

# Determinants of customer loyalty in sustainable fashion

**Roland Kamarau**

*Labuan International Campus, Universiti Malaysia Sabah*  
ROLAND\_KAMARAU\_MG22@iluv.ums.edu.my

**Emily H.T. Yapp\***

*Labuan International Campus, Universiti Malaysia Sabah*  
emilyyht@ums.edu.my

**Nazarina Jamil**

*Labuan International Campus, Universiti Malaysia Sabah*  
nazarina@ums.edu.my

*\*Corresponding Author*

## Abstract

**Purpose:** The purpose of this research is to see the level of customer loyalty among eco-fashion consumers and contribute insights that have the potential to encourage the use of ecologically beneficial materials in the fashion industry, thereby promoting environmental protection and sustainability.

**Design/Methodology/Approach:** An online study will be carried out within eco-fashion consumers, specifically millennials.

**Findings:** The expected outcome of this research will be conditional, emotional, social, functional, epistemic, environmental, economic, fashion, store-related, altruistic, and egoistic value and customer satisfaction will influence customer loyalty towards eco-fashion products.

**Anticipated implications:** This study aims to provide an overview of the elements that determine consumer attitudes and behavior toward sustainable fashion by investigating the value of customer perception and its influence on purchasing behavior toward eco-fashion items. Additionally, it can help organizations in the fashion industry better understand their customers' needs by creating more successful marketing strategies. Furthermore, this study contributes to the broader discussion about environmental sustainability and ethical clothing practices, emphasizing the need to use ecologically friendly materials and reduce the environmental impact of the fashion industry.

**Practical implications:** This research will benefit researchers, practitioners, and fashion company to further understand about level of customer loyalty in eco-fashion.

**Originality/value:** This study identifies the relationship between independent variables and customer satisfaction towards customer loyalty. Due to that, it crucial to include together both of independent variables and customer satisfaction when examine customer loyalty among respondents.

**Keywords:** Eco-Fashion and Customer Loyalty.

## Introduction

In both the domestic and foreign markets, a significant number of products have been developed and put on sale. This good has emerged as both the driver and the catalyst for

expansion in the economy of a particular nation. Nevertheless, not all users or buyers know that some products are constructed of environmentally friendly materials. At this moment, the only option for maintaining the longevity of the ecosystem is to employ environmentally friendly products. The preservation of our surroundings has grown into a top priority for both developed economies and emerging ones. This is obvious in research related to Gu et al. (2018) and Patel et al. (2017), which emphasize challenges such as water scarcity, industrial pollution, climate change, and global warming. Therefore, there are a variety of issues concerning the environment that need to be addressed immediately to prevent further damage. Therefore, the goal of this research is to establish the degree of loyalty of customers regarding environmentally friendly clothing items.

In the rapidly developing world of the fashion industry, concerns about environmental sustainability and ethical clothing practices are increasing occasionally. This has made consumers more aware of the impact on the environment and there is an awareness to use eco-fashion products that benefit the environment from materials to the production process. Many organisations have begun incorporating environmentally friendly practices into their business plans due to increased concern about ecological issues and harsh competitiveness. According to studies by Duffett et al. (2018), Papadas et al. (2019), and Testa et al. (2013), this method tries to differentiate their offers and obtain an edge over their competitors on a worldwide scale. Many aspects of the eco-fashion concept are recognized, including the use of organic and recycled materials, waste reduction, and carbon footprint reduction by the consumers and organisations.

Despite the widespread availability of environmentally friendly clothing in the market, a large number of suppliers and traders face obstacles and difficulties in establishing and maintaining customer loyalty by consumer, even though consumers are aware of the environmental implications of their choices. Various efforts are conducted by the company to build customer loyalty, to maintain customer loyalty, to increase the company's financial performance, and to make the company able to maintain the sustainability of fashion products (Khairawati, 2020). Several approaches have been taken by several clothing brands towards sustainability care by looking for opportunities to actively embed it into their business practices and focus on marketing and advertising activities with limited edition offers of their products to customers.

Previous research shows that this transformation towards the complete abandonment of fast fashion can be done by making international coordination and involving a change of mindset at the business and consumer level (Niinimäki et al. 2020). Furthermore, some customers claim ethical apparel is significantly more expensive than normal or rapid fashion since it incorporates green elements (Mandaric et al., 2022). Things like this make it quite difficult for customers to buy and remain loyal to eco-fashion products even if they want or don't want to but due to the higher price consumer have to pay, they might not be able to afford it. Therefore, customers' perceived values, such as conditional, emotional, social, functional, epistemic, environmental, economic, fashion, store-related, altruistic, and egoistic values, will determine consumer purchasing behavior toward eco-fashion products.

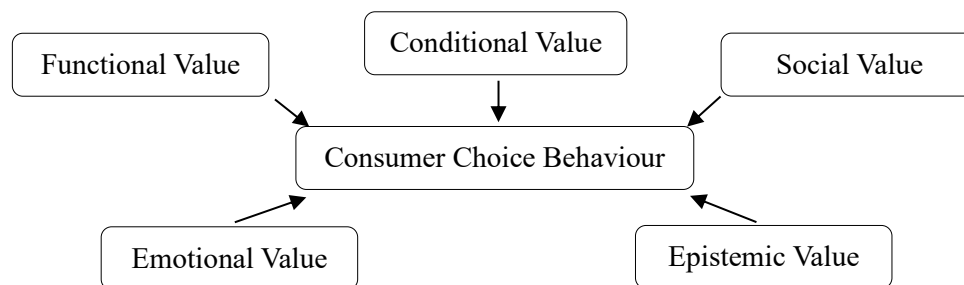
This study was conducted to find out whether consumers who have bought and used eco-fashion clothing are still loyal to the brand. In addition, some researchers such as Gallarza et al., (2016), and Mohd Suki, (2016), set the value of use as the main precursor to customer

satisfaction in previous studies that focused on the theory and practice of buying products ecologically friendly while using quantitative research strategies.

## Literature Review

### *Theory of Consumption Value*

Sheth and his two friends, Newman and Barbara, developed the Consumption Value Theory in entitle 'Why We Buy What We Buy: Consumption Value Theory' in 1991. The theory concentrates on consumption value (conditional, emotional, epistemic, functional, and social values), describing why customers purchase or refrain from purchasing a specific brand and why they favor one brand over another brand. The five values of use established by the theory contribute differently to setting certain decisions. The theoretical use value is independent, additively related, and contributes progressively to choice. While maximising the value of all five utility elements is the ideal scenario, it is not always feasible. Customers are frequently prepared to sacrifice a particular characteristic in order to prioritize another. Sheth et al. (1991) discuss this notion in the theory of customer value approach.



**Figure 1: Theory of Consumption Value Framework**

The article 'Why We Buy What We Buy: Consumption Value Theory' has been cited 6548 times. According to Zhang and Dong (2020), the Theory of Consumption Value's usefulness in environmentally friendly buying behaviour has become broadly recognised. Sheth et al. (1991) undertook a thorough investigation of the impact of value on customer behaviour, which resulted in the formulation of the Theory of Consumption Value. This approach explores the subject of why buyers purchase particular things. Furthermore, Kushwah et al. (2019) used the Theory of Consumption Value in their study of food that is organic intake. This concept is still used in a variety of sectors to acquire a greater awareness of the real reasons underlying buying particular goods, brands, or services.

In addition, (Amin & Tarun, 2020) using theory of consumption value to determine the impact of consumption values such as functional value, emotional value, and social worth on customers' purchase intentions for green products. This study discovered that emotional value has the greatest influence on green buying intention, while the other two aspects of consumption value have little impact on customers' green purchase intention. The theory of consumption value can help to provide a smooth and accurate motive for the researcher to identify the customer's intention to continue buying sustainable items, especially eco-fashion.

The Consumption Value theory can assist this research in exploring, understanding, and explaining a consumer's genuine behaviour toward commodities created by traders, particularly

in their decision to purchase the goods. Simultaneously, this theory contains a conceptual framework with five factors that define client behaviour. These five factors will further enhance this hypothesis by incorporating numerous variables linked to customer behaviour. Some examples are environmental, economic, fashion, store-related, altruistic, egoistic, customer satisfaction, and customer loyalty. As a result, the theory is applied in this study.

#### *Past studies on sustainable product and service*

The changes and regulations of eco-fashion emphasize customer loyalty. A list of user values used included conditional, emotional, social, functional, epistemic, environmental, economic, fashion, store-related, altruistic, and egoistic values. These values are essential in shaping consumer attitudes and behaviors.

This research focuses on consumers' perceived value of sustainable fashion/eco-fashion. Other researchers have also identified other values in their studies, in addition to concentrating on 5 perceived values. Furthermore, other factors could also encourage consumers to choose green products over other products (refer to Table 1).

**Table 1: Summary of Articles**

<b>Authors</b>	<b>Variables</b>	<b>Countries</b>	<b>Context</b>
Kessous, A., Boncori, A.-L., & Paché, G. (2016).	- Egoistic Value	France	- Sustainable transport
Yadav, R. (2016).	- Altruistic Value - Egoistic Value	India	- Organic Food
Khan, S. N., & Mohsin, M. (2017).	- Functional Value - Social Value - Conditional Value - Epistemic Value - Emotional Value - Environmental Value	Pakistan	- Green Product
Papista, E., Chrysochou, P., Krystallis, A., & Dimitriadis, S. (2017).	- Economic Value - Social Value - Hedonic Value - Altruistic Value	Greek	- Green detergent brands
Verma, V. K., Chandra, B., & Kumar, S. (2019).	- Biospheric Value - Altruistic Value - Egoistic Value	India	- Green hotel

## **Hypothesis Development**

### *Conditional Value*

Conditional value is described as a circumstance in which a consumer chooses a good or service depending on the presence of previous physical or cultural factors that enhance its operational or value to society (Sheth et al., 1991). This is because the numerous items in the market have purposed the of usage and the results that the user requires. However, it must be observed by

the circumstances now. Belk (1974) describes an example of this as one that occurs when all components are tied to an exact moment and location and do not rely on personal knowledge (intra-individual) and the type of inputs (choices), which possess a demonstrated and predictable impact on present behaviour. Some instances will be determined not by the customer's high degree of understanding and attraction to the items, but rather by the conditions at the time.

The item chosen by the buyer is determined by their surroundings, which include their requirements and desires. According to Nicholls et al. (1996), conditioned factors are the conditions that accompany people in order to react to impulses relevant to their demands and desires. When the personal situation or consumer's situational variable changes, the consumer's purchasing behaviour may be affected (Laaksonen, 1993). This is due to conditions such as consumer demand and desire which are very important in the role of buying products, especially eco-fashion products.

According to Miller et al. (2017), previous research has shown that conditional value has a stronger influence on customer satisfaction with green product usage. Emphasizing the importance of knowing how consumers perceive the value proposition of eco-friendly design in increasing happiness and loyalty to sustainable apparel purchases. Conditional value is defined as confronting a scenario and then deciding whether to modify behavior based on the new situation (Bakhtawar & Piri, 2021). The notion of eco-fashion highlights the dynamic nature of consumer choice, as well as how crucial it is to consider situational elements in influencing individual preferences for sustainable and ecologically conscious clothes.

H1: Conditional value has a positive relationship on customer satisfaction towards eco-fashion products.

### *Emotional Value*

According to Sheth et al. (1991), emotional value can be defined as the value raised from the alternative ability to feelings or affective states. Emotional value is measured through the profile of feelings associated with alternatives. With that description, we can understand that emotional value is derived from the ability of a consumer to experience a positive feeling or affective state, such as joy, when buying a certain brand. This is measured by the consumer's emotional response and related feeling profile. Meanwhile, Kato and Tsuda (2017) explain that emotional value refers to the value that customers find additional meaning in the product beyond the functions described. Based on their emotional response and subjective impression, emotional value is related to the customer's interest in the product and beyond its fundamental functional features specified in the product catalogue.

Customers who prefer environmentally friendly goods have a variety of reasons which include personal values, environmental awareness, and the notion that environmentally friendly products are of higher quality than other products. Ecologically aware customers, likewise, are ready to spend extra for environmentally responsible or sustainable goods (Khan and Mohsin 2017). Bagozzi et al. (1999) assessed the specific types of personal emotions that arise in consumption representing reactive feelings as a direct result of the service experience. If the experience exceeds expectations, positive emotions will appear, and vice versa if the experience does not match the expected level of service.

Several research has discovered that emotional value is one of the values that influence consumer behaviour toward the adoption of environmentally friendly products (Ganak et al., 2020). This demonstrates that emotions have a significant impact on consumer choices and decisions toward sustainable and environmentally friendly options, emphasizing the necessity of understanding and utilizing emotional connections in promoting environmentally conscious consumerism. According to Bielawska and Grebosz-Krawczyk (2021), emotional value influences both the intention to buy green and the use of green clothing products. This demonstrates that to be effective, eco-fashion must connect with customers on an emotional level and elicit a positive affective reaction, in addition to functional or practical reasons.

H2: Emotional value has a positive relationship on customer satisfaction towards eco-fashion products.

### *Social Value*

Sheth et al. (1991) interpret social value as the perceived utility gained from diverse connections with different categories of individuals. An individual's affiliation with various organizations can influence the social value bestowed upon them, impacting purchasing decisions and personal identities. Ajzen (1991) stated that perceived societal encouragement to adopt and adhere to a specific behaviour pattern. In the framework of strengthening the ecological system, actions must be explicitly associated with beneficial outcomes. Retailers must therefore demonstrate how ecologically conscious customers support the safeguarding of the ecosystems.

Since various individuals place varying values on kindness, firms must clearly illustrate how their initiatives to promote sustainability result in beneficial results. Furthermore, they should emphasize the benefits that extend beyond the corporation to persons in society at large (Straughan and Roberts, 1999). Consumers who want to prevent unpleasant consequences when confronted with public dangers are keen to collect additional information. Therefore, consumers who seek social value are more likely to be satisfied with eco-fashion. As such, social value has a positive influence on satisfaction.

According to Abdulrazak and Quoquab (2017), increasing the social value of fashion allows buyers to see the use of sustainable things in a very important way in close interaction with other members of their group. Framing sustainable fashion choices as socially valuable and aligned with group identity can positively influence consumer purchasing decisions, as the social importance of fashion choices can encourage consumers to adopt more sustainable practices and improve their social standing or relationships within their social circle. Consumers will be motivated to engage in sustainable use by the psychological needs of the surrounding community (Hasbullah et al., 2020). Individual attitudes and behaviours towards sustainable fashion are heavily influenced by intrinsic drives for social relationships and community well-being, emphasizing the importance of balancing psychological needs with environmental concerns and social values to develop effective strategies that foster a sense of collective responsibility and increase participation in the use of sustainable fashion.

H3: Social value has a positive relationship on customer satisfaction towards eco-fashion products.



*Functional Value*

Functional value can be described as the potential for practical, utilitarian, or physical performance. Functional value was recognized as a crucial factor affecting customer decisions (Sheth et al., 1991). Consumers evaluate utility based on practical and valuable factors such as dependability, durability, and cost. Buyers frequently evaluate other factors in their product purchase, causing them to look for alternatives if the price appears too high. Surprisingly, studies indicate that customers are reluctant to pay higher prices for environmentally friendly goods (D'Souza et al., 2007).

Consumers consider the price and functionality of reused items equally (Bei and Simpson, 1995). The cost impact is caused by the perceived cost distinction between recyclable and non-recycled goods. Since the precise cost is set in Bei and Simpson's (1995) study, this perceived but not real difference affects consumers' propensity to buy items that have been recycled. Quality is another factor that purchasers of recycled products evaluate. Low-cost commodities such as baby wipes and recycled toilet paper are examples of low-cost items that consumers shun due to their presumed inferior craftsmanship. Certain consumers have worries about environmental damage and will pay more for green products.

According to Ganak et al. (2020), the study discovered that functional value has a substantial impact on customers' willingness to buy and use recycled goods. This demonstrates that the functional value of recycled items, such as quality, performance, and convenience, has a significant impact on customers' desire to acquire and use these products, highlighting the importance of emphasizing practical benefits in marketing and design to encourage usage and consumption. Consumers prioritize functional value when making decisions about recycled apparel (Chi, 2021). When making purchasing decisions, purchasers prioritize the functional value of recycled clothing, such as quality, durability, and performance, underlining the importance of these practical qualities in influencing their behaviour towards environmentally friendly fashion purchasing.

H4: Functional value has a positive relationship on customer satisfaction towards eco-fashion products.

*Epistemic Value*

Sheth et al. (1991) define epistemic value as the emergence of a feeling of interest in innovation, and the fulfilment of the desire for innovation towards knowledge characterize epistemic value. Customers' interest in sustainable fashion innovation might be piqued by eco-fashion products, as can their need for in-depth knowledge of such products. When customers discover an innovative item and accept it, they assess it based on an amalgamation of experience with the current item in the type and emerging knowledge (Lai, 1991). When customers discover a new product, they will evaluate an important component by comparing the present product to the new product and then considering the features and benefits they will receive. Epistemic value acts as a form of protecting oneself, and someone may benefit by creating a repository that contains potentially essential information (Hirschman, 1981). Intelligent buyers may decide to investigate factors that are not immediately "helpful" but could become crucial in the future.

According to Cerri et al. (2018), including a component based on the user's prior environmental understanding and the use of details can increase predictive power. Combining information about the user's prior ecological knowledge and information use can increase the reliability of

future actions or decision predictions. Epistemic value refers to environmental knowledge in general as well as environmental information in the context of fashion business (Hasbullah et al., 2020). The epistemic value framework enables a comprehensive assessment of environmental knowledge, considering the broad viewpoint and unique dynamics of the fashion industry, to achieve a holistic understanding and promote the effective use of sustainable fashion.

H5: Epistemic value has a positive relationship on customer satisfaction towards eco-fashion products.

#### *Environmental Value*

Environmental values are personal and communal or societal convictions about the relevance and state of the surroundings, as well as how individuals should regard and handle them (Reser and Bentrupperbäumer, 2005). By doing its sustainable goods, the organisation aims to create a market and establish an image. Because of environmental concerns, customers strongly prefer ecologically friendly items (Chen and Chang 2013). As consumers become increasingly aware of concerns regarding the environment, the "going green" movement is growing. Customers will seek out products that do not harm the environment. The company's effectiveness in preserving environmental sustainability has improved due to customers' continual evaluation and demand for environmentally friendly products (Nagaraju and Thejaswini 2014).

Organisations' marketing strategies have shifted in response to consumers' environmentally conscious behaviour (Chen and Chang 2013). Organisations must alter their marketing strategies to meet consumer demand for environmentally conscious goods. Several research studies have focused on consumer demographic variables that can influence sustainable product choices (Testa et al., 2013). As a result, environmentally conscious consumers will develop a favourable mindset about sustainable items which is satisfactory.

According to Yoo, Divita, and Kim (2018), designing clothing with environmental value is one way to increase consumers' environmental attitudes toward the use of clothing and increase the sale of clothing items produced from sustainable materials. The shift to sustainability in fashion requires redefining industry norms to align with ethical and environmentally responsible practices, resulting in a more sustainable landscape where fast fashion brands can attract environmentally conscious consumers while also improving the industry's environmental footprint. Environmental concerns are expected to have a favourable effect on environmental attitudes based on the use of clothing and the intention to purchase clothing products made from sustainable fibres (Hasbullah et al., 2020). Consumers who care about the environment and value sustainability are more likely to develop positive attitudes towards eco-friendly fashion, aligning their purchasing behaviour with personal beliefs, which, when combined with environmental awareness campaigns, can drive a shift towards a more sustainable fashion industry.

H6: Environmental value has a positive relationship on customer satisfaction towards eco-fashion products.

#### *Economic Value*

Sweeney and Soutar (2001) define economic value as the advantage obtained from buying a commodity or service. It assesses how satisfying an item is in relation to the monetary or non-monetary costs (time and effort) spent to obtain it (Gordon et al., 2018; Walsh et al., 2014). Consumers feel more pleasure when they use their resources, like money, to purchase a certain



product, resulting in a higher level of happiness with the product. Since ecologically friendly things are typically more expensive than standard items, economic value significantly impacts consumer purchases of ecologically friendly goods (Khan and Mohsin, 2017; Mohd Suki, 2016). The choices consumers make to purchase sustainable items are influenced by the cost factor because they are often higher in price than regular goods, making it vital for customers to consider finances while purchasing sustainable goods. Consumers who care less about their surroundings are more inclined to have a low-price opinion of environmentally friendly goods and a high-price sensitivity to environmental repercussions (Papista et al., 2017). Some customers buy environmentally unfavourable products because they are unaware of their existence, so they are willing to spend more without considering the environment.

H7: Economic value has a positive relationship on customer satisfaction towards eco-fashion products.

### *Fashion Value*

Fernie and Sparks (1998) characterize fashion value as a concept that has gained broad popularity within a particular group of individuals. Several marketing elements impact this idea, especially the limited dependability of fashion patterns, numerous impulsive buying of fashion products, shorter lifecycles of fashion items, and popularity swings in the luxurious marketplace. Consumers more interested in fashion have greater purchase intentions toward new products (Thompson & Tong, 2016, Mukendi et al., 2019). The level of interest shown by fashion enthusiasts can positively affect new products, such as eco-fashion products in the market. Diversity in eco-fashion style and design creates fashion value (Chan & Wong, 2012). Various eco-fashion product designs can create high fashion value and will be viewed by many people.

According to Joy et al. (2015), they have placed the involvement of fashion about sustainability in their previous study, but the current study will highlight that one's fashion awareness creates an urgent desire in the consumer's mind to buy clothes according to sustainability standards. The best and in-depth research related to fashion that meets sustainability standards should be intensified so that fashion value can be a link to change the mind of consumers. Apparel firms, both producers and sellers, are investing in creating and promoting eco-fashion as an approach to encouraging environmentally conscious buying (Wong et al., 2012). The intensified efforts can help attract the interest of many consumers due to the popularity of a fashion company that encourages the marketing of eco-fashion products.

Several studies (María et al., 2019) have measured the fashion value of products created from sustainable materials based on the customer experience. Exploring how customers interact with sustainable fashion influences their purchase decisions and overall interaction with eco-friendly items, providing vital insights into the variables affecting consumer preferences and the growing acceptance of sustainable practices in the fashion sector. Consumers prioritize fashion value while participating in shared value-creation activities for places, therefore tourism destination managers and operators must emphasize the importance of increasing internal brand value (Xu et al., 2020). Destination managers may boost the fashion value of tourism locations by emphasizing fashion in shared value creation. This not only boosts the overall appeal of locations but also helps to establish a strong fashion identity that connects with consumers, leading to enhanced tourist satisfaction and loyalty.

H8: Fashion value has a positive relationship on customer satisfaction towards eco-fashion products.

*Store-related Value*

According to Jacobs et al., (2018), store-related value means that the value that exists in a retail store will increase the appeal of style to people who are less interested in a product or service when shopping online and physically. Having the apparel available can strengthen consumers' attitudes and values toward environmental sustainability at a retail store. Furthermore, stores that sell products physically need to provide physical customer engagement to add to their more effective shopping experience and enable consumers to make better decisions (Zhang et al., 2021). Physical customer interaction in the store can contribute to a great and memorable buying experience by allowing customers to explore the product and decide whether to purchase it.

In addition, the store-related value concept that focuses more on experience aims to create and providing a unique and holistic experience (Sachdeva & Goel, 2015). By focuses on the user experience, an environment that goes beyond the standard retail store will involve the senses of touch and emotion and leave a lasting impact. Retailers can use shop-related value to create a retail experience that encourages customer pleasure and loyalty to their store (Nair 2017). Retailers can create a compelling shopping experience by focusing on product assortment, store ambiance, customer service, and convenience, resulting in repeat visits, increased spending, positive recommendations, and brand loyalty for long-term business success. Consumers are more interested in store layout and atmosphere, product durability, and general employee help, thus store managers should prioritize these variables to boost store-related value, as well as consumer happiness and loyalty (Daultani et al., 2020). The importance of creating a pleasant shopping environment, selling durable merchandise, and providing excellent customer service to not only exceed consumer expectations but also foster long-term loyalty and positive brand perception among customers.

H9: Store-related value has a positive relationship on customer satisfaction towards eco-fashion products.

*Altruistic Value*

Altruistic value is a theory of behaviour that considers the good of others as the end of moral action (Price, 1960). In line with previous studies such as Schwartz (2010), stated that altruistic values increase positive attitudes and behaviours towards the purchase of sustainable clothing. Through a sustainable balance, clothing consumers naturally balance the changes between competing values, wisely choosing products that align with their personality traits seamlessly towards eco-fashion products. Despite the behavioural inconsistencies identified, the study (Jacobs et al., 2018) has emphasized the need for ecologically friendly fashion customers to have an overwhelmingly favourable mindset regarding social-ecological apparel requirements, along with humanitarian principles. Based on the statement, it is explained that in the contemporary landscape of sustainable clothing, there is a desperate demand to increase durability and replace the appeal of fleeting fashion.

According to Jacobs et al. (2018), positive attitudes toward social and ethical clothing standards have been supported by altruistic concepts among environmentally conscious clothing buyers and consumers. Individuals with strong altruistic views are more likely to wear socially and ethically conscious clothing, which increases the demand for sustainable fashion choices and fosters a change-driven society. People with high altruistic values make decisions about whether to be pro-environmental or not based on perceived costs and benefits to others (Achabou et al., 2020). Individuals with strong altruistic values prioritize society and the

environment, prompting them to engage in long-term activities for the greater good, even with their sacrifices, resulting in effective sustainability solutions.

H10: Altruistic value has a positive relationship on customer satisfaction towards eco-fashion products.

#### *Egoistic Value*

Persons are motivated to operate in their own personal best interests by egoistic values (Groot et al., 2013). Ideally, apparel companies must provide goods that meet clients' particular preferences, leading to ego purchases, in order to shift customers' thoughts towards eco-fashion. Egoistic values are the most important predictors of ethical behaviour (Yadav, 2016). When considering the complexities, egoistic principles might play a significant role, and the client will eventually behave sustainably towards eco-fashion products. Furthermore, research suggests that such principles have a fairly strong influence on how consumers feel about ethical purchases (Kessous et al., 2016). The impact of egoistic ideals on customer perceptions of eco-fashion offers consumers the ability to transcend self-interest while being far more aware of their fashion decisions.

Individuals may be motivated to engage in environmentally friendly conduct by benefits to themselves (egoistic value), such as greater health and a higher quality of life (Verma et al., 2019). By combating climate change and cutting pollution, ecologically conscious activity brings various advantages to oneself, including improved health and quality of life. McNeill and Moor (2019) emphasize the importance of incorporating ego values in analysing attitudes toward sustainable fashion consumption, as consumers tend to make purchase decisions based on their perceptions, highlighting the role of personal motivations such as social status and self-image. This, combined with the desire to project an environmentally conscious image, emphasizes the need to integrate ego values for a comprehensive understanding. Egoistic values are defined as behaviour that maximizes individual outcomes for self-interest, such as social power, wealth, authority, and influence while taking personal costs and benefits into account while making decisions (Carfora et al., 2021). Individuals who choose sustainable fashion based on ego values highlight personal benefits such as social status and self-image, strive to express ethical ideas and emphasize the importance of considering ego motivations while understanding and promoting sustainable fashion.

H11: Egoistic value has a positive relationship on customer satisfaction towards eco-fashion products.

#### *Customer Satisfaction*

Customer satisfaction is commonly defined as the achievement of a user's purchasing objectives as perceived and defined by the end user (Oliver, 2006). Westbrook (1987) argues that satisfaction is generally considered a mediating variable in consumer repurchase intentions. This is because the continuous purchase intention of a user depends on the level of satisfaction they experience after they use the company's product or service. This matter has been applied in various areas including green products and services currently on the market. The better the firm's service, the greater the customer's satisfaction, affecting their behavioural choices, resulting in positive developments (Zeithaml et al., 1996). Only if organizations recognize consumers' ethical intents, attempt to meet their product or service demands, and elicit favourable reactions from consumers are going to be a long-term and durable desire to conduct business.

It is also recognized as one of the more significant management approaches for enhancing satisfaction (Su and Teng, 2018). The method of customer satisfaction needs to be taken seriously by the company to improve its reputation and be known by many people who ultimately receive many customers and build loyalty in themselves towards the products or services provided. Global economic changes have pushed businesses to prioritize different services, especially customer/provider relationships, to improve customer satisfaction, which is important for the sustainability of fashion products and is directly related to higher customer equity and fewer complaints (Wang et al., 2019). Customer satisfaction shows the need to align corporate strategy with sustainable practices to meet changing customer demands and improve overall performance in the fashion sector.

H12: Customer satisfaction influences the customer loyalty company product in long-term and sustainable willingness.

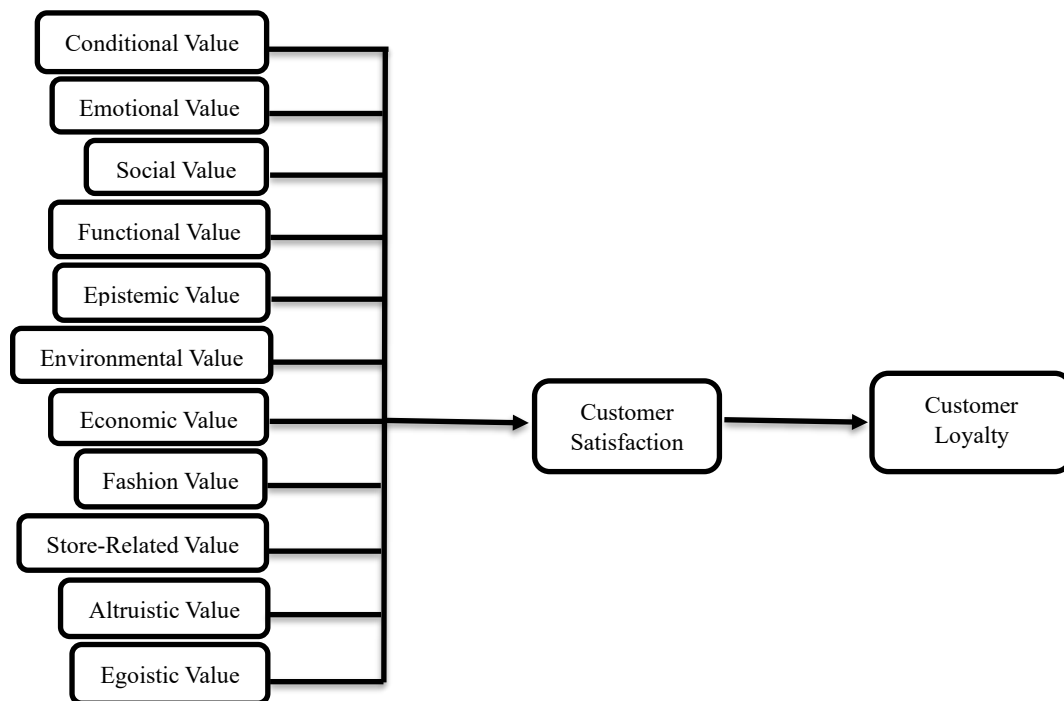
### *Customer Loyalty*

Oliver (1999) has defined customer loyalty as a deeply held commitment to consistently rebuy or re-patronize a preferred product or service in the future, despite situational influences and marketing efforts having the potential to cause switching behaviour. High customer loyalty towards sustainable fashion products is associated with a strong commitment to environmental care, even in the face of fast fashion products that do not prioritize the environment. According to Bose and Rao (2011), loyalty is the customer's commitment to do business with a particular organization, affecting repeat purchases of goods and services. Customer loyalty is something that consumers may exhibit to brands, services, stores, product categories, and activities. Here we use the term customer loyalty as opposed to brand loyalty to emphasize that loyalty is a feature of people rather than something inherent in brands (Uncles et al., 2002). Eco-fashion should be acknowledged for the positive effect of green aspects on customer loyalty because green management is a strategic instrument to attract customers (Sukhu & Scharff, 2018). This emphasizes the need to incorporate sustainable methods into fashion to not only meet consumer demand but also create long-term relationships based on environmental awareness and ethical ideals.

H13: A positive relationship is shown by customer loyalty from customer satisfaction with products such as eco-fashion.

### **Methods**

The hypotheses outlined in the conceptual model will be systematically evaluated using quantitative research steps in the next phase of this study. The use of this measure is based on the results of a study conducted by Huda et al. (2012), which confirmed its natural compatibility with research instruments consisting of questionnaires and ordinal scales as measuring tools. Respondents will be given a self-administered paper-based questionnaire written in English. To extend the reach, the questionnaire will be distributed using Google Forms and distributed through other social media platforms such as WhatsApp, Telegram, Facebook, and Instagram. This research will focus on those who have purchased environmentally friendly clothing. Due to the environmental awareness and knowledge recognized with the concept of sustainable architecture (Ruppert-Stroescu et al., 2015), the millennial generation, born between 1981 and 2000, is specifically targeted (Bento et al., 2018). This research will use the Statistical Package for Social Sciences (SPSS) and Smart PLS version 4.0 to carefully investigate the data obtained after the completion of the collection of the set number of respondents.



**Figure 2: Proposed Conceptual Framework**

### Findings

This study uses the theory of consumption value, there are five independent variables in this theory. This has given the idea to do research and at the same time, contribute to the addition of several variables that are closely related between theory and the field of sustainable fashion. Based on previous studies conducted related to sustainable products and services such as Khan & Mohsin (2017), this researcher included environmental variables along with all the variables in the theory of consumption value. In that study, environmental values were found to have a strong and positive effect on consumer choice behaviour of green products. In addition, in a previous study by Papista et al., (2017), the altruistic value was added as an independent variable, alongside economic, social, and hedonic values. The use of all these values is to measure the motivational level of customer loyalty towards green detergent brands and altruistic values have shown significant or positive values. In addition, Stern & Dietz (1994), conducted research related to environmental products and has included the egoistic value and found that this value has a significant positive association with the product. Therefore, based on past research, several variables can be analysed that can be brought and added to this theory of consumption value, especially eco-friendly products that are eco-fashion.

### Discussion and Conclusion

#### *Theoretical Implications*

In terms of theoretical implications, all the independent variables and customer satisfaction will contribute to support and understanding the theory of consumption value. The suggested methodology will discover which independent variables, as well as customer satisfaction, will affect the customer loyalty of eco-fashion items.



***Practical and Social Implications***

For practical implications, this research could help to raise community awareness and understanding to act more sustainably and responsibly, thereby balancing the environment.

***Anticipated Implications***

This study aims to provide an overview of the elements that determine consumer attitudes and behaviour toward sustainable fashion by investigating the value of customer perception and its influence on purchasing behaviour toward eco-fashion items. Additionally, it can help organizations in the fashion industry better understand their customers' needs by creating more successful marketing strategies. Furthermore, this study contributes to the broader discussion about environmental sustainability and ethical clothing practices, emphasizing the need to use ecologically friendly materials and reduce the environmental impact of the fashion industry.

**References**

- Abdulrazak, S., & Quoquab, F. (2017). Exploring Consumers' Motivations for Sustainable Consumption: A Self-Deterministic Approach. *Journal of International ConsumerMarketing*, 30(1), 14–28.
- Achabou, M. A., Dekhili, S., & Codini, A. P. (2020). Consumer preferences towards animal friendly fashion products: an application to the Italian market | Emerald Insight. *Journal of Consumer Marketing*, 37(6), 661–673.
- Ajzen I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Amin, S., & Tarun, M. T. (2020). Effect of consumption values on customers' green purchase intention: a mediating role of green trust | Emerald Insight. *Social Responsibility Journal*, 17(8), 1320–1336.
- Aqueveque C. (2006). Extrinsic cues and perceived risk: the influence of consumption situation. *Journal of Consumer Marketing*, 23(5), 237–247.
- Bagozzi R. P., Gopinath M., & Nyer P. U. (1999). The Role of Emotions in Marketing. *Journal of the Academy of Marketing Science*, 27(2), 184–206.
- Bakhtvar, V., & Piri, M. (2021, September 11). "Investigating the roles of knowledge value and conditional value on people's desire to buy green products." 1st International and 2<sup>nd</sup> National Conference of Business Sustainability – Shahid Chamran University of Ahvaz.
- Bei L.-T., & Simpson E. M. (1995). The Determinants of Consumers' Purchase Decisions for Recycled Products: An Application of Acquisition-Transaction Utility Theory. *ACR North American Advances*, NA-22.
- Belk R. W. (1974). An Exploratory Assessment of Situational Effects in Buyer Behavior. *Journal of Marketing Research*, 11(2), 156–163.
- Bento, M., Martinez, L. M., & Martinez, L. F. (2018). Brand engagement and search for brands on social media: Comparing Generations X and Y in Portugal. 43, 234–241.
- Bielawska, K., & Grebosz-Krawczyk, M. (2021). Consumers' choice behaviour toward green clothing. *European Research Studies Journal*, 24(2), 238-256.
- Bouman, T., Steg, L., & Kiers, H. A. L. (2018). Measuring Values in Environmental Research: A Test of an Environmental Portrait Value Questionnaire. *Frontiers in Psychology*, 9.
- Brenninkmeijer V., & VanYperen N. (2003). How to conduct research on burnout: advantages and disadvantages of a unidimensional approach in burnout research. *Occupational and Environmental Medicine*.
- Carfora, V., Giulia Buscicchio, & Patrizia Catellani. (2021). Integrating Personal and Pro Environmental Motives to Explain Italian Women's Purchase of Sustainable Clothing. *Sustainability*, 13(19), 10841–10841.



- Cerri, Jacopo; Ciappelli, Alessandro; Lenuzza, Andrea; Zaccaroni, Marco; Nocita, Annamaria (2018). Recreational angling as a vector of freshwater invasions in Central Italy: perceptions and prevalence of illegal fish restocking. *Knowledge & Management of Aquatic Ecosystems*, (419), 38–.
- Chan, T.-Y., & Wong, C. W. Y. (2012). The consumption side of sustainable fashion supply chain: Understanding fashion consumer eco-fashion consumption decision | Emerald Insight. *Journal of Fashion Marketing and Management: An International Journal*, 16(2), 193–215.
- Chen Y.S., & Chang C.-H. (2013). Greenwash and Green Trust: The Mediation Effects of Green Consumer Confusion and Green Perceived Risk. *Journal of Business Ethics* 114(3).
- Chi, T. (2021, July 26). Perceived Green Value (PGV). Encyclopedia.pub; Ting Chi. [https://encyclopedia.pub/entry/12406#ref\\_33](https://encyclopedia.pub/entry/12406#ref_33)
- Choe, J. Y., & Kim, S. H. (2018). Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention. *ScienceDirect*, 71, 1–10.
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences* (2nd ed.). Hillsdale, NJ Lawrence Erlbaum Associates, Publishers.
- Connelly, L. M. (2015). Research Questions and Hypotheses. Academia.edu.
- Creswell J. W., & Creswell J. D. (2017). *Research Design*. SAGE Publications Inc.
- Daultani, Y., Goyal, K., & Pratap, S. (2020). An Empirical Investigation of the Relationship between Store Attributes and Customer Satisfaction: A Retail Operations Perspective. *Operations and Supply Chain Management: An International Journal*, 100–110.
- Diamantopoulos, A., & Siguaw, J. A. (2006). Formative Versus Reflective Indicators in Organizational Measure Development: A Comparison and Empirical Illustration. *British Journal of Management*, 17(4), 263–282.
- Duffett R., Edu T., Haydam N., Negricea I.C., & Zaharia R. (2018). A Multi- Dimensional Approach of Green Marketing Competitive Advantage: A Perspective of Small Medium and Micro Enterprises from Western Cape, South Africa. *Sustainability*, 10(10), 3764.
- D'Souza C., Taghian M., Lamb P., & Peretiatko R. (2007). Green decisions: demographics and consumer understanding of environmental labels. *International Journal of Consumer Studies*, 31(4), 371–376.
- Erdfelder, E., Faul, F., & Buchner, A. (1996). GPOWER: A general power analysis program. *Behavior Research Methods, Instruments, & Computers*, 28, 1-11.
- Eroğlu, E. (2013). Factors Affecting Consumer Preferences For Retail Industry and Retailer Selection Using Analytic Hierarchy... ResearchGate.
- Faul, F., Erdfelder, E., Lang, A. G., & Buchner, A. (2007). G\*Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences. *Behavior Research Methods*, 39(2), 175–191.
- Fernie J., and Sparks L. 1998. *Logistics and retail management, insights into current practice and trends from leading experts*. London: Kogan Page
- Fornell, C., & Cha, J. (1994). "Partial Least Squares," In R. Bagozzi, Ed., *Advanced Methods of Marketing Research*, Blackwell, Cambridge, 1994, pp. 52-87.
- Gallarza M. G. G., Ruiz-Molina M. E & Gil-Saura, I. (2016). Stretching the value-satisfaction-loyalty chain by adding value dimensions and cognitive and affective satisfactions: A causal model for retailing. *Management Decision*, 54(4), 981–1003.
- Ganak, J., Chen, Y., Liang, D., Liu, H., & Chi, T. (2020). Understanding US millennials' perceived values of denim apparel recycling: insights for brands and retailers. *International Journal of Sustainable Society (IJSSOC)* 2020 Vol.12 No.4 pp.267 - 290.

- Gefen, D., Straub, D., & Boudreau, M.-C. (2000). Structural Equation Modeling and Regression: Guidelines for Research Practice. *Communications of the Association for Informatic Systems*, 4(1), 7.
- Gifford, R., & Nilsson, A. (2014). Personal and social factors that influence pro-environmental concern and behaviour: A review.
- Gordon R., Dibb S., Magee C., Cooper P., & Waitt G. (2018). Empirically testing the concept of value-in-behavior and its relevance for social marketing. *Journal of Business Research*, 82, 56–67.
- Groot, R. de, Blignaut, J. N., Ploeg, S. V. D., Aronson, J., Elmqvist, T., & Farley, J. (2013). Benefits of Investing in Ecosystem Restoration. 27(6), 1286–1293.
- Gu J., Renwick N., & Xue L. (2018). The BRICS and Africa's search for green growth, clean energy and sustainable development. *Energy Policy*, 120, 675–683.
- Hair J. F., Black W., Babin B. J., & Anderson R. E. (2010). *Multivariate Data Analysis: A Global Perspective*.
- Hair, J. F., Hult, T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications.
- Hair, J. F., Babin, B. J., & Krey, N. (2017). Covariance-Based Structural Equation Modeling in the Journal of Advertising: Review and Recommendations. *Journal of Advertising* 46(1):163-177.
- Han, J. H., Choi, A., & Oh, C.-O. (2018). The Effects of Environmental Value Orientations and Experience-Use History on the Conservation Value of a... ResearchGate; MDPI.
- Haugan, G., Rannestad, T., Garåsen, H., Espnes, G. A., & Hammervold, R. (2011). *The Self-Transcendence Scale*. ResearchGate; SAGE Publications.
- Hasbullah, N. N., Sulaiman, Z., & Mas'od, A. (2020). The Effect of Perceived Value on Sustainable Fashion Consumption in the Era of Covid-19: A Proposed Conceptual Framework. *International Journal of Academic Research in Business and Social Sciences*, 10(8).
- Hays, R., & Revicki, D. A. (2005). Reliability and validity (including responsiveness). In P. Fayars & R. Hays (Eds.), *Assessing quality of life in clinical trials: Methods and practice* (2nd ed., pp. 25–29). New York: Oxford University Press.
- Hewei, T. (2022). Factors affecting clothing purchase intention in mobile short video app: Mediation of perceived value and immersion experience. *PLOS ONE*, 17(9), e0273968-e0273968.
- Hirschman E. C. (1981). Innovativeness, Novelty Seeking, and Consumer Creativity. *Journal of Consumer Research*, 7(3), 283–295.
- Hong, S. and Lee, H. (2005), “Antecedents of use continuance for information systems”, paper presented at the KMIS International Conference, Jeju.
- Huda N., Rini N., Yosi M., & Putra P. (2012). The Analysis of Attitudes, Subjective Norms, and Behavioral Control on Muzakki's Intention to Pay Zakah.
- Jacobs, K., Hörisch, J., Battenfeld, D., & Petersen, L. (2018). Green thinking but thoughtless buying? An empirical extension of the value-attitude-behaviour hierarchy in sustainable clothing. *Journal of Cleaner Production*, 203, 1155–1169.
- Jacobs, K., Petersen, L., Hörisch, J., & Battenfeld, D. (2018). Green thinking but thoughtless buying? An empirical extension of the value-attitude-behaviour hierarchy in sustainable clothing. *Journal of Cleaner Production*, 203, 1155–1169.
- Joy, A., Sherry Jr, J. F., Venkatesh, A., Wang, J., & Chan, R. (2015). Fast Fashion, Sustainability, and the Ethical Appeal of Luxury Brands. *Fashion Theory*.
- Kato T., & Tsuda K. (2017). Related Verification of Emotional Value and Company Brand Emitted from Pure Recall.

- Kessous, A., Boncori, A.-L., & Paché, G. (2016). Are consumers sensitive to largeretailers' sustainable practices? A semiotic analysis in the French context. 32, 117–130.
- Khairawati, S. (2020). View of Effect of customer loyalty program on customer satisfaction and its impact on customer loyalty. *International Journal of Research in Business and Social Science* 9(1) (2020)15-23. IJRBS VOL 9NO 1ISSN: 2147-4478.
- Khan S. N., & Mohsin M. (2017). The power of emotional value: Exploring the effects of values on green product consumer choice behavior. *Journal of Cleaner Production*, 150, 65–74.
- Kline, R. B. (2015). *Principles and Practice of Structural Equation Modeling*. Guilford Publication.
- Kushwah, S., Dhir, A., Sagar, M., & Gupta, B. (2019). Determinants of organic food consumption. A systematic literature review on motives and barriers. 143, 104402-104402.
- Kuo, C.-S., & Hsu, C.-C. (2022). Continuance Intention to Use and Perceived Net Benefits as Perceived by Streaming Platform Users: An... ResearchGate; MDPI AG.
- Lai A. W. (1991). Consumption Situation and Product Knowledge in the Adoption of a New Product. *European Journal of Marketing*, 25(10), 55–67.
- Laaksonen M. (1993). Retail patronage dynamics: learning about daily shopping behavior in contexts of changing retail structures. *Journal of Business Research* 28 (1, 2), 3e174.
- Lien C.H., Wen M.J., Huang L.C., & Wu K.L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 20(4), 210–218.
- Lin P.C. and Huang Y.H. (2012), “The influence factors on choice behavior regarding green products based on the theory of consumption values”, *Journal of Cleaner Production*, Vol. 22 No. 1, pp. 11-18.
- Mandaric, D., Hunjet, A., & Vuković, D. (2022). The Impact of Fashion Brand Sustainability on Consumer Purchasing Decisions. *MDPI*, 15(4), 176–176.
- María, D., Castañeda, A., & Del Barrio-García, S. (2019). Self-congruity and motivations as antecedents of tourist destination perceived value: The moderating effect of previous experience. *International Journal of Tourism Research* 21(1):23-36.
- McNeill, L.; Venter, B. Identity, self-concept and young women's engagement with collaborative, sustainable fashion consumption models. *Int. J. Consum. Stud.* 2019, 43, 368–378.
- Mohd Suki N. (2016). Green products usage: structural relationships on customer satisfaction and loyalty. *International Journal of Sustainable Development & World Ecology*.
- Miller, N. J., Yan, R.-N. T., Jankovska, D., & Hensely, C. (2017). Exploring US Millennial consumers' consumption values in relation to traditional and social cause apparel product attributes and purchase intentions. *Journal of Global Fashion Marketing*.
- Mukendi, A., Davies, I., Glozer, S., & McDonagh, P. (2019). Sustainable fashion: current and future research directions | Emerald Insight. *European Journal of Marketing*, 54(11), 2873–2909.
- Nagaraju Dr. B., & Thejaswini H.D. (2014). Consumers' perception analysis market awareness towards ecofriendly fmcg products-a case study of Mysore district. *J Bus Manag* 16:64-71.
- Nair, S. R. (2017). Analyzing the relationship between store attributes, satisfaction, patronage intention and lifestyle in food and grocery store choice behavior | Emerald Insight. *International Journal of Retail & Distribution Management*, 46(1), 70–89.
- Nicholls J., Roslow S., Dublish S., Comer L. (1996). Relationship between situational variables and purchasing in India and the USA. *International Marketing Review* 13 (6), 6e21.

- Niinimäki, K., Peters, G., Dahlbo, H., Perry, P., Rissanen, T., & Gwilt, A. (2020). The environmental price of fast fashion. *Nature Reviews. Earth & Environment*, 1(4), 189–200.
- Oliver R. L. (2006). *Customer Satisfaction. The handbook of marketing research*. California: Sage
- Papadas, K.-K., Avlonitis, G. J., Carrigan, M., & Piha, L. (2019). The interplay of strategic and internal green marketing orientation on competitive advantage. *Journal of Business Research*, 104, 632–643.
- Papista E., Chrysochou P., Krystallis A. and Dimitriadis S. (2017), “Types of value and cost inconsumer–green brands relationship and loyalty behaviour”, *Journal of Consumer Behaviour*, Vol. 17 No. 1, pp. e101-e113.
- Park J., Lee H., & Kim C. (2014). Corporate social responsibilities, consumer trust and corporate reputation: South Korean consumers’ perspectives. *Journal of Business Research*, 67(3), 295–302.
- Patel J., Modi A., & Paul J. (2017). Pro-environmental behavior and socio- demographic factors in an emerging market. *Asian Journal of Business Ethics*, 6(2), 189–214.
- Ramayah, T., Hwa, C. J., Chuah, F., Ting, H., & Memon, M. A. (2018). *Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0: An Updated and Practical Guide to Statistical Analysis (Second Edition)*. Pearson Malaysia Sdn Bhd.
- Razzaq, A., Razzaq, Z., Yousaf, S., & Hong, Z. (2018). The Impact of Utilitarian and Hedonistic Shopping Values on Sustainable Fashion Consumption: The Moderating Role of Religiosity - Zohaib Razzaq, Ali Razzaq, Salman Yousaf, Zhao Hong, 2018. *Global Business Review*.
- Reser, J. P., & Bentrupperbäumer, J. M. (2005). What and where are environmental values? Assessing the impacts of current diversity of use of “environmental” and “World Heritage” values. *Journal of Environmental Psychology* 25(2):125-146. ResearchGate; Elsevier.
- Ross, D. (1998). Hypotheses: How the research question is asked. *Orthopedic Nursing*, 17, 3.
- Ruppert-Stroescu, M., LeHew, M. L. A., Connell, K. Y. H., & Armstrong, C. M. (2015). Creativity and Sustainable Fashion Apparel Consumption: The Fashion Detox - Mary Ruppert Stroescu, Melody L. A. LeHew, Kim Y. Hiller Connell, Cosette M. Armstrong, 2015. *Clothing and Textiles Research Journal*.
- Sheth J. N., Gross B. L., & Newman B. I. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170.
- Schwartz, & H, S. (2010). *Basic Values: How they motivate and inhibit prosocial behavior*. American Psychological Association.
- Steg, L., Bolderdijk, J. W., Keizer, K., & Perlaviciute, G. (2014). An Integrated Framework for Encouraging Pro-environmental Behaviour: The role of values, situational factors and goals. 38, 104–115.
- Stern, P. C., & Dietz, T. (1994). The Value Basis of Environmental Concern. 50(3), 65–84.
- Straughan R. D., & Roberts J. A. (1999). Environmental segmentation alternatives: a look at green consumer behavior in the new millennium. *Journal of Consumer Marketing*, 16(6), 558–57
- Su, J., Watchravesringkan, K., Zhou, J., & Gil, M. (2017). Sustainable clothing: perspectives from US and Chinese young Millennials | Emerald Insight. *International Journal of Retail & Distribution Management*, 47(11), 1141–1162.
- Sukhu, A., & Scharff, R. (2018). Will “doing right” lead to “doing well”? An examination of green behavior | Emerald Insight. *Journal of Consumer Marketing*, 35(2), 169–182.
- Sweeney, J.C., Soutar, G.N. (2001). Consumer Perceived Value: The Development of a Multiple Item Scale, *Journal of Retailing*, 77, 203-220.

- Testa F., Iraldo F., Vaccari A., & Ferrari E. (2013). Why Eco-labels can be Effective Marketing Tools: Evidence from a Study on Italian Consumers. *Business Strategy and the Environment*, 24(4), 252–265.
- Textile Exchange. (2023). Textile Exchange's Material Change Insights report highlights the need for systems change to support more sustainable materials sourcing - Textile Exchange.
- Thompson, A., & Tong, X. (2016). Factors influencing college students' purchase intention towards Bamboo textile and apparel products. *International Journal of Fashion Design, Technology and Education*.
- Urbach, N., & Ahlemann, F. (2010). Structural equation modeling in information systems research using Partial Least Squares. *Journal of Information Technology Theory and Application*, 11(2), 5.
- Vuong, H. G., & Nguyen, M. T. (2018). Factor Influencing Millennials' Purchase Intention towards Fast Fashion Products: A Case Study in Vietnam. *International Journal Social Sciences & Humanity*, Vol. 8 No. 8, pp. 235-240.
- Verma, V., Chandra, B., & Kumar, S. (2019). Values and ascribed responsibility to predict consumers' attitude and concern towards green hotel visit intention. 96, 206–216.
- Walsh G., Shiu E., & Hassan L. M. (2014). Replicating, validating, and reducing the length of the consumer perceived value scale. *Journal of Business Research*, 67(3), 260–267.
- Wang, H., Liu, H., Kim, S. J., & Kim, K. H. (2019). Sustainable fashion index model and its implication. *Journal of Business Research*, 99, 430–437.
- Westbrook & A, R. (1987). Product/consumption-based affective responses and post purchase processes. *Journal of Marketing Research*, 24(3), 258.
- Wong, K. K.-K. (2013). Partial least square structural equation modeling (PLS-SEM) techniques using SmartPLS. ResearchGate; unknown.
- Wong, C. W. Y., Lai, K., Shang, K.-C., Lu, C.-S., & Leung, T. F. (2012). Green operations and the moderating role of environmental management capability of suppliers on manufacturing firm performance. 140(1), 283–294.
- Xu, F., Bai, Y., & Li, S. (2020). Examining the Antecedents of Brand Engagement of Tourists Based on the Theory of Value Co-Creation. *Sustainability*, 12(5), 1958–1958.
- Yadav, R. (2016). Altruistic or egoistic: Which value promotes organic food consumption among young consumers? A study in the context of a developing nation. 33, 92–97.
- Yoo, J. J., Divita, L., & Kim, H. Y. (2018). Predicting consumer intention to purchase clothing products made from sustainable fabrics. *Clothing Cultures*, 5(2), 211–224.
- Zeithaml V., Berry L., & Parasuraman A. (1996). The Behavioral Consequences of Service Quality.
- Zhang, J. Z., Chang, C.-W., & Neslin, S. A. (2021). How Physical Stores Enhance Customer Value: The Importance of Product Inspection Depth - Jonathan Z. Zhang, Chun-Wei Chang, Scott A. Neslin, 2022. *Journal of Marketing*.
- Zhang, X., & Dong, F. (2020). Why Do Consumers Make Green Purchase Decisions? Insights from a Systematic Review. 17(18), 6607–6607.