Wayamba Journal of Management
Volume 16 Issue I June 2025

Exploring the Impact of Symbolic Meaning on Gen Z Consumers' Purchase Intention Toward Green Clothing in Sri Lanka

W.M.H.P. Bandara[1], W.M.S.S. Bandara[2], W.M.D.K. Geethanjali[3]

[1]Department of Management Sciences, Faculty of Management, Uva Wellassa University of Sri Lanka
[2]Department of Management of Technology, Faculty of Business, University of Moratuwa
[3]Department of Sinhala, Faculty of Social Sciences, University of Kelaniya

Abstract

Sustainable consumption is increasingly recognized as a significant trend in today's society. Clothing and fashion serve as powerful tools for self-expression, enabling individuals to convey personal identity and values. Green clothing, in particular, carries symbolic meaning, reflecting one's social status, environmental awareness, innovation, and Fashion. However, limited research has examined how these symbolic meanings influence the attitudes and buying intentions of younger consumers. Researchers used the quantitative approach and a positivist research paradigm for the study. The data was collected from the 384 respondents, and researchers used the convenient sampling approach for the study. An online self-administered questionnaire was used to collect data for the study. The multiple regression analysis technique is used to test the acceptance and rejection of the hypotheses of the study. SPSS 27 software was used to analyze the data.. The researchers discovered that the status symbol and environmental symbols do not have a significant impact on consumers' purchase intentions. The innovation symbol and fashion symbol play a significant role in influencing consumers' purchase intentions toward green products in the Sri Lankan context. Overall, the study highlights the importance of focusing on fashion and innovation when marketing green products, particularly to the younger consumer segment in Sri Lanka.

Keywords: *Consumer Purchase Intention, Green Clothing, Symbolic Meaning*

Received: 5th February 2025

Accepted: 8th July 2025

Published:14th October 2025

Corresponding author:
W.M.H.P. Bandara

E-mail address:
hasithapriyamal012@gmail.com

https://orcid.org/0009-0005-5281-7666

DOI:
https://doi.org/10.4038/wjm.v16i1.7641

pp:123 – 138

ISSN: 2012-6182

Wayamba Journal of Management
Department of Business Management
Wayamba University of Sri Lanka

Journal Home Page:
https://fbsf.wyb.ac.lk/wayamba-journal-of-management/

Introduction

The fashion industry has a negative impact on the environment. For instance, it is estimated that textile production accounts for approximately 20% of global water pollution due to the dyeing and finishing processes (European Parliament, 2023). Green Clothing is an alternative to conventional fashion that addresses the environmental and ethical concerns of industry (Henninger et al., 2016). Green Clothing is one of the main emerging trends in the world to reduce environmental issues.

"Green clothing is defined as apparel made from innovative materials, such as recycled fabrics, or produced through methods that prevent environmental harm, conserve natural resources, and protect human and animal health by avoiding the use of toxic substances" (Tung et al,2017). Clothing and Fashion Consumption have various symbolic meanings for consumers, and people express themselves through wearing clothes (Berger & Heath, 2016). Green clothing is a socially visible and symbolic product that allows buyers to exhibit their social position, environmental conscience, innovation, and fashion sense, in addition to protecting their bodies (Bakis & Kitapi, 2022). It has been discovered that younger consumers are more prone to consume conspicuously and recognize the signals that clothing choices have (Piacentini and Mailer, 2004).

Generation Y and Z consumers are motivated to purchase green clothes for their symbolic meanings of self-expression and status signals (Abrar et al., 2021). The researchers chose Gen Z consumers for this study because of the above justifications. Numerous studies conducted in Sri Lanka demonstrate that social influences, environmental values, and knowledge have a significant impact on consumers' intentions to make green purchases across a range of product categories, including general consumer goods, eco-friendly packaged goods, and personal care products (Herath & Janz, 2025; Sooriyaarachchi, 2023).

Few studies have explored how symbolic connotations, such as status symbols, affect the attitudes and purchasing intentions of younger consumers (Liu et al., 2021). In the context of green clothing, further research is needed to explore the symbolic meanings that drive consumers' purchasing intentions (Bakis & Kitapi, 2022). Despite growing global interest in sustainable fashion, there is a notable lack of empirical research focusing on green clothing consumption among young consumers in Sri Lanka (Herath & Samarakoon, 2021;Wickramarathne & Patabendige, 2022). This research gap is significant, as youth are key drivers of fashion trends and potential adopters of eco-conscious behavior. This study investigates how four perceived symbolic meanings of green clothing affect purchase intention of Sri Lankan consumers.

Literature Review

Green Purchase Intention in the Clothing Industry

Rapid economic and technological

progress has a negative impact on the environment. Green products are a viable solution for reducing the harmful influence on the environment. Consumer Purchase intention can be defined as the decision or mental response that shows a person's willingness to buy a product (Wang & Yang, 2008). There are several factors that influence the acceptance of green product purchasing. According to Wang et al. 2020, environmental protection perception led to a rise in the consumption of green products. Furthermore, personal interest (Hamzah & Tanwir, 2021), Culture, behavior, and gender (Bhutto et al, 2022) influence the purchase of green products. More studies should focus on eco-friendly clothing consumption than on other industries (Gam, 2011). The main reason for this is that the fashion business changes quickly, and seasonal clothing is frequently discarded after one use (Jacometti, 2019). Nowadays, Consumers are showing more environmental awareness by seeking eco-friendly products, avoiding animal-skin clothing, and focusing on eco-labels (Sneddon et al., 2014). Although there is interest in sustainable consumption, convenience, simplicity, and affordability often take priority over eco-friendly choices in fashion (Joergens, 2006). The negative view towards sustainable clothing is mainly due to the lack of awareness about pollution from the apparel industry.

Theoretical Background of the Study

Several theories explain customers' green purchase intentions. Theory of Planned Behavior (Rausch and Kopplin, 2021), Personal Value Theory (Tewari et al., 2022), and Consumption Value Theory (Han et al., 2017) are some of the theories used to explain the green purchase intention of consumers. In addition to that, signaling theory, conspicuous consumption research, and symbolic consumption research help explain the psychological benefits consumers gain from buying and consuming green products, as noted by Reimers et al. (2017). Signaling Theory explores the spread of information from one person to another (Connelly et al., 2011). This information plays an essential role in the behavioral decision-making process. This information is crucial in guiding the process of behavioral decision-making. This study examines how psychological factors such as status, innovation, fashion consciousness, and environmental symbols influence the purchase intentions of Generation Z consumers within the Sri Lankan context. Therefore, signaling theory and Symbolic consumption theory act as a base for the study.

Symbolic Meaning in Green Clothing

The symbolic meanings of green clothing, such as its function in self-expression and status signaling, have been recognized as major motivators for Generation Y and Z consumers to purchase green clothes (Abrar et al., 2021). Consumers see the social status as unnoticed unless shown through actions like buying expensive, eco-friendly products instead of conventional products (Berger & Heath 2017). Furthermore, Consumers prefer to purchase green

products over luxury items to show their environmental concern (Griskevicius et al., 2010).

White and Sintov (2017) stated that the meaning of status and the aspects of self-identity consumers wish to express can vary. Gen Y and Gen Z are the two leading consumer groups in the clothing industry (Abrar et al., 2021). Gen Z refers to individuals born between 1997 and 2012 (Masserini et al., 2024). Gen Y faces a dilemma between valuing sustainability and wanting fashionable products (Masserini et al., 2024). Therefore, Gen Z is more inclined toward buying green clothes when compared to Gen Y consumers. Gen Y often buys sustainable products by chance, focusing on enjoyment, while Gen Z is more eco-conscious, informed, and focused on sustainability (Adnan et al., 2017). Also, they are willing to pay higher prices for sustainable clothing (Chaturvedi et al., 2020). A status symbol is defined as a product's symbolic meaning that reflects social status to others (Liu et al., 2021). Around the world, the idea of "conspicuous conservation" backs up psychological data showing that eco-friendly goods can serve as an obvious status symbol (Griskevicius et al., 2010). The innovation symbol represents a product's image as an innovative and technological leader and increases the consumption of green clothing among consumers (Liu et al., 2021). The product's link with style, trendiness, and social appeal is symbolized by the fashion symbol. When it comes to eco-friendly apparel, it can impact symbolic consumption by coordinating eco-friendly decisions with fashion-forward persons, especially among younger buyers (Workman & Kidd, 2000; Niinimäki, 2010; Joy et al., 2012).

Few researchers have studied how various symbolic meanings, beyond status symbols, influence younger consumers' attitudes and purchase intentions regarding electric and hybrid vehicles (White and Sintov, 2017). White and Sintov (2017) explained that consumers' views on status and self-identity vary. They identified three symbols of electric vehicle owners' self-identity as environmentalist (caring for the environment), innovator (supporting new technology), and social responsibility (concern for social welfare). Clothing is mostly purchased for its symbolic implications, allowing people to express their identity through their clothing choices. Piacentini and Mailer (2004) found that Young people used fashion preferences to express themselves and judge others. In the context of green clothing, more research is needed to identify the symbolic meanings that drive consumer purchase intentions (Bakis & Kitapci, 2022).

Methods

The research is quantitative in nature and focuses on Generation Z consumers in Sri Lanka as its target population. Creswell (2014) highlights that Purposive sampling is well-suited for studies focusing on specific populations, like Generation Z consumers in Sri Lanka, as random sampling may not effectively capture the necessary insights. Therefore, the Purposive Sampling technique is used

to select the respondents of the study. The population is unknown, and according to Krejci & Morgan (1970), the recommended sample size is approximately 384 respondents when the population is unknown.

The primary data was collected from the self-administered questionnaire from the respondents. The questionnaire was developed by using the previous literature. The questionnaire is divided into two parts. The first part comprised the demographic details of the respondents, and the second part comprised constructs to measure the independent and dependent variables. The reliability test is done to check the consistency and stability of the constructs. Malhotra and Dash (2016) state that five-point Likert scales are widely utilized in business and marketing research because they effectively assess consumer perceptions and behavioral intentions with a high degree of reliability. Therefore, the Five-point Likert scale is used to measure dependent and independent variables in the study.

Hypotheses were tested through multiple regression to determine their acceptance and rejection. Regression analysis is used to explore the impact of Status Symbol, Innovation Symbol, Fashion Symbol, and Environmentalism Symbol on the purchase intention of the green product of Gen Z consumers in the Sri Lankan context. SPSS (Statistical Package for Social Science) 27 software is used to run the multiple regression to do the data analysis.

Hypotheses

H1: The Status Symbol has a positive impact on consumer purchase intention towards green clothing.
H2: The Environmentalism Symbol has a positive impact on consumer purchase intention toward green clothing.
H3: The Innovation Symbol has a positive impact on consumer purchase intention toward green clothing.
H4: The Fashion Symbol has a positive impact on consumer purchase intention toward green clothing.

Results

The dependent variable in this study is Purchase intention (PI), and the independent variables are Status Symbol (SS), Environmentalism symbol (ESS), Innovation symbol (IS), and Fashion Symbol (FS). Multiple Regression analysis is conducted to assess the impact of symbolic factors on young consumers' green purchase intention in the Sri Lankan Context.

Reliability Analysis

George and Mallery (2003) offer a practical reference for researchers, indicating that reliability is considered strong when Cronbach's Alpha values exceed 0.80, whereas values between 0.70 and 0.79 are generally deemed acceptable for a wide range of applications. In this study, the values of the variables range from 0.70 to 0.903. Therefore, it can be concluded that the internal consistency among the constructs in the variables is in the acceptable range.

Regression Analysis

The R-squared value of 0.334 means that 33.4% of the variation in purchase intention for green products is explained by the status symbol, environmentalism symbol, innovation symbol, and fashion symbol in the model. This shows a weak to moderate influence, while the remaining 66.6% is likely affected by other factors not included in the analysis. In social sciences, psychology, and consumer behavior research, R-squared (R^2) values typically range from 0.10 to 0.40. A commentary by Ozil (2023) discusses the acceptability of low R^2 values in social science research, emphasizing that a low R^2 is not necessarily problematic if some or most predictors are statistically significant. According to Durbin and Watson (1950), if the DW statistic is between 1.5 and 2.5, the model is likely free from significant autocorrelation. The Durbin-Watson statistic in this study is 1.747, and it indicates that there is no significant autocorrelation among residuals. The model is statistically significant according to the ANOVA output, as indicated by the F-statistic (47.432) and the p-value (0.000), which suggests that the predictors, Fashion Symbol, Innovation Symbol, Status Symbol, and Environmental Symbol (FSS1, ISS1, SSS1, ESS1) significantly contribute to explaining the variation in purchase intention of green clothing. Furthermore, the VIF value of the Status Symbol (1.722), the Environmentalism symbol (1.825), the Innovation symbol (1.476), and the fashion symbol (1.813). According to Kutner et al. (2005), VIF values approaching 1 indicate that a predictor is not highly correlated with other variables, and values less than 5 usually imply that multicollinearity is not a severe problem. Based on the literature, the VIF values (1.476 to 1.825) are within the acceptable range, showing that multicollinearity is not an issue in the study. The p-value (0.058) and t-value (1.902) suggest a moderate effect, but since the p-value for the Status Symbol is greater than 0.05, we do not have sufficient evidence to reject the null hypothesis. Therefore, we conclude that the Status Symbol does not have a statistically significant impact on purchase intention for green clothing. This means that the Status Symbol is not a strong predictor of young consumers' purchase intention for green clothing in Sri Lanka. The p-value for the Environmentalism Symbol is 0.837, and the t-value is 0.206. Since the p-value is greater than 0.05, there is not enough evidence to suggest that the Environmentalism Symbol does not significantly affect consumer purchase intention toward green clothing. The t-value is large (4.678) and the p-value is 0.000, which is well below 0.05. This suggests that the Innovation Symbol is statistically significant, so we reject the null hypothesis and conclude that the Innovation Symbol positively influences purchase intention for green clothing. The t-value (6.259) is very large, and the p-value is 0.000, showing that the Fashion Symbol is statistically significant. Therefore, we reject the null hypothesis and conclude that the Fashion Symbol has a positive influence on purchase intention for green clothing.

Discussion

This study primarily aims to examine

how symbolic factors (Fashion Symbol, Innovation Symbol, environmentalism Symbol, status symbol) influence consumers' purchase intention toward green products. Status symbols and environmentalism symbols are not strong predictors of consumer purchase intention. According to Han et al, 2017, in the context of electric vehicles, social identity value was found to have a positive impact on attitudes toward electric cars. Yoo et al.'s (2013) study found that social value did not affect consumers' intention to buy bamboo textiles. The results vary across different products. The status symbol is not a strong predictor of the consumer's purchase intention towards the green products in the Sri Lankan context, according to this study. White and Sintov (2017) found that owners' environmentalist self-identity, a symbolic attribute of electric vehicles, positively impacted their adoption intention.

Consumers felt satisfied buying sustainable fashion, as it allowed them to contribute to society's well-being and show their role in reducing the fashion industry's environmental impact (Bianchi and Gonzalez, 2021). However, this study found that the environmentalism symbol is not a predictor of the consumers' purchase intention toward green products of Gen Z consumers in the Sri Lankan context. Khare (2020) found that some consumers view green clothing to keep up with new products in the market. Also, in this study, the researcher found that the Innovation symbol is a predictor of the consumer's purchase intention.
Furthermore, Consumers expect green clothing to be stylish, like current trends, without sacrificing their desire for fashion. It should have a modern appearance, not outdated, to appeal to the clothing market (Harris et al., 2016). In this study, the hypothesis regarding the impact of fashion symbols on consumer purchase intention is accepted. Therefore, we can conclude that the fashion symbol is a strong predictor of consumer purchase intention toward green products.

Theoretical Significance

By recognizing the Fashion and Innovation symbols that connect with consumers, businesses can adjust their marketing strategies to better align with these drivers. This insight enables brands to promote eco-friendly clothing more effectively by emphasizing values such as sustainability, social status, and identity, which significantly influence purchase intentions. Furthermore, it assists retailers in designing targeted campaigns that attract a growing segment of environmentally conscious consumers. Understanding these symbols helps businesses enhance brand loyalty by fostering stronger emotional connections with eco-conscious customers, while also guiding product design and development to reflect the desired social identity.

Practical Significance

The theoretical significance of exploring the role of symbolic factors in consumer purchase intentions, especially regarding green clothing, lies in enhancing our understanding of consumer behavior. It expands on how symbolic meanings like

sustainability, status, and social identity influence purchasing decisions, particularly in eco-conscious consumption. By incorporating symbolic elements into existing consumer behavior models, this study contributes to a more complete framework that considers not only functional but also emotional and identity-based motivations for purchasing. Additionally, the research offers valuable insights into how symbolic factors work alongside other psychological drivers, such as environmental concern and social influence. This could refine established theories like the theory of planned behavior or the value-belief-norm theory in the context of green consumerism. It also adds depth to the Theory of Consumption Values, which suggests that consumer decisions are driven by various values, such as functional, social, and emotional aspects, by examining how symbolic meanings fit within or influence these dimensions in the choice of eco-friendly products. In summary, the theoretical contribution of this study enriches existing literature by underlining the growing significance of symbolism in consumer choices, particularly within the field of sustainable consumption, thus providing a solid foundation for future research.

Conclusion

In conclusion, this study examines the impact of symbolic factors on consumer purchase intentions toward green products, specifically focusing on Fashion Symbol, Innovation Symbol, Environmentalism Symbol, and Status Symbols. The results indicate that both the Fashion Symbol and Innovation Symbol have a significant influence on consumers' purchase intentions, while the Environmentalism Symbol and Status Symbol do not appear to be strong predictors in the Sri Lankan context. The findings suggest that, despite the importance of environmental self-identity in other contexts, the environmentalism symbol does not significantly drive purchase intentions among Gen Z consumers in Sri Lanka. Similarly, the Status Symbol did not have a substantial effect on purchase intentions. However, the desire for green clothing that is stylish and aligned with current fashion trends proves to be a strong motivator. This indicates that consumers are more likely to purchase green products if they meet their expectations for fashion and modernity. Overall, the study highlights the importance of focusing on fashion and innovation when marketing green products, particularly to the younger consumer segment in Sri Lanka.

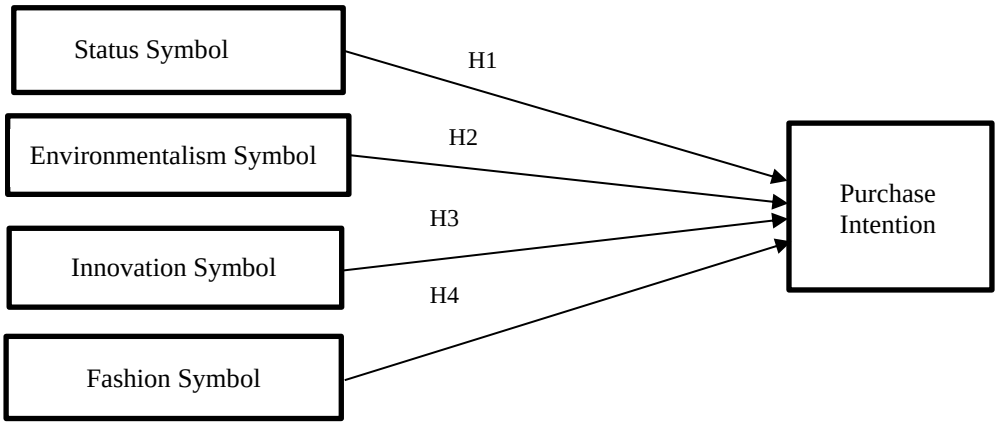
Limitations and Future Research Directions

The study has certain limitations, as it focuses exclusively on Generation Z consumers. Future research could extend this investigation by examining Generation Y consumers to gain broader insights. Also, this is a novel field in the Sri Lankan context. Therefore, future researchers can conduct future studies in mixed or qualitative methodologies to get more insights regarding the consumer purchase intention towards green products among Sri Lankan consumers.

Author Contribution

All the authors contributed to this study in several ways. The author [1] for conceptualizing the study and providing the overall supervision. The author [2] did the data collection and conducted the data analysis. The author [3] supported in developing the methodology and interpretation of the findings. All the authors reviewed the manuscript and approved the final version.

Figures and Tables



Source: Author's creation
Figure 1
Research Framework

Table 1
Demographic details of the respondents

Characteristics	N	Valid Percentage %
1. Gender		
Male	147	38.3
Female	237	61.7
2. Age		
13 to 17 years	5	1.3
18 to 23 years	98	25.5
23 years to 27 years	232	62
28 years or above	43	11.2
3. Education		
Ordinary Level	2	0.5
Advanced Level	35	9.1
Diploma	53	13.8

Degree	195	50.8
Masters	99	25.8
4. Occupation		
Student	38	9.9
Private Sector	135	35.2
Public Sector	124	32.3
Self Employed	87	22.7
5. Monthly Income		
25,000- 50,000	62	16.1
50,100- 75,000	95	24.7
75,100-100,000	96	25
100,100 and more	131	34.1
6. Green Clothing Purchase Experience		
Yes		
No	111	28.9
	273	71.1

Source: Author's creation

Table 2
Operationalization Table

Variable	Indicators	Source
Status Symbol	Wearing green clothing can serve as a reflection of my identity.	Bakis & Kitapi, 2022
	Wearing green clothing can enhance my social status.	
	Wearing green clothing would help me to leave a positive impression on others	
	Wearing green clothing shows I share my social network's values.	
Environmentalism symbol	Wearing green clothing means I'm helping reduce environmental pollution.	Bakis & Kitapi, 2022
	Wearing green clothing will reduce my environmental impact	
	Wearing green clothing shows that I'm doing the right thing	

Innovation symbol	Wearing green clothing shows I'm a leader in innovation.	Bakis & Kitapi, 2022
	Wearing green clothing shows that I embrace the benefits of Innovation	
	Wearing green clothing means I am a trendsetter for eco-friendly technologies.	
Purchase Intention	When buying clothing like a T-shirt, dress, or shirt, I prefer to choose green ones.	Bakis & Kitapi, 2022
	I will choose green clothing when I buy clothing	
	I will likely buy green clothing in the future.	
Fashion Symbol	Wearing green clothing means I have an excellent fashion sense.	Bakis & Kitapi, 2022
	Green clothing reflects my style.	
	Green clothing represents my aesthetic values.	

Source: Author's creation

Table 3
Reliability Analysis

Variables	Cronbach's Alpha Value
Status Symbol (SS)	0.700
Environmentalism symbol (ESS)	0.858
Innovation symbol (IS)	0.870
Fashion Symbol (FS)	0.914
Purchase Intention (PI)	0.903

Source: Author's creation

Table 4
Model Summary

Model	R	R Square	Standard Error	Durbin Watson	F Statistics	Sig
	.578	.334	.327	1.747	47.432	.000

Source: Author's creation

Table 5
Hypotheses Testing

Hypotheses	P Value	T stats	Accepted or Rejected
The Status Symbol has a positive impact on consumer purchase intention towards green clothing.	0.058	1.902	Rejected
The Environmentalism Symbol has a positive impact on consumer purchase intention toward green clothing.	0.837	0.206	Rejected
The Innovation Symbol has a positive impact on consumer purchase intention toward green clothing.	0.000	4.678	Accepted
The Fashion Symbol has a positive impact on consumer purchase intention toward green clothing.	0.000	6.259	Accepted

Source: Author's creation

References

Abrar, M., Sibtain, M. M., & Shabbir, R. (2021). Understanding purchase intention towards eco-friendly clothing for generation Y & Z. *Cogent Business & Management*, 8(1), 1997247.https://doi.org/10.1080/23311975.2021.1997247

Adnan, M., Sibtain, M. M., & Shabbir, R. (2021). Understanding purchase intention towards eco-friendly clothing for Generation Y & Z. Cogent Business & Management, 8(1), 1997247. https://doi.org/10.1080/23311975.2021.1997247

Bakış, S., & Kitapçı, H. (2022). Why do consumers purchase green clothing? Investigating symbolic meanings beyond social status and the role of consumer mindset. *Journal of Fashion Marketing and Management*, 27(4), 710–738. https://doi.org/10.1108/JFMM-02-2022-0032

Berger, J. and Heath, C. (2007), "Where consumers diverge from others: identity signaling and product domains", Journal of Consumer Research, Vol. 34 No. 2, pp. 121-134

Bhutto, M. H., Shaikh, A. A., & Sharma, R. (2021). Factors affecting the consumers' purchase intention and willingness-to-pay more for electric-vehicle technology. *ICEB 2021 Proceedings (Nanjing, China)*, 4. https://aisel.aisnet.org/iceb2021/4

Bianchi, C., & Gonzalez, M. (2021). Exploring sustainable fashion consumption among eco-conscious women in Chile. *The International Review of Retail, Distribution and Consumer Research*, *31*(4), 375–392. https://doi.org/10.1080/09593969.2021.1903529

Chaturvedi, Z., Kulshreshtha, P., & Chaturvedi, S. (2020). Investigating the determinants of behavioral intentions of Generation Z for recycled clothing: An evidence from a developing economy. *Journal of Fashion Marketing and Management*, *24*(4), 535-550. https://doi.org/10.1108/JFMM-10-2019-0210

Connelly, B. L., Certo, S. T., Ireland, R. D., & Reutzel, C. R. (2011). Signaling theory: A review and assessment. *Journal of Management*, 37(1), 39–67. https://doi.org/10.1177/0149206310388419

Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). SAGE Publications.

European Parliament. (2023, March 10). *The impact of textile production and waste on the environment*.https://www.europarl.europa.eu/topics/en/article/20201208STO93327/the-

impact-of-textile-production-and-waste-on-the-environment-infographics

Gam, H. J. (2011). Are fashion-conscious consumers more likely to adopt eco-friendly clothing? *Journal of Fashion Marketing and Management: An International Journal*, *15*(2), 178-193. https://doi.org/10.1108/13612021111132627

Griskevicius, V., Tybur, J. M., & Van den Bergh, B. (2010). Going green to be seen: Status, reputation, and conspicuous conservation. *Journal of Personality and Social Psychology, 98*(3), 392–404. https://doi.org/10.1037/a0017346

Han, H., Hwang, J., & Lee, M. (2017). Factors influencing consumers' purchase intention of green sportswear. *Fashion and Textiles*, *4*(1), 1-15. https://doi.org/10.1186/s40691-017-0091-3

Hamzah, M. I., & Tanwir, N. S. (2021). Do pro-environmental factors lead to purchase intention of hybrid vehicles? The moderating effects of environmental knowledge. *Journal of Cleaner Production, 279*,123643.https://doi.org/10.1016/j.jclepro.2020.123643

Harris, M. A., Brett, C. E., Johnson, W., & Deary, I. J. (2016). Personality stability from age 14 to age 77 years. Psychology and Aging,31(8),862874.https://doi.org/10.1037/pag0000133 PUBMED.NCBI.NLM.NIH.GOV

Henninger, C. E., Alevizou, P. J., & Oates, C. J. (2016). What is sustainable fashion? *Journal of Fashion Marketing and Management: An International Journal*, 20(4), 400–416. https://doi.org/10.1108/JFMM-07-2015-0052

Herath, H. M. T. S., & Janz, W. S. S. T. R. (2025, April 7). *Determinants of green purchase intention for personal care products: An extended TPB study in Colombo, Sri Lanka. Sri Lanka Journal of Management Studies.*

Herath, M. M. N. N., & Samarakoon, S. M. A. K. (2021). *Customer attitude towards the purchase behavior of green apparel products consumers: With special reference to the Sri Lankan government university students*. Asian Journal of Economics, Business and Accounting, 21(7), 72–80. Jacometti, V. (2019). Circular economy and waste in the fashion industry. *Laws, 8*(4), 27. https://doi.org/10.3390/laws8040027

Joergens, C. (2006). Ethical fashion: Myth or future trend? *Journal of Fashion Marketing and Management, 10*(3), 360-371. https://doi.org/10.1108/13612020610679321

Joy, A., Sherry, J. F., Venkatesh, A., Wang, J., & Chan, R. (2012).

Fast fashion, sustainability, and the ethical appeal of luxury brands. *Fashion Theory: The Journal of Dress, Body & Culture, 16*(3), 273–296. https://doi.org/10.2752/175174112X13340749707123

Khare, A. (2020). *Prioritizing green consumer purchasing attributes: An interpretive structural modelling methodology*. *The Journal of Contemporary Issues in Business and Government*, *26*(1), 1121–1135. https://cibgp.com/au/index.php/1323-6903/article/view/1121

Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement, 30*(3), 607–610. https://doi.org/10.1177/001316447003000308

Liu, X., Zhang, L., & Wang, Y. (2021). Understanding purchase intention towards eco-friendly clothing for Generation Y & Z. *Cogent Business & Management*, 8(1), 1997247. https://doi.org/10.1080/23311975.2021.1997247

Malhotra, N. K., & Dash, S. (2016). *Marketing research: An applied orientation* (7th ed.). Pearson Education.

Masserini, S., Manley, A., Palmgren, M., & Zylfijaj, A. (2024). Generation Z's engagement with sustainable fashion practices. *Proceedings of the International Textile and Apparel Association Annual Conference*, 1-4. https://doi.org/10.31274/itaa.2024.18537

Niinimäki, K. (2010). *Eco-clothing, consumer identity and ideology*. *Sustainable Development, 18*(3), 150–162. https://doi.org/10.1002/sd.455

Piacentini, M., & Mailer, G. (2004). Symbolic consumption in teenagers' clothing choices. *Journal of Consumer Behaviour*, *3*(3), 251–262. https://doi.org/10.1002/cb.138

Reimers, N., & Gurevych, I. (2017). Optimal hyperparameters for deep LSTM- networks for sequence labeling tasks. *Proceedings of the 2017 Conference on Empirical Methods in Natural Language Processing*, 1–10. https://doi.org/10.18653/v1/D17-1003

Rausch, T. M., & Kopplin, C. S. (2021). Bridge the gap: Consumers' purchase intention and behavior regarding sustainable clothing. *Journal of Cleaner Production*, *278*, 123882. https://doi.org/10.1016/j.jclepro.2020.123882

Sneddon, L. U., Elwood, R. W., Adamo, S. A., & Leach, M. C. (2014). Defining and assessing animal pain. *Animal Behaviour*, *97*, 201-212. https://doi.org/10.1016/j.anbehav.2014.09.007

Sooriyaarachchi, N. M. M. (2023).

Impact of green product positioning, attitudes, and knowledge on green product purchase intention among consumers in Colombo city limit in Sri Lanka. *Journal of Multidisciplinary & Translational Research, 8*(2), 97-114.https://doi.org/10.4038/jmtr.v8i2.13

Tewari, S., De Jesus, J. Y. B., Merle, P. N., Moñedera, E. U., Nicdao, R. A. F., & Etrata Jr., A. E. (2022). Generation Z's purchase intention towards green apparel: The mediating role of apparel sustainability knowledge and green perceived value. *Sustainability, 14*(7), 3962. https://doi.org/10.3390/su14073962

Tung, T., Lee, S., & Lee, S. (2022). Why do consumers purchase green clothing? Investigating symbolic meanings beyond social status and the role of consumer mindset. *Journal of Fashion Marketing and Management*, 26(2),227–245. https://doi.org/10.1108/JFMM-02-2022-0032

Wang, S., Zhang, X., & Zhang, Y. (2020). Understanding consumers' intentions to purchase green products in the social media marketing context. *Journal of Cleaner Production*, 276,123-456. https://doi.org/10.1016/j.jclepro.2020.123456

White, L. V., & Sintov, N. D. (2017). You are what you drive: Environmentalist and social innovator symbolism drives electric vehicle adoption intentions. *Transportation Research Part A: Policy and Practice, 99*, 94–113. https://doi.org/10.1016/j.tra.2017.03.008

Wickramarathne, N. O., & Patabendige, S. S. J**.** (2022). *The influence of social media information sharing on green fashion purchase intention in Sri Lanka*. In *Proceedings of the 7th Student Research Conference in Marketing* (p. 91). University of Kelaniya, Sri Lanka.

Workman, J. E., & Kidd, L. K. (2000). *Use of the Need for Uniqueness Scale to characterize fashion consumer groups*. *Clothing and Textiles Research Journal,18*(4), 213–224.https://doi.org/10.1177/0887302X0001800402

Yang, D. F., & Wang, X. X. (2008). Effect of perceived quality on consumers' purchase intention of private brands. *Open Journal of Business and Management*, 6(1),1–10. https://doi.org/10.4236/ojbm.2018.61001

Yoo, H., Bartle-Haring, S., Day, R. D., & Gangamma, R. (2014). Couple communication, emotional and sexual intimacy, and relationship satisfaction. *Journal of Sex & Marital Therapy, 40*(4),275–293. https://doi.org/10.1080/0092623X.2012.75107