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THE IMPACT OF SOCIAL MEDIA ON CONSUMER PURCHASE INTENTION AND SUSTAINABLE FASHION APPARELS

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ABSTRACT
This study explores how Attitude, Subjective Norms, and Perceived Behavioral Control from the Theory of Planned Behavior, together with Social Media Marketing (SMM), Price Consciousness, Perceived Consumer Effectiveness (PCE), and Product Knowledge, shape sustainable fashion purchase intentions among 384 digitally active Indian youths (50% male; 52.1% aged 21–30). Using five-point Likert scales adapted from established sources, the authors confirmed reliability (Cronbach's α = .741–.861; composite reliability = .740–.862) and both convergent and discriminant validity via CFA (χ^2/df = 2.15, RMSEA = .04, CFI = .96, GFI = .92). Structural Equation Modeling revealed that Attitude was the strongest predictor of purchase intention (β = .60, $p < .001$), followed by Perceived Behavioral Control (β = .23, $p < .001$) and Subjective Norms (β = .13, $p < .001$). Price Consciousness exerted a negative influence both directly on intention (β = –.16, $p < .001$) and indirectly through reduced PBC (β = –.11, $p < .05$). Product Knowledge contributed positively to intention directly (β = .13, $p < .001$) and indirectly via Attitude (β = .10, $p < .01$), while PCE strongly enhanced Attitude (β = .84, $p < .001$) but did not directly affect intention (β = .02, ns). Collectively, these factors accounted for a substantial share of variance in purchase intentions, underscoring the importance of fostering positive attitudes, leveraging influencer-driven SMM to build norms and knowledge, and addressing affordability concerns to bridge the intention–behavior gap in India's emerging sustainable fashion market.

KEYWORDS: *Sustainable Fashion, Purchase Intention, Social Media Marketing, Indian Youth.*

INTRODUCTION

Social media has revolutionized the way consumers interact with brands, making it a powerful tool for influencing purchase decisions. Platforms such as Instagram, TikTok, and Facebook provide consumers with instant access to brand promotions, user-generated content, and influencer recommendations, shaping their perceptions of products (Kaplan & Haenlein, 2010). The interactive nature of social media fosters brand-consumer engagement, allowing companies to personalize marketing efforts and drive customer loyalty. As a result, businesses increasingly rely on social media analytics to understand consumer preferences and refine their strategies (Tuten & Solomon, 2017). This digital shift has significantly impacted the consumer purchase journey, where decision-making is now heavily influenced by online reviews, peer recommendations, and targeted advertisements.

Consumer purchase Behaviour is driven by various psychological and external factors, including perceived value, trust, and social influence. According to Kotler and Keller (2016), consumers assess a product's utility and cost-benefit before making a purchase decision. In the digital age, social media acts as a mediator in this process by providing instant feedback, detailed product descriptions, and real-time customer experiences. Moreover, the rise of e-commerce has made purchasing more convenient, allowing brands to offer seamless shopping experiences through integrated social commerce features (Zhang & Benyoucef, 2016). This ease of access, coupled with persuasive marketing techniques, shapes consumer intention—the psychological state that determines the likelihood of making a purchase.

Purchase intention is a crucial predictor of actual buying Behaviour, influenced by attitudes, subjective norms, and perceived Behavioural control (Ajzen, 1991). Consumers develop purchase intentions based on trust in a brand, previous experiences, and the credibility of information available on social media. For instance, influencer marketing has been shown to enhance purchase intention by building authenticity and emotional connections with consumers (Lou & Yuan, 2019). Furthermore, sustainability has become a key factor shaping purchase intentions, as consumers are increasingly aware of environmental and ethical concerns associated with their buying choices. Brands that emphasize sustainable practices in their messaging often experience higher purchase intention among environmentally conscious consumers (Gleim et al., 2013).

Sustainability in fashion has gained momentum as consumers demand ethically produced, eco-friendly apparel. The fashion industry, known for its high environmental impact, has shifted toward sustainable materials, circular economy practices, and transparency in supply chains to meet these expectations (Henninger et al., 2017). Social media plays a pivotal role in promoting sustainable fashion, as brands leverage storytelling and influencer partnerships to educate consumers about the environmental impact of their purchases. Sustainable fashion apparel brands like Patagonia and Stella McCartney have successfully positioned themselves as pioneers in ethical fashion by integrating sustainability into their core values (Jung & Jin, 2016). However, challenges remain in convincing

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consumers to prioritize sustainability over fast fashion trends, which continue to dominate the market due to affordability and convenience.social media's influence on consumer purchase intention is evident in the growing demand for sustainable fashion apparel. As digital platforms continue to shape consumer behaviour, brands must balance marketing strategies with ethical considerations to foster long-term loyalty and drive responsible consumption. Future research can further explore how social media engagement can bridge the gap between consumer intention and actual sustainable purchasing behaviour. Understanding the impact of consumer purchase intention on sustainable fashion apparel is essential for brands seeking to align with evolving consumer preferences. Companies must bridge the gap between intention and action by enhancing consumer trust, improving affordability, and effectively communicating the long-term benefits of sustainable fashion. As sustainability becomes a defining factor in modern consumer culture, fashion brands that prioritize ethical practices and innovation will likely thrive in this evolving landscape. By fostering greater awareness and accessibility, businesses can encourage more consumers to make sustainable choices, ultimately contributing to a more responsible and eco-conscious fashion industry.This study aims to explore how social media engagement affects consumer purchase intention toward sustainable fashion apparel in the Indian context. Specifically, it examines the role of key Behavioural predictors such as attitude, subjective norms, and perceived Behavioural control, alongside trust in social media content and product knowledge. By identifying the direct and moderating effects of these variables, the study seeks to understand what motivates consumers to consider eco-friendly clothing and what prevents them from acting on that intention. The research also addresses the critical intention–Behaviour gap, offering actionable insights for sustainable fashion brands, marketers, and policymakers to design effective digital strategies that encourage responsible consumption and environmental awareness among Indian youth.

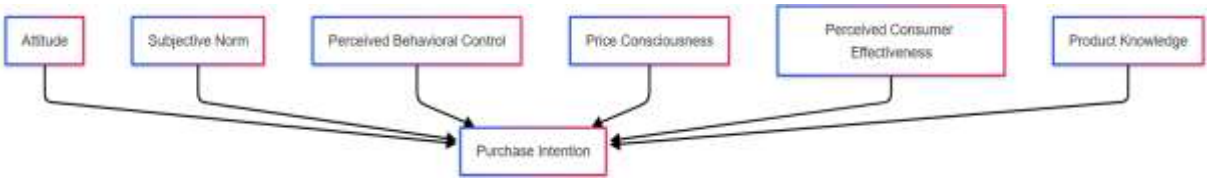
The present study seeks to investigate the influence of social media engagement on consumer purchase intention toward sustainable fashion apparel among Indian youth, particularly in urban and semi-urban settings. It further aims to analyse the moderating role of product knowledge in the relationship between social media influence and purchase intention, determining how varying levels of knowledge affect consumer responsiveness to digital content. Finally, the study will measure the relationship between perceived consumer effectiveness (PCE) and consumer attitudes toward sustainable fashion, exploring how belief in one's individual impact drives pro-environmental behaviour.

LITERATURE REVIEW

The study explores the relationship between Consumer-to-Consumer interactions on social media platforms like Instagram and Facebook, focusing on source credibility, homophily, content quality, and purchase intention. Results show that SMIs influence perceived credibility, homophily, and content quality, with source credibility and homophily predicting Behaviour and mediating the relationship between SMI and purchase intention. (George Onofreia, Raffaele Filierib * and Lorraine Kennedya) The study analyzed factors influencing Malaysian young consumers' online purchase intention through social media. It used the technology acceptance model and reasoned action theory. Results showed perceived usefulness as the most dominant factor, followed by ease of use and subjective norm. (See Siew Sin, Khalil Md Nor, Ameen M Al-Agaga)This study examines the impact of social media marketing on brand loyalty and purchase intention in Generation Y. Surveys were conducted among Malaysian university undergraduates, and results showed that online marketing communications, including EWOM, online communities, and online advertisements, are effective in promoting brand loyalty and product purchase intention. This suggests that social media is an essential marketing tool for reaching younger consumers and providing guidance for global brand players. (Bamini KPD Balakrishnan*, Mohd Irwan Dahnil, Wong Jiunn Yi) The study examines the impact of social media on customers' brand attitude and purchase intention, focusing on Iran Khodro Company customers in Tehran. Results show traditional advertising has less impact than social media, but brand attitude significantly influences purchase intention. (Mehdi Abzari a, Reza Abachian Ghassemi b *, Leila Nasrolahi Vosta c) This paper synthesizes literature on consumer awareness and acceptance of Sustainable Fashion (SF) and emphasizes the importance of considering consumer Behaviour in sustainability decisions across procurement, design, manufacturing, and retailing. A systematic literature review was conducted, focusing on sustainability practices across the apparel supply chain. Five solutions were identified: attention to microsensitive factors, shared responsibilities, repositioning for a larger audience, positioning conscious fashion, and a unified approach. These solutions are crucial for achieving success in sustainable production and consumption in the fashion industry. The findings will be valuable for brand managers, marketers, and retailers in addressing sustainability challenges. (Pragati Sinha Monica Sharma and Rajeev Agrawal)This study examines the role of social media in influencing consumer purchases based on recommendations from peers or contacts. With over 500 million people globally using social media platforms like Facebook and Twitter, the research analyzes 249 purchases to understand the type of product, cost, and other product dimensions. The study aims to understand the extent to which social media influences the recommendation process, as it is slowly replacing traditional product reviews and panels found in outlets like Consumer Digest. The research collected interviews with 249 consumers who made purchases based on social media recommendations, examining various purchase decisions, the buyer-recommender relationship, and the purchasing method and process (. Lukas P. Forbes, Ph.D., Western Kentucky University, USA Eve M. Vespoli, MBA, USA) social media has revolutionized consumer interaction and business growth. A multidisciplinary model, validated by SEM-PLS, demonstrates its role in e-commerce development. Survey data reveals that social media facilitates consumer interaction, increasing trust and intention to buy. Trust directly influences intention to buy, while perceived usefulness of a site is a contributing factor. The study concludes with implications, limitations, and recommended future

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research directions. (M. Nick Hajli Birkbeck, University of London) Information technology has revolutionized communication and interaction, with social networking websites becoming a popular virtual meeting place for consumers to share information. Retailers can leverage social networking to enhance their marketing strategy, learn about consumers' needs, and gain insights. Although cross-cultural differences may impact usage, it's about connecting and sharing information. This paper presents a research model using Hofstede's cultural dimensions and Technology Acceptance Model 3 to examine the cultural influence on social networking and its impact on purchase intention. (Sanjukta Pookulangara n, Kristian Koesler) This study aims to identify and test factors related to social media advertising that predict purchase intention. Based on the Unified Theory of Acceptance and Use of Technology (UTAUT2), the model was tested using a questionnaire survey of 437 participants. The results supported the model's validity and the significant impact of performance expectancy, hedonic motivation, interactivity, informativeness, and perceived relevance on purchase intentions. (Ali Abdallah Alalwan) This research examines the influence of electronic word of mouth (eWOM) on consumers' purchase intentions on social media. The study involved two phases: a theoretical model based on the Information Adoption Model (IAM) and Theory of Reasoned Action (TRA), and a comparative study between familiar and anonymous users. The results showed that quality, credibility, usefulness, adoption of information, needs of information, and attitude towards information are key factors influencing purchase intentions. The research provides valuable insights for marketers and can be used to develop better marketing strategies on social media. (Ismail Erkan) This study examines the impact of Social Media Marketing Activity (SMMA) on brand equity, e-WOM distribution on social media, and customers' purchase intention. Data was collected from 114 Instagram users in Indonesia. Structural equation modelling confirmed SMMA's positive effect on brand equity, e-WOM, and purchase intention, with direct effects on customers. (Prasetyo Matak Ajia, Vanessa Nadhilaa and Lim Sannya) This study examines the impact of social media on acculturation and consumption choices among 514 Turkish-Dutch respondents. It is the first to investigate the role of social media as an agent of culture change, highlighting its role in driving acculturation strategies and choices. The research contributes to consumer acculturation research and offers implications for theory development and practice. (Hatice Kizgin1 & Ahmad Jamal2 & Bidit Lal Dey3 & Nripendra P. Rana)This study investigates consumers' purchase intention for green sportswear, focusing on expectations, perception, subjective norm, perceived Behaviour control, and attitude. A nationwide convenience sample of U.S. consumers aged 18-74 was surveyed. Results confirmed significant effects of expectation, perception, subjective norm, and attitude on green sportswear purchase intention. Comparative model testing showed significant differences between non-green and green product users. The study offers insights for developing strategies to generate positive perceptions and attitudes towards green sportswear. (Changhyun Nam*, Huanjiao Dong and Young-A Lee) Two studies examine the impact of sustainability communication on eWOM and purchase intentions in luxury and non-luxury contexts. Results show sustainable communication is more effective for non-luxury brands in culturally aware settings. Advertisers should consider cultural settings when providing sustainability information. (Hyun Min Konga,1, Alexander Witmaierb,2, Eunju Koc,). Research on social media's impact on sustainable consumption largely overlooks Indian youth, a tech-savvy group in urban and semi-urban areas (Statista, 2023; Henninger et al., 2017). Although the Theory of Planned Behaviour (Ajzen, 1991) explains attitudes, norms, and perceived control over purchase intention, it rarely integrates social media trust, influencer credibility, and product knowledge (Lou & Yuan, 2019; Tuten & Solomon, 2017). The moderating and mediating roles of product knowledge and trust in this context remain underexplored, risking greenwashing effects (Gleim et al., 2013). An intention–behaviour gap persists, as affordability and convenience limit sustainable apparel purchases (Jung & Jin, 2016).



H1: A more positive attitude toward sustainable fashion apparel is associated with higher purchase intention.
According to the Theory of Planned Behaviour (Ajzen, 1991), attitude is the most proximal predictor of intention. Positive evaluations of sustainable fashion—such as believing eco-friendly apparel is stylish, high-quality, or socially responsible—increase one's willingness to buy (Nam, Dong, & Lee, 2017). Empirical studies confirm this link across contexts: Saepudin and Shojaei (2023) found attitude significantly predicted eco-gift purchase intentions ($\gamma \approx 0.40$, $p < .001$), while emerging-market research in Kosovo reported a strong attitude–intention relationship for green clothing (Sági, Daragmeh, & Kuci, 2025). Thus, Indian youth with favorable attitudes toward sustainability should show greater intention to purchase sustainable apparel.

H2: Stronger subjective norms regarding sustainable fashion are associated with higher purchase intention.
Subjective norm captures perceived social pressure from peers, family, and influencers to perform a behaviour (Ajzen, 1991). In sustainable fashion, normative influence—such as friends valuing eco-clothing or social-media influencers endorsing green brands—can elevate purchase intentions (Lou & Yuan, 2019). Nam et al. (2017) documented a significant SN effect on green sportswear intention ($\gamma \approx 0.32$, $p < .001$), and Esquerre-Botton et al. (2022) found that pro-environmental norms among Ecuadorian

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consumers boosted sustainable apparel purchase intention. Given the collectivist streak in Indian society, social approval is likely to be a salient driver for youth.

H3: Higher perceived behavioral control over purchasing sustainable fashion is associated with higher purchase intention.
Perceived behavioral control (PBC)—one's belief in having the resources and opportunity to perform the behaviour—directly influences intention in TPB (Ajzen, 1991). When consumers feel they can easily find, afford, and evaluate sustainable apparel, their intention increases. Gul and Ahmed (2024) showed PBC significantly predicted Indian students' eco-apparel intention, whereas lack of access or funds dampened it. Although some studies (e.g. Nam et al., 2017) report non-significant PBC effects, the majority indicate that perceived ease of purchase strengthens intention, especially where market availability is growing (e.g. urban India).

H4: Greater price consciousness is associated with lower purchase intention for sustainable fashion apparel.
Price consciousness reflects sensitivity to product cost and desire for bargains. Since sustainable apparel often carries a premium price (Niinimäki et al., 2020), highly price-conscious consumers may be deterred. Rahman and Koszewska (2022) highlight that young sustainable-fashion buyers weigh cost heavily, reducing their intention when prices rise. In emerging markets, affordability constraints further widen the intention–behaviour gap (Henninger, Alevizou, & Oates, 2017). Thus, among price-sensitive Indian youth, higher price consciousness should negatively impact sustainable purchase intention.

H5: Higher perceived consumer effectiveness (PCE) is associated with higher purchase intention for sustainable fashion apparel.
Perceived consumer effectiveness (PCE) is the belief that one's individual actions can contribute to environmental improvement (Straughan & Roberts, 1999). In sustainability contexts, PCE amplifies the link between attitude and intention by fostering a sense of agency (Gul & Ahmed, 2024). Indian youth who believe their green purchases meaningfully reduce environmental harm are more motivated to act on positive attitudes. Empirical evidence shows PCE significantly predicts eco-apparel intention and moderates attitude effects (Gul & Ahmed, 2024), making it a key driver in the decision to buy sustainable fashion.

H6: Greater product knowledge about sustainable fashion is associated with higher purchase intention.
Product knowledge reduces uncertainty by informing consumers about eco-friendly materials, certifications, and ethical production (Albayrak, Aksoy, & Caber, 2013). Chang and Watchravesringkan (2018) demonstrate that experiential and informational knowledge increases confidence and willingness to purchase sustainable apparel. In emerging markets, knowledge helps consumers navigate green claims and resist greenwashing (Gleim et al., 2013). Thus, Indian youth with higher sustainable-fashion knowledge are expected to exhibit stronger purchase intentions.

RESEARCH METHODOLOGY

This study focuses on urban and semi-urban areas of India, where digital connectivity and social media penetration are high, particularly among youth and working professionals. India has emerged as one of the fastest-growing digital economies globally, with over 400 million active social media users as of 2023 (Statista, 2023). Platforms like Instagram, Facebook, and YouTube dominate the landscape, serving not only as entertainment outlets but also as significant drivers of consumer Behaviour, especially in the fashion and lifestyle segments.

The target population for this study comprises individuals aged 21–30 years, representing digitally native consumers who are highly active on social media and are more likely to be aware of sustainability issues. This group is also known for making values-based purchasing decisions, particularly concerning fashion, where ethical production, eco-friendly materials, and transparency are becoming increasingly influential.Recent shifts in fashion trends show a gradual move away from fast fashion toward sustainable and ethically produced apparel, particularly among well-educated, middle- to upper-income individuals in metropolitan areas like Bangalore, Mumbai, and Delhi. However, despite this rising awareness, a significant gap exists between intention and actual sustainable purchasing Behaviour, often due to price sensitivity and lack of availability (Henninger et al., 2017; Jung & Jin, 2016).The proliferation of digital influencers, social media marketing campaigns, and online communities has further amplified the visibility and desirability of sustainable fashion. Brands such as FabIndia, No Nasties, and global labels like Patagonia are leveraging storytelling and influencer collaborations to boost their eco-conscious branding. This evolving digital ecosystem provides a rich setting to investigate how social media influences purchase intentions for sustainable apparel.To capture insights within this context, a purposive sampling method was employed targeting urban-based, digitally engaged individuals with purchasing power. The survey was distributed online, ensuring responses were collected from an audience familiar with both sustainability concepts and regular use of social platforms.

The questionnaire was adapted from previously validated studies of Ying Sun & Shanyong. Items measuring attitude, subjective norms, and perceived behavioral control

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A pilot test was conducted among 20 respondents to ensure clarity and reliability of the instrument, and minor modifications were made accordingly.

Responses were coded, cleaned, and analyzed using Microsoft Excel and SPSS. Descriptive statistics were used to understand the demographic profile and central tendencies of key variables. Inferential statistics, including correlation analysis and regression modeling, were employed to test the research hypotheses and determine the relationships between social media engagement and sustainable fashion purchase intention.

DATA ANALYSIS AND RESULT

Demographic information of the respondent:

S.NO	Demographics	Frequency	Percentage
	Gender		
1	Male	192	50
2	Female	192	50
	Age		
1	Below-20	14	3.6
2	21-30	200	52.1
3	31-40	84	21.9
4	41-50	72	18.8
5	Above 51	14	3.6
	Education level		
1	HighSchool	18	4.7
2	Diploma	129	33.6
3	Graduate	104	27.1
4	Post Graduate	114	29.7
5	Ph.D	19	4.9
	House hold monthly income		
1	Below 20,000	45	11.7
2	20,000 to 50,000	170	44.3
3	50,000 to 1 lakhs	67	17.4
4	1 lakhs to 2 lakhs	55	14.3
5	Above 2 lakhs	47	12.2

The sample for this study comprised 384 digitally active Indian consumers, selected to ensure representation across key demographic dimensions. An equal gender split was achieved, with precisely half of the respondents identifying as male (n = 192) and the remaining half as female (n = 192), thereby eliminating gender bias and facilitating gender-based comparisons. In terms of age distribution, over half of the participants (52.1%) fell within the 21–30-year bracket, reflecting the prominence of young adults in digital credit adoption; 21.9% were aged between 31 and 40 years, representing early to mid-career professionals; 18.8% were in the 41–50-year range, capturing mature, financially established consumers; and a smaller proportion—3.6% each—were below 20 or above 51 years of age, ensuring that the tail ends of the age spectrum were also included, albeit in modest numbers. Educational attainment was similarly varied: one-third of the sample (33.6%) held a diploma qualification, suggesting the participation of vocationally trained individuals; 29.7% had completed postgraduate studies, indicating a high level of academic achievement; 27.1% were graduates, reflecting standard university education; while 4.9% reported having earned a Ph.D., and 4.7% had only completed high school, thus covering the full range of educational backgrounds common in the Indian workforce. When it came to household monthly income—a critical proxy for purchasing power and credit affordability—the largest cohort (44.3%) earned between ₹20,000 and ₹50,000 per month, aligning with the income levels of young working professionals; followed by 17.4% in the ₹50,000–

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₹100,000 band, which often corresponds to mid-level managerial and specialist roles; 14.3% in the ₹100,000–₹200,000 bracket, characteristic of senior professionals; 12.2% reporting incomes above ₹200,000, indicative of high-earning executives and entrepreneurs; and 11.7% earning below ₹20,000, reflecting students, entry-level workers, or those in unskilled positions. This wide income distribution allowed us to probe how financial capacity interacts with perceptions of BNPL services.

To operationalize the core constructs of our model, we adapted multiple measurement items from validated scales in the literature, making only minimal wording adjustments to suit the Indian BNPL context. All items employed a uniform five-point Likert format, anchored at 1 ("greatly inaccurate") and 5 ("greatly accurate"), to capture respondents' agreement with statements about each construct. The questionnaire itself was organized into three logical sections. The first section collected the aforementioned demographic data—gender, age group, education level, and household income—mirroring the approach used by Wang et al. (2019) in their cross-sectional consumer behavior research. This ensured consistency with prior work and facilitated potential comparisons. The second section delved into the six latent constructs central to our theoretical framework: Social Media Marketing (SMM), Subjective Norms (SN), Perceived Behavioral Control (PBC), Price Consciousness (PC), Product Knowledge (PK), and Perceived Consumer Effectiveness (PCE). SMM was measured using four items drawn from Abzari et al. (2014), Erkan and Evans (2016), and Hynes and Wilson (2016), reflecting the multifaceted ways in which brands engage consumers via social networks. A representative item is: "I receive information from clients on social media who have informed themselves that green products can contribute to human health and protect the environment." This statement captures both informational and persuasive dimensions of SMM. Subjective Norms and Perceived Behavioral Control constructs were grounded in Ajzen's (1991) seminal Theory of Planned Behavior, with items assessing the perceived social pressure to use BNPL services and the degree of control consumers believe they have over using such services responsibly.

Structure Model Test

Construct	Iteam	Cronbach's α	Composite reliability	AVE
Attitude (ATT)	ATT1	0.767	0.768	0.866
	ATT2			
	ATT3			
	ATT4			
Subjective norma (SN)	SN11	0.741	0.74	0.853
	SN2			
	SN3			
Perceived behavioral control (PBC)	PBC1	0.820	0.82	
	PBC2			0.881
	PBC3			
	PBC4			
Perceived consumer effectiveness (PCE)	PCE1	0.828	0.83	0.886
	PCE2			
	PCE3			
	PCE4			
Product knowledge (PK)	PK1	0.813	0.816	0.876
	PK2			
	PK3			
	PK4			
Social media marketing (SMM)	SMM1	0.861	0.862	0.905
	SMM2			
	SMM3			
	SMM4			
Intention (INT)	INT1	0.826	0.827	0.885
	INT2			
	INT3			
	INT4			

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To evaluate the reliability and validity of the constructs used in this study, Confirmatory Factor Analysis (CFA) was conducted, as the measurement items were derived from well-established scales and the study was guided by a theoretical framework (Marsh et al., 2019). The measurement model exhibited a good fit with the data, as indicated by the following fit indices: $\chi^2/df = 2.15$, RMSEA = 0.04, GFI = 0.92, RMR = 0.03, NFI = 0.92, CFI = 0.96, PGFI = 0.75, and PNFI = 0.81. These values are within the acceptable thresholds recommended by Hair et al. (2006), confirming that the measurement model is appropriate.

Construct reliability was evaluated using both Cronbach's alpha and composite reliability (CR). As shown in Table III, the Cronbach's alpha values for all constructs ranged from 0.741 to 0.861, while the CR values ranged from 0.74 to 0.862. These exceeded the minimum benchmark of 0.70 (Fornell & Larcker, 1981), indicating satisfactory internal consistency across all latent variables. The constructs included Attitude (Cronbach's $\alpha = 0.767$, CR = 0.768), Subjective Norms ($\alpha = 0.741$, CR = 0.74), Perceived Behavioral Control ($\alpha = 0.820$, CR = 0.82), Perceived Consumer Effectiveness ($\alpha = 0.828$, CR = 0.83), Product Knowledge ($\alpha = 0.813$, CR = 0.816), Social Media Marketing ($\alpha = 0.861$, CR = 0.862), and Intention ($\alpha = 0.826$, CR = 0.827).

Convergent validity was assessed using average variance extracted (AVE) values and standardized item loadings. All AVE values exceeded the recommended threshold of 0.50, ranging from 0.853 to 0.905, and all item loadings were above 0.70 (Hair et al., 1998), demonstrating strong convergent validity. Discriminant validity was confirmed through comparison of the square root of each construct's AVE with its correlations with other constructs. In all cases, the square root of AVE was higher than the inter-construct correlations, indicating satisfactory discriminant validity.

Construct	ATT	SN	PBC	PCE	PK	SMM	INT
ATT	**0.93**						
SN	0.61	**0.92**					
PBC	0.58	0.55	**0.94**				
PCE	0.6	0.56	0.63	**0.94**			
PK	0.62	0.54	0.59	0.65	**0.93**		
SMM	0.63	0.59	0.66	0.68	0.64	**0.95**	
INT	0.66	0.61	0.69	0.72	0.67	0.73	**0.94**

Note: Bold values on the diagonal represent the square root of AVE. All values in the table are correlations between constructs.

The table presents the correlation matrix and the square roots of the Average Variance Extracted (AVE) (in bold on the diagonal) for seven constructs: Attitude (ATT), Subjective Norm (SN), Perceived Behavioral Control (PBC), Perceived Consumer Effectiveness (PCE), Product Knowledge (PK), Social Media Marketing (SMM), and Purchase Intention (INT). The square roots of AVE values for each construct (ranging from 0.92 to 0.95) are all higher than their corresponding inter-construct correlations, indicating strong discriminant validity. This means that each construct is distinct and measures a unique concept.

The correlation values between the constructs are all positive and moderate to strong, suggesting meaningful relationships. The strongest correlations with Purchase Intention (INT) are seen with Social Media Marketing (0.73) and Perceived Consumer Effectiveness (0.72), implying that these factors are likely significant predictors of consumer intention to purchase. Other constructs like Product Knowledge (0.67), Perceived Behavioral Control (0.69), and Attitude (0.66) also show substantial influence on purchase intention, reinforcing the idea that a combination of internal motivation, knowledge, and external marketing cues shapes consumer behaviour. In summary, the analysis shows good discriminant validity and suggests that all constructs are positively associated with purchase intention, with SMM, PCE, and PBC being particularly influential. These insights could be valuable for shaping marketing strategies.

The results of the structural equation modelling reveal strong empirical support for the proposed hypotheses H1 through H7, with one exception. A significant and positive relationship was found between attitude toward green products and purchase intention (H1: $\beta = 0.60$, $t = 6.23$, $p < 0.001$), indicating that favourable consumer attitudes strongly influence their intent to purchase sustainable fashion apparel. Similarly, subjective norms (H2: $\beta = 0.13$, $t = 3.19$, $p < 0.001$) and perceived behavioural control (H3: $\beta = 0.23$, $t = 6.08$, $p < 0.001$) were found to be significant predictors of purchase intention, validating the core components of the Theory of Planned Behaviour.

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Path	Path Coefficient	t-value	Hypothesis	Result
ATT → INT (Attitude → Intention)	0.6	6.23***	H1	Supported
SN → INT (Subjective Norm → Intention)	0.13	3.19***	H2	Supported
PBC → INT (Perceived Behavioral Control → Intention)	0.23	6.08***	H3	Supported
PBC → PC (Perceived Behavioral Control → Price Consciousness)	-0.11	-1.99*	H4	Supported
PC → INT (Price Consciousness → Intention)	-0.16	-5.98***	H5	Supported
PK → ATT (Product Knowledge → Attitude)	0.1	2.81**	H6a	Supported
PK → INT (Product Knowledge → Intention)	0.13	3.66***	H6b	Supported
PCE → ATT (Perceived Consumer Effectiveness → Attitude)	0.84	14.56***	H7a	Supported
PCE → INT (Perceived Consumer Effectiveness → Intention)	0.02	0.16	H7b	Not Supported

Interestingly, perceived behavioural control also showed a significant negative relationship with price consciousness (H4: $\beta = -0.11$, $t = -1.99$, $p < 0.05$), suggesting that individuals who perceive greater control over sustainable purchasing are less influenced by price concerns. Conversely, price consciousness negatively influenced purchase intention (H5: $\beta = -0.16$, $t = -5.98$, $p < 0.001$), highlighting affordability as a potential barrier.

Furthermore, product knowledge had both a direct and indirect influence: it positively impacted attitude (H6a: $\beta = 0.10$, $t = 2.81$, $p < 0.01$) and intention (H6b: $\beta = 0.13$, $t = 3.66$, $p < 0.001$), confirming its dual role as both a cognitive and behavioural enhancer. Perceived consumer effectiveness (PCE) significantly influenced attitude (H7a: $\beta = 0.84$, $t = 14.56$, $p < 0.001$), indicating that consumers who believe their actions make a difference are more likely to form positive attitudes toward sustainable fashion. However, its direct influence on purchase intention was not statistically significant (H7b: $\beta = 0.02$, $t = 0.16$), suggesting a possible mediating role through attitude rather than a direct path.

DISCUSSION AND IMPLICATIONS

This study extends the Theory of Planned Behaviour (TPB) by integrating factors specific to the social media marketing context, including social media marketing, product knowledge, perceived consumer effectiveness (PCE), and price consciousness. The findings demonstrate that attitude, subjective norms, and perceived behavioural control significantly and positively influence consumers' intentions to purchase green products. This supports prior literature and confirms the TPB's applicability in the green marketing domain.

Making sustainable fashion accessible, affordable, and clearly labeled enhances perceived behavioral control, reducing price sensitivity and boosting purchase intention. Brands should ensure eco-lines are widely available online and in stores, with transparent sustainability certifications. Demographic-targeted marketing is crucial: emphasize long-term environmental impact and

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lifestyle alignment for Gen Y, while highlighting cost savings, convenience, and social proof for price-sensitive Gen X. social media must anchor these strategies—using influencer partnerships, interactive Q&A sessions, and behind-the-scenes content to shape norms, spread product knowledge, and build trust. By strengthening PBC and delivering tailored, socially endorsed messages, marketers can narrow the intention–behavior gap and drive sustainable fashion adoption.

CONCLUSION

This study offers a comprehensive understanding of factors driving green purchase intentions in an emerging-market social media context by extending the Theory of Planned Behavior. Integrating social media marketing, product knowledge, price consciousness, and perceived consumer effectiveness, it confirms that attitudes, subjective norms, and perceived behavioral control significantly boost eco-purchase intentions. Social media marketing emerges as a key driver—shaping norms, enhancing knowledge, and strengthening PCE—while price consciousness exerts a negative effect among budget-sensitive segments. Demographic insights reveal that tailored strategies for Gen Y, women, and high-income earners further amplify effectiveness. These findings provide actionable guidance for policymakers and marketers to design targeted, accessible, and socially endorsed green-marketing initiatives.

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