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The Influence of Shopping Motivation On Sustainable Consumption: A Study Related To Eco-Friendly Apparel

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Abstract: *The influence of consumers' intentions to purchase eco-friendly clothing is examined, with the moderating effect of consumption value. Also examined were reasons for the disparity between consumer purchase intention and buying behavior regarding green apparel. A questionnaire on a five-point Likert scale was utilized to collect data. One hundred ninety-seven responses were found valid out of 384 for analysis. Smart PLS and SPSS were used to analyze the data. By the analysis found a significant impact of hedonic motivation and utilitarian motivation on green purchase intention with moderating impact on consumption value for the purchase behavior of the consumer. Gender and income were also found to have a controlling impact on the Hedonic and utilitarian motivation of consumers. The impact of consumer information availability, convenience to buy, and customized offerings of green textile brands for consumers' motivation to buy. Also, consumer beliefs related to environmental issues, social and trends significantly impact the motivation of consumers to purchase green apparel. The study of post-purchase behavior based on consumption value has been a new concept that is added in this research paper on an existing study. The research will be useful to manufacturers in understanding how consumers will buy green clothing in a sustainable way that benefits both the environment and consumers.*

Introduction

In recent years, multinational corporations, the government, academia, and other stakeholders have demonstrated a lot of interest in global environmental changes. Environment-friendly products and activities are growing more important to consumers globally. This study examines the barriers to eco-friendly apparel purchases to better understand the attitude-behavior gap. The findings show that convenience, information accessibility, selection, customized offerings, trend, social, adventure, authority, and prestige influence customers' utilitarian and hedonic incentives to buy eco-friendly garments. Consumption value also affects eco-friendly apparel purchases. Clothes makers should learn how each component affects consumer decisions to promote eco-friendly clothes and remove impediments. This awareness shows a 40-year dispute. To protect the environment, many studies have stressed the necessity for green activities and products. The UN's 2030 sustainable development goals include 17 environmental goals. The apparel business contributes heavily to social and environmental issues. The garment business contributes 10% of global carbon emissions (T.T. Muthukumarana,

2017). Moving towards Green apparel is the way to a safe environment from such environmental losses. Green apparel companies are attempting to raise customer knowledge about eco-friendly products and services for the protection of the environment as a result of public knowledge about environmental concerns and views about recycled items, as well as a favorable attitude towards eco-friendly products, demand for green apparel has grown (ElHaffar, 2020). In the Textile industry, Synthetic Dyes and chemicals are applied, and toxins are produced in wastewater – which causes health and environmental damage. Companies are now focusing on the sustainability of their products and their impact on the environment (Marie Wiederhold, 2018b).

Green products are resource-efficient and environmentally friendly. Green products use non-hazardous ingredients and eco-friendly processes. An ecologically concerned buyer may prefer an "Eco Friendly" or "Green Product" product (Dr. Guddi Singh, 2022). People are more conscious of the effects of environmental change on the planet, as evidenced by their environmentally conscious purchasing decisions and product recycling (Ansar, 2020). Prior study shows that customers can generate green purchasing intentions by being inspired to acquire green products. Performance, quality, convenience, and price influence green product purchases (Karolina Bielawska, 2021). Green purchasing behavior (GPB) involves considering the environmental impact of buying, using, and discarding products (Mirani, 2020). Green products are eco-friendly and efficient. Wasteful consumption reflects sustainable consumption (Hoornweg, 2013). Green clothing is growing in popularity, but various obstacles make it hard to sell. Designers and producers struggle to make green apparel stylish (Arpita Khare, 2020). Some Internal and external variables impact consumers' green purchase intention.(Ghina ElHaffar, 2020). Green clothing, like other green items, is purchased out of concern about global and local pollution levels, global warming, decreasing natural reserves, and waste overflow (Karolina Bielawska, 2021). The apparel industry has been criticized for producing environmental waste, using chemicals, and depleting natural resources(Arpita Khare, 2020). The market for eco-friendly goods is predicted to grow steadily at a rate of 11.46% from 2015 to 2020, according to global trends, and is expected to reach 74.65 USD billion by that time (Kautish, 2021).

Pakistan has one of the world's greatest textile industries since it grows cotton. Pakistan is Asia's eighth-largest cotton exporter and third-largest yarn spinner. Eco-friendly clothing and textile manufacturers protect the environment by preserving energy, water, and other natural resources and tackling climate change (Shahbaz Abbas, 2019). Sapphire (Pakistan Textile) leads 2021– Weaving Green, a Pakistani fashion waste elimination campaign, launched a sustainable product line made from ethical production, reclaimed fabric, and reduced water consumption. Sapphire Textile popularised eco-friendly canvas bags, which became the standard. Sapphire Textile's 2022 "Revive the Thread" project encourages customers to donate unwanted, used, or old fabric, linen, or apparel to their garment collectors so Sapphire can recycle and reuse them (Rani, 2021). When studying a consumer's green buying intention, several elements like convenience, values, personalized options, information availability, motivation, consumption value, and attitudes have been found as critical (Wasim Ahmad, 2020). Textile is Pakistan's fastest-growing industry and its largest industrial sector. This study contributes to the body of work on internal determinants by investigating the link between motivation and the intention to make green purchases. The study also looks at how consumer value influences how much sustainably made clothes are used. The study contributes to the body of information on sustainable consumption and buying by providing a complete understanding of what motivates individuals to purchase eco-friendly clothes.

Several studies have been undertaken to examine the impact of the textile industry on the environment and society (Joshi, 2020). The textile industry is renowned for producing cheap, trendy clothing in large quantities for consumers (Fletcher, 2013). Sustainable development in the Textile industry depends on sustainable production and sustainable supply chain management (Sushant Kumar a, 2021). To better understand consumer consumption, the sufficiency method focuses on the long-term contributions of customers who lower their consumption via behavioral and lifestyle changes (Birte Freudenreich, 2020). In studies on consumption, the availability of consumer information was a key focus in order to identify ways to enhance the public's understanding of sustainable product options (K.J. Glitz, 2015). Consumer's Green purchase intention is influenced by social and environmental information. (Sreen, 2018). In the Textile sector consumption value of consumer impact on consumer purchase intentions with other factors involved like style, trend, and income (Naman Sreena, 2018). Green Products are now trending into a subculture in society; therefore, consumers prefer organic goods and green products as a sign of prestige and luxury (Wasim Ahmad, 2020). Customers' Intention to buy green products depends upon their quality and manufacturer offers that motivate the consumer to purchase green products (Karolina Bielawska, 2021). Consumers are more concerned about environmental issues and ecological imbalances. (Haroon Qasim, 2019).

Green fashion is slow, sustainable, and eco-friendly. The green fashion movement reduces apparel's social and environmental impacts. Textile production is a major polluter. Pollution, waste, and climate change are caused by the textile industry. Consumers and businesses now consider green marketing (Peattie & Crane, 2005). There is a larger market there because consumers in developed economies are buying more green products. (Imran Khan1, 2021). Asian countries have far fewer studies on green marketing than Western nations. (Ansar, 2020). This underscores the significance of conducting this study and determining the factors that influence consumer purchase intentions for green goods. The study's goal is to learn more about how consumer shopping motivation affects their decision to purchase eco-friendly clothing. The Objectives of the Study are given below, which need to investigate:

Convenience, information accessibility, selection, and customized offers and their effects on utilitarian motivation Trend, adventure, authority, social, and status and also their huge effects on hedonic motivation. The effect of hedonic and utilitarian motivation on the intention to make green purchases.The Impact of Green Purchase Intention on Green Purchase Behavior. The Moderating Effect of Consumption Value on Green purchase behavior.

The Moderating Impact of Consumption Value between Green Purchase Intention and Green Purchase Behavior. For the consumer's purchase behavior towards green apparel Theory of Motivation (Utilitarian and Hedonic) is useful for a distinct attitude of the consumer. Utilitarian Motivation is related to the usefulness, value, and wiseness of consumer behavior. Hedonic motivation relates to the pleasure experienced by the consumer. Also, the Theory of planned behavior is helpful for the consumer's intention to buy green apparel. Past experience and behaviors also affect consumers' purchase behaviors. Consumers' knowledge of the green apparel industry and environmental issues influence green apparel purchase intention and actual consumer purchase behavior. The perceived quality of green products, environmental concern, and environmental understanding all have an impact on consumers' green buying intentions. Because of significant environmental and social awareness concerns, sustainability in the textile and clothing industry has been a topic of discussion in recent years. By creating environmentally friendly products, conserving energy and water, and protecting the natural climate, textile manufacturers can help

protect the environment. The concept and significance of consumers' green purchase behavior, as well as how internal and external factors affect consumers' green purchase behavior, have been the focus of this study. Additionally, the current status of green purchasing practices in Pakistani clothing and textile businesses was examined.

Definition of Key Terms

Utilitarian Motivation

Problem-solving, convenience, and product information are utilitarian motivations. Consumers are motivated by the activity's utility, value, and wisdom. The standard information processing buy model states that rational, unbiased consumers maximize utility by focusing on real benefits (Morris B. Holbrook, 1982).

Convenience

The measure to which customers think they have saved time and effort on their purchases. Convenience-driven shoppers may buy eco-friendly clothing from a nearby store or an online retailer to save time and energy while also promoting sustainable consumption. Convenience costs are incurred as a result of the time, physical and mental energy, and money necessary to overcome.

Information Availability

For shopping, consumers seek information about a product when making a buying decision. Some information is availed by the feedback of consumers while shopping in the stores. Also, some consumers gathered information on their own. (Hilal Özen, 2015). Customers who are motivated to purchase eco-friendly clothing might ask for more product details, such as a product's effect on the environment. (Imran Khan1, 2021).

Selection

Selection refers to the decision to purchase from among available options (Rosy Boardman, 2018).

Customized Offerings

Customized offerings refer to enticing modifications to a product's or a service's features, as well as adjustments to the packaging and shipping options. Consumers who are utilitarian and driven by customized offerings might prefer to purchase green clothing (Bielawska & Grebosz-Krawczyk, 2021).

Hedonic Motivation

The hedonic aspect refers to the emotional feelings listed by (Morris B. Holbrook, 1982), such as hate, fear, love, boredom, joy, etc., In addition to likes and disliking. It is possible to classify satisfying basic needs like eating and sleeping as hedonistic activities. Hedonic motivation is the lowest level of Maslow's hierarchy of needs (safety and security, social belonging, physiological and esteem), and because of this, he is sometimes criticized for underestimating the importance of seeking pleasure and avoiding pain.

Trend

The trend indicates that in the coming decades, the fashion-buying experience will change. Additionally, how brands and retailers are changing and becoming more environmentally and sustainably aware. The fashion industry is working positively for a green future.Social

Social refers to the social connections of consumers. Some consumers enjoy shopping with memorable social activities with family or friends. Consumers ask opinions from family or friends about their purchases – to be liked by all. Also consumers share their experiences about product buying and, after buying, express their feelings with other people-either positive or negative.

Adventure

Adventure refers to the thrill that shoppers experience while shopping. A consumer's cheers or excitement is related to their hedonic drive.(BikrantKesari, july2016).

Authority & Status

Authority refers to the special feeling of consumers while shopping in retail stores and asking a salesperson to describe features of products and the range of products till the consumer got satisfied with purchasing the product. While shopping, heavy discounts, free gift wrapping, free home delivery, etc., make a consumer feel authoritative.(BikrantKesari, 2016).

Green Purchase Intention

Purchasing intentions are the customer's desire to acquire a specific product or service. Purchasing intentions are a dependent variable that is influenced by both external and internal influences. Buying intentions are a measure of a respondent's willingness to buy a product or use a service. The purchase intention of a customer relates to the consumer's attitude towards a certain purchasing activity as well as the consumer's readiness to pay. This is, in essence, a signal of consumer purchasing behavior.

Consumption Value

Consumption value refers to how well a product satisfies a consumer's need by accounting for all of the consumer's after-purchase net utility or satisfaction as the moderating effect of consumption value (what to buy and why to buy) for a decision of green apparel.

Green Purchase Behaviour

Green purchasing behavior refers to the purchase of eco-friendly or sustainable items that are "recyclable and "useful" to the environment, as compared to the purchase of such things that adversely impact the environment and society. Green purchasing behavior refers to people selecting ecologically friendly items that use fewer resources and have a reduced environmental effect and risk.

Literature Review

Hedonic Motivation

Hedonic motivation refers to happiness, awakening, fantasy, enjoyment, sensuality, arousal, etc., as the forces that initiate the consumer's intention to buy (Morris B. Holbrook, 1982). Hedonic buying motivations have been demonstrated to induce consumer emotional instability (psychological route) while simultaneously motivating customers to stay longer in a store (behavioral route), resulting in larger consumer purchases when combined than either route alone (Mark Yi-Cheon Yim, 2013). The potential to exercise authority over store employees or salespeople, peer group attraction, status, and social experiences gained from interacting with other customers or store personnel are all examples of social motives(Mehta & Dahl, 2019). Celebrities set trends that other consumers follow (Marie Wiederhold, 2018a). Information about the product and results of a product gives a high motivational level with cheers and excitement (Kumar, 2018). Some clients must stay in the store to browse for hedonic items like clothes, fashion, trends, and home décor after making a utilitarian purchase. (Mark Yi-Cheon Yim, 2013). Hedonic consumers shop both in-person and online primarily for the purpose of enjoyment(Hilal Özen, 2015). Customers who are motivated by hedonic factors express a desire to purchase eco-friendly clothing as a way to treat themselves and engage in social interaction (Al Karim, 2013). Only one attribute, adventurous (those who seek new and interesting challenges to feel alive), was positively associated with environmentally friendly actions (Dooyoung Choi, 2019). Hedonistic consumers express a desire to purchase eco-friendly clothing as a means of treating themselves and a chance to interact with others throughout the purchasing process (Naman Sreena, 2018). Social value is also associated with the behavior of human nature for the purchase intention of products (Mutum et al., 2021). An alternative's projected social group benefits. Social worth comes from

belonging to good or negative stereotyped demographic, socioeconomic, and cultural-ethnic groupings (Aydın, 2019). Green clothing promotes sustainable consumption and social connection (Kumar & Yadav, 2021). When shopping in-store, the experience of going to a store is viewed as exciting and adventurous, which is positively related to the hedonic motivation of the consumer for purchasing behaviour (Atulkar & Kesari, 2017). When consumers shop, they have a unique feeling of authority and status (Kumar & Sadarangani, 2021).

Utilitarian Motivation

In order to fulfill a need, motivation is a tool that starts a behavioral change (Westbrook, 1985). People go shopping for a variety of reasons, including personal and social motivations as well as to buy goods or obtain services (Tauber, 1972). Personal motives play the role of responsibility, gratification, and satisfaction which is a way to learn stimulation (Mehta et al., 2019). Utilitarian Motivation: product selection, information availability, convenience or accessibility, and customized advertising as antecedents (Sushant Kumar, 2018). Consumers go shopping in terms of utilitarian benefits as well as for their buying satisfaction (Al Karim, 2013). Researchers studied that customers' purchase behavior is influenced by their purchase intention to buy, and purchase intention is influenced by their motivation to buy (Sushant Kumar, 2021). Modern clothing and textile manufacturers view green marketing as a crucial business strategy (Nautiya, Febrauary 2020). Environmental threats and ecological imbalance encourage people to choose organic products to protect the environment and exploit natural resources (Haroon Qasim 1, March2019). Consumer value depends on product utility—what is received and what is offered. Consumers identified green products as Ozone-friendly, phosphate-free, refillable, recyclable, and environmentally favorable (Dr. Guddi Singh, 2022). Goal-oriented, logical, and mission-critical motivation is known as utilitarian motivation(Sushant Kumar, 2018). The standard information processing buy model states that rational, unbiased buyers optimize utility by stressing certain advantages (Tauber, 1972). Consumers' motivation has interacted with environmental issues while having the intention to buy green apparel (Kader, 2022). Consumers view social interactions as a source of hedonic pleasure, and this is referred to as social (Aydın, 2019).

Green Purchase Intention

A consumer's ability and desire to choose an environmentally friendly product over a conventional one at this point in the manufacturing process tends to exceed the environmental impact (Nia Budi Puspitasari, 2018). Green products encourage people to try and buy them by reducing customer discontent (Kashi, 2019). As per previous research, the use of green products is a wise strategy to save environmental loss (ElHaffar, 2020). Eco-friendly products cause less damage to the environment as compared to traditional products, which are still giving functional benefits with loss of environment (Jebarajakirthy, 2019). Several variables, social, trend, selection, customized offerings, and demographic variables, for the motivational behavior of consumers have been studied (Sushant Kumar, 2021). Green sustainability has grown in relevance in the modern clothing and textile markets, emerging as an essential idea in Pakistan and throughout the world.

Consumption Value

Sheth et al. (1991) built the theory and its tenets utilizing economics, marketing, consumer behavior, sociology, and psychology, making the TCV a multidisciplinary approach to consumer choice behavior research (Tanrikulu, 2021). According to its founders, the theory's only practical application is deliberate, free decision-making (Mutum et al., 2021). "Why customers buy (or use) a given product" is its focus. The consumption value and perceived risk affect

green product purchase intention (Ansar, 2020). Fast fashion, which boosts clothing sales, uses rapid response mechanisms and an agile supply chain (Freudenreich, 2020). Sustainable garment development begins with supply chain management and production (Sushant Kumar, 2021). Value consumption in customer decisions to buy conventional versus sustainable goods (GhinaEl, 2020). There is a poor association between sustainable consumption behavior and consumer attitude (Yatish Joshi, 2019). Consumer intention and sustainable purchase habits need additional study (Kao & Tu, 2015). Due to their need to understand new items, early customers learn about them through the media. After learning about a new product, they need to try it (Mutum et al., 2021). Consumers' personal values can be related to their purchasing motivation by using consumption values that are based on them, which impact the future consumer's buying behaviors (Tanrikulu, 2021). To better understand this motivation, the TCV(Theory of Consumption value) can be used in conjunction with consumer values for a particular brand, product category, and brand (Kumar & Yadav, 2021).

Green Purchase Behavior

Consumers want to enjoy shopping. Trendy shoppers love praise from friends and family. Famous personalities and aspirational products impact these shoppers. Eye-catching adverts sell green apparel (Sreen et al., 2018). In the context of green buying behavior, research posits that green consumers are willing to pay higher prices for green brands, as it helps them exhibit pro-environmental values (Khare & Kautish, 2021). Clothing can be classified under physical, extrinsic, and cost attributes(Xiao & Kim, 2009). These traits help buyers evaluate clothing's tangible and intangible benefits and form positive sentiments (Cowan & Kinley, 2014). Thus, eco-friendly clothing's benefits predicted buyer behavior. Because clothing expresses identity and self-expression, environmental ideals affect green clothing purchasing (Hustvedt & Dickson, 2009). Environmental benefits were considered when designing green apparel. Green clothing's fair-trade benefits were cited by consumers (Liang et al., 2022).

Sustainable Consumption in the Apparel Industry

Sustainability means addressing global demands without damaging ecosystems or future generations. It covers many industries.1713 German forestry literature used "sustainability." Considerations include social, economic, and environmental sustainability. People, Planet, and Profit, or "3 P's," are another name for this "triple-bottom-line" concept. Fairness, workplace rules, and human rights are sustainable social issues (Kate Fletcher, 2013). Numerous studies have examined how the garment business harms the environment and society (Freudenreich, 2020). Mass manufacture of cheap garments in the apparel industry affects consumer behavior (Al Karim, 2013). Despite global apparel manufacturing expanding since 2000, customers are buying 60% more clothes than 20 years ago. Clothing use has dropped 36% in 20 years. Cheap production makes quick fashion wasteful. The US produces 15 million tonnes of industrial trash from 100 billion garments (Fletcher, 2010). Sustainability is changing business practices. Fashion generates 10% of global carbon emissions (Shahbaz Abbas, 2019). The fashion industry is thought to produce 92 million tonnes of textile waste annually for every 56 million tonnes of clothing that are purchased (Fletcher, 2010). Synthetic fibers, which comprise 72% of clothes, disintegrate after 200 years. The slow fashion movement has challenged these huge mainstream fashion brands for some time. It's no longer ignorable (Richey, 2021).

Research Hypothesis & Research Model

Utilitarian Motivation & Green Purchase Intention

Utilitarian consumers, with the help of maximum information for beneficial product utilization,

make purchase decisions. (Hilal Özen, 2015) Consumers who are utilitarians have access to all information. While a salesperson provides the necessary information when a customer visits a mall or store, consumers can gather information with just one click(FelixKatt, 2020).

H10: *Utilitarian motivations are positively associated with green apparel purchase intentions.*

Hedonic Motivation & Green Purchase Intention

Hedonic customers want eco-friendly apparel to reward themselves and socialize (Mark J.Arnold, 2003). Hedonistic customers buy eco-friendly clothes to reward themselves and socialize (Sushant Kumar, 2021). Hedonistic shoppers use pleasure as their main driving force for both in-person and online purchases(Hilal Özen, 2015). Consumers' enthusiasm for green clothing supports their intention to buy it, so the following is hypothesized:

H9*: Hedonic motivation is positively correlated with green apparel purchase intentions.*

Convenience & Green Purchase Intention

Convenience or accessibility saves time and effort, both physical and mental. Convenience saves time and mental and physical energy (Gilboa & Mitchell, 2020). This includes things like the accessibility of store hours, the availability of goods or services, and the distance to stores (Kesari & Atulkar, 2016). Utilitarian shoppers prefer shopping online due to rapid transaction processes, real-time product information, and environmental impact information (Kumar & Sadarangani, 2021). Online shopping can not promise instant fulfillment, which may frustrate clients. Customers can shop whenever they want, which makes Internet shopping convenient (Mutum et al., 2021). Customers driven by convenience might buy eco-friendly clothing.

H1: *Convenience is positively correlated with green apparel purchase intention.*

Information Availability & Green Purchase Intention

Consumers use the information available to make purchases. Online shoppers can obtain user reviews and other information not available in stores (Khan et al., 2021). Store staff must offer customers information to shop. Customers also spend money, time, and hassle learning information on their own (Khare & Kautish, 2021). Consumers who are utilitarian use the information at their disposal to weigh their options and make decisions. Available information help in purchase decisions(Kumar & Yadav, 2021). Customers who are motivated to purchase eco-friendly clothing might request more product details.

H2: *Information Availability is positively correlated with green apparel purchase intention.*

Selection & Green Purchase Intention

The term "selection" describes how simple it is to choose an item from a variety that is offered. Such selections are widely offered, simple to find, and simple to keep up in stores (Boardman & McCormick, 2018). Customers using physical shopping systems can see, compare, and make purchases whenever it's convenient for them without having to go to a physical store, but a customer may need to visit numerous physical stores to find the item that best meets their needs (Grewal & Roggeveen, 2020). Online shoppers do not have to make potentially lengthy trips to physical stores in order to purchase green clothing for specific use (Kumar & Kashyap, 2018). When shopping in person, the item is delivered to the customer, and customers have a larger selection of choices.

H3: *Selection is positively associated with green purchase intention.*

Customized Offerings & Green Purchase Intention

Every store strives to offer customers customization, which is a special value. Customized offerings include changes to the packaging, transaction, and shipping, as well as

the features of a good or service (Kumar & Kashyap, 2018). Consumers who are more utilitarian place more emphasis on products being tailored to their needs and preferences (Kesari & Atulkar, 2016). The apparel industry, where product feature changes occur more frequently, is where customization is most popular (Khare, 2019). Online and offline merchants should promote customization. Utilitarian and personalized consumers may prefer eco-friendly apparel (Khan et al., 2021). Furthermore, personalizing eco-friendly clothing can promote a sense of identity and pride, which may promote sustainable consumption.

H4: Customized Offerings are positively correlated with green purchase intention.

Trend & Green Purchase Intention

The term "trend" describes a consumer's drive to enjoy their shopping experience. Trend-driven shoppers enjoy having their hard work recognized by their friends and family. (Khan et al., 2021) These consumers are greatly influenced by celebrity endorsements and aspirational goods, so businesses are positioning green clothing as such by using alluring advertisements.(Kesari & Atulkar, 2016). The ease with which hedonic consumers can now learn about new products and trends also makes them enjoy the shopping experience(Kumar & Kashyap, 2018). Hedonic shoppers may form affinity groups to discuss eco-friendly fashion during the shopping experience.

H5: Trend is positively correlated with green apparel purchase intention.

Social & Green Purchase Intention

Social relationships are those that people recognize as providing hedonic pleasure. Some shoppers take pleasure in socializing and making lovely memories while doing their shopping with friends and family(Aydin & Şahin, 2019). To make sure that everyone approves of their purchases, consumers frequently ask their friends and families for feedback(Lee et al., 2015). When making purchases online, virtual buddies take the place of real-life friends and family (Kesari & Atulkar, 2016). Green clothing can foster more social connections because it symbolizes a personal contribution to sustainable consumption (Kumar & Sadarangani, 2021).

H6: Social is positively correlated with green apparel purchase intention.

Adventure & Green Purchase Intention

Adventure is the term for the sensual thrill that shoppers experience while shopping (Kao & Tu, 2015). Hedonistic shoppers place a higher value on the experience of shopping than they do on the actual product (Aydin & Şahin, 2019). Customers are excited when interacting with salespeople when they shop online. These shoppers enjoy browsing the aisles of eco-friendly clothing (Kesari & Atulkar, 2016).

H7: Adventure is positively correlated with green purchase intention.

Authority & Status & Green Purchase Intention

Status and authority refer to distinct emotions that shoppers experience (Kumar & Kashyap, 2018). When making purchases online, online friends take the place of friends and family. Customers can seek guidance from experts, either offline or online, to get praise for their purchases(Kesari & Atulkar, 2016). Offering significant discounts, free home delivery, gift packing, or simple replacement when shopping can also project status and authority(Atulkar & Kesari, 2017). You can feel more in control when you shop by asking the salesperson to describe and show you a variety of products until you're satisfied(Kumar & Sadarangani, 2021).

H8: Authority & Status is positively correlated with green purchase intention.

The moderating effect of Consumption Value & Green Purchase Behavior

Researchers have found that women have stronger propensities for sustainable consumption and are more pro-environment, as demonstrated by their greater intention to buy

eco-friendly products (BrahimChekimaa, 2016). The theory of consumption values (TCV) explains why consumers buy or don't buy a product, why they prefer one product type over another, and why they prefer one brand over another. Consumer non-durables, consumer durables, industrial items, and services can be decided using the idea.

H13: *Consumption Value significantly impacts green purchase behavior.*

Moderating Effect of Consumtion Value

"The reasons behind the decisions consumers make." why people choose one product category over another and why they favor one brand over another. This theory predicts, describes, and explains choice behavior by focusing on consumption values (Jagdish N. Sheth, 1991). Functional value is the perceived benefit of an alternative's functional, utilitarian, or physical operation. Social value is the perceived benefit of a choice's association with a social group. Emotional value is a choice's propensity to evoke feelings. Attention-grabbing alternatives' perceived usefulness. Conditional value: An option's perceived usefulness based on the decision-makers situation.

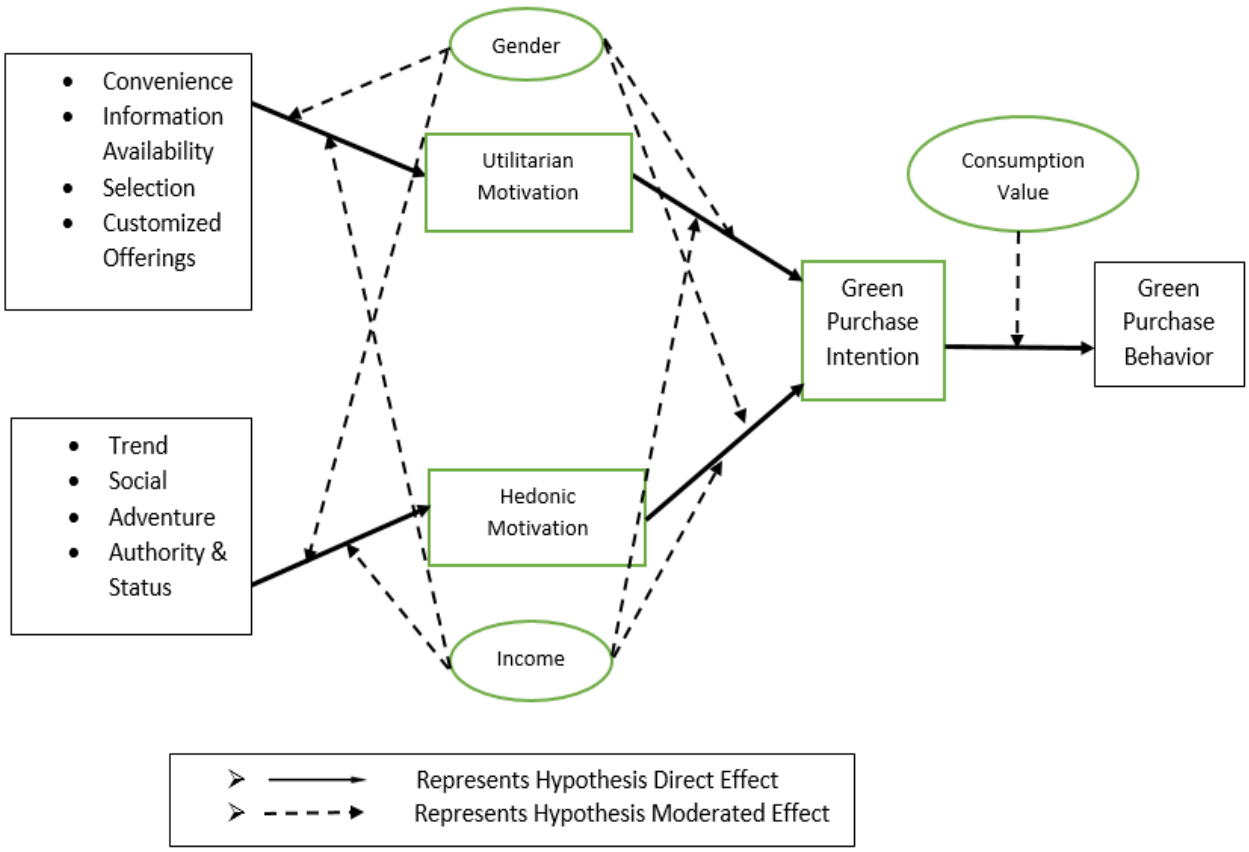
H11: *Consumption Value significantly moderates the relationship between Green Purchase Intention and Green Purchase Behavior.*

H12: *Green Purchase intention significantly impact Green purchase Behavior.*

Conceptual Model

Figure 1

Research Model



Methodology

Research methodology is concerned with the methods and tools that will be used during the research process(Mackenzie & Knipe, 2006). Quantitative research was used to track customer purchasing habits for eco-friendly clothes in the Pakistani textile sector and calculate relationships. Research design, demographics, sample size, instruments, and data collection are described below. The third section discusses statistical approaches for testing hypotheses. A questionnaire collected data by random sampling. Thus, past research provided constructs and metrics. Study participants were surveyed. Each construct's study items were adjusted from previous investigations (Joshi & Rahman, 2019; Khare & Kautish, 2021; Khare & Sadachar, 2017; Kumar & Yadav, 2021; Mutum et al., 2021). The use of the questionnaire method was thought to be appropriate for this investigation because it is one of the most well-known ways to gather information. This study makes use of multi-dimensional measures and multiple items. The adopted measures come from validated, well-known scales that have been used in prior research. A total of 385 Questionnaire forms were distributed via email and google forms. A total of 216 responses were received, and 198 were used in the analysis after 18 questionnaires with outliers, missing values, and incomplete data were eliminated. Finally, 198 responses that satisfied the priority condition were taken into account in the analysis. The data was analyzed after collection from consumers. The survey questionnaire, which included measurable items, provided the data for further analysis. The analysis was done to assess the hypotheses that were developed and discussed in chapter two. The statistical tools used by the researcher to transform unstructured data into information that can be further analyzed logically are described in the section that follows in this chapter. To test the research hypotheses, the researcher used two pieces of software: the Statistical Package for Social Sciences (SPSS, version 25.0) and Smart-PLS (Version 3. M3) for structural equation modeling (SEM). The primary tasks carried out by using SPSS include the following: preparing the data for analysis, checking for and dealing with missing values; and (3) Producing descriptive statistics in support of demographic analysis.

Findings & Discussion

Demographics

A descriptive analysis was conducted to gather information about the respondents' gender, age, and income, as well as their characteristics. Descriptive analysis was also used to verify background data, which included gender, age, academic background, and length of work. With relation to age, gender, and income, the survey for this study aims to gather data on the respondents' demographic preferences. The demographics of the study's participants.

Reliability Analysis

Table 1

Cronbach Alpha

Constructs	No. of Items	N	Cron Bach Alpha
Utilitarian Motivation	3	198	0.564
Convenience	4	198	0.720
Information Availability	8	198	0.941
Selection	7	198	0.587
Customized Offerings	3	198	0.943
Hedonic Motivation	4	198	0.861
Social	8	198	0.939

Trend	5	198	0.883
Adventure	3	198	0.667
Authority Status	5	198	0.939
Green purchase intention	3	198	0.918
Consumption Value	5	198	0.651
Green purchase behavior	6	198	0.504

Explanation: The coefficient of reliability Cronbach alpha was calculated to assess internal consistency for each adopted scale. The findings show that the scales used measures with a sufficient level of reliability. The acceptable range should be greater than 0.5. Values of Cronbach alpha have been represented (table 1) by utilitarian motivation, convenience, information availability, choice, customized offer, hedonic motivation, social, trend, adventure, authority status, and status as an expert. Green purchasing intention, consumption value & green purchasing behavior are 0.564, 0.720, 0.941, 0.587, 0.943, 0.861, 0.939, 0.883, 0.667, 0.939, 0.918, 0.651, and 0.504, respectively.

PLS-SEM Analysis

Measurement Model Assessment

Convergent Validity

Table 2

Convergent Validity (Factor Loadings)

Constructs	Items	Loading	Alpha	CR	AVE
Adventure	ADV1	0.794	0.776	0.786	0.607
	ADV2	0.815			
	ADV3	0.725			
Authority Status	AS1	0.875	0.939	0.941	0.805
	AS2	0.881			
	AS3	0.916			
	AS4	0.903			
	AS5	0.91			
Customized Offering	CO1	0.965	0.943	0.952	0.897
	CO2	0.956			
	CO3	0.92			
Convenience	CON1	0.879	0.712	0.81	0.551
	CON2	0.509			
	CON3	0.823			
	CON4	0.763			
Consumption Value	CV1	0.897	0.736	0.892	0.563
	CV2	0.924			
	CV3	0.612			
	CV4	0.583			
Gree Purchase Behavior	GPB3	0.769	0.776	0.761	0.561
	GPB5	0.866			
	GPB6	0.508			

	GPI	0.922			
GreePurchase Intention	GPI2	0.884	0.869	0.875	0.792
	GPI3	0.864			
	HM1	0.848			
Hedonic Motivation	HM2	0.762	0.861	0.872	0.706
	HM3	0.855			
	HM4	0.891			
Information Availability	IA1	0.634	0.939	0.957	0.713
	IA2	0.851			
	IA3	0.881			
	IA4	0.858			
	IA5	0.929			
	IA6	0.972			
	IA7	0.912			
	IA8	0.651			
Social	SCL1	0.798	0.939	0.945	0.707
	SCL2	0.827			
	SCL3	0.923			
	SCL4	0.921			
	SCL5	0.834			
	SCL6	0.757			
	SCL7	0.911			
	SCL8	0.732			
Selection	SEL1	0.447	0.692	0.677	0.597
	SEL2	0.781			
	SEL3	0.684			
	SEL4	0.132			
	SEL7	0.774			
Trend	TR1	0.874	0.884	0.895	0.685
	TR2	0.902			
	TR3	0.791			
	TR4	0.808			
	TR5	0.753			
Utilitarian Motivation	UM1	0.176	0.568	0.891	0.585
	UM2	0.951			
	UM3	0.906			

Note: Chron Bach Alpha, Composite Reliability (CR), Average Variance Extract (Ali Qalati et al.).

Explanation: Table 2 shows the measurement model assessment's converging validity factor loadings and AVE average variance. AVE values and factor loadings show how well each item connects with the measured construct. Factor loadings of 0.7 or higher indicate good convergence validity. The CV shows consistent build measurements. A CV should take factor loadings and indication AVE into account. Higher Cronbach's alpha values suggest concept validity and reliability. All factor loading values exceed 0.5 in the Table. Deleted items typically have the

lowest loading factor. Cronbach's alpha and composite reliability estimate internal consistency in the Table the Cronbach Alpha test evaluates indication reliability. >0.70 test acceptance. The Alpha test determines if elements in a collection are connected and how dependable a test is as an indicator of a construct. The Table exhibits alpha values over 0.70. Compare the CA criteria to the reliability of the indicators and the second CR. Thus, our study used dependable data. The final AVE requirement is valued larger than 0.5. All constructions exceeded 0.5. This study's indicators are reliable and dependable.

Discriminant Validity (HTMT Ratio)

Thus, discriminant validity measures how distinct two variables are. Discriminant validity must be checked to guarantee that each construct being evaluated is unique. To avoid measuring the same thing again or confounding two distinct variables, this is crucial. It relates to how different a concept is from others (Hair, 2010).

Table 3

HTMT Ratio

	ADV	AS	CO	CON	CV	GPB	GPI	HM	IA	SCL	SEL	TR	UM	CV x GPI
ADV														
AS	0.992													
CO	0.895	0.933												
CON	0.952	0.011	0.007											
CV	0.095	0.042	0.925	0.012										
GPB	0.025	0.207	0.231	0.322	0.105									
GPI	0.014	0.996	0.872	0.951	0.037	0.117								
HM	0.943	0.008	0.894	0.962	0.989	0.214	0.919							
IA	0.935	0.948	0.967	0.054	0.994	0.173	0.939	0.91						
SCL	0.004	0.005	0.971	0.993	0.004	0.184	0.969	0.982	0.953					
SEL	0.024	0.042	0.024	0.089	0.035	0.209	0.917	0.977	0.055	0.02				
TR	0.048	0.005	0.951	0.006	0.076	0.153	0.012	0.998	0.957	0.022	0.999			
UM	0.052	0.103	0.132	0.201	0.152	0.432	0.053	0.055	0.12	0.113	0.181	0.093		
CV x GPI	0.265	0.253	0.145	0.327	0.241	0.309	0.251	0.243	0.338	0.246	0.325	0.235	0.27	

Explanation: Discriminant validity evaluates a construct's uniqueness. Discriminant validity examines a construct's capacity to measure one construct without overlapping with others. DV is assessed using the HTMT ratio. HTMT is below 0.85. Table 2's results are all below 0.85, confirming the model's accuracy. Our research may yet be discriminatory. Previous research suggests avoiding HTMT ratios below 0.85 since they may indicate one-dimensionality (Henseler, Ringle, & Sarste)

Structural Model Assessment

Path Analysis

The inner structural model determines route coefficient quantity and relevance. PLS-SEM is needed to analyze the structural model and analyze elements using bootstrapping. "Structural Model Assessment," shows structural modeling bootstrapping results. Route coefficients range from -1 to +1, depending on the magnitude. Values closer to +1 and -1 indicate high positive and negative correlations, respectively. Route coefficients near 0 may also

have a weak relationship. T-statistics also determine significance. In a two-sided test, route co-effects are statistically different from zero if the T-value is more than 1.96 at 5% (0.05).

Table 4

Path Analysis

	Relationships	Beta	S. D	T. V	P. V	L.L	U. L	Decision
H7	ADV -> HM	0.065	0.055	1.674	0.24	-0.171	0.046	Accepted
H8	AS -> HM	0.634	0.145	3.998	0.51	-0.323	0.963	Accepted
H4	CO -> UM	0.274	0.125	2.2	0.028	0.103	0.576	Rejected
H1	CON -> UM	0.097	0.062	1.658	0.119	-0.026	0.222	Accepted
H13	CV -> GPB	0.359	0.101	3.566	0.17	0.155	0.557	Rejected
H12	GPI -> GPB	0.39	0.099	3.937	0.14	-0.197	0.588	Accepted
H9	HM -> GPI	0.551	0.081	6.824	0	-0.401	0.719	Accepted
H2	IA -> UM	0.537	0.117	4.606	0	-0.256	0.711	Accepted
H6	SCL -> HM	0.158	0.148	1.774	0.283	-0.11	0.47	Accepted
H3	SEL -> UM	0.062	0.048	1.805	0.192	-0.032	0.155	Accepted
H5	TR -> HM	0.2	0.107	1.876	0.061	-0.017	0.407	Accepted
H10	UM -> GPI	0.382	0.085	4.468	0	0.207	0.539	Rejected
Moderation								
H11	CV x GPI -> GPB	0.03	0.048	1.617	0.537	-0.066	0.121	Accepted

Explanation: The findings in Table 5.10 have shown that (Beta: 0.065, S. D: 0.055, T. Value: 1.174, P. Value: 0.24, L.L: -0.171, U.L: 0.046) adventure is positively associated with Hedonic Motivation. Thus H7 was accepted. (Beta: 0.634, S. D: 0.145, T. Value: 3.998, P. Value: 0.51, L.L: -0.323, U.L: 0.963), thus H8 accepted (Beta: 0.274, S. D: 0.125, T. Value: 2.2, P. Value: 0.028, L.L: 0.103, U.L: 0.576). Thus H4 was rejected. (Beta: 0.097, S. D: 0.062, T. Value: 1.658, P. Value: 0.119, L.L: -0.026, U.L: 0.222) thus H1 was accepted. (Beta: 0.359, S. D: 0.101, T. Value: 3.566, P. Value: 0.17, L.L: 0.155, U.L: 0.557), thus H13 rejected., (Beta: 0.39, S. D: 0.099, T. Value: 3.937, P. Value: 0.14, L.L: -0.197, U.L: 0.588). Thus H12 was accepted. (Beta: 0.551, S. D: 0.081, T. Value: 6.824, P. Value: 0.111, L.L: -0.401, U.L: 0.719), thus H9 accepted, (Beta: 0.537, S. D: 0.117, T. Value: 4.606, P. Value: 0.111, L.L: -0.1256, U.L: 0.0711) thus H2 accepted, (Beta: 0.158, S. D: 0.148, T. Value: 1.774, P. Value: 0.283, L.L: -0.11, U.L: 0.47), thus H6 accepted. (Beta: 0.062, S. D: 0.048, T. Value: 1.805, P. Value: 0.192, L.L: -0.032, U.L: 0.155) thus H3 accepted, (Beta: 0.211, S. D:1.07, T. Value: 1.876, P. Value: 0.061, L.L: -0.017, U.L: 0.407) thus H5 accepted, (Beta: 0.382, S. D: 0.085, T. Value: 4.468, P. Value: 0.12, L.L: 0.207, U.L: 0.539). Thus H10 was rejected (Beta: 0.003, S. D: 0.048, T. Value: 1.617, P. Value: 0.537, L.L: -0.066, U.L: 0.121); thus, H11, which is a moderation effect, is accepted. Before evaluating the model's explanatory and predictive power in PLS-SEM, the structural model assessment concentrates on evaluating the path coefficients' significance and relevance. We can accept or reject the hypothesis based on the path coefficient values. To assure validity and reliability and to estimate the hypothesis in the context of manufacturing firms, SMA examines the measuring model. Calculations of the path coefficient and t-value are used to assess the significance of the model and the relationships between the data obtained. Values of the path coefficient either validate or invalidate the hypothesis.

Theoretical Implication

Consumption behavior studies decision-making based on consumption principles. The TCV provides a multidisciplinary view on consumer choice behavior because Sheth et al. (1991) combined economics, marketing, consumer behavior, sociology, and psychology to establish the theory and its principles. According to its founders, the theory's only practical application is deliberate, free decision-making. Some argue that the Theory of Consumption Value does not apply to dyadic, group, stochastic, or involuntary choice scenarios. "Why consumers select to buy or not purchase (or use or not use) a specific product" is their main focus. Green purchase intention and consumption value. The study also promotes hedonic and utilitarian motivation. This study examines the motivational elements and eco-friendly apparel purchases to add to sustainability marketing expertise. This study adds to the literature by revealing that only a few motivational antecedents were meaningful for eco-friendly clothing goals.

Practical Implication

The perceived quality of green products, environmental concern, and environmental understanding all have an impact on consumers' green buying intentions. Because of significant environmental and social awareness concerns, sustainability in the textile and clothing industry has been a topic of discussion in recent years. Textile makers must contribute to environmental conservation by manufacturing environmentally friendly goods, conserving energy and water, and protecting the natural climate. The notion and relevance of green consumer purchases have been highlighted in this study. Consumer behavior and how internal and external elements influence the consumer's green purchasing habits. Also examined was the current state of green purchase behavior in Clothing and Textile companies in Pakistan.

Conclusion

By utilizing the theory of motivation, which emphasizes utilitarian and hedonic motivations as two types of motivation that are crucial to people's purchasing decisions, the current study sought to analyze consumers' motivations to engage in green purchasing. The study looked at the four hedonic and utilitarian dimensions and how they related to consumers' intentions to buy eco-friendly clothing. The findings showed that intentions to buy eco-friendly clothing are significantly influenced by both utilitarian and hedonistic motivations. This study looked into how consumer motivation affected their decision to purchase eco-friendly clothing. It employed the utilitarian-hedonistic theory of shopping motivation and the theory of planned behavior (Past Behaviors). It was discovered that consumer consumption value had a moderating effect on the hedonic and utilitarian motivations for purchasing in relation to green purchases. Additionally, it was discovered that gender and income had a regulating influence on consumers' hedonic and utilitarian motivations. The study also looked at how consumer information accessibility, ease of purchase, and customized product offerings of green textile brands affected consumers' desire to purchase. The impact of each factor on consumers' purchase decisions may be of interest to clothing manufacturers, who should implement plans to encourage the purchase of environmentally friendly clothing and focus on removing barriers to such purchases. The study revealed moderating effects of consumption value in relation to green purchase behaviors and intentions. With consumer awareness of environmental issues, beliefs in recycled products, and a favorable attitude towards eco-friendly products, the demand for green clothing has increased. Businesses are now putting more emphasis on how sustainable their products are and how they affect the environment. Producing cloth with organic and biodegradable raw materials will have a significant positive environmental impact reduction. Consumers are more conscious of the

effects of environmental change on the planet, and this concern is reflected in their purchasing behaviors, such as recycling and purchasing eco-friendly goods. Consumers are motivated to purchase green products, according to research, because of their effectiveness, quality, convenience, and affordability. Green buying behavior (GPB) is the practice of purchasing environmentally friendly goods with the least amount of adverse effects.

Figure 2

Measurement Model Assessment

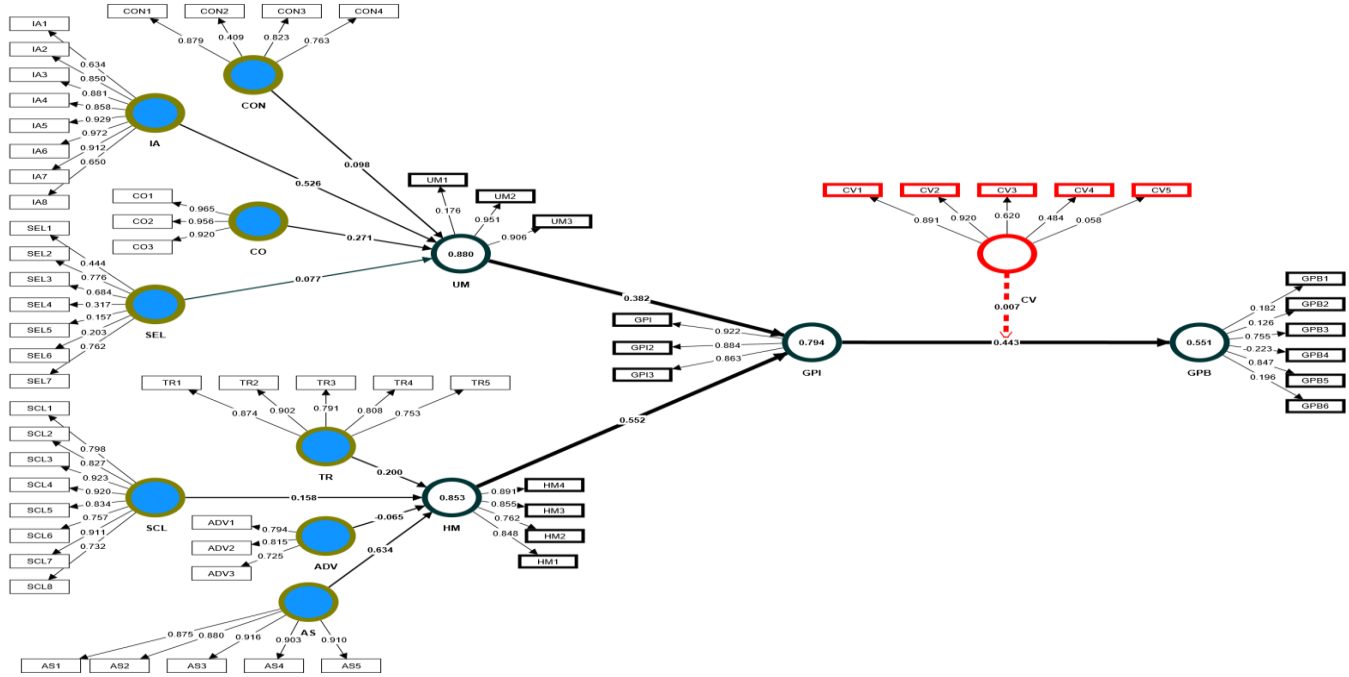
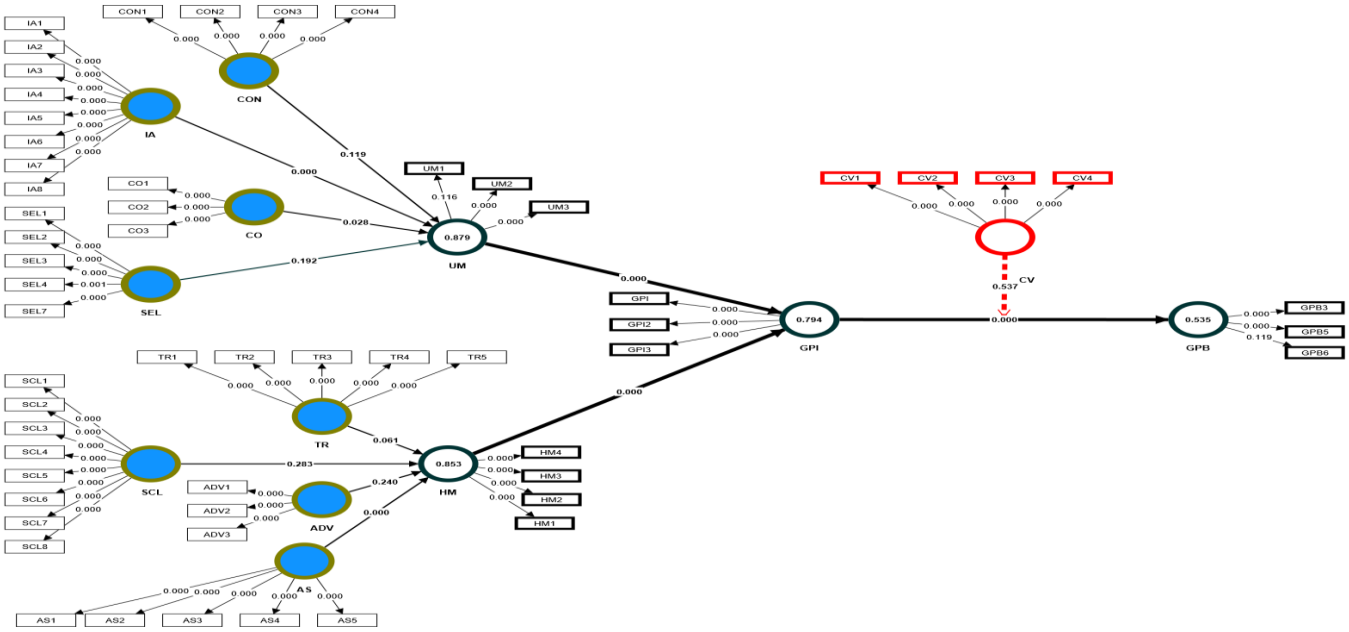


Figure 3

Structural Model Assessment



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