

The Theory of Planned Behavior as a Mediator between Electronic Word-of-Mouth and Sustainable Fashion Purchase Intentions a Pakistani Context

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ABSTRACT

Background of the study: Purchasing intentions for sustainable luxury fashion in Pakistan are investigated in the context of electronic word of mouth (eWOM) antecedents based on the Theory of Planned Behaviour (TPB). The theoretical framework of influence intensities of the observed factors on sustainable fashion consumption reveals that consumer attitude, normative beliefs, and perceived behavioural control best explain the role of eWOM in sustainable fashion consumption.

Methodology: Data was retrieved through purposive sampling using the structured interview schedule. Analyzing all the constructs present under TPB and assessing their interaction with eWOM has been dealt with using sequential Structural Equation Modeling.

Results: Consumer attitude and PBC have a direct influence on buying behaviour, while Perceived Behavioural Control and Consumer attitude play a mediating role. The eWOM communication plays a vital role in closing the perceived gap and influences decisions toward adopting sustainable luxury fashion.

Conclusions: The study generalizes that TPB should include eWOM in sustainable consumer behaviour, adding to the sustainable fashion literature. It is suggested that marketers develop positive attitudes, improve perceived credibility, and use eWOM communication to stimulate purchase intentions. The results emphasize the growing significance of eWOM in changing consumption behaviours towards sustainable practices in emerging markets such as Pakistan.

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Introduction

Fashion is one of the global giant businesses that significantly influences the world; it is criticized for the impact that it causes on environmental issues, including water consumption, carbon dioxide emission, and waste (Aprile & Punzo, 2022). Due to the public's understanding of these impacts, there has been a significant push towards sustainability in the last couple of years. Now, consumers prefer brands that have an ethical stance and use environment-friendly products that are more authentic (Kuroda et al., 2021). The last [overarching theme] is public perception and normative beliefs; social sanctions for sustainable behaviours are

supported by social media (Kumar et al., 2022), which accelerate this transition.

Today, people post opinion leaders who promote environmentally eco-friendly products that catch the eye on social networks like Instagram and TikTok, which are becoming the driving force in creating demand for innovations in sustainable fashion (Channa et al., 2022).

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eWOM, through reviews and posts, is portrayed as a means of advocacy for beautification and environmental preservation following traditional communication (Ahmed et al., 2021). This trend indicates that consumers worldwide are one with sustainability, and fashion sustainability is a cultural movement (Zhang et al., 2022).

Although relatively young in origin and more developed in countries like the UK, Germany, and Sweden, thanks to governments' actions and consumers' demands, Asia is slowly embracing sustainable fashion. Currently, countries like Japan and Korea have understood that fast fashion is fatal for the earth, so they have started to use sustainable fashion (Abrar et al., 2021). The idea of sustainable fashion has not yet been completely developed in Pakistan, with few options and a lack of financial resources to progress on a broader scale. The fact that the country has become more sensitive to climate change has caused consumers to be more conscious of their choices regarding environmental sustainability issues (Salam et al., 2022).

Given the Pakistani context, sustainable fashion is quite enlightening because it presents the cultural priorities, the resources available, and the love for the environment. Social media is a huge component in bringing about a shift in consumer perception, but brands in sustainable fashion produce this shift and are rare and expensive to find (Katalyst Lab, 2023). There is a high knowledge gap regarding the main factors, including PBC, culture, and eWOM, in Pakistan's selection of green products (Ahmed et al., 2021).

There is a paucity of knowledge about how the purchase intention of consumers is affected by eWOM in the context of Pakistan and TPB, which helps understand how eWOM is related to adopting sustainable fashion (Moon et al., 2021). Therefore, eWOM mediated by social media could take an active role in the informativeness perspective of enhancing the message of sustainable fashion among youth from Pakistan, in particular (Salam et al., 2022).

This study uses the TPB to fill these gaps by exploring eWOM's role in consumer purchase behaviour towards sustainable fashion in Pakistan. The study will investigate how the influences, including personal beliefs, social pressure, and perception of access, impact consumers in terms of Pakistan's specially targeted socio-economic and culture. The results will be significant in promoting sustainable fashion consumption and advancing how academic research and practical methods for developing sustainability are approached.

Research Objectives

This paper examines the combined effects of different factors that impact consumer behaviour in Pakistan's green luxury fashion market.

1. To evaluate the effect of the eWOM on consumer purchasing decisions.
2. To test if consumer attitude towards eco-friendly fashion fully mediates the relationship between eWOM and purchase intentions.
3. To test the hypothesis, normative beliefs partially explain the dependence between eWOM and purchase intentions.
4. To assess whether perceived behavioural control mediates the relationship between eWOM and purchase intentions.

Research Questions

1. This is concerning on what impact eWOM has on Pakistani consumers' purchase intentions for eco-friendly luxury fashion items.
2. How does consumer attitude towards eco-friendly fashion mediate the relationship between eWOM and purchase intention?
3. How is the association between eWOM and Purchase Intentions mediated by normative beliefs?
4. A mediation analysis of the relationship of eWOM with purchase intentions through PBC is conducted.

Literature Review

The theory of planned behaviour (TPB) posits that individual behaviour is influenced by three key factors: Perceived control or behavioural control (PBC), attitude, and subjective norm, using self-regulatory theory. These together constitute intentions, for instance, an intention to purchase environmentally sustainable fashion items. Evaluations of behaviour outcomes relate to attitudes. Therefore, consumers with favourable attitudes toward eco-friendly fashion products are more likely to purchase the products. Normative beliefs that people accept under social influence also promote sustainable behaviour because environmentally friendly behaviours are the norm in society (Wolak et al., 2012).

An important and particularly relevant cue about sustainable fashion consumption is perceived behavioural control, which indicates how consumers regard a certain behaviour as easy or difficult. However, there is ample evidence about how much economic factors impede the procurement of green products (Conner, 2015). It is demonstrated through a literature review that Environmental issues and changing perceptions toward sustainable fashion are two factors that contributed to the emergence of Sustainable Fashion, both in Western and Eastern countries (Copeland et al., 2021; Kim & Oh, 2020). However, some Western countries like Sweden and the UK are the top performers in sustainability-sourced fashion clothing, while Asian markets like Pakistan are gradually switching to this new trend of fashion and its related issues (high cost and less product availability) (Katalyst Lab, 2023; Sibtain et al., 2021).

Further, the performance of eWOM and the alteration of consumer intention towards purchase are high whenever consumers develop an affection for sustainable products (Bushara et al., 2023). However, the Clients' reliance on the sustainability aspects of the products has been threatened by stumbles in communication and labelling clarification (Hayat et al., 2020). Thus, EAN, social norms, and PBC are important in providing Nguyen et al. (2024) with a fruitful understanding of consumer behaviour in a sustainable fashion.

Theoretical Development of Hypotheses

However, a few scholars have verified the effect of Electronic word-of-mouth (eWOM) on consumer purchase intention. For example, Al-Ja'afreh and Al-Adaileh (2020) indicate that eWOM is a social-proof modern-day tool influencing consumers' purchases. Romadhoni et al. (2023) state that social media marketing, eWOM related to eWOM, is about influencing purchasing decisions. Further noted by Al-Dmour et al. (2021), eWOM has a direct relationship with consumer loyalty and attitudes towards brands through brand image. A proposition made by H1 is that eWOM has a significant impact on consumers' purchase intentions, and negative feedback would hinder consumers' decision-making. Although brand image attenuates the impact of eWOM on consumer perception, empirical findings relating to the fact

that eWOM facilitates purchase behaviours exist.

H1: It appears that eWOM is associated with positive consumer purchase intention.

More specifically, a decisive role is played by how eWOM influences the consumer to feel about brand and products and how this leads to deciding to shop. Sardar et al. (2021) point out that the positive eWOM creates a favourable brand attitude, which leads to the possibility of purchase. Kunja et al. (2022) add hedonic and utilitarian attitudes as the moderators of the eWOM – intentions model mediated by consumer motivation and brand perception. Puriwati and Tripopsakul (2022) argue that social responsibility affects consumer attitude towards eWOM; thus, the brand message should be aligned with customers' values. This leads to the hypothesis:

H2: The mediating role of the consumer attitude exists between eWOM and purchase intention.

Based on Planned Behavior Theory (TPB), normative beliefs (or perceived behavioural control) directly influence the role of eWOM on consumer purchase intentions. According to Nimri et al. (2020), social influence assists customers in making the right decision in a particular group that ends up positively impacting eWOM, hence developing the effect of eWOM. People typically behave according to what society and culture expect of them, making subjective norms a critical part of green purchase behaviour, as Xu et al. (2022) mentioned. This leads to the hypothesis:

H3: Normative beliefs mediate the effect of eWOM on consumer purchase intention.

Moreover, TPB speaks of perceived behavioural control (PBC) that facilitates the relationship between eWOM and purchase intentions. Consumers who perceive themselves as capable of making pro-environmental decisions will make more (Ahmed et al., 2021); Whatle and Nguyen (2022) note how purchase intentions can be reduced because of product availability or cost. Research led by Liu et al. (2020) and Kamalanon et al. (2022) shows that increasing PBC strengthens this effect. This leads to the hypothesis:

H4: Perceived behavioural control mediates the relationship between eWOM and consumer purchase intention.

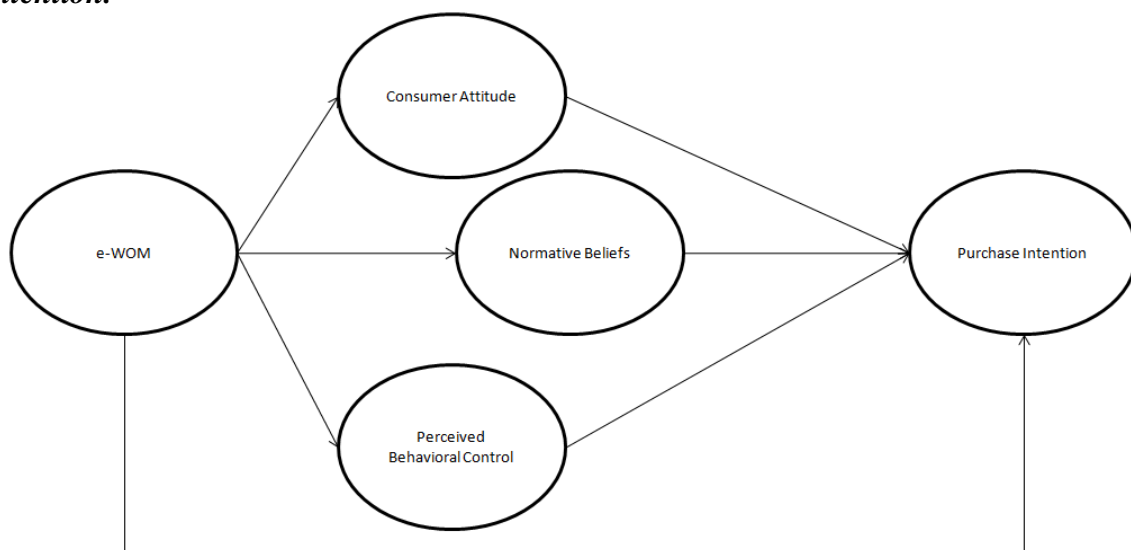


Figure 01: Theoretical Framework (Majeed et al. 2022)

Methodology

This research epistemology is positivism, where reality is assumed to be measurable and facts expressed in numbers are produced (Clark et al., 2021). The research design was highly analytic and theory-testing, whereas hypothesis-based research was conducted through an entirely deductive approach. Deductive design consists of constructing theories and research propositions, speculating about their linkages, and testing the hypotheses About a model of theory building that suggests and subsequently confirms theories (Bergmann, 2023). Analysis of variable interconnection and estimation of correlation coefficients are essential components of quantitative research for which the analysis syntax used is appropriate. In this manner, this investigation was more amicable in figuring out the present correlations between given variables utilizing correlation examination, a strategy for recognizing examples (Wu et al., 2021).

They are easy to analyze and compare; therefore, a structured, closed-ended questionnaire was obtained as primary data (Vebrianto, 2020). The validity of the survey method was enhanced because the sample was generalized to the population. Consequently, convenience sampling was used to obtain many respondents, primarily fashion consumers above 20, who engage in eWOM. However, despite this access enrichment, researchers should remember that the provided method may be biased (Turner, 2020). Social media was used to collect information, which made it easy to collect information from an active and young audience (Emerson, 2021).

Consumer attitudes towards fashion and sustainability were quantified using the questionnaire's Likert scale (Abrar et al., 2021; Ahmed et al., 2021). To improve the validity and reliability of the instrument, perceived behavioural control and purchase intention were captured through previous methods used by Aitken and his team (Aitken et al., 2020). To manage the ethical issue, implied consent was requested from the beginning and at the end of the survey (Al-Dmour et al., 2021). Data analysis was done using SEM with Smart PLS, and as proposed by Hair et al. (2014), this enables the evaluation of both measurement and structural models. Responses were anonymized, and the use of data the data was for the research was observed as an example of ethical considerations and concerns.

Result and Data Analysis

Categories	Frequency	Per cent
Gender		
Male	60	35.3
Female	110	64.7
Total	170	100
Age Bracket		
20-25 Years	15	8.8
26-30 Years	20	11.8
31-35 Years	40	23.5
36+ Years	95	55.9
Total	170	100
Monthly Income Bracket (Rs.)		
95000 – 105000	25	14.7
105000-115000	30	17.6
115000-125000	40	23.5
125000+	75	44.1
Total	170	100
City		
Karachi	65	38.2
Lahore	45	26.5
Islamabad	40	23.5
Peshawar	20	11.8
Total	170	100

Table 01: frequency distribution

The respondent list in Table 01 consists of 170 participants, more females (64.7%) than males (35.3%), which could indicate that females are more interested in luxury and environmentally-friendly fashion than males. The table below indicates the respondents' income. Regarding income, 44.1% of respondents earn more than Rs. 125,000 per month, meaning they can afford luxury products more than the identified price, while 23.5% earn between Rs. 115000-125000. This leads to a primarily higher-income group consumer base for organic luxury fashion in Pakistan. Regionally, the most significant number of respondents is from Karachi (38.2%) and Lahore (26.5%). Cities' gross domestic product and the local consumers' tendency to opt for high-end fashion products. The large number of respondents originating from large metropolitan areas underlines the definite bias towards financial, urban customer base in this segment.

	ATT	EWOM	PBC	PI	SN
ATT2	0.850				
ATT3	0.877				
ATT4	0.881				
EWOM 1		0.855			
EWOM 2		0.888			
EWOM 3		0.884			
PBC1			0.854		
PBC2			0.897		
PBC3			0.872		
PI2				0.851	
PI3				0.906	
PI4				0.882	
SN1					0.887
SN2					0.893
SN3					0.760

Table 02: Outer Loadings (ATT: Consumer Attitude, EWOM: Ewom, PBC: Perceived Behavioral Control, PI: Purchase Intention, SN: Normative beliefs)

The factor loadings for the studied constructs include Consumer Attitude, eWOM, Perceived Behavioural Control, Purchase Intention, and Normative beliefs, all above 0.70, thereby establishing indicator reliability (Hair Jr et al., 2014).

	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Consumer Attitude	0.839	0.840	0.756
Ewom	0.848	0.855	0.767
Perceived Behavioral Control	0.846	0.847	0.765
Purchase Intention	0.854	0.861	0.774
Normative beliefs	0.803	0.811	0.721

Table 03: Convergent Reliability

In Table 03, Cronbach's alpha, Composite reliability (CR), and Average Variance Extracted (AVE) of the constructs used in the study are shown. As all Cronbach's alpha values are more significant than 0.70 and range between 0.803 and 0.854, it can be confirmed that all scales (items) have high internal consistency (Hair et al., 2014).

	Consumer Attitude	Ewom	Perceived Behavioral Control	Purchase Intention	Normative beliefs
Consumer Attitude					
Ewom	0.837				
Perceived Behavioral Control	0.823	0.696			
Purchase Intention	0.829	0.743	0.747		
Normative beliefs	0.843	0.843	0.809	0.810	

Table 04: Discriminant Validity – HTMT

The table 04 also shows the Heterotrait-Monotrait Ratio (HTMT), which tests the discriminant validity between constructs. These values are below the 0.85 threshold of Hair et al. (2014), so all these constructs are different. For example, HTMT between eWOM and Purchase Intention equals 0.743, indicating a relationship between these variables.

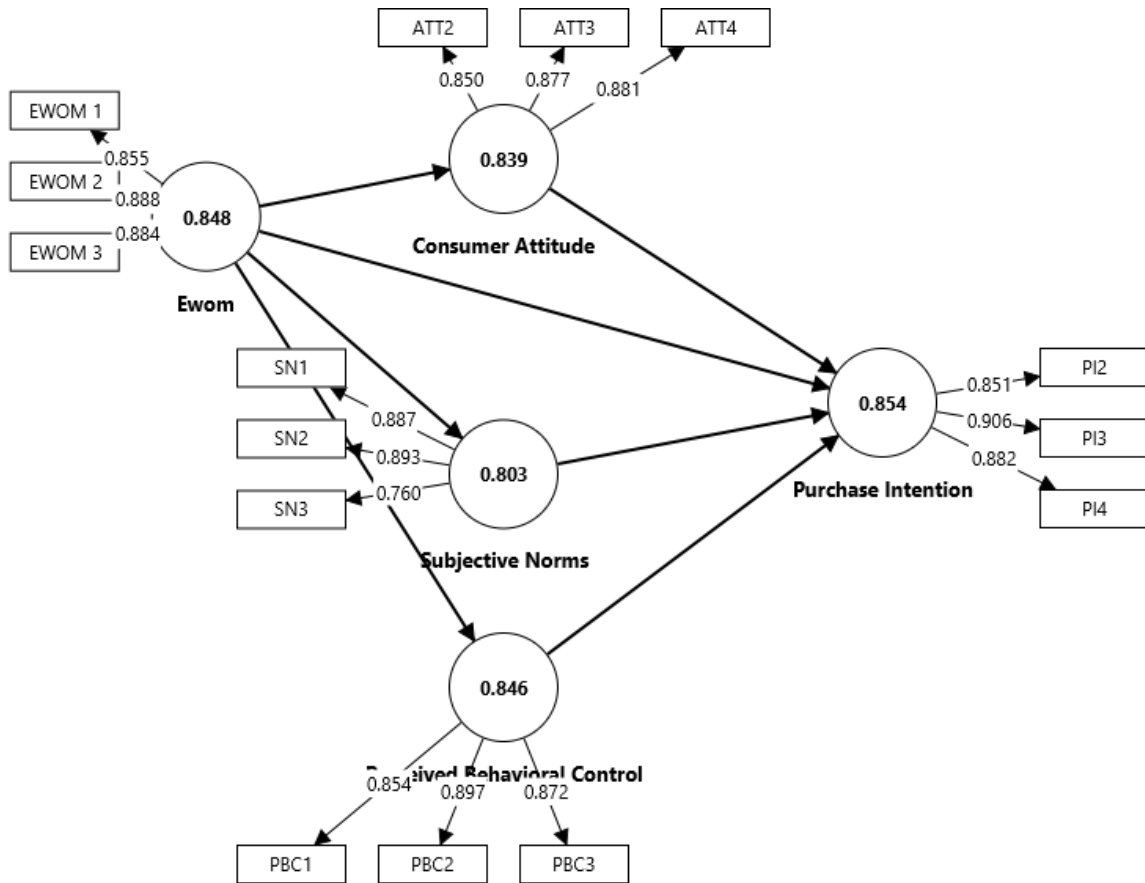


Figure 02: Structured Modelling

Hypothesis	Original Sample	T Statistics	P Values	Remarks
eWOM -> Purchase Intention (H1)	0.641	11.975	0.000	Accepted
Ewom -> Consumer Attitude -> Purchase Intention (H2)	0.137	2.055	0.040	Accepted
Ewom -> Normative beliefs -> Purchase Intention (H3)	0.310	1.645	0.101	Rejected
Ewom -> Perceived Behavioral Control -> Purchase Intention (H4)	0.062	2.172	0.030	Accepted

Table 05: Hypotheses testing

The path coefficients, T statistics, and p values corresponding to statistical significance levels of inter-variable relationships in the model are also revealed by bootstrapping results. Results supported Hypothesis 1, which examines the relationship between eWOM and Purchase Intention. The relationship has a significant path coefficient of 0.641 and, at $p < 0.05$, a highly significant T statistic of 11.975 for the chi-square value of 0.000. It thus supports the claim for optimistic estimates of the effect of digital word-of-mouth marketing on purchase intentions and further establishes eWOM marketing as influencing customer behaviour in the eco-friendly luxury fashion niche. The second hypothesis is the effect of eWOM on consumer attitude and purchase intention. This is also supported by a 2.055 T value at a 0.040 probability level. Consequently, it demonstrates that perceived consumer attitude fully moderates the eWOM and purchase relationship.

This shows that eWOM influences purchase intention by influencing normative beliefs and supporting the planned behaviour theory. Hypothesis 3 that eWOM is related to consumers' Normative beliefs and Purchase Intention was not supported ($T = 1.645$, $p = 0.101$). This result suggests that normative beliefs do not act as moderators in the eWOM and purchase intention relationship, which suggests that social influence is not the main driver of the purchase of green luxury fashion.

Hypothesis 4 examines the effect of eWOM on Perceived Behavioral Control and Purchase Intention. With this hypothesis, we accept the computed T statistic = 2.172 and $p = 0.030$. However, that means perceived behavioural control fulfils much of the mediation, meaning consumers' attitudes towards how easy or difficult it is to buy a green product affect its intentions. Purchase intentions are explained in the literature and theoretical model as dependent on the importance of the roles of eWOM, consumer attitude, and perceived behavioural control. The findings also affect Pakistani marketers' marketing to green luxury fashion consumers. Discussion of the study findings focuses on eWOM, consumer attitudes, normative beliefs, perceived behavioural control, and eco-friendly luxury fashion purchase intentions. The accepted hypothesis, namely that there is a direct positive impact on purchase intention of electronic word of mouth, also conforms to earlier research in which digital word of mouth has a very influential impact on consumers. For instance, Al-Ja'afreh & Al-Adaileh (2020) indicate that nowadays, eWOM is social proof that affects the purchasing behaviour among different sectors like fashion. Similarly, Romadhoni et al. (2023) demonstrate that the prediction is also satisfactory.

Hence, by combining SMM with eWOM, purchase intentions are improved, supporting the claim that eWOM motivates consumers' behaviour. Interestingly, the study by Sardar et al. (2021) reveals that if the eWOM is positive, the attitude will be positive, and thus purchases will also be higher. This medication indicates that while eWOM directly impacts purchase intentions, the impact is conditioned by consumers' attitudes toward the product or brand. However, it is not always this straightforward forward relationship. Kunja et al. (2022) suggest that hedonic and utilitarian motivations influence eWOM purchase intentions, and eWOM does not affect purchase intentions in homogeneous ways.

However, it is the unique feature of consumer attitude that other eWOM antecedents, such as motivations and brand perceptions, can adulterate this influence on purchase behaviour. The discussion variations extend the conversation of attitudes being a mediator in the Planned Behavior Theory (TPB). On the other hand, the rejection of normative beliefs as a mediator between eWOM and purchase intention deviates from the conventional understanding, especially those based on TPB. Generally, normative beliefs are seen as critical in influencing consumers' intentions, particularly in social situations where individuals must look outside of society and arrive at what should be done (Xu et al., 2022). For example, Lavuri (2022) claimed that millennials are willing to buy green products if they believe they have received a nudge from their peers. The current study shows that no normative beliefs can strongly determine eco-friendly luxury fashion purchases in Pakistan. This can be blamed on the background SUSTAIN aims as the base for sustainable luxury fashion and products.

One where individual values and perception of sustainability supersede social influence. The authors find that normative beliefs play different roles in consumer behaviour on different products or are moderated through consumer behavioural intentions (Xu et al., 2022). Pakistani consumers' precedence on personal values may curtail the role of normative beliefs in influencing Pakistani consumers' decisions to make environmentally sustainable choices.

Since one of the primary mediators of the effect on purchase behaviour is consumer attitudes, factors such as motivations and brand perception complicate the relation. However, in conflict with the tenets of the TCB, the study contributes to this understanding by providing support for two competing viewpoints regarding disposition as an attitude mediator. Additionally, our rejection of normative beliefs as a mediator between eWOM and purchase intent aligns with how normative beliefs are usually treated in the literature, especially for TPB. In general terms, normative beliefs have been identified as important predictors of consumer intentions when social pressure or standards (Xu et al., 2022) are perceived to be important. For example, Lavuri (2022) noted that millennials are ready to purchase green products provided they consider their friend's perception of them. The current study contends, however, that perceived subjective norm influence may not impact eco-friendly luxury fashion purchases in Pakistan. This could be because this is the first dataset attached to eco-friendly luxury fashion.

The factor deciding is where people's cultural attitudes or beliefs. Though normative beliefs are affected in the consumer decision-making process, their level of importance could be moderated by the type of commodity or even internal factors (Nimri et al., 2020). In this case, a Pakistani consumer is unlikely to change to environmentally friendly decision-making on a peer basis, and his normative beliefs appear to have a low impact.

The Planned Behavior Theory is supported by the finding that perceived behavioural control (PBC) mediates the action of eWOM on purchase intention. PBC, often termed self-efficacy, represents an individual's belief in their ability to undertake a specific behaviour (which involves the action) and can significantly affect both behavioural intention and behaviour itself, especially in the case of green product adoption. Ahmed et al. (2021) argued that young consumers' intention to buy organic food is a function of perceived behavioural control. This agrees with the findings of this study that when consumers feel they can afford to purchase luxury green goods, they are inclined to act on their environmental awareness. Additionally, Le and Nguyen (2022) report that cost or limited availability perceived barriers lower consumers' purchase intention, whereby the results confirm that boosting consumers' perceived behavioural control is essential to boosting environmentally responsible consumption. People will buy sustainable, but only if they are confident they can. It also relates to the research question regarding the role of perceived behavioural control as a mediator between eWOM and purchase intention, suggesting that an increase in consumers' trust that they will be able to find eco-friendly products will increase their purchase intention.

Moreover, green luxury products are perceived as less affordable; for instance, in a country like Pakistan, where prices are high or low availability, the moderating role of perceived behavioural control becomes crucial. The index defined by the study carried out by Liu et al. (2020) indicates that perceived behavioural control helps to overcome such barriers by amplifying the effectiveness of eWOM because, according to them, it enables consumers to feel that they can resolve their environmental issues. Furthermore, Kamalanon et al. (2022) presented that their research also suggests that in a stronger perception of control, the risk of translating positive eWOM to purchase intentions is higher. In this regard, current research complements the body of knowledge related to the effect of eWOM, attitude, subjective norm, and perceived behavioural control in shaping purchase intention for eco-friendly luxury fashion in Pakistan. The study of significant direct and mediated effects through the consumer attitude and the perceived behavioural control of eWOM is important for the growing body of literature on digital word-of-mouth. However, rejecting normative beliefs from the performance of the role of a major

mediator undermines the conceptions of somewhat absolute in the Planned Behavior Theory, making the role of social influence in consumption for the environment's sake more isolated and rugged.

These findings have important social and managerial implications for marketers and brands intending to market and sell ecologically concerned luxury fashion. Some approaches that would likely engage with the positive eWOM and the consumer attitude towards eco-sustainability compared to the negative eWOM and the traditional attitude towards eco-sustainability are more likely to influence the purchase intentions. Thus, increasing perceived behavioural control, ability, affordability, and getting the target product causes more trust and, hence, consumers' buying behaviour. So, social norms of influencing consumers to buy sustainable luxury fashion may not be as successful in and collectively emphasize the need for the right approach to the specific Pakistani consumer values and self-efficacy factors; the current study contributes to the literature by pinpointing the role of attitudes, normative beliefs, and perceived behavioural control in the connection of eWOM and purchase intention of sustainable luxury fashion in Pakistan. It shows that consumer attitude plays a key role.

However, since positive eWOM can change our attitudes toward purchases, it can also increase perceived behavioural control on purchasing decisions. Consequently, perceived behavioural control is also important. In the case of high confidence in the ability of consumers to purchase environmentally friendly products, the effect of eWOM on purchase decisions is even more substantial. Normative beliefs have negligible importance on the part of the model's independent variables, so they may not constitute important factors. In several studies, normative beliefs have also been found to be statistically insignificant and, therefore, unimportant.

Conclusion and Future Directions

The present research underlines the importance of eWOM as a determinant of purchase intentions toward EF LF in Pakistan, as it has been seen that eWOM has a direct and substantial impact on consumers buying behaviour. This study seeks to answer questions relating eWOM to the Theory of Planned Behavior (TPB), where consumer attitudes, normative beliefs, and perceived behavioural control (PBC) mediate the relationship between eWOM and purchase intentions. This study plugs this research gap in some ways because most prior research has only addressed environmental consciousness and its relationship with sustainable fashion consumption, with little consideration given to the moderating influence of eWOM within the TPB variables in a developing country (Ajzen, 1991; Ahmed et al., 2021). The results support previous research, which has shown that eWOM influences purchase intentions through the capability to influence attitudes and perceived control (Almour et al., 2021). In contrast with the Western markets, where social influence is highly relevant, normative beliefs are less influencing factors in the choice of Pakistan due to cultural and economic dissimilarities (Aitken et al., 2020; Abrar et al., 2021). Brands could benefit more from individualistic selling than peer selling strategies.

From a practical standpoint, the study presents implications for relevant marketers. Interacting with consumers on social media will improve positive attitudes and subsequently increase PBC, which will help them make selective decisions (Al-Ja'afreh & Al-Adaileh, 2020). For example, un-compartmentalizing information content or stressing easy access might trigger buying (Ahmed et al., 2021). Moreover, educating the younger generation about green attitudes since they are willing consumers of sustainable fashion products, as identified in the study by Amoako et al., could fully boost eco-fashion consumption.

However, the study has several drawbacks. Convenience sampling and self-reported data may have influenced the results, so generalization of the study findings is a significant drawback. Additionally, this study targeted only Pakistani consumers, reducing the external comprehensiveness of sustainable fashion trends (Abbas & Halog, 2021). Future studies should employ random sampling techniques, including stratified or cluster sampling, and focus on conducting cross-cultural studies to draw better conclusions from the research.

Author's Contribution

Conception or Design: Fahad Ahmed Khan, Syed Muhammad Fauzan Ali

Data Collection and processing, Analysis or Interpretation of Data: Suresh and Saima Mangi, Syed Muhammad Fauzan Ali

Manuscript Writing & Approval: Ariba Khan, Syed Muhammad Fauzan Ali

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