

Factor influencing purchase intension of sustainable apparels among millennials.

Factor que influye en la intención de compra de prendas sostenibles entre los millennials

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ABSTRACTS

The apparel business has the second largest carbon footprint and is the leading contributor to landfill garbage. To mitigate the adverse consequences, there must be a shift towards the use of organic textiles and fibres. Millennials are the most influential consumer demographic on the market, and apparel manufacturers and merchants should investigate the degree to which they are affected by a brand's social mission while making purchases. Sustainability in apparel does not yet have a commonly agreed definition, but this research examines the aim of educating young Indians to buy sustainable apparels. This study explored the variables that impact the purchase intention of sustainable apparel among millennials, the link between millennials' sustainability beliefs, attitudes and behaviours and the importance of sustainability marketing and communication techniques. The Likert scale, a revised version of an earlier theory based on the notion of planned action, was used to assess the participants' intentions to buy eco-friendly clothing. Investigation and Measuring the findings of the model displaying factor loadings, AVE, and Cronbach's alpha were deemed adequate to demonstrate the validity and reliability of the scale. This paper explores factors influence millennials' willingness to purchase sustainable apparel, such as awareness and education, price and value, brand perception, social effect, convenience and availability. This research offers insights into the elements that impact the desire to buy apparel among millennials, although it has limitations. This study examines the apparel buying habits of the millennial generation in India, as well as the idea of planned behaviour in relation to clothes purchase intentions.

Key words: Sustainable apparels, Shopping behaviour, Purchase intention, Millennials, Theory of planned behaviour.

Introduction.

RESUMEN

El negocio de la indumentaria tiene la segunda mayor huella de carbono y es el principal contribuyente a la basura en los vertederos. Para mitigar las consecuencias adversas, debe haber un cambio hacia el uso de textiles y fibras orgánicos. Los millennials son el grupo demográfico de consumidores más influyente en el mercado, y los fabricantes y comerciantes de prendas de vestir deberían investigar hasta qué punto se ven afectados por la misión social de una marca al realizar sus compras. La sostenibilidad en la indumentaria aún no tiene una definición comúnmente acordada, pero esta investigación examina el objetivo de educar a los jóvenes indios para que compren prendas sostenibles. Este estudio exploró las variables que impactan la intención de compra de prendas sustentables entre los millennials, el vínculo entre las creencias, actitudes y comportamientos de sustentabilidad de los millennials y la importancia del marketing y las técnicas de comunicación sustentables. Se utilizó la escala Likert, una versión revisada de una teoría anterior basada en la noción de acción planificada, para evaluar las intenciones de los participantes de comprar ropa ecológica. Investigación y medición Los resultados del modelo que muestra cargas factoriales, AVE y alfa de Cronbach se consideraron adecuados para demostrar la validez y confiabilidad de la escala. Este artículo explora los factores que influyen en la disposición de los millennials a comprar prendas sostenibles, como la conciencia y la educación, el precio y el valor, la percepción de la marca, el efecto social, la conveniencia y la disponibilidad. Esta investigación ofrece información sobre los elementos que impactan el deseo de comprar ropa entre los millennials, aunque tiene limitaciones. Este estudio examina los hábitos de compra de ropa de la generación millennial en la India, así como la idea de comportamiento planificado en relación con las intenciones de compra de ropa.

Palabras clave: Indumentaria sostenible, Comportamiento de compra, Intención de compra, Millennials, Teoría del comportamiento planificado.

INTRODUCTION.

In India, the textile and apparel sector are one of the most rapidly expanding industries. It contributes 12% to foreign currency earnings, 3% to the GDP, and 13% to overall industrial production. In addition to this, it is the nation's second biggest employer, Due to the fact that it offers employment for more than 45 million people (Tyagi, 2020). In 2019, India ranked first among the world's major garment manufacturers and was the biggest apparel exporter. The combined effect of increased export levels and consumer demand for garments has been detrimental to the environment. Because of the massive carbon footprint, it leaves behind and the growing amount of garbage it sends to landfills, the fashion industry has embraced unsustainable manufacturing methods, which have exacerbated environmental repercussions and health issues. To mitigate the adverse consequences of the textile industry, there must be a shift towards the use of organic textiles and fibres (Roozen et al., 2021). Almost 400 million young Indians, or one-third of the labour force, constitute the world's biggest youth population (Stanley, 2017). As a consequence,

India has become a popular market for sustainable fashion, as an increasing number of Indian consumers choose to purchase eco-friendly apparel. Certain apparel manufacturers are apparently making more sustainable product choices in order to better suit the desires, requirements, and beliefs of their customers (Chaudhary & Bisai, 2018).

Included in the definition of environmentally responsible and sustainable fashion are garments that include at least one element of social and environmental sustainability. The removal of exploitative labour settings known as sweatshops and the implementation of regulations controlling fair trade are examples of such situations. Some organisations have advocated for the use of organic cotton and other biodegradable materials (Chang and Watchravesringkan, 2018; Harris et al., 2016; Henninger et al., 2016). It's no secret that the vast clothing business, from design to manufacture to marketing, has extensive, negative consequences on people's lives and the natural environment (Rothenberg and Matthews, 2017). Thus, it is essential to have a thorough understanding of the sustainability issues that are now prominent in the clothing business in a perfect world, the global supply chain would mirror the fashion industry. It is characterised by extensive waste production, harsh criticism of working conditions and labour practises, and a heavy dependence on chemical commodities and natural resources. Few sectors have been able to draw as much public attention as the garment business, and few confront as many obstacles as a consequence of the rising number of media and public voices significant doubts about the industry's capacity to reach its own sustainability targets. Understanding of the relevance of the apparel industry's link to environmental conservation and social justice has increased in recent years. This has resulted in the incorporation of a number of environmentally friendly and socially aware initiatives into the supply chains of major garment manufacturers (Park and Kim, 2016), Encouraging the use of sustainable clothing products and engaging customers in the garment industry's efforts to become more ecologically and socially aware are crucial.

Consumers in the Millennial age group now make up a quarter of the India (Schawbel, 2015), and it is anticipated that by 2020, they will account for thirty percent of all retail purchases. (Donnelly & Scaff, 2016) It is well acknowledged that Millennials are the most influential consumer demographic on the market although little is known about this generation (Bucic, Harris, & Arli, 2012). Apparel manufacturers and merchants would do well to investigate the degree to which Millennials in the United States are affected by a brand's social mission while making purchases. Environmental friendliness, labour standards, and traceability may give a reason for production and marketing methods (Cheung, Lau, & Lam, 2015). After it is established whether or not traditional qualities are significant to Millennial customers, product design and marketing will be altered. To address the requirements of Millennial customers, the garment sector would do well to expand its grasp of the potential significance of consumption ideals.

Consumers often accuse clothing companies of engaging in unsustainable business practises throughout the production and sale of their products, and the garment sector faces an expanding number of ethical and environmental concerns (Jia et al., 2020). The fashion industry has created a variety of initiatives to encourage ethical and sustainable buying practises (Yang et al., 2017). As the millennial generation has grown up in a society that celebrates and encourages eco-friendly practises like as Earth Day and recycling, clothing firms that employ

sustainable practises have a strong chance of flourishing on the American market. The word "millennial" refers to the generation of individuals born in the United States between 1980 and 2000, which encompasses almost 90 million individuals (Su et al., 2019; U.S. Census Bureau, 2021). According to research by (Eastman et al.,2014) millennials are responsible for an estimated \$600 billion in annual expenditure on goods and services in the United States (2014).

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

This paper was intended to examine the millennial generation's apparel shopping behaviour in India and to investigate the concept of planned behaviour in connection to apparel purchase intentions. In addition to that, a more comprehensive TPB model as well as the formulation of hypotheses are discussed.

Many research has examined the motivations of customers to buy sustainably grown (Arvola et al., 2008), sustainable items (Jaiswal & Kant, 2018), green hotels (Chen & Tung, 2014), and electric automobiles (Shalender, k and Sharma, N 2020). In industrialised countries, several studies have been undertaken on the topic of sustainability in the fashion business, such as the ethics of consumer fashion (Manchiraju & Sadachar, 2014) and environmentally friendly clothing (Jang et al., 2012). The significance of this study is generated by the dearth of prior research on the elements that substantially affect buyers' intentions to purchase sustainable friendly clothes in developing nations. For the first time, this study investigates the sustainable clothes purchase intentions of young Indians with postsecondary education, therefore closing a gap in the existing literature. By using the principle of planned behaviour, this research examines the predictive power of three important factors in consumer purchase decisions.

Even while sustainable apparel is gaining popularity as a way to combine environmental awareness with aesthetics, the term "sustainability in apparel" has not yet been assigned a widely accepted definition. This expression is used to define slow fashion, eco-friendly, organic, ethical, and recycled clothing. The notion applies to every aspect of the fashion industry. Made an effort to define sustainable fashion more precisely by classifying it as either vintage, animal-free, artisanal, second hand, locally manufactured, one-of-a-kind, or fair trade certified. These classifications suggest the individuality and exclusivity of fashion., two characteristics commonly linked with luxury products. Not only does buying truly sustainable fashion qualify as a sustainable practise, but so does actively prolonging the life of one's apparel and minimising the frequency with which one purchases clothing (Carey, L et al, 2014). Nonetheless, a definition of sustainable fashion would be insufficient without consideration of environmental and socioeconomic aspects. Several researchers argue that environmentally responsible fashion and luxury apparel share traits such as long-lasting quality and restricted availability in terms of their environmental effect. As a result, the viewpoint of sustainable fashion has been included into the framework of high-end fashion when it was discovered that the two perspectives are complimentary (Hennigs, N et al, 2013).

THEORY OF PLANNED BEHAVIOUR.

Simply, the Theory of Planned Behaviour (Fig. 1). (TPB) has expanded upon the Theory of Rational Action (TRA) (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). This is because the latter theory maintained that behaviour is not totally under control and so cannot be considered a voluntary action, while the previous theory had significant limits in its ability to explain voluntary behaviour (Ajzen, 1991). TRA claims that an individual's good mood and thoughts may be utilised to infer the individual's behavioural purpose. In contrast to the TRA model, the TPB model presents a simpler definition of the behavioural model, it holds that one is presumed to have engaged in an action if they have the ability to do so (Ajzen, 1991). So, when a person's outlook and subjective standards are more favourable, their actual behaviour will be more congruent with their stated aims and intents (Caulfield, 2012). In the TPB model, it is expected that normative beliefs will affect subjective norms and that behavioural beliefs will have a comparable impact on attitude. Nonetheless, one's behaviour will be governed by his or her control notions. Yet, the exact link between these factors remained obscure (Ajzen, 1991).

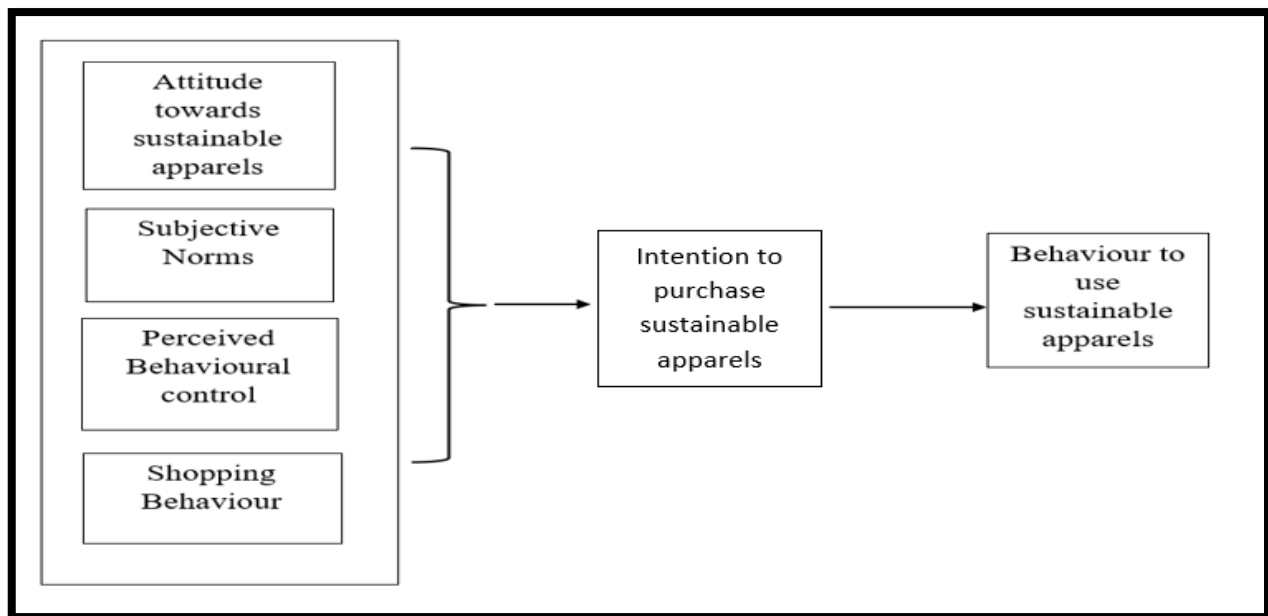


Fig 1 Proposed theory of planned behaviour. framework

ATTITUDE TOWARDS SUSTAINABLE APPARELS

How someone feels about buying clothes that are made in a sustainable way shows how they feel about the practise as a whole (Chen k et al, 2016). More people support environmentally friendly clothing than don't. Social responsibility, environmental effect, product safety, and good quality are all factors that shoppers are increasingly considering (Bryal P, 2019). This is a direct result of people becoming more aware of their needs. In the same way,

the market for sustainable clothing is seen as a fast-growing, economically beneficial sector that creates jobs and makes it easier to switch from traditional economic growth to sustainable growth (Zimon, D et al, 2020). Before people will purchase apparel that are environmentally friendly. and will last, they need to know more about it. For example, those who care about the environment are more inclined to purchase environmentally friendly clothing (Witek, L et al 2021). Many studies have shown that there is an unbreakable link between what customers think, what they plan to do, and what they do when they buy environmentally friendly products. (Sreen, N et al, 2018) Many studies have shown that a consumer's attitude towards clothing that is good for the environment is a good indicator of whether or not they would buy such clothing. (Trivedi, R et al, 2018) Separated internal and external environmental attitudes so that they could figure out how attitudes directly affect people's plans to buy green products. They saw that different ways of thinking led to different results. One of the best predictors of whether or not someone will buy sustainable clothing in the future is how they feel about the environment and how much they want to protect it (Leonidou, L.C, et al, 2010).

H1: Attitude towards sustainable apparels has a significant impact on Intention to purchase sustainable apparels.

Subjective Norms: Due to the significant degree of conceptual overlap between them, the phrases "social norms" and "subjective norms" are frequently used interchangeably. An individual's impression of social pressures (from peers, superiors, etc.) to act in a specific way is an example of a subjective norm (Ajzen, 1985). 'Normative belief' refers to an individual's expectation of how their social circle, including close friends and family members, would want them to act in a certain circumstance, while 'motivation to comply' refers to the degree to which that expectation is likely to be met which he or she is motivated to act in line with those expectations. In this context, a person's "normative belief" is their idea of how the people who matter to them would want them to behave in a certain situation. The human drive to conform and the availability of normative concepts are the two origins of social norms. The normative beliefs of a person are their ideas about how their significant others would want them to behave in a certain circumstance (Ajzen, 1991; Fishbein and Ajzen, 1975). The social consequence of others' perceived expectations, or subjective standards (Rausch, T.M et al, 2021). Social pressure may sway consumers one way or the other regarding sustainable apparel, it is often seen to be less harmful to the environment (Ruangkanjanases, A. et al, 2020). As they reflect the perspectives of the social environment, subjective standards are considered an essential component in studies of sustainability within the framework of human decision-making. Considering the multiplicative effects of environmentally destructive behaviours, people in social settings may choose to refrain from them or switch to less harmful behaviours.

H2: Subjective Norms has a significant impact on Intention to purchase sustainable apparels.

Perceived Behavioural Control: The term "perceived behavioural control" is used to describe perceptions of how hard or simple it is to do a certain behaviour. This term is used to indicate the apparent ease or difficulty of

doing a certain behaviour. This may be related to the individual's sense of mastery & authority. The term "control beliefs" refers to an individual's estimation of the effect that external factors have on their behaviour, including their perception of the existence of facts like quality control, pricing, and trust that have the potential to act as either facilitators or barriers to the adoption of the behaviours'. The term "control belief" may be used to characterise two separate parts of a person's conviction in the presence of specific facts. This is done when defining a person's conviction in the existence of certain facts. Opportunities for increased return on investments of one's price trust and other resources (Ajzen, 1985).

H3: Perceived behavioural control has a significant impact on Intention to purchase sustainable apparels.

Shopping Behaviour: When it comes to making shopping selections, customers that place a premium on ecological responsibility are more inclined to look for sustainable clothing alternatives. This may include searching for clothing that is created from materials that are favourable to the environment, that is produced using labour methods that are ethical and fair, or that is intended for lifespan and durability. On the other hand, environmentally friendly clothing solutions may not always be widely accessible or instantly recognisable (Ajzen, 1985). Thus, it is essential for shops to increase the availability of environmentally friendly clothing alternatives and to educate customers about the many advantages of eco-friendly fashion. In addition, shoppers can alter their habits by deciding to invest in fewer high-quality items that can be worn repeatedly over a longer period of time, considering the purchase of pre-owned or vintage clothing as an alternative to brand-new clothing, and learning more about the brands they support and how they treat the environment. Customers and businesses alike may find that their purchasing habits have a significant impact on their propensity to buy ethically produced clothing merchants each have a part to play in the process of promoting sustainable fashion.

H4: Shopping Behaviour has a significant impact on intention to purchase sustainable apparels.

Intension to Purchase sustainable Apparels: When customers want to purchase things sustainable garments, they are more likely to actually acquire these goods and to follow through with their plan to do so. They are more likely to use these things often and in a manner that is consistent with the ideals of sustainability after they have made the choice to acquire sustainable gear. Also, the purchase and usage of environmentally friendly clothing may help to reaffirm the consumer's commitment to sustainable practises, which can lead to other changes in behaviour. For instance, a customer who has bought an item of sustainable clothing may be more likely to make additional sustainable decisions in their day-to-day lives, such cutting down on their energy use, recycling more, and taking advantage of public transportation. Yet, it is essential to keep in mind that the goal to buy environmentally friendly items is simply one of the factors that might impact behaviour (Schlegelmilch et al. 1996). When it comes to purchasing sustainable clothing, a consumer's decision may also be influenced by other considerations, such as the price, the level of convenience offered, and the societal standards. For this reason, it is very necessary to make sustainable clothing not only available to customers but also attractive to them in terms of the design, affordability,

and convenience of the clothing. This may be helpful in ensuring that customers follow through on their goal to acquire sustainable goods and utilise these things in a manner that is congruent with the ideals of sustainability.

H5: Intention to purchase sustainable apparels has a significant impact on behaviour to use sustainable apparels.

The concept of behaviour that has been consciously chosen to be carried out will form the basis of our inquiry. Prior research mostly relied on something called the theory of planned behaviour (TPB) to analyse the behaviours and motivations of individual study participants. The TPB operates according to the fundamental premise of rational action (TRA). According to the Theory of Planned Behaviour, an individual's intentions to participate in sustainable clothing-related behaviours are impacted by a variety of factors, one of which is the individual's sense of behavioural control. Another factor that influences an individual's intentions is the degree to which the individual perceives that they have control over their behaviour. An individual's view of their own ability to manage their behaviour is another factor that might impact their intentions about sustainable clothing-related behaviours. According to TRA, individual intents are generated from a person's attitude and subjective norms. Nevertheless, according to TPB, perceived behavioural control is more important. [Method Based on Shared Values] [TPB] Despite this, a shopper's firm intentions to buy sustainable clothing have a significant impact on the ultimate choice they make to do so (Ajzen, 1985). Although while TPB is now the most successful theory for explaining consumer behaviour, it still has a long way to go and will provide academics with a huge task in the next decades. In addition to the elements currently incorporated in the TPB model, the researchers think that there are other more that may influence customer choices. Thus, the objective of this study was to learn more about consumer behaviour, which characterises decisions to purchase sustainable apparel, by examining additional elements of perceived advantages and perceived risks. Fear and danger are simply two of the several considerations that (LaMorte 2016) asserts the TPB disregards. We recognised that both perceived benefits and hazards would influence consumer behaviour, so we set out to investigate both. This enabled us to get a better grasp of client preferences and motives. According to the TPB, intentions explain consumer behaviour more than any other factor (62% of the time). Consequently, it is essential to determine what more may be done to improve motivation and, thus, alter behaviour.

Objectives

- The objective of this research is to determine what influences millennials to buy sustainable apparels.
- To examine the relationship between sustainability values, attitudes, and behaviours among millennials and their purchase intention of sustainable apparel.
- To investigate the role of sustainability marketing and communication strategies in shaping the purchase intention of sustainable apparel among millennials.

METHODOLOGY

The methodologies used in this inquiry are described in the next section. Below is a comprehensive explanation of what transpired before to, during, and after to the construction of measurement items and the collection of data:

Measurement Construct

After conducting an in-depth examination of relevant past research on the issue at hand, a well-structured and exhaustive questionnaire was constructed. The scale is an adaption of a previous theory based on the concept of planned behaviour (TPB).

Each point on the Likert scale was given a degree of agreement, ranging from 1 (strongly disagree) to 5 (strongly agree) for a total of 25 potential answers (strongly disagree). The paradigm includes seven distinct measurement components, including shopping behaviour, behavioural purpose, attitude, subjective criteria, and perceived ease-of-use. These six components were created and then included into the model.

Data Collection: Data collections for the study was primarily done using primary and secondary sources. For secondary sources data was collected through various publications from reputed journals, articles, web pages, Scopus. For the collection of secondary data based on the objective a structured questionnaire was prepared. The questionnaire was basically divided into four parts suppose in which section a compromised of understanding the respondent profile in terms of age, gender, income and on the basis of objective the other sections of questionnaires was divided into three parts. To understand the awareness level supposed to understand the adaptability of the respondent and to collect the responses the questionnaire was on the basic of five Likert scale and the data was collected by circulating google form in Facebook and WhatsApp in our circle of friends and we have to used convenience sampling and so 420 or 450 data was collected in which 50 of the data set were exclude because of missing data, biased answered because data cleaning is the primary step. The research is now collecting data from people who aspire to purchase sustainable clothing. Participants are being questioned on their objectives. We inquired as to whether or not they use the service or promote it, given that it is quite likely that the majority of individuals use all of these services. A series of reminder emails were issued with the assurance that respondents' anonymity would be maintained in an attempt to boost the survey's response rate and encourage a greater number of individuals to participate. This was done with the intention of encouraging more individuals to participate.

Analysis and Results: The suggested model was tested using a method known as partial least squares analysis (PLS), which consisted of a two-stage procedure similar to that described by Anderson and Gerbing. PLS was utilised to do the statistical analysis, and Smart PLS 4.0 was the tool of choice.

The Path Analysis and Measurement Model.

To show the scale's validity and reliability, the both the convergent and divergent validity of the ideas were analysed (Fig. 2). We checked the average variance explained, factor loadings, and Cronbach's alpha to see whether

the data had converged (AVE). Acceptable factor loadings of 0.70 or above were found for all products under review (Hair et al., 2011). Based on what we learned from our research, it seems safe to trust the indicator. Cronbach's alpha, a measure of the scale's internal consistency, was more than 0.70 in all versions. Hair and colleagues (2006). Techniques for determining the reliability of the composite might include determining how well the measurement items reflect the unknown variable. The composite dependability scores for each component all above the 0.70 threshold value established by (Carmines and Zeller's 1979) research. This shows that the scores were very reliable. Hence, the findings varied between 0.86 and 0.94. Scores based on the AVE are used to determine the degree to which observable variables may be explained by measurable causes. This is accomplished by computing the variances of several measured variables, each of which may be explained by a substantial number of common components. It is conceivable, taking into account the nature of the model that is currently being used, to establish that the average variance that can be attributed to each component is more than 0.5. When the AVE is high, the scale demonstrates superior convergent and discordant reliability and validity. Factor loadings, composite reliability, and Cronbach's alpha were all calculated, are summarized in Table 1, which may be seen below.

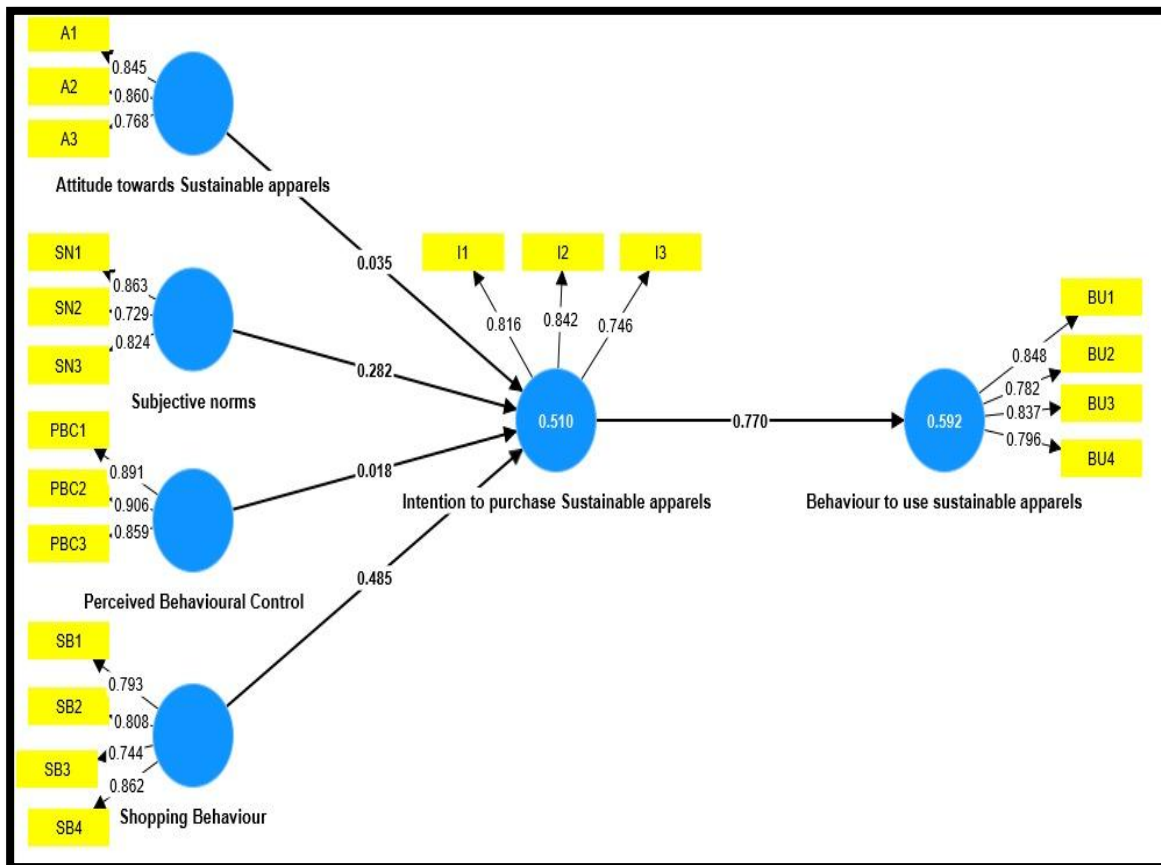


Figure 2: Structural path Analysis for the research model

Table 1: Loading, Ave & reliability result

	Cronbach's alpha.	(rho--a).	(rho--c).	(AVE).
Attitude Towards Sustainable Apparels	0.772	0.777	0.865	0.681
Behaviour to Use Sustainable Apparels	0.833	0.836	0.889	0.666
Intentions to Purchase Sustainable Apparels	0.724	0.74	0.844	0.643
Perceived Behavioural Control.	0.862	0.867	0.916	0.784
Shopping Behaviour	0.819	0.828	0.879	0.645
Subjective Norms	0.788	0.811	0.875	0.701

Discriminant validity, in which correlations between constructs are compared to the square root of the appropriate AVE, demonstrated that the square root of the AVE for each construct was bigger than the correlations shown to be strongest between any two constructs. This was true regardless of whether or not the discriminant validity strategy was used. This was determined by calculating the square root of the AVE and looking at the construct correlations (Fornell & Larcker, 1981). This demonstrated the discriminant's high degree of accuracy. Table 2 contrasts the square roots of each variable's AVE to the correlations between the components to evaluate the data's discriminant validity (Tables 3 and 4).

Table 2: Discriminant validity

	ATSA	BUSA.	IPSA	PBC	SB	SN
Attitude Towards Sustainable Apparels						
Behaviour to Use Sustainable Apparels	0.528					
Intentions to Purchase Sustainable Apparels	0.580	0.985				
Perceived Behavioural Control	0.534	0.759	0.734			
Shopping Behaviour	0.602	0.699	0.812	0.978		
Subjective Norms	0.764	0.676	0.676	0.828	0.820	

Since the data came from a self-administered survey, we used Harman's single-factor test (Harman, 1976) to find out if there were any problems with common method bias. This helped us figure out if there were any problems or not. This led to a PLS exploratory component analysis study of the whole dataset. In the rebuilt factor analysis, the lowest value for a meaningful component loading is 50%. The first component only made up 27.46% of the difference between the items (Podsakoff et al, 2003). Based on the results of the diagnostic evaluation, there are no major signs of bias due to a common cause in the dataset that is currently available.

Table 3: Display the result of path coefficient

	Path Coefficient.
Attitude towards sustainable apparels-->Intention to purchase sustainable apparels	0.146
Intention to purchase sustainable apparels-->Behaviour to use sustainable apparels	0.769
Perceived Behavioural Control--> Intention to purchase sustainable apparels	0.077
Shopping Behaviour-->Intention to purchase sustainable apparels	0.479
Subjective Norms-->Intention to purchase sustainable apparels	0.08

Table 4: R-square.

	R- square.	R- square adjusted.
Behaviour to use sustainable apparels	0.592	0.588
Intention to purchase sustainable apparels	0.474	0.453

As the data were acquired by a self-administered survey, a single-factor test (Harman, 1976) was applied to the responses to check for the typical method bias. This was done in order to find out whether or not there is a problem. This was carried out in order to establish whether or not there was a problem.

After verifying the validity and reliability of the measuring model, we evaluated the paths depicting the connections between the elements of the structural model.

Coefficient of variation and determinants: The coefficient of determination, R^2 , indicates that there each unit undergoes a shift in the dependent variables that there is a change in the independent variable. R^2 values that were more than or equal to 0.01 were deemed acceptable.

CONCLUSION.

This Study will focus on inquire a range of characteristics that influence millennials' willingness to purchase ecologically sustainable apparel. According to the findings, millennials are very concerned about the harmful impacts of effect of quick fashion on nature and society, and they are ready to transition to more sustainable clothing. Yet, a variety of factors, including as awareness and education, price and value, brand perception, social effect, convenience and availability, and convenience and availability, may influence their motivation to make a purchase. To win over the millennial generation, businesses must make sustainability a priority and be transparent about the sustainable practises they use. Millennials are more likely to be drawn to businesses that provide a good value for

the money and make it easy to buy environmentally aware clothing via a number of distribution channels. In addition, social influence and education have the potential to play significant roles in influencing millennials' desire to buy sustainable clothing. Businesses and fashion industry marketers may utilise this study's results to learn more about what kinds of things motivate millennials to seek out eco-friendly clothes. By responding to the wants and preferences of millennial customers, brands may establish a sustainable and ethical fashion company that prioritises the planet and the people.

Limitations & Future Research Directions: This research has offered critical insights into the factors that impact the clothes purchase intent of millennials, it is necessary to acknowledge that the study has a number of major limitations. One of the disadvantages of the research is that it was undertaken out on just a certain generation of young people originating from a particular region of the country. Because of this, drawing sweeping conclusions about the results is difficult. Also, the study's sample size was somewhat low, which may have led to the validity of the data being undermined. Future research might expand the scope of the current study to include a larger sample size drawn from a variety of geographical regions in order to get a deeper comprehension of the elements that contribute to millennials' intentions to buy environmentally friendly clothing. This could be done in order to learn more about the factors that influence millennials' decisions to purchase eco-friendly clothes, we need to conduct a survey. Moreover, longitudinal studies might be carried out to follow the development of millennials' perspectives and behaviours over the course of time in relation to environmentally friendly clothing. In addition, the scope of this study was confined to figuring out what factors encourage millennials to choose eco-friendly garments. How these traits translate into consumers' actual spending habits., as well as the chance of there being a mismatch between the purchaser's intentions and their actual actions. In addition, the research may investigate how other factors, such as personal views, societal influences, and lifestyle choices, have an effect on millennials' perceptions of sustainable apparel. This article lays the groundwork for future research that will continue to investigate the factors that influence millennials' intention to purchase sustainable apparels. As a result, our understanding of how this significant demographic group behaves in relation to issues of environmental responsibility will be expanded.

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