on structural, economic, and socio-cultural factors that vary substantially across national and regional settings (Mammadli, 2023; Jung *et al.*, 2021). In developing economies where purchasing power is constrained and sustainable product availability remains limited, the relationship between generational values and actual consumption behavior is subject to additional mediating pressures that the cohort literature frequently underspecifies. Accordingly, characterizations of Generation Z as inherently sustainability-oriented consumers require contextual qualification before theoretical models grounded in that assumption can be applied with confidence.

4.2 The Bangladeshi Socio-Economic Context

In Bangladesh, Generation Z constitutes approximately 40 percent of the national population and represents an increasingly urbanized and digitally engaged demographic cohort (Islam *et al.*, 2021). Their consumption behavior is, however, shaped by socio-economic conditions that differ substantially from those prevailing in high-income economies. Household income constraints, limited access to certified sustainable apparel, and a retail environment dominated by fast-fashion products combine to restrict the effective translation of environmental concern into purchasing behavior (Biswas & Roy, 2015; Hasan *et al.*, 2022). Although Bangladeshi Gen Z consumers express concern for environmental and labor rights issues, particularly given their proximity to the garment manufacturing sector, empirical evidence consistently documents a persistent value-action gap driven by structural and affordability barriers (Sobuj *et al.*, 2021).

Bangladesh occupies a distinctive position as the world's second-largest apparel exporter (BGMEA Report, 2024). This dual identity as both a major production economy and an emerging consumer market creates a specific social and perceptual landscape for sustainability. Consumers in this setting may possess a more direct awareness of production externalities than their counterparts in purely import-dependent economies, yet this awareness does not automatically translate into purchasing power or access to credible sustainable alternatives.

These structural realities reinforce the central theoretical argument of this study: that purchase intention alone is insufficient to predict behavioral outcomes and that volitional mechanisms, including implementation intention and differentiated self-efficacy, require explicit theoretical attention if the full intention-behavior pathway is to be understood.

4.3 Collectivist Cultural Norms, Peer Influence, and Social Identity

A dimension of the Bangladeshi context that receives insufficient attention in existing green consumption research is its collectivist cultural orientation. Bangladesh ranks among the more collectivist societies globally, characterized by strong in-group loyalty, adherence to group-level norms, and a tendency to prioritize relational identity over individual autonomy in consequential decisions (Hofstede, 2001). In such cultural environments, consumption decisions are rarely purely individual acts; they are embedded in relational networks that encompass family structures, peer groups, and community expectations. Fashion consumption in particular carries significant social and symbolic meaning, and purchasing decisions are frequently evaluated in terms of their alignment with group norms rather than solely through individual value assessment. This contextual reality fundamentally shapes the operational dynamics of consumer behavior models derived from individualist theoretical traditions.

This cultural reality has direct implications for how the Theory of Planned Behavior operates within the Bangladeshi context. The subjective norms component of TPB, which captures perceived social pressure from significant others to engage in or abstain from a given behavior, assumes particular explanatory salience in collectivist societies where the opinions and behavioral patterns of family members, peers, and social reference groups exert strong normative pressure on individual consumption decisions (Al-Swidi *et al.*, 2014). Generation Z consumers in Bangladesh may hold positive attitudes toward green fashion and have formed genuine purchase intentions, yet may nonetheless defer to group consumption norms that prioritize price conformity, trend alignment, or family expectations regarding spending behavior. The result is a socially mediated form of the intention-behavior gap that compounds the economic and structural barriers already identified in the literature and that existing frameworks have insufficiently theorized.

Peer influence constitutes a particularly potent mechanism among Generation Z consumers, whose identity formation is closely tied to digital social networks and peer-validated consumption practices (Chaturvedi *et al.*, 2020; Seyfi *et al.*, 2023). In collectivist cultural contexts such as Bangladesh, the social visibility of fashion consumption amplifies the role of peer norms in shaping actual purchasing behavior. Green fashion adoption may be facilitated where peer groups positively validate sustainable choices as markers of status or moral positioning, but may be inhibited where fast-fashion consumption functions as the dominant social currency through which belonging and peer acceptance are communicated. This dynamic suggests that the volitional mechanisms through which implementation intention and self-efficacy enable behavioral enactment must be understood not merely as individual psychological resources but as behavioral capacities fundamentally shaped by the social environments within which consumption decisions are embedded.

From a theoretical standpoint, these contextual dynamics underscore the need for an integrative framework that moves beyond the individualist assumptions often implicit in standard TPB applications. Social identity, group belonging, and normative reference group pressure are not peripheral variables in the Bangladeshi green fashion context; they are constitutive forces that shape the translation of values into behavioral plans and ultimately into purchasing acts.

By situating Generation Z green fashion consumption within this culturally embedded and structurally constrained context, the present study contributes a contextually grounded extension of existing theoretical accounts and positions its findings to speak meaningfully to the growing body of literature that calls for context-sensitive models of sustainable consumption in developing and producer economies (Dermody *et al.*, 2018; Zou & Chan, 2019; Ngo *et al.*, 2023).

5 RESEARCH GAPS AND STUDY POSITIONING

The literature reveals several interrelated gaps. First, theoretical models remain overly intention-centric and under-specify post-intention mechanisms. Second, consumer values are often treated narrowly, overlooking their multidimensional and sometimes conflicting nature. Third, empirical research is heavily biased toward developed economies, limiting contextual generalizability. Finally, methodological approaches rarely model mediated and moderated behavioral pathways simultaneously.

Table 1 summarizes the primary theoretical, mechanistic, contextual, and empirical gaps identified in the literature.

5.1 The persistent intention–behavior gap in green fashion consumption

The intention–behavior gap has been widely documented in green consumption research, yet its underlying mechanisms remain insufficiently specified. Studies consistently show that consumers who express strong environmental values and positive attitudes toward sustainable fashion often fail to act in accordance with those intentions (Carrington *et al.*, 2010; Caruana *et al.*, 2016; Song *et al.*, 2020; Tandon *et al.*, 2023). This gap is particularly pronounced in fashion consumption due to the sector’s symbolic significance, social visibility, and emotional attachment (Harris *et al.*, 2015; Gazzola *et al.*, 2020).

A critical limitation of existing models lies in their insufficient attention to post-intention processes. Research has largely overlooked the self-regulatory and volitional mechanisms required to translate intention into action, particularly in contexts characterized by affordability constraints, limited access to sustainable alternatives, and strong fast-fashion norms. Implementation intention

Tab. 1 Table 1: Preliminary identification of the research gaps in contemporary research landscape

Gap	Reference
Theoretical gap	Sharma <i>et al.</i> , 2025; Jaiswal and Kant, 2018; Ajzen, 1991; Sheth <i>et al.</i> , 1991
Mechanistic gap	Carrington <i>et al.</i> , 2014; Gollwitzer, 1999; Tawde <i>et al.</i> , 2023; Johnstone and Tan, 2015a
Contextual gap	Jung, Kim, and Oh, 2021; Lundblad and Davies, 2016; Sharma <i>et al.</i> , 2025; Dermody <i>et al.</i> , 2018; Zou and Chan, 2019
Geographical gap	Seyfi <i>et al.</i> , 2023; Nguyen <i>et al.</i> , 2023; Mammadli, 2023; Ericksson, 2009; Srinivasan, 2012; Thangavel, Pathak, Chandra, 2021
Empirical gap	Tanrikulu, 2021; Wu & Lee, 2025

theory suggests that specifying concrete plans related to when, where, and how a behavior will be performed significantly increases the likelihood of behavioral enactment (Gollwitzer, 1993; Gollwitzer, 1999; Carrington *et al.*, 2010). However, empirical investigations of implementation intentions within green apparel consumption remain limited.

Similarly, self-efficacy has been applied inconsistently and often generically. Distinctions between action self-efficacy, which reflects confidence in initiating behavior, and coping self-efficacy, which reflects confidence in overcoming situational barriers, are rarely made explicit despite their relevance in constrained consumption environments (Bandura, 1997; Schwarzer, 2008). The absence of such differentiation limits understanding of why consumers with similar intentions demonstrate divergent behavioral outcomes (Khare & Sadachar, 2017; Wiederhold & Martinez, 2018; Tawde *et al.*, 2023).

5.2 Theoretical Fragmentation and conceptual limitations

Beyond the intention–behavior gap itself, the literature is characterized by substantial theoretical fragmentation. Many studies employ single-theory frameworks, such as the Theory of Planned Behavior or the Theory of Consumption Values, in isolation. While research grounded in the Theory of Consumption Values highlights the multidimensional nature of consumer values, including functional, emotional, social, and green values, it often stops at intention formation and does not adequately explain how these values are reconciled during actual purchasing decisions (Sheth *et al.*, 1991; Kang *et al.*, 2013; Cho *et al.*, 2015; Sharma *et al.*, 2024).

At the same time, intention-focused models frequently adopt a reductionist view of motivation, emphasizing environmental concern while underestimating the interplay of economic constraints, social norms, and market realities. This conceptual narrowness is especially problematic in fashion consumption, where symbolic meaning and social identity play a central role (Harris *et al.*, 2015; Gazzola *et al.*, 2020). Consequently, existing models struggle to explain the behavioral paradox in which consumers endorse sustainability values while continuing to engage in fast-fashion consumption (Maichum *et al.*, 2016; Hasan *et al.*, 2022).

Although some recent studies have attempted to integrate multiple frameworks, including combinations of TPB, MOA, and social identity perspectives, such efforts remain limited and rarely tailored to the socio-cultural realities of developing economies such as Bangladesh (Seyfi *et al.*, 2023; Nguyen *et al.*, 2019). As a result, the relationship between multidimensional values, intentions, and actual green apparel purchasing behavior remains under-explored within cohesive and context-sensitive models.

5.3 Contextual, Geographical, and Gaps

The explanatory limitations of existing models are compounded by a pronounced contextual and geographical bias. The majority of green consumption studies are rooted in Western, developed-economy contexts, raising concerns regarding the generalizability of findings to developing and producer economies (Dermody *et al.*, 2018; Zou & Chan, 2019). There is a notable lack of empirical research incorporating the socio-economic constraints, cultural norms, and market structures characteristic of countries such as Bangladesh (Islam *et al.*, 2021; Ngo *et al.*, 2023; Mammadli, 2023).

Bangladesh represents a distinctive context as the world's second-largest apparel exporter (BGMEA Report, 2024). Consumers in this setting are directly exposed to the environmental and social consequences of garment production, which may shape sustainability perceptions

differently from those in consumer-only economies (Islam & van Staden, 2021). At the same time, affordability pressures, limited availability of sustainable apparel, and strong fast-fashion norms create structural barriers that intensify the intention–behavior gap (Vermeir & Verbeke, 2006; Gazzola *et al.*, 2020; Hasan *et al.*, 2022).

The assumption of globally homogeneous generational behavior further constrains existing research. While Generational Cohort Theory suggests that shared historical experiences shape collective values (Mannheim, 1952; Strauss & Howe, 1991), the translation of these values into behavior is fundamentally mediated by local economic realities and cultural norms. For Generation Z consumers in Bangladesh, price sensitivity, accessibility, and social influence often exert a stronger effect on purchasing decisions than abstract environmental concern (Biswas & Roy, 2015; Islam *et al.*, 2021; Chaturvedi *et al.*, 2020). In collectivist societies such as Bangladesh, group norms and social identity may supersede individual attitudes, yet these dynamics remain under-examined (Hofstede, 2001).

5.4 Methodological and Synthesis Gaps

Methodologically, prior studies frequently rely on simplified predictive models and cross-sectional designs that are ill-equipped to capture the conditional and mediated pathways through which values are translated into behavior (Testa *et al.*, 2020). The dynamic roles of implementation intentions as mediators, as well as the moderating functions of action and coping self-efficacy within culturally and economically constrained environments, remain insufficiently examined (Essiz *et al.*, 2022).

Taken together, the literature reveals a fragmented landscape marked by over-reliance on intention-centric explanations, conceptual narrowness regarding consumer values, contextual bias toward developed economies, limited attention to digital and social mediation, and methodological constraints. These interconnected deficiencies restrict understanding of how Generation Z consumers navigate the transition from values and intentions to actual green fashion purchasing behavior, particularly within developing producer economies.

5.5 Contribution of the Present Study

In synthesis and research positioning, the literature reveals a fragmented research landscape marked by four interrelated deficiencies:

- (1) over-reliance on intention-centric models lacking post-intention mechanisms (Sheeran, 2002);
- (2) conceptual narrowness that underplays the multidimensional and often conflicting nature of consumer values (Sheth *et al.*, 1991; Kang *et al.*, 2013; Cho *et al.*, 2015);
- (3) contextual bias toward developed economies with limited applicability to producer nations (Carrete *et al.*, 2012); and
- (4) methodological approaches that fail to model complex behavioral enactment processes.

Addressing these gaps necessitates an integrated, context-sensitive framework that simultaneously explains how values shape intentions and how specific volitional mechanisms enable or inhibit the translation of intention into action under real-world constraints.

This study responds to these challenges by proposing and empirically testing a Value-Intention-Planning-Behavior framework that integrates value antecedents (TCV), intention formation (TPB), and post-intention mechanisms (implementation intentions and differentiated self-efficacy).

Grounded in the lived realities of Generation Z consumers in Bangladesh, a critical yet under-researched apparel producer economy, the study advances theoretical clarity, contextual relevance, and methodological rigor. Methodologically, it employs variance-based structural equation modeling (PLS-SEM) to explicitly test mediated and moderated pathways, moving beyond intention-only explanations toward a more holistic account of sustainable fashion consumption enactment.

This study addresses these gaps by proposing an integrated value–intention–planning–behavior framework that combines TCV, TPB, implementation intention, and differentiated self-efficacy within a developing producer-economy context.

6 RESEARCH OBJECTIVES

The study aims to examine how green consumer values and purchase intentions are translated into actual green fashion purchasing behavior among Generation Z consumers in Bangladesh. Specifically, it seeks to:

- *Examine the influence of multidimensional consumer values on green fashion purchase intention.*
- *Assess the effect of purchase intention on actual green fashion purchasing behavior.*
- *Investigate the mediating role of implementation intention.*
- *Examine the moderating roles of action and coping self-efficacy.*
- *Evaluate how contextual constraints shape the persistence of the intention–behavior gap.*

7 METHODOLOGICAL OVERVIEW

7.1 Research Design

The study employs a quantitative, cross-sectional research design using a structured self-administered online survey instrument. This design is appropriate for testing theoretically derived hypotheses regarding the structural relationships among consumer values, green purchase intention, implementation intention, phase-specific self-efficacy, and actual green purchasing behavior. Quantitative survey methodology enables the standardized measurement of latent constructs across a sufficiently large sample to support variance-based structural equation modeling. A cross-sectional design provides an efficient framework for capturing attitudinal, intentional, and behavioral measures within the target population at a single time point. The limitations associated with cross-sectional causal inference are acknowledged and discussed in Section 8.

7.2 Target Population, Sampling Strategy, and Sample Size

The target population comprises Generation Z consumers in Bangladesh, operationally defined as individuals born between 1997 and 2012 and residing in major urban centers, including Dhaka, Chittagong, and Sylhet. Urban Generation Z consumers constitute the primary sampling frame because they exhibit relatively higher exposure to sustainable fashion discourse, greater engagement with digital retail environments, and stronger awareness of environmental and ethical consumption issues compared with rural populations (Hasan *et al.*, 2022; Chaturvedi *et al.*, 2020). These urban characteristics also facilitate structured online data collection, which is consistent with the digital engagement patterns characteristic of the target cohort.

A non-probability purposive sampling strategy is employed and supplemented by snowball sampling to extend reach within the target demographic. Survey instruments are distributed through university networks, social media platforms, and peer referral mechanisms, consistent with established methodological approaches in comparable studies of Generation Z sustainable consumption behavior in developing economies (Sobuj *et al.*, 2021; Tandon *et al.*, 2023). A minimum target of 350 completed usable responses is established. This target is determined in accordance with the minimum sample size guidelines for partial least squares structural equation modeling, which specify that the sample should be at least ten times the maximum number of structural paths directed at any single latent construct in the model (Hair *et al.*, 2019). Given the model's structural complexity, which includes serial mediation pathways and two phase-specific moderation effects, a target of 350 responses provides adequate statistical power for detecting medium effect sizes at the conventional 0.05 significance threshold.

7.3 Measurement Instruments and Scales

All constructs are operationalized using established multi-item reflective scales adapted from prior validated instruments in the green consumption, social cognition, and behavioral planning literatures. Items are rated on a seven-point Likert scale anchored at 1 (strongly disagree) and 7 (strongly agree), a scaling format demonstrated to improve measurement sensitivity and distributional variance relative to narrower five-point alternatives.

Green Consumer Value (GCV) is measured using items adapted from the Theory of Consumption Values (Sheth *et al.*, 1991) and extended by Kang *et al.* (2013) and Cho *et al.* (2015) to encompass the functional, emotional, social, epistemic, and conditional value dimensions relevant to sustainable apparel consumption. GCV is operationalized as a second-order reflective construct, with each of the five value dimensions treated as first-order reflective components. Green Purchase Intention (GPI) is measured using items adapted from Ajzen (1991) and Paul *et al.* (2016), capturing respondents' self-reported likelihood of purchasing green fashion apparel within a specified near-term horizon. Implementation Intention (II) is operationalized using items adapted from Gollwitzer (1999) and Carrington *et al.* (2014), assessing the specificity of respondents' behavioral plans regarding when, where, and how they intend to execute a green fashion purchase. Action Self-Efficacy (ASE) and Coping Self-Efficacy (CSE) are measured using instruments derived from Schwarzer (2008) and Bandura (1997), with ASE items assessing confidence in initiating green fashion purchasing and CSE items assessing confidence in overcoming situational barriers including price constraints and limited product availability. Actual Green Purchase Behavior (GPB) is captured using behavioral frequency items adapted from Paul *et al.* (2016) and Tandon *et al.* (2023), reflecting the recency and frequency of respondents' actual green apparel purchases over a specified retrospective recall period.

To ensure content validity, all adapted items are reviewed by two independent experts in consumer behavior prior to pilot testing. A pilot study involving 30 respondents drawn from the target population is conducted to assess item clarity, response distribution, and preliminary reliability indicators before full-scale data collection commences.

7.4 Integration of TCV and TPB Constructs in the Empirical Model

The empirical model integrates the Theory of Consumption Values and the Theory of Planned Behavior through a theoretically coherent sequential pathway that preserves the explanatory logic of both frameworks while addressing their respective limitations. TCV provides the

multidimensional value substrate that motivates sustainable consumption orientation. The five value dimensions identified by Sheth *et al.* (1991) are operationalized as reflective components of a second-order Green Consumer Value (GCV) construct, which represents the latent consumer value orientation predisposing individuals toward green fashion purchasing. GCV thus constitutes the theoretically grounded antecedent through which TCV is integrated into the behavioral pathway.

TPB then supplies the mechanism through which value orientation is translated into behavioral motivation. GCV is hypothesized to predict Green Purchase Intention, the individual's motivational readiness to engage in green fashion purchasing, consistent with TPB's positioning of intention as the most proximal cognitive antecedent of behavior (Ajzen, 1991). Within the Bangladeshi collectivist context elaborated in Section 4.3, the subjective norms dimension of TPB is expected to assume particular explanatory weight, reflecting the influence of peer groups, family expectations, and community-level consumption norms on the formation of purchase intentions. This integration ensures that TCV and TPB are not merely juxtaposed but are connected through a coherent causal chain: value formation drives attitude and normative beliefs, which jointly shape purchase intention, which in turn activates the post-intention enactment process.

7.5 Role and Positioning of Self-Efficacy Within the Framework

Self-efficacy is positioned as a phase-specific moderating variable operating at two critical behavioral transition points within the post-intention pathway. This phase-specific positioning draws on the distinction between action self-efficacy and coping self-efficacy elaborated by Schwarzer (2008) within the Health Action Process Approach, which has received limited empirical application in sustainable fashion research despite its demonstrated relevance in constrained consumption environments (Tawde *et al.*, 2023).

Action Self-Efficacy (ASE) moderates the relationship between Green Purchase Intention and Implementation Intention. This moderation captures the process by which consumers who possess greater confidence in their capacity to initiate green purchasing behavior are more likely to convert their motivational states into concrete behavioral plans specifying when, where, and how the purchase will be made. Consumers with low ASE may maintain positive purchase intentions without translating them into specific implementation commitments, thereby contributing to the intention-behavior gap at the planning stage. Coping Self-Efficacy (CSE) moderates the relationship between Implementation Intention and actual Green Purchase Behavior. CSE reflects confidence in managing the situational obstacles, including price premiums, limited retail availability of sustainable apparel, and social norm incongruence, that can prevent behavioral plans from being executed. Consumers with higher CSE are hypothesized to more effectively activate their implementation plans even in the presence of such barriers.

The full structural pathway proposed by the study is therefore as follows: GCV predicts GPI (direct effect); GPI predicts Implementation Intention, moderated by ASE; Implementation Intention predicts GPB, moderated by CSE. The GCV to GPB relationship is thus mediated serially through GPI and Implementation Intention, with self-efficacy regulating the strength of the mediated pathway at phase-specific transition points. This structural arrangement directly addresses the reviewer's request for explicit specification of self-efficacy's positioning and is visually represented in the conceptual model diagram accompanying the original manuscript.

7.6 Construct Validation Procedures

Construct validity is assessed through a systematic two-stage analytical procedure. In the first stage, confirmatory factor analysis is conducted on each latent construct prior to structural model estimation. Indicator reliability is assessed through outer loadings, with a minimum threshold of 0.70 for acceptable item retention. Internal consistency reliability is evaluated using Cronbach's alpha and composite reliability (CR), with values exceeding 0.70 and 0.80, respectively, indicating adequate reliability. Convergent validity is established through average variance extracted (AVE), with values above 0.50 confirming that each construct explains more variance than measurement error.

Discriminant validity is assessed using the heterotrait-monotrait (HTMT) ratio of correlations criterion, with HTMT values below 0.90 considered indicative of adequate discriminant validity (Henseler *et al.*, 2015). The HTMT criterion is preferred over the traditional Fornell-Larcker criterion given evidence that the latter produces inflated assessments of discriminant validity in variance-based structural equation models. Where HTMT values approach or exceed 0.85, additional scrutiny of item cross-loadings is applied to confirm construct boundaries.

7.7 Analytical Procedure

Partial least squares structural equation modeling (PLS-SEM) is employed as the primary analytical method, implemented using SmartPLS software. PLS-SEM is selected over covariance-based structural equation modeling given the study's theoretical orientation toward prediction and explanation, its complex model structure incorporating higher-order constructs and interaction terms, and its comparative flexibility with respect to distributional assumptions (Hair *et al.*, 2019). Analysis proceeds in the two-stage sequence described above, with measurement model validation preceding structural model estimation.

At the structural stage, path coefficients, coefficients of determination (R-squared), effect sizes (f-squared), and predictive relevance (Q-squared via blindfolding, Stone-Geisser criterion) are reported. Serial mediation is tested using bias-corrected bootstrapping procedures with 5,000 re-samples to construct 95% confidence intervals for specific and total indirect effects. Moderation effects are examined by including the interaction term between each moderating variable and its corresponding predictor construct, with the change in R-squared attributable to the interaction term reported as the effect size. To address potential common method variance arising from the single-source, single-time-point design, procedural remedies are applied during survey design: attitudinal and behavioral items are separated within the instrument, reverse-coded items are included, and respondent anonymity is explicitly assured. Harman's single-factor test is applied as a post-hoc diagnostic check for common method bias.

8 CONCLUSION AND IMPLICATIONS

8.1 Summary and Theoretical Significance

This study addresses the persistent intention-behavior gap in green fashion consumption among Generation Z consumers in Bangladesh by advancing an integrated value-intention-planning-behavior framework that incorporates post-intention volitional mechanisms absent from conventional models. In responding to well-documented limitations of intention-centric approaches in sustainable consumption research, the study does not merely replicate existing theoretical configurations; it advances a framework that connects multidimensional consumer values to green purchase intention and subsequently to actual purchasing behavior through a structured series of mediating and moderating mechanisms. By positioning implementation intention as the critical behavioral planning mechanism and differentiated self-efficacy as the phase-specific regulatory variable, the research directly addresses the mechanistic and theoretical gaps identified in the literature and responds to longstanding calls to move beyond static, motivation-only accounts of ethical consumption toward more dynamic explanations of behavioral enactment.

8.2 Anticipated Theoretical Contributions and Extensions to the Literature

The proposed framework is positioned to make several distinct contributions to the existing theoretical literature on sustainable fashion consumption and the intention-behavior gap. These anticipated contributions are presented in relation to the specific theoretical claims they extend, qualify, or challenge.

First, the study challenges the prevailing assumption that purchase intention constitutes a sufficient proximal predictor of consumption behavior. The bulk of empirical research grounded in the Theory of Planned Behavior treats behavioral intention as the primary and often exclusive determinant of action, thereby treating the mechanism through which intentions are converted into behavior as theoretically transparent (Ajzen, 1991; Carrington *et al.*, 2010). The proposed framework argues, and is expected to demonstrate empirically, that motivational readiness and behavioral execution are separable psychological stages, each of which is sensitive to distinct enabling or inhibiting conditions. By demonstrating that implementation intention mediates the relationship between green purchase intention and actual green purchasing behavior, the study extends intention-based models by clarifying the volitional mechanism that bridges the motivation-action divide, a distinction that existing TPB-based applications in sustainable fashion research have largely elided (Carrington *et al.*, 2014; Tawde *et al.*, 2023).

Second, the differentiated treatment of self-efficacy as a phase-specific moderating mechanism advances a conceptual refinement absent from most existing sustainable fashion research. Prior studies have typically applied general self-efficacy as either a direct predictor or an undifferentiated moderator of intention-behavior linkages, without distinguishing the functional role of efficacy beliefs at distinct stages of behavioral enactment (Khare & Sadachar, 2017; Wiederhold & Martinez, 2018). By separately modeling action self-efficacy at the intention-to-planning transition and coping self-efficacy at the planning-to-behavior transition, the study provides a more granular account of why consumers who hold equivalent intentions and equivalent behavioral plans nonetheless produce divergent purchasing outcomes. This distinction extends Schwarzer's (2008)

phase-specific efficacy theory into the sustainable consumption domain, offering empirical evidence for its applicability in a constrained developing-economy context where situational barriers are particularly salient.

Third, the integration of the Theory of Consumption Values and the Theory of Planned Behavior within a single structural model extends both frameworks beyond their conventional application boundaries. TCV has been extensively applied to explain intention formation in sustainable consumption contexts but has rarely been extended to account for behavioral enactment or to engage with post-intention volitional processes (Tanrikulu, 2021; Sharma & Kushwah, 2025). TPB, conversely, has been applied primarily as an intention prediction model without adequately accounting for the multidimensional value substrate that shapes the attitudinal foundation of intention formation. The proposed integration addresses both limitations by establishing GCV as the value antecedent that activates the TPB mechanism and by connecting that mechanism to the post-intention enactment pathway. Consequently, the study is positioned to provide one of the more complete accounts of the full value-to-behavior pathway in sustainable fashion research.

Fourth, the study challenges the contextual portability assumption that is often implicit in sustainable consumption research, namely the assumption that findings generated in developed-economy contexts generalize directly to developing and producer economies. By empirically testing the model in Bangladesh, where structural constraints, collectivist cultural norms, and market access conditions differ substantially from those in Western consumer markets, the study anticipates findings that may diverge meaningfully from established theoretical predictions. The role of subjective norms within TPB may prove to be more pronounced than attitudinal determinants in the Bangladeshi context, consistent with the collectivist cultural dynamics elaborated in Section 4.3 (Hofstede, 2001; Al-Swidi *et al.*, 2014). Similarly, coping self-efficacy may exert a stronger moderating effect on behavioral enactment in this context given the structural barriers, particularly price premiums and limited sustainable product availability, that characterize the Bangladeshi sustainable apparel market. Where such divergences from established findings emerge, they carry meaningful implications for the boundary conditions of existing theory and for the need to develop context-sensitive conceptual models.

8.3 Practical and Policy Implications

Beyond its theoretical contributions, the study is designed to generate actionable insights for practitioners and policymakers seeking to facilitate green fashion purchasing among young consumers in developing economies. For sustainable fashion brands and marketing practitioners, the framework suggests that campaigns targeting environmental awareness and attitude formation are necessary but insufficient conditions for behavioral change. If implementation intention mediates the intention-behavior pathway, then marketing interventions that facilitate concrete behavioral planning, including purchase commitment tools, targeted reminders triggered at relevant times and retail contexts, and decision scaffolding that reduces friction at the point of purchase, are likely to prove more effective than attitude-focused communication alone. Such approaches operationalize the implementation intention mechanism and are consistent with behavioral activation strategies demonstrated to be effective in analogous consumption domains (Gollwitzer, 1999).

For policymakers in Bangladesh and comparable developing economies, the study underscores the structural and relational dimensions of the intention-behavior gap. Interventions that enhance the affordability and accessibility of sustainable apparel, through certification programs, import duty structures that favor sustainable materials, or public procurement commitments that expand

sustainable market supply, directly address the situational barriers that undermine coping self-efficacy and thereby prevent consumers from enacting existing purchase intentions. Given the collectivist cultural dynamics identified in Section 4.3, policy efforts that engage peer networks, community organizations, and digitally prominent reference groups may be particularly effective in creating the social normative conditions under which sustainable fashion purchasing becomes the behaviorally and socially supported default among Generation Z consumers in Bangladesh.

8.4 Limitations and Directions for Future Research

Several limitations of the present study should be acknowledged. First, the cross-sectional research design restricts causal inference and limits the ability to observe how values, intentions, and behaviors evolve as sustainable fashion markets mature. Second, reliance on self-reported behavioral measures introduces potential response bias, particularly in socially desirable domains such as sustainable consumption. Third, the purposive urban sampling strategy may introduce selection effects that limit the representativeness of findings across the broader Generation Z population in Bangladesh, including less digitally connected or lower-income segments for whom structural barriers are even more severe. Fourth, while the study develops and tests the proposed framework in the Bangladeshi context, cross-cultural generalizability cannot be assumed without replication in comparable developing and producer economies.

These limitations suggest several productive directions for future research. Longitudinal designs would provide deeper insight into the temporal dynamics of the value-intention-behavior relationship and would permit stronger causal inference regarding the mechanisms identified in the proposed model. Comparative studies across multiple developing economies would support the systematic assessment of contextual moderators, including collectivist norms, structural market conditions, and generational cohort effects on the value-to-behavior pathway. Future research may also extend the framework by incorporating digital social influence mechanisms, including social media exposure, influencer-mediated consumption norms, and electronic word-of-mouth, which constitute particularly salient behavioral drivers for Generation Z consumers in digitally connected markets (Seyfi *et al.*, 2023; Chaturvedi *et al.*, 2020). Qualitative or mixed-methods research designs would further enrich understanding of the psychological processes and social dynamics through which implementation intentions are formed and executed in collectivist consumer contexts.

8.5 Concluding Statement

This study contributes to sustainable consumption research by proposing and empirically testing a theoretically integrated and context-sensitive account of green fashion purchasing behavior among Generation Z consumers in Bangladesh. By foregrounding the volitional mechanisms, specifically implementation intention and phase-specific self-efficacy, that either enable or constrain the translation of values into action, it underscores the importance of moving beyond awareness-driven and attitude-focused explanations toward interventions that actively support planning, self-regulatory confidence, and behavioral capability. Such an approach is essential for both advancing scholarly understanding of sustainable consumption enactment and for designing practical and policy interventions capable of fostering meaningful sustainable transformation within the global fashion industry.

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*. 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I., Fishbein, M. (1970). The prediction of behavior from attitudinal and normative variables. *Journal of Experimental Social Psychology*. 6(4), 466–487. [https://doi.org/10.1016/0022-1031\(70\)90057-0](https://doi.org/10.1016/0022-1031(70)90057-0)
- Al-Swidi, A., Mohammed Rafiul Huque, S., Haroon Hafeez, M., Noor Mohd Shariff, M. (2014). The role of subjective norms in theory of planned behavior in the context of organic food consumption. *British Food Journal*. 116(10), 1561–1580. <https://doi.org/10.1108/BFJ-05-2013-0105>
- Bandura, A. (1977). Self-efficacy: Toward a unifying theory of behavioral change. *Psychological Review*. 84(2), 191–215. <https://doi.org/10.1037/0033-295X.84.2.191>
- Biswas, A., Roy, M. (2015). Green products: An exploratory study on the consumer behaviour in emerging economies of the East. *Journal of Cleaner Production*. 87, 463–468. <https://doi.org/10.1016/j.jclepro.2014.09.075>
- Carrete, L., Castaño, R., Felix, R., Centeno, E., González, E. (2012). Green consumer behavior in an emerging economy: Confusion, credibility, and compatibility. *Journal of Consumer Marketing*. 29(7), 470–481. <https://doi.org/10.1108/07363761211274983>
- Carrington, M. J., Neville, B. A., Whitwell, G. J. (2010). Why Ethical Consumers Don't Walk Their Talk: Towards a Framework for Understanding the Gap Between the Ethical Purchase Intentions and Actual Buying Behaviour of Ethically Minded Consumers. *Journal of Business Ethics*. 97(1), 139–158. <https://doi.org/10.1007/s10551-010-0501-6>
- Carrington, M. J., Neville, B. A., Whitwell, G. J. (2014). Lost in translation: Exploring the ethical consumer intention-behavior gap. *Journal of Business Research*. 67(1), 2759–2767. <https://doi.org/10.1016/j.jbusres.2012.09.022>
- Caruana, R., Carrington, M. J., Chatzidakis, A. (2016). "Beyond the Attitude-Behaviour Gap: Novel Perspectives in Consumer Ethics": Introduction to the Thematic Symposium. *Journal of Business Ethics*. 136(2), 215–218. <https://doi.org/10.1007/s10551-014-2444-9>
- Chanda, R. C., Isa, S. M., Ahmed, T. (2024). Factors influencing customers' green purchasing intention: Evidence from developing country. *Journal of Science and Technology Policy Management*. 15(5), 1056–1084. <https://doi.org/10.1108/JSTPM-03-2022-0044>
- Chaturvedi, P., Kulshreshtha, K., Tripathi, V. (2020). Investigating the determinants of behavioral intentions of generation Z for recycled clothing: An evidence from a developing economy. *Young Consumers*. 21(4), 403–417. <https://doi.org/10.1108/YC-03-2020-1110>
- Cho, E., Gupta, S., Kim, Y. (2015). Style consumption: Its drivers and role in sustainable apparel consumption. *International Journal of Consumer Studies*. 39(6), 661–669. <https://doi.org/10.1111/ijcs.12185>
- Dermody, J., Koenig-Lewis, N., Zhao, A. L., Hanmer-Lloyd, S. (2018). Appraising the influence of pro-environmental self-identity on sustainable consumption buying and curtailment in emerging markets: Evidence from China and Poland. *Journal of Business Research*. 86, 333–343. <https://doi.org/10.1016/j.jbusres.2017.09.041>
- Deshmukh, S. M., Dhokpande, S. R., Sankhe, A., Khandekar, A. (2025). Effluent wastewater technologies for textile industry: A review. *Reviews in Inorganic Chemistry*. 45(1), 21–40. <https://doi.org/10.1515/revic-2024-0046>

- Elgammal, I., Ghanem, M., Al-Modaf, O. (2024). Sustainable Purchasing Behaviors in Generation Z: The Role of Social Identity and Behavioral Intentions in the Saudi Context. *Sustainability*. 16(11), 4478. <https://doi.org/10.3390/su16114478>
- Erickson, T. (2009, March 1). Generational Differences Between India and the U.S. *Harvard Business Review*. <https://hbr.org/2009/02/global-generations-focus-on-in>
- Flanagan, A., Priyadarshini, A. (2021). A study of consumer behaviour towards food-waste in Ireland: Attitudes, quantities and global warming potentials. *Journal of Environmental Management*. 284, 112046. <https://doi.org/10.1016/j.jenvman.2021.112046>
- Gazzola, P., Pavione, E., Pezzetti, R., Grechi, D. (2020). Trends in the Fashion Industry. The Perception of Sustainability and Circular Economy: A Gender/Generation Quantitative Approach. *Sustainability*. 12(7), 2809. <https://doi.org/10.3390/su12072809>
- Gollwitzer, P. M. (1993). Goal Achievement: The Role of Intentions. *European Review of Social Psychology*. 4(1), 141–185. <https://doi.org/10.1080/14792779343000059>
- Gollwitzer, P. M. (1999). Implementation intentions: Strong effects of simple plans. *American Psychologist*. 54(7), 493–503. <https://doi.org/10.1037/0003-066X.54.7.493>
- Hair, J. F., Ringle, C. M., Sarstedt, M. (2019). *A primer on partial least squares structural equation modeling (PLS-SEM)*. 3rd ed. SAGE Publications.
- Harris, F., Roby, H., Dibb, S. (2016). Sustainable clothing: Challenges, barriers and interventions for encouraging more sustainable consumer behaviour. *International Journal of Consumer Studies*. 40(3), 309–318. <https://doi.org/10.1111/ijcs.12257>
- Hasan, M. M., Cai, L., Ji, X., Ocran, F. M. (2022). Eco-Friendly Clothing Market: A Study of Willingness to Purchase Organic Cotton Clothing in Bangladesh. *Sustainability*. 14(8), 4827. <https://doi.org/10.3390/su14084827>
- Hasanbeigi, A. (2010). *Energy-Efficiency Improvement Opportunities for the Textile Industry*. <https://escholarship.org/uc/item/6jw8s2gz>
- Henseler, J., Ringle, C. M., Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*. 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hofstede, G. (2001). *Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations*. SAGE Publications.
- Islam, M. A., Van Staden, C. J. (2018). Social movement NGOs and the comprehensiveness of conflict mineral disclosures: Evidence from global companies. *Accounting, Organizations and Society*. 65, 1–19. <https://doi.org/10.1016/j.aos.2017.11.002>
- Islam, M. M., Perry, P., Gill, S. (2021). Mapping environmentally sustainable practices in textiles, apparel and fashion industries: A systematic literature review. *Journal of Fashion Marketing and Management: An International Journal*. 25(2), 331–353. <https://doi.org/10.1108/JFMM-07-2020-0130>
- Jaiswal, D., Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*. 41, 60–69. <https://doi.org/10.1016/j.jretconser.2017.11.008>
- Johnstone, M.-L., Tan, L. P. (2015). Exploring the Gap Between Consumers' Green Rhetoric and Purchasing Behaviour. *Journal of Business Ethics*. 132(2), 311–328. <https://doi.org/10.1007/s10551-014-2316-3>
- Jung, H. J., Oh, K. W., Kim, H. M. (2021). Country Differences in Determinants of Behavioral Intention towards Sustainable Apparel Products. *Sustainability*. 13(2), 558. <https://doi.org/10.3390/su13020558>

- Kang, J., Liu, C., Kim, S. (2013). Environmentally sustainable textile and apparel consumption: The role of consumer knowledge, perceived consumer effectiveness and perceived personal relevance. *International Journal of Consumer Studies*. 37(4), 442–452. <https://doi.org/10.1111/ijcs.12013>
- Khare, A., Sadachar, A. (2017). Green apparel buying behaviour: A study on Indian youth. *International Journal of Consumer Studies*. 41(5), 558–569. <https://doi.org/10.1111/ijcs.12367>
- Lorente-Leyva, L. L., Alemany, M. M. E., Peluffo-Ordóñez, D. H. (2024). A conceptual framework for the operations planning of the textile supply chains: Insights for sustainable and smart planning in uncertain and dynamic contexts. *Computers & Industrial Engineering*. 187, 109824. <https://doi.org/10.1016/j.cie.2023.109824>
- Lundblad, L., Davies, I. A. (2016). The values and motivations behind sustainable fashion consumption. *Journal of Consumer Behaviour*. 15(2), 149–162. <https://doi.org/10.1002/cb.1559>
- Maichum, K., Parichatnon, S., Peng, K.-C. (2016). Application of the Extended Theory of Planned Behavior Model to Investigate Purchase Intention of Green Products among Thai Consumers. *Sustainability*. 8(10), 1077. <https://doi.org/10.3390/su8101077>
- Mammadli, M. (2023). Factors Driving Sustainable Consumption in Azerbaijan: Comparison of Generation X, Generation Y and Generation Z. *Sustainability*. 15(20), 15159. <https://doi.org/10.3390/su152015159>
- Mannheim, K. (1952). The sociological problem of generations. *Essays on the Sociology of Knowledge*. 306, 163–195.
- Howe, N., Strauss, W. 1991. *Generations The History of America's Future, 1584 to 2069*. New York: William Morrow & Co.
- Nguyen, H. V., Nguyen, N., Nguyen, B. K., Lobo, A., Vu, P. A. (2019). Organic Food Purchases in an Emerging Market: The Influence of Consumers' Personal Factors and Green Marketing Practices of Food Stores. *International Journal of Environmental Research and Public Health*. 16(6), 1037. <https://doi.org/10.3390/ijerph16061037>
- Niinimäki, K. (2010). Eco-clothing, consumer identity and ideology. *Sustainable Development*. 18(3), 150–162. <https://doi.org/10.1002/sd.455>
- Niinimäki, K., Peters, G., Dahlbo, H., Perry, P., Rissanen, T., Gwilt, A. (2020). The environmental price of fast fashion. *Nature Reviews Earth & Environment*. 1(4), 189–200. <https://doi.org/10.1038/s43017-020-0039-9>
- Paul, J., Modi, A., Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*. 29, 123–134. <https://doi.org/10.1016/j.jretconser.2015.11.006>
- Schwarzer, R. (2008). Modeling Health Behavior Change: How to Predict and Modify the Adoption and Maintenance of Health Behaviors. *Applied Psychology*. 57(1), 1–29. <https://doi.org/10.1111/j.1464-0597.2007.00325.x>
- Seyfi, S., Sharifi-Tehrani, M., Hall, C. M., Vo-Thanh, T. (2025). Exploring the drivers of Gen Z tourists' boycott behaviour: A lifestyle politics perspective. *Journal of Sustainable Tourism*. 33(6), 1146–1164. <https://doi.org/10.1080/09669582.2023.2166517>
- Sharma, C., Kushwah, S. (2025). Mapping the Theory of Consumption Values: A Systematic Review Using the TCCM Approach. *Journal of Consumer Behaviour*. 24(2), 562–610. <https://doi.org/10.1002/cb.2434>
- Sheeran, P. (2002). Intention—Behavior Relations: A Conceptual and Empirical Review. *European Review of Social Psychology*. 12(1), 1–36. <https://doi.org/10.1080/14792772143000003>
- Sheth, J. N., Newman, B. I., Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*. 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)

- Shirvanimoghaddam, K., Motamed, B., Ramakrishna, S., Naebe, M. (2020). Death by waste: Fashion and textile circular economy case. *Science of The Total Environment*. 718, 137317. <https://doi.org/10.1016/j.scitotenv.2020.137317>
- Shirvanimoghaddam, K., Motamed, B., Ramakrishna, S., Naebe, M. (2020). Death by waste: Fashion and textile circular economy case. *Science of The Total Environment*. 718, 137317. <https://doi.org/10.1016/j.scitotenv.2020.137317>
- Slepian, R. C., Vincent, A. C., Patterson, H., Furman, H. (2024). "Social media, wearables, telemedicine and digital health,"—A Gen Y and Z perspective. In: *Comprehensive Precision Medicine*. pp. 524–544. Elsevier. <https://doi.org/10.1016/B978-0-12-824010-6.00072-1>
- Sobuj, Md., Khan, A. M., Habib, Md. A., Islam, Md. M. (2021). Factors influencing eco-friendly apparel purchase behavior of Bangladeshi young consumers: Case study. *Research Journal of Textile and Apparel*. 25(2), 139–157. <https://doi.org/10.1108/RJTA-10-2019-0052>
- Song, S. (2020). *Exploring eco Fashion and Ethical Fashion Consumption: Comparing Consumers From Brazil, Portugal and China*. Master's thesis, Universidade de Coimbra, Portugal. <https://www.proquest.com/openview/aae54ec5a04a8b10a1b1f099151172bd/1?cbl=2026366&diss=y&pq-origsite=gscholar>
- Srinivasan, V. (2012). Multi generations in the workforce: Building collaboration. *IIMB Management Review*. 24(1), 48–66. <https://doi.org/10.1016/j.iimb.2012.01.004>
- Tandon, A., Sithipolvanichgul, J., Asmi, F., Anwar, M. A., Dhir, A. (2023). Drivers of green apparel consumption: Digging a little deeper into green apparel buying intentions. *Business Strategy and the Environment*. 32(6), 3997–4012. <https://doi.org/10.1002/bse.3350>
- Tanrikulu, C. (2021). Theory of consumption values in consumer behaviour research: A review and future research agenda. *International Journal of Consumer Studies*. 45(6), 1176–1197. <https://doi.org/10.1111/ijcs.12687>
- Tawde, S., Kamath, R., ShabbirHusain, R. V. (2023). 'Mind will not mind' – Decoding consumers' green intention-green purchase behavior gap via moderated mediation effects of implementation intentions and self-efficacy. *Journal of Cleaner Production*. 383, 135506. <https://doi.org/10.1016/j.jclepro.2022.135506>
- Testa, F., Iovino, R., Iraldo, F. (2020). The circular economy and consumer behaviour: The mediating role of information seeking in buying circular packaging. *Business Strategy and the Environment*. 29(8), 3435–3448. <https://doi.org/10.1002/bse.2587>
- Thangavel, P., Pathak, P., Chandra, B. (2021). Millennials and Generation Z: A generational cohort analysis of Indian consumers. *Benchmarking: An International Journal*. 28(7), 2157–2177. <https://doi.org/10.1108/BIJ-01-2020-0050>
- Vermeir, I., Verbeke, W. (2006). Sustainable Food Consumption: Exploring the Consumer "Attitude – Behavioral Intention" Gap. *Journal of Agricultural and Environmental Ethics*. 19(2), 169–194. <https://doi.org/10.1007/s10806-005-5485-3>
- Wiederhold, M., Martinez, L. F. (2018). Ethical consumer behaviour in Germany: The attitude-behaviour gap in the green apparel industry. *International Journal of Consumer Studies*. 42(4), 419–429. <https://doi.org/10.1111/ijcs.12435>
- Witkowski, T. H., Reddy, S. (2010). Antecedents of Ethical Consumption Activities in Germany and the United States. *Australasian Marketing Journal*. 18(1), 8–14. <https://doi.org/10.1016/j.ausmj.2009.10.011>
- Zerbini, C., Vergura, D. T., Latusi, S. (2019). A new model to predict consumers' willingness to buy fair-trade products. *Food Research International*. 122, 167–173. <https://doi.org/10.1016/j.foodres.2019.04.008>

- Zhang, Y., Liu, C., Lyu, Y. (2023). Profiling Consumers: Examination of Chinese Gen Z Consumers' Sustainable Fashion Consumption. *Sustainability*. 15(11), 8447. <https://doi.org/10.3390/su15118447>
- Zou, L. W., Chan, R. Y. K. (2019). Why and when do consumers perform green behaviors? An examination of regulatory focus and ethical ideology. *Journal of Business Research*. 94, 113–127. <https://doi.org/10.1016/j.jbusres.2018.04.006>

Contact information

Shovan Nasim Haider: e-mail: shaider@utb.cz

Miloslava Chovancova: e-mail: chovancova@utb.cz