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Determinants of Sustainable Consumption Behavior: A Case Green Apparel Brands of Pakistan

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Abstract

The purpose of this research study is to investigate the impact of environmental concern (EC), willingness to be friendly to the environment (WEF), green brand positioning (GBP), green marketing mix (GMM) and attitude toward green brands (AGB) in Pakistan on sustainable consumption behavior (SCB) with moderating role of green purchase behavior (GPB) focusing on the green apparels with moderating role of green purchase behavior. The research data were gathered through the survey method of the industries of green clothes shops. The study opted with the primary data and used questionnaire as data collection tool. Furthermore, the study selected the convenience sampling technique and targeted customers in Pakistan with sample of 319. For data analysis, PLS-SEM was applied. The results of the study revealed that there is direct significant and positive impact of attitude towards green brands, environmental concern, green brand positioning, green marketing mix and willingness to be environmentally friendly on green purchase intention. Moreover, the study also revealed that there is direct significant and positive impact of green purchase behavior and green purchase intention on sustainable consumption behavior. However, the results show that the green purchase behavior does not moderates the relationship between green purchase intention and sustainable consumption behavior.

Keywords: Sustainable Consumption Behavior, Green Apparel Brands, Green Marketing, Pakistan.

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1. INTRODUCTION

Sustainable consumption behavior (SCB) refers to the conscious and responsible use of products that considers the environmental, social, and economic impact of the products humans use and how we consume them. It involves being mindful of the resources that are utilized. The waste humans generate and the social and environmental consequences of our consumption choices (Ganglmair-Wooliscroft &

Wooliscroft, 2022). SCB is important because consuming goods and services can significantly impact the environment and society. For example, producing goods and services can contribute to climate change, resource depletion, pollution, and waste generation, harming human health and ecosystems (Qin & Song, 2022). Around 78% of the people in a poll by Globe Scan have responded that they want companies to lessen their environmental impact according to

research by (Zhongming et al., 2020). Research involving Nielsen discovered that 73% of consumers in every region in the world mentioned that they would probably or change their buying patterns if that meant less harm to the environment (Dassuncao et al., 2018). According to the UN Environment program, between 20 to 40% of all greenhouse gas emissions come from the production and consumption of goods and services worldwide (Carlsson Kanyama et al., 2021). UN exposure makes it known that the fashion industry accounts for around 20% of global wastewater generation as well as close to 10% of carbon emissions (Niinimäki et al., 2020). Statistics call for SCB to give up wearing an antiquated climate and support a new and sustainable future for all. We can strive to become a strong part of the world's transformation towards a more sustainable and equitable thing by making mindful consumption decisions (Banerjee et al., 2021).

The green apparel industry as a sub-part of the whole sustainable fashion industry working to ensure an environmentally friendly and socially just style of clothes. The behavior of sustainable consumption in the green apparel industry could be a wide range of actions or actions. Consumers may buy clothes made from sustainable fibre such as organic cotton or hemp. the use of bamboo, hemp, or recycled fibers (Jung et al., 2020). Nowadays, consumers can select to buy from ethical environmental, and socially responsible fashion brands that stress their production processes. There is no need to discard clothes and buy new ones when they get damaged or old. Instead, consumers can fix them or turn them into new items to increase their

lifespan. (Wu et al., 2022). Consumers will purchase their items from second-hand stores and clothing recycling programs rather than throwing off unwanted clothes which will help to reduce waste and increase circularity. Consumers can reduce their overall clothing consumption by adopting a minimalist wardrobe or borrowing or renting clothing for special occasions (Tomşa et al., 2021). Consumers may prioritize factors such as price, convenience, or brand loyalty over sustainability when purchasing decisions, which can undermine efforts to promote sustainable consumption behavior (Ganglmair-Wooliscroft & Wooliscroft, 2022). Moreover, sustainable products and services may not be widely available, affordable, or accessible to all consumers, limiting their ability to make sustainable choices, especially in developing nations such as Pakistan (Khan et al., 2022). Some companies use misleading or false advertising to present their products as more sustainable than they are, which can undermine consumer trust in sustainable consumption practices (Zeng et al., 2023). Some fashion brands may use green marketing tactics to present their clothing as more sustainable than it is, which can undermine consumer trust in sustainable fashion practices (Betzler et al., 2022).

Addressing these issues requires systemic corporate, governmental, and societal changes. Sustainable consumption behavior can be more challenging for some individuals and communities due to systemic inequalities and inequities (Xu et al., 2022). For example, lower-income households may have fewer choices regarding sustainable products and services, and

marginalized communities may be disproportionately impacted by environmental degradation. Unsustainable consumption practices can lead to pollution, deforestation, habitat destruction, and climate change (Ganglmair-Wooliscroft & Wooliscroft, 2022). Despite increasing research on sustainable consumption behavior (SCB), notable gaps persist in the literature, particularly regarding its psychological underpinnings and contextual variations. Existing studies predominantly focus on developed countries, neglecting the unique challenges and opportunities within emerging economies and developing nations (Chen et al., 2022; Ganglmair-Wooliscroft & Wooliscroft, 2022; Xu et al., 2022). For instance, socio-economic disparities significantly influence sustainable consumption practices, yet there is limited exploration of how these disparities manifest across different cultural and economic contexts (Liang et al., 2022). Moreover, the psychological dimensions of SCB, such as attitudes, beliefs, and values, remain underexplored, necessitating further investigation into the cognitive processes driving sustainable choices (Berning et al., 2022; Betzler et al., 2022).

Additionally, much of the current research relies on self-reported data and small sample sizes, which may compromise the validity of findings and hinder the generalizability of results (Wojtun, 2022). There is a critical need for longitudinal studies and larger, more diverse samples to capture the dynamic and nuanced nature of SCB. Furthermore, while social networks and their influence on sustainable consumption have been studied, there is still a lack of comprehensive

understanding of the effects of online marketing and social media on SCB, particularly in countries like Pakistan (Salido-Andres et al., 2022; Valenzuela-Fernández et al., 2022). Addressing these gaps will require a multidisciplinary approach, integrating insights from psychology, sociology, and marketing to develop a holistic understanding of sustainable consumption behavior and its determinants.

Although the literature shows an increased impetus on sustainable consumption behavior, there are still many gaps that are yet to be reviewed in the field. In terms of sustainable consumption behavior, most of the research has been conducted in developed countries, but there is a need for respect of the specific context and in addition a lot of effort is required in various emerging countries and Developing world (Chen et al., 2022a; Ganglmair-Wooliscroft & Wooliscroft, 2022; Xu et al., 2022). here has been a call on the part of other researchers for studying the integration of the sustainable consumer behavior with gender, race and socio-economic factors, the latter including the ways in which people consume, taking into account their cultural backgrounds (Liang et al., 2022). However, we still lack understanding of psychological processes governing SCB at the moment and further work is needed to explore these aspects such as attitudes, beliefs, and values. Numerous studies bases on self-reported data or small sample sizes were mainly used, might be shortage to the accuracy of findings (Berning et al., 2022; Betzler et al., 2022; Wojtun, 2022). The exploration into actual case studies which allows the effects of sustainable consumption behavior, attitudes to eco-friendly brands and other factors

to be determined is a gap that must be focused on more. The social network's already existing research on sustainable consumption behaviour and attitude towards the green brands (Salido-Andres et al., 2022; Valenzuela-Fernández et al., 2022; Xu et al., 2022), has been studied; however there are still knowledge gaps on the effects of social networks on these behaviours. While the environmental concern, being environmentally friendly, brand positioning and attitudes towards green brands has been studied as the determinant of SCB but few researches have not analyzed the impact of online marketing in Pakistan.

Research on the determinants of sustainable consumption behavior among green apparel brands in Pakistan is significant for several reasons. Firstly, it addresses a pressing global issue by examining consumer behavior towards sustainability, which is crucial for mitigating environmental impacts in the apparel industry. Understanding these determinants can help policymakers and businesses formulate effective strategies to promote sustainable practices. Secondly, the study contributes to the growing body of knowledge on consumer behavior in emerging markets like Pakistan, where awareness and adoption of sustainable practices are gradually increasing. It sheds light on how factors such as environmental consciousness, brand perception, pricing, and availability of eco-friendly options influence consumer choices in the context of green apparel.

2. LITERATURE REVIEW

Literature has reported with significant work in examination of green practices in

determination of sustainable consumption behavior from different perspective but still the area has found with quite significant scope of investigation of developing countries to bring up with latest findings (Ferreira, Casais & Proença, 2023). Among those studies, that has already conducted, number of investigations tried to explore the determinants of the sustainable consumption behavior under the umbrella of green practices adopted by brands (Hasan et al, 2022). An empirical investigation has revealed that there is significant role of consumer awareness in determination of demand for sustainable apparel brands as observed with an increasing concern with concurrent rise in concerns regarding greenwashing. (Jose, Biju & Vincent, 2022).

Literature has reported greenwashing as deceptive marketing practices under which brands overemphasizes their sustainability efforts to gain with the attention of the targeted customers (Brandão, & Miranda, 2022). Although there is significant level of work has been done on consumer awareness while still the space has been observed in term of genuine sustainability claims from superficial ones (Chyhryn et al, 2022). Another study has revealed that existing gaps with proacting of greenwashing and consumer experiences have been found with an undermine trust on brands and hindering of genuine efforts towards sustainable consumption (Haider, Shannon & Moschis, 2022). Furthermore, a comparative association has been observed in term of perceived value of sustainable brands with comparison to its affordability (Abrar, Sibtain, & Shabbir, 2021).

Another study also revealed that customer often attention on the long-term benefits of environmentally friendly products comparative to the upfront cost. This relationship has been observed of quite significance (Berning et al, 2022). Brands have often observed with management of sustainability with accessibility, especially in a market where fast fashion offers cheaper alternatives (Ababneh, 2020). Similar investigation also revealed that pricing disparity underscores the economic barriers that limit widespread adoption of sustainable brands, despite consumer intentions (Casalegno, Candelo, & Santoro, 2022).

Literature has also reported with the correlation of brand authenticity and accountability. A study revealed that trust on green brands hinges not only on their sustainability claims but also on their authenticity and accountability (Abrar, Sibtain, & Shabbir, 2021). Another study also explored that brands that have faced with scrutiny for greenwashing or failing to uphold ethical standards throughout their supply chains often found with its significant outcomes on their business performance (Chyhryn et al, 2022). There is observed with special attention of consumer on transparency and traceability of brand to come up with fulfillment of tangible commitments instead of relying only on marketing rhetoric of sustainable perspective (Haider, Shannon & Moschis, 2022). Another study also made explicit that brand having failure to meet up with expectations found with higher risk on their reputation and results in consumer backlash, underscoring the importance of genuine corporate responsibility (Jose, Biju & Vincent, 2022).

Literature has also found with role of social influence in determination of consumer activism also with determination of adoption level of sustainable practices (Hasan et al, 2022). Another study revealed that social influences and consumer activism play a significant role in formulating sustainable consumption behavior toward brands adopted with green practices. Similarly, studies have also revealed that peer recommendations and societal norms often brings up with encouragement of environmentally responsible choices (Chyhryn et al, 2022). Furthermore, another study also revealed with the influence of broader socio-cultural shifts with adoption of green practices and bring up with sustainability in consumer preferences (Casalegno, Candelo, & Santoro, 2022). However, an empirical study revealed that activist movements and advocacy campaigns induces consumer voices, pressuring brands to adopt more sustainable practices (Betzler, Kempen & Mueller, 2022).

However, the effectiveness of activist movements often found of varying nature, and their impact on industry-wide change remains contingent on sustained consumer engagement and corporate responsiveness as revealed in existing literature. In recent business practices, businesses have also been observed with challenges in adoption of green practices in their supply chain with determination of consumer sustainable consumption behavior (Ababneh, 2020). A study revealed that despite advancements, achieving full supply chain transparency remains a challenge for many green apparel brands (Abrar, Sibtain, & Shabbir, 2021). Another study also revealed that brands are often confronted with

issues like subcontracting, labor conditions, and environmental impact assessments as significant hurdles to sustain with green practices. (Chen et al, 2022).

2.1 Extended theory of planned behavior

According to Ajzen's (1975) originally planned behavior theory (TPB), human desires to participate in the activity are influenced by opinions, subjective norms, and feelings of behavioral control (Paul et al., 2016). TPB has strongly stressed the importance of a human's traits and demeanor while setting policy. Thus, TPB supports considering emotional factors in addition to consciousness or interpersonal effects while determining (Kumar & Mohan, 2021).

According to the theory, intent is the clearest indicator of how people will behave concerning many choices and one's ability to manage focused behaviors. As a result, the research uses the desire to make green purchases as a predictor of actual green purchasing behavior (Kamalanon et al., 2022). Perceptions are affected by the actions and activities that an individual becomes associated with and how positively or negatively such attributes are regarded. Subjective norms are social dynamics that consider relevant referential people's or organizations' normative opinions about the action (Tan et al., 2023). The importance placed on this approach developed and the degree to which people are ready to adhere to them determine how well normative beliefs can anticipate performance expectancy. Performance expectancy is a proxy for the amount and appropriateness of assets and possibilities an

individual understands to be available when performing a task (Kim, 2023).

Employing TPB, the study evaluated various drivers or mediational purchases of sustainable products in the study's focal context. Typically, sentiments regarding sustainable products, normative beliefs, or consumer attitude efficacy were the explanatory factors for buying environmentally friendly goods intention. Similarly, by including environmental concerns as another predictor of the desire for ecological choices, experts significantly broadened the TPB model. Experts believe that global impacts have a starting role in ethical goods since they have been studied in changing customer study (Li et al., 2023).

2.2 Signal Theory

There is significant scope of signal theory in explaining the consumer sustainable behavior (Ferreira, Casais & Proença, 2023). A study revealed that signal theory of consumer sustainable behavior suggests that consumers interpret signals from various sources to make decisions regarding sustainable consumption (Haider, Shannon & Moschis, 2022). Another paper also revealed that signals, under signal theory, can come from product attributes, brand communications, peer influence, and societal norms (Jose, Biju & Vincent, 2022). Furthermore, the theory has also found with great reliance on signals, from multiple sources, to infer the environmental and ethical implications of consumer's purchasing decisions (Chyhryn et al, 2022).

The key aspects of the theory include with the product attributes, brand communication and

peer influence and social norms (Casalegno, Candelo, & Santoro, 2022). Literature has revealed that consumers perceive certain product attributes such as eco-certifications, recycled materials, or energy-efficient designs as signals of sustainability (Chyhryn et al, 2022). The mentioned attributes serve as tangible indicators that influence consumer perceptions of a product's environmental impact (Ferreira, Casais & Proença, 2023). Furthermore, brands has also found playing a crucial role in signaling their commitment to sustainability through marketing messages, corporate social responsibility initiatives, and transparency in their supply chains (Hasan et al, 2022). Consumers are often with interpretation of signals to gauge the authenticity and credibility of a brand's sustainability claims (Brandão, & Miranda, 2022).

Similarly, social norma has also found an important element of signal theory with its association from peers, social media, and societal norms contribute to shaping consumer attitudes towards sustainable consumption (Jose, Biju & Vincent, 2022). Literature has found that positive peer attitudes towards sustainability can act as signals that reinforce individual intentions to choose environmentally friendly products (Hasan et al, 2022). In addition, consumers often perceive sustainable products as lower in risk to the environment or society compared to conventional alternatives (Banerjee et al, 2021). Literature also found that trust in the signals, provided by brands and other influencers, mitigate perceived risks associated with sustainable consumption choices (Abrar, Sibtain, & Shabbir, 2021). Overall, the signals received by consumers influence their behavioral intentions

and purchase decisions. Consumers are more likely to choose sustainable options when they perceive clear and credible signals that align with their values and beliefs.

2.3 Hypotheses Development

Environmental concern (EC) is described by Casalegno et al. (2022) in terms of public virtue reasoning towards surroundings, the degree of care relating to the environment's long term, and how human development is causing environmental harm. Similarly, an individual's consciousness that the environment is in danger of pollution or resource exploitation is considered an EC. Previous studies have shown that the impact of environmental culture concerns on purchasing power is a significant element that may promote sustainable consumption practices (Kumar et al., 2022). However, since other variables, such as the sociocultural context, have an impact on consumer behavior, the connection between EC and SCB is not clear-cut Kaur et al. (2022), Roh et al. (2022), Lavuri (2022) as well as the political setting. According to Mansoor and Paul (2022), concern for the environment refers to a general attitude that emphasizes the appraisal of environmental preservation on a cognitive and emotional level. Also, it has been discovered that EC is one of the best indicators of sustainable behavior. It might have four different mindsets: care for the ecology and the severity of trash issues, poverty, and increased pricing due to environmental regulations. There has long been a perception that those who concern much about as well the ecosystem have a greater propensity to behave in ecologically favorable ways. Conversely, it has been

considered that people concerned about the environment seem more likely to exhibit ecologically friendly consumption behavior (Li et al., 2022). Thus, the hypothesis is formed:

H₁: There is significant positive impact of environmental concern on sustainable consumption behavior with mediating role of green purchase intention.

Consumers must be willing to engage in eco-friendly consumption to maintain a natural setting or reduce the harmful effects consumed on the environment throughout item acquisition, usage, and post-treatment (Casalegno et al., 2022). According to the study, marketing companies must improve their environmental performance to comply with emissions standards and maintain global standing. Also, industries must be willing to be environmentally friendly owing to consumer demand, increased environmental legislation, managerial concerns dealing with ethics, and customer happiness (Chen et al., 2022b). Consumers who care about the environment are battling to safeguard it by discarding, emphasizing the ecological tag on reclaimed wood, or buying only sustainable goods. Several researchers have examined customer behavior regarding green products and offered various viewpoints. First, by acquiring and not purchasing environmentally damaging items, customers who utilize green products help safeguard the environment (Mason et al., 2022). Second, a person willing to consume eco-friendly goods rather than conventional ones is referred to as a green customer (Kumar et al., 2022); Shimul et al. (2022). Finally, environmentally conscious customers are interested in product creation, resource scarcity, post-use activities, and

consumption (Chen et al., 2022b). Hence, the hypothesis has formed:

H₂: There is significant positive impact of willingness to be environment-friendly on sustainable consumption behavior with mediating role of green purchase intention.

Green brand positioning was described by Wang et al. (2022) as the characteristics of green brand products that seem ecologically friendly and have substantial value for customers. Kilian et al. (2022) discovered that many researchers strongly emphasize GBP for the brand to live up to the expectations of desirable qualities from green customers. Brand positioning that emphasizes sustainability is crucial. For the business to succeed in the market for green products, it must remain in consumers' minds. Moreover, due to the brand's positioning, green consumers with a great shopping experience and some environmental understanding of the green product are likelier to consume the other green product (Ferreira et al., 2023). According to previous studies by Mehraj and Qureshi (2022) and Chyhryn et al. (2022), GBP is the value or quality a green brand product may offer the product's characteristics are based on eco-friendliness and is important to consumers' behavior. GBP refers to the business employing a green image to portray itself to the market and consumers. GBP is the green image that the market or the customer perceives as the green image. According to Nguyen and Mogaji (2022), a company's green positioning or image includes a mental image or description that customers may use to consume it. Therefore, the hypothesis has formed:

H₃: There is significant positive impact of green brand positioning on sustainable consumption behavior with mediating role of green purchase intention.

According to Jose et al. (2022a), a consumer's attitude toward a green brand is a notion that results from their appraisal of the brand and their rational assessment of it. Consumers will choose a brand based on companies' attempts to convey environmentally friendly attributes to them. Similarly, the degree to which a person judge's goods and services is known as their attitude. According to earlier research, attitude predicts consuming behavioral intention (Riva et al., 2022). As per Taufique (2022), consumers with a strong positive attitude are likelier to purchase things. They also felt that having a positive attitude makes it easier for people to carry out their consuming behavioral intentions.

Furthermore, positive attitudes among customers are linked to green purchasing habits. Individuals thought that adopting environmentally friendly consumption behavior may improve their health. Also, according to Nekmahmud et al. (2022), customer attitudes may impact how green brands are consumed. Consumers' awareness and information about the environment and natural green products may increase customers' favorable attitudes and behavioral intention to purchase green brands. Mansoor et al. (2022) and Brandão and Cupertino de Miranda (2022) demonstrated that a green attitude had a larger meaningful impact on the use of green products. The most important indicator of customer behavior regarding the adoption of green brands is their attitudes. Hence, the hypothesis has formed:

H₄: There is significant positive impact of attitude towards green brands on sustainable consumption behavior with mediating role of green purchase intention.

The impact of green marketing mix strategies on sustainable consumption behavior, particularly within the context of green brands is a hot topic in literature and actively investigated (Casalegno, Candelo, & Santoro, 2022). Literature has revealed that the product strategy within the green marketing mix plays a crucial role in influencing consumer behavior towards sustainability (Ferreira, Casais & Proença, 2023). Another study also revealed that brands that offer eco-friendly products with clear environmental benefits and certifications tend to attract consumers who prioritize sustainability in their purchase decision (Hasan et al, 2022). Similarly, another study also found that products perceived as sustainable and ethically produced can enhance consumer perceptions of value and quality, thereby encouraging sustainable consumption behaviors (Jose, Biju & Vincent, 2022).

The pricing strategy in green marketing also impacts consumer behavior towards sustainable products. While sustainable products often command a price premium due to higher production costs associated with ethical sourcing and eco-friendly materials, strategic pricing can influence affordability perceptions among consumers (Ferreira, Casais & Proença, 2023). Effective communication of the value proposition, such as long-term cost savings or durability, can mitigate price sensitivity and encourage willingness to pay for sustainable options (Brandão, & Miranda, 2022). Green brands utilize

various promotional strategies to communicate their sustainability efforts and influence consumer behavior. Advertising campaigns highlighting environmental benefits, endorsements from environmental organizations, and social media engagement can enhance brand awareness and credibility (Schmidt & Binder, 2020). Positive promotional messages that align with consumer values of environmental stewardship are more likely to resonate and drive sustainable consumption behaviors (Berning et al, 2022). Literature has also found that the distribution strategy within the green marketing mix focuses on ensuring sustainable products are accessible to consumers. Brands may emphasize eco-friendly packaging, efficient logistics to reduce carbon footprint, and partnerships with retailers committed to sustainability (Abrar, Sibtain, & Shabbir, 2021).

H₅: There is significant positive impact of green marketing mix on sustainable consumption behavior with mediating role of green purchase intention.

The literature has reported with the correlation of green purchase intention and sustainable consumer practice also as literature described green purchase intention as tendency of consumer to prefer and select with environmentally friendly products (Casalegno, Candelo, & Santoro, 2022). Another study also revealed that green purchase intention of customer is crucial to originator toward sustainable consumption behavior (Jose, Biju & Vincent, 2022). Another empirical study also made explicit that purchasing and using products in ways that minimize environmental impact has become preferable among customers (Ferreira,

Casais & Proença, 2023). Furthermore, investigation also made explicit the role of environmental awareness, personal values, and perceived consumer effectiveness in determination of correlation between green purchase intention and sustainable consumer practices (Jose, Biju & Vincent, 2022). The customer with attitude to value environmental benefits of their choices and perception that their actions can contribute with a difference are more likely to translate their green purchase intention into actual sustainable behaviors (Brandão, & Miranda, 2022).

Moreover, the theory of planned behavior has found in support of linkage between green purchase intention and sustainable customer behavior (Schmidt & Binder, 2020). Another study also revealed that higher levels of green purchase intention leads to more frequent engagement in sustainable consumer behavior, indicating a robust and direct influence (Abrar, Sibtain, & Shabbir, 2021). Furthermore, literature also reported with the role of green purchase intention as driver of sustainable consumer behavior in another study (Casalegno, Candelo, & Santoro, 2022). However, studies have also revealed that green purchase behavior has also a role as moderator in determination of relationship between green purchase intention and sustainable consumer behavior (Hasan et al, 2022). Green purchase behavior has described as action taken by a customer in choosing environmentally friendly products (Jose, Biju & Vincent, 2022). Another study revealed that green purchase behavior suggests that even with a strong green purchase intention, the transition to sustainable consumer behavior is more

pronounced when consumers consistently practice green purchase behavior (Ferreira, Casais & Proença, 2023). This behavior reinforces their sustainable consumption patterns, creating a feedback loop that enhances both their green purchase intention and sustainable consumer behavior. Research framework is shown as Appendix A.

H₆: There is a significant impact of the green purchase intention on the sustainable consumption behavior.

H₇: Green purchase moderates the relationship between the green purchase intention and the sustainable consumption behavior.

3. METHODOLOGY

3.1 Study Design

Positivist philosophy was used in this study because positivism often uses existing theories to develop hypotheses that are tested during the research process (Al-Ababneh, 2020). It also identifies the relationship between the variables, and positivists seek causes that influence outcomes or consequences (Valentinov & Chia, 2022). Junjie and Yingxin (2022) Also indicated that positivism focuses on establishing causal or explanatory relationships using quantitative approaches, favoring results with strong empirical evidence from a large sample size. Under this philosophy, knowledge must be taken from human experience and assessed using logic and reasoning. It helped the researcher to think logically and provide more insightful findings (Corry et al., 2019).

The study also used a deductive research approach since it explains the causal

relationships between the variables. This approach also helps generalize study results (Rakhmatova & Kh, 2022). The deductive approach helps researchers in testing a hypothesis using existing theories. Although the study used a well-established theory, it will be verified by statistical data analysis (Hall et al., 2022). Grinchenko and Shchapova (2020) Also explained that deductive research focuses more on testing a hypothesis, which makes it more appropriate for using quantitative data. Moreover, deductive research collects data relevant to the study and uses it to test the hypothesis and draw a conclusion about the study (Marais-Potgieter & Thatcher, 2021).

3.2 Sample and population

Green apparel refers to apparel manufactured with eco-friendly processes, supporting fair trade, and adopting green practices (Abrar et al., 2021). Green apparel helps in waste reduction by recycling clothing and using fewer resources (Khan et al., 2022). Hasan et al. (2022) Said that textile companies in Pakistan that support green apparel help reduce resource use and pollution. Also, using eco-friendly materials like organic fibers, recycling natural materials, implementing eco-friendly production and distribution processes, and green packaging may help reduce resource depletion and eliminate waste (Khare & Kautish, 2022). In Pakistan, apparel industries are searching for greener filaments from renewable resources to meet the rising demand for green products (Khan et al., 2021). Customers of green apparel in Karachi were chosen for the study using convenience sampling because they are easily accessible to the

researcher. Convenience sampling makes it possible to collect data quickly (Obilor, 2023). This technique is also suitable for developing hypotheses and conducting pilot testing. The convenience sampling technique was thus employed in this study to collect data using easily available samples (Ganesha & Aithal, 2022). It will allow researchers to quickly and affordably gather the required responses and select the most unbiased ones (Subiyantoro, 2021). Krejcie and Morgan (1970) Recommended a $50 + 8k$ formula for sample size estimation wherein k is the model's total variables, i.e., five variables in the current study. Therefore, the study has estimated 90 minimum sample responses.

3.3 Data collection instrument

Environmental concern has five measures adapted from (Siyal et al., 2021) based on a five-point Likert scale and a sample item, "I am very concerned about the environment." The willingness to be environment-friendly has five measures adapted from (Ghali-Zinoubi, 2022) based on a five-point Likert scale and a sample item "I am willing to pay higher prices for environment-friendly products." Green brand positioning has five measures adapted from (Siyal et al., 2021) based on a five-point Likert scale and a sample item "I think the quality and price are important considerations when I purchase green products." Attitude toward brands has five measures adapted from (Siyal et al., 2021) based on a five-point Likert scale and a sample item "I feel that green product's environmental reputation is generally reliable." Sustainable consumption behaviour has five

measures. Two measures were adapted from (Jose et al., 2022b), and the other measures were adapted from (Zheng et al., 2020) based on a five-point Likert scale and a sample item "I prefer to purchase items that are environmentally friendly."

4. ANALYSIS AND FINDINGS

The PLS-SEM technique was used in this study since it can easily examine complex models and give substantially more in-depth variance. PLS-SEM also helps determine the validity and reliability of the constructs, data, and instruments (Hair et al., 2017b). Hair et al. (2011) Also indicated that PLS-SEM helps researchers to develop and estimate cause-and-effect relationships between the variables. PLS-SEM is also one of the most used techniques for multivariate data analysis (Hair et al., 2019). SEM was chosen as the main statistical technique for testing the hypothetical model because of the conceptual model's basic characteristics. PLS-SEM is also suitable for analyzing small samples (Hair et al., 2017b). Further, PLS-SEM analyses how well the model describes the target constructs of interest and estimates the relationship between the latent variables (Hair et al., 2014a).

Table 1: Demographic profile

Variable	Description	Frequency	Percent
Age (Years)	Below 21	52	16.3
	21-25	35	11.0
	26-30	46	14.4
	31-35	35	11.0
	36-40	45	14.1
	41-45	29	9.1
	46-50	35	11.0
	Above 50	42	13.2
Gender	Male	148	46.4
	Female	171	53.6
Education	Undergraduate	83	26.0
	Graduate	74	23.2
	Postgraduate	86	27.0
	Others	76	23.8
Preferred Green Apparel	Generation	54	16.9
	Sapphire	57	17.9
	Levi's	49	15.4
	Misha Lakhani	56	17.6
	Inaya	50	15.7
	Others	53	16.6
Shopping Frequency (Per Month)	< 1 time	83	26.0
	1-2 times	81	25.4
	3-5 times	76	23.8
	> 5 times	79	24.8

Source: Author's own work. Note: Demographic profile (N= 319)

4.1 Demographic Result

Table 1 shows that the study collected data from 319 respondents in total. Among them, 148 (46.4%) were male, and 171 (53.6 %) were female. Moreover, 52 (16.3%) were below the age of 21; 35 (11%) were between the ages of 21-25; 46 (14.4%) were between the ages of 26-30; and 35 (11 %) were between the ages of 31-35; 45 (14.1%) were between the ages of 36-40; 29 (9.1%) were between the ages of 41-45; 35 (11%) were between the ages of 46-50 and 42 (13.2%) were above the age of 50. Moreover, 83 (26%) participants were undergraduates, 74 (23.2%) were graduates, 86 (27%) were postgraduate, and 76 (23.8%) were others. Furthermore, 54 (16.9%) respondents preferred

Generation, whereas 57 (17.9 %) preferred Sapphire, 49 (15.4%) preferred Levi's, 56 (17.6%) preferred Misha Lakhani; 50 (15.7%) preferred Inaya as a green apparel brand, and 53 (16.6%) preferred others. Additionally, 83 (26%) respondents shop less than once per month, 81 (25.4%) respondents shop once to twice per month, 76 (23.8%) respondents shop three to five times per month, and 79 (24.8%) respondents shop more than five times per month.

4.2 Measurement Model

4.2.1 Construct validity and degree of convergence

Construct validity is sometimes described as the extent to which an instrument measures what it is designed to measure. In contrast, convergent

validity is the statistical validation in which each measurement item has a significant relationship with the assumed theoretical concept (Hair et al., 2014b). Table 2 shows the indicator outer loadings, reliability values i.e. Cronbach's Alpha, rho-A and composite reliability along with average variance extracted for degree of convergence. It is quite clear from the below table all the outer loading values are higher than 0.7 hence accepted within the model with no need to exclude any specific item of latent variable in case of below mentioned variables. Furthermore,

the reliability value of Cronbach's Alpha also found higher than benchmark value of 0.7 hence accepted with the reliability scale for all the latent variables. This has further validated by rho-A and composite reliability as found with values higher than 0.7 for each latent variable along with value of composite reliability higher than Cronbach's Alpha and rho-A for each latent variable. Furthermore, degree convergence i.e. AVE also found higher than 0.5 all the latent variable hence also found justifying the internal validity for the present study.

Table 2: Construct Validity and Degree of Convergence

		Outer Loading	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attitude towards Green Brands	ATT1	0.8352				
	ATT2	0.7851				
	ATT3	0.8501	0.8549	0.8565	0.8962	0.6340
	ATT4	0.7640				
	ATT5	0.7412				
Environmental Concern	ENVC1	0.7315				
	ENVC2	0.7619				
	ENVC3	0.7369	0.7918	0.7930	0.8572	0.5458
	ENVC4	0.7512				
	ENVC5	0.7113				
Green Brand Positioning	GBPN1	0.7794				
	GBPN2	0.7198				
	GBPN3	0.8727	0.8701	0.8773	0.9063	0.6604
	GBPN4	0.8137				
	GBPN5	0.8675				
Green Purchase Behavior	GPB1	0.7587				
	GPB2	0.6980				
	GPB3	0.7549	0.7930	0.8004	0.8573	0.5462
	GPB4	0.7796				
	GPB5	0.7002				
Green Purchase Intention	GPI1	0.8239				
	GPI2	0.7912				
	GPI3	0.8439	0.8594	0.8625	0.8991	0.6411
	GPI4	0.8074				
	GPI5	0.7327				

	PAK1	0.7518				
	PAK2	0.7407				
	PAK3	0.7337				
	PLA1	0.8068				
	PLA2	0.7471				
	PLA3	0.7881				
Green Marketing Mix	PO1	0.7230				
	PO2	0.7120	0.9468	0.9488	0.9527	0.5733
	PO3	0.7613				
	PRI1	0.7501				
	PRI2	0.7158				
	PRI3	0.7971				
	PRM1	0.7770				
	PRM2	0.7773				
	PRM3	0.7682				
Sustainable Consumption Behavior	SCBH1	0.7564				
	SCBH2	0.7335				
	SCBH3	0.7596	0.8062	0.8087	0.8654	0.5625
	SCBH4	0.7617				
	SCBH5	0.7384				
Willingness to be Environmentally Friendly	WTBEF1	0.7279				
	WTBEF2	0.7556				
	WTBEF3	0.7527	0.8010	0.8042	0.8625	0.5567
	WTBEF4	0.7819				
	WTBEF5	0.7104				

Source: Author's own work

4.2.2 Discriminant validity

Discriminant validity is a statistical method that ensures that each measurement item has a low correlation with all other constructs, except for the one it is conceptually associated with (Campbell & Fiske, 1959). Fornell and Larcker (1981) stated Table 3 shows that the square root of AVE (diagonally bold values) has a stronger correlation with other constructs in the structural model than their respective correlation, providing that the constructs have distinctiveness in the model (Ab Hamid et al., 2017; Cheung & Wang, 2017). Hence, discriminant validity has been established using the FL criterion. Moreover,

that latent variables' square-rooted AVE coefficients should be higher than their corresponding correlation coefficients with other constructs to obtain significant discriminant validity. As shown in Table 3, PLS-SEM assesses discriminant validity using the FL criterion.

Henseler et al. (2015) indicated that the HTMT criterion assesses the average correlations between the indicators across constructs. Table 4 below provides the results of the HTMT ratio for discriminant validity using the PLS algorithm technique. It has been argued that discriminant validity is considered established when the HTMT ratio between two latent constructs is below 0.85

(Henseler et al., 2016). The above table shows that the HTMT ratio of 0.6835 between SCB and GPI found the highest among all.

Table 3: Fornell Larker – Discriminant Validity

	ATT	ENVC	GBPN	GMM	GPB	GPI	SCB	WTBEF
Attitude towards Green Brands (ATT)	0.7962							
Environmental Concern (ENVC)	0.4936	0.7388						
Green Brand Positioning (GBPN)	0.4095	0.4514	0.8126					
Green Marketing Mix (GMM)	0.5647	0.5020	0.3675	0.7572				
Green Purchase Behavior (GPB)	0.0828	0.1552	0.1861	0.1712	0.7390			
Green Purchase Intention (GPI)	0.5385	0.6254	0.6904	0.5520	0.2725	0.8007		
Sustainable Consumption Behavior (SCB)	0.3272	0.4136	0.4293	0.3092	0.4045	0.5767	0.7500	
Willingness to be Environmentally Friendly (WTBEF)	0.4663	0.6177	0.4406	0.4638	0.1048	0.5768	0.3740	0.7461

Source: Author's own work

Table 4: HTMT – Discriminant Validity

	ATT	ENVC	GBPN	GMM	GPB	GPI	SCB	WTBEF
Attitude towards Green Brands (ATT)								
Environmental Concern (ENVC)	0.5980							
Green Brand Positioning (GBPN)	0.4745	0.5461						
Green Marketing Mix (GMM)	0.6273	0.5786	0.4033					
Green Purchase Behavior (GPB)	0.1111	0.2023	0.2199	0.1984				
Green Purchase Intention (GPI)	0.6264	0.7576	0.7942	0.6100	0.3230			
Sustainable Consumption Behavior (SCB)	0.3895	0.5162	0.5081	0.3477	0.4978	0.6835		
Willingness to be Environmentally Friendly (WTBEF)	0.5623	0.7729	0.5217	0.5293	0.1507	0.6904	0.4575	

Source: Author's own work

Table 5: Predictive Power

	R Square	R Square Adjusted
Green Purchase Intention	0.655	0.650
Sustainable Consumption Behavior	0.399	0.394

Source: Author's own work

4.2.3 Predictive power

Table 5 displays the predictive power using R-square. Hair et al. (2013) recommended that R² should be higher than 25% for significant predictability. Sustainable consumption behavior has an acceptable predictability of 39.9% while green purchase intention observed with the R-square value of 65.5%.

4.3 Structural Model

4.3.1 Path modeling analysis

Table 6 shows that attitude towards green brands ($\beta = 0.0979$; $p < 0.05$) and environmental concern ($\beta = 0.2114$; $p < 0.05$) have significant positive effects on green purchase intention. Similarly, green brand position ($\beta = 0.4331$; $p < 0.05$) and green marketing mix ($\beta = 0.1720$; $p < 0.05$) also found with significant positive impact on green purchase intention.

Table 6: Direct and Moderating Effects

	Estimated Value	Stand. Dev.	T-Stat.	P Values
Attitude towards Green Brands -> Green Purchase Intention	0.0979	0.0460	2.1562	0.0315
Environmental Concern -> Green Purchase Intention	0.2114	0.0531	4.1043	0.0000
GPB & GPI -> Sustainable Consumption Behavior	0.0262	0.0694	0.4419	0.6587
Green Brand Positioning -> Green Purchase Intention	0.4331	0.0472	9.1871	0.0000
Green Marketing Mix -> Green Purchase Intention	0.1720	0.0406	4.1491	0.0000
Green Purchase Behavior -> Sustainable Consumption Behavior	0.2836	0.0595	4.5665	0.0000
Green Purchase Intention -> Sustainable Consumption Behavior	0.4947	0.0569	8.8604	0.0000
Willingness to be Environmentally Friendly -> Green Purchase Intention	0.1311	0.0444	2.8539	0.0045

Source: Author's own work

Table 7: Indirect Effects

	Estimated Value	Stand. Dev.	T-Stat	P Values
Attitude towards Green Brands -> Green Purchase Intention -> Sustainable Consumption Behavior	0.0485	0.0239	2.0948	0.0367
Environmental Concern -> Green Purchase Intention -> Sustainable Consumption Behavior	0.1044	0.0282	3.8984	0.0001
Green Brand Positioning -> Green Purchase Intention -> Sustainable Consumption Behavior	0.2142	0.0335	6.5271	0.0000
Green Marketing Mix -> Green Purchase Intention -> Sustainable Consumption Behavior	0.0848	0.0213	3.9860	0.0001
Willingness to be Environmentally Friendly -> Green Purchase Intention -> Sustainable Consumption Behavior	0.0653	0.0242	2.6354	0.0087

Source: Author's own work

Furthermore, green purchase intention ($\beta = 0.4947$; $p < 0.05$) and green purchase behavior ($\beta = 0.2836$; $p < 0.05$) also found with significant positive impact on sustainable consumption behavior. At last willingness to be environmentally friendly ($\beta = 0.1311$; $p < 0.05$) also found with significant positive impact on green purchase intention. Moreover, moderating effect of green purchase behavior in between green purchase intention and sustainable consumption behavior ($\beta = 0.0262$; $p > 0.05$) have positive but statistically insignificant effects.

Table 7 shows that attitude towards green brands with mediating role of green purchase intention ($\beta = 0.0485$; $p < 0.05$) and environmental concern with mediating role of green purchase intention ($\beta = 0.1044$; $p < 0.05$) have significant positive effects on sustainable consumption behavior.

Similarly, green brand position with mediating role of green purchase intention ($\beta = 0.2142$; $p < 0.05$) and green marketing mix with mediating role of green purchase intention ($\beta = 0.0848$; $p <$

0.05) also found with significant positive impact on sustainable consumption behavior. At last willingness to be environmentally friendly with mediating role of green purchase intention ($\beta = 0.0653$; $p < 0.05$) has significant positive effects on sustainable consumption behavior.

4.3.2 Predictive relevance

Table 8 shows the predictive relevance of endogenous constructs in the model. Hair et al. (2019); Hair et al. (2013) recommended that Q^2 higher than 35 percent is considered to have strong relevance, and therefore, the above table has shown that sustainable consumption behavior has a strong relevance of 39.8 percent in the structural model. Similarly, green purchase intention also found with strong impact having value of 0.370.

Table 8: Predictive Relevance

	Q-Square	Decision
Green Purchase Intention	0.370	Strong
Sustainable Consumption Behaviour	0.408	Strong

Source: Author's own work

5. DISCUSSIONS

The study's findings highlight a clear and significant link between attitudes towards green brands and sustainable consumption behavior. This relationship underscores that when individuals hold positive attitudes towards these brands, they are more likely to engage in sustainable practices. This aligns with the observations made by Jose et al. (2022a), who emphasize that green brands, through their promotion of eco-friendly practices and products, foster a perception of reliability and responsibility among consumers. Consequently, individuals are inspired to make environmentally conscious choices, viewing such decisions as part of their commitment to sustainability. Furthermore, Riva et al. (2022) contribute to this understanding by noting that positive attitudes towards green brands can enhance social norms associated with sustainable consumption. As social beings, humans often align their behaviors with societal expectations, and when green brands embody positive values, individuals are inclined to emulate such behaviors. This ripple effect not only influences personal choices but also encourages others to adopt sustainable consumption practices.

Additionally, Nekmahmud et al. (2022) add that adopting a positive attitude towards green brands can contribute to personal happiness and satisfaction. Many individuals today seek to contribute positively to the environment and feel

empowered when associating with brands that share similar values. This sense of purpose motivates them to make sustainable decisions, thereby shifting their consumption behavior towards more environmentally friendly options. In sum, the positive attitude towards green brands plays a pivotal role in shaping sustainable consumption behavior, driven by perceptions of reliability, social influence, and personal fulfillment. As more individuals recognize the impact of their choices on the environment, aligning with green brands becomes not just a preference but a meaningful contribution to global sustainability efforts.

The findings of the study also underscore the significant impact of environmental concerns (EC) on sustainable consumption behavior (SCB). This relationship is consistent with Tan et al. (2022), who argue that as environmental concerns become more prevalent in society, they begin to shape social norms and peer influences. When a substantial portion of the population prioritizes environmental considerations in their actions, it establishes a normative expectation that encourages others to follow suit, thereby fostering sustainable behaviors. Individuals are increasingly motivated to engage in SCB when they perceive it as both socially desirable and responsible, influenced by the collective actions of their peers. Furthermore, Laukkanen et al. (2022) support this perspective by highlighting

that heightened environmental awareness cultivates a stronger sense of concern and responsibility among individuals. As people recognize the finite nature of Earth's resources and the imperative to preserve them for present and future generations, they are prompted to adopt sustainable practices. This shift in mindset encourages behavioral changes such as transitioning to renewable energy sources, embracing circular economy principles, and integrating eco-friendly products into daily routines.

Similarly, Casalegno et al. (2022) reinforce these insights by documenting the escalating environmental consciousness among individuals. Their research underscores that increasing awareness of the environmental impact of consumption habits drives people to modify their behaviors significantly. This heightened awareness prompts individuals to participate in SCB activities such as reducing energy consumption, practicing recycling, and opting for eco-friendly products. As environmental challenges like climate change, deforestation, and pollution intensify, individuals are increasingly motivated to take proactive steps towards sustainable living. In short, the positive influence of environmental concerns on sustainable consumption behavior is evident in how societal norms evolve, peer influences manifest, and individual actions contribute to environmental stewardship. As more people recognize and internalize the importance of sustainable practices, their collective efforts can lead to substantial positive impacts on global sustainability goals.

The report also emphasized the significant impact of Green Brand Perception (GBP) on Sustainable Consumption Behavior (SCB). This finding resonates with Purcărea et al. (2022), who highlight that while green brands may project an environmentally friendly image, there can be discrepancies between this image and their actual sustainability practices—a phenomenon known as greenwashing. Such misrepresentations can lead consumers to question the credibility of environmental claims, potentially undermining their motivation to adopt sustainable consumption behaviors based solely on green brand positioning. Similarly, Kar and Harichandan (2022) support these findings by noting that consumer choices are influenced not only by sustainability claims but also by factors such as cost, convenience, quality, and personal preferences. Even if consumers hold positive perceptions of green brands, these competing factors can outweigh sustainability considerations when making purchasing decisions, thereby limiting the impact on SCB. Furthermore, Haider et al. (2022) add to this perspective by highlighting that a lack of awareness or understanding about sustainable consumption can further diminish the influence of GBP. If consumers are not adequately informed about environmental issues or fail to grasp the implications of their consumption choices, they may not actively seek out or respond to messages from green brands. This lack of awareness can significantly hinder efforts to promote behavior change towards more sustainable practices. In other words, GBP plays a crucial role in shaping SCB, its effectiveness can be compromised by challenges such as

greenwashing, competing consumer priorities, and insufficient awareness about sustainable consumption. Addressing these factors is essential for enhancing the impact of green brand initiatives on fostering sustainable behaviors among consumers.

In Pakistan's apparel industry, the adoption of green marketing practices has demonstrated a significant influence on consumers' green purchase intentions. Green marketing involves promoting products or services based on their environmental benefits, thereby encouraging sustainable choices among consumers (Khan & Khan, 2021). This strategy encompasses various elements such as eco-labeling, sustainable packaging, and communicating environmentally friendly manufacturing processes. Recent studies underscore that effective implementation of green marketing strategies by apparel brands in Pakistan enhances consumers' perceptions of products as environmentally responsible and socially beneficial (Khan & Khan, 2021). This positive perception plays a crucial role in shaping consumers' intentions to purchase green products. For example, research by Khan and Khan (2021) found that Pakistani consumers increasingly favor brands that emphasize eco-friendly practices, such as using organic fabrics, reducing carbon footprints, and supporting fair labor practices.

Moreover, initiatives like Pakistan's Sustainable Development Goals (SDGs), particularly Goal 12 on Responsible Consumption and Production, emphasize the importance of businesses adopting green marketing strategies. By aligning with these global sustainability frameworks, apparel companies in Pakistan not only enhance

their credibility but also appeal to environmentally conscious consumers.

Green purchase behavior among consumers in Pakistan's apparel industry significantly influences sustainable consumption behavior. Green purchase behavior refers to consumers' actual buying decisions that favor products with minimal environmental impact. When consumers consistently choose eco-friendly apparel options, they contribute to reducing environmental degradation and promoting sustainable practices within the industry (Ali et al., 2022). Research findings suggest that consumers who exhibit green purchase behavior are more likely to adopt broader sustainable consumption behaviors in Pakistan. For instance, studies by Ali et al. (2022) reveal that Pakistani consumers who patronize environmentally responsible apparel brands tend to extend their eco-conscious choices to other aspects of consumption, such as energy use, waste management, and transportation. Given Pakistan's environmental challenges, such as water scarcity and pollution, fostering green purchase behavior in the apparel sector can lead to significant environmental benefits. By supporting brands that prioritize sustainability, consumers play a crucial role in encouraging the industry to adopt greener practices and reduce its ecological footprint.

Green purchase intention, which reflects consumers' willingness to buy environmentally friendly products, exerts a notable impact on sustainable consumption behavior in Pakistan's apparel industry. Consumers' intentions are influenced by factors such as perceived environmental benefits, personal values, and trust in brands' sustainability claims. Recent

studies underscore that in Pakistan, consumers increasingly value sustainability and are more likely to translate their intentions into actions when purchasing apparel. Brands that effectively communicate their environmental commitments and offer green alternatives tend to attract consumers who prioritize sustainability. This trend highlights the importance of integrating sustainability into marketing strategies and consumer choices to foster a greener future in the apparel sector. Government policies and industry initiatives that promote eco-labeling, environmental certifications, and transparency in supply chains further bolster consumers' confidence in making sustainable choices. By cultivating green purchase intentions among consumers, Pakistan's apparel industry can drive broader shifts towards sustainable consumption behaviors, including reducing resource consumption, minimizing waste generation, and supporting ethical production practices.

6. CONCLUSION

The current research has investigated the impact of EC, WEF, GBP, GMM and AGB on SCB with mediating input GPI and moderating role of GBP in case of green apparel in Pakistan. The study used with the deductive approach and consideration of quantitative nature of study to perform the analysis. Furthermore, the study opted with primary data to perform the analysis with the use of questionnaire as data collection instrument. Furthermore, the study followed with the survey based approach for data collection. The targeted population focuses on consumer of green apparel along the selection of convenience sampling for response collection. The study

selected structural equation modeling to perform the analysis and extract results for interpretation and hypotheses testing. The results of the study revealed that there is direct significant and positive impact of attitude towards green brands, environmental concern, green brand positioning, green marketing mix and willingness to be environmentally friendly on green purchase intention at 5 percent level of significance. Furthermore, the study also revealed that there is direct significant and positive impact of green purchase behavior and green purchase intention on sustainable consumption behavior at 5 percent level of significance. Furthermore, the moderating role of green purchase behavior found insignificant at 5 percent level of significance in between green purchase intention and sustainable consumption behavior.

Furthermore, the study also revealed that there is indirect significant and positive impact of attitude towards green brands, environmental concern, green brand positioning, green marketing mix and willingness to be environmentally friendly on green purchase intention at 5 percent level of significance with mediating role of green purchase intention. The study confronted with the challenges in term of response collection and after retiring efforts got with required number of response and also element of the targeted population also found not familiar with sharing of their feedback. Furthermore, cultural aspects also found an important dimension to be addressed in future studies.

The findings of this study have some favorable policy implications. The study revealed that there was AGB and EC positively and significantly impacting upon SCB. First, the green apparel

leaders should develop a comprehensive approach to sustainability that includes the organizations' targets, goals and steps that will be taken to ensure that the environment is protected from the negative impacts. This plan will be given for information to the consumers in the form of ads, so they can be aware of the nature friendly practices of the brand.

In addition, the executives of these Brands should also participate in educational campaigns that will enlighten the public on the consequences of the production of garments on the ecosystem and how the consumers can be part of sustainable fashion. Websites, social media, or partnerships with environmental groups can be applied in this manner. Brands have an opportunity to drive a culture of responsibility among the customers and encourage sustainable behavior by alerting them around the related issues.

Managers are, therefore, supposed to be open made and frank with customers regarding their environment initiatives. It requires transparency in releasing such information as suppliers, manufacturing processes and business certificates. To prove their reliability for brands, companies may use the sustainability reports, labels, and supply chain mapping. As well, the bosses should communicate with the suppliers, the manufacturers and other key players to ensure sustainable practices right from production to consumption. Such cooperation will resolve the issues with material supply, production methods, as well as waste management. Entre by cooperating brands can get the bigger environmental effect and construct reputability with customers. Moreover, develop products that possess environmentally friendly

features and meet the needs and wants of different categories of customers. Firstly, it embraces use of eco-friendly materials such as organic cotton, recycled fibers or state-of-art replacements. Sustainable brands can use this to appeal to customers who regard stability, superiority, and fashion as the main characteristics of their products. Directors should promote communication by bringing together the consumers at the different social gatherings which or through the online platforms where people exchange their stories, give and obtain advice and information on environmental sustainability. In this way, the relationship between the brand and its customers gets stronger and better enhances the brand identity. In addition to that, brands can acquire valuable insight in order to modify and develop progressively their sustainable activities. By offering tangible benefits, brands can motivate consumers to priorities sustainability in their purchasing decisions. Also, continually assess and monitor the brand's sustainability performance, and inform customers of new developments. Sustainability reports, social media posts, and newsletters can all be used for this. Sharing accomplishments and upcoming objectives shows transparency and accountability, which fosters customer trust and loyalty. However, by implementing this managerial recommendation, green apparel manufacturers can effectively leverage the favorable effects of consumer sentiments toward green brands and environmental concerns on sustainable consumption behavior.

Future studies may investigate aspects, such as price, convenience, and social influences, as they

also impact purchasing decisions, and their interplay with sustainability attitudes should be explored further. Cultural and socioeconomic factors may also be studied. Moreover,

longitudinal studies that track consumer attitudes, behavior, and purchasing patterns over time would help identify effective strategies for sustaining long-term behavioral change.

Appendix A

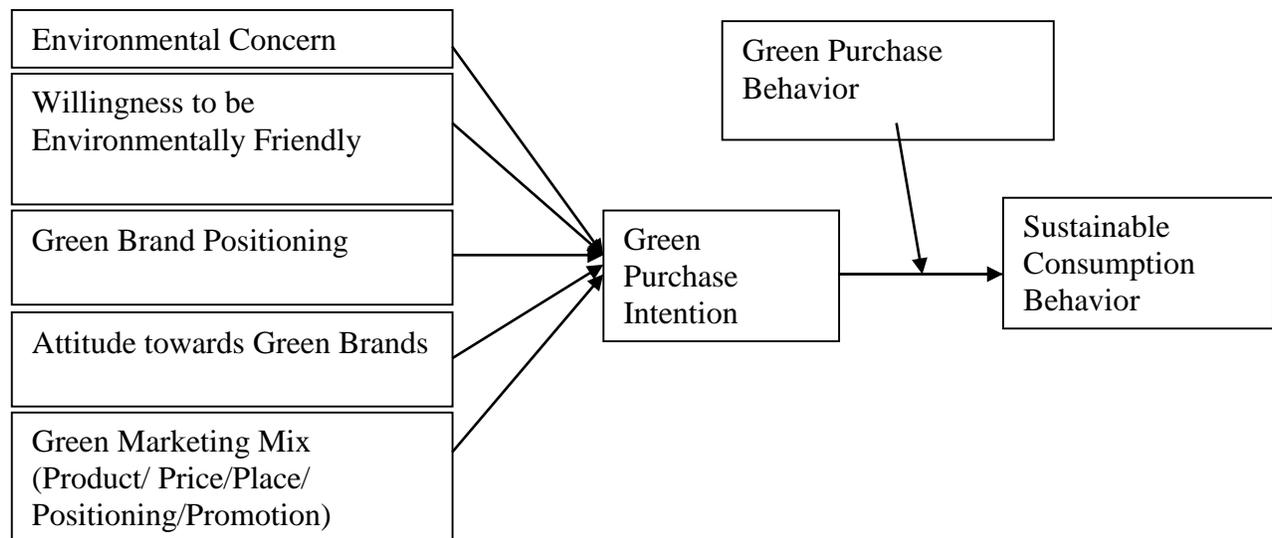


Figure 1: Research Model (Source: Author's own work)

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