

**ENVIRONMENTAL CONSCIOUSNESS AND CONSUMPTION
BEHAVIOR: AN EMPIRICAL STUDY IN FASHION INDUSTRY**



**RUKHSAR
MPHIL THESIS**

**QUAID-I-AZAM SCHOOL OF MANAGEMENT SCIENCES
QUAID-I-AZAM UNIVERSITY
ISLAMABAD, PAKISTAN.**

August 2023

**(ENVIRONMENTAL CONSCIOUSNESS AND CONSUMPTION
BEHAVIOR: AN EMPIRICAL STUDY IN FASHION INDUSTRY)**

(Rukhsar)

(Registration Number: 02152113023)



Supervisor: Dr. Ali Raza

Designation: Assistant Professor

QUAID-I-AZAM SCHOOL OF MANAGEMENT SCIENCES.

QUAID-I-AZAM UNIVERSITY, ISLAMABAD,

PAKISTAN

2023

**Thesis Submitted in Partial Fulfilment of the Requirements for the Degree of
Master of Philosophy in Management Sciences
Quaid-I-Azam School of Management Sciences
Quaid-i-Azam University, Islamabad, Pakistan
Month, Year**

CERTIFICATE

This is to certify that the thesis submitted by “**Rukhsar**” is accepted in its present form by the School of Management Sciences, Quaid-i-Azam University, Islamabad, as satisfying the necessary requirements for partial fulfillment of the degree of Master of Philosophy in Management Sciences.

Supervisor

External Examiner

Director

Quaid-I-Azam School of Management Sciences
Quaid-I-Azam University, Islamabad
Original Literary Work Declaration

Name of the Candidate: Rukhsar

Registration No: 02152113023

Name of the Degree: Master of Philosophy

Field of Study: Management Sciences

Title of Thesis (This Work): –Environmental Consciousness and Consumption Behavior: An Empirical Study in Fashion Industry”

I do solemnly declare that

- 1) I am the sole author of this work.
- 2) This work is original.
- 3) Any use of any work in which copyright exists was done by the way of fair dealing and for permitted purposes and any extracts from, or reference to or reproduction of any copyright work has been disclosed expressly and sufficiently and the title of the work and its authorship have been acknowledged in this work.

Candidate Signature

Date

Solemnly declared before,

Witness's Signature

Date

Name:

Designation:

DECLARATION

I hereby declare that the research work contained in this thesis report is the consequence of my own struggle and the research I pursued. This research work has not been published in any other form nor does it contain any verbatim of the published resources which could be treated as infringement of the international copyright law.

Name & Signature

Reg# 02152113023

DEDICATION

This thesis is a heartfelt dedication to the strongest pillar of my life, my mother Bibi Suhail due to whom I am standing here today, my father Khair Muhammad (late) and my late stepfather Syed Dolat Ali Shah, who came into our lives like an angel and left. Forever in our hearts, an angel departed but never forgotten.

ACKNOWLEDGEMENT

I would like to express my deepest gratitude to my supervisor Dr. Ali Raza and co-supervisor Dr. Muhammad Ishtiaq for their guidance and cooperation, I am truly glad to work under their mentorship. I would like to heartfelt thanks to my siblings Mehr Ullah, Sanaullah Huma, Syed KhudaDad Shah, Syed KhudaRahm Shah and most specially Zafar Ullah for his constant love and support, my cousin Muhammad sharif, my senior Shoja-at-Hussain and my friends Iqra Mehroush, Sonia Baloch, Tilyan Aslam, Gautam Kataria, Tasmia Ansar, and Khalid Shareef.

ABSTRACT

The interplay of environmental awareness and sustainable consumption in the fashion industries are focus of this empirical research. Due to its huge ecological imprint, the fashion industry is coming under closer examination in a time of increased environmental awareness. In the context of fashion, this study seeks to understand the complex relationship between consumer's environmental consciousness behavior, moral self-identity, empowerment, their green purchase intentions, and green purchase conspicuous behaviors supported by value belief norm (VBN) theory. This study investigates the elements that influence environmentally conscious customer choices in the fashion sector through a thorough examination of primary data collection of 330 through google generated document. Understanding the factors that affect customers' decisions to purchase sustainable fashion products is the main goal of the study. The results provide valuable information for marketers seeking to improve their marketing strategies. The research seeks to offer a comprehensive understanding of the dynamics at play by using quantitative methodology. The empirical results add to the body of research by illuminating the complex relationship between environmental consciousness and actual spending behaviours, particularly in the context of fashion.

Keywords Environmental Consciousness, Moral Self-Identity, Green Purchase Intention, Empowerment, Self-Transformation, Value Belief Norm Theory (VBN), Green Purchase Conspicuous Behavior

TABLE OF CONTENTS

Chapter 1 Introduction.....	1
1.1 Introduction:.....	1
1.2 Background of the study	1
1.3 Problem Statement	5
1.4 Research gap	7
1.5 Purpose of the study.....	8
1.6 Research Objective	8
1.7 Research Questions	8
1.8 Research Implications.....	9
1.8.1 implications for Academic Researchers.....	9
1.8.2 Implications for Managers	10
1.9 Significance of the Study	12
1.10 Definitions.....	13
1.10.1 Moral self-identity	13
1.10.2 Ecological conscious consumer behavior	14
1.10.3 Green purchase intention	15
1.10.4 Green purchase conspicuous behavior.....	16
1.10.5 Self-transformation	16
1.10.6 Empowerment.....	17
1.10.7 Religiosity	18
1.11 Summary	19
Chapter 2 Literature Review	20
2.1 Value Belief Norm Theory	20
2.2 Moral self-identity.....	22
2.3 Ecological Conscious Consumer Behavior.....	28
2.4 Green Purchase Intention:	31

2.5	Green Purchase Conspicuous Behavior	33
2.6	Empowerment	35
2.7	Self-Transformation	37
2.8	Religiosity	39
2.9	Interlinks between variables:.....	41
2.9.1	Moral self-identity and green purchase conspicuous behavior:.....	41
2.9.2	Ecological conscious consumer behavior and green purchase conspicuous behavior:	44
	Hypothesis Development	47
	Theoretical framework:.....	50
	Chapter 3: Methodology.....	51
3.1	Introduction.....	51
3.2	Research Design and Measures	51
3.3	Sample & Sampling Method.....	52
3.4	Data Collection Method.....	52
3.5	Measuring Instruments.....	53
3.6	Analysis.....	55
3.7	Limitations	55
3.8	Conclusion	55
	Chapter 4: Results.....	56
4.1	Demographic Section.....	56
4.2	Measurement Model	59
4.3	Structural equation model.....	60
4.4	Factor loadings.....	61
4.5	Validity Analysis	64
4.6	HTMT Analysis	67
4.7	Descriptive	69

4.8 Correlation	69
4.9 Direct Effects	73
4.10 Indirect Effects.....	74
4.11 Moderating Effects.....	75
Chapter 5: Discussion, Implications & Future Research Directions	77
5.1 Theoretical Implication of the Study	77
5.2 Managerial Implications:	78
5.3 Limitation of the Study	80
5.4 Future Research Directions.....	81
5.5 Conclusion	82
REFERENCES.....	84
7 Appendixes	98
7.1 Scale Items of variables:	98
7.1.1 Demographics	98
7.1.3 Symbolized Moral Identity	99
7.1.4 Empowerment:.....	99
7.1.5 Self-Transformation.....	99
7.1.6 Religiosity:.....	100
7.1.7 Ecological conscious consumer behavior:	100
7.1.8 Green purchase intention:	100

Chapter 1 Introduction

1.1 Introduction:

There is an increased value of the global fashion industry (Amed et al., 2019), which is known as the growing global phenomenon attributed as "fast fashion" (Bhardwaj, 2010; Cachon, 2011; Brandão 2021). Fast fashion is such a trend that leads to the formation and the consumption of disposable and cheap clothes to grow (Turconi and Sull, 2008), and it does so with disregard for sustainability (Bruce and Daly, 2006; Brandão 2021). According to Diddi et al. (2019), the rapid expansion of fast fashion has caused customers to change the way they think about and utilize clothing, with less emphasis placed on considerations such as the garment's composition of materials, the number of times it will be worn, and its ultimate destination. Besides this, recent surveys have identified sustainability as one of the essential themes for the fashion industry, as customers demonstrate a rising awareness about climate change and want changes to occur (Amed et al., 2019; Khandual and Pradhan, 2019; Brandão 2021). This is because consumers are demanding that changes occur. It is evident that a gradual shift from fast fashion to a sustainable and socially responsible fashion is taking place around the world (Amed et al., 2019; Khandual and Pradhan, 2019). This is the case even though the fashion industry is dominated by fast fashion. Brands and customers both are undergoing to address the necessary changes for sustainable fashion (Jin and Jung, 2016; Brandão 2021).

1.2 Background of the study

Textile and fashion industries are one of the main causes of ecological degradation, including pollution, resource depletion, and waste production (Yan, 2019). Fast fashion has produced unsustainable consumption patterns because of its

quick production cycles and low-cost disposable clothing (Yan, 2019). According to the US Environmental Protection Agency (USEPA), post-consumer textile garbage (PCTW) accounts for over 6% solid municipal waste dumped in American usable land annually. In the last 25 years, PCTW has climbed by over 50%, with 11.1 million pounds (85%) of textiles winding up in dumps in the United States in a single year (Yan, 2019). In response, the ideas of slow fashion and used clothing have evolved as substitutes that support ethical and sustainable behaviors (Fletcher, 2013; T Boone, 2009; J Reeve 2010; Yan, 2019).

Because of the all-time high in garment consumption, psychologists and environmentalists expressed significant distress regarding both the state of the atmosphere and the state of human well-being. A culture of disposability has developed because of the ascendance of fast fashion as the favored business model. This culture promotes the rapid acquisition, use, and disposal of fashion items. According to Shephard & Pookulangara (2013) and Watson (2013), the lead period for the manufacture of these clothing's is low, and things are regularly exchanged to keep up with ever-shifting movements. Because of the rising utilization of non-biodegradable materials such as polyester, the fashion industry is now considered one of the most polluting businesses in the world (Fletcher, 2007; Willow, 2018; Langdown, 2014). Currently, about three-quarters of all clothing is discarded in landfills.

Furthermore rising understanding of the fashion industry's ecological impacts when it's up about containing excess use of water, use of elements, carbon emissions & textile wastes, consumption of natural resources, use of hazardous substances, the production of waste, the amount of energy used, carbon greenhouse gases and water contamination have concentrated worldwide attention and media coverage on

sustainable development concerns in textile, clothing and fashion (TAF) industries (Niinimäki, 2020; Connell & Kozar, 2017; Shirvanimoghaddam, 2020; (Muthukumarana, 2018; Hossain, 2018; Md Mazedul Islam, 2020). The most important ecological impacts take place in the numerous procedures of carbohydrates fabrication, the craft of knitting, spinning, coloring, sewing and embroidery, the printing process, laundering and different phases of cleaning, rising pressure that occurs on brands & merchandises, developers, designers and production companies to implement environmentally friendly operations into processes at different phases of goods life cycle periods and more systematically in to tactical or intentional managing and advertising tools and methodologies (Resta et al., 2016; Choi, 2015; Moretto et al., 2018; Islam and Khan, 2015; Rab and Hoque, 2017; Islam, 2020; Nath, 2019).

However slow fashion encourages customers to invest in clothing that could be worn for a larger amount of period by emphasizing a shift towards quality, durability, and timeless style (Yan, 2019). This strategy promotes ethical labor practices, lessens waste, and lessens the apparel & textile industry's ecological effect. By prolonging garments lifespan, lowering demand for the new production, and keeping textiles out of landfills, used clothing enhances slow fashion. (Birtwistle & Moore, 2007; Fletcher, 2012; Yan, 2019). Due to the growing globally environmental challenges such pollutants, global warming, environmental changes, and ecological deprivation over the previous few decades, environmentally conscious purchasing behaviors have become an important subject for buyer marketplaces & researchers. (Lee et al., 2010; Suki, 2015; Verma et al., 2018).

While talking about ecological consciousness that is referred to one's consciousness and worry for the natural world & their willingness to take actions to minimize their ecological footprint. Consumer behavior, on the other hand,

encompasses the decisions and actions individuals undertake when purchasing, consuming, and disposing of products and services. Understanding the influences of environmental consciousness on consumer behavior is crucial for promoting sustainable practices in the fashion industry (Akehurst, 2012). When an environmentally friendly consumer gets more awareness about how these hazardous substances which are produced by manufacturing companies are affecting environment, they become more concern about their buying choices (barr, 2006). Consumers have become more environmentally conscious and have adopted green buying habits in recent years (Binboga, 2019). This phenomenon has led to a rise in studies on green behaviours, sustainable development, and sustainable consumerism (Fuentes, 2014; Mustonen, 2016; Pawaskar et al., 2018; Lin & Hsu, 2015; Bulut, 2017; WY Wong et al., 2014). Most of the consumers who are ecologically conscious are avoiding most of the products which are harmful for the environment or adding to the climate (Roberts & Bacon, 1997; Binboga, 2019).

Additionally, sustainable consumer behavior—which involves acquiring, purchasing, and having products which are environmentally beneficial way have been looked at as a crucial prerequisite on behalf of advancing ecological improvement (Han, 2020; Ramkissoon, 2012; Ramkissoon, 2013; Wang, 2020). The Sustainable Development Goals (SDGs), which include in preventing adverse health and environmental effects, decreasing waste production, and encouraging ecologically conscious ways of life, place an emphasis on sustainable consumption (Ramkissoon, 2013).

1.3 Problem Statement

Although there are increasing possibilities for slow fashion and second-hand apparel, these practices are still not very common (An Hai Ta, 2022). Consumers may run across a few challenges and barriers while attempting to engage in ecological purchasing behavior. Although a great amount of people willing to purchase ecologically conscious goods which has increased over the past couple of years (Sabri, 2021).

The growth of the slow fashion drive and the increasing demand for pre-worn clothing are both encouraging signs that consumer culture is moving in the right direction towards more environmentally responsible and sustainable practices. Nevertheless, despite the expanding opportunities and levels of consciousness that surround these practices, they are still not extremely common in many societies. When customers make an effort to engage in environmentally conscious purchase behavior, they could run across a number of difficulties and roadblocks along the way (An Hai Ta, 2022; Sabri, 2021).

In addition, the lack of awareness and transparency that exists within the fashion business can make it difficult for customers to make decisions based on accurate information. Green washing products, which refers to the practice of encouraging customers to believe that a company's goods or brand are more ecologically friendly than they really are, is all too common. Even if the items have relatively minimal positive effects on the environment, marketers may label them with phrases like "eco-friendly," "sustainable," or "organic" to appeal to consumers. This can lead to confusion and skepticism among consumers, making it difficult to

differentiate between solutions that are truly sustainable and ones that are green washed (An Hai Ta, 2022; Sabri, 2021).

Moreover, currently here is a little evidence which indicates that the purchase of environmentally friendly products has increased. According to one study, 52% of consumers believe that manufacturers and suppliers need to be more accountable to the community, while 70% of buyers believe that it's obligatory for all the consumers to sustain more environmentally conscious behaviors (Sabri, 2021; An Hai Ta, 2022; Akehurst, 2012).

The issue of practicality constitutes one of the biggest obstacles. Because it provides options for apparel that are both inexpensive and easily accessible, fast fashion has dominated the market for several years. On the other hand, slow fashion, and shopping for used goods typically demand more time and effort from the consumer. Customers have a responsibility to devote some of their free time to investigating environmentally conscious products, shopping at secondhand stores or on the internet, and making thoughtful acquisitions. The ease of use and the feeling of quick pleasure provided by fast fashion might make it challenging for customers to make the switch to more environmentally friendly options (An Hai Ta, 2022; Sabri, 2021).

This has allowed marketers to try and classify their goods as environmentally friendly goods anywhere they can increase & enhance manufactured goods advantages while growing the market stake (Sabri, 2021). To encourage the purchase of sustainable fashion and lessen the industry's hazardous environmental effects, it is important to understand the fundamental motivations, attitudes, and impediments that affect consumer decision-making (Pookulangara & Shephard, 2013; Sabri, 2021; An

Hai Ta, 2022; Akehurst, 2012). Marketers should make policies regarding sustainable consumptions and should not mislead consumers regarding their products.

1.4 Research gap

Salciuviene et al. (2022) conducted a study on the connection between consumer engagement in sustainable consumption and moral identity. They suggested two areas for future research. Firstly, conducting a longitudinal study can give a deeper knowledge of the link between moral identity and sustainable consumption, considering potential socio-demographic moderators like age and qualification. Secondly, the study had a skewed sample towards female respondents, and it was challenging to find male participants who were engaged in sustainable consumption. Future studies could use a stratified sample to explore the moderating effects of gender on this relationship.

Moreover, Kang (2020) made significant theoretical and practical contributions in their study but also highlighted some limitations that could be addressed in future research. The sample mainly consisted of middle-aged to older participants, and it would be valuable to compare different age groups, such as millennial and Generation Z, who are known to have a greater interest in sustainability. This comparison would help researchers and practitioners understand how the proposed model of sustainable consumption varies or remains consistent across different generations. Additionally, Kang suggested incorporating more general self-concept variables as a theoretical foundation in future studies. Furthermore, Gary Akehurst (2012) emphasized the importance of evaluating the influence of ecological consciousness throughout the entire buying process, from problem recognition to post-purchase behavior. He also suggested exploring barriers to green consumption and employing a quantitative approach with expanded questionnaires.

1.5 Purpose of the study

The purpose of this research is to provide a contribution to previously conducted studies by determining which obstacles stand in the way of consumers engaging in sustainable consumption behaviors and gaining an understanding of the ways in which such obstacles influence an individual's thoughts towards sustainable fashion. This study can also be a sort of awareness to the consumers about environmental problems that are impacting and contributing in climate.

1.6 Research Objective

The objective of this study is to know the perspective of sustainable clothing and consumption patterns of the people through concentrating on their ecological awareness and several psychological and self-oriented that may influence their willingness to create ecologically pleasant purchases. The objectives of this study are.

1. To identify the connection between consumer ecological consumption behavior and environmental consciousness.
2. And to explore how customer decisions to buy and use slow fashion products and used apparel can be influenced by their individual levels regarding environmental concern.

1.7 Research Questions

- What quantity of environmental awareness do customers have in relation to wearing slow fashion and eco-friendly clothing?
- How does consumer behavior in relation to slow fashion and sustainable apparel consumption and decision-making depend on environmental consciousness?

- What factors influence customers' decisions to adopt slow fashion and sustainable clothing practices? What attitudes and challenges do they face?

1.8 Research Implications

The results of this study will help legislators, fashion companies, and marketers create successful strategies and interventions that encourage more sustainable choices by giving them a greater knowledge of the elements that encourage or inhibit the adoption of environmentally conscious fashion exercises including slow fashion manufacturing and throughout process of supply chain. Such as;

1.8.1 implications for Academic Researchers

This study can be useful for future researchers to build up new methods, practical references, and theoretic models. It will add up to the literature of environmental sustainability and sustainable apparel consumption.

The findings of research conducted in this area have the potential to make an important contribution in previously accumulated information by elucidating novel hypotheses, suppositions, and facts concerning ecologically responsible behavior and environmentally responsible consumption. Researchers can investigate a wide range of topics, including consumer behavior, management of supply chains, legislative ramifications, and technical improvements. Researchers can contribute to the development of a more in-depth understanding of sustainable practices in the garment sector if they broaden their knowledge base.

However, a wide range of academic fields, containing ecological science, business, sociology, psychology, economics, and design, are involved in

environmentally conscious and sustainable consumption practices. The conduct of research in this field opens the door to the possibility of collaboration across disciplinary lines, which in turn encourages a robust exchange of ideas, approaches, and points of view. This collaboration has the possible to lead to novel research techniques and new solutions to complicated problems related to sustainability.

The academic reputation of academics can be improved by conducting research that has a significant impact in the fields of ecological consciousness and sustainable consumption. Publications, citations, and partnerships on research projects of high quality all have the potential to contribute to career progression, promotions, and tenure reviews. In addition, researchers who make a name for themselves as authorities in their field may receive invitations to participate in meetings, seminars, and policy discussions, which will further broaden their professional circle and impact.

In conclusion, academic researchers who study awareness of the environment and environmentally friendly behavior in the fashion sector can benefit from enhancing knowledge, engaging in interdisciplinary collaboration, having an impact on policy and practice, gaining academic recognition, gaining access to research funding, tackling worldwide issues, and developing educational resources. Researchers have the motivation to make substantial contributions to the area and contribute to the movement towards positive change that will lead to a future that is more environmentally friendly if they engage in rigorous research.

1.8.2 Implications for Managers

By this study fashion industries can get to know the demand of their ecological conscious consumers and can benefit from this study by adopting more

sustainable practices and can reduce the excessive use of hazardous substances in manufacturing process, so the demands of consumers are met and fulfilled.

A company's brand image can be improved by adopting environmentally sensitive practices and committing to more sustainable usage. Managers can present their brand as one that is socially responsible and kind to the environment if they demonstrate a commitment to sustainable practices. This can attract environmentally concerned consumers who are increasingly looking for solutions that are ethical and sustainable, leading to greater customer loyalty and favorable word-of-mouth.

However, companies that make environmental consciousness a priority have a better chance of gaining a competitive advantage as consumers place a greater emphasis on the importance of sustainable practices in their purchasing decisions. Managers can attract a rising group of consumers that place a priority on environmental responsibility if they differentiate their brand through environmentally responsible practices and products. This can assist the organization in standing out in a competitive market and gaining a larger piece of that market.

Moreover, embracing environmental awareness and sustainable consumerism is not merely a trend that will fade away soon; rather, it can be a long-term policy for the sustainability of businesses. Managers may future proof their businesses by tackling environmental concerns and adopting sustainable practices into their operations. This will ensure that their companies continue to be relevant and robust in the face of shifting expectations from customers, laws and regulations, and limits on the environment.

In a nutshell, managers who invest in the study and implementation of environmentally conscious and environmentally responsible consumption practices

stand to gain significant advantages. These advantages include a stronger image of the brand, an edge over the competition, reduced expenses, risk reduction, opportunities for innovation, improved staff participation, and sustainability over the long run.

1.9 Significance of the Study

Studying the relationship between slow fashion, ecological consciousness, and sustainable consumer behavior holds significant research significance and implications for various stakeholders.

To begin with, the fashion and textile industry's negative impact on the environment, such as pollution, resource depletion, and waste production, underscores the need for sustainable solutions. Investigating the role of slow fashion in addressing these issues is crucial as it promotes a shift towards quality, durability, and timeless style. Understanding how slow fashion influences consumer behavior can provide valuable insights into its effectiveness in reducing environmental harm and encouraging sustainable consumption practices.

Furthermore, examining ecological consciousness as a driving factor in consumer behavior is essential for understanding individuals' motivations and attitudes towards sustainability. Investigating how ecological consciousness translates into actual actions, such as purchasing environmentally beneficial products, can help identify key factors that influence sustainable consumer behavior. This knowledge is invaluable for policymakers, businesses, and marketers, as it enables the development of targeted strategies and interventions that foster and support sustainable choices.

Moreover, studying the relationship between slow fashion, ecological consciousness, and sustainable consumer behavior can contribute to the development of comprehensive frameworks and models. By exploring these connections, scholars

can obtain a deeper interpretation of the underlying mechanisms that shape sustainable consumption patterns and identify potential moderating or mediating factors. This understanding can inform the design of effective interventions, policies, and marketing strategies that promote sustainable consumer behavior.

Additionally, study in this area has the potential to drive advancements in sustainable business practices. By understanding consumer preferences and behaviors related to slow fashion and ecological consciousness, businesses can align their strategies and product offerings with sustainability goals. This can lead to the development of more environmentally friendly products, innovative business models, and improved communication strategies that resonate with consumers' values and preferences.

In summary, studying the relationship between slow fashion, ecological consciousness, and sustainable consumer behavior carries significant research significance. It can contribute to a more sustainable fashion industry, encourage responsible consumer behavior, and inform policies and practices aimed at addressing ecological degradation. By delving into these relationships, researchers can catalyze positive change towards an environmentally conscious and socially responsible society.

1.10 Definitions

1.10.1 Moral self-identity

A person's image of themselves and their understanding of who they are in connection to moral principles, values, and ethical standards is what is meant by the term "moral self-identity." (Aquino and Reed, 2002; Hardy, 2006; Kang, 2020). It refers to a person's moral character as well as their integrity and encompasses their

beliefs, attitudes, and behaviors that reflect that character (Aquino, 2007). Internal variables such as personal values, beliefs, and conscience, as well as external factors such as cultural standards, social influences, and role models, all contribute to the formation of an individual's sense of their own moral self-identity (Reed and Aquino 2003; Reed, Aquino, and Levy 2007).

However, because it gives a person a feeling of purpose, directs decision-making, and inspires people to act in agreement with their moral values, moral self-individuality is an extremely important feature in the development of an entity's ethical conduct (Kang, 2020). It leads to the growth of personal integrity, moral courage, and a sense of honourable duty towards others and towards society (Hardy, 2006; Levy 2007).

1.10.2 Ecological conscious consumer behavior

The term "ecologically conscious consumer behaviors" refers to the decisions and behaviors that people make as consumers, which are driven by a concern for the long period viability of the environment and the desire to leave as little of an ecological footprint as possible (Akehurst, 2012). It comprises making choices about purchases and engaging in consuming practices that take into consideration the influence that items and services have on the surrounding environment (Kinnear, Taylor, and Ahmed's, 1974).

There are different key characteristics of ecological conscious consumer behavior such as sustainable purchasing, waste and recycling management, energy and resource conservation, support for sustainable brands, mindful transportation choices, advocacy and education are some of the key elements of environmentally conscious consumer behaviors (Lin and Huang, 2012; Rex and Baumann, 2007).

Consumption patterns that are environmentally sensitive show a proactive approach to bringing consumption patterns into alignment with ecological sustainability (Mostafa, 2006). These customers contribute to the slowing down of the degradation of the environment, the promotion of sustainable practices, and the persuasion of firms to implement more eco-friendly business strategies through their environmentally conscious purchasing decisions (Albayrak et al., 2013).

1.10.3 Green purchase intention

Someone's willingness and purpose to acquire goods or services that can be considered ecologically friendly or sustainable is referred to as their "green purchase intention" (Singh, 2017). When it comes to making judgements about purchases, it denotes both the deliberate decision and the desire to select ecologically responsible products rather than traditional alternatives (Binboga, 2019). Environment Considerations, Environmental and Moral Responsibility, Individual Principles and Values, Information and consciousness, Brand Reputation and Trust, Price and Availability are the Key Aspects of Intention to Purchase Green Products (Md. Nekmahmud, 2022).

The proactive mindset of consumers and their dedication to aligning their shopping behaviors with environmental concerns is reflected in their intention to make green purchases (Barbarossa, 2016; Bodur et al. 2015; Singh, 2017). It indicates a readiness to support environmentally responsible goods and services, which helps contribute to the development of eco-friendly practices and drives market demand for goods and services that are environmentally responsible (Singh, 2017; Md. Nekmahmud, 2022).

1.10.4 Green purchase conspicuous behavior

Buy green products The term "conspicuous behaviors" relates to the act of making purchase that are environmentally conscious or sustainable with the objective of publicly expressing one's care for the environment or creating a positive image (Kutsenkova, 2017; Varma, 2022). The goal of this behaviors is to promote a positive image (Mazzocco et al., 2012; Lavuri, 2022). It combines two ideas: "green purchasing," which mention to the deliberate choosing of goods or services that have little environmental influence, and "conspicuous consumption," which entails acquiring and displaying goods or services to express one's social position or identity (Griskevicius et al., 2010; Pettit & Sheppard, 1992; Hooper, 2016). Green purchasing refers to deliberately making choices of products or services that have low environmental influence (Varma, 2022; Mazzocco et al., 2012).

The buying of an electric or hybrid vehicle, the use of recyclable shopping bags, the acquisition of organic or regionally sourced food, the selection of energy-efficient equipment, the selection of environmentally friendly fashion brands, or the investment in renewable energy sources are all forms of green purchase conspicuous behavior (Buil, 2023). These decisions are not only taken for the purpose of achieving personal fulfilment, but also to demonstrate one's dedication to environmental protection and to inspire others to do the same (Varma, 2022; Buil, 2023).

1.10.5 Self-transformation

Self-transformation is the process of intentionally and consciously altering oneself on several levels, including beliefs, behaviors, habits, attitudes, and views, to accomplish one's own development, growth, and improvement (Kirillova et al., 2017; Pung et al., 2020). The goal of this process is to become a better version of oneself

(Fortezza, 2022). It entails making a significant and profound change within one's inner self, which is frequently motivated by the aspiration to achieve self-actualization, fulfilment, or an improved version of oneself (Battilana, 2017; Fortezza, 2022).

Introspection, reflection on oneself, and a desire to investigate and test one's established habits, constraints, and self-perceptions are essential components of the transformative process, which is a journey that is both dynamic and ongoing (Kirillova et al., 2017; Sheldon 2020). It frequently takes one to push themselves outside of their comfort zone, to welcome change, and to actively seek their own personal development (Wahab, 2022). It is a process that is intensely personal and subjective, and it is one that is exclusive to each individual since it is formed by the aims, values, and aspirations of that individual (Kirillova et al., 2017; Sheldon 2020; Wahab, 2022).

1.10.6 Empowerment

The term "empowerment" refers to the process of enabling people or groups to obtain command, power, and impact over their own lives, actions, and situations (Thomas and Velthouse, 1990; Glasser, 1990). This can happen on an individual or group level, it entails supplying individuals with the information, capabilities, assets, and support they require in order move into action, make decisions, and accomplish their objectives (Frymier, 1996). The goals of empowerment are to increase a person's sense of their own authority, autonomy, and empowerment while simultaneously cultivating a sense of self-assurance, competence, and responsibility (Thomas & Velthouse, 1990). Self-belief and confidence, the acquisition of knowledge and information, Skills development, autonomy in making decisions and free will, the

ability to access available resources and opportunities, settings and networks that are encouraging are essential ingredients in the recipe for empowerment ((Luechauer and Shulman; 1993).

1.10.7 Religiosity

The level of intensity of one's religious commitment, as well as their religious practices, beliefs, and participation in religious activities, is referred to as religiosity (McCullough, 2009; Singhapakdi et al., 2013). It includes a person's religious faith and dedication, as well as the individual's participation in religious rites, customs, and the upholding of religious ideals (Mortimer et al., 2020). There is a broad spectrum of religiosity that may be found among people, varying from individuals who are intensely religious and take part in various religious practices to those who are nominally affiliated with a religion but do not actively follow the tenets of that religion ((Obregon, 2022; Alsaad, 2021). It is a multi-faceted concept that incorporates both an individual's private beliefs as well as their outward manifestations of their faith Garcia, 2018; Mortimer et al., 2020; Singhapakdi et al., 2013).

Attending religious gatherings on a regular basis and taking part in the activities that are being offered at those gatherings is typically considered to be an essential aspect of practicing one's religion (Obregon, 2022). The incorporation of the moral and ethical principles that are presented in religious teachings is an essential component of religious devotion (Alsaad, 2021). It involves integrating religious values and beliefs within one's daily life also enhancing one's decision-making procedures, with a concentrate on living one's life in accordance with the qualities and ideals that are given by one's religion (Graafland, 2017; Singhapakdi et al., 2013).

1.11 Summary

The study looks at the way consumers' degree of concern for the environment affects their decisions about what fashion goods to buy. It looks at whether people who upkeep more about the environment are more likely to act in ways that are good for the environment, like buying sustainable or ethically produced clothes, supporting environmentally friendly clothing brands, or doing things like recycling or upcycling clothes. This study looks at a few factors, such as empowerment, self-transformation, green purchase intention, green conspicuous behavior, moral self-identity, religiosity, and environmental awareness. You can use these variables to learn more about the things that affect sustainable consumption in the fashion business. Here are some ways to use them:

By including these variables in your study, you can look at how empowerment, self-transformation, green purchase intention, green purchase conspicuous behavior, moral self-identity, religiosity, and ecological conscious consumer behavior affect sustainable consumption practices in the fashion industry. This all-around method will give us important information about what motivates people to act in ways that are good for the environment when it comes to fashion.

Chapter 2 Literature Review

While the previous chapter gave a brief description of the study, this chapter introduces literature review on environmental consciousness and consumption behavior and important elements that affect this. These variables are moral self-individuality, environmentally aware consumer behavior, self-transformation, empowerment, green purchase intention, religiosity and green purchasing remarkable behavior. However, the point of this chapter is to provide a clear understanding of research topic, disclose and criticize some of the key studies and areas, highlight current research context, draw a clear conclusion, and demonstrate research gap.

2.1 Value Belief Norm Theory

The "Value-Belief-Norm" (VBN) hypothesis is a sociological model that attempts to explain how individual people's values, beliefs, and norms might impact their behavior in a manner that is environmentally friendly. The VBN theory was developed by social psychologists Paul C. Stern (1999), and it proposes that environmental behavior is determined by three primary factors: one's own personal values, beliefs about the consequences of acts, and societal norms.

In addition, the VBN philosophy has been widely utilized to analyses and forecast ecological behavior in a variety of situations, such as sustainable consumption, energy saving, and recycling. According to Gomes (2022), the Value-Belief-Norm (VBN) theory can be utilized to gain an insight of the ways in which ecological consciousness influences consumer behavior.

Individuals' underlying concepts or ideals that guide their actions and the way they interact with others are referred to as their "personal values." According to the VBN theory, some values that are associated with the environment, including as the

preservation of ecological systems, acts of humanity, and the pursuit of social justice, are more likely to lead to behavior that is environmentally friendly. According to Paul C. Stern's research (1999), people who believe these beliefs are more likely to participate in activities that safeguard the environment.

On the other hand, ecological consciousness frequently has its origins in a set of values that places a premium on environmental stewardship, conservation, and sustainability. People who subscribe to these beliefs are more inclined to engage in consumption patterns that are kind to the environment. They might make it a priority to buy environmentally friendly products, to back sustainable brands, and to decrease the amount of harmful influence they have on the environment through more conscientious decision making (Gomes, 2022).

Individuals form cognitive evaluations, or beliefs, about the results of their behaviors based on what they consider to be true. In the framework of the VBN theory, environmental beliefs are beliefs interpreting the impact that individual behavior has on the surrounding natural atmosphere. According to Paul C. Stern's research from 1999, people are more likely to engage in environmentally conscious behavior if they believe that their activities can make a positive contribution to the atmosphere or help reduce the severity of environmental problems.

In addition, views on the effects of one's consumption patterns on the surrounding environment lend support to the concept of ecological consciousness. People who have a strong ecological consciousness feel that the choices they make about their consumption can either contribute to the damage or preservation of the ecosystem. They might think that by cutting down on waste, selecting renewable resources, and going for options that are more environmentally friendly, they can have a good effect on the earth (Gomes, 2022).

The unspoken rules or expectations that exist within a society or social group and influence people's actions are referred to as social norms. When it comes to people's actions towards the environment, societal norms have the potential to play a big effect. According to Paul C. Stern's research from 1999, folks are more leaned to undertake environmentally friendly behaviors of their own if they believe that their social group or society at large values and participates in environmentally friendly behaviors.

In addition, social conventions play a significant part in determining how people choose to spend their money. If an individual has the perception that the social group or community, they are a part of values and promotes ecologically responsible consumption, then they are more likely to adjust their behavior to correspond with those expectations. According to Gomes (2022) and others, ecological consciousness can be bolstered and improved through the establishment of societal norms that encourage environmentally responsible consumer practices.

2.2 Moral self-identity

How people see themselves in relation to a certain set of moral ideals can be described as their moral identity. This explanation highlights how contemporary self-oriented, social-cognition theories construct moral identity. It is believed to be associated with moral attributes and may also include a mental image of what an ethical person might feel, think, and do (Kihlstrom & Klein, 1994). Although the term "moral identity" has been used in the past, earlier discussions have not adequately addressed the idea that moral identities may consist of universally shared moral features (Lapsley & Lasky, 2001; Kang, 2020; Walker & Pitts, 1998).

We propose that, like other social identities people embrace, moral identity may serve as a foundation for social identification that people draw upon to construct their self-definitions. Like other identities, one's moral identity may also be connected to attitudes, behaviours, and convictions (Cheryan & Bodenhausen, 2000; Forehand, Deshpande; & Reed, in press; Shih, Pittinsky, & Ambady, 1999), particularly if that identification is highly self-important.

More people eventually reached the same conclusion on the moral self that Blasi did (Aquino and Reed 2002; Hardy 2006; Reed and Aquino 2003; Reed, Aquino, and Levy 2007; Kang, 2020). They adopted a different viewpoint from Kohlberg's thesis, which indicated that moral cognition was what motivated moral behaviour.

The most important factor in determining a person's moral behavior is moral knowledge since, over time, it permeates one's being and grows to be an integral part of one's identity (as a moral self). Throughout the years, several researchers, such as Aquino and Reed (2002), Hardy (2006), Reed and Aquino (2003), Reed, Aquino, and Levy (2007), and Kang (2020), have taken Blasi's viewpoint on the moral self and expanded upon it. They have offered revisions to the previously accepted concept proposed by Kohlberg that moral cognition alone is the primary driver of moral behavior (Kang, 2020; Reed, Aquino, & Levy, 2007; Hardy, 2006). This belief was previously believed by most people. Kohlberg proposed it.

In contrast to Kohlberg's theory, which placed a primary emphasis on the cognitive components of moral growth, the researchers have acknowledged the significance of additional factors that influence moral behavior. They acknowledge that moral cognition is only one factor, and that other factors play a substantial part in the process of inspiring individuals to engage in moral behaviors (Kang, 2020; Reed,

Aquino, & Levy, 2007; Hardy, 2006). They also acknowledge that moral cognition is not the only factor.

These researchers have advanced our understanding of the moral self by considering the psychological, behavioral, and social aspects that are associated with moral behavior. They understand that moral responses and acts can be prompted by feelings such as empathy and compassion in people and that these feelings can direct people's activities. Individuals' moral behavior can also be influenced by motivational variables such as personal values, intrinsic motivation, and a sense of moral identity (Kang, 2020; Reed, Aquino, & Levy, 2007; Hardy, 2006) (Kang, 2020; Reed, Aquino, & Levy, 2007; Hardy, 2006).

In addition, Kang (2020) and Reed, Aquino, and Levy (2007) found that the social environment and the dynamics of interpersonal relationships were important factors in determining moral behavior. Individuals' choices and behaviors can be influenced by the existence of social standards, peer influences, and the perception of moral accountability (Kang, 2020; Reed, Aquino, & Levy, 2007; Hardy, 2006; see also Hardy, 2010).

Researchers have acquired a more comprehensive and nuanced knowledge of the factors that inspire moral behavior because of incorporating these extra characteristics into their understanding of the moral self. They acknowledge that moral cognition, on its own, is insufficient to completely explain the complexity and variety of moral behaviors. According to Kang (2020) and Reed, Aquino, and Levy (2007), the moral self and its influence on behavior are the result of a complex interplay among cognitive, emotional, motivational, and social aspects of an individual's life.

The modified viewpoint on the moral self emphasizes, in general, the multidimensional nature of moral behavior and brings attention to the necessity of taking into consideration a variety of aspects that go beyond cognitive processes. This broader knowledge offers a more all-encompassing framework for analyzing and interpreting moral behavior in individuals (Kang, 2020; Reed, Aquino, & Levy, 2007) (Kang, 2020).

According to Hart and Damon (1992), "People whose self-concept is organized around their moral beliefs are highly likely to translate those beliefs into action consistently throughout their lives (Kang, 2020; Reed, Aquino, & Levy, 2007)"

2.2.1 Significance of Moral identity

It is a sign that a person's identity places a significant emphasis on morality, and it has a close connection to the congruence of moral ideals and deeds. A robust sense of moral identity is positively connected with perception and "moral mindfulness," empathy, and other forms of pro-social behavior (Hardy et al., 2010; Laura Salciuviene, 2022). This predicts a stronger commitment to volunteer work, for example, and predicts greater commitment to other forms of pro-social behavior.

However, it is presumed that an individual's moral identity has a societal reference, which could be any social construct, an ideal, a specific membership group, a known person, or an unidentified human. This is true even though the idea of moral identity derives from a conceptualization based on traits. If the person adopts moral identity as a component of their social self-schema and if they aim to comprehend the external environment in terms of the restrictive implications of moral qualities connected to that structure of society (cf. Reed, 2002).

Furthermore, the research of Aquino and Reed (2002), Reed et al. (2007), and Kang 2020 suggests that consumers have multiple identities. Certain of these identities are inherently more important than others when it comes to making decisions and acting on them, claim Reed et al. (2007) and Kang 2020. People model their own self-definitions by using their moral self-identity as a foundation for social identification, according to Aquino and Reed (2002; Kang, 2020).

Additionally, it describes the extent to which people (a) view having good qualities and values as essential to their sense of self (internalized moral identity), and (b) how crucial they think it is for them to demonstrate these values through their everyday actions (symbolized moral identity) (Aquino, 2002; Kang, 2020). In their respective studies, Aquino (2002) and Kang (2010), these features are mentioned.

According to what Aquino has said, the moral identity of the self needs to be activated more forcefully and frequently when it is at the core of the self to ensure that it is always accessible.

2.2.2 Internalized and Symbolic moral self-identity

It has been hypothesized (Aquino and Reed, 2002; Reed et al., 2007) that customers can take on a variety of personas depending on the circumstances. When it comes to reasoning based on decisions and acting on those decisions, certain of these identities are essentially more significant than others, according to Reed et al. (2007)'s findings. An individual's sense of moral self-identity can serve as a basis for social identification, which can then be used by individuals as a model for defining who they are on their own, according to the idea that was proposed by Aquino and Reed (2002). This hypothesis was published in the year 2002. The term "moral identity," according to Aquino and Reed (2002), refers to the degree to which people (a) view

compassionate characteristics and principles as essential to their sense of self (internalized moral identity), and (b) the significance they believe it is for them to communicate these values by non-verbal actions in their daily lives. In a nutshell, moral identity is the extent to which people consider positive characteristics and moral principles essential to who they are.

According to Ghi-Feng Yen's research (2017), aspects of one's moral identity are therefore a presentation of one's private (internalized) as well as public (symbolized) self-concepts. However, internalization is a component of the private dimension, which measures the amount to which an individual's moral qualities are incorporated into their sense of self-definition. According to Aquino and Reed (2002), the public component of symbolism refers to the perceived significance of transmitting a moral self to the public through visible words or behavior. It is possible for an individual's level of symbolization to be higher than their level of internalization to substantiate their moral identity in the eyes of other people (Skarlicki, 2022; (Winterich, 2013a, 2013b; Voegtlin, 2022).

Additionally, internalization had a greater overall influence on consumption intentions than the symbolized component, which was only significantly related to persons who already placed a high value on the symbolized moral identity. Internalizing altruistic self-concepts may make people more likely to see the benefits of ethical items like slow fashion for themselves and to embrace symbolic behaviours like buying slow fashion (Kang, 2020). When forming a sense of identity, it is crucial for a person to feel that they are true to themselves (Blasi, 1980; Erikson, 1964; Stets and Carter, 2011). This is so because authentic behaviour (Blasi, 1980; Erikson, 1964; Stets and Carter, 2011) is behaviour that is consistent with the identity that is being formed.

2.2.3 Recent study on moral self-identity

Most recent research in their most recent study, Kang (2020) hypothesized that moral self-identity, which included both internalized and symbolized forms of moral self-identity, mediated with empowerment and self-transformation. They came up with hypotheses, which mirrored the conceptual framework they had been developing with.

According to the assumptions that were created by Kang, an internally generated moral identity has a beneficial influence on (a) empowerment, (b) self-transformation, and (c) intention to acquire slow fashion.

2.3 Ecological Conscious Consumer Behavior

According to Kinnear, Taylor, and Ahmed's (1974) definition, environmentally conscious consumers are those who are more concerned about the environment. According to Gary Akehurst (2012), the environmentally conscious consumer is aware that by avoiding the acquisition of goods that are detrimental to the natural world, he or she is contributing towards the conservation of natural resources. It has been found that customers who are environmentally conscious and have substantial emotional values are more likely to engage in joyful and experience green buy behavior (Lin and Huang, 2012; Rex and Baumann, 2007). This is because these consumers have a stronger belief that environmental consumption may protect the environment over the long run (Huang, 2012).

In addition, Roberts (1996) describes ecologically conscious consumers as people who strive to purchase only things that have the smallest possible impact on the environment, or that have no influence at all. According to Hailes (2007), a green consumer is someone who views the act of acquiring or consuming items as having

the potential to be carried out in a manner that is congruent with the preservation of the natural world.

Furthermore, they established two elements of ecologically conscious behaviors, such as the attitudes of consumers, which need to make it clear that they are concerned for ecology, and the purchasing behaviors of customers, which need to be consistent with the ecology system (Hailes, 2007). According to Roberts and Bacon (1997), environmentally conscious consumers are those that steer clear of purchasing things that are detrimental to the natural world.

However, after the turn of the century, the protection of the earth's finite resources has made the purchase of environmentally friendly items a moral requirement (Kinnear et al. 1974). Emerging market customers, on the other hand, have just recently begun to adopt environmentally conscious purchasing practices, in contrast to consumers in developed countries (Balderjahn, 1988). Consumers these days have a much better grasp of the significance of sustainable consumption, and as a result, they are beginning to pay more attention to behaviors that are environmentally sensitive to help safeguard the environment (Bacon, 1997).

Additionally, personality qualities that encompass thoughts were recognized as the best analysts of environmentally aware behaviors (Balderjahn, 1988; Kinnear et al. 1974). These findings were based on research conducted by Balderjahn and colleagues. To gain a better understanding of environmentally conscious behaviors, researchers looked at demographic, socioeconomic, cultural, and psychological characteristics (Roberts, 1997). To have a better understanding of environmentally conscious behaviors, demographic, socioeconomic, and cultural characteristics were examined (Choi, 2005).

Green purchasing behaviours were found to be directly impacted by environmental concerns (Kim & Choi, 2005; Kinnear & Taylor, 1973; Mostafa, 2006). Furthermore, customers that care more about the environment are more likely to act in an environmentally conscientious manner (Albayrak et al., 2013; Czap & Czap, 2010; Kim & Choi, 2005).

However, the studied demographic factors, such as age, income, education, and gender, have little bearing on how environmentally conscious consumers behave. Akehurst (2012) found that psychographic factors performed better in describing the conduct of environmentally conscientious consumers.

In addition to this, it appears that psychographic characteristics are more successful than socio-demographic variables when it comes to characterizing the environmentally concerned consumer (Akehurst, 2012). According to Chang (2012), customers who are environmentally conscientious and who try to reduce their impact on the world around them are willing to pay a higher price for goods that do not pose a threat to either the society or the environment (Albayrak et al., 2013).

2.3.1 Recent studies regarding Environmental conscious consumer behavior:

In their most recent research, Binboga (2018) proposed a hypothesis in which they hypothesized that environmentally conscious consumer behavior is one of the independent variables that affects green purchase conspicuous behavior and is mediated by green purchase intention (Chang, 2012). They came up with hypotheses, and those hypotheses represented the conceptual framework (Binboga, 2018).

According to Binboga (2018), after doing experiments and testing the hypotheses, they discovered that the effects of ECCB on GPI and GPCB were discovered to be statistically considerable. Recent research (Akehurst et al., 2012;

Binboga, 2018) has shown that there is a link between ECCB and GPI and GPCB. These findings were in line with those findings.

However, in my theoretical model, Ecologically Conscious Consumer Behavior is an independent variable alongside moral self-identity and self-transformation. Empowerment and green purchasing intention are mediating variables, and religiosity acts as a moderator between the independent variables and the mediators. In the meantime, the behavior of making conspicuous green purchases is the dependent variable.

2.4 Green Purchase Intention:

For behavior to be performed, action must first be predicted, and this requires intentions. Attitudes and actions can be correlated with one another using intention. Personal norms, attitudes, and perceived behavior control were discovered to be the determinants of green buying behaviors and intentions (Albayrak et al., 2013; Arli et al., 2018; Kalafatis, 1999; Vermeir, 2008; Wiederhold, 2018). These findings were published in Albayrak et al., 2013, Arli et al., 2018, Kalafatis, 1999, and Wiederhold, 2018.

According to the findings of earlier researchers Paladino (2009), the purchase intention is a significant component of the behavioral intentions concept. Behavioral intentions can be defined as an individual's relative strength with the goal of carrying out a particular behavior. According to the findings of prior research (Barbarossa, 2016; Bodur et al. 2015; Singh, 2017), green purchasing is synonymous with the act of purchasing things that are kind to the environment.

However, the intents of customers, their purchasing behaviors, and their attitudes towards environmentally friendly products are becoming increasingly vital to

ensure sustainable consumption in developing nations (Binboga, 2019). Environmental literacy is a major factor in the additional variety in green purchasing intent (Md. Nekmahmud, 2022). Earlier research (Dangelico, Nonino, and Pompei, 2021) has shown that younger customers are more inclined to buy organic food and are more worried about environmental issues (Suki, 2013; Dangelico et al., 2021; Van Doorn and Verhoef, 2011).

Additionally, in line with prior studies, their results indicated that age had a favorable impact on the intention to make green purchases (Dangelico, Nonino, and Pompei, 2021). Carrete et al. (2012) and Thgersen et al. (2015) discovered that organizations seeking to learn more about green and sustainable marketing can benefit most from comprehending various notions of green purchase behaviour and the role of values related to consumption for forming consumer attitude, intention, and behavior towards products that are environmentally friendly.

However, there is now more discussion and interest surrounding green purchasing practises in academia, corporate practise, and public policy (Romani et al., 2016; Garvey, 2017; W. Wang et al., 2017). Over the past 20 years, this trend has been noticed (Romani et al., 2016, Garvey, 2017, W. Wang et al., 2017). Although GPB is hard to define, it is frequently used as an umbrella word to highlight acts including raising living standards, fulfilling obligations, cutting waste, and enhancing resource efficiency (Bridges and Wilhelm, 2008).

2.4.1 Recent studies regarding green purchase intention:

In their most recent study, Akehurst (2012) hypothesized that Green Purchase Intention would serve as a mediator. They served as a mediator in the association between environmentally conscious consumer behavior and environmentally

conscious purchasing behavior. They came up with hypotheses, which mirrored the conceptual framework they were working with. The GPI served as a mediator variable in the ECCB-GPB link that they computed, which had an indirect influence between ECCB and GPB. They investigated the significance of this effect using the Sobel test, as suggested by the work of Baron and Kenny (1986).

In a separate piece of research, Binboga (2018) hypothesizes that green purchase intention acts as a mediator between ecologically conscious consumer behavior and green buy conspicuous behavior. Green purchase intention influences green purchase behavior. Following investigation into the hypotheses, it was discovered that GPI directly influences GPCB in substantial ways. However, in my theoretical model, "Green Purchase Intention" serves as a mediator variable, and it is responsible for facilitating communication between "Ecologically Conscious Consumer Behavior" and "Green Purchase Conspicuous Behavior."

2.5 Green Purchase Conspicuous Behavior

Kilsheimer (1993) defined conspicuous behaviour and status consumption as the motivational process by which people work to raise their social status via the conspicuous consumption of consumer goods that confer and symbolize status on both oneself and surrounding significant others. In other words, people act in this way because they think it will make them look better to others, which is why they do it. Or, putting it another means, people engage in these actions to appear to be more effective than they actually are. Additionally, it has been found that factors including a person's social standing, their financial situation, their gender, and the characteristics of the commodity itself are among the reasons of conspicuous spending (Mazzocco et al., 2012; Lavuri, 2022; Ordabayeva and Chandon, 2011; Sundie et al., 2011; Kutsenkova, 2017; Varma, 2022).

Consumers are becoming more aware of their green activities, particularly when those behaviours are evident to others, claims Seyfang (2005). As GPCB becomes more closely tied with the ideas of environmental citizenship, consumers are becoming more conscious of the green behaviours they engage in. Hooper (2016) asserts that customers who place significant importance on their social identity and public self-image attach a particularly high value to their desire to project the appropriate image, such as by acting as good citizens. This is since customers who highly value their social identity and public self-image also highly value their need to project the right image (Griskevicius et al., 2010).

Public and obvious displays of GCB increase commitment as compared to private and inconspicuous conduct, which is less likely to be observed and evaluated by other customers (Griskevicius et al., 2010; Pettit & Sheppard, 1992; Hooper, 2016). This is due to the decreased likelihood that other customers would observe and judge private and covert behaviours. This is one of the explanations for why more evident and public displays of GCB are associated with higher degrees of commitment.

Research conducted by Griskevicius, Tybur, and Van Den Bergh (2010) suggests that making public displays of generosity can assist in establishing and maintaining an image of being socially responsible. Individuals can demonstrate their level of dedication to the environment by engaging in environmentally responsible behaviour, such as reducing the amount of trash and the number of trash bags they use. This displays to other people that they are willing and able to suffer the cost and trouble of practicing these behaviours (Hooper, 2016). It also shows that they are willing to practice these behaviours. Using non-conventional modes of transportation

is yet another opportunity for individuals to express the degree to which they are committed to protecting the natural world.

Additionally, conspicuous green behaviour (GCB) is a person's public demonstration of support for eco-friendly behaviours through online posts about climate change that may or may not be connected to offline eco-friendly behaviours (Buil, 2023) (Buil, 2023). Based on this idea, we suggest using the phrase conspicuous green behaviour (GCB), which is define as a person's outward display of support for green behaviour through their climate change-related social media posts. In keeping with this line of reasoning, we now introduce the notion of conspicuous green behaviour, or GCB.

2.5.1 Recent studies regarding Green Purchase Conspicuous Behavior:

In their most recent research, Binboga (2018) hypothesized that Green Purchase Conspicuous Behavior would be the dependent variable, with ECCB serving as the independent variable and GPI acting as the mediator. They came up with hypotheses, which mirrored the conceptual framework they were working with.

According to Binboga (2018), hypotheses were generated, and after putting them to the test, the researchers discovered that the effects of ECCB on GPI and GPCB were determined to be statistically significant. These results were in row with recent research that demonstrates the connections between ECCB and GPI and GPCB (Akehurst et al., 2012; Binboga, 2018).

2.6 Empowerment

It has been theoretically defined more simply as the procedure of establishing fundamental task enthusiasm by delivering an environment and responsibilities which boost one's perception of self-efficiency and energy (Thomas & Velthouse, Conger &

Kanungo, 1988; 1990; Frymier, 1996). This definition was developed by conceptualizing empowerment as the process of creating intrinsic task motivation.

According to their point of view, empowerment is also defined as "the humanistic process of adopting the values and practicing the behaviors of enlightened self-interest" (Luechauer & Shulman; 1993). An additional pragmatic component can be added to the notion of empowerment in the form of the idea that individual goals and organizational goals should correspond with or overlap one another. It is implicit in the concept of alignment that empowered individuals do not have *carte blanche* to act in any way they choose, regardless of the organizational environment or the objectives of others in the group. Individuals that are empowered are driven to execute duties that are mutually appreciated by both the individuals and their employers (Frymier, 1996). These individuals also have some amount of influence over the tasks that they are motivated to complete.

According to Thomas and Velthouse (1990), empowerment can be broken down into four different categories.

Meaningfulness: is the process of analyzing the significance of a task in respect to one's own views, ideals, and standards. The more closely a task aligns with the core values of an individual or group, the greater conviction that person or group will bring to bear to complete the task. Individuals will not be motivated to do high-quality work (Glasser, 1990) if they believe that the task, they are doing will not be relevant now or will not be regarded to be valuable in the future.

Competence: denotes that the individual considers themselves to be competent and capable of carrying out the required tasks to accomplish the goal. When people lack self-confidence in their abilities and feel intimidated by the work or

objective, their emotions of empowerment are diminished (Thomas and Velthouse, 1990; Glasser, 1990). This is because individuals who lack self-confidence in their talents are more likely to avoid taking risks.

Impact: The term "impact" refers to the perception that the completion of a work will have a significant bearing on the overall scheme of things. Individuals should feel a greater sense of internal motivation if they believe they have a greater impact on the world. Work done in the fields of locus of control and learned helplessness (Abramson, Seligman, & Teasdale, 1978; Rotter, 1966) is the source of this conception.

Choice: is the degree to which individuals can self-determine their work goals or the techniques for successfully completing those tasks. According to Thomas and Velthouse's research (1990), this model hypothesizes that having more options available leads to a larger sense of personal agency.

2.7 Self-Transformation

According to Battilana (2017) and Fortezza (2022), the term "self-transformation" refers to the act of intentionally and purposefully altering oneself in different dimensions, such as beliefs, behaviors, attitudes, and habits, to accomplish personal progression and development.

(Pung et al., 2020; Kirillova et al., 2017) The phrase "self-transformation" referred as the process of an individual's value of life improving, specifically in terms of the individual's personal growth and existential authenticity. Self-transformation is described as "a dynamic, uniquely individualized process of expanding consciousness," (Fortezza, 2022). During this process, individuals become analytically concerned of old and new self-views and choose to integrate these views

into a new self-definition (Wade, 1998; Fortezza, 2022). Consumer transformation is like self-transformation in this sense.

Self-transformation is a broad and multifaceted notion that spans a variety of fields, such as psychology, philosophy, and spirituality, amongst others. In addition to this, it entails engaging in activities such as self-reflection and self-awareness, as well as making conscious attempts to bring about favorable changes in one's life. According to several recent studies (Battilana et al., 2017; Kirillova et al., 2017; Fortezza, 2022), the specific methods or practices that are utilized for self-transformation might vary greatly based on an individual's tastes and aims.

Self-Awareness: The first step in the process of self-transformation is typically the development of a profound understanding of oneself, including one's strengths and flaws as well as their goals and aspirations. According to Pung et al.'s research from 2020, activities such as meditation, self-reflection, and introspection can help people become more self-aware.

Personal Development: Participating in activities and routines that foster personal growth and development is an essential component of the process of self-transformation. According to Battilana et al. (2017), this can involve acquiring new capabilities, establishing goals, adopting healthy behaviors, and overcoming limiting beliefs.

Shifts: In one's attitude changing one's mindset and the beliefs held by oneself is an essential component of the process of self-transformation. According to Battilana et al. (2017), this entails challenging views that are harmful or unproductive, adopting viewpoints that are more positive and powerful, and increasing resilience and optimism.

One of the most common components of successful self-transformation is the purposeful adoption of new behaviors and routines. This could involve eliminating harmful routines, adopting healthier lifestyle choices, and practicing good habits that are in alignment with one's desired self-image (Kirillova et al., 2017; Sheldon 2020).

Emotional Intelligence: Cultivating emotional intelligence is one of the most important aspects of the process of self-transformation. This includes having an awareness of one's own emotions and being able to successfully manage those emotions, as well as developing empathy and having better interactions with other people (Wahab, 2022).

Involving one's spirituality in one's journey towards self-improvement is, for some people, an essential part of the process. This could involve engaging in activities such as mindfulness, meditation, or yoga; conversely, it could involve investigating philosophical and existential problems like the nature of the self and the purpose of one's life (Kirmayer, 2023; Wahab, 2022).

2.7.1 Significance of Self-transformation:

According to Richins (2011), it is defined as "the belief that someone's self or one's life will be changed in a significant and meaningful way by the acquisition and use of a product" (emphasis added). The prevalence of such beliefs is significantly higher among materialists compared to other worldviews. They are more likely to feel, for instance, that acquisition will transform the type of person they are, better their connections with other people, help them to have more choices in their lives, and boost the efficacy with which they carry out day-to-day duties (Richins 2011).

2.8 Religiosity

The degree to which a person subscribes to a variety of religious doctrines is what's meant to be meant by the term "religiosity" (Panzini et al., 2017; Obregon,

2022). Intuitively it may be related to the perception of oneself as moral and it is concerned with how someone adheres to a particular religion in such a way as to facilitate closeness to the sacred or the transcendent, such as through sacred symbols, prayers, and rituals (Dias & Pais-Ribeiro, 2017; Koenig et al., 2001; Lucchetti et al., 2012; Panzini et al., 2017; Obregon, 2022). The results of the study done by Aquino and Reed (2002) indicate a favorable relationship between people's religion and their need to act as symbols of their ethical selves to other people.

In addition, the role that religion plays in shaping an individual's behavior in both their personal and professional lives have attracted a growing amount of study from scholars working in the field of administration over the course of the last few decades (Abu Bakar et al., 2018; Gundolf & Filser, 2013; Tennakoon & Lasanthika, 2018; Obregon, 2022). (Abu Bakar et al., 2018; Obregon, 2022). Every single one of the various religious views that are gleaned from the various religious books tries to acknowledge that the business world is a significant part of religious practice. In turn, practicing one's religion is recognized for its ability to foster greater self-control, which in turn leads to more ethical behavior (Gallego-Alvarez et al., 2020; Obregon, 2022).

In the meantime, religion has the potential to have an impact on business ethics, either through the viewpoints of individuals or of corporations: it can influence the values of individuals as well as the culture of organizations (Horak & Yang, 2018; Obregon, 2022).

In addition, according to Graafland (2017) and Singhapakdi et al. (2013), the two primary perspectives on religiosity suggest that it can be either extrinsic or intrinsic. Others who are intrinsically religious view their life through the prism of

their religion in search of meaning, whereas others who are extrinsically religious look to religion to an end to accomplish their objectives. Religion can represent many different things to many different people. For some, it can be a source of stability and solace; for others, it can be a way of maintaining social standing; and still others, it can be a means of social interaction with others (Brown, 1996; Alsaad 2021).

Intrinsic religiosity is the key level of cognitive processing that is better placed to induce behavioral outcomes based on internalizing religious morals; it therefore represents the better place to look for associations between ethics and religiosity (Graafland, 2017; Singhapakdi et al., 2013; Alsaad 2021). (Graafland, 2017; Singhapakdi et al., 2013; Alsaad 2021).

2.9 Interlinks between variables:

In this section we will interlink variables and find out their relations with the help of past studies.

2.9.1 Moral self-identity and green purchase conspicuous behavior:

The connection between moral self-identity and green purchasing conspicuous behavior is intricate (Wallace, E., & Buil, 2023; Talwar, 2021), and it is possible to understand their relationship through the following connections:

2.9.1.1 Values and Beliefs:

An individual's personal values and opinions regarding what constitutes right, and evil are included in their moral self-identity (Wallace, E., & Buil, 2023; Talwar, 2021; Senyuz, 2023). The practice of making ecologically responsible purchases and then proudly showing them in public is one example of green purchase conspicuous behavior. Individuals are more likely to participate in visible behavior when they firmly identify with sustainability and ecological responsibility as moral values

(Binboga, 2019; Wallace, E., & Buil, 2023; Senyuz, 2023). This can take the form of overtly purchasing and utilizing green items to match their actions with their views (Wallace, E., & Buil, 2023; Talwar, 2021). When individuals strongly identify with sustainability and ecological responsibility as moral values, they are more likely to engage in conspicuous behavior (Senyuz, 2023).

2.9.1.2 Virtue Signaling:

Expression of one's moral ideals and ideas for the purpose of gaining social recognition and approval is referred to as "virtue signaling (Binboga, 2019)." In the context of green purchase conspicuous behavior, individuals may embrace eco-friendly buying habits to show their commitment to sustainability and seek social validation through their actions (Senyuz, 2023; Binboga, 2019; Talwar, 2021). This can be seen as a green purchase conspicuous behavior. They want to give the impression that they are morally aware and socially responsible, thus they are publicly demonstrating the ecologically responsible decisions they have made (Talwar, 2021; Wallace, E., & Buil, 2023; Senyuz, 2023).

2.9.1.3 Consumption with a Concern for Ethics:

Individuals frequently extend their moral self-identity to the realm of ethical consumerism, in which they try to bring their purchasing decisions in line with their moral principles (Senyuz, 2023; Binboga, 2019). Green purchase conspicuous behavior can be considered as a sort of ethical consumption, as individuals consciously opt for environmentally friendly items and services to express their dedication to sustainability (Wallace, E., & Buil, 2023; Senyuz, 2023). Green purchase conspicuous behavior is also known as "green purchase conspicuous behavior (Binboga, 2019)." They hope to sway the opinions of others and encourage

behavior that is analogous to their own by making their decisions public (Talwar, 2021; Wallace, E., & Buil, 2023; Senyuz, 2023).

2.9.1.4 Formalization of One's Identity:

People can show their moral self-identity and differentiate themselves from others by engaging in conspicuous behavior such as making environmentally conscious purchases (Binboga, 2019). They visibly demonstrate their values and beliefs by drawing attention to the environmentally friendly products that they buy, which emphasizes the level of commitment that they must be responsible for the environment (Wallace, E., & Buil, 2023; Senyuz, 2023). They can experience authenticity because of this behavior, which also helps to support their moral self-identity (Talwar, 2021; Wallace, E., & Buil, 2023; Senyuz, 2023).

2.9.1.5 Social Influence:

Both one's moral self-identity and their behavior towards environmentally conscious purchases can be influenced by social influences (Senyuz, 2023). When people see that the people closest to them, such as their friends, family, or other influential people, respect sustainability and engage in conspicuously green consumption, it may drive them to do the same (Talwar, 2021; Wallace, E., & Buil, 2023; Senyuz, 2023). Influence from others has an effect on a person's sense of moral self-identity and may result in increased participation in environmentally conscious behaviors such as buying green products (Wallace, E., & Buil, 2023; Senyuz, 2023).

2.9.1.6 Impact on the Group as a Whole:

The practice of making environmentally conscious purchases contributes to the larger community's efforts in reaching its sustainability goals (Senyuz, 2023;

Talwar, 2021). A ripple effect is created when a group of people with strong moral self-identities collectively engage in and publicly display their environmentally responsible purchases (Wallace, E., & Buil, 2023; Senyuz, 2023). This action motivates other people to rethink their purchase decisions, which ultimately results in a wider adoption of environmentally friendly practices and a beneficial effect on the environment (Talwar, 2021; Wallace, E., & Buil, 2023; Senyuz, 2023).

According Senyuz, (2023) to summarize, moral self-identity and the practice of making environmentally conscious purchases are tightly interwoven behaviors. People who strongly identify with the concept of sustainability as a moral goal are more likely to participate in conspicuous behavior, such as publicly showing the environmentally friendly products they have purchased (Wallace, E., & Buil, 2023; Senyuz, 2023; Talwar, 2021). This behavior not only allows them to express their moral self-identity, but it also has an impact on others, helps to build collective impact, and helps to reinforce their commitment to sustainability (Wallace, E., & Buil, 2023; Senyuz, 2023; Talwar, 2021).

2.9.2 Ecological conscious consumer behavior and green purchase conspicuous behavior:

Being aware of environmental problems and the effects they have on the world is essential to engaging in environmentally responsible consumer behavior (Wallace, E., & Buil, 2023; Senyuz, 2023; Talwar, 2021). Green buys conspicuous behavior is an active expression of this knowledge by the conscious choice of ecologically friendly products and the public showcasing of these decisions (Talwar, 2021; Binboga, 2019). This behavior is also known as "green consumption conspicuous behavior." Individuals can demonstrate their dedication to the preservation of the environment and their desire to increase awareness among others by engaging in

behaviors that are inherently noticeable (Wallace, E., & Buil, 2023; Senyuz, 2023; Talwar, 2021).

2.9.2.1 Symbolic Communication:

The conspicuous consumption of environmentally friendly goods is a sort of symbolic communication in which individuals utilize their shopping decisions to transmit a message about the environmental values and ideas that they hold (Wallace, E., & Buil, 2023; Senyuz, 2023; Talwar, 2021). Individuals convey a signal that they prioritize sustainability when they conspicuously show their environmentally conscious purchases, which encourages others to consider making decisions that are analogous to their own (Wallace, E., & Buil, 2023; Senyuz, 2023; Talwar, 2021). This behavior sparks dialogues and raises awareness about how important it is to make purchasing decisions that are mindful of the environment.

2.9.2.2 The effect of Social Norms:

Environmentally conscientious consumer behavior and environmentally conspicuous consumer behavior are both susceptible to the effect of social norms. When people see others making obvious efforts to reduce their environmental impact through their purchasing decisions, it helps to develop a perceived norm of sustainability and motivates other people to adopt similar behaviors (Wallace, E., & Buil, 2023; Senyuz, 2023; Talwar, 2021). The decision to engage in environmentally aware shopping and consumption practices, as well as the formation of environmentally conscious consumer behavior, are both significantly impacted by social influence (Wallace, E., & Buil, 2023; Senyuz, 2023; Talwar, 2021).

2.9.2.3 Self-Identity and Values:

The practice of making environmentally responsible purchases is consonant with an individual's self-identity and the values that are associated with an awareness of environmental issues (Binboga, 2019). Individuals can display their dedication to sustainable practices and strengthen their sense of self-identity as environmentally conscious consumers when they actively participate in behaviors of this kind (Wallace, E., & Buil, 2023; Senyuz, 2023; Talwar, 2021). This behavior becomes an essential component of their value system, serving as a representation of their commitment to make decisions that are sustainable for the environment (Binboga, 2019; Senyuz, 2023; Talwar, 2021).

2.9.2.4 Environmental Impact:

The conspicuous behavior of making environmentally friendly purchases contributes to the overall environmental impact that is caused by ecologically conscious consumer behavior (Wallace, E., & Buil, 2023; Senyuz, 2023; Talwar, 2021). Displaying one's devotion to being environmentally conscious in a public forum not only indicates that person's own commitment but also encourages others to follow suit (Binboga, 2019). This kind of collective behavior results in a wider adoption of environmentally friendly practices and has a beneficial effect on the surrounding ecosystem (Wallace, E., & Buil, 2023; Senyuz, 2023; Talwar, 2021).

2.9.2.5 Awareness and Education:

The practice of making environmentally conscious purchases also functions as a teaching tool for the purpose of raising environmental awareness (Binboga, 2019). People can educate people about the availability of environmentally friendly products

and the benefits they provide by publicly displaying sustainable alternatives (Wallace, E., & Buil, 2023; Senyuz, 2023; Talwar, 2021). This behavior piques the interest of others and inspires them to investigate options that are better for the environment, which ultimately leads to a wider adoption of environmentally conscious consumer behavior (Binboga, 2019).

In conclusion, environmentally conscious consumer behavior and green buy conspicuous behavior are closely intertwined through environmental awareness, symbolic communication, normative influence, self-identity and values, environmental impact, as well as awareness and education (Binboga, 2019). Individuals can demonstrate their commitment to sustainability, influence the behavior of others, and contribute to collective efforts towards a greener future by making environmentally conscious purchases and other visible behaviors (Wallace, E., & Buil, 2023; Senyuz, 2023; Talwar, 2021).

Hypothesis Development

Moral Self-Identity and Green Purchase Conspicuous Behavior

H1: There is significant positive affect of Moral Self-Identity on Green Purchase Conspicuous Behavior.

Moral Self-Identity, Green Purchase Conspicuous Behavior and Empowerment

H2: Empowerment mediates the relationship between moral self-identity and green purchase conspicuous behavior.

Moral Self-Identity, Green Purchase Conspicuous Behavior and Self-Transformation

H3: Self-transformation mediates the relationship between moral self-identity and green purchase conspicuous behavior.

Moral Self-Identity, Green Purchase Conspicuous Behavior and Green Purchase Intention

H4: Green Purchase Intention mediates the relationship between moral self-identity and green purchase conspicuous behavior.

Moral Self-Identity, Green Purchase Conspicuous Behavior and Religiosity

H5: Religiosity moderates the indirect effects of moral self-identity on green purchase conspicuous behavior through self-transformation and empowerment.

Ecological Conscious Consumer Behavior and Green Purchase Conspicuous Behavior

H6: There is significant positive effect of Ecological Conscious Consumer Behavior on Green Purchase Conspicuous Behavior.

Ecological Conscious Consumer Behavior, Green Purchase Conspicuous Behavior and Empowerment

H7: Empowerment mediates the relationship between Ecological Conscious Consumer Behavior and Green Purchase Conspicuous Behavior.

Ecological Conscious Consumer Behavior, Green Purchase Conspicuous Behavior and Self-Transformation

H8: Self-transformation mediates the relationship between Ecological Conscious Consumer Behavior and Green Purchase Conspicuous Behavior.

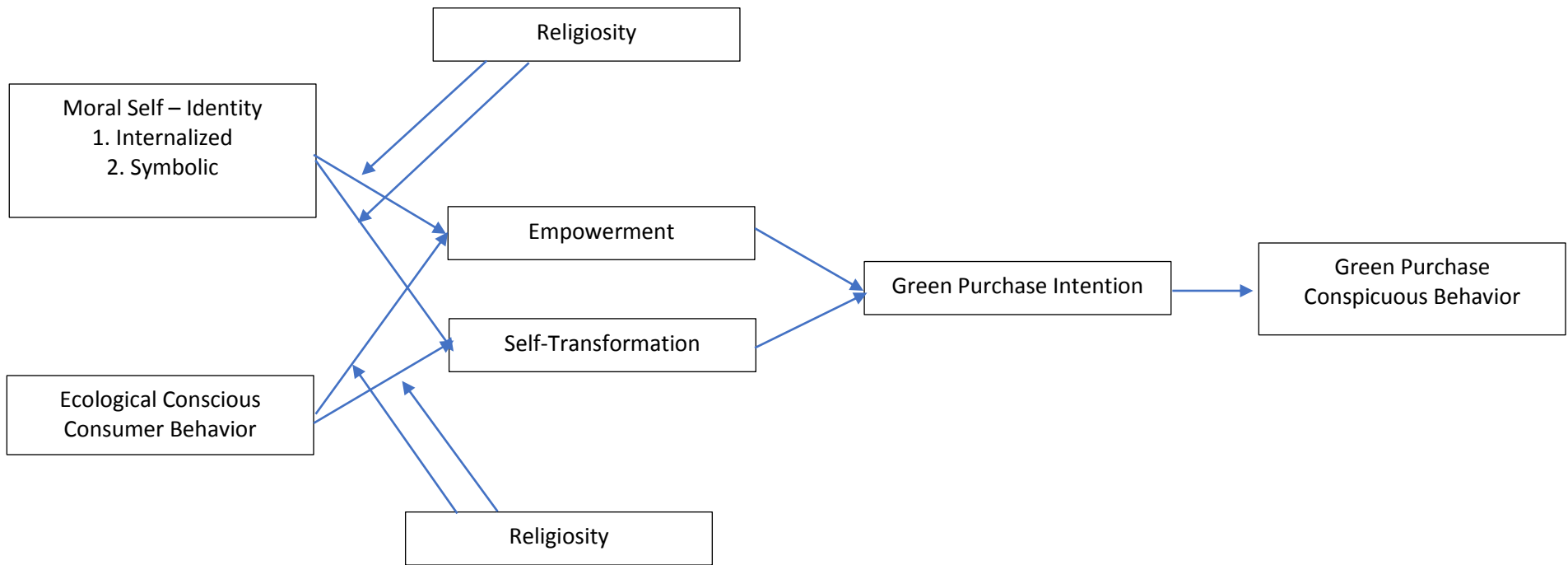
Ecological Conscious Consumer Behavior, Green Purchase Conspicuous Behavior and Green Purchase Intention

H9: Green Purchase Intention mediates the relationship between Ecological Conscious Consumer Behavior and Green Purchase Conspicuous Behavior.

Ecological Conscious Consumer Behavior, Green Purchase Conspicuous Behavior and Religiosity

H10: Religiosity moderates the indirect effects of Ecological Conscious Consumer Behavior on Green Purchase Conspicuous Behavior through Self-transformation and Empowerment.

Theoretical framework:



Chapter 3: Methodology

3.1 Introduction

The primary objective of this primary quantitative research study was to examine the connection between environmental awareness and sustainable consumption. The study also sought to determine how consumer conspicuous behaviour and green buying intention are affected by this consciousness. The researchers created a thorough questionnaire with a total of 38 questions to accomplish these goals, and a Google document was used to administer it.

3.2 Research Design and Measures

Each variable of interest was carefully considered while the questionnaire items were developed, utilizing validated measurements and established scales. The use of closed-ended questions or statements with a Likert scale allows respondents to choose their responses from a list of predefined possibilities, making it simple to gather and analyze data.

Our research is quantitative based research, a google Docs was sent out the questionnaire and 330 total responses were received. The respondents then answered questions to find out how they felt about an environmentally friendly product and how they look into the products and their side effects to the ecology before buying it. The responses were recorded with the assistance of a Likert-type scale that had 5 points, with 1 representing strongly disagree and 5 representing strongly agree.

3.3 Sample & Sampling Method

The questionnaire was dispersed through google forms, and 330 responses were received. The respondents were then screened based on their answers to the manipulation check questions:

Moreover, respondents were divided into three groups. Male, Female, and others. Meanwhile our sample consists of 42.7% female respondents and 57.3% male respondents. The following graph depicts the distribution of our respondent's gender. We received our questionnaires between the ages of 18 to 40 and most of our respondents were between 18 to 25. There were 88.2% single and 11.8% married respondents. However, the monthly income of our respondents was minimum 50,000 and maximum 100,000 and 77.4% of our respondents had 50,000 monthly income and 10.5% had monthly income between 50,000 to 70,000. The qualifications of our respondents were undergraduates, masters and PhD, meanwhile 60.7% were undergraduates and 37.5% of the respondents had their masters.

3.4 Data Collection Method

In this study, a largely quantitative research strategy was used to collect data in a controlled and methodical way. The delivery of closed-ended questionnaires to the study respondents—also known as participants—was the main method of data collecting. Usually in the form of prepared options or Likert scales, closed-ended questions are made to elicit precise replies from responders.

The questionnaire was thoughtfully designed to address the study's research goals and hypotheses. Respondents were required to select from a list of prepared response alternatives to answer a series of questions about the subject of the study.

This method made it possible to gather quantifiable data that was standardized, which made it easier to compare and analyze the data.

Overall, the use of closed-ended questionnaires and a quantitative approach made it possible to gather data quickly and develop clear, statistically supported conclusions. It is crucial to keep in mind that this approach may come with drawbacks, such as a constrained capacity for in-depth investigation of complex phenomena or a potential exclusion of beneficial qualitative insights that open-ended questions might offer. Therefore, when choosing the best method for collecting data, researchers must consider both the specific research goals and the specific features of the study population.

3.5 Measuring Instruments

The questionnaire's succeeding sections concentrated on aspects of the research study. Our questionnaires consisted of items according to our mediators, dependent, independent, and moderator. These factors were divided into different categories. Measuring Instruments

In this study the responses were recorded on a 5-point Likert scale (1 = strongly disagree, five = strongly agree). The questionnaire consisted of a structured design for data collection from the respondents and all the questions were close ended.

Additionally, our questionnaire was built according to previous studies where seven items of Moral Self-Identity (Internalized Moral Identity and Symbolized Moral Identity) were adopted (Karl Aquino & Americus Reed, 2002).

According to Aquino (2002) a person is described by these characteristics which are Compassionate, Fair, Friendly, Generous, Hardworking, Helpful, Honest,

Kind, and caring. Likewise, four items for each variable were adopted, such as Empowerment (Ann Bainbridge Frymier, 2009), Self-Transformation (Richins, 2013), Religiosity (Abdallah Alsaad, 2021), Ecological Conscious Consumer Behavior (A.Roberts, 1996 Green Purchase Intention (Chan, 2001), and four items for Green Purchase Conspicuous Behavior (O'Cass, 2004) were adopted and then we developed the questionnaires according to our study.

However, four items of Internalized Moral Identity by (Karl Aquino & Americus Reed, 2002) were used in these questionnaires such as (It would make me feel good to be a compassionate person). Another four items of moral identity which were about the symbolized moral identity were introduced by Karl Aquino & Americus Reed, (2002), such as (I feel confident that I can perform my duties regarding environment). However, we almost used four items for each variable, items of Empowerment by (Ann Bainbridge Frymier, 2009) were used as (I can make an impact on the way things I do for environment), four of Self-Transformation by (Richins, 2013) as (would feel like a more important person if I start consuming eco-friendly products), four of Religiosity by (Abdallah Alsaad, 2021) as (My whole approach to life is based on my religion, or The next time I go shopping I will try to buy from brands that consider environmental safety and the safety of others), four items of Ecological conscious consumer behavior by (A.Roberts, 1996) as (I always buy those products that are low in pollutants), four items of Green purchase intention by (Chan, 2001) as (I feel a sense of accomplishment buying eco-friendly products), four items of Green purchase conspicuous behavior by (O'Cass, 2004) as (I buy green products in order to gain respect).

3.6 Analysis

After the data was collected, the researchers probably looked at the associations between the variables using a variety of statistical techniques, including correlation, regression, and mediation/moderation analysis. This statistical approach aids in detecting significant relationships between the investigated constructs and in reaching relevant conclusions.

3.7 Limitations

Overall, the use of closed-ended questionnaires and a quantitative approach made it possible to gather data quickly and develop clear, statistically supported conclusions. It is crucial to keep in mind that this approach can have drawbacks, such as a constrained capacity for in-depth investigation of complex phenomena or a potential exclusion of beneficial qualitative data that open-ended questions could offer. Therefore, when choosing the best method for collecting data, researchers must consider both the specific research goals and the specific characteristics of the subject population.

3.8 Conclusion

In conclusion, the primary objective of this quantitative research study was to investigate the impact of environmental consciousness in encouraging sustainable purchasing and its consequent implications on consumer conspicuous behaviour and green purchase intention. A fuller knowledge of the links connecting each of these factors and their implications for promoting environmentally conscious consumer behaviour is made possible by the thorough questionnaire design in conjunction with suitable data analysis.

Chapter 4: Results

4.1 Demographic Section

The respondents' demographic data was gathered in the very first segment of the questionnaire. It includes items about the respondent's Age, Gender, Qualifications, Marital Status, and amount of Monthly Income. This demographic information was gathered for the results to be properly generalized and to help understand the demographics of the sample population. However, after the distribution of the questionnaires we found that our respondents were 42.7% females and 57.3% male, we divided age groups between 18 to 40 (18-25, 26-30, 31-35, 36-40, more than 40) and most of the respondents in our study are aged between 18 to 25, Marital Status was almost single as we received responses from 88.2% single respondents, meanwhile we gave a group of incomes between (less than 50,000, 50,000-70,000 and more than 100,000) and received 77.4% of our respondents have less than 50,000 monthly income. However, we got 60.7% responses from undergraduates (we included Undergraduate, master's and PhD) so, our average respondents are undergraduates.

Gender
323 responses

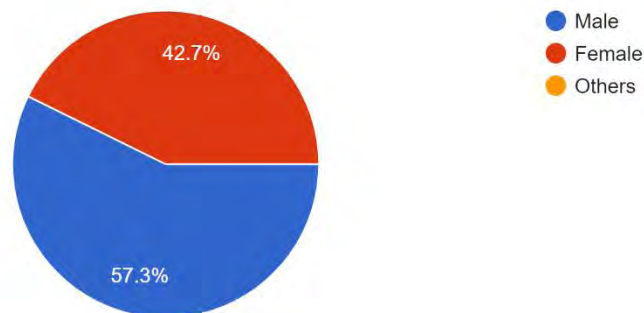


Figure 1: Gender

This graph is the division of our respondent's gender where we received 42.7% females' respondents and 57.3% from male respondents.

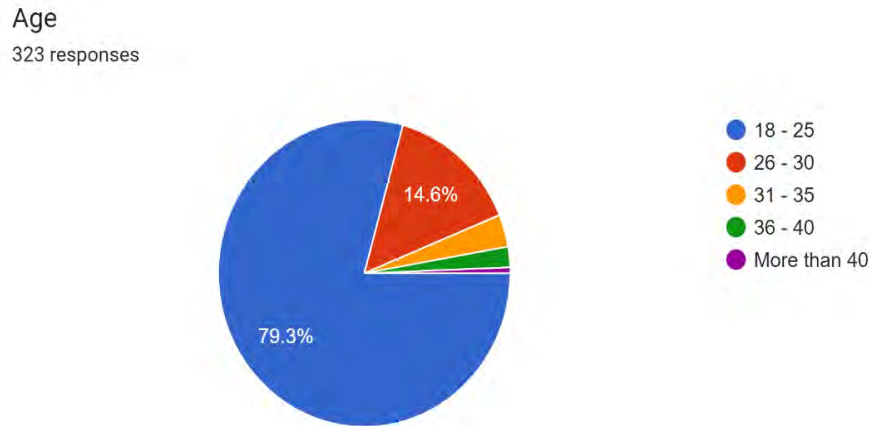


Figure 2: Age

This graph shows the distribution of the age of our respondents. However, we asked the respondents about their age, and we divided age groups between 18 to 40 and above and most of the respondents in our study are aged between 18 to 25.

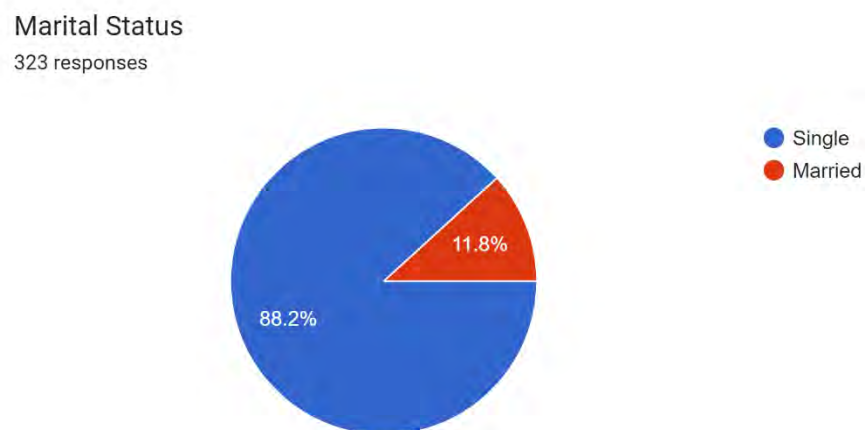


Figure 3: Marital Status

Additionally, we also added a question of Marital Status and received 11.8% responses from married and 88.2% responses from females.

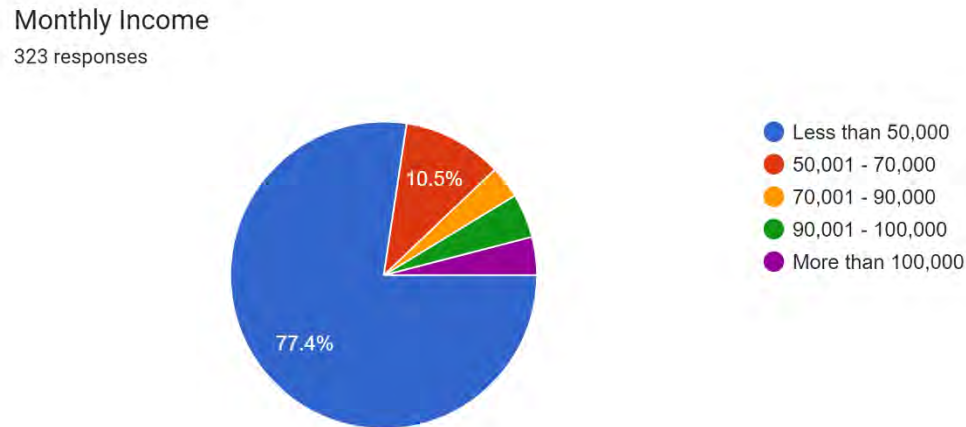


Figure 4: Monthly Income

Meanwhile there was another question in the demographic section which was monthly income. We wanted to know about the monthly income of our respondents and received that 77.4% of our respondents have less than 50,000 monthly income and 10.5% have between 50,000 to 70,000 and 12.1% have monthly income between 70,000 to more than 100,000.

Qualification
323 responses

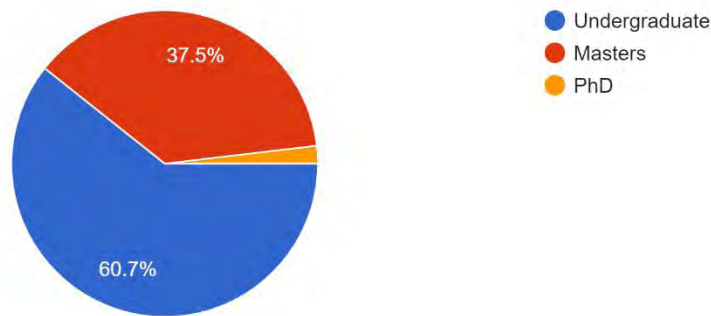


Figure 5: Qualification

However, if we look at this graph of qualification, we will find that we got 60.7% responses from undergraduates.

4.2 Measurement Model

The CMIN/DF ratio is 1.999, which falls within an excellent range (between 1 and 3). A CMIN/DF ratio suggests a best fit, and in our case, the value indicates an excellent level of fit. A CFI value above 0.95 is generally considered acceptable, indicating that the proposed model fits the data well. The CFI value of 0.928 is slightly below the threshold, but it still suggests an acceptable level of fit. It is worth noting that the CFI can be influenced by sample size, model complexity, and other factors, so it is important to interpret it in conjunction with other fit indices.

An SRMR value below 0.08 is considered excellent, indicating a good fit. With an SRMR value of 0.046, the model demonstrates an excellent level of fit, further supporting the conclusion that the proposed model aligns well with the observed data. The RMSEA value below 0.06 is typically considered acceptable, indicating a reasonably good fit. Although our RMSEA value of 0.055 is also in the

desirable range, which is lower than the threshold, it also falls in an excellent fit. Moreover, PClose value range is 0.077 which is also an excellent fit, as its threshold should be greater than 0.05.

4.2.1 Model Fit Measures

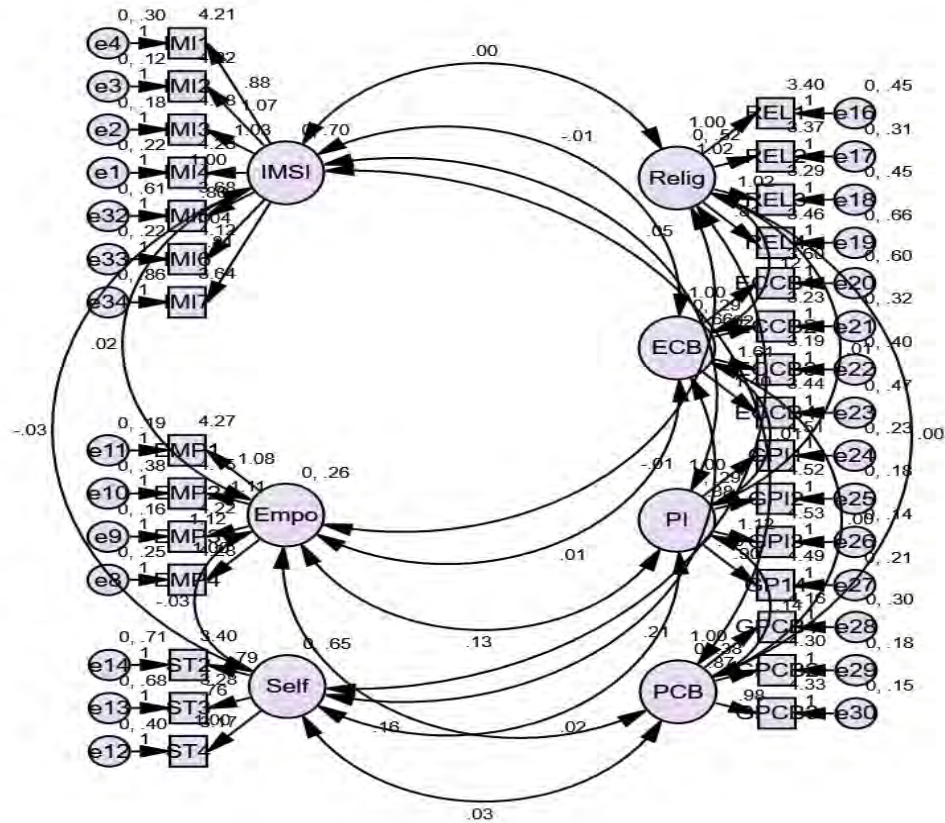
Model Fit Measurement Table

Measure	Estimate	Threshold	Interpretation
CMIN	711.701	--	--
DF	356.000	--	--
CMIN/DF	1.999	Between 1 and 3	Excellent
CFI	0.928	>0.95	Acceptable
SRMR	0.046	<0.08	Excellent
RMSEA	0.055	<0.06	Excellent
PClose	0.077	>0.05	Excellent

4.3 Structural equation model

To test the research hypotheses, structural equation modelling was used. depicts the model's overall image in feet. The outcomes demonstrate what the model achieved we can see the Model Fit Measurement Table CMIN = 711.701. Moreover, DF was 356.000, CFI was 0.928, SRMR was 0.046, PClose was 0.077 and RMSEA

was 0.055, all of which make the theoretical framework proposed in this research a good fit. All the hypothesis has a critical ratio which was almost greater than the threshold point.



4.4 Factor loadings

Factor loadings typically range from -1 to 1, where a loading of 1 indicates a perfect association between the observed variable and the latent factor. A positive loading suggests that as the latent factor increases, the observed variable tends to increase as well. Conversely, a negative loading indicates an inverse relationship, where the observed variable tends to decrease as the latent factor increases. The magnitude of the factor loading reflects the strength of the relationship.

Larger loadings indicate a stronger influence of the latent factor on the observed variable, while smaller loadings suggest a weaker association. Loadings close to zero indicate a minimal or negligible relationship between the observed variable and the latent factor.

The provided table presents a detailed list of estimates that represent the relationships between different variables. Each row in the table denotes a specific relationship between two variables, indicated by the arrow symbol (<---). In the given table we can observe several relationships. For instance, the estimate of .872 suggests a moderate positive relationship between IMI4 and IMSI. Similarly, the estimate of .897 indicates a relatively strong positive association between IMI3 and IMSI. The table presents factor loadings for the variables IMSI, EMP, SELF, RELIG, ECCB, GPI and GPCB, indicating the strength of their relationship with underlying latent factors.

However, if we begin counting the table, we will observe that all the variables have positive relationships with each other, for example the relationship between IMI2 and IMSI is .932, IMI1 and IMSI .803, IMI5 and IMSI is .681, IMI6 .881, and IMI7 and IMSI is .589. Meanwhile EMP4 with Empowerment is .715, EMP3 is .818, EMP2 .678, EMP1 .788, relationship between ST3 and SELF is .789, ST2 is .601, and ST1 is .604, meanwhile REL4 and Religiosity is .733, REL3 .739, REL2 .798, REL1 733 ECCB1 .571, ECCB2 .844, ECCB3 .807, ECCB4 .738. while looking at GPI (Green Purchase Intention) in the table we can observe the relationship of GPI1 and PI is .750, GPI2 .740, GPI3 .847, GPI4 .726, and GPCB (Green Purchase Conspicuous Behavior) it's relationship between GPCB1 and PCB is .749, GPCB2 .786, and GPCB3 and PCB is .846.

Table of Factor Loading Variables:

			Estimate
IMI4	<---	IMSI	.872
IMI3	<---	IMSI	.897
IMI2	<---	IMSI	.932
IMI1	<---	IMSI	.803
EMP4	<---	EMP	.715
EMP3	<---	EMP	.818
EMP2	<---	EMP	.678
EMP1	<---	EMP	.788
ST3	<---	ST	.789
ST2	<---	ST	.601
ST1	<---	ST	.604
REL1	<---	REL	.733
REL2	<---	REL	.798
REL3	<---	REL	.739
REL4	<---	REL	.586
ECCB1	<---	ECB	.571
ECCB2	<---	ECB	.844
ECCB3	<---	ECB	.807
ECCB4	<---	ECB	.738
GPI1	<---	GPI	.750
GPI2	<---	GPI	.740
GPI3	<---	GPI	.847
GP14	<---	GPI	.726
GPCB1	<---	PCB	.749
GPCB2	<---	PCB	.786
GPCB3	<---	PCB	.846
IMI5	<---	IMSI	.681
IMI6	<---	IMSI	.881

			Estimate
IMI7	<---	IMSI	.589

4.5 Validity Analysis

Higher AVE values indicate that the variables explain a larger proportion of the construct's variance. In this analysis, all variables have acceptable AVE values, ranging from 0.540 to 0.666, suggesting that they account for a substantial amount of variance. The Maximum Shared Variance (MSV) values examine the extent to which the variables share common variance. MSV values should be lower than the AVE values to ensure discriminant validity. In this analysis, the MSV values are lower than the AVE values for all variables, indicating discriminant validity. Higher MaxR(H) values indicate a stronger association between the variable and the construct. In this analysis, all variables have relatively high MaxR(H) values, ranging from 0.736 to 0.954, indicating substantial relationships with their respective constructs.

Additionally, the table includes the correlation coefficients between the variables, with statistically significant correlations denoted by asterisks (* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$). From the table, it can be concluded that the variables in this study exhibit good reliability, explaining a considerable proportion of variance in their respective constructs. The variables demonstrate discriminant validity, as indicated by lower MSV values compared to AVE values. The high MaxR(H) values suggest strong associations between the variables and their underlying constructs.

Besides, the correlation coefficients reveal significant relationships between some variables. For instance, EMP positively correlates with GPI ($r = 0.470$, $p < 0.001$). SELF shows a positive correlation with RELIGI ($r = 0.282$, $p < 0.001$) and ECCB ($r = 0.471$, $p < 0.001$). RELIGI shows a positive correlation with ECCB ($r =$

0.312, $p < 0.001$). GPCB correlates positively with EMP ($r = 0.512$, $p < 0.001$), and GPI ($r = 0.414$, $p < 0.001$). These correlations provide insights into the interrelationships among the variables, suggesting potential connections between the constructs. The validity analysis table provides a comprehensive assessment of the validity of the variables IMSI, ECCB, GPI, ST, EMP, RELIGI and GPCB. These variables were subjected to various statistical measures to evaluate their reliability and ability to accurately capture the constructs they represent.

Validity Analysis

	CR	AVE	MSV	MaxR(H)	MSI	EMP	ST	REL	ECCB	GPI	GPCB
MSI	0.932	0.666	0.012	0.954	0.816						
EMP	0.838	0.565	0.263	0.848	0.051	0.752					
ST	0.707	0.540	0.222	0.736	-0.039	-0.067	0.671				
REL	0.808	0.516	0.097	0.823	-0.001	-0.030	0.282***	0.718			
ECCB	0.832	0.559	0.222	0.858	-0.018	0.027	0.471***	0.312***	0.748		
GPI	0.851	0.589	0.221	0.860	0.108†	0.470***	0.039	0.017	0.026	0.767	
GPCB	0.837	0.632	0.263	0.844	-0.032	0.512***	0.054	-0.005	-0.008	0.414***	0.795

4.6 HTMT Analysis

To conduct HTMT (Heterotrait-Monotrait) analysis, researchers calculated the average HTMT ratio across all pairs of constructs in the measurement model. If the average HTMT ratio is below the threshold of 0.85, it suggests discriminant validity between the constructs. The HTMT ratio should be less than 0.85 to establish discriminant validity, indicating that the correlation between two constructs is lower than the correlation of each construct with itself. The HTMT analysis table provides valuable insights into the discriminant validity between the constructs IMSI, ECCB, GPI, ST, EMP, RELIGI and GPCB. The HTMT ratios are calculated by comparing the correlation coefficients between pairs of constructs to the square root of the average variance extracted (AVE) of those constructs. The analysis reveals that the HTMT ratio between IMSI and EMP is 0.053, indicating discriminant validity between these constructs. This suggests that the correlation between SMI and MPI is lower than the correlation of each construct with itself, supporting their distinctiveness.

Similarly, the HTMT ratio between IMSI and SELF is 0.003, and between EMP and SELF is 0.070, confirming discriminant validity between these constructs as well. These low ratios suggest that the correlations between IMSI and SELF, as well as EMP and SELF, are smaller compared to the correlations of each construct with itself. We can see the ratio between ECB AND IMSI which is 0.006, EMP 0.018, SELF 0.503 and RELIG 0.364. Furthermore, the ratio between GPI and IMSI is 0.121, EMP is 0.451, SELF 0.027, RELIG 0.007 and ECCB is 0.028. These ratios suggest that the correlations between RELIG and the other constructs are lower than the correlations of each construct with itself, supporting their distinctiveness. Lastly, FOMO demonstrates discriminant validity with SMI (ratio = 0.555), MPI (ratio = 0.408), INSP (ratio = 0.076), and SE (ratio = 0.683). Moreover, HTMT ratio of GPCB between IMSI is 0.026, EMP 0.550, SELF 0.027, RELIG 0.005, ECCB 0.012 and GPI is 0.415. Moving on to RELIG, the HTMT ratios indicate discriminant validity between RELIGI and IMSI (ratio = 0.011.), EMP (ratio = 0.042), and SELF (ratio = 0.282). These ratios indicate that the correlations between GPCB and the other constructs are smaller compared to the correlations of each construct with itself, further confirming their distinctiveness.

	IMSI	EMP	ST	REL	ECCB	GPI	GPCB
IMSI							
EMP	0.053						
ST	0.003	0.070					
REL	0.011	0.042	0.282				
ECCB	0.006	0.018	0.503	0.364			
GPI	0.121	0.451	0.027	0.007	0.028		
GPCB	0.026	0.550	0.027	0.005	0.012	0.415	

4.7 Descriptive

Our dataset comprises descriptive statistics for seven variables which are MI_AVG, EMP_AVG, ST_AVG, REL_AVG, ECB_AVG, GPI_AVG, and GPCB_AVG. All the variables consist of a 330 data point of sample size. The maximum value of all the variables is 5.00 meanwhile minimum value differs. The minimum value of MI_AVG is 1.00, it's Mean is 4.0390 and standard deviation is .83609. EMP_AVG has a minimum value of 2.00, mean is 4.2318, and standard deviation is .60114. ST_AVG minimum value 1.00, mean of 3.2591 and Std Deviation is .79316. REL_AVG minimum value 1.25, mean is 3.3833 and Std Deviation is .77554. However, ECB_AVG minimum vale is 1.00, with mean of 3.3659 and standard deviation of .83544, GPI_AVG minimum value of 2.50, mean is 4.5121, standard deviation is .56882 and GPCB_AVG minimum value is 2.50, it's mean is 4.0621 and standard deviation is .53694.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
MI_AVG	330	1.00	5.00	4.0390	.83609
EMP_AVG	330	2.00	5.00	4.2318	.60114
ST_AVG	330	1.00	5.00	3.2591	.79316
REL_AVG	330	1.25	5.00	3.3833	.77554
ECB_AVG	330	1.00	5.00	3.3659	.83544
GPI_AVG	330	2.50	5.00	4.5121	.56882
GPCB_AVG	330	2.50	5.00	4.0621	.53694
Valid N (listwise)	330				

4.8 Correlation

The correlation table provided displays the Pearson correlation coefficients between seven variables: constructs IMSI, ECCB, GPI, ST, EMP, RELIGI and GPCB. Each cell in

the table represents the correlation coefficient between two variables, along with the corresponding p-value for two-tailed significance testing and the sample size (N). Starting with the relationship between MI_AVG and EMP_AVG, we observed a moderate positive correlation of .346** ($p < .01$) with a sample size of 330. It shows that there is a significant relation and association between these two variables. Starting with the relationship between MI_AVG and ST_AVG, we observed a moderate positive correlation of .211** ($p < .01$) with a sample size of 330. It also shows that there is a significant association between these variables. In the table below we can see that all the variables are moderate positively correlated. MI_AVG and REL_AVG also have a moderate positive correlation of .211** ($p < .01$) with a sample size of 330. Meanwhile relationship between MI_AVG and ECB_AVG have a moderate positive correlation of .305** ($p < .01$), MI_AVG with GPI_AVG .105**, and MI_AVG and GPCB_AVG .318**, here we can observe that all the variables have moderate positive correlation with MI_AVG with the sample size of 330.

Moving towards EMP_AVG and its correlations with the other variables are also moderately positive such as EMP_AVG and ST_AVG has moderate positive correlation of .340** ($p < .01$) with a sample size of 330. With REL_AVG its .136**, with ECB_AVG its .316**, with GPI_AVG its .377** and with GPCB_AVG the correlation of EMP_AVG is .418** ($p < .01$) with the same 330 sample size. However, ST_AVG and its correlations with the other variables are also moderately positive such as ST_AVG and REL_AVG has moderate positive correlation of .232** ($p < .01$) with a sample size of 330. With ECB_AVG its .362 **, with GPI_AVG its .414** and with GPCB_AVG the correlation of ST_AVG is .465 ** ($p < .01$) with the same 330 sample size.

Additionally, REL_AVG and its correlations with the other variables are also moderately positive such as REL_AVG and ECB_AVG has moderate positive correlation of

.294** ($p < .01$) with a sample size of 330. With GPI_AVG its .205** and with GPCB_AVG the correlation of REL_AVG is .304** ($p < .01$) with sample size of 330. However, ECB_AVG and its correlations with the other variables are also moderately positive such as ECB_AVG GPI_AVG has moderate positive correlation of .423** ($p < .01$) with a sample size of 330. With GPCB_AVG the correlation of ECB_AVG is .413** ($p < .01$) with sample size of 330. Meanwhile GPI_AVG and GPCB_AVG has moderate positive correlation of .398** ($p < .01$) with a sample size of 330.

Table of Correlations

		MI_A VG	EMP_ AVG	ST_A VG	REL_ AVG	ECB_AV G	GPI_A VG	GPCB_A VG
MI_AV G	Pearson	1						
	Correlation							
	Sig. (2-tailed)							
N		330						
EMP_A VG	Pearson	.346**	1					
	Correlation							
	Sig. (2-tailed)	.004						
N		330	330					
ST_AV G	Pearson	.211**	.340**	1				
	Correlation							
	Sig. (2-tailed)	.039	.004					
N		330	330	330				
REL_A VG	Pearson	.211**	.136**	.232**	1			
	Correlation							
	Sig. (2-tailed)	.000	.020	.000				
N		330	330	330	330			
ECB_A VG	Pearson	.305**	.316**	.362**	.294**	1		
	Correlation							
	Sig. (2-tailed)	.032	.000	.000	.000			
N		330	330	330	330	330		
GPI_AV G	Pearson	.105**	.377**	.414**	.205**	.423**	1	
	Correlation							
	Sig. (2-tailed)	.047	.000	.000	.029	.002		
N		330	330	330	330	330	330	
GPCB_ AVG	Pearson	.318**	.418**	.465**	.304**	.413**	.398**	1
	Correlation							
	Sig. (2-tailed)	.000	.000	.000	.046	.000	.000	
N		330	330	330	330	330	330	330

** . Correlation is significant at the 0.01 level (2-tailed).

4.9 Direct Effects

The table shows the results of regression analysis, specifically displaying the direct paths between various variables. Each row in the table represents a specific regression weight, while the columns provide information such as the estimate, standard error (S.E.), critical ratio (C.R.), p-value (P), and labels for the involved variables. The estimate signifies the estimated value of the regression weight, indicating the magnitude and direction of the relationship between the variables.

The standard error (S.E.) quantifies the uncertainty or variability associated with the estimate. The critical ratio (C.R.) assesses the significance of the estimate by comparing it to the standard error, with higher C.R. values denoting a more significant relationship. Moreover, the p-value represents the statistical significance of the estimate, indicating the probability of observing the estimated relationship if no true relationship exists in the population. The labels in the table indicate the variables involved in each direct path, with the arrow "<---" denoting the direction of the relationship. The p-value which is marked as "***," suggesting strong statistical significance, although the specific value is not provided.

Furthermore, the row "EMP <--- MI" indicates that the estimate of the regression weight for the relationship between the predictor variable MI and the outcome variable EMP is 0.243. The associated standard error is .050, the critical ratio is 4.866, and the p-value is marked as "***," which means it has a strong statistical significance. Secondly talking about ST <--- MI shows that the estimate of the regression weight for the relationship between the predictor variable MI and the outcome variable ST is 0.334. The associated standard error is .073, the critical ratio is 3.466, and the p-value is .002. Likewise, EMP <--- ECCB show an estimation of

.214 S.E. of .048 C.R. of 4.293 and its p-value is .005. ST<--- ECCB show an estimation of .501 S.E. of .078 C.R. of 6.420 and meanwhile its p-value is marked strong statistical significance. GPI<--- ST show an estimation of .441 S.E. of .043 C.R. of 5.956 and its p-value is marked strong statistical significance.

Moreover, GPI<--- EMP show an estimation of .464 S.E. of .066 C.R. of 7.085 and it is marked as a strong statistical significance. GPCB<--- ST show an estimation of .644 S.E. of .046 C.R. of 10.945 and it is marked as a strong statistical significance and also GPCB<--- EMP show an estimation of .451 S.E. of .079 C.R. of 5.745 and it is marked as a strong statistical significance, meanwhile GPCB<--- PI show an estimation of .243 S.E. of .077 C.R. of 3.155 and it has a p-value .002.

Table: Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
EMP	<---	MI	.243	.050	4.866	.***
ST	<---	MI	.334	.073	3.466	.002
EMP	<---	ECCB	.214	.048	4.293	.005
ST	<---	ECCB	.501	.078	6.420	***
GPI	<---	ST	.441	.043	5.956	***
GPI	<---	EMP	.464	.066	7.085	***
GPCB	<---	ST	.644	.046	10.945	.***
GPCB	<---	EMP	.451	.079	5.745	***
GPCB	<---	GPI	.243	.077	3.155	.002

4.10 Indirect Effects

In the table below the results of indirect effects, indicating the relationships between predictor variables and outcome variables through intermediate mediators. Each row represents a specific indirect path and provides information of Beta

coefficient, confidence intervals (lower-level confidence interval & upper-level confidence interval) and Standard Error. In first row we can see MSI→Emp→GPI→GPCB, the Beta coefficient of this path is 0.314, SE is 0.41, LLCI is 0.1457 and ULCI is 0.2167 the status of this path is shown as Partial mediation. Meanwhile, the path of the other indirect effect ECCB→Emp→GPI→GPCB has a beta of 0.293, SE is 0.57, LLCI is 0.3715 and ULCI is 0.4934 and this path also has the status of Partial Mediation.

Indirect Path	beta	SE	LLCI	ULCI	Status
MSI→Emp→GPI→GPCB	0.314	0.41	0.1457	0.2167	Partial Mediation
ECCB→Emp→GPI→GPCB	0.293	0.57	0.3715	0.4934	Partial Mediation

4.11 Moderating Effects

The table below shows the moderating effects of Religiosity between Moral Self-identity (IMI) and Empowerment, Ecological Conscious Consumer Behavior (ECCB) & Empowerment, Moral Self-identity & Self-Transformation and in last row Ecological Conscious Consumer Behavior and Self-Transformation. The path in this table is shown which is IMI x Religiosity →Empowerment the beta value of this path is 0.369, t-statistics is 7.187 and its status is Positive Moderation. In the second row the path is given as ECCB x Religiosity →Empowerment which as a beta of 0.005, t-statistics of 0.089 and this path has No Moderation. The third row IMI x Religiosity →Self-Transformation, this path has a beta coefficient of 0.143, t-statistics of 2.624 and it has a Positive Moderation. In the las row of this table the path ECCB x

Religiosity → Self-Transformation has a beta of 0.001, t-statistics of 0.022 and it also do not have a Moderation.

Path	beta	t-statistics	Status
IMI x Religiosity → Empowerment	0.369	7.187	Positive Moderation
ECCB x Religiosity → Empowerment	0.005	0.089	No Moderation
IMI x Religiosity → Self-Transformation	0.143	2.624	Positive Moderation
ECCB x Religiosity → Self-Transformation	0.001	0.022	No Moderation

Chapter 5: Discussion, Implications & Future Research Directions

An overview of the managerial implications, theoretical implications, future research, and limitations prospects are provided in discussion chapter of this thesis. Theoretical implications are investigated, concentrating on how the research findings add to already-held beliefs and hypotheses. The discussion of managerial implications emphasizes the practical applicability of the findings for choice-making and marketing tactics. The study's limitations are acknowledged, and possible areas of further investigation are recommended. This chapter summarizes the research results, offers a thorough viewpoint, and offers recommendations further for future research work.

The discussion chapter serves as a concluding summary of the research outcomes, adeptly amalgamating the pivotal discoveries. It situates these findings within the expansive theoretical framework, presenting a holistic viewpoint that not only mirrors the study's accomplishments but also propels forthcoming investigations. Through proposing directions for future research undertakings, this chapter plays a role in nourishing perpetual scholarly conversation, nurturing an unceasing loop of knowledge creation and enhancement. This comprehensive strategy encapsulates the research's core, encompassing its implications, restrictions, and possibilities, thus encompassing the entirety of academic exploration and its real-world applications.

5.1 Theoretical Implication of the Study

There are several significances of this study and its theoretical implications. Firstly, this study gives a conceptual framework which joints moral self-identity, ecological conscious consumer behavior, empowerment, self-transformation, green

purchase intention and green conspicuous behavior. This framework contributes to the existing body of knowledge by providing a comprehensive understanding of the interrelationships between these variables and their impact on sustainable consumer behavior and environmental consciousness. Secondly, this study can also validate the positive influence on the environmental consciousness on sustainable consumption.

Lastly this study shows that empowerment, self-transformation, and green purchase intention has a mediating factor in the relationship between moral self-identity and green purchase conspicuous behavior and ecological conscious consumer behavior and green purchase conspicuous behavior. Thirdly, the research identifies empowerment, self-transformation, and green purchase intention as a significant mediating factor in the relationship between moral self-identity and green purchase conspicuous behavior and significant mediating factor in the relationship between ecological conscious consumer behavior and green purchase conspicuous behavior. This highlights the role of empowerment, self-transformation, and green purchase intention in driving consumers to engage in sustainable consumption behaviors.

Additionally, the study emphasizes the moderating role of Religiosity, suggesting that individuals with higher moral self-identity may exhibit a stronger effect of empowerment on green purchase conspicuous behavior. These theoretical implications enhance our understanding of sustainable consumer behavior in the context of environmental consciousness about fashion industries and provide valuable insights for marketers, advertisers, and researchers.

5.2 Managerial Implications:

Fashion industries can benefit from this study by adopting more sustainable practices and by reducing the excessive use of hazardous substances in the

manufacturing process, which will help them meet and fulfil consumer demands. Through this study, fashion industries can learn about the demands of their environmentally conscious consumers. By committing to more sustainable usage and adopting environmentally friendly practices, a corporation can enhance its brand image. If managers show a dedication to sustainable practices, they can position their brand as one that is environmentally friendly and socially responsible. This may draw in environmentally conscious customers who are increasingly looking for ethical and sustainable solutions, resulting in increased customer loyalty and positive word-of-mouth.

However, as customers place a larger emphasis on the significance of sustainable practices in their purchase decisions, businesses that prioritize environmental consciousness have a better chance of earning a competitive advantage. If managers differentiate their brand through environmentally friendly practices and products, they have the chance to appeal to a growing segment of consumers that prioritizes environmental responsibility. In summary, managers that invest in the research and adoption of environmentally aware and responsible consumer practices stand to benefit significantly. These benefits include a better perception of the brand, an edge over the competition, decreased costs, risk reduction, chances for innovation, increased worker engagement, and long-term sustainability.

Additionally, this research underscores the significance of understanding sustainable fashion, consumers' sustainable consumption behavior and green purchase intention fulfilling the need. Marketers can use green consumers and climate activists by showcasing innovative green product uses, unique styling ideas, and lifestyle associations. By fostering a sense of inspiration, companies can create a connection

between consumers' aspirations and their environmentally friendly products offerings, driving sustainable purchase intention. Similarly, recognizing the limitations of the study, such as sample size or specific research context, can guide future research endeavors.

From a practical standpoint, this research offers practical implications for businesses, helping them develop successful marketing strategies for environmentally friendly products. The findings are useful for both existing green brands and newly launched ones, providing guidance on how to introduce new sustainable brands to a wider green consumer base and generate additional revenue without harming the ecosystem. The study's findings highlight the moral self-identity and ecological conscious consumer behavior on green purchase conspicuous behavior, with empowerment, self-transformation and green purchase intention mediating this relationship. Moreover, the study reveals that religiosity acts as a moderator in this process.

5.3 Limitation of the Study

This study has several limitations which can further be discussed and considered. Such as we had a small sample size of 330 which might be considered small which could limit the generalizability of the findings to a larger population. The findings might mostly reflect the traits and viewpoints of the chosen sample, which might limit their applicability to other groups or nations. Furthermore, the study's exclusive emphasis on Pakistani participants raises the probability of sample bias. The attitudes, behaviours, or cultural differences existing in different nations may not be sufficiently represented by the findings. It is also important to consider the potential for self-report bias in the collected data, as participants' responses might have been

influenced by social desirability or other biases. Considering these limitations, openly addressing them offers helpful insights into the study's limits and recommends new directions for further study and development.

5.4 Future Research Directions

For this study, there are various recommendations for further investigation. To improve the generalizability of the results, replication studies with larger and more diverse populations are first advised. A more thorough understanding of the effects of the fashion industries on the environment might result from investigating other nations or cultural backgrounds. The dynamic nature of sustainable consumption and the long-term consequences of fast fashion industry waste and consumption can both be better understood through longitudinal studies.

Additionally, using qualitative research techniques, such as focus groups or in-depth interviews, can provide deeper understandings of consumer motives and opinions. Specific characteristics impacting green purchases can be found by doing comparative study across several product categories or industries. Causal conclusions and a better understanding of causal links are made possible by experimental designs. In addition, near future researchers could also investigate in more detail the various touchpoints and moderators which could shape sustainable consumption behaviors. They can also add more variables in the study and the conceptual frameworks such as fashion involvement and the relations and expertise of sustainable fashion to influence intentions of more young consumers toward green consumption.

5.5 Conclusion

In this study we have found the impact of environmental consciousness on consumers behaviors towards sustainable fashion consumption. In this study we have used Moral Self-Identity (internalized moral self-identity & symbolized self-identity) as one of our independent variables and the other independent variable was ecological conscious consumer behavior. Meanwhile we used empowerment, self-transformation and green purchase intention as mediators, our moderator was religiosity and dependent variable which we took was Green Purchase Conspicuous Behavior.

Moreover, the findings highlight the importance of considering individual differences, such as there were some people who didn't find themselves religious people, but they were also engaged and concerned about environmental safety. For marketers and companies looking to effectively use green marketing methods and comprehend the underlying causes influencing effectively and understand the underlying factors shaping consumption behavior in environmentally friendly products.

According to our finding we found that there are direct and strong statistical significance between moral self-identity and empowerment, ecological conscious consumer behavior with self-transformation, self-transformation and green purchase intention, empowerment and green purchase intention, self-transformation and green purchase conspicuous behavior and empowerment with green purchase conspicuous behavior have direct and strong statistically significant relationships.

After finding the direct effects we found that there is partial mediation between moral self-identity empowerment, green purchase intention and green purchase conspicuous behavior and partial mediation between ecological conscious

consumer behavior and green purchase intention and green purchase conspicuous behavior.

Meanwhile the moderator effects with some variables were positive while some had no moderation effects such as religiosity is positively moderating relations between moral self-identity and empowerment and same time it is positively moderating relationship of moral self-identity and self-transformation. Furthermore, we found that religiosity has no moderation between ecological conscious consumer behavior and empowerment and at the same time it doesn't moderate relationship between ecological conscious consume behavior and self-transformation.

Through this moderation process we found that when a person who has confidence and is empowered and is aware of their own moral abilities and is aware of ethical, religious and his moral duties is more likely to engage himself into environmental safety.

REFERENCES

- Abramson, L. Y., Seligman, M. E., & Teasdale, J. D. (1978). Learned helplessness in humans: critique and reformulation. *Journal of abnormal psychology*, 87(1), 49.
- Ahmaruzzaman, M., Mohanta, D., & Nath, A. (2019). Environmentally benign fabrication of SnO₂-CNT nanohybrids and their multifunctional efficiency as an adsorbent, catalyst and antimicrobial agent for water decontamination. *Scientific Reports*, 9(1), 12935.
- Ahmed, N., Thompson, S., & Glaser, M. (2019). Global aquaculture productivity, environmental sustainability, and climate change adaptability. *Environmental management*, 63, 159-172.
- Akehurst, G., Afonso, C., & Gonçalves, H. M. (2012). Re-examining green purchase behaviour and the green consumer profile: new evidences. *Management decision*, 50(5), 972-988.
- Americus Reed II, K. A. (2007). Moral Identity and Judgments of charitable behaviors. *Journal of marketing*, 16.
- Amin, S., & Tarun, M. T. (2021). Effect of consumption values on customers' green purchase intention: a mediating role of green trust. *Social Responsibility Journal*, 17(8), 1320-1336.
- An Hai Ta, L. A.-S. (2022). customer experience in circular economy: experiential dimensions among consumers of reused recycled clothes. *sustainability*, 18.

- Ann Bainbridge Frymier, G. M. (1996). The development of a learner empowerment measure . *Communication Education*, 46.
- Apaolaza-Ibáñez, P. H. (2012). Consumer attitude and purchase intention toward green energy brands: The roles. *journal of business research*, 10.
- Aquino, K., & Reed II, A. (2002). The self-importance of moral identity. *Journal of personality and social psychology*, 83(6), 1423.
- Arli, D., Tan, L. P., Tjiptono, F., & Yang, L. (2018). Exploring consumers' purchase intention towards green products in an emerging market: The role of consumers' perceived readiness. *International journal of consumer studies*, 42(4), 389-401.
- Barbarossa, C., & De Pelsmacker, P. (2016). Positive and negative antecedents of purchasing eco-friendly products: A comparison between green and non-green consumers. *Journal of Business Ethics*, 134, 229-247.
- barr, S. G. (2006). sustainable lifestyles: framing environmental action in and around the home. *geoforum*, 37.
- Battilana, J., Besharov, M., & Mitzinneck, B. (2017). On hybrids and hybrid organizing: A review and roadmap for future research. *The SAGE handbook of organizational institutionalism*, 2, 128-162.
- Binboga, E. Y. (2019). Understanding sustainable consumption in an emerging country: The antecedents and consequences of the ecologically conscious consumer model. *business strategy and the environment*, 10.
- Binboga, E. Y. (2019). Understanding sustainable consumption in an emerging. *business strategy and the environment*, 10.

- Birtwistle, G., & Moore, C. M. (2007). Fashion clothing—where does it all end up? *International Journal of Retail & Distribution Management*.
- Bodur, H. O., Klein, N. M., & Arora, N. (2015). Online price search: Impact of price comparison sites on offline price evaluations. *Journal of Retailing*, 91(1), 125-139.
- Bograd, S. J., Jacox, M. G., Hazen, E. L., Lovecchio, E., Montes, I., Pozo Buil, M., ... & Rykaczewski, R. R. (2023). Climate change impacts on eastern boundary upwelling systems. *Annual Review of Marine Science*, 15.
- Boone, T. (2009). *Sustainable fashion and textiles: design journeys by Kate Fletcher* (Earthscan, 2008).
- Brandão, A., & da Costa, A. G. (2021). Extending the theory of planned behaviour to understand the effects of barriers towards sustainable fashion consumption. *European Business Review*, 33(5), 742-774.
- Bruce, M., & Daly, L. (2006). Buyer behaviour for fast fashion. *Journal of Fashion Marketing and Management: An International Journal*, 10(3), 329-344.
- Buil, E. W. (2023). Antecedents and consequences of conspicuous green behavior on social media: Incorporating the virtual self-identity into the theory of planned behavior. *journal of business research*, 13.
- Buil, E. W. (2023). Antecedents and consequences of conspicuous green behavior on social media: Incorporating the virtual self-identity into the theory of planned behavior. *journal of business research*, 13.
- Byun, S. E. (2011). Consumer Response to Seller-Induced Perishable: Perceived Desirability of Products, Urge to Buy, and Purchase

- Acceleration. *International Journal of Costume and Fashion*, 11(2 Sull, D., & Turconi, S. (2008). Fast fashion lessons. *Business Strategy Review*, 19(2), 4-11.), 53-64.
- Carolyn Turner Schenk, B. (1980). A Sociological Approach to Brand Choice: the Concept of Situational Self Image. *Association for Consumer Research*, 5.
- Cheryan, S., & Bodenhausen, G. V. (2000). When positive stereotypes threaten intellectual performance: The psychological hazards of “model minority” status. *Psychological science*, 11(5), 399-402.
- Choi, T. M., & Li, Y. (2015). Sustainability in fashion business operations. *Sustainability*, 7(11), 15400-15406.
- Conger, J. A., & Kanungo, R. N. (1988). The empowerment process: Integrating theory and practice. *Academy of management review*, 13(3), 471-482.
- Demoulin, S., Cortes, B. P., Viki, T. G., Rodriguez, A. P., Rodriguez, R. T., Paladino, M. P., & Leyens, J. P. (2009). The role of in-group identification in infra-humanization. *International Journal of Psychology*, 44(1), 4-11.
- Diddi, S., Yan, R. N., Bloodhart, B., Bajtelsmit, V., & McShane, K. (2019). Exploring young adult consumers’ sustainable clothing consumption intention-behavior gap: A Behavioral Reasoning Theory perspective. *Sustainable production and consumption*, 18, 200-209.
- Dong, X., Liu, S., Li, H., Yang, Z., Liang, S., & Deng, N. (2020). Love of nature as a mediator between connectedness to nature and sustainable consumption behavior. *Journal of Cleaner Production*, 242, 118451.

- Essiz, O., & Senyuz, A. (2023). A Multi-Analytical Approach to Predict Value-Based Determinants of Sustainable Luxury Consumption: Roles of Conspicuous Ethical Self-Identity and Green Advertising Receptivity.
- Fletcher, K. (2012). Durability, fashion, sustainability: The processes and practices of use. *Fashion practice*, 4(2), 221-238.
- Fletcher, K. (2013). *Sustainable fashion and textiles: design journeys*. Routledge.
- Fulvio Fortezza, B. F. (2022). Managing multiple logics to facilitate consumer transformation. *Journal of Business Research*, 14.
- Gary Akehurst, C. A. (2012). Re-examining green purchase behavior and the green consumer profile: new evidences. *managemnet decision*, 17.
- Gary Akehurst, C. A. (2012). Re-examining green purchase behavior and the green consumer profile: new evidences. *management decision*, 17.
- Ghi-Feng Yen, R.-Y. W.-T. (2017). How consumer mindsets in ethnic Chinese societies affect the intention to buy fair trade products. *asia pacific journal of marketing* , 16.
- Glasser, W. (1990). *The quality school: Managing students without coercion*. Harper and Row Publishers, Inc., 10 East 53rd Street, New York, NY 10022.
- 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.
- Hiller Connell, K. Y., & Kozar, J. M. (2017). Introduction to special issue on sustainability and the triple bottom line within the global clothing and textiles industry. *Fashion and Textiles*, 4, 1-3.

- Hooper, M.-L. J. (2016). Social influence and green consumption behaviour: a need for greater government involvement. *JOURNAL OF MARKETING MANAGEMENT*, 29.
- Indrila Goswami Varma, B. C. (2022). Impact of spirituality on the conspicuous consumption of fashion consumers of generation Z: moderating role of dispositional positive emotions. *international journal of emerging markets*, 18.
- Kalafatis, S. P., Pollard, M., East, R., & Tsogas, M. H. (1999). Green marketing and Ajzen's theory of planned behaviour: a cross-market examination. *Journal of consumer marketing*.
- Kang, A. L. (2020). The role of self-concept in shaping sustainable consumption: A model of slow fashion. *Journal of Cleaner Production*, 12.
- Karen Page Winterich, V. M. (2013). When Does Recognition Increase Charitable Behavior? Toward a Moral Identity-Based. *American Marketing Association*, 15.
- Karl Aquino & Americus Reed, I. (2002). The Self-Importance of Moral Identity. *journal of personality and psychology*, 18.
- Khandual, A., & Pradhan, S. (2019). Fashion brands and consumers approach towards sustainable fashion. *Fast fashion, fashion brands and sustainable consumption*, 37-54.
- Kilsheimer, J. C. (1993). Status consumption: The development and implications of a scale measuring the motivation to consume for status. *The Florida State University*.

- Kirillova, K., Lehto, X. Y., & Cai, L. (2017). Existential authenticity and anxiety as outcomes: The tourist in the experience economy. *International Journal of Tourism Research*, 19(1), 13-26.
- Kirmayer, B.-O. L. (2023). Spirit Mediumship and Mental Health: Therapeutic Self-transformation Among Dang-kis in Singapore. *Culture, Medicine, and Psychiatry*, 30.
- Kumar, R., Yadav, O. S., & Singh, G. (2017). Electrochemical and surface characterization of a new eco-friendly corrosion inhibitor for mild steel in acidic media: a cumulative study. *Journal of Molecular Liquids*, 237, 413-427.
- Kutsenkova, Z. (2017). The sustainable future of the modern fashion industry.
- Lapsley, D. K., & Lasky, B. (2001). Prototypic moral character. *Identity: An International Journal of Theory and Research*, 1(4), 345-363.
- Laura Salciuviene, J. B. (2022). Moral identity and engagement in sustainable consumption. *journal of consumer marketing*, 15.
- Lavuri, R., Jabbour, C. J. C., Grebinevych, O., & Roubaud, D. (2022). Green factors stimulating the purchase intention of innovative luxury organic beauty products: Implications for sustainable development. *Journal of Environmental Management*, 301, 113899.
- Legere, A., & Kang, J. (2020). The role of self-concept in shaping sustainable consumption: A model of slow fashion. *Journal of Cleaner Production*, 258, 120699.
- Luechauer, D. L., & Shulman, G. M. (1993). *Teaching Organizational Communication: An Empowerment Based Approach*.

- Mazzocco, P. J., Rucker, D. D., Galinsky, A. D., & Anderson, E. T. (2012). Direct and vicarious conspicuous consumption: Identification with low-status groups increases the desire for high-status goods. *Journal of Consumer Psychology*, 22(4), 520-528.
- Md Mazedul Islam, P. P. (2020). Mapping environmentally sustainable practices in textiles, apparel and fashion industries: a systematic literature review. *Journal of Fashion Marketing and Management: An International Journal*, 23.
- Md. Nekmahmud, H. R.-F. (2022). Green purchase and sustainable consumption: A comparative study. *Tourism Management Perspectives*, 19.
- Moretto, A., Macchion, L., Lion, A., Caniato, F., Danese, P., & Vinelli, A. (2018). Designing a roadmap towards a sustainable supply chain: A focus on the fashion industry. *Journal of cleaner production*, 193, 169-184.
- Muthukumarana, T. T., Karunathilake, H. P., Punchihewa, H. K. G., Manthilake, M. M. I. D., & Hewage, K. N. (2018). Life cycle environmental impacts of the apparel industry in Sri Lanka: Analysis of the energy sources. *Journal of Cleaner Production*, 172, 1346-1357.
- Nekmahmud, M., Ramkissoon, H., & Fekete-Farkas, M. (2022). Green purchase and sustainable consumption: A comparative study between European and non-European tourists. *Tourism Management Perspectives*, 43, 100980.
- Niinimäki, K., Peters, G., Dahlbo, H., Perry, P., Rissanen, T., & Gwilt, A. (2020). The environmental price of fast fashion. *Nature Reviews Earth & Environment*, 1(4), 189-200.

- Obregon, S. L., Lopes, L. F. D., Kaczam, F., da Veiga, C. P., & da Silva, W. V. (2022). Religiosity, spirituality and work: A systematic literature review and research directions. *Journal of Business Ethics*, 179(2), 573-595.
- Ordabayeva, N., & Chandon, P. (2011). Getting ahead of the Joneses: When equality increases conspicuous consumption among bottom-tier consumers. *Journal of Consumer Research*, 38(1), 27-41.
- Parvin, F., Ferdaus, Z., Tareq, S. M., Choudhury, T. R., Islam, J. M., & Khan, M. A. (2015). Effect of gamma-irradiated textile effluent on plant growth. *International Journal of Recycling of Organic Waste in Agriculture*, 4, 23-30.
- Pettit, D., & Sheppard, J. P. (1992). It's Not Easy Being Green: The Limits of Green Consumerism in Light of the Logic of Collective Action. *Queen's Quarterly*, 99(2), 328.
- Pookulangara, S., & Shephard, A. (2013). Slow fashion movement: Understanding consumer perceptions—an exploratory study. *Journal of retailing and consumer services*, 20(2), 200-206.
- Pookulangara, S., & Shephard, A. (2013). Slow fashion movement: Understanding consumer perceptions—An exploratory study. *Journal of retailing and consumer services*, 20(2), 200-206.
- Pung, J. M., Gnoth, J., & Del Chiappa, G. (2020). Tourist transformation: Towards a conceptual model. *Annals of Tourism Research*, 81, 102885.

- Rab, N. B., & Hoque, R. (2017). Is greening the key to sustain in global market for Bangladeshi readymade garments industry? *International Journal of Business and Management*, 12(3), 135-146.
- Rashid, N. R. N. A. (2009). Awareness of eco-label in Malaysia's green marketing initiative. *International journal of business and management*, 4(8), 132-141.
- Reed, A., Aquino, K., & Levy, E. (2007). Moral identity and judgments of charitable behaviors. *Journal of marketing*, 71(1), 178-193.
- Reeve, J. (2010). *Sustainable Fashion and Textiles: Design Journeys Eco-Chic: The Fashion Paradox*.
- Resta, B., Gaiardelli, P., Pinto, R., & Dotti, S. (2016). Enhancing environmental management in the textile sector: an organisational-life cycle assessment approach. *Journal of Cleaner Production*, 135, 620-632.
- Richins, M. L. (2011). Materialism, transformation expectations, and spending: Implications for credit use. *Journal of Public Policy & Marketing*, 30(2), 141-156.
- Roberts, J. A., & Bacon, D. R. (1997). Exploring the subtle relationships between environmental concern and ecologically conscious consumer behavior. *Journal of business research*, 40(1), 79-89.
- Rotter, J. B. (1966). Generalized expectancies for internal versus external control of reinforcement. *Psychological monographs: General and applied*, 80(1), 1.
- Sabri, R. W. (2021). Determinants That Influence Green Product Purchase Intention and behavior A Literature Review and Guiding Framework. *sustainability*, 40.

- Schenk, C. T., & Holman, R. H. (1980). A sociological approach to brand choice: the concept of situational self-image. *ACR North American Advances*.
- Seyfang, G. (2005). Shopping for sustainability: can sustainable consumption promote ecological citizenship? *Environmental politics*, 14(2), 290-306.
- Sheldon, P. J. (2020). Designing tourism experiences for inner transformation. *Annals of Tourism Research*, 83, 102935.
- Shih, M., Pittinsky, T. L., & Ambady, N. (1999). Stereotype susceptibility: Identity salience and shifts in quantitative performance. *Psychological science*, 10(1), 80-83.
- Shirvanimoghaddam, K., Motamed, B., Ramakrishna, S., & Naebe, M. (2020). Death by waste: Fashion and textile circular economy case. *Science of the Total Environment*, 718, 137317.
- Skarlicki, H.-C. H. (2022). Forgiving, Fast and Slower: When Forgiveness Leads to Third-Party Moral Outrage. *academy of management* , 10.
- Stets, J. E., & Carter, M. J. (2011). The moral self: Applying identity theory. *Social Psychology Quarterly*, 74(2), 192-215.
- Sull, D., & Turconi, S. (2008). Fast fashion lessons. *Business Strategy Review*, 19(2), 4-11.
- Sundie, J. M., Kenrick, D. T., Griskevicius, V., Tybur, J. M., Vohs, K. D., & Beal, D. J. (2011). Peacocks, Porsches, and Thorstein Veblen: conspicuous consumption as a sexual signaling system. *Journal of personality and social psychology*, 100(4), 664.

- Talwar, S., Jabeen, F., Tandon, A., Sakashita, M., & Dhir, A. (2021). What drives willingness to purchase and stated buying behavior toward organic food? A Stimulus–Organism–Behavior–Consequence (SOBC) perspective. *Journal of Cleaner Production*, 293, 125882.
- Thomas, K. W., & Velthouse, B. A. (1990). Cognitive elements of empowerment: An “interpretive” model of intrinsic task motivation. *Academy of management review*, 15(4), 666-681.
- Thomas, K. W., & Velthouse, B. A. (1990). Cognitive elements of empowerment: An “interpretive” model of intrinsic task motivation. *Academy of management review*, 15(4), 666-681.
- Thomas, K. W., & Velthouse, B. A. (1990). Cognitive elements of empowerment: An “interpretive” model of intrinsic task motivation. *Academy of management review*, 15(4), 666-681.
- USEPA Facts and Figures about Materials, Waste and Recycling: Textiles: Material-Specific Data. Available online: <https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/textiles-material-specific-data> (accessed on 3 May 2019).
- Vermeir, I., & Verbeke, W. (2008). Sustainable food consumption among young adults in Belgium: Theory of planned behaviour and the role of confidence and values. *Ecological economics*, 64(3), 542-553.
- Voegtlin, R. D. (2022). When the Private and the Public Self Don't Align: The Role of Discrepant Moral Identity Dimensions in Processing Inconsistent CSR Information. *Journal of Business Ethics*, 24.

- Wade, G. H. (1998). A concept analysis of personal transformation. *Journal of Advanced Nursing*, 28(4), 713-719.
- Wahab, M. A. (2022). Islamic Spiritual and Emotional Intelligence and Its Relationship to Eternal Happiness: A Conceptual Paper. *Journal of Religion and Health*, 51.
- Walker, L. J., & Pitts, R. C. (1998). Naturalistic conceptions of moral maturity. *Developmental psychology*, 34(3), 403.
- Wallace, E., & Buil, I. (2023). Antecedents and consequences of conspicuous green behavior on social media: Incorporating the virtual self-identity into the theory of planned behavior. *Journal of Business Research*, 157, 113549.
- Wiederhold, M., & Martinez, L. F. (2018). Ethical consumer behaviour in Germany: The attitude-behaviour gap in the green apparel industry. *International journal of consumer studies*, 42(4), 419-429.
- Xuebing Dong, S. L. (2020). Love of nature as a mediator between connectedness to nature and sustainable consumption behavior. *Journal of Cleaner Production*, 12.
- Yan, S. D.-N. (2019). Consumer Perceptions Related to Clothing Repair and community mending event: A circular economy perspective . *sustainability*, 17.
- Yarimoglu, E., & Binboga, G. (2019). Understanding sustainable consumption in an emerging country: The antecedents and consequences of the ecologically conscious consumer behavior model. *Business Strategy and the Environment*, 28(4), 642-651.

- Yen, G. F., Wang, R. Y., & Yang, H. T. (2017). How consumer mindsets in ethnic Chinese societies affect the intention to buy Fair Trade products: the mediating and moderating roles of moral identity. *Asia Pacific journal of marketing and logistics*.
- Zarley Watson, M., & Yan, R. N. (2013). An exploratory study of the decision processes of fast versus slow fashion consumers. *Journal of Fashion Marketing and Management: An International Journal*, 17(2), 141-159.
- Zeki Atıl Bulut, F. K. (2017). Gender, generation and sustainable consumption: Exploring the behaviour of consumers from Izmir, Turkey. *international journal of consumer studies*, 8.

7 Appendixes

I am Rukhsar a student of MPhil Marketing from Quaid I Azam School of Management Sciences, I am working on the relationship between moral identity and green consumption behavior. By investigating how an individual's moral identity influences their choices and actions related to environmentally friendly consumption, the study seeks to contribute to the understanding of the psychological factors that drive pro-environmental behaviors.

7.1 Scale Items of variables:

7.1.1 Demographics

7.1.2 Internalized Moral Identity Caring

Compassionate, Fair, Friendly, Generous, Hardworking, Helpful, Honest, Kind.

- 1- It would make me feel good to be a compassionate person.
- 2- A big part of my emotional well-being is tied up to be an honest person.

Gender	Age	Marital Status	Occupation	Qualification
Male	Less than 25	Single	Student	Undergraduate Degree
Female	26-30	Married	Employee	Master's Degree
	31-35	Others	Self Employed	Doctorate Degree
	36-40			
	41-45			

- 3- I would be ashamed to be a person who is kind.
- 4- I strongly desire to be a helpful person.

(Karl Aquino & Americus Reed, 2002)

7.1.3 Symbolized Moral Identity

Caring, Compassionate, Fair, Friendly, Generous, Hardworking, Helpful, Honest, Kind.

- 1- I often wear clothes that identify me as a generous person.
- 2- I often buy products that communicate the fact that I am a fair person.
- 3- I am actively involved in activities that communicate to others that I am a hardworking person.

(Karl Aquino & Americus Reed, 2002)

7.1.4 Empowerment:

1. I feel confident that I can perform my duties regarding environment.
2. My participation is important environment and climate changes.
3. I have the power to make a difference in how things are done in my friend circle.
4. I can make an impact on the way things I do for environment.

(Ann Bainbridge Frymier, 2009)

7.1.5 Self-Transformation

- 1 I would feel like a more important person if I start consuming eco-friendly products.
- 2 I'd feel more self-confident if I become a green person.
- 3 I would become more attractive to other people if I transform into a green person.
- 4 My appearance would be improved if I show concern about environment.

(RICHINS, 2013)

7.1.6 Religiosity:

- 1 It is important to me to spend time in private thought and prayer.
- 2 I have often had a strong sense of God's presence.
- 3 My whole approach to life is based on my religion.
- 4 The next time I go shopping I will try to buy from brands that consider environmental safety and the safety of others.

(Abdallah Alsaad, 2021)

7.1.7 Ecological conscious consumer behavior:

- 1 I always buy those products that are low in pollutants.
- 2 I buy products that are made from recycled paper.
- 3 When I have a choice, I always purchase less harmful products to the people and environment.
- 4 I have purchased products because they cause less pollution.

(A.Roberts, 1996)

7.1.8 Green purchase intention:

- 1 Over the next one month, I plan to switch to consumer sustainable clothing.
- 2 I prefer buying environmentally friendly clothes.
- 3 Buying environmentally friendly products has long term benefits.
- 4 I feel a sense of accomplishment buying eco-friendly products.

(Chan, 2001)

7.1.9 Green purchase conspicuous behavior:

- 1 I buy green products in order to be popular.
- 2 I buy green products in order to show who I am.
- 3 I buy green products in order to be noticed by others.
- 4 I buy green products in order to gain respect.

(O’Cass, 2004)