

**JGB 1701****Winning Gen-Z Fashion Consumers towards Purchase Intention: The Moderating Role of  
Green Marketing Communications***Anica Monic Andulan, Nadine Victoria Dulalia, Shiela Marie Tanagon,**Antonio Etrata Jr., Agnes Jocelyn Bandojo, Joaquin Rei Sanchez**University of Santo Tomas**anicamonic.andulan.comm@ust.edu.ph, nadinevictoria.dulalia.comm@ust.edu.ph,**shielamarie.tanagon.comm@ust.edu.ph, aetrata@ust.edu.ph,**apbandojo@ust.edu.ph, joaquinrei.sanchez.comm@ust.edu.ph***Abstract**

*The fashion industry is driving a wedge between rapid adverse environmental deterioration and sustainable business practices. Consumerism surmounts the progressive business landscape through poor sustainability involvement. This research aims to win Generation Z Fashion Consumers to understand the green purchase intention on apparel. It employed PLS-SEM assisted with WARP PLS version 7.0 and Statistical Packages for Social Sciences version 20 to analyze 385 online survey questionnaires to Generation Z participants residing in the National Capital Region, Philippines. The measurement model examined the complex relationships between the purchase drivers, namely price-quality scheme, green consumer value, cost perception, convenience perception, habit, perceived risk, perceived consumer effectiveness, and trust, with the moderating effect of the Green Marketing Communications in the Fashion Industry which affects purchase intention. The research findings highlighted the moderating effect of Green Marketing Communications. They found that only*

*Green Consumer Value and Cost Perception significantly affected Consumer Attitude when moderated by Green Marketing Communications. The results suggest that Green Marketing Communications and Consumer Attitude fuel important sustainable implications in the Fashion Industry. The research and findings are essential in contributing to the existing knowledge regarding the purchase intentions moderated by green marketing communications in sustainable strategies that shall serve as a benchmark on competitive edge for the society, Commerce Scholars & Potential Entrepreneur, MSMEs, Fashion Industry, and Future Researchers.*

**Keywords:** *Fashion Consumers, Gen-Z, Green Marketing Communications, Moderating Role, Purchase Intention*

## **Introduction**

Generation Z is acclaimed as the leading generation that supports green movements (Courtney, 2022). They are characterized as having a greener desire for products intended to produce a healthier environmental impact (Jahns, 2021). Green purchasing and marketing have also gradually gained popularity regarding environmental and resource protection (Yue et al., 2020). As a result of this positive shift, individuals, especially the said generation, are mainly responsible for making sustainable purchasing decisions and influencing others to do the same (Wood, 2022). However, according to Toh (2020), only 26% of people said they would buy sustainable products. The issue between business implications and sustainable consumption are the key drivers toward building a healthier and greener environment.

## **Review of Related Literature**

### **The Fashion Industry's Business Landscape**

The escalating risk of rapid resource degradation remains a striking affair for businesses. Ineffective management unceasingly grounds up the organization's propensity to carry out substantial damage toward rapid environmental depletion and overconsumption (Mohammad et al., 2021). With the extensive growth of consumerism, entrepreneurs shall embed an accountable shift into greener strategies to create an ecosystem for social responsibility, mindful consumption, and environmental consciousness (Nobi et al., 2021). Fast fashion has significantly changed the fashion industry by changing consumer attitudes toward a culture of impulsive buying (Shim et al., 2018). Although affordable, fast fashion was proven to impact humans and the environment negatively. Thus, producing sustainable clothing products is essential for preserving the environment (Shafie et al., 2021). According to Cimatti et al. (2017), eco-design and recycling can help lessen fashion companies' environmental impact.

### **The Gen Z Green Consumer's Mind and Attitude**

When it comes to sustainability decisions, Gen Z customers have great persuasion power over older generations; 75% of Generation Z are more concerned about the ethical and environmental issues that plague the world today, they hold themselves accountable and have a solid moral attitude regarding the environment (Wood, 2022). Customers claim to be environmentally conscious, yet their green purchasing habits are hampered by other life priorities, resulting in an intention-action gap (Niedermeier et al., 2021). The critical barrier to supporting green products is consumers' main worries when purchasing eco-friendly products, which include high prices, product availability, a lack of credibility, and insufficient information (Nguyen et al., 2017). Green marketing causes a change in purchase behavior and client attitudes

toward purchasing (Sharma & Pahuja, 2020). There is a need to raise awareness and encourage the usage of green products, which will result in a movement away from conventional products and toward green products (Mensah, 2021).

### **Price-Quality Scheme**

Higher prices are typically associated with higher quality (Niedermeier et al., 2021). According to the study by Mensah (2021), the perceived price was the second-best forecaster of green purchase intention among university students. However, the price of a product can often be a barrier to purchase.

### **Green Consumer Value**

According to Mensah (2021), price, extraordinary quality, and high value highly motivate green purchase intentions. Witek (2020) states that the reason for green purchases lies behind health and environmental protection. For the sake of their health and environment, consumers are willing to make sustainable purchase decisions (Rehman et al., 2021). According to Asl and Khoddami (2023), personal values direct an individual's activities, choices, and judgments. Consumers with environmental knowledge would be more environmentally concerned (Rehman et al., 2021).

### **Cost Perception**

Compared to traditional products, green products are usually perceived as more expensive (Moser, 2015). Consumers spend more time and energy searching for, evaluating, and purchasing sustainable products (Sun et al., 2022).

### **Convenience Perception**

According to Joshi and Rahman (2015), limited availability and inconvenience associated with purchasing green products are significant hindrances to green purchase behavior, which can

be a barrier to purchase. Product availability significantly impacts green purchase intention (Walia et al., 2020). This is because green purchases can only occur with the easy availability of products (Joshi & Rahman, 2015).

### **Habit**

The more repeat purchases are made, it eventually becomes a consumption habit (Ghazali et al., 2018). According to Ghazali et al. (2018), green habit positively impacts green purchase behavior. In the same study, it was also found to be a moderator between green attitude and green intentions.

### **Perceived Risk**

According to Chen and Chang (2013), green perceived risk negatively impacts green trust, so customers carefully check each product's benefits and risks. This can be attributed to greenwashing and green skepticism. Greenwashing refers to misleading advertisements about the environmental benefits of products or services (Schmuck et al., 2018). In the study conducted by Chen and Chang (2013), they found that greenwashing negatively impacts green trust, consumer confusion, and perceived risk. Green skepticism, on the other hand, negatively affects green brand attitudes (ShabbirHusain & Varshney, 2019).

### **Perceived Consumer Effectiveness**

As stated by Asl and Khoddami (2023), consumers become more persuaded to participate in environmental activities with noticeable effects and perceivable effectiveness. Buyers buy benefits, not product features. Thus, green products' functional, environmental, and emotional benefits should be showcased to present their usefulness (Witek, 2020).

## **Trust**

Trust is a catalyst in the fashion industry to uplift customers' purchase intentions in an ethical fashion. According to Sun et al. (2021), understanding eco-labels can lead to greater trust, consequently, increased intention to purchase green products. Lack of trust can result in a decreased customer purchase intention. In the study by Zaidi et al. (2019), green trust mediates green purchase intention and consumption values.

## **Green Marketing Communications**

“Green” refers to the products, services, laws, or any promulgated guidelines or policies that only inflict the least amount, minimal or no harm on the environment (Wu et al., 2018). On the other hand, Green Marketing Communications (GMC) pertains to a marketing effort that aims to target audiences through environment-friendly messages and information to boost green purchase intentions (Lin et al., 2021). According to Haq et al. (2021), creating green products and adopting green marketing strategies effectively increased profits and developed customer respect and loyalty. Green marketing strategies positively affect a firm's performance and image (Mukonza & Swarts, 2019).

For companies that apply green marketing strategies effectively, purchase intentions tend to be higher, attributed to consumer trust (Waites et al., 2020). The credibility of a business's message positively affects green brand attitude (ShabbirHusain & Varshney, 2019). Companies must establish consumer trust to effectively implement green initiatives, ensuring that they will fulfill their promise (Waites et al., 2020). Companies should make it a point that their products meet the customer's expectations, which they set during advertising. In this way, customers will have a good product use experience and push through with using the product or service (Haq et al., 2021).

### **Consumer Attitude**

Not all environmentally conscious consumers purchase green products. According to Ghazali et al. (2018), green purchase behavior does not directly convert consumers into making green purchases. Environmentally friendly attributes are not the primary consideration when choosing products. Instead, it was found that hedonic, health and economic benefits come first (Witek, 2020). Therefore, marketers should develop and incorporate green branding strategies for a positive attitude to develop among consumers (Khandelwal et al., 2019).

### **Winning Green Consumers**

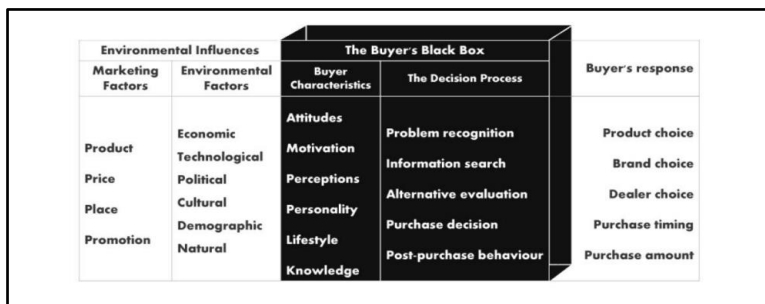
The environmental interests, values, and behavioral characteristics of individuals are the factors that contribute to emphasizing the importance of an educated population and having them be motivated and prepared to be responsible for the environment for future generations (Sharma et al., 2022). In the current situation where the supply of donations does not match its demand, some departments continually find different and innovative ways to encourage donor support. Environmental responsibility was one of the positive determinants of influencing the local community and society (Walker, 2013). Meso-level Institutions should target consumers early since the beliefs and norms can be influenced and shaped at this stage to develop good habits. This will increase the likelihood that these good habits should be sustained during the consumer's lifetime (Sharma et al., 2022). Green trust showed a positive impact on consumer eco-conscious behavior and environmental concern. It was also found that eco-labels positively influence green trust by being a trustworthy source of information for green products.

**Framework**

**Theoretical Framework**

**Figure 1**

*The Black Box Theory (Sangarathas & Shivany, 2017)*



**Adapted from (Kotler et al., 2004)**

The consumer black box model is used to describe factors that impact the customers' buying decisions. This is used to illustrate the consumer's psychology when making a purchase decision and the reason behind the behavior during the purchasing process.

**Characteristics of Buyers**

Buying characteristics are considered relatively constant over time, although people's preferences for an item that affected them in their early years can change through time. Other people's information, purchase habits, and brand views influence the customers.

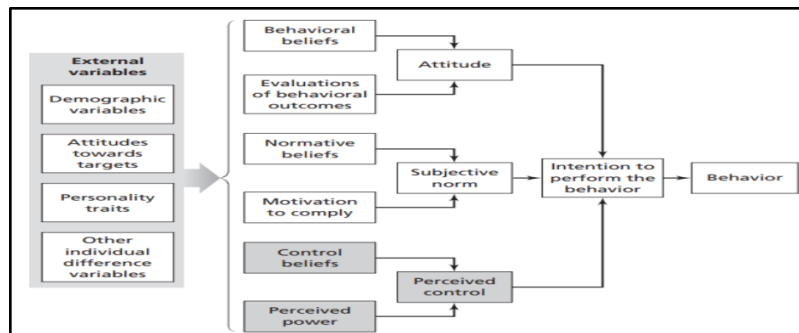
**Buyer's Decision Process**

Buyers' mentalities, requirements, and expectations are vital when purchasing. However, hard facts may only sometimes reveal an influence on pricing decisions because there is no direct relationship between quality perceptions and these actual buying motives. These two parts will affect the buyer's response: product choice, brand choice, dealer choice, purchase timing, and the purchase amount (Liu & Hei, 2021).



**Figure 2**

*TRA Theory of Reasoned Action (Montano & Kasprzyk, 2015)*



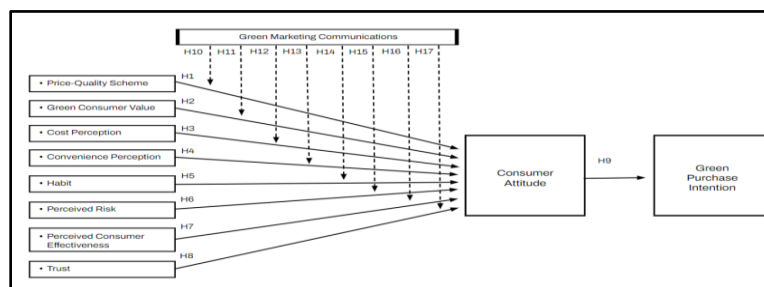
**Adapted from (Fishbein & Ajzen 1975).**

A person's behavior is determined by their purpose or desire to carry out the action, which is determined by their attitude towards behavior and subjective norms from the Theory of Reasoned Action. Beliefs are defined as a person’s subjective probability that performing a given behavior would result in a specific outcome.

**Conceptual Framework**

**Figure 3**

*Conceptual Framework*



The conceptual framework shows how the purchase drivers, when moderated by Green Marketing Communications, affect Consumer Attitudes and how these attitudes affect Green Purchase Intention. The purchase drivers in this study were referenced to the study of

Niedermeier et al. (2021): Price-Quality Scheme, Green Consumer Value, Cost Perception, Convenience Perception, Habit, Perceived Risk, Perceived Consumer Effectiveness, and Trust.

### **Methodology**

The research was structured as a descriptive correlational study that quantitatively probes the strength of the variables' relationship (Noah, 2021). The calculated sample size was 385 respondents supported by the Cochran Formula. It calculated the appropriate number of respondents with a confidence interval of 95% and a margin of error of 5%. A snowball was utilized to defeat biased data amongst 385 Gen-Z Fashion Consumer respondents amongst a large population. Participants must have been residing in the National Capital Region, Philippines. The research locale of the study was conducted online through Google Forms, wherein participants were located in Metro Manila which consists of 16 highly urbanized cities (Census of Population, 2020). NCR was considered the largest producer of trash based on volume, around 9,000 tons per day, in 2016 due to its large population size, many establishments, and modern lifestyle (Senate of the Philippines, 2017).

The survey questionnaire was composed of a 6-point Likert Scale (1 = Strongly Disagree; 6 = Strongly Agree) with the research variables on Purchase Drivers, Green Marketing Communications, Consumer Attitude, and Green Purchase Intention. The questionnaire created was adapted and modified from different related studies (Bisschoff & Liebenberg, 2016; Chen et al., 2017; Dangelico et al., 2021; Duong et al., 2022; Jahari et al., 2022; Lin et al., 2021; Niedermeier et al., 2021; Satriawan, 2020; Sreen et al., 2018; Walia et al., 2021; Yifei et al., 2019). Meanwhile, the purchase drivers were utilized from the study by Niedermeier et al. (2021) on "Drivers and Barriers for purchasing green Fast-Moving Consumer Goods: A Study of consumer preferences of glue sticks in Germany".

The statistical framework was based on PLS-SEM, a tool used to analyze complex relationships that incorporates factor analysis and multiple regression analysis to examine the structural link between measured variables and latent constructs (Structural Equation Modeling, n.d.). Descriptive statistics supported concise summaries of the sample and measures (Trochim, n.d.). Data from online survey questionnaires were thoroughly analyzed with WARP PLS version 7.0, an excellent tool for validating the hypothesis through a variance or factor-based structural equation modeling (SEM).

### Discussion of Results

#### Evaluation of Structural Model and Hypothesis

Model Fit Indices of the Emerging Model demonstrate the most commonly used model fit measures for the proposed model to determine the acceptability of the emerging structural model. In essence, the structural model's evaluation criteria are the level of significance of the Average Path Coefficients (p-value of APC) and the Average R-squared (p-value of ARS). Noticeably, both the Average Path Coefficient (APC = 0.142,  $p < .001$ ) and the Average R-squared (ARS = 0.713,  $p < .001$ ) are higher than the acceptable range ( $p < .05$ ). This indicates that the emerging model has a good fit.

#### Model Fit Indices of the Emerging Model

**Table 1**

*Indices of the Emerging Model*

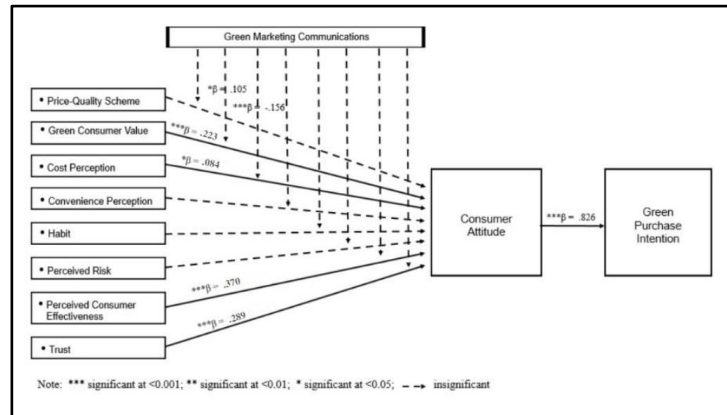
Measure	Estimate	Threshold	Interpretation
Average Path Coefficient (APC)	0.142, $p < .001$	$p < .05$	Significant
Average R-squared (ARS)	0.713, $p < .001$	$p < .05$	Significant
Average block VIF (AVIF)	4.626	$\leq 5.0$	Acceptable
Average Full Collinearity VIF (AFVIF)	2.605	$\leq 3.3$	Ideally
Tenenhaus Goodness of Fit (GoF)	0.764	$\geq .36$	Large

**Emerging Model**

The study aims to assess the relationship between purchase drivers and consumer attitudes when moderated by Green Marketing Communications to win Fashion Consumers.

**Figure 4**

*Emerging Model*



**Moderating Role of Green Marketing Communication**

Green Marketing Communications' moderating role in the relationship between purchase drivers of green fashion apparel and the customer's green purchase intention was evaluated using moderation analysis. Results revealed that Green Marketing Communication does not have a significant moderating role on the relationship between Price Quality Scheme ( $\beta = -0.043$ ,  $p = 0.117$ ), Convenience Perception ( $\beta = 0.098$ ,  $p = 0.261$ ), Habit ( $\beta = -0.031$ ,  $p = 0.218$ ), Perceived Risk ( $\beta = -0.050$ ,  $p = 0.160$ ), Perceived Consumer Effectiveness ( $\beta = -0.062$ ,  $p = 0.112$ ), and Trust ( $\beta = 0.014$ ,  $p = 0.394$ ) on the customers' revisit intention as shown by the p-values being greater than 0.05. Thus, Hypotheses H10, H13, H14, H15, H16, and H17 were not supported. This is to note that the review of related literature does not exactly support nor contradict the moderating role of Green Marketing Communication and its effect on the purchase drivers on consumer attitude toward Green Purchase Intention. In support of Khaleeli et al. (2021), the price

was not a significant moderator between green purchase intention and purchase behavior, and the study of Lin and Lekhawipat (2013) showed that Habit is not a significant moderator of purchase intention. Moreover, it contradicts a study conducted by ShabbirHusain and Varshney (2019), which found that the product's perceived value positively impacted the consumer's attitude, while Perceived Consumer Effectiveness had little to no effect. This was attributed to the low awareness of a firm's environmental impact. Furthermore, it contradicts the findings of Delafrooz et al. (2014) that one complication with green marketing communications is the low credibility of green advertising among consumers, leading to low trust. It also contradicts the findings of Tascioglu and Rehman (2016) claim that green marketing and convenience positively impact consumer behavior. In the study by Shafiee and Shanin (2021), green marketing positively impacted customer trust.

However, results revealed the positive significant moderating role of Green Marketing Communication on the relationship between Green Consumer Value ( $\beta = 0.105$ ,  $p = 0.047$ ) and the consumer attitude toward green fashion apparel, as shown by its positive  $\beta$ -coefficient and the p-value of less than 0.05. This indicates that as Green Marketing Communication improves, the impact of Green Consumer Value on the customers' attitudes will be favorable. Conversely, if Green Marketing Communication becomes poorer, Green Consumer Value on the customers' attitude will be unfavorable. Thus, H11 is supported. Green Marketing Communication moderates the relationship between Green Consumer Value and Consumer Attitude. This result can be likened to the findings of Liao et al. (2020), which found that Green Marketing moderates consumer value, attitude towards green products, and green purchase intention.

Furthermore, results showed the negative significant moderating role of Green Marketing Communication on the relationship between Cost Perception ( $\beta = -0.156$ ,  $p < 0.001$ ) and the

consumer attitude toward green fashion apparel, as revealed by its negative  $\beta$ -coefficient and the p-value of less than 0.05. This implies that as Green Marketing Communication becomes poorer, the impact of Cost Perception on the customers’ attitude will be unfavorable. Thus, H12 is supported. Green Marketing Communication moderates the relationship between Cost Perception and Consumer Attitude. Additionally, in the study conducted in 2021 by Khaleeli et al., it was stated that green marketing communication has a positive association with cost perception.

**Moderation Analysis**

**Table 2**

*Moderation Analysis*

Exogenous	Endogenous	Moderator	Path Coefficients ( $\beta$ )	P -values	Description	Interpretation
H10: Price Quality Scheme	→ Consumer Attitude	GMC	-0.043	0.117	Insignificant	H10 is not Supported
H11: Green Consumer Value	→ Consumer Attitude	GMC	0.105	0.047	Significant	H11 is supported
H12: Cost Perception	→ Consumer Attitude	GMC	-0.156	<0.001	Significant	H12 is supported
H13: Convenience Perception	→ Consumer Attitude	GMC	0.098	0.261	Insignificant	H13 is not supported
H14: Habit	→ Consumer Attitude	GMC	-0.031	0.218	Insignificant	H14 is not supported
H15: Perceived Risk	→ Consumer Attitude	GMC	-0.050	0.160	Insignificant	H15 is not supported
H16: Perceived Consumer Effectiveness	→ Consumer Attitude	GMC	-0.062	0.112	Insignificant	H16 is not supported
H17: Trust	→ Consumer Attitude	GMC	0.014	0.394	Insignificant	H17 is not Supported

**Conclusions**

Results revealed that Green Marketing Communication does not significantly mediate the relationship between Price Quality Scheme, Convenience Perception, Habit, Perceived Risk, Perceived Consumer Effectiveness, and Trust when related to Consumer Attitude. Regarding the moderating effect of Green Marketing Communications, it was found that only Green Consumer Value (H11) had a positive and significant effect on Consumer Attitude when moderated by Green Marketing Communications. On the other hand, Cost Perception (H12) had a negative but significant effect on Consumer Attitude when moderated by Green Marketing Communications. It is increasingly essential for businesses to consider the role of sustainability in their operations and marketing strategies, affected by Green Marketing Communications. Overall, this study

provides companies with insight into how to win Gen Z Fashion Consumers toward purchase intention.

### **Limitations and Recommendations for Future Research**

#### **Limitations of the Research**

The field of knowledge is directly concentrated on the relationship between purchase drivers and the consumer attitude of Generation Z on how Green Marketing Communications wins the green purchase intention. The study centers on the Fashion Industry, specifically clothing/apparel products. Given the COVID-19 restrictions on operations for the data-gathering procedure, the research instruments would be limited to online tools.

#### **Recommendations of the Research**

Companies must carefully plan and execute effective Green Marketing Communication strategies to encourage customers to purchase green products. They should focus on making customers aware of their eco-friendly products and the positive impact it has on the environment. In addition, companies must create value beyond the product to become more effective in encouraging Green Purchase Intention through Consumer Attitude. Companies should focus on the purchase drivers such as Green Consumer Value, Cost Perception, Perceived Consumer Effectiveness, and Trust since they are the ones that significantly influence consumer attitude. This means that companies should conduct more environmentally friendly operations in business (GCV), making green products more affordable to the consumers (CP), emphasizing what their products can do in contributing to a positive impact on the environment (PCE) and including triggers that would enhance trust through product value (T).

Green Marketing Communication strategies should be prepared to improve Green Consumer Value and Cost Perception to become as effective as possible. The government shall

formulate sustainability-centered policies such as providing incentives to businesses known to do eco-friendly practices to encourage businesses to shift to going green. Policies formulated should focus on investing in innovation and encouraging sustainable practices. As such, the policies should motivate businesses to invest in developing sustainable technologies and materials for the fashion industry, such as alternative fibers and dyes, and incentivize companies to adopt these technologies.

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**Appendix A: Frameworks**

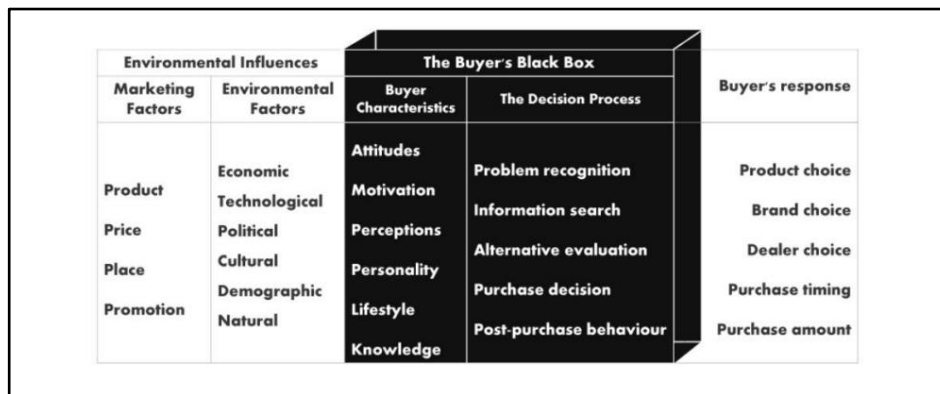


Figure A1. The Black Box Theory (Sangarathas & Shivany, 2017)

Adapted from (Kotler et al., 2004).



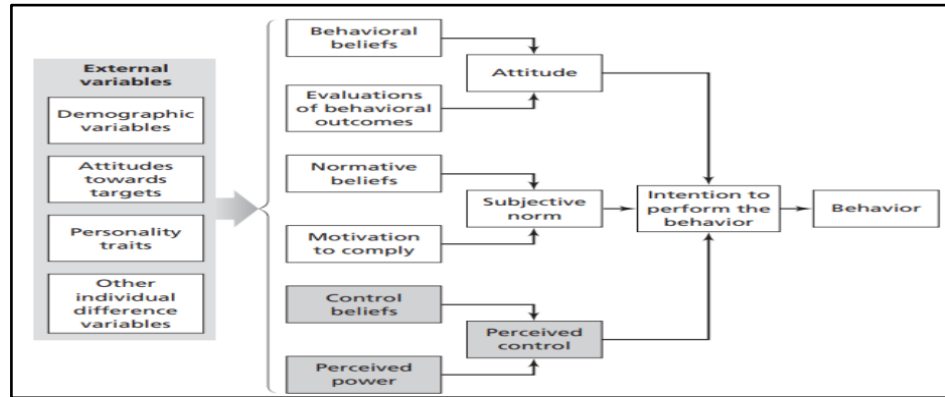


Figure A2. TRA Theory of Reasoned Action (Montano & Kasprzyk, 2015)

adapted from (Fishbein & Ajzen 1975).

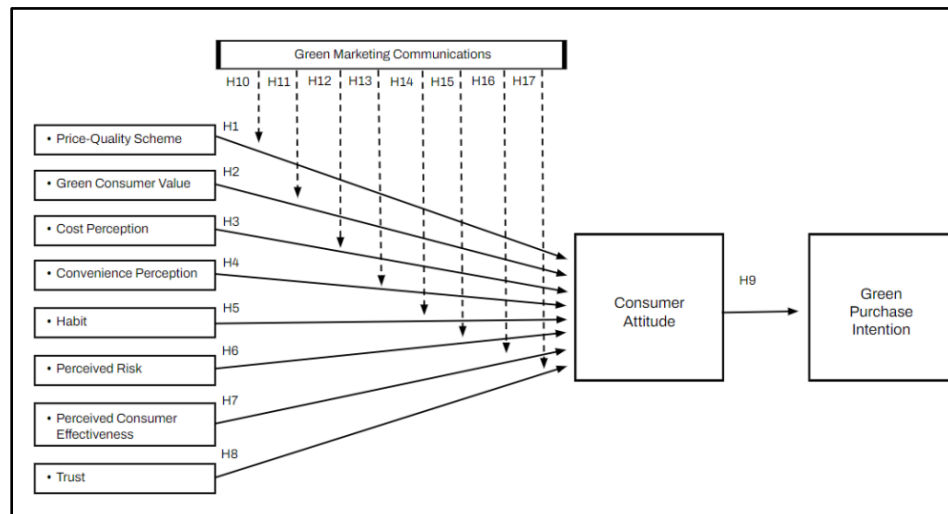


Figure A3. Conceptual Framework.

Measure	Estimate	Threshold	Interpretation
Average Path Coefficient (APC)	0.142, p < .001	p < .05	Significant
Average R-squared (ARS)	0.713, p < .001	p < .05	Significant
Average block VIF (AVIF)	4.626	≤ 5.0	Acceptable
Average Full Collinearity VIF (AFVIF)	2.605	≤ 3.3	Ideally
Tenenhaus Goodness of Fit (GoF)	0.764	≥ .36	Large

Table A4. Indices of the Emerging Model.

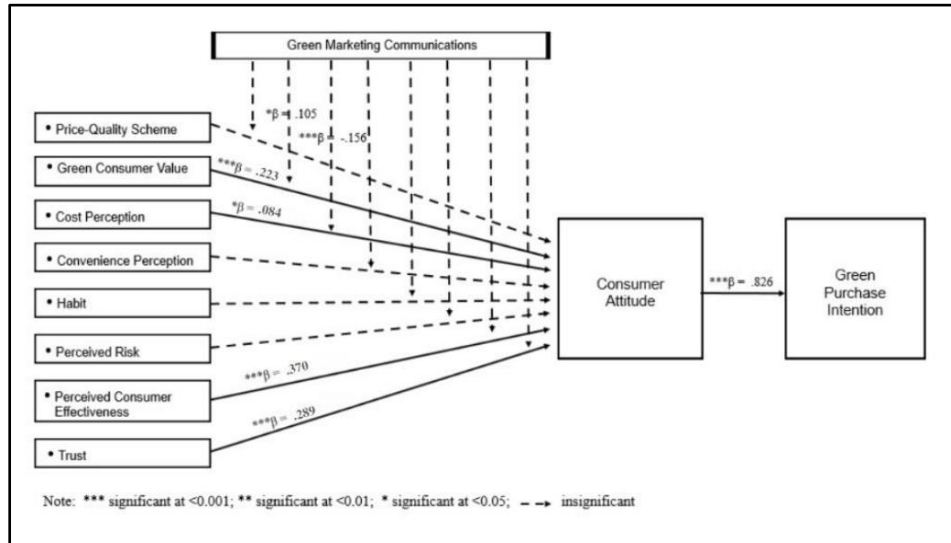


Figure A5. Emerging Model.

**APPENDIX B: Data**

Exogenous	Endogenous	Moderator	Path Coefficients ( $\beta$ )	P -values	Description	Interpretation
H10: Price Quality Scheme	→ Consumer Attitude	GMC	-0.043	0.117	Insignificant	H10 is not Supported
H11: Green Consumer Value	→ Consumer Attitude	GMC	0.105	0.047	Significant	H11 is supported
H12: Cost Perception	→ Consumer Attitude	GMC	-0.156	<0.001	Significant	H12 is supported
H13: Convenience Perception	→ Consumer Attitude	GMC	0.098	0.261	Insignificant	H13 is not supported
H14: Habit	→ Consumer Attitude	GMC	-0.031	0.218	Insignificant	H14 is not supported
H15: Perceived Risk	→ Consumer Attitude	GMC	-0.050	0.160	Insignificant	H15 is not supported
H16: Perceived Consumer Effectiveness	→ Consumer Attitude	GMC	-0.062	0.112	Insignificant	H16 is not supported
H17: Trust	→ Consumer Attitude	GMC	0.014	0.394	Insignificant	H17 is not Supported

Table B1. Moderation Analysis.