



# Why Do Some Consumers Choose Sustainable Fashion? Insights from a Value-Based Norm Approach

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**Abstract.** This study examines the role of intrinsic ecological motivation in linking selflessness and self-sacrifice to ecological behavior in the context of adversity. Using a quantitative exploratory design with a qualitative approach, this study examines four key constructs: selfless giving (X1), selfless giving (X2), intrinsic self-motivation (Y1), and selfless giving consumption (Y2). Data were collected using a digital survey administered to Jakarta residents who had previously expressed interest and experience in purchasing environmentally friendly products, resulting in a purposive sample of 234 respondents. Partial Least Squares (PLS) version 4.0 was used for analysis. The findings indicate that selflessness and self-sacrifice significantly reduce the amount of money spent on environmentally related products. In addition, intrinsic environmental motivation serves as a mediator in the relationship between self-altruism, environmental thrift, and behavioral intention. Overall, the findings of this study highlight the need to develop intrinsic motivation and effectively communicate environmental benefits from the consumer's perspective to encourage environmentally conscious consumer behavior.

**Keywords:** Self-Altruism, Green Frugality, Green Intrinsic Motivation, Green fashion consumption Behavioral Intention

## 1 INTRODUCTION

Since the turn of the century, industrial growth and population expansion have significantly accelerated environmental degradation. One major contributor is the fashion industry, globally considered one of the most intensive and polluting sectors. Environmental agencies in Indonesia have identified the country as a major plastic sample. More detailed national data reveals a strong correlation between increasing waste levels and other factors, such as population needs, economic growth, and increasing consumer apathy. Pollution, excess waste, and recurring flooding are some of the critical ecological issues that the capital city, Jakarta, home to over one million people, continues to face [1]. Although the government has attempted to limit plastic use once it reaches a certain level, waste production remains a major problem, particularly in predominantly commercial areas, such as trade shows and markets. Much of this is a result of domestic, industrial, public, and business activities [2].

While clothing serves important functions for humans, such as protection, identity, and social expression, it is also a prime example globally. The rise of fast fashion, characterized by rapid production cycles and constant style trends, has increased consumer spending while reducing the durability and lifespan of clothing. Consequently, production and consumption have led to environmental changes related to textile waste [3]. Therefore, the sustainable fashion movement is growing, encouraging the use of environmentally friendly materials, ethical labor standards, and responsible consumer behavior. This strategy emphasizes longer product durability, fair production practices, reduced chemical and water consumption, and renewable and recycled inputs. This represents the idea of "green consumerism," where buyers deliberately choose products that cause the least environmental damage. The growing awareness of sustainability has forced manufacturers and consumers to reconsider their environmental responsibilities in the fashion industry [4].

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To further advance this change, it is important to understand the psychological elements that motivate people to consume green fashion. A person's readiness to make ecologically responsible decisions is reflected in their intention to purchase eco-friendly clothing, which is largely driven by internal incentives stemming from ecological awareness and personal values. Pro-environmental behavior is also shaped by psychological and social factors, including risk aversion, future orientation, eco-friendly frugal lifestyles, and self-altruism [5].

Empirical evidence suggests that self-altruism enhances eco-friendly intrinsic motivation, which in turn strengthens behavioral intentions toward sustainable fashion. Similarly, eco-friendly behavior is promoted by eco-saving, a conscious decision to reduce environmental impact by reducing wasteful consumption. However, current research findings are mixed; while some studies demonstrate complex mediation or moderation dynamics, others demonstrate significant positive benefits.

The role of eco-saving within a behavioral framework is another topic of scientific controversy, as previous research has positioned it differently as a moderator or predictor. This discrepancy highlights the need to investigate the psychological processes underlying eco-friendly fashion behavior in greater detail. Therefore, by examining the mediating role of green intrinsic motivation in the relationship between self-altruism, eco-saving, and green behavioral intentions, this study aims to fill this research gap. It is hoped that the results of this study will provide theoretical insights into understanding sustainable consumer behavior as well as practical applications for creating policies that encourage environmentally friendly practices in the fashion sector [6].

## 2 METHODS

In the context of sustainable fashion, this study uses an explanatory quantitative design to examine the causal links between self-altruism, green frugality, green intrinsic motivation, and green behavioral intention. In order to investigate both the direct correlations between factors and the mediation role of green intrinsic motivation in linking personal dispositions with behavioral intentions, the explanatory framework was selected. This method offers a thorough grasp of how psychological elements influence environmentally conscious consumption behavior by focusing on causal mechanisms.

Because it is suitable for testing directional hypotheses that evaluate the impact of independent factors on dependent variables, a causal research framework was used. This method makes it easier to empirically assess both direct and indirect effects, which makes it possible to identify green intrinsic motivation as a possible mediator in the suggested model. Additionally, theoretical presumptions based on behavioral and sustainability literature—specifically, those that deal with compassion, intrinsic motivation, and environmentally conscious consumption—can be verified [7].

Self-altruism (X1), green frugality (X2), green intrinsic motivation (Y1), and green fashion consumption behavioral intention (Y2) are the four main characteristics that are examined in this study. In contrast to green frugality, which is the desire to preserve resources and make ecologically sensitive decisions, self-altruism is the result of an internalized disposition to act for the benefit of others. While behavioral intention indicates a person's readiness and commitment to embrace sustainable fashion practices, green intrinsic motivation is the underlying psychological desire to engage in pro-environmental conduct. To guarantee conceptual accuracy and reliability, each construct was measured using proven tools modified from earlier research.

Residents of Jakarta who are aware with sustainable fashion and have bought eco-friendly fashion items make up the population this study is aimed at. Jakarta was selected as the study site because of its sizable urban customer base, exposure to digital marketing, and rising consciousness of fashion sustainability issues. The questionnaire minimized potential sample bias and ensured agreement with the research aims by including initial screening questions to confirm participants' knowledge with green fashion.

Purposive sampling, a method suitable for behavioral research that requires respondents to have certain information or experience relevant to the study setting, was used to recruit participants. The minimum sample size needed for Partial Least Squares Structural Equation Modeling (PLS-SEM) was surpassed by the 234 valid replies that were gathered. Additionally, this sample size complies with the widely accepted recommendation that there be at least ten times as many structural routes pointing toward a latent concept [8].

Social media and messaging apps that are popular among Jakartans were employed to collect data online, guaranteeing efficiency, accessibility, and a wide audience. To measure opinions about each construct, the poll used closed-ended questions with Likert-scale ratings. The questionnaire was validated by experts and pilot tested with 30 participants to ensure clarity, readability, and measurement reliability before being widely distributed.

Partial Least Squares Structural Equation Modeling (PLS-SEM) was utilized for data analysis because it is appropriate for mediation testing, predictive analysis, and datasets that may not satisfy normality assumptions. The two primary stages of the analytical procedure were the measurement model assessment and the structural model assessment. After evaluating the measurement model for indicator reliability, internal consistency, convergent validity, and discriminant validity, only indicators that satisfied predefined levels were retained for further examination.

The structural model evaluation used path coefficients, coefficients of determination ( $R^2$ ), and effect sizes ( $f^2$ ) to evaluate the significance and strength of the correlations between the constructs. Using a bootstrapping technique with 5,000 resamples to ascertain the statistical significance of both direct and indirect relationships allowed for a formal test of the mediating role of green intrinsic motivation between self-altruism, green frugality, and behavioral intention in accordance with accepted PLS-SEM guidelines [9].

Strict attention to ethical norms was maintained throughout the whole investigation. Participation was entirely voluntary because respondents were clearly informed about the purpose of the study, the confidentiality of their data, and their choice to withdraw at any moment. Data confidentiality and participant anonymity were guaranteed since no personal identifiers were gathered. The study complied with accepted ethical guidelines for social science research, placing a strong emphasis on participant privacy, responsible data processing, and informed consent.

To sum up, this methodological framework offers a methodical and exacting way to look into how psychological aspects affect sustainable consumer behavior. A causal design, purposive sampling, verified tools, and sophisticated statistical analysis using PLS-SEM are all integrated in this work to guarantee methodological integrity and reliable empirical results. As a result, the method significantly advances our theoretical knowledge and practical comprehension of sustainable fashion consumption.

### 3 RESULTS

Following data filtering, 234 valid replies from the 240 surveys that were distributed were kept. Participants had to have previously bought eco-friendly fashion items from UNIQLO in order to meet the inclusion requirements. 22 observed indicators that reflected the suggested components were included in the analysis. The resulting dataset of 234 respondents satisfied the sufficiency criteria for statistical analysis because the model required a minimum sample size of 220. There were 102 (44%) men and 132 (56%) women among the purposively chosen participants. The majority of responders (136 people, or 58%) were between the ages of 21 and 30, with 75 respondents (32%) being between the ages of 31 and 40. Four individuals (2%) were older than 40, and nineteen participants (8%) were younger than 20 [10].

The majority of respondents (182 respondents, 78%) had a high school diploma or its equivalent. Forty-five participants (19%) had a bachelor's degree, six (3%) had a master's degree, and one responder had a doctorate. 191 respondents (82%) said they spent between 1 and 5 million Indonesian rupiah per month, while 34 respondents (15%) said they spent between 6 and 10 million rupiah per month.

The dataset met the assumptions of multicollinearity and normalcy, according to preliminary data screening. A properly distributed dataset was indicated by kurtosis values being below 7 and all skewness values falling within  $\pm 2.00$ . Additionally, all predictor constructs' Variance Inflation Factor (VIF) values were below the crucial threshold of 10, confirming that there was no multicollinearity among the independent variables.

#### 3.1 Evaluation of Discriminant Validity

The subsequent phase of study concentrated on evaluating discriminant validity for each concept by looking at the correlation values between the constructs in the model, as no problems with convergent validity were found. The Heterotrait–Monotrait ratio (HTMT) method and the Fornell–Larcker criterion were used in this assessment.

**Table 1.** Fornell Larcker Criterion

	<i>Green Consumption Behavioral intention</i>	<i>Green Frugality</i>	<i>Green Intrinsic Motivation</i>	<i>Self- altruism</i>
Green Fashion Consumption Behavioral intention	<b>0.817</b>			
Green Frugality	0.739	<b>0.767</b>		

Green Intrinsic Motivation	0.788	0.706	<b>0.811</b>
Self-altruism	0.711	0.660	0.734
			<b>0.824</b>

Referring to Table 1, it can be seen that the loading factor values of each indicator for their respective latent variables are higher than their loadings on other constructs. This finding suggests that each latent variable exhibits satisfactory discriminant validity, although a few indicators still show relatively high correlations with other constructs [11].

**Table 2.** HTMT

	<i>Green Fashion Consumption Behavioral intention</i>	<i>Green Frugality</i>	<i>Green Intrinsic Motivation</i>	<i>Self- altruism</i>
Green Fashion Consumption Behavioral intention				
Green Frugality	0.827			
Green Intrinsic Motivation	0.898	0.793		
Self-altruism	0.801	0.743	0.840	

To meet the discriminant validity requirement in the HTMT analysis, loading levels must be less than 0.90, signifying that each construct is conceptually unique. All loading values for the variables are below the 0.90 threshold, as indicated by the HTMT results in Table 2 [12].

**3.2 Evaluation of Coefficient of Determination Testing**

Analyzing models using Partial Least Squares Structural Equation Modeling (PLS-SEM) usually starts with looking at each endogenous latent construct's coefficient of determination (R<sup>2</sup>). The percentage of an endogenous variable's variance that can be accounted for by its corresponding exogenous predictors is shown by the R2 value. Higher values of this coefficient, which goes from zero to one, show that the independent factors have a greater ability to explain the dependent construct, while lower values show a weaker capacity for prediction.

The R2 statistic's propensity to rise with the number of exogenous variables included in the model, regardless of their true importance in describing the endogenous construct, is a well-known drawback. Therefore, in order to guarantee that the conclusions reached are both legitimate and theoretically significant, the interpretation of R2 should be supplemented by additional model evaluation criteria [13].

**Table 3.** R<sup>2</sup>

	<b>R-square</b>	<b>R-square adjusted</b>
<i>Green Consumption Behavioral Intention</i>	0.703	0.699
<i>Green Intrinsic Motivation</i>	0.626	0.623

With reference to Table 3, the coefficient of determination, or modified R-square (R<sup>2</sup>) value, for the construct of green consumption behavioral intention is 0.699. This suggests that self-altruism, green frugality, and green intrinsic motivation account for around 69% of the variance in green consumption behavioral intention, with other external factors not covered in this study influencing the remaining variance.

Furthermore, the construct of green intrinsic motivation has an adjusted R-square (R<sup>2</sup>) value of 0.623 [14], meaning that the exogenous factors of self-altruism and green frugality explain for around 62% of its variance. Other unobserved factors outside the purview of the model are responsible for the remaining percentage.

### 3.3 Evaluation of Cohen's Effect Testing

The  $f_2$  test, also known as the simultaneous or ANOVA test, is used to assess the combined effect of all independent variables on the dependent variable. This procedure also determines whether the regression model shows statistical significance overall. When evaluating impact size,  $F_2$  values of 0.02, 0.15, and 0.35 are typically classified as suggesting minor, medium, and large effects, respectively.

**Table 4.** Cohen Effect

	<i>Green Consumption Behavioral intention</i>	<i>Green Intrinsic Motivation</i>
<i>Green Frugality</i>	0.148	0.233
<i>Green Intrinsic Motivation</i>	0.231	
<i>Self-altruism</i>	0.052	0.340

Three connections show a strong effect size, with values close to 0.35, which is classified as large, according to the results shown in Table 4. The effect sizes of the other two associations, however, are moderate; values close to 0.15 suggest a medium-level influence.

### 3.4 Predictive Relevance

The structural model's predictive relevance ( $Q^2$ ) serves as a gauge for how well the model replicates the observed data. When an endogenous latent construct's  $Q^2$  value is higher than zero, it means that the PLS path model has adequate predictive power for that variable, proving its applicability in elucidating the underlying linkages.

**Table 5.** Predictive Relevance

	$Q^2_{\text{predict}}$	RMSE	MAE
<i>Green Consumption Behavioral Intention</i>	0.619	0.629	0.432
<i>Green Intrinsic Motivation</i>	0.610	0.638	0.432

It may be concluded that the model has sufficient predictive relevance based on the predictive relevance ( $Q^2$ ) results shown in Table 5, which show values of 0.619 and 0.610 (both more than zero) [15]. These findings imply that the structural model may successfully explain and forecast the observed variables.

### 3.5 Model Fit Evaluation

The standardized root mean square residual (SRMR) and the normed fit index (NFI) are the two main indices used in this work to evaluate model fit. When a model's SRMR value is less than 0.10, it is deemed to fit well. In contrast, the NFI is calculated using the Chi-square statistic and assessed using well-known Goodness-of-Fit standards. When a model's Chi-square-based NFI value is greater than 0.90, it is considered to have an adequate level of fit [16].

**Table 6.** Model Fit

	<b>Saturated model</b>	<b>Estimated model</b>
SRMR	0.076	0.076
NFI	0.752	0.752

The findings show that the model has a reasonable degree of fit, as shown in Table 6. The standardized root mean square residual (SRMR) value, which is below the cutoff point of 0.10 and indicates an acceptable fit level, lends credence to this finding. Furthermore, the suggested model outperforms the null model by roughly 75.2%, according to the normed fit index (NFI) value of 0.752, showing its general adequacy and trustworthiness.

### 3.6 Inner Model

Once it has been established that the estimated model meets the requirements of the outer model, the next stage is to evaluate the structural or inner model. This step's objective is to evaluate and predict the interactions between the latent components. The coefficient of determination (R<sup>2</sup>), effect size (f<sup>2</sup>), and predictive relevance (Q<sup>2</sup>) are typically analyzed to assess the overall quality and explanatory capacity of the structural model. The examination of the inner model in this study was finished, and it was determined to satisfy the established adequacy requirements.

By examining the path coefficients and t-values derived from the bootstrapping process, hypothesis testing was carried out to confirm the suggested hypotheses.

**Tabel 7.** Inner Model

Hypotheses	Direct effect	Bvalue	tvalue	pvalue	Decisionn
H1	<i>Self-Altruism -&gt; Green fashion consumption Behavioral intention</i>	0.192	2.938	0.003	Supported
H2	<i>Green Frugality -&gt; Green fashion consumption Behavioral intention</i>	0.310	4.133	0.000	Supported
H3	<i>Self-Altruism -&gt; Green Intrinsic Motivation</i>	0.475	8.355	0.000	Supported
H4	<i>Green Frugality -&gt; Green Intrinsic Motivation</i>	0.393	6.655	0.000	Supported
H5	<i>Green Intrinsic Motivation -&gt; Green fashion consumption Behavioral intention</i>	0.428	4.499	0.000	Supported
<b>Indirect effect</b>					
H6	<i>Self-Altruism -&gt; Green Intrinsic Motivation -&gt; Green fashion consumption Behavioral intention</i>	0.203	3.602	0.000	Supported
H7	<i>Green Frugality -&gt; Green Intrinsic Motivation -&gt; Green fashion consumption Behavioral intention</i>	0.168	3.824	0.000	Supported

According to table 7, the results of hypothesis testing show that self-altruism has a strong and favorable impact on behavioral intention toward the consumption of green fashion, according to the results of hypothesis testing. A path coefficient of 0.192, a t-value of 2.938 (> 1.96), and a p-value of 0.003 (< 0.05) all corroborate this impact and show statistical significance. Similarly, a path coefficient of 0.310, a t-value of 4.133 (> 1.96), and a p-value of 0.000 (< 0.05) for green frugality all indicate a positive and significant relationship with behavioral intention toward green fashion consumption [17].

With a path coefficient of 0.475, a t-value of 8.355 (> 1.96), and a p-value of 0.000 (< 0.05), additional analysis shows that self-altruism significantly increases green intrinsic drive. Similarly, a path coefficient of 0.393, a t-value of 6.655 (> 1.96), and a p-value of 0.000 (< 0.05) all support the idea that green frugality has a positive and substantial effect on green intrinsic motivation.

Furthermore, as demonstrated by a path coefficient of 0.428, a t-value of 4.499 (> 1.96), and a p-value of 0.000 (< 0.05), green intrinsic motivation itself has a significant and favorable impact on behavioral intention toward green fashion consumption.

With an indirect route coefficient of 0.203, a t-value of 3.602 (> 1.96), and a p-value of 0.000 (< 0.05), the results indicate that green intrinsic motivation mediates the association between self-altruism and behavioral intention toward green fashion consumption. Similarly, an indirect route coefficient of 0.168, a t-value of 3.824 (> 1.96), and a p-value of 0.000 (< 0.05) show that green intrinsic motivation acts as a mediator between green frugality and behavioral intention toward green fashion consumption.

## 4 DISCUSSION

By analyzing the psychological processes behind customers' intents, this study contributes to the understanding of green fashion consumption, building on earlier research that links self-altruism and environmental consciousness with sustainable consumption behavior. The findings show that green frugality and self-altruism influence green behavioral intentions directly as well as indirectly through the mediating function of green intrinsic motivation. These results

highlight the significance of psychological factors and personal values in encouraging sustainable purchase patterns in the fashion industry.

In particular, when purchase decisions are in line with their moral principles and personal values, those who genuinely care about other people and future generations are more likely to do so. Similarly, customers who value resource efficiency and simplicity are more likely to consider sustainable fashion to be a sensible and morally sound way of living. The way that deeply ingrained beliefs and environmental self-identity can convert pro-environmental sentiments into concrete behavioral manifestations is further demonstrated by the mediation of green intrinsic motivation.

These revelations have important ramifications for many parties involved in the fashion industry. By encouraging customers to be philanthropic and thrifty, policymakers, educators, and business professionals may encourage sustainable consumption. Programs like community-driven projects that promote conscious consumption, educational programs that develop long-term ecological responsibility, and storytelling-based campaigns that show collective environmental advantages can all help to increase intrinsic motivation toward green fashion engagement.

#### 4.1 Limitations and Future Research Directions

Despite offering valuable insights into the consumption of sustainable fashion, this study has a number of limitations that should be noted. The results' generalizability may be limited, primarily because the participant sample might not accurately reflect the larger population. To improve external validity and broaden the findings' application, future studies should try to incorporate a wider range of demographic groups, taking into account differences in age, income levels, cultural backgrounds, and geographic locations.

Second, because self-reported responses are used in this study, there is a chance that people will overstate their sustainable consumption habits due to social desirability bias. Future studies could triangulate self-reported data and improve the validity of behavioral assessments by using mixed-method designs, such as behavioral observations, purchase record analysis, or in-depth interviews.

Third, although this study supports the hypothesized relationships between self-altruism, green frugality, and green intrinsic drive, it omitted additional potential variables that might have an impact on sustainable fashion behavior. Social norms, peer pressure, fashion engagement, and perceived brand image are some of the characteristics that may be very important in influencing sustainable decisions. Future research that considers these variables could provide a more thorough and sophisticated picture of green consumption trends.

A number of intriguing directions for additional research are also present. Future research should examine the interactions between motivational elements like altruism and frugal living and other psychological and contextual aspects like sustainability knowledge, ethical identity, and perceived accessibility of eco-friendly fashion. By combining these components, a more thorough model that explains sustainable consumption patterns may be created. Researchers may also create and evaluate intervention programs that emphasize thrift and altruism, such as value-based marketing, sustainability education, or neighborhood projects like clothes exchanges. These useful strategies would produce empirical data regarding the cultivation of intrinsic motivation in daily life.

Furthermore, it is advised to do longitudinal research to track how motivational factors evolve over time and how these changes affect sustained dedication to sustainable fashion. Stronger causal interpretations and understanding of behavioral consistency might be possible with such designs. Lastly, cross-cultural comparisons, particularly between developed and developing contexts, may reveal disparities in the reasons, difficulties, and attitudes around sustainable fashion, providing direction for sustainability policies that are inclusive of all cultures.

Future academics and practitioners can gain a more thorough and nuanced understanding of the psychological and contextual dynamics behind sustainable fashion consumption by overcoming these constraints and investigating the suggested study areas. As a result, these insights could help develop effective, values-based tactics that balance environmental goals with the moral principles and motives of customers.

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