**Kaunas University of Technology**

School of Economics and Business

# Determinants of Sustainable Fashion Purchase Intention and Behaviour: A Comparative Study of Consumers in Lithuania and Bangladesh

Master's Final Degree Project

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## Summary

This thesis examines the determinants of sustainable fashion purchase intention and self-reported purchasing behaviour among consumers in Lithuania and Bangladesh. Many consumers have positive attitudes towards sustainability but often do not convert these attitudes into sustainable Purchasing behaviour, which is referred to as the attitude-behaviour gap in sustainable fashion literature (Busalim et al., 2022; Wiederhold & Martinez, 2018).

The research gap addressed in this thesis is three-fold: first, the majority of the existing studies test extended TPB models in single-country Western samples; second, few studies examine the full predictor-intention-behaviour chain simultaneously; third, no prior comparative study has examined Lithuania (EU consumer-market context) and Bangladesh (major garment-producing economy) within the same theoretical framework.

The thesis aims to examine the determinants of sustainable fashion purchase intention and self-reported sustainable fashion purchasing behaviour among surveyed consumers in Lithuania and Bangladesh. To achieve this, four objectives were pursued: (1) to analyse existing research and identify the research gap; (2) to develop a theoretical framework based on an extended Theory of Planned Behaviour; (3) to design and conduct a comparative quantitative survey; and (4) to empirically test and compare predictor patterns between Lithuanian and Bangladeshi respondents.

The object of the thesis is sustainable fashion purchase Intention and self-reported sustainable fashion purchasing behaviour among consumers in Lithuania and Bangladesh.

The empirical study applies scientific literature analysis and a quantitative, deductive, cross-sectional survey design. A structured online questionnaire was used to gather data, which was then analysed using IBM SPSS Statistics. A total of 213 valid responses were received from 126 respondents in Bangladesh and 87 respondents in Lithuania. To analyze these, reliability tests, descriptive statistics, independent-samples t-tests, correlation analysis, multiple regression analysis, country-separated regression analysis, and exploratory subgroup analysis were implemented.

Although respondents in both countries demonstrate a similar level of sustainability orientation, sustainable fashion purchase intentions in Bangladesh are shaped by a broader combination of social, value-based, and psychological factors, whereas in Lithuania, the dominant factor is the economic aspect, namely the willingness to pay a premium for sustainable fashion.

Ferdous, Jannatul.Tvarios mados pirkimo ketinimus ir elgseną lemiantys veiksniai: Lietuvos ir Bangladešo vartotojų palyginamasis tyrimas. Magistrantūros baigiamasis projektas / vadovė Prof. Dr. Jurgita Sekliuckiene; Kauno technologijos universitetas, Ekonomikos ir verslo fakultetas.

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## Santrauka

Šiame baigiamajame darbe nagrinėjami tvarios mados pirkimo ketinimą ir savarankiškai nurodomą pirkimo elgseną lemiantys veiksniai tarp vartotojų Lietuvoje ir Bangladeše. Nors daugelis vartotojų teigiamai vertina tvarumą, šios nuostatos dažnai nevirsta tvaraus pirkimo elgsena. Tvarios mados mokslinėje literatūroje šis reiškinys apibūdinamas kaip nuostatų ir elgsenos atotrūkis (Busalim et al., 2022; Wiederhold & Martinez, 2018).

Šiame darbe nagrinėjama tyrimo spraga yra trijų krypčių. Pirma, dauguma esamų tyrimų išplėstinius suplanuotos elgsenos teorijos modelius taiko vienos šalies, dažniausiai Vakarų šalių, imtyse. Antra, tik nedaug tyrimų vienu metu nagrinėja visą veiksnių–ketinimo–elgsenos grandinę. Trečia, iki šiol nebuvo atliktas lyginamasis tyrimas, kuriame Lietuva, kaip ES vartotojų rinkos kontekstas, ir Bangladešas, kaip reikšminga drabužių gamybos ekonomika, būtų analizuojami taikant tą patį teorinį modelį.

Baigiamojo darbo tikslas – ištirti tvarios mados pirkimo ketinimą ir savarankiškai nurodomą tvarios mados pirkimo elgseną lemiančius veiksnius tarp apklaustų vartotojų Lietuvoje ir Bangladeše. Šiam tikslui pasiekti buvo iškelti keturi uždaviniai: (1) išanalizuoti esamus mokslinius tyrimus ir nustatyti tyrimo spragą; (2) parengti teorinį modelį, grindžiamą išplėstine suplanuotos elgsenos teorija; (3) parengti ir atlikti lyginamąjį kiekybinį tyrimą; ir (4) empiriškai patikrinti bei palyginti veiksnių modelius tarp Lietuvos ir Bangladešo respondentų.

Darbo objektas – tvarios mados pirkimo ketinimas ir savarankiškai nurodomas tvarios mados pirkimo elgesys tarp vartotojų Lietuvoje ir Bangladeše.

Empiriniame tyrime taikoma mokslinės literatūros analizė ir kiekybinis, dedukcinis, skerspjūvio apklausos tyrimo dizainas. Duomenys buvo renkami naudojant struktūrinę internetinę anketą, o vėliau analizuojami taikant „IBM SPSS Statistics“ programą. Iš viso buvo gauta 213 tinkamų atsakymų: 126 respondentų iš Bangladešo ir 87 respondentų iš Lietuvos. Duomenims analizuoti buvo taikomi patikimumo testai, aprašomoji statistika, nepriklausomų imčių t testai, koreliacinė analizė, daugialypė regresinė analizė, regresinė analizė pagal šalį ir tiriamoji pogrupių analizė.

Nors abiejų šalių respondentai pasižymi panašiu tvarumo orientacijos lygiu, Bangladeše tvarios mados pirkimo ketinimus formuoja platesnis socialinių, vertybinių ir psichologinių veiksnių spektras, tuo tarpu Lietuvoje dominuoja ekonominis aspektas – noras mokėti priemoką už tvarią madą.

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## List of abbreviations and terms

**Abbreviations:**

ATT - Attitude toward sustainable fashion

BEH - Self-reported sustainable fashion purchasing behaviour

COL - Individual-level collectivism

EU - European Union

GDP - Gross Domestic Product

INT - Purchase intention

KNOW - Sustainability knowledge

PBC - Perceived behavioural control

PCE - Perceived consumer effectiveness

RMG - Ready-made garment

SD - Standard deviation

SN - Subjective norms

SPSS - Statistical Package for the Social Sciences

TPB - Theory of Planned Behaviour

TRUST - Trust in sustainability claims

VIF - Variance Inflation Factor

WTP - Willingness to pay a price premium

## Introduction

Sustainable fashion consumption has become an important research issue because the current fashion system is characterized by high volumes, short lifespan, and high product turnover. The fast-fashion model has normalized rapid production cycles and premature disposals, generating high social and environmental costs (Niinimäki et al., 2020). It is therefore important to understand the reasons behind consumers' choice or rejection of sustainable fashion alternatives in both academic studies and the practical implementation of sustainability change.

Many consumers have positive attitudes towards sustainability, but this does not always lead to sustainable fashion purchasing. This results in an intention-behaviour gap, as consumers might want to support sustainable fashion in theory, yet they still opt for conventional fashion choices because they are more affordable, easier to access, more comfortable to wear, or more trendy. Aside from environmental concern, past studies have demonstrated that the price, convenience, availability, knowledge, trust, and perceived personal impact play a role in sustainable fashion consumption (Busalim et al., 2022; Diddi et al., 2019; Wiederhold & Martinez, 2018).

The Theory of Planned Behaviour (TPB) offers a theoretical base for studying sustainable fashion purchase intention as it breaks down the purchase intention into attitude, subjective norm and perceived behavioural control (Ajzen, 1991) In this thesis, attitude refers to consumers' evaluation of sustainable fashion, subjective norms refer to perceived social approval, and perceived behavioural control refers to consumers' perceived ability to identify, access, and purchase sustainable fashion products.

However, the basic Theory of Planned Behaviour is not enough to explain sustainable fashion purchasing. Despite having positive attitudes, consumers might not purchase sustainable fashion if they do not have sustainability knowledge, distrust the brand or label claims, are not willing to pay a premium price, or if the individual's purchasing action has little impact. Thus, TPB is now getting expanded with context-specific variables in sustainable fashion studies. Studies suggest that TPB can be adapted to sustainable fashion consumption (Brandão & Costa, 2021; Saricam & Okur, 2019), while (Liu et al., 2021) emphasise the importance of knowledge and trust. Perceived consumer effectiveness, willingness to pay, and consumer values are important extensions to purchase-intention models identified in further studies (Hong et al., 2024; Kumar et al., 2022; Pires et al., 2024)

Yet, what remains insufficiently researched is whether these extended TPB predictors operate uniformly or diverge across structurally different consumer markets. Existing studies have used extended TPB models in single-country, mostly Western samples, and limited research has been conducted to determine whether variables such as collectivism, knowledge, or trust are equally strong predictors in emerging economies (Rahman et al., 2023), furthermore it is rarely tested whether the full predictor intention–behaviour chain holds true across different consumer contexts, and whether purchase intention reliably predicts self-reported behaviour.

This thesis examines sustainable fashion purchase Intention and self-reported sustainable fashion purchasing behaviour among consumers in Lithuania and Bangladesh. Fast fashion serves only as a contextual background, establishing the relevance of sustainable fashion; it is not the object of study. The central focus is the set of psychological, informational, economic, trust-based, efficacy-based, and cultural factors shaping consumers' purchase intention. This study does not make broad claims

about entire national populations. Instead, the two samples are used to examine the cultural factors shaping consumers' purchase intentions. Empirical research on sustainable fashion consumer behaviour in Lithuania remains limited (Banytė et al., 2023), and Bangladeshi consumers have been studied primarily through the lens of production-side sustainability rather than individual purchase decision-making (Hasan et al., 2021; Su et al., 2023). To date, the extended TPB model has not been tested comparatively between these two contexts, or to examine whether the predictor intention–behaviour pathway is similar in both contexts. In the absence of such evidence, sustainability interventions run the risk of being based on assumptions that are not valid across markets.

The structural differences between Lithuania, an EU member state with established sustainability discourse and higher purchasing power, and Bangladesh a price-sensitive, garment-export-dependent economy, make it theoretically plausible that consumers in each country respond to different drivers of sustainable fashion purchase intention. Comparing these two samples does not aim to produce broad national generalisations; rather, it tests whether predictor patterns are context-dependent, which has direct implications for how sustainability strategies should be designed and targeted.

Research problem: Consumers often demonstrate a concern for sustainable fashion but that concern is not always consistent with sustainable purchasing behaviors (Busalim et al., 2022; Wiederhold & Martinez, 2018). Studies have consistently found a gap between the intention to purchase and actual behaviour, influenced by price sensitivity, product availability, distrust of the sustainability claims and limited feeling of personal impact (Diddi et al., 2019; Jacobs et al., 2018; Rausch & Kopplin, 2021) But it is less well understood which factors most strongly predict purchase intention across different cultural, economic and regulatory contexts, and whether these factors have the same or diverging impacts on purchase intention in structurally different markets as Lithuania and Bangladesh (Rahman et al., 2023).

Aim: This thesis aims to examine the determinants of sustainable fashion purchase Intention and self-reported sustainable fashion purchasing behaviour among surveyed consumers in Lithuania and Bangladesh.

To achieve the aim, the following objectives have been formulated:

1. to analyse the level of research on sustainable fashion consumer behaviour and identify the research gap.
2. to develop a theoretical framework explaining the determinants of sustainable fashion purchase intention and behaviour.
3. to design and conduct a comparative quantitative study of sustainable fashion consumers in Lithuania and Bangladesh.
4. to empirically examine the determinants of sustainable fashion purchase intention and behaviour and compare the results between consumers in Lithuania and Bangladesh.

The novelty of this thesis is that, unlike existing studies that compare countries at the mean-attitude level (Busalim et al., 2022; Rahman et al., 2023), this thesis tests whether similar sustainable fashion orientations conceal different predictor mechanisms across Lithuania and Bangladesh, a comparison absent from existing literature.

Method: The thesis applies a literature analysis and a quantitative, deductive, cross-sectional survey design. The data are collected through a structured online questionnaire and analysed using IBM SPSS Statistics. The empirical analysis includes reliability testing, descriptive statistics, independent-samples comparison, correlation analysis, and regression analysis. Purchase intention is treated as the main dependent variable in the first regression model, while self-reported sustainable fashion purchasing behaviour is treated as the dependent variable in the second regression model.

A scientific article related to the broader sustainability theme of this thesis was also prepared for the 13th International Young Researchers Conference "Industrial Engineering 2026" by Jannatul Ferdous[1]*, Mehedi Hasan[2], Virginija Daukantienė[3], Jurgita Sekliuckienė[4] the article, titled "Sustainable Fashion, and Microplastics: A Consumer Perspective Study," focuses on consumer awareness of microplastics from textile production, perceived environmental and health risks, and practical behaviour related to sustainable fashion choices. Although the article addresses a related sustainability issue, the present thesis focuses specifically on the determinants of sustainable fashion purchase intention and self-reported purchasing behaviour in Lithuania and Bangladesh.

# 1. Problem analysis

## 1.1. Fashion consumption as a sustainability problem

The global fashion is among other sectors with a high environmental and social footprint in the world economy. It includes around 300 million employees throughout the supply chain, but many of the production sites have serious issues with chemical usage, water usage, and waste production, as well as working conditions. As well as being a problem on the production side, the sustainability challenge in fashion is also a problem on the consumption side, since consumer demand for cheap and often disposable fashion promotes the idea of fast fashion cycles.

There is a lot of discussion about the environmental impact of the fashion industry in sustainability research. As reported by (Niinimäki et al., 2020), the cost of fast fashion to the environment is related to the use of resources, chemicals, carbon emissions, textile waste, and short life cycles of garments. Likewise, (Bick et al., 2018), claims that fast fashion causes environmental injustice, since many of the negative effects occur in the place of production and disposal, but the positive ones in the place of consumption. These studies collectively suggest that sustainable fashion is not solely a production challenge; it is equally a consumer decision-making problem.

The problem of the sustainability of the textile and fashion industry is well known at the global level. The global fashion industry is responsible for an estimated 8-10 % of global greenhouse-gas emissions, surpassing international flights and maritime shipping (European Parliament, 2020; UNEP, 2018). The amount of clothing produced worldwide nearly doubled between 2000 and 2015, and the average number of wearings per garment before disposal dropped significantly over the years. Moreover, one cotton T-shirt is said to use approximately 2,700 litres of water in its manufacture (UNECE, 2018). These indicators demonstrate that sustainable fashion is not just one of consumer choice, but it is a real environmental challenge throughout the fashion value chain. The EU-level consumption-side indicators in the table below should therefore be interpreted in this wider global context.

This table demonstrates the importance of consumer-level fashion decisions. While there are several environmental effects throughout the production cycle, the desire for cheaper, more frequent clothing helps keep fast fashion alive.

**Table 1**. EU textiles consumption, waste, and resource footprint indicators (European Environment Agency, 2025)

| **Indicator** | **Value** |
|---|---|
| EU textiles consumption per person | 19 kg/person |
| EU textile waste generated (total) | 6.94 million tonnes |
| EU textile waste per person | 16 kg/person |
| Household textile waste is not separately collected | 85% |
| Resource footprint of EU textile consumption per person | 323 m² land ; 12 m³ water; 523 kg raw materials |

This problem becomes complicated by the fact that sustainable fashion is not always obvious to consumers and is difficult to assess. Organic materials, recycled fibres, ethical labour, durability, local production, circularity, or reduced environmental impact are some of the sustainability claims that may come across the consumer. These claims require consumer knowledge and trust to be actionable. When consumers lack an understanding of sustainability information, or when they do not believe

brand claims, they may not even consider sustainable fashion, despite their desire to do so. Hence, the environmental and social value of fashion consumption gives rise to the need to examine not only consumers' attitude, but also the factors that influence a positive attitude into sustainable fashion purchase intention including products associated with environmentally responsible materials, ethical production, credible sustainability claims, and reduced social or environmental harm. The thesis does not separately examine second-hand clothing, repair, reuse, or circular fashion behaviours; these may form part of broader sustainable fashion discussions, but they are not measured as separate constructs in the empirical model.

### 1.2. The Intention-Behaviour Gap in Sustainable Fashion

Sustainable fashion is about fashion products and choices that work to minimise negative consequences for the environment and society throughout the entire lifecycle of production and consumption. The concept is applied in this thesis in the context of the consumers' purchase intention towards fashion products perceived as sustainable, specifically products that are linked to environmentally responsible materials, ethical production, credible sustainability claims and reduced social or environmental harm. Second-hand clothing, repair, reuse, or circular fashion behaviours are not separately examined in the thesis and can rather be considered within a wider context of sustainable fashion behaviour, but are not measured separately as constructs in the empirical model.

Practical barriers also influence sustainable fashion purchasing. (Brandão & Costa, 2021) explain that the adoption of sustainable fashion consumption is hindered by some barriers, including access, trust, convenience and cost. This is directly relevant to the present thesis as consumers might be positive about sustainable fashion but not willing to buy it if they think sustainable products are too costly, too hard to find, or too hard to verify. Thus, for the study of purchase intention, variables beyond attitude are needed, including sustainability knowledge, trust in sustainability claims, willingness to pay, and perceived consumer effectiveness.

A central problem in sustainable fashion research is that positive attitudes do not always lead to sustainable purchasing behaviour. However, despite increased awareness of the impact of fashion on the environment, there has still been no change in the scale of purchase behaviour as hoped for. According to a Consumer Conditions Survey conducted by the (European Commission, 2023a), 72% of the respondents in the EU felt that they should do more themselves to contribute to the green transition, but only 20% said that they take into account the environment when they make their purchase, and 43% said that the environment is not at all a consideration for their purchases.

Similarly, according to Eurobarometer data (European Environment Agency, 2024), almost 6 in 10 EU citizens were willing to pay more for sustainably produced products, but this figure dropped from 72% in 2007 to 59 % in 2024. This discrepancy, where a lot more is said than done, has been identified in the academic literature as the attitude–behaviour gap (Carrington et al., 2014; Park & Lin, 2020).

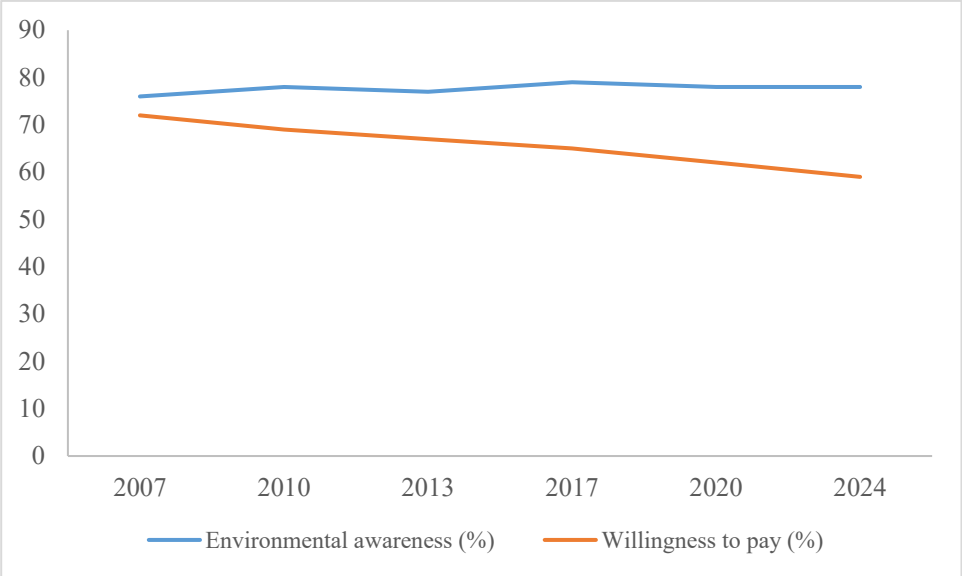


**Fig. 1.** EU consumer environmental awareness versus sustainable purchasing behaviour, 2007–2024.

Sources: (European Commission, 2023a; European Environment Agency, 2024)

According to (Wiederhold & Martinez, 2018) one of the reasons ethical consumers might not purchase green apparel is due to barriers, including price, lack of information, skepticism, and limited availability. Also, (Diddi et al., 2019) analyzes the sustainable clothing intention-behaviour gap and concludes that young consumers' sustainable clothing purchase decision is influenced by both the reasons for sustainable consumption. These studies thus underpin the central problem of this thesis: Consumers' attitudes toward sustainable fashion are not sufficient, but the factors that can predict their purchase Intention and whether their Intention translates into their actual purchasing behaviour need to be understood. Studies on sustainable clothing show that the intention-behaviour gap is influenced not only by positive attitudes but also by greenwashing concerns, perceived risk, barriers related to the product, and the challenge of translating sustainability values into actual purchasing of sustainable clothing (Jacobs et al., 2018; Rausch & Kopplin, 2021).

**Table 2.** Consumer-level barriers to sustainable fashion purchasing: evidence from European and global contexts

| **Barrier category** | **Evidence** |
|---|---|
| Price premium perceived as too high | (Hasan et al., 2021; Statisa/YouGov, 2023) |
| Distrust in green claims and eco-labels | (Commission, 2020) |
| Limited availability of sustainable products | (Brandão & Costa, 2021; Sobuj et al., 2021) |
| Insufficient sustainability knowledge | (Mandarić et al., 2022; Su et al., 2023) |
| Low perceived personal impact | (Diddi et al., 2019; Rausch & Kopplin, 2021) |

High level of environmental concern, combined with low rates of purchase, validates the claim that attitude alone is not a good indicator of sustainable fashion behaviours. This encourages the exploration of a more comprehensive range of determinants: the empirical model of this thesis is trust in sustainability claims, consumer knowledge of sustainability, willingness to pay a price premium, subjective norms, perceived behavioural control, and perceived consumer effectiveness.

This issue is relevant to the present study. Here, purchase intention and self-reported sustainable fashion purchasing behavior are measured. This distinction is important, as intention alone does not

fully represent behavior and this study measures respondents' self-reported activities rather than verified purchase records. Therefore, the behavioral variable is interpreted throughout as self-reported purchasing behavior.

### 1.3. Lithuania and Bangladesh as Comparative Consumer Contexts and Research Gap

Lithuania and Bangladesh can serve as two different situations for analyzing sustainable fashion consumer behaviour. Lithuania captures an EU consumer-market environment in which sustainability communication is becoming more influenced by European policies concerning the environment, consumer protection, the circular economy, and by an increasing public debate on sustainable consumption. The higher GDP per capita in Lithuania is only used as a background indicator of income context, and not as a direct cause of the willingness to pay for sustainable alternatives in the empirical model (World Bank, 2023b). Consumers in this context can be more vulnerable to sustainability labels, communication from brands about sustainable consumption, and EU-level communication about the environment. But, even when consumers hear about sustainability, they do not necessarily buy sustainable fashion, as there are barriers to behaviour such as price, availability, trust, and product attractiveness. There is still not much research that has been conducted on sustainable fashion, particularly in Lithuania. (Banytė et al., 2023) investigated the relationship between consumer attitudes and sustainable clothing behaviour in the Lithuanian context and discovered that social norms are contextually relevant, and peer group visibility and social identity mediate the relationship between subjective norms and purchase intention. This research validates the fact that the social influence is not the only factor that influences sustainable fashion consumer behaviour in Lithuania, as there are psychological and economic barriers that attitude cannot change. It is further determined by a binding supranational regulatory framework directly impacting the way sustainability claims are presented to consumers in the Lithuanian consumer context. The most relevant EU instruments currently in force are summarized.

**Table 3**. EU regulations and initiatives applicable to the Lithuanian textile and consumer context

| Regulation | Year | Key consumer-relevant provision |
|---|---|---|
| EU Strategy for Sustainable and Circular Textiles | 2022 | Binding 2030 targets for durability, recyclability, and responsible production across the EU market |
| Ecodesign for Sustainable Products Regulation (Regulation (EU) 2024/1781 on Ecodesign for Sustainable Products, 2024) | 2024 | Mandatory sustainability requirements; Digital Product Passport giving consumers verified product information |
| Revised Waste Framework Directive (European Commission, 2023b) | 2023 | Mandatory extended producer responsibility for textiles; Lithuania complies by April 2028 |
| Green Claims Directive (proposed)(Commission, 2023) | 2023 | Requires scientific verification of all environmental marketing claims before consumer communication |
| (Directive (EU) 2024/825 on Empowering Consumers for the Green Transition, 2024) | 2024 | Prohibits unsubstantiated sustainability terms such as "eco-friendly" in consumer-facing communication |

A study by the (Commission, 2023) revealed that 53.3% of all green claims analysed in the European market were found to be vague, misleading, or unsubstantiated, thus offering the primary empirical motivation for the Green Claims Directive. This regulatory finding can be related directly to the trust variable of this thesis: when the claim environment is dominated by greenwashing, trust in sustainability labelling is likely to be structurally low, even if attitudes and values are positive.

The other important context is Bangladesh. The background context of affordability for the interpretation of willingness to pay is provided by Bangladesh's lower GDP per capita, but it is not the focus of the thesis to argue that income is the sole determinant of sustainable fashion purchase intention (World Bank, 2023a). It is well known internationally as one of the world's major economies for the manufacture of garments and fashion sustainability is frequently referred to in the context of ready-made garments manufacturing, labor relations, export destinations, industrial standards, and social responsibility. But since this thesis is about consumers and not factories, it is inappropriate to portray Bangladesh only as a place of production. What matters is the understanding of sustainable fashion among the consumers in a garment-producing country, whether they trust in the claims of sustainability, whether the consumers think their choices will make a difference, and whether they are willings to pay for sustainable alternatives. Likewise, while literature on sustainable fashion among Bangladeshi consumers is somewhat limited, it is gradually increasing. Eco-friendly purchase behaviour of apparel among young consumers of Bangladesh has been studied by (Hasan et al., 2021; Sobuj et al., 2021), who concluded that the motivation for eco-friendly apparel purchase, although it existed, was limited due to price sensitivity, lack of access to the products, and low awareness of sustainability certifications. (Diddi et al., 2019; Rausch & Kopplin, 2021) also revealed that young Bangladeshi consumers' sustainable apparel intentions are more influenced by social responsibility and awareness of the conditions of the apparel industry than by label-based information. These studies corroborate that the Bangladeshi consumer landscape is analytically different and the mechanisms of purchase intention of sustainable fashion that work in more affluent Western markets are not applicable in Bangladesh.

In contrast to Lithuania, there is no regulatory framework in Bangladesh that is directly applicable to consumers like the EU instruments described above. The key drivers in the governance of sustainability in the Bangladesh garment industry are the supply-chain mechanisms and not the Bangladesh domestic consumer-protection law.

**Table 4.** Sustainability regulatory initiatives in Bangladesh's textile sector

| Initiative | Year | Provision |
|---|---|---|
| Accord on Fire and Building Safety | 2013 | Legally binding agreement between 220+ global brands and trade unions; enforced structural, fire, and electrical safety standards in supplier factories |
| RMG Sustainability Council (RSC) | 2020 | National tripartite body overseeing workplace safety across 1,900+ factories; inherited Accord operations (RMG Sustainability Council, 2020) |
| International Accord (renewed) | 2023 | Binding safety agreement covering Bangladesh's garment factories; implemented through RSC (International Accord, 2023) |
| LEED-certified green factories | Ongoing | Bangladesh hosts 200+ LEED-certified factories, the highest number globally (BGMEA, 2023) |
| No equivalent to EU Green Claims Directive | — | No domestic framework requiring verification of consumer-facing sustainability claims (Commission, 2023; European Parliament, 2020) |
| No textile EPR scheme | — | No mandatory extended producer responsibility for textiles at the consumer level (Government of Bangladesh, 2021; UNIDO, 2025) |

All these indicate that sustainability governance in Bangladesh is focused on the production and factory level, and to satisfy the conditions of the international buyers and the accountability mechanisms post-Rana Plaza, rather than by a regulation that addresses the credibility of claims for consumers. This absence of a verified claim environment means that Bangladeshi consumers encounter sustainability primarily through brand communication and media rather than through a

regulated information infrastructure, which has direct implications for how trust in sustainability claims operates as a predictor of purchase intention in this context.

**Table 5**. Comparative consumer context: Lithuania (EU) versus Bangladesh

| Dimension | Lithuania, EU consumer context | Bangladesh consumer context |
|---|---|---|
| Green claims regulatory verification | Proposed (Green Claims Directive) | Absent a domestic equivalent |
| Consumer sustainability information infrastructure | Digital Product Passport (from 2027); EU eco-labels | No equivalent; brand-mediated communication only |
| Primary driver of consumer sustainability awareness | EU policy discourse: regulated eco-labels | Internet, social media, garment industry reputation |
| Dominant consumer-level barrier | Price premium; trust in claims | Price sensitivity, limited product access, and knowledge gaps |
| Attitude–behaviour gap evidence | Eurobarometer: 72% pro-environment; 43% no environmental purchasing consideration | 77% aware; persistent gap due to economic and access constraints |
| Collectivism as a cultural factor | Lower, more individualistic consumer orientation | Higher social norms and collectivistic values are more influential |
| Regulatory pressure on consumer-facing claims | High and increasing | Low; nascent domestic framework |

Table 5 visualises the fundamental structural differences between the two national contexts: Lithuanian consumers are immersed in a market environment where sustainability information is increasingly being standardised, verified, and regulated, but the attitude–behaviour gap remains. Bangladeshi consumers are equally aware of sustainability but are more restricted economically and informatively and do not have any similar regulatory framework to check the claims they see. This separation provides the analytical opportunity to compare the two, and if there are differences in the way these psychological determinants (attitude, subjective norms, perceived behavioural control, knowledge, trust, willingness to pay, and perceived consumer effectiveness) function in these two contexts, a theoretically generalisable understanding of those that are context-dependent and those that are universal is available.

It is important to do this comparative framing as the thesis does not seek to make a claim that one country is ‘more sustainable' than the other. Rather, the comparison is employed to analyze if there are similarities or differences in the pattern of predictors among Lithuanian and Bangladeshi respondents that affect their sustainable fashion purchase intention. This framing does not take the country as a direct causal explanation. This is also in line with the empirical contribution: predictors of purchase intention might function differently in the two country samples, although the average sustainable fashion orientation for the two countries may not differ significantly.

## Research Gap emerging from the Problem Analysis

As per the literature review, the factors impacting sustainable fashion consumption are environmental concern, attitude, social influence, perceived behavioural control, knowledge, trust, price, perceived consumer effectiveness, and cultural values. But there are some gaps. Initially, many research studies about sustainable fashion concentrate on attitudes or purchase Intention, and less research that focuses on the relationship between Intention and self-reported behaviour. Second, the fundamental TPB model might not be sufficient to fully understand sustainable fashion purchase intention as sustainable fashion is associated with other consumer barriers such as knowledge, trust, willingness to pay, and

perceived personal impact. A systematic literature review of Sustainable fashion studies reveals that although there is a lot of research on sustainable fashion consumption in individual countries, mostly Western countries, the lack of comparative research among different economic systems with different structures is clearly visible (Rahman et al., 2023). Third, there is still a need for comparative research to determine if the same predictors have a similar function in various consumer settings.

The existence of country-specific contextual factors is observed in recent research on sustainable fashion in emerging Asian markets (Ngo et al., 2024), which indicates that purchase intention is influenced by country-specific factors, beyond what Western-focused models can account for. This thesis aims to fill the aforementioned gaps by exploring the predictive power of attitude towards sustainable fashion, subjective norms, perceived behavioural control, sustainability knowledge, trust in sustainability claims, willingness to pay a price premium, perceived consumer effectiveness, and individual-level collectivism on sustainable fashion purchase intention for Lithuanian and Bangladeshi consumers, as well as the predictive power of purchase intention on self-reported purchasing behaviour. The comparative design does not make the country a direct causal factor, but rather the structural and institutional differences between the two contexts provide a test of the context-sensitivity or generalisability of the identified determinants across respective types of consumer markets at different stages of regulatory development.

## 2. Theoretical Background of Sustainable Fashion Purchase Intention and Behaviour

This chapter develops the theoretical foundation for examining sustainable fashion purchase Intention and behaviour among consumers in Lithuania and Bangladesh. The chapter is based on the Theory of Planned Behaviour, which posits that intention is determined by attitude, subjective norms, and perceived behavioural control. But, sustainable fashion purchasing involves more than psychological evaluation alone. It is also shaped by knowledge, trust, price-related considerations, perceived individual impact, and cultural orientation. Therefore, this thesis applies an extended Theory of Planned Behaviour model to examine how these factors predict sustainable fashion purchase Intention and how intention relates to self-reported sustainable fashion purchasing behaviour.

The discussion starts with the Theory of Planned Behaviour as the primary theoretical foundation. It then explains why it is often necessary to add context-specific variables to the basic TPB model to better understand sustainable fashion research. The chapter subsequently explains each construct included in the model: attitude, subjective norms, perceived behavioural control, sustainability knowledge, trust in sustainability claims, willingness to pay a price premium, perceived consumer effectiveness, and individual-level collectivism. Finally, outlines the conceptual model and hypotheses that are tested in the empirical analysis.

### 2.1. Theory of Planned Behaviour and Its Application to Sustainable Fashion

The Theory of Planned Behaviour is one of the most widely used frameworks for explaining behavioural intention. Meta-analytic evidence has confirmed that TPB regularly accounts for a reasonable amount of variance in behavioural intention in various fields (Armitage & Conner, 2001) and this is why it was chosen as the main theoretical framework for this thesis. According to (Ajzen, 1991), intention is the immediate motivational antecedent of behaviour, and is shaped by three main factors: attitude toward the behaviour, subjective norms, and perceived behavioural control. Attitude is the positive or negative way a person thinks about a behaviour. Subjective norms are the subjective social pressure from significant other people. Perceived behavioural control is defined as how capable self-efficacy the person feels or believes he/she is to do the behaviour.

This theory is appropriate for the present thesis because sustainable fashion purchasing is a purposive consumer behavior. Consumers generally make decisions about whether to purchase sustainable fashion based on how they value such products, whether the people around them support such choices, and whether they have the ability to identify, acquire, and purchase sustainable fashion. Therefore, TPB provides a logical basis for examining the motives for purchasing sustainable fashion.

The TPB should not be treated as a closed model, though. According to (Ajzen, 2020) other factors can be added if they are theoretically relevant to the particular behaviour and increase the explanatory power. This is important for sustainable fashion research as sustainable purchasing needs more than a general attitude or social influence. Consumers can be unsure about sustainability, lack information about materials or certifications, be deterred by prices, and feel that their own actions are not able to make a difference.

#### Sustainable Fashion Consumer Behaviour, and the Need to Extend TPB

In this thesis, sustainable fashion consumer behaviour refers to consumers' intention to purchase and self-reported purchasing of fashion products perceived as environmentally or socially responsible.

The focus is on purchase-related decision-making, not on specific behaviours like second-hand purchasing, repair, reuse, clothing disposal, or participation in circular fashion. This confined definition ensures that the theoretical discussion remains in line with the empirical model used that assesses purchasing intention and self-reported sustainable fashion purchasing behaviour (Rausch & Kopplin, 2021).

As (Busalim et al., 2022) reveal, consumer behaviour towards sustainable fashion has been a growing area of study, yet the research is scattered and still needs more theory-based and comparative studies. Their systematic review also emphasizes the attitude-behaviour gap, in which consumers have a positive attitude towards sustainability which is not necessarily followed by a sustainable behaviour. This gap is particularly applicable in the fashion industry, as consumer makes clothes purchases based on price, trends, convenience, identity, availability, and trust. The intention-behaviour gap is indeed one of the most persistent research challenges in sustainable consumer behaviour research (Trudel, 2019), and it is maintained by a mix of psychological, economic and structural barriers addressed by the extended constructs of the present model.

Given this, studies argue that TPB should be extended in sustainable fashion contexts. In the case of sustainable fashion consumption, some barriers can impact it, such as limited access, price and lack of trust, as shown by (Brandão & Costa, 2021). While (Liu et al., 2021) emphasise the importance of knowledge and trust for ethical fashion consumption. According to (Kumar et al., 2022), the perceived effectiveness of consumers can increase the intention to buy eco-friendly apparel. (Pires et al., 2024) Underline willingness to pay as an important determinant as sustainable fashion is often linked to premium pricing. This finding provides justification for the use of the extended TPB model in this thesis.

## 2.2. Extended Determinants of Sustainable Fashion Purchase Intention and Consumer Behaviour

### Core TPB Determinants of Sustainable Fashion Purchase Intention

In this thesis, attitude toward sustainable fashion refers to consumers' positive or negative evaluation of purchasing sustainable fashion products. Positive attitude can emerge when consumers feel that sustainable fashion has positive attributes like benefits, responsibility, ethics and or personal relevance. In this regard, previous studies show that attitude is often an important predictor of purchase intention, although its effect may become weaker when other barriers and contextual variables are included (Brandão & Costa, 2021; Saricam & Okur, 2019)

Subjective norms is the perceived social pressure from family, friends and peers or the broader social environment. Sustainable fashion, consumers might be more inclined to plan a purchase of sustainable fashion items when people important to them support this. Comparative studies are particularly pertinent to subjective norms since the power of social influence can differ among consumer settings. Likewise, prior research reveals that subjective norms are not always a strong predictor of intention to purchase sustainable fashion, especially when the act is less visible, more expensive and more personal.

Perceived behavioural control refers to consumers' perceived ability to perform the behaviour. This includes, amongst others, whether consumers think they can recognise sustainable products, find them

in shops, afford them and that they can make informed choices about them, in a sustainable manner. The construct is significant as potential consumers may be in favour of sustainable fashion, however find that it is not available to them, labels are not easily understood or the prices are prohibitively high. Therefore, perceived behavioural control connects motivation with practical feasibility.

## Extended Determinants of Sustainable Consumption Behaviour in the Fashion Industry

### Sustainability Knowledge, and Awareness (KNOW)

Sustainable Fashion knowledge is not only basic environmental awareness, but also the skills to understand materials, production claims, labels and sustainability information. Prior sustainable-fashion research shows that knowledge sources and knowledge types influence attitudes and behavioural intention toward sustainable fashion products (Kong et al., 2016). The significance of knowledge in ethical fashion consumption is also emphasized by (Liu et al., 2021), as informed consumers can better assess sustainability claims and make informed choices. (Han et al., 2024) additionally found that consumer knowledge regarding sustainable fashion has a significant impact on purchase intention, implying that consumers who are aware of sustainable fashion have a higher likelihood of recognizing the legitimacy of sustainable fashion products and making purchasing decisions. In the current thesis, sustainability knowledge is directly connected as a predictor of purchase intention. It can also be correlated with attitude and perceived behavioural control but these relationships are seen as supporting association and not predictive hypotheses.

### Trust in Sustainability Claims (TRUST)

Trust in sustainability claims is defined as consumers' belief that brand claims, labels, and sustainability communication are honest and credible. Trust is needed, as it is hard for consumers to confirm whether a product is actually sustainable. Low levels of trust can lead consumers to feel greenwashing has taken place and consequently discourage them from purchasing sustainable fashion, despite their interest in sustainability. Certification labels for sustainability can boost the credibility of brand sustainability claims in online fashion scenarios, as demonstrated by (Behre & Cauberghe, 2025) indicating that verifiable third-party endorsements are a critical tool for fostering consumer trust. The theoretical significance of this trust issue is that greenwashing might undermine consumers' green trust by causing confusion and perceived risk (Chen & Chang, 2013). Thus, trust is added as an expanded TPB factor, which might have a direct impact on purchase intention.

### Perceived Consumer Effectiveness (PCE)

Perceived consumer effectiveness is defined as the feeling that individual consumers' choices can help improve the environment or society. Consumers may support sustainability in general but still avoid sustainable fashion if they believe that one person’s choices do not matter. According to the study of (Kumar et al., 2022), perceived consumer effectiveness can augment the intention to purchase eco-friendly apparel as it boosts consumer beliefs about how their actions will make an impact. This is supported by a recent meta-analysis that shows that perceived consumer effectiveness is among the most robust predictors of green consumer behaviour, regardless of the product category or cultural context (Joshi & Rahman, 2015; Vieira et al., 2025), and thus it was decided to include it in the present model. Therefore, perceived consumer effectiveness is included as an efficacy-based predictor of sustainable fashion purchase intention.

### Willingness to Pay a Premium (WTP)

Willingness to pay a price premium refers to consumers' readiness to pay more for genuinely sustainable fashion products. One of the most important reasons why sustainable fashion is not always being adopted is because of its higher cost in comparison to conventional fashion and price can be a big hurdle between positive attitude and purchase intention. (Pires et al., 2024) show that willingness to pay is an important determinant in sustainable fashion because consumers' ethical or environmental concern must be strong enough to overcome price sensitivity. Consumers are also willing to pay a price premium for sustainable fashion products when their sustainability is effectively and trustfully conveyed (Cascavilla et al., 2025). In this thesis, willingness to pay is included because the economic feasibility of sustainable fashion may differ between Lithuanian and Bangladeshi respondents.

### The intention-behaviour gap, and why it persists

A common set of barriers account for the failure of positive attitudes and intentions to consistently result in sustainable behavior in empirical studies. High perceived price, distrust of sustainability claims, lack of knowledge, lack of availability and the effort required to assess alternatives maintain this gap (Frommeyer et al., 2022; Schiaroli et al., 2024). These barriers directly relate to TPB constructs: PBC is influenced by price and access; TRUST is influenced by distrust; and ATT and PBC are influenced by limited knowledge.

This is the reason that, in this study, the extended model was used to investigate the relationships between the core variables of the TPB (attitude, subjective norms and control beliefs) and other variables: KNOW, TRUST, PCE and WTP. These constructs collectively explain the bulk of the mechanisms that underlie the failure of intentions to produce behaviour in the context of sustainable fashion consumption.

### Cultural Orientation and Collectivism

Culture may affect sustainable consumption, since consumers decisions are not only affected by their own preferences, but also by the social values, the group expectations and the responsibility to others. In this thesis, collectivism is included as an individual-level cultural orientation. Collectivism indicates the degree to which individuals appreciate group harmony, social responsibility, loyalty and collective well-being.

Collectivism should be determined at the individual, not at the national, level. (Yoo et al., 2011) believe it is possible to measure the level of cultural value at the individual consumer level by utilizing the validated cultural value scales. This is relevant because Lithuanian and Bangladeshi respondents should not be treated as automatically representing fixed national cultural categories. A collectivism perspective is instead used to explore how well group oriented values may explain the purchase intention for sustainable fashion by individual respondents. However, cross-cultural studies point to collectivist values being correlated with greater collective environmental and social concerns (Ur Rahman et al., 2023).

The political and regulatory context is not included as a measured construct in the empirical model. The chapter of problem analysis discusses the country-specific institutional, regulatory and industry-

level context, and this context is mentioned in the empirical chapters as an interpretive background only, not as a measured theoretical construct.

### Purchase Intention and Sustainable Fashion Purchasing Behaviour

Purchase intention refers to consumers' willingness or plan to buy sustainable fashion products in the future. In TPB, intention is considered the most immediate predictor of behaviour. In the first regression model, purchase intention is considered as the dependent variable, while in the second regression model, it is used in the prediction of behaviour.

The behaviour observed in this thesis, however, is not purchasing behaviour, which is verified from sales records. Self-reported (survey) sustainable fashion purchasing behaviour. This distinction is significant because self-reported behavior does not necessarily mean actual behavior, for example, due to the limits of memory, due to social desirability bias, or because the respondents wanted to portray themselves in a positive light. However, in consumer behaviour studies, when direct behavioural records are unavailable, self-reported behaviour is often used.

The intention-behaviour link is important because sustainable fashion research often shows a gap between what consumers say they value and what they actually buy. Attitude-behaviour gaps reveal that consumers can have a positive attitude towards sustainable clothing, but, because of price, access, lack of information, low levels of trust or convenience, they may not actually purchase it. (Diddi et al., 2019; Wiederhold & Martinez, 2018) Therefore, this thesis tests whether purchase intention predicts self-reported sustainable fashion purchasing behaviour.

## 2.3. Conceptual Model and Hypotheses

The conceptual model of this thesis is based on the Theory of Planned Behaviour and extends it with sustainable-fashion-specific determinants. Attitude towards sustainable fashion, subjective norms and perceived behavioural control are the core TPB variables. These constructs have been included because TPB assumes that behavioural intention is based upon consumers' evaluation of the behaviour, perceived ability to do the behaviour, and perceived social pressure from important others (Ajzen, 1991, 2020). However, there are other barriers and motivations to consider when it comes to purchasing sustainable fashion that are not adequately addressed by the simple TPB. Hence, this model is expanded with sustainability knowledge, trust in sustainability claims, willingness to pay with a price premium, perceived consumer effectiveness, and individual-level collectivism.

**Table 6.** Theoretical grounding of hypotheses

| Hypothesis | Theoretical basis | Key literature support | Rationale in this thesis |
|---|---|---|---|
| **H1–H3** | Core Theory of Planned Behaviour | (Ajzen, 1991, 2020) | Attitude, perceived behavioural control, and subjective norms are included as the core TPB predictors of sustainable fashion purchase intention. |
| **H4** | Sustainability knowledge | (Han et al., 2024; Kong et al., 2016; Liu et al., 2021) | Knowledge is included because consumers need to understand materials, labels, certifications, and sustainability information before forming purchase intention. |

| Hypothesis | Theoretical basis | Key literature support | Rationale in this thesis |
|---|---|---|---|
| **H5** | Trust in sustainability claims | (Behre & Cauberghe, 2025; Chen & Chang, 2013; Liu et al., 2021) | Trust is included because consumers may hesitate to purchase sustainable fashion if they suspect greenwashing or cannot verify sustainability claims. |
| **H6** | Willingness to pay a price premium | (Cascavilla et al., 2025; Pires et al., 2024) | Willingness to pay is included because sustainable fashion is often perceived as more expensive, making price acceptance important for purchase intention. |
| **H7** | Perceived consumer effectiveness | (Joshi & Rahman, 2015; Kumar et al., 2022; Vieira et al., 2025) | Perceived consumer effectiveness is included because consumers may be more willing to purchase sustainable fashion when they believe their choices can contribute to wider environmental or social outcomes. |
| **H8** | Individual-level collectivism | (Hofstede et al., 2010; Triandis, 1995; Ur Rahman et al., 2023; Yoo et al., 2011) | Collectivism is included as an individual-level cultural orientation that may shape concern for collective social and environmental consequences. |
| **H9** | TPB intention–behaviour relationship | (Ajzen, 1991; Fishbein & Ajzen, 2011) | Purchase intention is included as the immediate motivational antecedent of self-reported sustainable fashion purchasing behaviour. |
| **H10** | Cross-cultural and context-sensitive sustainable consumption | (Ngo et al., 2024; Ur Rahman et al., 2023) | This hypothesis examines whether the predictors of sustainable fashion purchase intention operate differently between Lithuanian and Bangladeshi respondents. |
| **H11** | Cultural norm-internalisation / exploratory social influence logic | (Triandis, 1995; Ur Rahman et al., 2023; Yoo et al., 2011) | This exploratory hypothesis examines whether respondents with stronger group-oriented values show a stronger relationship between subjective norms and purchase intention. |

The dependent variable in the first model is sustainable fashion purchase intention. Purchase intention is then used to explain self-reported sustainable fashion purchasing behaviour. The difference is significant, as this study does not look at actual purchase records. Thus, the behaviour is assumed to be self-reported purchasing behaviour, appropriate for survey-based consumer research but not as direct evidence of purchasing behaviour.

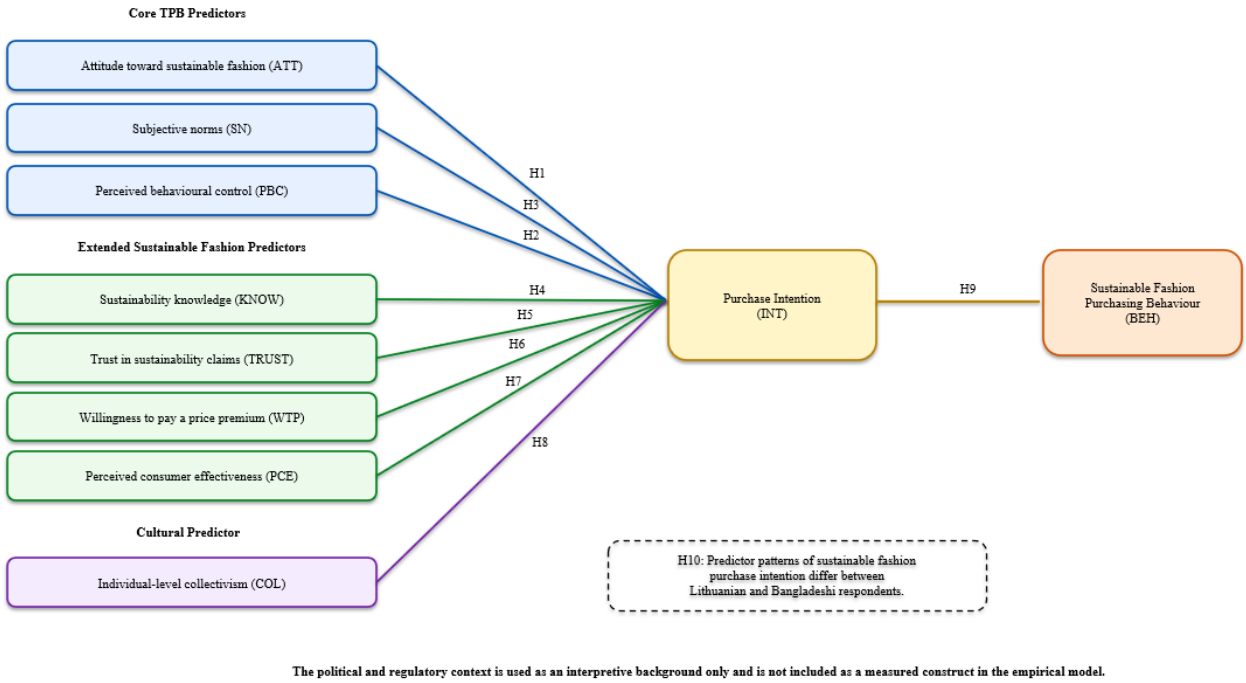


**Fig. 2**. Conceptual Model of Determinants of Sustainable Fashion Purchase Intention and Behaviour

Cultural orientations are indicated by individual-level collectivism and are directly included as a predictor of purchase intention. The political and regulatory context is not measured for as a predictor in the model but used as an interpretive background when discussing about trust and the Lithuania-Bangladesh comparison.

## Hypothesis

H1: Attitude toward sustainable fashion positively predicts purchase intention.

Attitude toward sustainable fashion refers to consumers' positive or negative evaluation of purchasing sustainable fashion products. According to TPB, a favourable attitude toward a behaviour should increase behavioural intention (Ajzen, 1991, 2020). However, from the consumer perspective, those who believe that sustainable fashion is ethical, responsible, beneficial or personally relevant are expected to express a stronger purchase intention, in a sustainable fashion. Previous sustainable fashion studies have also indicated that attitude may positively influence consumers' sustainable fashion purchase intention, but when combined with other barriers like price, knowledge, and trust, the effect may vary (Brandão & Costa, 2021; Saricam & Okur, 2019). Therefore, the following hypothesis is proposed.

Attitude → Purchase intention

H2: Perceived behavioural control positively predicts purchase intention.

Perceived behavioural control refers to the extent to which consumers feel able to perform a behaviour. In this thesis, it is about consumers' perceived attributes to identifying, accessing, affording and purchasing sustainable fashion products. The concept is significant in theory because while consumers might desire to purchase sustainable fashion, they feel incapable to do so due to lack

of availability, unclear sustainability claims, or price. TPB suggests that the more powerful the perceived behavioural control, the greater the intention (Ajzen, 1991, 2020), and barriers to sustainable fashion, such as access, affordability and information, are also relevant to sustainable consumption decisions (Brandão & Costa, 2021). Therefore, the following hypothesis is proposed.

Perceived behavioural control → Purchase intention

H3: Subjective norms positively predict purchase intention.

Subjective norms are the perceived social pressure of family, friends, peers, or other significant social groups. Fashion is a visual and tangible form of consumption; thus, fashion choices could be driven by social acceptance, identity and belonging. Based on these, the following hypothesis is suggested. TPB suggests that consumers are more likely to form intention when they believe that important others approve of the behaviour (Ajzen, 1991), previous sustainable fashion and consumer behaviour studies also indicate that others' influence may shape sustainable clothing choices, albeit with varying degrees of influence depending on the context (Banytė et al., 2023; Saricam & Okur, 2019). Therefore, the following hypothesis is proposed.

Subjective norms → Purchase intention

H4: Sustainability knowledge positively predicts purchase intention.

Sustainability knowledge refers to consumers' understanding of sustainable materials, production processes, labels, certifications, and environmental or social impacts. This construct is important because sustainability is not always directly visible in fashion products. Consumers often need knowledge to distinguish credible, sustainable products from vague or promotional sustainability claims. Prior research shows that sustainability knowledge can support ethical and sustainable fashion decision-making by helping consumers evaluate product information and translate concern into intention (Han et al., 2024; Kong et al., 2016; Liu et al., 2021) Therefore, the following hypothesis is proposed:

Sustainability knowledge → Purchase intention

H5: Trust in sustainability claims positively predicts purchase intention.

Trust in sustainability claims is the belief consumers have in the credibility of brand communications, labels and sustainability claims. This is relevant as the consumer tends not to be able to personally assess whether a fashion product is truly sustainable or not. Low levels of trust can lead to the perception of greenwashing and less willingness to buy green products. Greenwashing can undermine green trust. (Chen & Chang, 2013) show that greenwashing can weaken green trust, while (Behre & Cauberghe, 2025; Liu et al., 2021) highlight the importance of credible sustainability information and certification in fashion-related consumer decisions. Therefore, the following hypothesis is proposed.

Trust → Purchase intention

H6: Willingness to pay a price premium positively predicts purchase intention.

Willingness to pay a price premium refers to consumers' readiness to pay more for genuinely sustainable fashion products. This construct is needed as the perception of sustainable fashion is that

it is more costly than traditional fashion. Even when consumers have a positive attitude towards sustainability, they may not be willing to pay more or might not have enough money to afford sustainable products. The results of previous research indicate that willingness to pay is a crucial factor in the issue of sustainable fashion as price acceptance can narrow the gap between sustainability preference and purchase intention (Cascavilla et al., 2025; Pires et al., 2024) Therefore, the following hypothesis is proposed:

Willingness to pay → Purchase intention

H7: Perceived consumer effectiveness positively predicts purchase intention.

Perceived consumer effectiveness is the consumers' perception that their own purchasing decisions can make a difference for the environment or society. This construct is relevant because it is possible for consumers to feel good about sustainability in theory, but when the action that they can take is perceived as having little tangible impact, they will not do it. The sustainable-consumption literature demonstrates that consumers are likely to develop sustainable purchase intention when they feel they can make a difference to their overall impact (Joshi & Rahman, 2015; Kumar et al., 2022; Vieira et al., 2025). Therefore, the following hypothesis is proposed:

Perceived consumer effectiveness → Purchase intention

H8: Individual-level collectivism positively predicts purchase intention.

Collectivism → Purchase intention

Collectivism is the extent to which individuals are concerned about group harmony, social responsibility, loyalty, and collective well-being. Collectivism is measured at the individual level instead of being assumed from nationality, as it was done in this thesis. Consumers who are more collectivist in nature might be more likely to take the social and environmental implications of their purchases into account. Thus, collectivism is added in the cultural dimension of sustainable fashion purchase intention.

This hypothesis is interpreted with caution, as collectivism was assessed with a shortened version of a three-item scale adapted from (Yoo et al., 2011). while (Hofstede et al., 2010; Triandis, 1995) provide a broader theoretical grounding for collectivism. In sustainable consumption, collectivist values may be relevant because consumers with stronger group-oriented values may be more likely to consider the social and environmental consequences of their purchases (Ur Rahman et al., 2023). It is not about categorizing the respondents according to their country of origin, but rather about whether group-oriented values at the individual level contribute to an understanding of sustainable fashion purchase intention. Hence, collectivism is regarded as a cultural individual-level predictor, not a national characteristic.

H9: Purchase intention positively predicts sustainable fashion purchasing behaviour.

In the empirical part of this thesis, behaviour is operationalised as self-reported sustainable fashion purchasing behaviour.

Purchase intention is the central motivational construct in TPB and is considered the closest antecedent of behaviour (Ajzen, 1991; Fishbein & Ajzen, 2011). This relationship is particularly

relevant in the context of sustainable fashion, where past research has revealed an intention–behaviour gap; although consumers may have positive attitudes or intentions, they are not necessarily purchasing sustainable clothing, and this may be a consequence of price, availability, trust, and convenience factors (Diddi et al., 2019; Rausch & Kopplin, 2021; Wiederhold & Martinez, 2018). The behavioural outcome is interpreted as the self-reported sustainable fashion purchasing behaviour as this thesis relies on survey data instead of verified purchase records. Therefore, the following hypothesis is proposed.

Purchase intention → Behaviour

H10: Predictor patterns of sustainable fashion purchase intention differ between Lithuanian and Bangladeshi respondents.

Country comparison/predictor patterns

The comparative purpose of the thesis is not limited to examining whether Lithuanian and Bangladeshi respondents differ in average construct scores. It also examines whether the predictors of sustainable fashion purchase intention operate differently across the two country samples. Prior research suggests that sustainable fashion and sustainable consumption may be context-dependent, particularly when comparing consumer-market contexts and garment-producing economies or higher- and lower-income settings (Ngo et al., 2024; Rahman et al., 2023). Therefore, it is theoretically reasonable to expect that the relative importance of knowledge, trust, willingness to pay, perceived consumer effectiveness, and collectivism may differ between Lithuanian and Bangladeshi respondents. The following hypothesis is proposed:

H11: Respondents with stronger group-oriented values show a stronger association between subjective norms and purchase intention.

Finally, the thesis includes an exploratory hypothesis concerning the relationship between SN–INT (subjective norms and purchase intention) among respondents with different levels of collectivism. The theoretical logic is that group-oriented individuals may be more responsive to perceived expectations from important others because collectivism emphasises social belonging, group responsibility, and collective well-being. However, this thesis does not conduct a full moderation analysis with interaction terms. Therefore, H11 is treated as an exploratory supplementary hypothesis rather than as a confirmatory moderation test.

**Table 7**. Hypotheses

| H | Statement | Type |
|---|---|---|
| H1 | Attitude toward sustainable fashion positively predicts purchase intention. | Core TPB |
| H2 | Perceived behavioural control positively predicts purchase intention. | Core TPB |
| H3 | Subjective norms positively predict purchase intention. | Core TPB |
| H4 | Sustainability knowledge positively predicts purchase intention. | Extended |
| H5 | Trust in sustainability claims positively predicts purchase intention. | Extended |
| H6 | Willingness to pay a price premium positively predicts purchase intention. | Extended/Price Barrier |
| H7 | Perceived consumer effectiveness positively predicts purchase intention. | Extended |
| H8 | Individual-level collectivism positively predicts purchase intention. | Cultural Orientation |

| | | |
|---|---|---|
| H9 | Purchase intention positively predicts sustainable fashion purchasing behaviour. | Intention-behavior link |
| H10 | Predictor patterns of sustainable fashion purchase intention differ between Lithuanian and Bangladeshi respondents. | Comparative analysis |
| H11 | Respondents with stronger group-oriented values show a stronger association between subjective norms and purchase intention. | Exploratory supplementary analysis |

The study measures 10 constructs. Each is justified by its theoretical role in the model and by empirical evidence from the sustainable fashion literature.

**Table 8.** Constructs Included in the Research Model and Theoretical Logic

| **Construct** | **Role in the model** | **Theoretical logic** | **Expected relationship** |
|---|---|---|---|
| Attitude toward sustainable fashion | Independent variable | Consumers who evaluate sustainable fashion positively are more likely to form purchase intention. | ATT → INT |
| Subjective norms | Independent variable | Social approval from family, friends, or peers may encourage sustainable fashion purchase intention. | SN → INT |
| Perceived behavioural control | Independent variable | Consumers are more likely to intend to buy sustainable fashion when they feel able to identify, access, and afford it. | PBC → INT |
| Sustainability knowledge | Independent variable | Knowledge helps consumers understand sustainable materials, labels, environmental impacts, and product claims. | KNOW → INT |
| Trust in sustainability claims | Independent variable | Trust reduces uncertainty and greenwashing suspicion when consumers evaluate sustainability claims. | TRUST → INT |
| Willingness to pay a price premium | Independent variable | Acceptance of a higher price reduces the economic barrier to sustainable fashion purchase intention. | WTP → INT |
| Perceived consumer effectiveness | Independent variable | Consumers are more likely to intend to buy sustainable fashion when they believe their individual choices can make a difference. | PCE → INT |
| Individual-level collectivism | Independent variable/cultural variable | Group-oriented values may strengthen concern for collective social and environmental outcomes. | COL → INT |
| Purchase intention | Dependent variable in Model 1; independent variable in Model 2 | Intention is the immediate motivational factor linking determinants to purchasing behaviour. | INT → Behaviour |
| Sustainable fashion purchasing behaviour | Outcome variable | Behaviour is measured through survey responses and should be interpreted as self-reported purchasing behaviour. | Outcome |

**Summary of the Theoretical Chapter**

The conceptual foundation for the empirical part of the thesis has been created in the theoretical chapter. Three theoretical insights arise from here. Firstly, although the TPB framework is a powerful but incomplete explanation of sustainable fashion purchase intention, meta-analytic evidence confirms the general applicability of the TPB, and the studies on sustainable fashion consistently reveal that attitudes, subjective norms, and perceived behavioural control are not enough to explain

why consumers fail to convert positive attitudes toward sustainability into purchasing. Second, there are some context-specific determinants that are consistently found in the literature to extend the basic TPB model in sustainable fashion settings: sustainability knowledge, trust in sustainable claims, willingness to pay a price premium, perceived consumer effectiveness, and individual-level collectivism. Third, this includes informational, economic, trust-based, self-efficacy, and cultural barriers that are stable and maintain the intention-behaviour gap, so it is reasonable to view purchase intention and self-reported purchasing behaviour as separate variables.

These insights logically result in the conceptual model and hypotheses presented in this chapter. Attitude, subjective norms, perceived behavioural control, sustainability knowledge, trust in sustainability claims, willingness to pay, perceived consumer effectiveness, and individual-level collectivism are considered direct determinants of sustainable fashion purchase intention (H1 – H8), while sustainable fashion purchase intention is a direct determinant of self-reported sustainable fashion purchasing behaviour (H9). Two additional hypotheses (H10 and H11) take the model in the direction of comparative and cultural aspects of the study. The following empirical chapter then operationalises the constructs, introduces the measurement scales and examines hypotheses on the Lithuanian and Bangladeshi sample of respondents.

## 3. Research Methodology

This chapter presents the methodological approach used to examine the determinants of sustainable fashion purchase Intention and behaviour among consumers in Lithuania and Bangladesh. The conceptual model developed in chapter 2 is explored in the empirical part of the thesis, examining attitude towards sustainable fashion, subjective norms, perceived behavioural control, sustainability knowledge, trust in sustainability claims, willingness to pay a price premium, perceived consumer effectiveness and individual level collectivism as predictors of sustainable fashion purchase intention. Purchase intention is then used to explain sustainable fashion purchasing behaviour.

Since the study collected data through survey responses rather than objective purchase records, purchasing behaviour is interpreted as self-reported sustainable fashion purchasing behaviour. This distinction is significant because self-reported behaviour might not reflect actual purchasing behaviour because of memory constraints, social desirability or the subjective interpretation of one's own behaviour. However, self-reported behaviour is a common approach in consumer behaviour studies where purchase data is not available, particularly the studies on attitudes, intentions and behaviour in relation to sustainability.

The chapter explains the research design, the justification for selecting Lithuania and Bangladesh, the sampling, and data collection procedure, questionnaire design, operationalisation of variables, data preparation, reliability analysis, statistical analysis methods, ethical considerations, and methodological limitations.

Research questions: The following research questions guide empirical investigation-

RQ1: Which determinants of sustainable fashion purchase intention are statistically significant among the surveyed Lithuanian and Bangladeshi consumers?

RQ2: Does purchase intention predict self-reported sustainable fashion purchasing behaviour in the combined sample?

RQ3: Do Lithuanian and Bangladeshi respondents differ significantly in their overall sustainable fashion orientation?

RQ4: Do the predictor patterns of sustainable fashion purchase intention differ between Lithuanian and Bangladeshi respondents?

### Research Design and Comparative Logic

This study applies a quantitative, deductive, cross-sectional, and comparative research design. A quantitative approach was selected because the aim of the thesis is to measure relationships between predefined constructs and test hypotheses derived from the extended Theory of Planned Behaviour. Consumer attitudes, beliefs, perceived control, knowledge, trust, willingness to pay, perceived effectiveness, cultural orientation, intention and behaviour are all measurable through a quantitative survey and can be analysed statistically.

The study is deductive because the research model was developed from existing theory and previous sustainable fashion consumer behaviour research before being tested empirically. The aforementioned barriers and motivations have been included in the model, and the Theory of Planned

Behaviour has been used as the theoretical underpinning for the study on purchase intention. The Theory of Planned Behaviour (TPB) states that behavioural intention is determined by attitude, subjective norms and perceived behavioural control, and that the most proximal motivational determinant of behaviour is intention (Ajzen, 1991, 2020). However, sustainable fashion studies have shown that additional factors such as knowledge, trust, barriers, perceived consumer effectiveness, and willingness to pay are also relevant in explaining sustainable fashion consumption (Brandão & Costa, 2021; Hong et al., 2024; Saricam & Okur, 2019).

The design is cross sectional in nature because data is gathered at one time. This design is appropriate for the study of the relationship between variables and does not support strong causal inferences. Thus, any regression results obtained in this thesis should be viewed as relationships that are predictive and associative and not causal.

The study is also comparative, as it compares respondents from Lithuania and Bangladesh. The comparison is used in two ways. Independent-samples tests are used first to determine if there are significant differences in the average levels of the measured constructs between Lithuanian and Bangladeshi respondents. Second, country separated regression models are applied in order to check if the determinants of the sustainable fashion purchase intention vary between the two samples. This comparative approach is in line with the overall contribution of the thesis, which is that similar average levels of sustainable fashion orientation can underlies different mechanisms of predictors.

The empirical model does not include the political and regulatory context as a measured predictor. Instead, it is used only as background for interpreting the Lithuania-Bangladesh comparison. The statistical model is based on consumer-level constructs (attitude, subjective norms, perceived behavioural control, sustainability knowledge, trust in sustainability claims, willingness to pay, perceived consumer effectiveness, collectivism, purchase intention and sustainable fashion purchasing behaviour).

### Why Lithuania and Bangladesh

Lithuania and Bangladesh were chosen as comparative cases, as they offer analytically distinct consumer contexts, directly relevant to the research questions and hypotheses. They were not chosen for geographic proximity, nor was there any effort to draw nationally representative conclusions. The two countries were instead chosen to investigate whether the determinants of sustainable fashion purchase intention were the same or different between two different and contrasting respondent groups.

**Table 9.** Methodological rationale for selecting Lithuania and Bangladesh

| **Selection criterion** | **Lithuania** | **Bangladesh** | **Relevance to the study** |
|---|---|---|---|
| Fashion-system position | EU consumer-market context | Garment-producing/export context | Supports comparison of different sustainability exposure contexts |
| Cultural orientation | Individual-level collectivism was measured among respondents | Individual-level collectivism was measured among respondents | Avoids assuming national culture; tests respondent-level group orientation |

| | | | |
|---|---|---|---|
| Income and affordability | Higher average income context | Lower average income context | Relevant to willingness to pay, and price-premium interpretation |
| Trust in sustainability claims context | Consumers exposed to sustainability labels and EU-level brand communication | Consumers rely more on brand reputation, social information, and personal experience when evaluating claims | Relevant to the TRUST construct measured in the study |
| Research design role | Country group in comparison | Country group in comparison | Enables t-test and country-separated regression analysis |

First, there are differences between the two countries in terms of income conditions that are directly pertinent to willingness-to-pay, as measured in this study. In 2023, Lithuania GDP per capita stood at around USD 27,984, much higher than the GDP per capita of Bangladesh, which stood at around USD 2,500 during that year (World Bank, 2023b, 2023a). This income difference is methodologically relevant as sustainable fashion can be more expensive than traditional fashion options. In a higher income context, the price barrier consumers perceive may be different from that perceived in a lower income context, so it is worth studying whether willingness to pay is also a strong predictor of purchase intentions in both contexts. The income context is not a direct predictor in the regression but is introduced here only as background to the interpretation of the willingness-to-pay construct.

Secondly, the comparison is pertinent to the culture dimension that was added to the study. The thesis does not presume that there are fixed cultural types of Lithuanian or Bangladeshi consumers. Rather, individual-level collectivism is directly measured by survey items. This renders the comparison approach methodologically cautious, as it considers collectivism as a respondent-level construct rather than as a deterministic national label.

Finally, there is methodological appropriateness as the same questionnaire, constructs, coding procedure and statistical models were used for both respondent groups. Independent sample comparisons and country-separated regression analysis were used, with country as a grouping variable. Thus, the study examines the patterns of predictors among the sample collected but does not pretend to generalise the results to all the consumers in Lithuania or Bangladesh.

**Questionnaire Design and Measurement Scale**

The questionnaire was designed to measure the constructs included in the conceptual model. It consisted of demographic questions, country-specific clothing spending, and income questions, and Likert-scale statements measuring the main research variables. Attitude towards sustainable fashion, subjective norms, perceived behavioural control, sustainability knowledge, trust in sustainability claims, willingness to pay a price premium, perceived consumer effectiveness, individual-level collectivism, purchase intention, and sustainable fashion purchasing behaviour were the main constructs measured with the questionnaire.

A seven-point Likert scale was used because it allows respondents to express different degrees of agreement and provides more variation in responses than a shorter scale. This is suitable for measuring psychological constructs such as attitude, subjective norms, perceived behavioural control, trust, willingness to pay, perceived consumer effectiveness, collectivism, purchase intention, and self-reported purchasing behaviour.

The questionnaire was structured to reflect the theoretical model. The first set of items assessed the central constructs of the TPB: attitude, subjective norms and perceived behavioural control. They play a crucial role in TPB and have been extensively employed in sustainable fashion and related consumption studies to explain consumers' intentions (Ajzen, 1991; Saricam & Okur, 2019). The second group of items measured extended sustainable fashion determinants: sustainability knowledge, trust in sustainability claims, willingness to pay a price premium, and perceived consumer effectiveness. These variables were selected because sustainable fashion Purchasing is linked to information evaluation, credibility of claims, price barriers, and beliefs about the impact of the purchase (Brandão & Costa, 2021; Hong et al., 2024; Pires et al., 2024). The third group assessed individual-level collectivism, measured directly at the respondent level rather than assumed from nationality. The final items measured purchase Intention and sustainable fashion purchasing behaviour.

In this thesis, purchasing behaviour is measured through respondents' self-reported survey answers. For this reason, the behavioural construct is understood to be the person's perception of their sustainable fashion purchasing behaviour, instead of objectively measured sustainable fashion purchasing behaviour. For this reason, the study captures self-reported behaviour and not actual purchasing records, purchase receipts or behavioural tracking data.

The questionnaire also included country-specific questions on monthly clothing spending and monthly income. In the final questionnaire structure, Q6-Q7 were used as scales to capture Bangladesh-specific monthly clothing expenditure and income in BDT, while Q8-Q9 were used for Lithuania-specific monthly clothing expenditure and income in EUR. These questions were utilized to describe the respondents' economic background and fashion spending context and were not used as major predictors in the regression model.

The operationalisation of the variables was drawn from the conceptual model presented in Chapter 2, along with measurement items that were adapted from existing Theory of Planned Behaviour, sustainable fashion, sustainable consumption, and consumer cultural-values literature. The questionnaire items were not developed separately but were developed by adapting validated or pre-used construct measures to the context of Sustainable Fashion purchase intention and self-reported purchasing behavior. Core TPB constructs were developed primarily based on (Ajzen, 1991, 2020) TPB measurement guidance and previous applications of TPB in the context of sustainable fashion. Extended constructs were adapted from measures on sustainable fashion purchasing behaviour, individual-level collectivism, perceived consumer effectiveness, willingness to pay, and sustainable fashion knowledge and trust in sustainability claims. Multiple Likert-scale items were used to measure each construct; composite mean scores were then derived for statistical analysis.

**Table 10.** Operationalization of Questionnaire Constructs

| **Construct** | **Code** | **Source** | **Measurement focus in this study** | **Role in the model** |
|---|---|---|---|---|
| Attitude toward sustainable fashion | ATT | (Ajzen, 1991; Brandão & Costa, 2021) | Positive or negative evaluation of Purchasing sustainable fashion products | Predictor of purchase intention |
| Subjective norms | SN | (Ajzen, 1991; Diddi et al., 2019) | Perceived social influence from family, friends, peers, or important others | Predictor of purchase intention |

| Construct | Code | Source | Measurement focus in this study | Role in the model |
|---|---|---|---|---|
| Perceived behavioural control | PBC | (Ajzen, 1991; Rausch & Kopplin, 2021) | Perceived ability to identify, access, afford, and purchase sustainable fashion | Predictor of purchase intention |
| Sustainability knowledge | KNOW | (Han et al., 2024; Kong et al., 2016; Liu et al., 2021) | Understanding of sustainable materials, labels, certifications, and environmental or social impacts | Predictor of purchase intention |
| Trust in sustainability claims | TRUST | (Behre & Cauberghe, 2025; Chen & Chang, 2013; Liu et al., 2021) | Perceived credibility of brand claims, sustainability labels, and product-related sustainability information | Predictor of purchase intention |
| Willingness to pay a price premium | WTP | (Cascavilla et al., 2025; Pires et al., 2024) | Readiness to pay more for genuinely sustainable fashion products | Predictor of purchase intention |
| Perceived consumer effectiveness | PCE | (Joshi & Rahman, 2015; Kumar et al., 2022; Vieira et al., 2025) | Belief that individual fashion choices can contribute to environmental or social improvement | Predictor of purchase intention |
| Individual-level collectivism | COL | (Yoo et al., 2011) | Group responsibility, social harmony, and concern for collective well-being | Predictor of purchase intention |
| Purchase intention | INT | (Ajzen, 1991; Brandão & Costa, 2021) | Intention or willingness to purchase sustainable fashion products | Dependent variable in Model 1; predictor in Model 2 |
| Sustainable fashion purchasing behaviour | BEH | (Diddi et al., 2019; Rausch & Kopplin, 2021; Wiederhold & Martinez, 2018) | Respondents' reported purchasing behaviour related to sustainable fashion | Outcome variable: measured as self-reported behaviour |

The sources listed in the table were used as theoretical guidance for formulating construct-specific questionnaire items. The questionnaire was adapted for the context of sustainable fashion consumers in Lithuania and Bangladesh, with the wording of the items modified, but the meaning of each construct was maintained. This ensured that the empirical measures remained aligned with the theoretical model and with previous sustainable fashion consumer-behaviour research.

Attitude toward sustainable fashion refers to respondents' overall evaluation of purchasing sustainable fashion products. Subjective norms are perceived social influences of important others. Perceived behavioural control refers to respondents' perceived ability to identify, access, and purchase sustainable fashion. Sustainability knowledge indicates the respondents' awareness of information regarding sustainable fashion, such as materials, environmental impact and sustainability claims. Trust in sustainability claims is a measure of how respondents trust sustainability labels, brand claims and product information. Willingness to pay a price premium refers to respondents' readiness to pay more for genuinely sustainable fashion products. Consumer effectiveness was a perceived consumer effectiveness defined as what the respondents think they can do as individual consumers to improve the environment or society through their purchasing decisions. Individual-level collectivism is defined as the degree to which respondents prioritize group responsibility and social harmony (Hofstede et al., 2010; Triandis, 1995). Purchase intention refers to respondents' intention to buy

sustainable fashion products. Behaviour refers to respondents' self-reported sustainable fashion purchasing behaviour.

Regulatory or political context is not included as a measured construct in the empirical model. It is only used as a background for interpreting the comparison between Lithuania and Bangladesh. Sustainability knowledge can be related to attitudes and perceived control over behaviour, without being considered as a separate prediction in this thesis. They might be included as facilitative associations in the correlation analysis, but in the main regression analysis, the sustainability knowledge can be used as a direct predictor of purchase intention.

### 3.1. Sampling Strategy

The empirical data was gathered by using a structured online questionnaire, which was sent to the respondents in Lithuania and Bangladesh. The questionnaire was designed for consumers who purchase clothing, and were able to evaluate their attitudes, perceptions, and behaviours towards sustainable clothing. The questionnaire was used for both country groups to ensure comparability between the samples from Lithuania and Bangladesh.

The target population in Lithuania was defined as fashion consumers residing in Lithuania who purchase clothing for personal use. The target population in Bangladesh was considered as all fashion consumers (the population of consumers who buy clothes for their own personal use) who reside in the country. In both countries, the target population was broad and could not be accessed through a complete sampling frame, because there is no official list of all consumers who purchase clothing and could be contacted for survey participation. For this reason, a probability sampling strategy could not be realistically applied within the scope of this thesis.

Therefore, non-probability convenience sampling was used in both country samples, with the snowball distribution. Convenience sampling was chosen as the study was not aimed at generating estimates of sustainable fashion behaviour across the nation, but rather aimed at testing the theoretically established relationships between the extended TPB constructs and sustainable fashion purchase intention in two analytically distinct consumer contexts. Snowball distribution was also used, where the initial respondents could share the questionnaire with others who might be interested in participating in the study, in their personal, academic and social networks.

The respondents in both countries were targeted via an online structured questionnaire via personal and academic networks, via university-related groups, sustainability-related interest groups and via social media like Facebook, LinkedIn, Messenger and WhatsApp. This distribution approach enabled the respondents in both countries to be reached within the time and resources available for the research. The desired participation, however, was not always possible due to accessibility, willingness to respond and the sharing of the questionnaire via the network, and thus the obtained sample should be understood as a non-probability comparative sampling rather than as a representative one of all consumers in Lithuania and Bangladesh.

Before reporting the achieved sample size, sample adequacy was assessed using two complementary benchmarks.

First, Paniotto's formula, First, the baseline sample $n_0 = 1/\Delta^2 = 1/(0.10)^2 = 100$. Then, applying the finite population correction: $n = n_0 / (1 + n_0/N)$. These numbers are also close to the minimum number

of respondents of approximately 100, for Lithuania (N = 2.0 million adults aged 18-70, according to (State Data Agency of Lithuania, 2023), as well as for Bangladesh (N = 110 million adults aged 15-64, according to (World Bank, 2024). Secondly, to have multiple regressions with eight predictors, the rule of thumb suggested by (Hair et al., 2019) was applied as a complementary adequacy check for each country-level regression, which required a minimum of approximately 80 respondents. This is a probability-sampling adequacy measure and was used as a supplementary measure of adequacy.

Following data collection and screening, 213 valid and complete responses were retained for analysis: 126 from Bangladesh and 87 from Lithuania. The Bangladesh sample exceeded both benchmarks: the Paniotto benchmark of approximately 100 respondents and the regression adequacy benchmark of approximately 80 respondents. The Lithuanian sample did not fully reach the Paniotto benchmark, but it exceeded the regression adequacy benchmark. Therefore, the Lithuanian country-separated results are interpreted with appropriate caution, particularly in the country-separated regression analysis. The combined sample of 213 respondents exceeded the general adequacy requirements for the overall regression analysis.

Socio-demographic information (gender, age, education, country of residence, clothing-purchase frequency, monthly clothing expenditure, and estimated monthly income) was collected to describe the respondent profile and to support the interpretation of differences in purchase intention and self-reported behaviour. Country-specific income and expenditure categories were used (BDT for Bangladesh, EUR for Lithuania) to make the questionnaire economically meaningful in each context.

**Limitations**: However, the results cannot be generalised to the entire population of consumers in Lithuania or Bangladesh, because the study was conducted using convenience and snowball sampling rather than probability sampling. As such, the results should be viewed as representative of a non-probability comparative sample. Furthermore, the comparison between Bangladesh and Lithuania could be further constrained by the difference in sample size, especially the smaller size of the Lithuanian sample. The relatively young and highly educated respondent profile may also influence the results, as these groups may be more exposed to sustainability-related information. 4 respondents (1.9 %) selected the under-18 age category; since the questionnaire was anonymous, non-identifiable, and concerned general consumer perceptions rather than sensitive personal information, these responses were retained, and the age structure of the sample is openly reported and acknowledged as a limitation. The empirical findings are interpreted taking into account these limitations.

### 3.2. Data Preparation and Construct Formation

After data collection, the survey responses were exported from Microsoft Forms into Microsoft Excel and prepared for analysis in IBM SPSS Statistics. The data preparation process was conducted in several stages to ensure that the dataset was suitable for reliability testing, descriptive analysis, country comparison, and regression analysis.

All Likert-scale responses were numerically coded. The questionnaire used a seven-point Likert scale, where higher values indicate stronger agreement with the statement.

**Table 11**. Likert-scale coding procedure

| Response option | Numerical code |
|---|---|
| Strongly disagree | 1 |
| Disagree | 2 |
| Somewhat disagree | 3 |
| Neutral | 4 |
| Somewhat agree | 5 |
| Agree | 6 |
| Strongly agree | 7 |

Reverse-coded items were recoded before reliability testing so that higher values consistently represented stronger agreement with the relevant construct. This step was necessary to ensure that all items within a construct followed the same direction before composite variables were created. For example, if a negatively worded item was included in a scale, it was recoded so that a higher value represented a higher level of the intended construct.

**Table 12**. Reverse-coded items

| Construct | Item meaning | Original direction | Recoded interpretation |
|---|---|---|---|
| Trust in sustainability claims | General skepticism toward environmental claims made by fashion brands | Higher score = lower trust | Higher score = stronger trust |
| Willingness to pay | Price is the main reason for not purchasing sustainable fashion | Higher score = lower willingness to pay | Higher score =stronger willingness to pay |
| Perceived consumer effectiveness | One person's Purchasing decisions are too small to make a difference | Higher score = lower perceived effectiveness | Higher score = stronger perceived consumer effectiveness |

This formula is used for a 7-point Likert scale, with a maximum score of 7. Adding 1 to the maximum produces the constant 8. The formula is set up so that the scale midpoint (4) will not change as a result of recoding. For instance, an original score of 7 is now changed to a 1, a score of 6 is now changed to a 2, a score of 5 is now changed to a 3, a score of 4 is unchanged, a score of 3 is now changed to a 5, a score of 2 is now changed to a 6, and a score of 1 is now changed to a 7. This procedure was applied to three negatively worded items: the trust skepticism item (TRUST2), the price-barrier item (WTP2), and the individual-impact skepticism item (PCE3). These items were reverse-coded and then tested for reliability to see if they fit with their respective constructs.

New value = 8-original value

Composite variables were created for each theoretical construct by calculating the mean score of the corresponding items. The use of mean scores was preferred because all the constructs were measured using the same 7-point scale, and by using mean values, the strength of the constructs can be better understood. The following composite variables were created: attitude toward sustainable fashion, perceived behavioural control, subjective norms, sustainability knowledge, trust in sustainability claims, willingness to pay, perceived consumer effectiveness, collectivism, purchase intention, and self-reported purchasing behaviour. Regulatory awareness was not included as an independent variable in the hypothesis-testing regression model, but rather as a descriptive contextual variable.

**Table 13.** Composite variable construction

| Composite variable | Items included | Role in analysis |
|---|---|---|
| ATT | ATT1-ATT3 | Independent variable |
| PBC | PBC1-PBC3 | Independent variable |
| SN | SN1-SN3 | Independent variable |
| KNOW | KNOW1-KNOW3 | Independent/antecedent variable |
| TRUST | TRUST1,TRUST3 | Independent variable |
| WTP | WTP1,WTP3 | Independent variable |
| PCE | PCE1, PCE2 | Independent variable |
| COL | COL1-COL3 | Exploratory cultural variable |
| INT | INT1-INT3 | Main dependent variable |
| BEH | BEH1-BEH3 | Behavioural outcome variable |
| REG | REG1-REG2 | Contextual descriptive variable, not used in hypothesis testing |

When a particular item lowered the reliability score, the item was removed if Cronbach's alpha was improved and the theoretical meaning of the construct did not change. Only REG1 and REG2 were kept as context items of the questionnaire. They were not included in the composite constructs used for hypothesis testing. This process allowed for the enhancement of the reliability of the measurement and maintenance of the conceptual content of the variables. Some items, particularly the reverse-worded items, may be less consistent in cross-cultural online questionnaires, as negative wording can be understood differently. Thus, the retention and removal of items was done carefully and transparently.

### Reliability Assessment Approach

Internal consistency reliability was assessed using Cronbach's alpha. Cronbach's alpha is a popular test for assessing the unidimensionality of several items in a scale. In this thesis, reliability analysis was conducted before the final composite variables were used in correlation and regression analysis.

Cronbach's alpha was deemed acceptable if the coefficient was close to or above 0.70 for already established constructs. Slightly lower values were interpreted with caution, especially when constructs were exploratory, few items or applied to a cross-cultural online survey. This approach is appropriate because the study includes respondents from two different contexts and measures several psychological and sustainability-related constructs.

The importance of reliability analysis was in this thesis, because the empirical model is based on composite variables. When items in a construct are not measuring a common underlying concept consistently, the results of the regression may be less reliable. Thus, before hypothesis testing, Cronbach's alpha was calculated to determine the internal consistency of each scale.

### Data Analysis Method

The empirical analysis was performed in a series of steps. Correlation, multiple regression, and multicollinearity diagnostics are used in a standard quantitative analysis for behavioural research based on surveys (Field, 2018). First, descriptive statistics were used to provide an overview of respondent characteristics, construct-level means and standard deviations. The results of the above

gave a general picture of the sample and the level of general sustainable fashion orientation of the respondents.

Secondly, independent-samples t-tests were conducted in the second step to compare the Lithuanian and Bangladeshi respondents on the main constructs. This analysis focused on the mean differences between the two groups of respondents in their attitude, subjective norms, perceived behavioural control, sustainable fashion purchasing behaviour, sustainability knowledge, trust, willingness to pay, perceived consumer effectiveness and collectivism.

Thirdly, bivariate relationships between constructs were explored using Pearson correlation analysis. Before the regression analysis, the correlation analysis was used to determine whether there is a positive or negative association between the variables. It also permitted the observation of supporting associations, for instance, between knowledge of, attitude toward, or perceived behavioural control over sustainability, without having to consider these as independent predictive hypotheses.

Fourthly, multiple regression analysis was used to test hypotheses H1-H8 by examining which constructs independently predict purchase intention when all predictors are entered simultaneously.

Another multiple regression model was developed to analyse the self-reported sustainable fashion purchasing behaviour. Self-reported purchasing behaviour was used as a dependent variable for this model. Attitude, perceived behavioural control, subjective norms, sustainability knowledge, trust in sustainability claims, willingness to pay, perceived consumer effectiveness, collectivism and purchase intention were used as independent variables. Whether any constructs predicted behaviour directly beyond purchase intention was tested using this model, and this is the model that was tested for H9.

Finally, country-separated regression models were used to compare the predictor patterns between Lithuanian and Bangladeshi respondents. For every country sample a separate purchase-intention regression model was estimated. In this analysis, the hypothesis H10 was examined, which stated that there are differences between predictor patterns of sustainable fashion purchase intention among Lithuanian and Bangladeshi respondents.

To examine the exploratory supplementary hypothesis, respondents were divided into lower-collectivism and higher-collectivism groups using the median value of the collectivism composite score. Pearson correlations were then computed for both groups between subjective norms and purchase intention. This procedure does not estimate an interaction term, so it is not considered a formal moderation analysis. The findings are only considered exploratory evidence for a difference in associating subjective norms with the purchase intention in different levels of collectivism.

The country-separated regressions are not interpreted as providing evidence of the causal differences between countries, but rather as comparative evidence on the pattern of different predictors. This is significant as the study does not attempt to directly capture national culture or regulatory systems but rather makes comparisons of respondent samples.

Variance inflation factor values were used to check for multicollinearity. This was needed since some of the predictors, such as attitude, knowledge, trust and perceived consumer effectiveness, might be conceptually related. Evaluating multicollinearity helped validate the possibility of interpreting the regression coefficients without significant distortion from collinear predictors.

### 3.3. Ethical Considerations and Methodological Limitations

Participation in the survey was voluntary. Respondents were informed that the data would be used for academic research purposes. No personally identifying information was required for the statistical analysis. Responses were analysed in aggregated form, and individual respondents were not identifiable in the results.

The study followed basic principles of research ethics, including voluntary participation, confidentiality, and responsible use of data. Since the survey focused on consumer attitudes and self-reported behaviour rather than sensitive personal information, the risk to participants was minimal. Nevertheless, the data were treated carefully and used only for this thesis.

**Methodological Limitations**

There are several methodological limitations to be noted. First, the study used a non-probability sampling approach, which limits the generalisability of the findings. The findings are thus not representative findings for all consumers in Lithuania or Bangladesh, but rather evidence of the consumers who responded to the survey.

Second, there were unequal sample sizes for the Lithuanians and the Bangladeshis. This could have an influence on the stability of the country-separate regression outcomes, especially for the smaller group. So, the country comparison is to be taken with appropriate caution.

Third, that a cross-sectional design was used in the study which precludes drawing causal inferences. Regression analysis can determine the significant predictors of purchase intention and actual purchase behaviour but cannot demonstrate causation between two variables. The results should thus be interpreted as statistical associations and predictive relationships in the data gathered.

Fourth, purchase behaviour was assessed by self-reported survey responses instead of actual purchase records. Memory constraints and social desirability bias can affect the respondents to overestimate or underestimate their sustainable purchasing behaviour of fashion. Hence, the results of the behaviour should be understood as self-reported sustainable fashion purchasing behaviour.

Fifth, the sample may have been skewed using an online questionnaire. Higher likelihood of participate may have existed among the respondents who had internet, interest in sustainability, and/or familiarity with on-line surveys. This may restrict the range of the sample.

Because all main variables were collected through the same self-report questionnaire at one point in time, common method bias may affect the results. The survey reduced this risk by ensuring anonymity, separating constructs into sections, and including reverse-worded items. As with all self-reported survey data, though, common method bias can never be completely ruled out, and the results should be viewed as associations, rather than causal relationships (Podsakoff et al., 2003). Although there are these drawbacks, this methodology would be appropriate for the aim of the thesis as it enables the extended TPB model to be tested quantitatively and to be compared between the two groups of respondents.

## 4. Research Results and Discussion

### 4.1. Descriptive Results and Analysis

#### 4.1.1. Respondent Profile, Reliability Analysis, and Descriptive Statistics

The demographic profile of the respondents who took part in the survey, the reliability analysis, and descriptive statistics are presented in this section. The frequency analysis was done in IBM SPSS Statistics. A total of 213 responses were received and retained for analysis. Of the total sample, 126 respondents from the Bangladesh population and 87 respondents from the Lithuania population were taken as sample which constituted 59.2% and 40.8% of the total sample, respectively.

As the study is a non-probability convenience sampling method, the profile of the respondents is not to be interpreted as being representative of all clothing consumers in either country. Instead, the sample serves as an empirical foundation for investigating psychological, economic, cultural and trust issues influencing the sustainable fashion purchase intention in two different structurally different types of consumers.

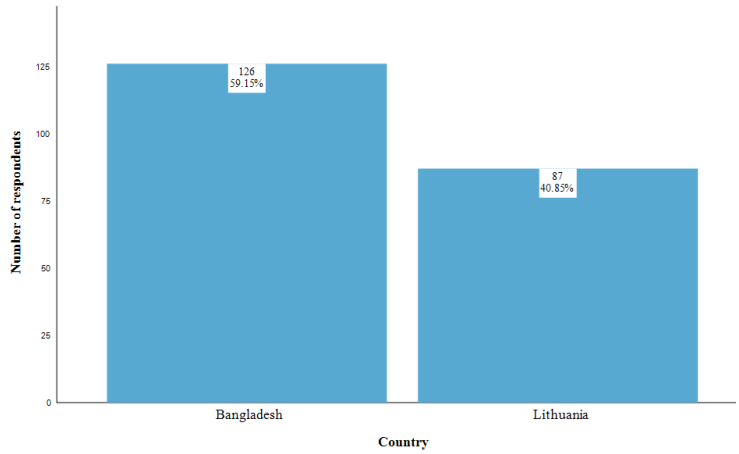


**Fig. 3**. Country Composition of the Sample

The gender distribution of the full sample was relatively balanced. But, two distinct patterns emerged for the two country groups. The majority of the respondents in the Bangladeshi sample were females (61.1%) and in the Lithuanian sample males (62.1%). This difference in order to make sense of the attitude towards sustainable fashion and purchasing orientation based on gender, as gender can have an impact on the country comparison. For instance, in the case of fashion consumption, women tend to be more sustainability oriented, so the fact that there were more women in the Bangladeshi sample may have contributed to the higher average scores for Bangladesh with respect to sustainability-related scores. However, the higher male percentage of the Lithuanian sample may have had the opposite effect on the Lithuanian averages. Any country-level comparison consequently should be treated with caution, as the similarities or differences observed may be due to sample composition in part rather than country alone.

**Table 14**. Gender by Country

| Gender | Bangladesh n (%) | Lithuania n (%) |
|---|---|---|
| Woman | 77 (61.1%) | 29 (33.3%) |

| Gender | Bangladesh n (%) | Lithuania n (%) |
|---|---|---|
| Man | 44 (34.9%) | 54 (62.1%) |
| Prefer not to say | 5 (4.0%) | 4 (4.6%) |
| Total | 126 (100%) | 87 (100%) |

The age profile indicates that age group of majority respondents is young adult. Most of the respondents in both the country groups were in the age group of 18-35 years. This age concentration is common in online survey-based consumer research, especially when surveys are distributed through academic, personal, and social media networks. It also means that the findings mainly reflect the views of younger clothing consumers. Consumers who are younger might be more likely to be engaged in sustainability related conversations via education, digital media and social networks. The results are, however, limited to be generalised for older age groups of consumers who are likely to have varying knowledge and trust levels, purchasing behaviours and willingness to pay for sustainable fashion.

**Table 15**. Age by country

| Age | Bangladesh n (%) | Lithuania n (%) |
|---|---|---|
| < 18 | 4 (3.2%) | 0 (0.0%) |
| 18-25 | 53 (42.1%) | 45 (51.7%) |
| 26-35 | 56 (44.4%) | 34 (39.1%) |
| 36-45 | 7 (5.6%) | 3 (3.4%) |
| 46-55 | 2 (1.6%) | 1 (1.1%) |
| > 55 | 2 (1.6%) | 0 (0.0%) |
| Prefer not to say | 2 (1.6%) | 4 (4.6%) |
| Total | 126 (100%) | 87 (100%) |

The education profile indicates that the sample is relatively well educated. In both Bangladesh and Lithuania, a large proportion of respondents held a bachelor's or master's degree. This is relevant as education might be correlated with an increased awareness of environmental and social sustainability issues. As a result, the relatively high sustainability knowledge scores (M = 5.03) found in the study should be interpreted in light of this educational background. The sample may represent a more informed group of consumers than the general population. As a result, the conclusions should be interpreted as a reflection of a young and educated group of respondents, and not of the general consumers of Bangladesh or Lithuania.

**Table 16**. Education by country

| Education | Bangladesh n (%) | Lithuania n (%) |
|---|---|---|
| Secondary level | 32 (25.4%) | 19 (21.8%) |
| Bachelor's degree | 45 (35.7%) | 31 (35.6%) |
| Master's degree | 37 (29.4%) | 29 (33.3%) |
| Doctorate | 2 (1.6%) | 0 (0.0%) |
| Prefer not to say | 10 (7.9%) | 8 (9.2%) |
| Total | 126 (100%) | 87 (100%) |

The clothing purchase frequency results indicated that the respondents were relevant to the research topic. The most common answer in both country groups was 2-3 times a year (49.8%) to purchase clothing. A smaller but significant number of respondents (28.2%) said they bought clothes once per

month or 7.5% of the respondents more often. This indicates that the respondents were clothing consumers and able to answer questions with a value on sustainable fashion purchase intention and their self-reported purchasing behaviour. At the same time, the sample does not appear to be dominated by extremely high-frequency fashion buyers. This is helpful as the study is concerned with analysing the general sustainable fashion purchase intention and not merely fast fashion intensive Purchasing behaviour.

**Table 17.** Clothing purchase frequency

| **Country** | | **Frequency** | **%** |
|---|---|---|---|
| Bangladesh | 2 to 3 times a year | 65 | 51.6 |
| | More than once a month | 11 | 8.7 |
| | Once a month | 31 | 24.6 |
| | Once a year or less | 19 | 15.1 |
| | Total | 126 | 100.0 |
| Lithuania | 2 to 3 times a year | 41 | 47.1 |
| | More than once a month | 5 | 5.7 |
| | Never | 4 | 4.6 |
| | Once a month | 29 | 33.3 |
| | Once a year or less | 8 | 9.2 |
| | Total | 87 | 100.0 |

Spending and income results provide additional context on how to interpret willingness to pay. Since the currency, and even the income situation is different between Bangladesh and Lithuania, the income and clothing expenditure were estimated separately for each country. Bangladeshi respondents were more focussed in lower absolute income groups and Lithuanian respondents were primarily in middle income groups in the European context. These differences themselves are not directly used as predictors in the regression model, but they do explain the different ways in which willingness to pay may work for the two different samples. Sustainable fashion is perceived as being more expensive and consumers' willingness to pay a premium can be influenced by their economic situation and their value of sustainable products.

For Bangladesh, the largest group reported monthly clothing spending of BDT 500-1500 (33.3%), followed by below BDT 500 (26.2%), and BDT 1501-3000 (23.0%). In terms of monthly income, the largest group reported below BDT 10,000 (44.4%), followed by BDT 25,001-50,000 (22.2%), and BDT 10,000-25,000 (19.0%).

**Table 18**. Bangladesh clothing spending and income profile

| **Monthly spending (BDT)** | **n** | **%** | **Monthly income (BDT)** | **n** | **%** |
|---|---|---|---|---|---|
| Below 500 | 33 | 26.2 | Below 10,000 | 56 | 44.4 |
| 500-1,500 | 42 | 33.3 | 10,000-25,000 | 24 | 19.0 |
| 1,501-3,000 | 29 | 23.0 | 25,001-50,000 | 28 | 22.2 |
| 3,001-5,000 | 13 | 10.3 | 50,001-100,000 | 10 | 7.9 |
| Above 5,000 | 9 | 7.1 | Above 100,000 | 8 | 6.3 |
| Total | 126 | 100.0 | Total | 126 | 100.0 |

For Lithuania, the largest group reported monthly clothing spending of €20-€50 (36.8%), followed by below €20 (34.5%), and €51-€100 (17.2%). In terms of monthly income, the largest group reported €500-€1,000 (37.9%), followed by €1,001-€2,000 (34.5%), and below €500 (21.8%).

**Table 19**. Lithuania's clothing spending and income profile

| **Monthly spending (EUR)** | **n** | **%** | **Monthly income (EUR)** | **n** | **%** |
|---|---|---|---|---|---|
| Below €20 | 30 | 34.5 | Below €500 | 19 | 21.8 |
| €20-€50 | 32 | 36.8 | €500-€1,000 | 33 | 37.9 |
| €51-€100 | 15 | 17.2 | €1,001-€2,000 | 30 | 34.5 |
| €101-€200 | 4 | 4.6 | €2,001-€3,000 | 4 | 4.6 |
| Above €200 | 6 | 6.9 | Above €3,000 | 1 | 1.1 |
| Total | 87 | 100.0 | Total | 87 | 100.0 |

This is a comparative study, so a brief methodological reflection on the comparability of the two samples is necessary. Both Bangladeshi and Lithuanian samples have a similar demographic profile on the key traits most directly relevant to sustainable fashion purchasing: the largest proportion of respondents in both countries is in the 18-35 age cohorts (86.5% in Bangladesh and 90.8% in Lithuania), both have a strong focus on higher education (around two thirds of respondents in each country have a bachelor's degree or above), and both report a similar overall clothing-purchase frequency (the modal answer in both countries is “two to three times a year”). But there are three dimensions where the two samples are different that might have an impact on the results, and should be noted. Firstly, the male to female ratio is reversed: there are more women in the Bangladeshi sample (61.1 %) than men, and more men in the Lithuanian sample (62.1 %). Second, the difference in absolute value of the income contexts is not directly comparable due to the difference in BDT/EUR and the underlying difference in GDP-per-capita; income is thus interpreted as a within country relative variable. Thirdly, the size of the Bangladeshi sample (n = 126) is also larger compared to the Lithuanian sample (n = 87) which may have an impact on the stability of country separated regression estimates, especially for Lithuania. These differences may imply that the observed difference in the empirical results across countries may partly stem from the effect of compositional differences.

Overall, the respondent profile shows that the two country samples are comparable in some important respects but different in others. Both samples are dominated by young, educated, and active clothing consumers. This helps to validate the sample for the purpose of sustainable fashion purchase intention. But there are differences among the samples in the number of respondents, their gender mix and their income situation. The differences cannot be interpreted as methodological faults, but are important limitations that affect the interpretation of the results. Hence, results should be reported as a sample of the respondents rather than making a conclusion about all the consumers in the country of Bangladesh or Lithuania.

**Reliability Analysis**

Reliability analysis was performed prior to the main statistical analysis to check the consistency of the measure items that were intended to measure their respective constructs. Each construct had more than one item measured on a Likert scale, so Cronbach's alpha was used to measure the scales. This

had to be done in order that the composite variables could be used in the later correlation and regression analysis. The relationships between the items in a construct are less reliable if the items in a construct are not internally consistent. Reliability results indicates that the measurement scales generally were appropriate for further analysis. The Cronbach's Alpha for attitude towards sustainable fashion was good with value .855. The subjective norms also had a good reliability of .845. The items for the Purchase Intention and the Self-reported Sustainable Fashion Purchasing Behaviour exhibited alpha values of .859 and .841, respectively, which demonstrated that the items in both constructs were interpreted in a similar way by the respondents.

Perceived consumer effectiveness, trust in sustainability claims as well as sustainability knowledge also demonstrated good reliability following item refinement. Based on these results, it seems that the internal coherence of the measurement of the main theoretical constructs is acceptable, as the relevance of the constructs in the model also requires it. Collectivism was specifically added as a cultural exploratory variable which had a shortened alpha of 3 items from (Yoo et al., 2011) and was adequate for this purpose. Perceived behavioural control, willingness to pay and collectivism showed acceptable alpha values. Perceived behavioural control had an alpha value of .792, willingness to pay had an alpha value of .742 and collectivism had an alpha value of .738. These values are sufficient for the purposes of this study, especially because collectivism was measured as an individual-level cultural orientation using a shortened scale. Hence, results for the reliability indicate that the items retained were suitable to create composite variables.

A two-stage reliability procedure showed that three items, namely TRUST2 (general scepticism toward sustainability claims), WTP2 (price as barrier to sustainable purchasing) and PCE3 (individual impact scepticism), were negatively loaded in both the forward and reverse directions and were thus excluded. Such a pattern is not uncommon in cross-cultural online questionnaire research: Items that are worded negatively, make the respondents answering the questionnaires do a cognitive switch in the direction of response, which is known to give rise to inconsistent answers in culturally and linguistically diverse samples. These items were removed for empirical reasons, and resulted in notable increases in reliabilities for all three scales affected, with the reliabilities of trust in sustainability claims being $\alpha = .835$, willingness to pay being $\alpha = .742$, and perceived consumer effectiveness being $\alpha = .833$. Importantly, there was no change in the theoretical definition of the constructions, and each of the scales had the remaining items capturing the desired construct.

A reliability test was conducted in two stages to validate the item removal decision for the willingness to pay scale. All three WTP items were used in the first stage (WTP1_N, WTP2_N and WTP3_N) to achieve a Cronbach's α of .677. These item-total statistics were considered and removal of WTP2_N increased the alpha to .742, indicating that this item was having a negative impact on the scale even prior to its reverse-coding. After reverse-coding WTP2 as planned in the survey (WTP2_R), the Cronbach's alpha in the second stage decreased to −.068, which confirmed the hypothesis of the non-consistency of both the forward and reverse coding of this item. This was done again for the TRUST2_R (with reverse coding, $\alpha = -.186$) and the PCE3_R (with reverse coding, $\alpha = -.050$). Thus, the decision to remove these items is not only on a theoretical basis, but also on an empirical basis.

The trust in sustainability claims scale was examined in parallel two stage. The original form of all three items (TRUST1_N, TRUST2_N, TRUST3_N) had an acceptable Cronbach's $\alpha = .798$. A review of item-total statistics however, indicated that removal of TRUST2_N would result in an increase of

alpha to .835 suggesting that the item was already contributing to the decrease in alpha. A reverse coding of TRUST2 as planned (TRUST2_R) resulted in a Cronbach's alpha of −.186, which indicated complete lack of consistency, with either direction of the coding. Finally, the removal of TRUST2 and the remaining of TRUST1 and TRUST3 resulted in the final two item scale with α = .83.

This is methodologically justified as reliability analysis revealed that the items that were removed had an effect of decreasing the internal consistency of their scales. The reliability of the retained items was acceptable to good and thus they were used in the descriptive statistics, correlation analysis and regression analysis.

**Table 20**. Reliability analysis of measurement constructs

| **Construct** | **Items retained for analysis** | **Cronbach's Alpha** | **Number of items** | **Reliability interpretation** |
|---|---|---|---|---|
| Attitude toward sustainable fashion | ATT1, ATT2, ATT3 | .855 | 3 | Good |
| Perceived behavioural control | PBC1, PBC2, PBC3 | .792 | 3 | Acceptable |
| Subjective norms | SN1, SN2, SN3 | .845 | 3 | Good |
| Sustainability knowledge | KNOW1, KNOW2, KNOW3 | .814 | 3 | Good |
| Trust in sustainability claims | TRUST1, TRUST3 | .835 | 2 | Good |
| Regulatory awareness | REG1, REG2 | .727 | 2 | Acceptable; contextual |
| Willingness to pay | WTP1, WTP3 | .742 | 2 | Acceptable |
| Perceived consumer effectiveness | PCE1, PCE2 | .833 | 2 | Good |
| Collectivism/group orientation | COL1, COL2, COL3 | .738 | 3 | Acceptable |
| Purchase intention | INT1, INT2, INT3 | .859 | 3 | Good |
| Self-reported purchasing behaviour | BEH1, BEH2, BEH3 | .841 | 3 | Good |

In sum, the reliability findings indicate that the measurement model retained is adequate for the subsequent analyses. The internal consistency for the constructs have acceptable to good values while the refined scales are stable for descriptive statistic, correlation analysis and regression analysis. This is significant because the study is interested in both the positive attitude of the respondents toward sustainable fashion, and which psychological, economic, trust related, efficacy related and cultural factors predict the purchase intention and self-reported behaviour.

### Descriptive Statistics of Main Constructs and Country-Level Comparison

Descriptive statistics were calculated to examine the overall level of respondents' agreement with the main constructs included in the conceptual model. The measurement of all constructs was done on a seven-point likert scale with higher scores representing more agreement with the construct. The mean values above 4.00 represent a generally positive tendency of the respondents as the midpoint of the scale is 4.00.

**Table 21**. Descriptive statistics of main constructs

| Construct | N | Minimum | Maximum | Mean | SD |
|---|---|---|---|---|---|
| Attitude (ATT) | 213 | 1.00 | 7.00 | 5.5352 | 1.19767 |
| Perceived behavioural control (PBC) | 213 | 1.00 | 7.00 | 4.6854 | 1.35349 |
| Subjective norms (SN) | 213 | 1.00 | 7.00 | 4.9828 | 1.23930 |
| Sustainability knowledge (KNOW) | 212 | 1.00 | 7.00 | 5.0283 | 1.25992 |
| Trust in sustainability claims (TRUST) | 212 | 1.00 | 7.00 | 4.6156 | 1.39807 |
| Regulatory awareness (REG) | 212 | 1.00 | 7.00 | 4.9080 | 1.21495 |
| Willingness to pay (WTP) | 212 | 1.00 | 7.00 | 4.8561 | 1.34352 |
| Perceived consumer effectiveness (PCE) | 212 | 1.00 | 7.00 | 5.2170 | 1.29896 |
| Collectivism (COL) | 213 | 1.00 | 7.00 | 5.1941 | 1.09070 |
| Purchase intention (INT) | 213 | 1.00 | 7.00 | 4.9750 | 1.21071 |
| Self-reported behaviour (BEH) | 213 | 1.00 | 7.00 | 4.7997 | 1.38407 |
| Valid N (listwise) | 212 | | | | |

Note. All constructs were measured on a 7-point Likert scale (1 = Strongly disagree, 7 = Strongly agree). KNOW, TRUST, REG, WTP, and PCE based on n = 212 due to one missing response.

The descriptive results show that all constructs had mean values above the neutral midpoint of 4.00, indicating that respondents held favourable perceptions of sustainable fashion. The highest mean score of all in the model was for Attitude (M = 5.54, SD = 1.20). This aligns with the medium sustainable fashion literature in which it is continuously asserted that consumers are more agreeable than they are to sustainable fashion.

The most analytically significant descriptive finding is the position of trust (M = 4.62, SD = 1.40) as the lowest-scoring construct in the model. Trust is not a peripheral variable in sustainable fashion, but rather the mechanism that links and translates sustainable communication to the intention of the consumer. Without sufficient confidence in the credibility of sustainability claims, it becomes impossible to shift a consumer's attitude, knowledge and even willingness to pay. The low mean of trust indicates that trust in sustainability claims is not 'in the margins' but a serious matter for both country samples. This has direct implications on how strategies in sustainability communication should be prioritized: Investments in the attitude of consumers or in knowledge dissemination can be ineffective if the trustworthiness of the information source is not secured.

The constructs of perceived behavioural control (M = 4.69) and willingness to pay (M = 4.86) lie at the lower end of the distribution as well as trust and behaviour, and the three constructs of the practical, economic and credibility dimensions of sustainable fashion purchasing make a coherent pattern of constrained action. Respondents seem to simultaneously hold relatively strong values, beliefs and intentions to engage in sustainable fashion whilst encountering significant tensions at implementation: uncertainty about how to find a sustainable product and uncertainty about how to

afford a sustainable product; uncertainty about the credibility of the sustainable claims that they encounter. The three constructs are important to consider and not only attitude and social norms which score much higher and can only explain the lack of behaviour if one wanted to understand the gap between intention (M = 4.98) and behaviour (M = 4.80).

The standard deviations also provide useful information. The lowest standard deviation was for collectivism (1.09), indicating that there was relatively less variation among respondents on this construct. In contrast, there was more variation in the scores on trust, willingness to pay and self-reported behaviour. This indicates that there was more variation among the respondents in their opinions on the credibility of sustainability claims, their willingness to pay a price and their habits for purchasing sustainable fashion. These are, indeed, the places where ‘sustainable fashion becoming a reality' will be more challenging. Many people could say that they would like sustainable fashion, but there is not a 100% agreement on whether they trust brands, if they consider sustainable fashion to be worth the price, or if they purchase it.

The overall pattern of the descriptive statistics is clear and theoretically meaningful. In total, positive attitudes towards sustainable fashion were reported and the importance of sustainable consumption was mostly acknowledged. The results for the lower scores of trust and perceived behavioural control, willingness to pay and self-reported behaviour, however, show that positive attitudes do not necessarily lead to purchasing behaviour. This justifies the main assumption of the thesis that the decision to buy sustainable fashion and actual Purchasing behavior should be investigated using a comprehensive model that covers informational, economic, trust-based, efficacy-based and cultural factors. The results thus offer an empirical starting point to the subsequent correlation and regression analyses in which the constructs in the study are tested and found to significantly predict purchase intentions and self-reported behaviour.

### 4.1.2. Country-level comparison

An independent-samples t-test was conducted to determine if there were significant differences between the respondents from the two countries (Bangladesh and Lithuania) with regard to the main constructs of the study. In the current non-probability sample, there is no statistical difference between the average attitude, perceived behavioural control, subjective norms, sustainability knowledge, trust, willingness to pay, perceived consumer effectiveness, collectivism, purchase intention and self-reported sustainable fashion purchasing behaviour of the two country groups.

The figure provides a visual overview of the mean construct scores by country.

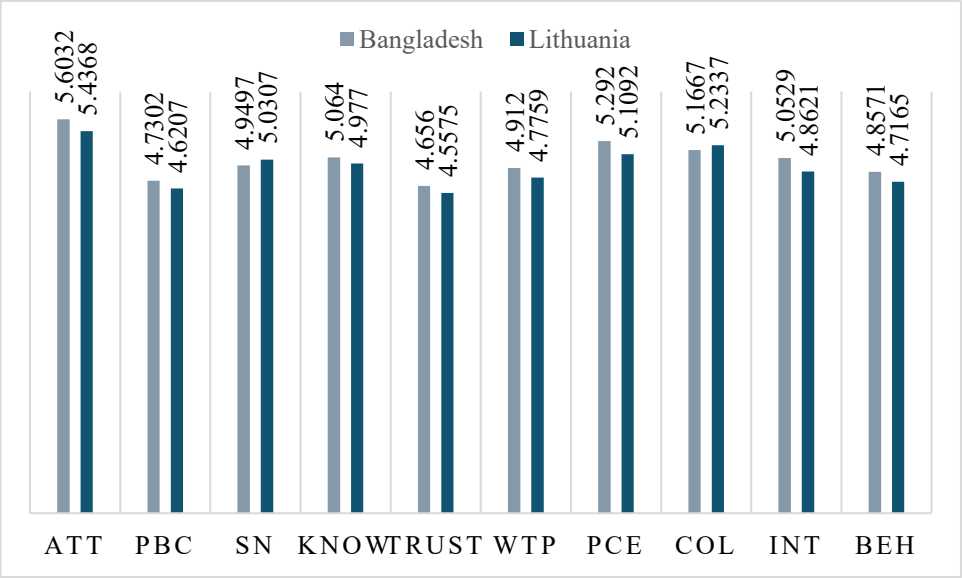


**Fig. 4.** Mean Construct Scores by Country

Levene's test for equality of variances was non-significant for all constructs, with all significance values above .05. Therefore, the "equal variances assumed" row was used to interpret the independent-samples t-test results.

**Table 22**. Independent-samples t-test comparing Bangladesh and Lithuania

| Construct | Bangladesh M / SD | Lithuania M / SD | t | df | p-value | Cohen's d | Interpretation |
|---|---|---|---|---|---|---|---|
| Attitude | 5.6032/1.11930 | 5.4368/1.30326 | 0.997 | 211 | .320 | .139 | Not significant |
| Perceived behavioural control | 4.7302/1.32310 | 4.6207/1.40152 | 0.579 | 211 | .563 | .081 | Not significant |
| Subjective norms | 4.9497/1.14780 | 5.0307/1.36648 | -0.468 | 211 | .641 | -.065 | Not significant |
| Sustainability knowledge | 5.0640/1.24124 | 4.9770/1.29179 | 0.494 | 210 | .622 | .069 | Not significant |
| Trust in sustainability claims | 4.6560/1.37139 | 4.5575/1.44155 | 0.504 | 210 | .615 | .070 | Not significant |
| Regulatory awareness | 4.8000/1.17260 | 5.0632/1.26400 | -1.557 | 210 | .121 | -.217 | Not significant |
| Willingness to pay | 4.9120/1.21990 | 4.7759/1.50727 | 0.725 | 210 | .469 | .101 | Not significant |
| Perceived consumer effectiveness | 5.2920/1.30474 | 5.1092/1.29045 | 1.008 | 210 | .315 | .141 | Not significant |
| Collectivism/group orientation | 5.1667/1.06061 | 5.2337/1.13792 | -0.440 | 211 | .660 | -.061 | Not significant |
| Purchase intention | 5.0529/1.18165 | 4.8621/1.24986 | 1.132 | 211 | .259 | .158 | Not significant |
| Self-reported purchasing behaviour | 4.8571/1.38142 | 4.7165/1.39168 | 0.728 | 211 | .467 | .102 | Not significant |

The results indicate that there is no significant differences in the country level in the main constructs between the Bangladeshi and Lithuanian respondents. The comparative design of this study derives its analysis from the lack of statistically significant mean level differences. If there had been significant difference in the average sustainable fashion orientation in Lithuania compared to Bangladesh, the study would mostly be a confirmation of the sustainable fashion orientation in a

higher income EU market versus a lower income, price-sensitive market in Bangladesh, as already predicted by the differences in their markets' structures. Because they do not diverge at the mean level, the question can be asked whether there are similar motivational mechanisms at play, or different ones that converge at the same average, or if the consumers in the two different structures are differently oriented towards fashion sustainability.

However, several interpretive cautions are necessary before treating the null t-test results as definitive. The first one is related to statistical power. The study may also be underpowered when considering the number of respondents (n = 87 in Lithuania and n = 126 in Bangladesh) to detect small, but true, cross-country effect sizes. Cohen's d was small and consistent across all constructs (between .061 and .217) and the highest regulatory awareness (d = .217) was near but not significant. Small effect sizes are not evidence that there is no difference but may be evidence that differences do exist that would be reliably detected in a larger probability-based sample in the context of cross-cultural survey research. This lack of significance should thus be taken to mean that there is not yet sufficient statistical evidence to show that the two populations are different.

Inverted gender distribution for the two subsamples may be a potential confound for country comparison. While it could be that Bangladeshi women are more likely to be orientated to sustainable fashion (in line with the findings in the wider literature) and that Lithuanian men are less likely to be orientated towards sustainable fashion (in relation to the other countries) then this could partially account for the apparent similarity between the two groups and not necessarily be the case that they are truly attitudinally equivalent.

Differences were not found to be statistically significant but there are some descriptive tendencies. The mean scores of the attitude, perceived consumer effectiveness, sustainability knowledge, trust, willingness to pay, purchase intention and self-reported behaviour were slightly higher for Bangladeshi respondents. The means scores for subjective norms, regulatory awareness and collectivism were slightly higher for the Lithuanian respondents. Such differences are only indicative, based on description, not statistically proven country differences. The slightly higher mean for regulatory awareness in Lithuania could be due to increased awareness of EU-level sustainability communication, whereas the slightly higher means for knowledge and perceived consumer effectiveness amongst Bangladeshi consumers could be due to greater awareness of fashion production and its social and/or environmental impacts. But these are still tentative interpretations.

The overall result of the t-test is that the question of the country-level comparison is answered, as there were no statistically significant mean differences between the two country groups. Meanwhile, the outcome enhances the importance of country-specific regression analysis. However, when the two groups are not significantly different in their mean scores of sustainable fashion orientation, it is more significant to ask if the purchase intention is developed by the same or different predictors in Bangladesh and Lithuania. This makes it easy to move on to the regression analysis that follows.

## 4.2. Relationship and Prediction Analysis

### 4.2.1. Correlation and Regression Analysis Predicting Purchase Intention

A Pearson correlation analysis was performed to explore the relationships among the key constructs before regression analysis. This was crucial to ascertain whether or not the theoretical predictors were

significantly related to purchase Intention and self-reported purchasing behaviour. In addition, the analysis screened the predictors for high correlation to test for multicollinearity before regression analysis.

The results indicate that all the constructs listed were positively and significantly correlated with purchase intention and self-reported purchasing behaviour at $p < .001$. That is, participants who had higher scores on the attitudes towards sustainable fashion, higher scores on the self-efficacy, higher scores on the subjective norms, higher scores on the knowledge about sustainable fashion, higher scores on the trust, higher scores on the willingness to pay, higher scores on the perceived consumer effectiveness and higher scores on the collectivist orientation tended to have higher scores on the purchase intention and the self-reported sustainable fashion purchasing behaviour.

**Table 23**. Key Pearson correlations with purchase Intention and self-reported behaviour

| **Predictor construct** | **Correlation with purchase Intention INT** | **Correlation with behaviour, BEH** | **Significance** |
|---|---|---|---|
| Attitude toward sustainable fashion | .504 | .385 | $p < .001$ |
| Perceived behavioural control | .496 | .538 | $p < .001$ |
| Subjective norms | .569 | .591 | $p < .001$ |
| Sustainability knowledge | .683 | .658 | $p < .001$ |
| Trust in sustainability claims | .584 | .502 | $p < .001$ |
| Regulatory awareness | .502 | .446 | $p < .001$ |
| Willingness to pay | .633 | .568 | $p < .001$ |
| Perceived consumer effectiveness | .664 | .541 | $p < .001$ |
| Collectivism/group orientation | .579 | .409 | $p < .001$ |
| Purchase intention | - | .683 | $p < .001$ |

The strongest correlation with purchase intention was found for sustainability knowledge ($r = .683$, $p < .001$), followed by perceived consumer effectiveness ($r = .664$, $p < .001$), willingness to pay ($r = .633$, $p < .001$), trust in sustainability claims ($r = .584$, $p < .001$), and collectivism ($r = .579$, $p < .001$). The result indicates that the extended constructs showed stronger bivariate associations with intention than attitude alone.

Also, there was a positive and significant correlation between attitude and purchase intention ($r = .504$, $p < .001$). This indicates a general TPB finding that positive evaluations of a behaviour are linked to greater intentions to perform the behaviour. But there was not the strongest correlation between attitude and purchase intention. This is significant since it indicates that the consumer's intent to purchase is not solely a result of their appreciation of the idea of sustainable fashion. In this sample, the informational, economic, trust, efficacy, and value-related factors were found to be more bivariate associated with intention.

The correlation between purchase intention and self-reported sustainable fashion purchasing behaviour was also quite high and significant ($r = .683$, $p < .001$). This helps to reinforce the TPB belief that there is a close relationship between intention and behaviour. These respondents who had a higher intention to purchase were more likely to have higher sustainable fashion purchasing behaviour. However, the relationship was not perfect. The squared correlation indicates that a significant proportion (but not all) of the variance in self-reported behaviour is accounted for by

intention. This indicates that while intention is a key element, other factors can be at play that can impact whether consumers turn intention into action.

The highest correlations of self-reported purchasing behaviour were with purchase intention ($r = .683$, $p < .001$), sustainability knowledge ($r = .658$, $p < .001$), subjective norms ($r = .591$, $p < .001$) and willingness to pay ($r = .568$, $p < .001$). The results indicated that self-reported sustainable fashion behaviour is related to, in addition to intention, knowledge, social influence and economic readiness. Respondents might be more likely to report sustainable fashion purchases when they have a positive purchase intention, as they have an understanding of sustainable fashion information, they feel socially supported, and they are willing to accept the price consequences of sustainable fashion.

A strong correlation between purchase intention and self-reported behaviour ($r = .683$) was observed, thus supporting the primary motivational factor of behaviour being intention in the TPB structure. However, an r of .683 implies that intention accounts for approximately 46.6% of variance in behaviour, leaving more than half unexplained. This residual variance reflects the intention-behaviour gap within the sample, which is the proportion of behavioural variance not explained by intention and which is due to other factors like practical barriers at the point of purchase, behavioural habits, product availability, and the limitations of the use of self-reported behaviour as a proxy for actual behaviour, which is purchasing.

The overall findings of the correlation results showed that, in general, statistically significant positive bivariate associations among all proposed predictors, purchase intention, and self-reported purchasing behaviour provided an empirical basis for regression-based hypothesis testing. These results should be viewed with care, however, because of methodological limitations, such as the non-probability sampling design and the relatively small size of the sample, which do not allow for a very precise measurement of the observed coefficients. The patterns also indicate that there is some conceptual overlap between the predictors, specifically between sustainability knowledge, perceived consumer effectiveness, willingness to pay, and trust, which is why multicollinearity is checked formally in the regression stage instead of in the bivariate stage. However, the correlation results should suffice in moving on to regression analysis, where the strength of the different constructs' relationships can be tested when analysed together, and which relationships are accounted for by the other constructs.

**Regression Analysis Predicting Purchase Intention**

Multiple linear regression was performed to determine the significance of the constructs that predict sustainable fashion purchase intention. Intention to purchase was used as the dependent variable. Independent variables were attitude towards sustainable fashion, perceived behavioural control, subjective norms, sustainability knowledge, trust in sustainability claims, willingness to pay, perceived consumer effectiveness and collectivism/group orientation. Regulatory awareness was not included in this regression model, as it was considered as a descriptive variable, not as a variable of hypothesis testing, which is used in the background.

The results of the multiple regression model predicting sustainable fashion purchase intention were statistically significant ($F(8, 203) = 43.742$, $p < .001$) and accounted for 63.3% of the variance in the purchase intention ($R^2 = .633$, $R^2$ adj $= .618$). This is a relatively high amount of explanatory power for a survey-based behavioural intention model and indicates that the extended TPB framework offers meaningfully more predictive power than the basic three-construct model alone.

The figure visualises the significant standardised beta coefficients from the regression model predicting purchase intention. The most significant influences were sustainability knowledge, perceived consumer effectiveness, collectivism, willingness to pay and trust in sustainability claims.

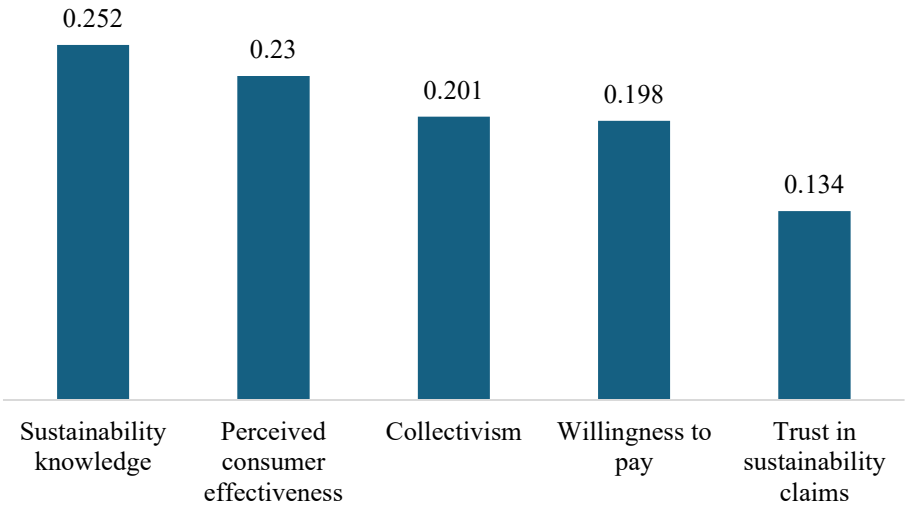


**Fig. 5.** Significant Predictors of Purchase Intention (Regression Model)

The results indicate that sustainability knowledge, trust in sustainability claims, willingness to pay, perceived consumer effectiveness, and collectivism/group orientation were statistically significant predictors of purchase intention. Among these, sustainability knowledge had the largest standardized effect ($\beta = .252$, $p < .001$), followed by perceived consumer effectiveness ($\beta = .230$, $p < .001$), collectivism ($\beta = .201$, $p < .001$), willingness to pay ($\beta = .198$, $p = .002$), and trust in sustainability claims ($\beta = .134$, $p = .041$).

**Table 24**. Multiple regression predicting purchase intention

| **Predictor** | **B** | **SE** | **β** | **t** | **p-value** | **VIF** | **Result** |
|---|---|---|---|---|---|---|---|
| Attitude | .096 | .055 | .093 | 1.729 | .085 | 1.611 | Not significant |
| Perceived behavioural control | -.069 | .060 | -.076 | -1.136 | .257 | 2.503 | Not significant |
| Subjective norms | -.036 | .069 | -.037 | -.525 | .600 | 2.712 | Not significant |
| Sustainability knowledge | .243 | .070 | .252 | 3.463 | < .001 | 2.924 | Significant |
| Trust in sustainability claims | .117 | .057 | .134 | 2.053 | .041 | 2.366 | Significant |
| Willingness to pay | .179 | .058 | .198 | 3.073 | .002 | 2.294 | Significant |
| Perceived consumer effectiveness | .214 | .059 | .230 | 3.664 | < .001 | 2.170 | Significant |
| Collectivism/group orientation | .223 | .059 | .201 | 3.778 | < .001 | 1.557 | Significant |

The findings show that there is a positive relationship between those who perceived themselves as more knowledgeable on sustainability, more likely to see that they could make a difference as consumers, more willing to pay for sustainability products, more likely to trust sustainable product claims, and more likely to agree with group-oriented values and their intention to buy sustainable fashion. This indicates that the general attitude along with the informational, economic and value and trust based factors play a role in determining purchase intentions.

More important than the significant constructs in the model, from a theoretical point of view, is the lack of significance of some constructs. In the full model, attitude ($\beta = .093$, $p = .085$), perceived

behavioural control (β = −.076, p = .257) and subjective norms (β = −.037, p = .600) the three constructs that comprise the entire explanatory model of basic TPB are all non-significant. But this should not be taken lightly and needs to be interpreted. All of the bivariate correlation between these constructs and purchase intention were positive and significant (respectively, .504, .496, .569), indicating that they are meaningfully related to intention at the individual level. Their non-significance in the regression is not necessarily indicative of irrelevance, but rather suggests that the explanatory power of these five extended constructs has fully taken up the explanatory power of the other constructs. After including all variables, ATT, PBC, and SN did not add unique variance beyond what KNOW, PCE, WTP, TRUST, and COL collectively explained in understanding the purchase intention.

Although the beta coefficient for PBC is negative (β = −.076) and fails to reach significance, it should be recognized. A negative direction in perceived behavioural control in an intention model is not theoretically expected nor is it an incidental random fluctuation. The most defensible interpretation is a suppression effect due to the PBC having a high shared variance with willingness to pay (both are related to the practical feasibility of sustainable purchases). With a fixed level of WTP it seems that the residual variance that remains after PBC may have a slight negative sign. This is more of a statistical artefact, caused by multicollinearity between PBC and WTP, than a substantive result but demonstrates how conceptually and empirically overlapping PBC and WTP are in this context.

Sustainability knowledge stands out as the strongest of the five significant predictors (β = .252, p < .001). This is a mental preparedness process: if consumers can see the materials they can use to be green and can read the labels and understand the industry's impact on the environment, they will have less uncertainty on the informational stage and thus be better able to link their values with product choices. Sustainability knowledge functions not as an independent driver alone, but as an enabling condition that amplifies the effectiveness of other motivational factors in generating purchase intention.

The second strongest is the perceived consumer effectiveness mechanism that is separate from knowledge. When the individual choices of respondents feel like they are making a difference toward the environment or social change, they are more likely to want to buy sustainable fashion. This is important because efficacy beliefs are at the level of perceived consequence, not knowledge or values, and ask the consumer the question, "will my action matter?" This aligns with the meta-analysis by Vieira et al. (2025), which revealed that among the various factors, PCE is one of the most consistent across product categories and cultural contexts to predict green consumer behavior, and highlights that campaigns promoting sustainable fashion that emphasize collective impact and the cumulative significance of individual purchasing decisions might be especially effective.

The third strongest predictor is collectivism (β = .201, p < .001) and arguably this is the most conceptually novel finding, as it is rarely included in sustainable fashion models based on the TPB. This importance, in addition to the social influence itself (as reflected in subjective norms), implies that the group-oriented values work through a different psychological pathway from the subjective norm. While subjective norms are a measure of what other people think, collectivism is a measure of the extent to which the respondent values harmoniousness, well-being of the group and group responsibility. The idea is that the intention to buy sustainable fashion is partly shaped by a social identity mechanism: those who perceive themselves as part of a larger community and as having a

responsibility to it will consider their consumption as a social act and one that has collective consequences, whether or not the particular community that they belong to approves.

Economic acceptance (β = .198, p = .002) proves that willingness to pay is a precondition in order to form an intention towards sustainable fashion. Even if the respondents are knowledgeable, competent and value-oriented in their sustainable fashion attitude, they still might not develop purchase intention when it comes to sustainable fashion if they are not willing to pay the premium prices usually demanded by sustainable fashion. This finding is important for the country comparison: indeed, as the country-seperated regression analysis demonstrates, WTP is not similarly distributed across the two subsamples and the presence of a dominant category (WTP) in the Lithuanian subsample suggests that economic readiness can act as a threshold condition that is qualitatively different from its role in the more price-sensitive emerging market contexts.

Trust (β = .134, p = .041) is the least significant of the five significant predictors but still has significance. It validates the credibility of sustainability communication as a unique dimension of purchase intention formation, which is independent of knowledge, efficacy and economic willingness. Even if a consumer understands what sustainable fashion products are, thinks their actions make a difference and is willing to pay a higher price, they can still withhold their intention from sustainable products if they do not believe that the specific products they see and are considering are actually sustainable. Trust can be seen as the last link in the intention formation chain, and perhaps its relatively low coefficient in this model is due to the fact that it is moderately correlated with the knowledge construct (r values in the range of .55–.67 in the entire matrix).

Multicollinearity diagnostics were performed to ensure the model can actually be interpreted. All values of VIF were less than 5 (VIF of the Knowledge was 2.924) and the value of Durbin-Watson was 2.031, which showed no autocorrelation of the residual. It is statistically stable, but the model is not conceptually stable because of the overlap among predictors that was discussed throughout this discussion – thus, interpretation of the individual beta coefficients must be considered as estimates of unique contribution, given the other predictors in the model, and not as measures of absolute importance.

The results of the regressions overall suggest that the key determinants of purchasing intention for sustainable fashion in this sample are knowledge, perceived consumer effectiveness, collectivism, willingness to pay, and trust. These findings suggest that the sustainability fashion Purchasing intent is not so much a general positive attitude as it is consumers' understanding of sustainability, their trust in sustainability claims, beliefs about the impact of their purchasing, acceptance of the price implications, and the influence of group-oriented values.

### 4.2.2. Regression Analysis Predicting Self-Reported Purchasing Behaviour

Another multiple linear regression was carried out to determine the most important constructs that were able to predict the purchase of sustainable fashion items. The dependent variable was self-reported purchasing behaviour, and the independent variables were the attitude towards sustainable fashion, perceived behavioural control, subjective norms, sustainability knowledge, trust in sustainability claims, willingness to pay, perceived consumer effectiveness, collectivism/group orientation, and purchase intention.

The figure illustrates the positive relationship between purchase Intention and self-reported sustainable fashion purchasing behaviour. The upward trend visually supports the regression result that stronger purchase intention is associated with higher self-reported sustainable fashion purchasing behaviour. The full multivariate regression evidence is presented in the table below.

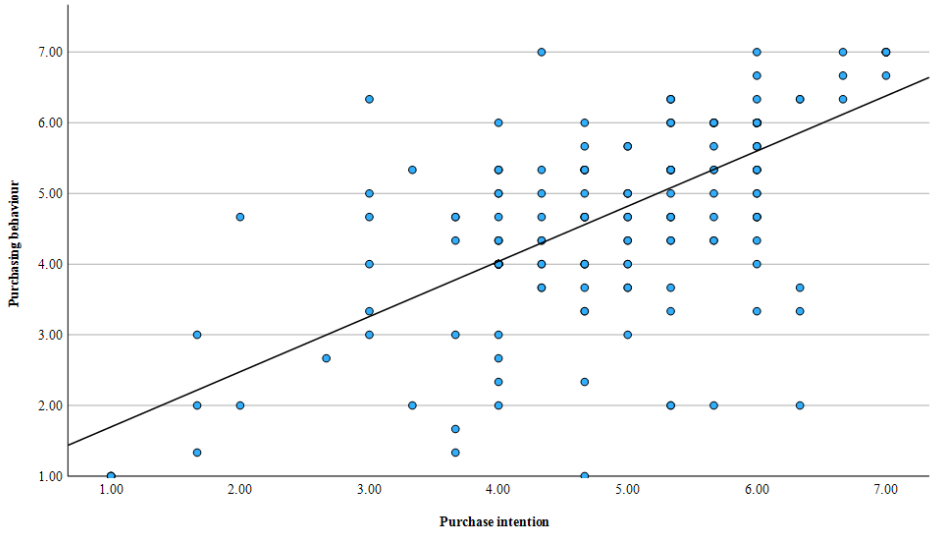


**Fig. 6.** Relationship Between Purchase Intention and Self-Reported Sustainable Fashion Purchasing Behaviour

The regression model was statistically significant, $F(9, 202) = 30.105$, $p < .001$. The model explained a substantial proportion of the variance in self-reported purchasing behaviour, with $R^2 = .573$, and adjusted $R^2 = .554$. This indicates that approximately 57.3% of the variation in self-reported sustainable fashion purchasing behaviour was explained by the model's predictors.

**Table 25**. Multiple regression predicting self-reported purchasing behaviour

| **Predictor** | **B** | **SE** | **β** | **t** | **p-value** | **VIF** | **Result** |
|---|---|---|---|---|---|---|---|
| Attitude | -.134 | .068 | -.116 | -1.968 | .050 | 1.634 | Borderline/cautious |
| Perceived behavioural control | .131 | .074 | .129 | 1.766 | .079 | 2.519 | Not significant |
| Subjective norms | .152 | .085 | .136 | 1.798 | .074 | 2.715 | Not significant |
| Sustainability knowledge | .271 | .088 | .248 | 3.068 | .002 | 3.097 | Significant |
| Trust in sustainability claims | -.089 | .070 | -.090 | -1.261 | .209 | 2.415 | Not significant |
| Willingness to pay | .048 | .073 | .047 | .657 | .512 | 2.400 | Not significant |
| Perceived consumer effectiveness | .036 | .074 | .034 | .480 | .632 | 2.314 | Not significant |
| Collectivism/group orientation | -.034 | .075 | -.027 | -.457 | .648 | 1.667 | Not significant |
| Purchase intention | .516 | .086 | .456 | 6.008 | < .001 | 2.724 | Significant |

From the results, it is found that purchase intention turned out to be the most significant determinant of self-reported sustainable fashion purchasing behaviour ($\beta = .456$, $p < .001$) with only purchase intention and the sustainability knowledge ($\beta = .248$, $p = .002$) reaching statistical significance.

The more theoretically generative finding is the independent significance of sustainability knowledge on behaviour ($\beta = .248$, $p = .002$), which persists after intention is controlled. This discovery suggests that knowledge has an effect on behaviour which extends beyond increase of intention; it has a direct

facilitation effect which is not fully accounted for in the intention mediation. The most likely explanation is the operational one: More knowledgeable consumers are better able to recognize sustainable product at the point of purchase, interpret labels properly, and see through claims and understand when they are greenwashed. That is, knowledge decreases the informational load of the sustainable purchasing behaviour itself, increasing the chance of the intention to purchase being translated into the purchase behaviour. Findings indicate that knowledge is a two-stage variable in the sustainable fashion consumption process that allows intention formation and then enactment of the intention in the fashion behaviour.

The meaning of each other construct is lost in the overall model of behaviour. When intention is controlled, the variables that are significant in predicting WTP in Model 1 (trust, WTP, PCE and collectivism) become insignificant in the model. That does not imply that they are behaviourally insignificant. All their bivariate correlation with behaviour are positive and significant, thus reflecting true relationships. Instead, their impact is purely through the intention pathway: they affect the strength of a person's intention to buy and intention to buy is then translated into behaviour. The only direct effect is that of knowledge, where there is no mediation.

There is a borderline negative coefficient for attitude in the behaviour model ($\beta = -.116$, $p = .050$) that must be carefully treated. It has a positive correlation with behaviour ($r = .385$) which shows that the attitude is not actually inversely correlated with sustainable purchasing. The negative regression coefficient is a statistical phenomenon that stemmed from the shared variance of attitude with the other predictors; that is, it seems to act as a suppressor variable in the overall model such that the variance shared with the other predictors leaves the negative sign. This is not a substantive finding and does not imply that positive attitude leads to a decrease of behaviour. The proper conclusion would be that the role of attitude in behaviour is completely indirect mediated by intention and the lengths of the extended constructs and that the regression coefficient of attitude in the full behaviour model is due to model saturation and not meaningfully directed.

The Durbin-Watson value of 1.973 and VIF max of 3.097 (knowledge) indicate that autocorrelation and/or high levels of multicollinearity do not affect the behaviour model and that the values of the coefficients are reasonable within the limits provided.

Overall, the results of the regressions indicate that purchase Intention and sustainability knowledge are the factors that influence self-reported sustainable fashion Purchasing habits. This means that intentions are a critical factor in translating the perception of sustainable fashion to the reported behaviours but knowledge has an additional impact on behaviour beyond intention. Further, the results indicate that positive attitudes, social pressure, trust, willingness to pay, perceived consumer effectiveness and collectivist orientation might have indirect effects on behaviour as well because the direct effects of these factors are not significant when all factors are taken into account.

**Summary of Hypothesis Testing**

The result of the hypothesis testing by correlation and regression analysis is given in this section. All theoretical constructs were positively and significantly related to purchase Intention and self-reported behaviour as shown by the correlation analysis. The regression analysis is, however, a more stringent method and it shows which predictors remain significant when other constructs are also included in the analysis.

The first regression model was used to consider the factors that affect the intention to buy sustainable fashion. The model accounted for 63.3% of the variance in purchase intention ($R^2 = .633$, adjusted $R^2 = .618$). Among the variables of this model, the knowledge of sustainability, the trust in claims of sustainability, willingness to pay, perceived consumer effectiveness and collectivism proved to be significant positive predictors for purchase intention. When all the variables were included, however, attitude, perceived behavioural control and subjective norms were not significant predictors.

The second regression model investigated the predictors of self-reported sustainable purchasing behaviour of fashion. The model accounted for 57.3% of the variance in self-reported behaviour and the model was statistically significant. Purchase intention was the most powerful significant predictor of behaviour. The direct path from Sustainability Knowledge to Behaviour also was significant and positive. The other variables were not significant in the comprehensive behaviour model.

**Table 26.** Summary of hypothesis testing

| Hypothesis | Expected relationship | Main statistical result | Decision |
|---|---|---|---|
| H1 | Attitude positively predicts purchase intention | $\beta = .093$, $p = .085$ | Not supported |
| H2 | Perceived behavioural control positively predicts purchase intention | $\beta = -.076$, $p = .257$ | Not supported |
| H3 | Subjective norms positively predict purchase intention | $\beta = -.037$, $p = .600$ | Not supported |
| H4 | Sustainability knowledge positively predicts purchase intention | $\beta = .252$, $p < .001$ | Supported |
| H5 | Trust in sustainability claims positively predicts purchase intention | $\beta = .134$, $p = .041$ | Supported |
| H6 | Willingness to pay positively predicts purchase intention | $\beta = .198$, $p = .002$ | Supported |
| H7 | Perceived consumer effectiveness positively predicts purchase intention | $\beta = .230$, $p < .001$ | Supported |
| H8 | Collectivism/group orientation positively predicts purchase intention | $\beta = .201$, $p < .001$ | Supported |
| H9 | Purchase intention positively predicts self-reported purchasing behaviour | $\beta = .456$, $p < .001$ | Supported |
| H10 | Predictor patterns differ between Lithuanian and Bangladeshi respondents. | BD: COL ($\beta$=.318), PCE ($\beta$=.265), KNOW ($\beta$=.256), ATT ($\beta$=.199), TRUST ($\beta$=.181), $R^2$=.714; LT: WTP only ($\beta$=.313, p=.006), $R^2$=.598 | Cautiously supported |

The results of hypothesis testing reveal that five predictors, sustainability knowledge, perceived consumer effectiveness, collectivism, willingness to pay, and trust in sustainability claims, significantly influenced sustainable fashion purchase intention. Among these, sustainability knowledge had the strongest effect, indicating that in the case of all factors, the understanding of sustainability held more impact than the attitude of the respondents.

The findings reveal that purchase intention was also a significant predictor of self-reported sustainable fashion purchasing behaviour. This validates the theory that intention is an important factor leading up to behaviour. The behaviour model revealed however an additional direct effect of sustainability knowledge on behaviour. This indicates that knowledge might not only influence intention but also consumers could use knowledge to transform intention into self-reported sustainable fashion purchasing behaviour.

The unsupported hypotheses require careful interpretation. The non-relationship between H1, H2, H3 and perceived behavioural control and subjective norms on purchase intention is the pattern which needs to be theoretically explained. These three constructs are not unimportant: They are bivariate substantially and positively related to purchase intention. The non-significance in the regression shows the degree to which the explanatory contribution of the extended constructs is taken up by the extended constructs. The idea is that these proximal constructs such as attitude, PBC, and SN are proximal to deeper psychological constructs represented more directly by the extended constructs of WTP and KNOW, and collectivism. In a fully extended model, the basic TPB constructs appear to become redundant rather than foundational.

Overall, the results of hypothesis testing show that in the case of this sample, the attitude towards sustainable fashion does not have a greater influence on the intention to purchase than knowledge, trust, economic willingness, perceived consumer impact and group-oriented values. Purchase intention is the most important and sustainability knowledge is an important supporting factor for self-reported purchasing behaviour.

### 4.2.3. Country-Separated Regression and Exploratory Subgroup Analysis

The multiple regression model was re-estimated for each country sample to answer the research question regarding the comparison and to directly test H10. This makes it possible to make direct comparisons of the significance of predictors in Lithuania and in Bangladesh, thus meeting the promise of the comparative design of the study.

The figure provides a summary of the important predictors of each of the country-specific regression models. Collectivism, perceived consumer effectiveness, sustainability knowledge, attitude and trust were the factors that predicted purchase intention in the Bangladeshi sample. It was only willingness to pay that was significant as a predictor in the Lithuanian sample. This means that, although the overall sustainable fashion orientation is similar, the means by which this occurs is different for both the samples.

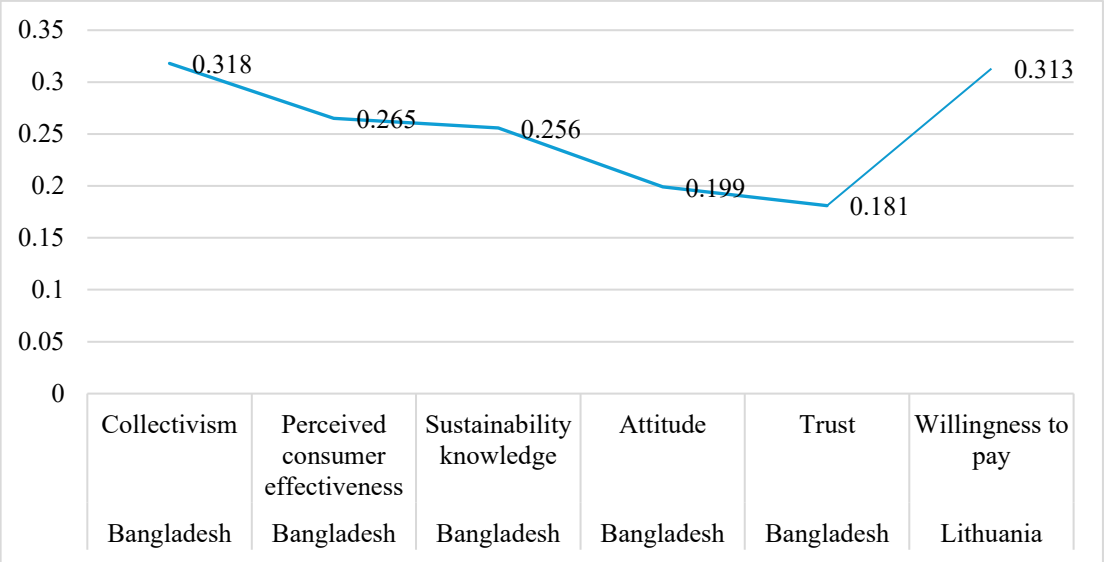


**Fig. 7.** Country-Separated Predictor Patterns for Bangladesh and Lithuania

In Lithuania ($R^2$ = .598), only willingness to pay was significant (β = .313, p = .006). No other predictor reached significance in Lithuania, including perceived consumer effectiveness (β = .195, p = .100), which was significant in the combined model but falls below the threshold when Lithuania is analysed alone. This indicates that the combined model's PCE significance was substantially driven by the Bangladesh sample. For the Lithuanian sample, only WTP was a significant determinant of purchase intention. This indicates that price-premium acceptance might be especially crucial to understand sustainable fashion purchase intention for the surveyed Lithuanian consumers.

**Table 27.** Country-Separated Regression Results Predicting Purchase Intention

| Predictor | BD β | BD t | BD p | LT β | LT t | LT p | Significant in |
|---|---|---|---|---|---|---|---|
| $R^2$ (model) | .714*** | F=36.248 | df=8,116 | .598*** | F=14.532 | df=8,78 | Both p<.001 |
| ATT | .199** | 3.029 | .003 | −.008 | −.087 | .931 | Bangladesh only |
| PBC | −.100 | −1.249 | .214 | .005 | .045 | .964 | Neither |
| SN | −.124 | −1.552 | .124 | .059 | .446 | .657 | Neither |
| KNOW | .256** | 3.093 | .002 | .141 | 1.021 | .311 | Bangladesh only |
| TRUST | .181* | 2.283 | .024 | .140 | 1.259 | .212 | Bangladesh only |
| WTP | .044 | .577 | .565 | .313** | 2.805 | .006 | Lithuania only |
| PCE | .265*** | 3.630 | <.001 | .195 | 1.665 | .100 | Bangladesh only |
| COL | .318*** | 4.814 | <.001 | .089 | 1.041 | .301 | Bangladesh only |

Note. * p < .05. ** p < .01. *** p < .001. BD = Bangladesh (n = 125 after listwise deletion); LT = Lithuania (n = 87). Both models significant at p < .001.

The country-separated results show fundamentally different predictor configurations in the two markets. In Bangladesh ($R^2$ = .714), five constructs significantly predicted purchase intention: collectivism (β = .318, p < .001), perceived consumer effectiveness (β = .265, p < .001), sustainability knowledge (β = .256, p = .002), attitude (β = .199, p = .003), and trust in sustainability claims (β = .181, p = .024). In Bangladesh, collectivism had the highest direct path to purchase intention, suggesting that group-oriented values directly lead to purchase intention in the collectivist context.

H10 evaluation: H10 predicted that predictor patterns of sustainable fashion purchase intention would differ between Lithuanian and Bangladeshi respondents. The empirical findings are different; attitude is significant only in Bangladesh (β = .199) and not in Lithuania (β = −.008). H10 is cautiously supported. The regression models for the two countries (Bangladeshi and Lithuanian) differ in terms of the predictors. Collectivism, perceived consumer effectiveness, sustainability knowledge, attitude and trust in sustainability claims were significant predictors of purchase intention in Bangladesh. WTP was the only factor that was statistically significant in Lithuania. Thus, while no significant differences in the mean sustainable fashion orientation score were found in the two country groups, the factors that influenced purchase intention were different for the two samples. This discovery needs to be approached with care since the research adopted a non-probability sampling process and regression analysis by country, instead of actual multi-group modelling.

### Exploratory Collectivism Subgroup Analysis

To test H11, respondents were split into low collectivism group (median split on COL composite, median = 5.33) and high collectivism group. This yielded 87 and 125 respondents in the low and high COL groups, respectively. Next, the correlation between subjective norms (SN) and purchase intention (INT) was calculated for the two groups, using thse Pearson correlation method.

**Table 28**. Exploratory collectivism subgroup analysis: SN-INT correlation by group

| COL Group | n | SN-INT r | p | Interpretation |
|---|---|---|---|---|
| Low Collectivism (COL < 5.33) | 87 | .596 | <.001 | Stronger SN-INT relationship |
| High Collectivism (COL ≥ 5.33) | 125 | .457 | <.001 | Weaker SN-INT relationship |

Note. Both correlations significant at $p < .001$.

H11 evaluation: H11 hypothesized that there would be a stronger SN-INT relationship among the respondents high in group-oriented values. The opposite trend was found, with a higher SN–INT correlation for the lower-collectivism group ($r = .596$, $p < .001$) than the higher-collectivism group ($r = .457$, $p < .001$), thus contradicting H11. H11 is not as expected. The reversal can be understood by norm internalisation theory: People who have a high level of collectivism may have internalised group norms and established them as their personal values, which, in turn, means that the social norms no longer appear as a separate norm, but rather as an internal motivation. SN constructs measures the perceived pressure from others when group orientation is internalized in one's identity, so that the experienced pressure is not perceived as something different, and the pressure is less to predict.

## 4.3. Discussion of Empirical Findings and Answer to Research Questions

In this section, empirical findings of the research are presented which related to the research aim, the theoretical part of the study and the comparative part of the study. This empirical results show that there are various reasons why people purchase sustainable fashion, as a positive attitude is not the sole one. No significant difference was revealed between an average of the Lithuanian and Bangladeshi respondents on their attitude towards sustainable fashion but there was a difference in the predictor pattern between the responses of the respondents based on regression models. All five extended constructs were statistically significant predictors of purchase intention in the combined sample: sustainability knowledge (β=.252), perceived consumer effectiveness (β=.230), collectivism

(β=.201), willingness to pay (β=.198), and trust in sustainability claims (β=.134). Purchase intention also was an important predictor of self-reported sustainable fashion purchasing behaviour. The results validate the extended TPB model and highlight that apart from the traditional TPB variables, informational, efficacy, cultural, economic and trust variables also significantly affect the consumers' intention to buy sustainable fashion.

The exploratory collectivism subanalysis sheds some cultural perspective on the interpretation of the model, and contradicts H11 as expected. H11 hypothesized that the SN–INT association would be more intense among the individuals who had higher collectivism scores, but the results indicated that the association was stronger among those individuals who had lower scores on collectivism. This suggests that for respondents low in collectivism subjective norms may be more clearly an external social pressure and for respondents high in collectivism the group values may have been internalized into personal values. This is a preliminary interpretation, however, because it was analysed using a median split and separate correlations and not a moderation model using an interaction.

**General orientation toward sustainable fashion**

All the constructs were above the middle score (4) of the seven-point scale as indicated in the descriptive statistics. This indicates that generally sustainable fashion had a positive attitude amongst the respondents who were surveyed. However, care needs to be taken because it is a non-probability sampling and the findings of this study cannot be generalised to all consumers in Lithuania and/or Bangladesh. The highest mean is for attitude towards sustainable fashion, perceived consumer effectiveness and collectivism. This may be interpreted as a positive attitude towards sustainable fashion in general and/or as a habit to connect sustainable fashion with social and/or environmental responsibility. This result aligns with the extended TPB theory of the study as purchase intentions are assumed to be determined by attitude, perceived impact and value-oriented aspects.

The descriptive results however, also revealed that the other constructs did not exhibit an equally positive attitude. The mean of the constructs trust in sustainability claims and perceived behavioural control were not high. This can include customers being aware of the need for sustainable fashion but being sceptical of the authenticity of the claims; or the lack of access to or cost of sustainable fashion; or perhaps they may not feel like they have an option to choose sustainable fashion. While encouraging positive attitudes, they do not necessarily equate to sustainable purchases of fashion.

**Country comparison between Bangladesh and Lithuania**

The t-test results showing no significant differences between the countries on any construct are the result that initially may seem to detract from the comparative nature of the study, but in fact is the analytical contribution of this study. The study is not about the idea that there is a Bangladeshi versus a Lithuanian consumer, but that both can attain the same level of sustainable fashion orientation via different means. This result is consistent with the theoretical reasoning that there may be contextual similarity at the level of outcomes but, at the level of the predictors, there may be heterogeneity that can only be uncovered by regression-based analyses and not by mean-level comparisons.

However, the finding should be interpreted with caution. That is not to say that there is no difference in any institutional, economic or cultural aspects between Bangladesh and Lithuania. It rather means that there were no different mean-levels between the two groups of respondents in this non-probability

survey sample that are statistically significant. Comparative interest of the study is therefore not so much based on the differences between the countries but on the question of whether the same theoretical constructs can be used to explain sustainable fashion Intention and behaviour in both countries.

Results indicate that the variable of trust is needed. The different institutional arrangements to which these sustainability claims can be anchored in the respective contexts are related to theoretical arguments for the inclusion of trust. In Lithuania, these claims are backed by the overall EU regulation system while in Bangladesh, regulations related to sustainability claims are less developed and directed towards consumers. There was no significant difference between countries in terms of the amount of trust, however. Instead, trust was one of the factors that had an impact on the purchase intention in the regression analysis. Trust, therefore, is important, both because it is more prevalent in one group of respondents and because it is a good predictor of purchase intentions for the total sample.

**Predictors of sustainable fashion purchase intention**

The regression model predicting purchase intention explained 63.3% of the variance, indicating strong explanatory power. Sustainability knowledge, perceived consumer effectiveness, collectivism, willingness to pay, and trust in sustainability claims were five constructs that had a significant effect on purchase intention. Attitude, perceived behavioural control & subjective norms were not significant in the full model.

Sustainability knowledge was the strongest predictor of purchase intention. These indicate that those who felt that they knew more about sustainable materials, certifications and environmental impacts were more likely to be planning to buy sustainable fashion. This discovery suggests that knowledge can help to diminish uncertainty, and enable consumers to make more confident judgements about sustainable fashion.

Perceived consumer effectiveness was also a strong predictor. Those who felt that their own fashion preferences could make a difference in the environment or society were more likely to plan to buy sustainable fashion. This is crucial because it demonstrates that consumers' actions are not just based on the product's characteristics, but also on their perception that their actions make a difference. Positive attitude is seen to have a positive motivational impact on sustainable fashion purchase intention, which aligns with the findings of (Tusholihah & Nora, 2025) that the motivational effect is further enhanced by perceived consumer effectiveness.

Willingness to pay was another significant predictor. This validates the importance of economic acceptance in sustainable fashion purchasing. Respondents might be hesitant even if they are positive about sustainable fashion, if they think that such fashion is “too expensive”. Thus, willingness to pay is a pragmatic attitude that facilitates or constrains purchase intention.

The trust in sustainability claims was also of great importance. The result agrees with the theoretical model with respect to trust. In this context, trust is a link between sustainability communication and consumer intentions.

The level of collectivism and group orientations also has a significant impact on purchase intentions. This means that group-oriented values could reinforce the sustainable fashion interest because sustainable consumption is considered to be a social responsibility, besides a personal one.

**Non-Significant predictors of purchase intention**

Attitude, perceived behavioural control and subjective norms were all positively correlated with purchase intention, but in the full regression model were not significant predictors. This does not mean that these types of constructs are not important. Instead, it means that they did not explain the extra variance in purchase intention after taking into consideration more influential predictors.

Attitude showed a positive but non-significant effect. Similarly, (Park & Lin, 2020) show that the attitude-behaviour gap remains, even among those who are actively interested in sustainable fashion alternatives, which further strengthens the conclusion that attitude alone is not enough, given other economic and informational constraints. This is analytically interesting because attitude was the most descriptive meaning and was not significant in the regression model. This indicates that although positive attitudes towards sustainable fashion could be enough to trigger purchase intention, this is not the case. While respondents may agree with sustainable fashion, intention seems to be more sensitive to the knowledge, trust, perceived consumer impact, willingness to pay and group oriented values.

Additionally, perceived behavioural control was not found to be significant. This could indicate that there are factors that affect practicality, perceived affordability, availability or ease of access that are similar to willingness to pay and knowledge. These more specific constructs might result in a loss of independence of explanation for perceived behavioural control.

Although subjective norms were positively correlated with purchase intention, it was not significant in the regression analysis of purchase intention. This indicates that social approval can be correlated with sustainable fashion intention, but might not be the only factor to determine intention when combined with knowledge, collectivism, perceived consumer effectiveness and willingness to pay.

**Predictors of Self-reported Purchasing Behaviour**

The second regression model predicted self-reported sustainable fashion purchasing behaviour, comprised of 57.3% variance. Purchase intentions proved to be the best predictor. This illustrates that intention is an important antecedent of behaviour, as suggested by the theory. Purchase intention emerged as the strongest direct predictor of self-reported sustainable fashion purchasing behaviour ($\beta$=.456, $p<.001$), consistent with the TPB proposition that intention is the most proximal antecedent of behaviour.

Self-reported behaviour was also significantly directly influenced by sustainability knowledge. This is an important finding as it indicates that knowledge is not only important in determining intention but also in helping consumers take action on their intentions. By educating consumers about sustainable materials, certifications, and environmental impacts, they can better recognize sustainable products and make informed choices when Purchasing them.

The other constructs were not significant in the overall model. This does not imply that they are irrelevant. The majority of them were found to be highly correlated with behaviour, however, when

purchase Intention and knowledge was added, the direct impact of them was no longer significant. This implies that their impact might be indirect by way of purchase intent, instead of on behaviour.

Attitude coefficient in the behaviour model was at the threshold and was negative. This coefficient require cautious interpretation. The negative value of the regression coefficient should not be interpreted as the positive attitude having a negative effect on sustainable purchasing behaviour due to the positive correlation between attitude and behaviour at the bivariate level. A stronger alternative explanation is that the negative coefficient is because of shared variance or suppression between the predictors in the overall model.

**Overall interpretation**

Overall, the empirical findings indicate that in this sample, attitude is insufficient to explain sustainable fashion purchase intention. Instead, the findings support a multi-determinant perspective where the factors of informational, efficacy-based, economic, trust related and value oriented affect intention. Sustainability knowledge seems to enlighten what sustainable fashion is, trust seems to enable the credibility of the sustainability claims, willingness to pay seems to indicate acceptance of the economic side of sustainable fashion, individual level collectivism seems to bridge the gap between individual choices and social/environmental responsibility, and perceived consumer effectiveness seems to give individual decisions a subjective meaning.

These results should thus be interpreted as theoretically significant trends among the respondents surveyed and not as statements about the structure of the population of Lithuanian or Bangladeshi consumers. Purchase intention is still the strong predictor of behaviour but knowledge is also an independent predictor. This indicates that intention does not guarantee action alone; sufficient knowledge is also required to identify and select sustainable products for consumers. There is a need for consumers to have enough knowledge to recognize sustainable products and make the process of intention to action.

The findings as a whole validate an enhanced model that proposes the development of sustainable fashion behaviour in two phases. Firstly, knowledge, trust, willingness to pay, perceived consumer effectiveness and collectivism are factors that affect the purchase intention. It can be argued that, in the second stage, Purchasing Intention and knowledge of sustainability will better predict the purchase actions. This provides a more finely-grained model than attitude-based models, and makes the thesis's analytical contribution more informative.

**Table 29.** Integrated predictor summary across models and country samples

| Predictor | Combined INT β | Combined BEH β | Bangladesh INT β | Lithuania INT β |
|---|---|---|---|---|
| KNOW | .252*** | .248** | .256** | .141 n.s. |
| PCE | .230*** | .034 n.s. | .265*** | .195 n.s. |
| COL | .201*** | −.027 n.s. | .318*** | .089 n.s. |
| WTP | .198** | .047 n.s. | .044 n.s. | .313** |
| TRUST | .134* | −.090 n.s. | .181* | .140 n.s. |
| ATT | .093 n.s. | −.116 borderline | .199** | −.008 n.s. |
| SN | −.037 n.s. | .136 n.s. | −.124 n.s. | .059 n.s. |
| PBC | −.076 n.s. | .129 n.s. | −.100 n.s. | .005 n.s. |
| INT | - | .456*** | - | - |

Note. * p < .05. ** p < .01. *** p < .001. n.s. = not significant. Combined model n = 212. Bangladesh n = 125; Lithuania n = 87.

**Chapter Summary**

The results of the survey data collected in Bangladesh and Lithuania are presented in this chapter. As a result of the Responder's profile, it could be concluded that the sample consisted mostly of young, educated and active clothing consumers. The descriptive analysis revealed that the attitude towards sustainable fashion was positive since all constructs got the scores higher than the neutral point, 4, on the seven-point scale.

Using reliability analysis, the internal consistency of the measurement constructs retained were acceptable to good. Three items were removed from the scale because of poor scale reliability on the reliability testing and those items were reverse worded. These re-scaled were then considered suitable for further statistical analysis.

No statistically significant difference was found between Bangladeshi and Lithuanian participants in the country level in primary constructs. This means that across this sample, the perceptions, intentions, and reported behaviours of sustainable fashion of the two country groups were similar to each other. Comparative Design, on the other hand, was found to be applicable as the study compared Sustainable Fashion decision making between two institutional and consumer context.

Statistically significant and positive correlation relationship between the main constructs was found. The best predictors were determined by the regression analysis. The variables of sustainability knowledge, trust in sustainability claims, willingness to pay, perceived consumer effectiveness and collectivism were significant in predicting purchase intention. Among the behaviour model, the purchase intention proved to have the highest direct impact on the self-reported behaviour of the participants, with also sustainability knowledge having a significant direct impact.

The results expand our knowledge of sustainable consumer behaviour towards fashion and demonstrate that the TPB constructs can be augmented and result in a better prediction of consumer behaviour than the original TPB constructs. In the comprehensive regression analysis the attitude, perceived behavioural control and subjective norms were found to be positively related to purchase intention, however, the relationship was weaker when the extended constructs were used. This means that the TPB variables are important, but not all are significant for the intention to purchase sustainable fashion when the consumers are considering knowledge, trust, price, perceived impact and social values.

Factors found to be the most significant were the knowledge of sustainability. This is one of the challenges with cognitive readiness, a part of sustainable fashion consumption. It can be seen that consumers have positive perceptions towards sustainable fashion, however, they are more likely to purchase a product when they feel they can understand the information about sustainable fashion, they can identify credible information and they can identify sustainable products. Therefore, knowledge is an important factor to explain sustainable fashion behaviour and should be integrated in models of sustainable fashion behaviour.

Trust in sustainability claims was incorporated into the extended TPB model as a theoretically as well as empirically justified predictor. Product labelling and certifications, brand claims and

environmental communication are all essential parts of sustainable fashion. Positive attitudes can still not result in the intention to buy, if the consumers do not believe the claims. Confirmation is that it's not just a problem of communication, it's a problem of behaviour.

Also there was a significant contribution from the perceived consumer effectiveness. This indicates that consumers are more inclined to be interested in purchasing sustainable fashion when they think that their personal actions are relevant in making a difference. The findings support the theoretical stance that the perceived moral and environmental effectiveness, in addition to the personal benefit and social pressure, have an impact on sustainable consumption.

Willingness to pay was also significant as there is also an economic aspect to the purchase intention for sustainable fashion. While consumers can be proponents of sustainability in theory, in practice, they may not be ready to pay the extra for sustainable fashion products. The significance of willingness to pay underscores that consumers' economic readiness is a material precondition for sustainable fashion adoption, and that attitude-based interventions without addressing price barriers are unlikely to drive meaningful behavioural change.

The results show that Collectivism/Group orientation as a significant factor means that cultural values can help to explain sustainable fashion models. This study focused only on the collectivism dimension, and not on either a full moderation model or on purchase Intention. This indicates that the attitude towards group values can be helpful in the process of sustainable fashion intention by linking individual consumption decisions to social values, shared moral values and expectations.

Despite that, it is proposed that theory implications should not be solely attributed to attitude as a factor that influences sustainable fashion purchase intention overall. These should be added to a more robust model, and they are knowledge, trust, willingness to pay, perceived consumer effectiveness and cultural orientation. These findings, therefore, support the development of the extended TPB model that incorporates cognitive, economic, efficacy-based, and trust-based and value-based determinants of sustainable fashion purchase intention. The results indicate that in addition to the general positive attitude, other factors like knowledge, trust, economic willingness, perceived involvement in the purchasing process and group-oriented values also play a role in the desire to buy products from sustainable fashion. Purchase intention and awareness of sustainability are the drivers of self-reported behaviour.

**Answers to Research Questions**

This section answers the research questions using the empirical findings. The answers draw on the descriptive statistics, independent samples t-tests, correlation analysis, and regression models.

**RQ1: Which determinants of sustainable fashion purchase intention are statistically significant among the surveyed Lithuanian and Bangladeshi consumers?**

The findings indicate that sustainable fashion purchase intention was significantly predicted by sustainability knowledge, perceived consumer effectiveness, collectivism/group orientation, willingness to pay, and trust in sustainability claims. Among these predictors, sustainability knowledge had the strongest standardized effect on purchase intention. This suggests that respondents who perceived themselves as more knowledgeable about sustainable fashion were more likely to intend to purchase sustainable fashion products.

Perceived consumer effectiveness was also an important predictor. Respondents were more likely to intend to buy sustainable fashion when they believed their individual fashion choices could make a meaningful contribution to sustainability. Willingness to pay also significantly predicted purchase intention, indicates that economic acceptance remains important in sustainable fashion decision-making. Trust in sustainability claims was another significant predictor, confirming that credible sustainability communication is necessary to strengthen consumer intention. Collectivism/group orientation also significantly predicted purchase intention, suggesting that group-oriented values may support sustainable fashion intentions.

In contrast, attitude, perceived behavioural control, and subjective norms did not significantly predict purchase intention in the full regression model. This does not mean they are irrelevant, as they were positively correlated with purchase intention. However, after stronger predictors were included in the model, they did not explain additional unique variance. Therefore, the study concludes that sustainable fashion purchase intention in this sample is explained more strongly by knowledge, trust, willingness to pay, perceived consumer effectiveness, and collectivism than by a general positive attitude alone.

**RQ2: Does purchase intention predict self-reported sustainable fashion purchasing behaviour in the combined sample?**

The second regression model confirmed that purchase intention was the strongest and most significant predictor of self-reported sustainable fashion purchasing behaviour ($\beta = .456$, $p < .001$). The model explained 57.3% of the variance in self-reported behaviour. Sustainability knowledge also had a significant direct effect on behaviour ($\beta = .248$, $p = .002$), indicating that knowledge not only shapes intention but also helps consumers translate intention into purchasing action. Other constructs, including attitude, perceived behavioural control, subjective norms, trust, willingness to pay, perceived consumer effectiveness, and collectivism, did not directly and significantly predict behaviour in the full model. Their influence on behaviour appears to operate indirectly through purchase intention. Therefore, the study confirms that purchase intention is the primary predictor of self-reported sustainable fashion purchasing behaviour, with sustainability knowledge providing an additional direct contribution.

**RQ3: Do Lithuanian and Bangladeshi respondents differ significantly in their overall sustainable fashion orientation?**

The independent-samples t-test showed no statistically significant differences between Bangladeshi and Lithuanian respondents across any of the main constructs. All p-values exceeded the .05 significance threshold. Both country groups held similarly positive orientations toward sustainable fashion, with all constructs means above the neutral midpoint of 4.00. The largest effect size was observed for regulatory awareness (Cohen's $d = -.217$), where Lithuanian respondents reported slightly higher awareness, but this difference remained statistically non-significant. Therefore, the study does not provide statistical evidence that the two respondent groups differ significantly in their overall sustainable fashion orientation. This finding is important because it shifts the comparative contribution of the thesis from mean-level differences toward predictor-pattern differences examined in RQ4.

**RQ4: Do the predictor patterns of sustainable fashion purchase intention differ between Lithuanian and Bangladeshi respondents?**

The country-separated regression analysis showed that the predictor patterns of sustainable fashion purchase intention differ substantially between the two respondent samples. In the Bangladeshi sample ($R^2 = .714$), five constructs significantly predicted purchase intention: collectivism ($\beta = .318$), perceived consumer effectiveness ($\beta = .265$), sustainability knowledge ($\beta = .256$), attitude ($\beta = .199$), and trust in sustainability claims ($\beta = .181$). In the Lithuanian sample ($R^2 = .598$), only willingness to pay a price premium was a significant predictor ($\beta = .313$). Therefore, H10 is cautiously supported. The study confirms that similar average levels of sustainable fashion orientation may conceal fundamentally different predictor mechanisms. In Bangladesh, purchase intention appears to be driven by knowledge, perceived individual impact, group-oriented values, attitude, and trust. In Lithuania, economic readiness is the primary and sole significant driver. This finding represents the main comparative contribution of the thesis.

**Overall answer to the research problem**

The study indicates that attitude alone does not fully explain sustainable fashion purchase intention. While respondents viewed sustainable fashion positively, factors like knowledge, perceived consumer effectiveness, willingness to pay, trust, and collectivism more strongly predicted intention. This suggests consumers need more than just positive perceptions; they require credible information, belief in their influence, financial readiness, and confidence in sustainability claims.

Additionally, the study finds that self-reported sustainable fashion purchasing behaviour is driven by purchase intention and knowledge of sustainability. This highlights that, although intention is key, knowledge enables consumers to turn their intentions into actions. To close the gap between intention and behaviour in sustainable fashion, efforts should focus on enhancing consumer knowledge and the credibility of claims, rather than merely fostering positive attitudes.

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## Conclusions and Recommendations

1. The analysis of scientific literature showed that the attitude-behaviour and intention-behaviour gaps remain central issues in sustainable fashion consumer behaviour. According to (Busalim et al., 2022; Diddi et al., 2019; Wiederhold & Martinez, 2018), consumers can have positive attitudes towards sustainable fashion but not necessarily follow them with their purchasing decisions. This gap is often associated with higher price, availability limits, lack of sustainability knowledge, scepticism towards sustainability claims, and uncertainty of the effect of individual consumer choices, among other barriers mentioned by (Brandão & Costa, 2021; Rausch & Kopplin, 2021). From the literature, it was also found that many studies focus on extended Theory of Planned Behaviour models in a single country context, but fewer studies extend the predictor intention–behaviour chain in a comparative context. So the comparison of Lithuania and Bangladesh addresses a gap in the research by investigating similarities and differences in the determinants of sustainable fashion purchase intention and self-reported purchasing behaviour of two different contexts.
2. The thesis developed an extended Theory of Planned Behaviour framework to explain sustainable fashion purchase intention and self-reported purchasing behaviour. The three constructs from TPB (attitude, subjective norms, and perceived behavioural control) were maintained in the model. It also included five constructs specific to sustainable fashion: sustainable fashion knowledge, trust in sustainable fashion claims, willingness to pay more for sustainable fashion, perceived consumer effectiveness, and individual-level collectivism. Purchase intention was used to indicate the primary outcome in the first model, and used as a predictor of actual purchase behaviour in the second model. Reliability testing showed acceptable to good internal consistency for the retained constructs, so the model was suitable for empirical analysis.
3. A comparative quantitative study was designed and conducted using a structured online questionnaire. The data was screened and a total of 213 valid responses were analysed, 126 from Bangladesh and 87 from Lithuania. The study utilized non-probability sampling techniques (convenience sampling and snowball sampling) and the results are not representative of the nation but are evidence of the sample that was studied. The independent-samples t-tests showed no statistically significant differences between the Lithuanian and Bangladeshi respondents across the main constructs. This suggests that both groups reported broadly similar average sustainable-fashion orientations. The result should be used with caution, though, due to the unequal and non-probability sampling.
4. The empirical findings suggest that sustainable fashion purchase intention is better explained by the extended TPB model than by positive attitude alone. The combined regression model indicated that sustainability knowledge, perceived consumer effectiveness, individual-level collectivism, willingness to pay and trust in sustainability claims were statistically significant factors in predicting purchase intention. The extended constructs did not contribute significantly to the explanation of the attitude, perceived behavioural control and subjective norms. Purchase intention was significantly associated with self-reported sustainable fashion purchasing behaviour, and sustainability knowledge also showed a direct relationship with behaviour. Findings from the country separated analysis indicated different predictors—several predictors were found in Bangladesh, while in Lithuania only willingness to pay was statistically significant. Based on these findings, one could assume that similar average orientations are created by different mechanisms, but this is a tentative conclusion due to the restrictions of the sample.

## Limitations and Future Studies

The findings should be interpreted within several limitations. First, the study was based on convenience and snowball sampling, meaning that the results may not be generalized to the whole Lithuanian or Bangladesh population of consumers. Second, the country samples were unequal, with a smaller sample for Lithuania, which could impact the stability of country-sperated regression results. Third, the cross-sectional design provides only associations at one time and cannot provide causal relationships. Fourthly, the measure of purchasing behaviour was based on self-reported responses, not purchase records. This can be due to memory bias or social desirability bias. Fifth, all variables were collected using one questionnaire, so common method bias cannot be fully excluded.

Future research could use larger and more balanced samples in both countries. A better representativeness would be achieved through probability-based sampling. Longitudinal research could examine whether purchase intention changes into actual purchasing behaviour over time. Future studies could also include objective behavioural data, such as purchase records, if available. Furthermore, variables like greenwashing perception, institutional trust and exposure to sustainability labels could be measured as independent constructs. The exploratory collectivism-related finding might also be explored using a formal moderation model.

## Recommendations

The results offer practical implications for sustainable fashion brands, retailers, awareness campaigns, and policymakers. These recommendations are offered as evidence-based suggestions for the surveyed sample and are not necessarily considered proven interventions.

**For sustainable fashion brands and retailers**, Sustainability knowledge is found to be the strongest predictor of purchase intention in the combined sample of sustainable fashion brands and retailers ($\beta = .252$, $p < .001$) and it is also a significant predictor in the Bangladesh sub-sample ($\beta = .256$). The finding points that if individuals are aware of the existence of sustainable fashion in terms of material, certifications, production, environmental impact, etc. they are far more likely to say that they plan to purchase it. There's a need to focus on education instead of aspiration – and on concrete information: where the fibre comes from, what certifying body, how is the product more sustainable than a traditional product. Knowledge-building communication directly leads to increased purchase intent, as noted by (Han et al., 2024), and informed customers are better able to tell the difference between true and false sustainability claims, as per (Liu et al., 2021).

The findings indicated that the lowest-scoring construct was trust in sustainability claims ($M = 4.62$) and that it was a significant predictor of purchase intention ($\beta = .134$, $p < .05$), meaning that scepticism about greenwashing claims is a relevant barrier. Brands need to put resources into third-party certification, and ensure that verification is available at the point of sale, either via QR, standardised EU Ecolabel badging or blockchain-based supply chain traceability. (Cascavilla et al., 2025) demonstrate that in online fashion contexts, increasing brand credibility through third-party verified sustainability labels is positively associated, while (Behre & Cauberghe, 2025) present a study with experimental evidence for the price premium consumers are willings to pay if sustainability is clearly

and credibly communicated. In this context trust building is not a “reputational” approach, but a conversion process.

The most common economic driving force was Willingness to pay and it was found to be a strong predictor of purchase intention in the Lithuanian sub-sample. Sustainable fashion value proposition should be emphasized in communications towards consumers, therefore: durability data, cost-per-wear calculations, long-term wardrobe economics, communicating the benefit of the premium as an investment, not a luxury surcharge. The price premium that can be charged for a sustainability attribute is likely to be more accepted by consumers when the benefit is tangible, individual and quantifiable, rather than intangible (Pires et al., 2024).

**Consumer awareness initiatives and NGOs**, Results indicate that collectivism ($\beta = .318$) and perceived consumer effectiveness ($\beta = .265$) are the two most important factors in explaining purchase intention over attitude in Bangladesh. This suggests that the higher a Bangladeshi consumer's awareness of the importance of their purchase to the collective good and the more they believe their purchase can make a difference, the more likely they are to intend to purchase sustainable fashion. The awareness-building programmes should accordingly be connected with issues of concern to the people: the welfare of labourers who work in the garment industry, water pollution due to textile dyeing, and the effect of the textile industry on the communities of Bangladesh. As per (Kumar et al., 2022), there is a consistent relationship between perceived consumer effectiveness and the intention to buy eco-friendly apparel and effectiveness beliefs are further enhanced by the ability to see the effects of the choice in the here and now.

Digital offers, social media campaigns and partnerships with sustainability influencers and interactive environmental impact calculators are the most readily available and affordable means of engaging target consumers in both markets, with the majority of consumers surveyed being young and digitally savvy. The lack of trust should be addressed directly in campaigns, and attention should be drawn to the endorsement of third parties and compliance with EU regulation in Lithuania.

**For policymakers**, the findings mainly suggest the need to strengthen consumer trust in sustainability claims. Policy measures might involve clarifying the rules for environmental claims; mandating high quality evidence for sustainability labels; and offering guidelines for using terms like “green,” “eco” and “sustainable.” This would assist consumers to differentiate between reliable and unreliable sustainability information.

In the case of Bangladesh, where consumer awareness and expectations of sustainability claims are still developing, policy could be directed to more transparent sustainability standards in the garment sector. This may include simple environmental performance information from ready-made garment companies, alignment with recognised international certification systems, and consumer education campaigns involving the garment sector. These activities can contribute to awareness and trust, which will help consumers in Bangladesh to make a more informed choice for sustainable fashion.

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# Appendices

## Appendix 1. Survey Questionnaire

The following questionnaire was administered via Microsoft Forms in April-May 2026. All construct items used a 7-point Likert scale (1 = Strongly disagree, 7 = Strongly agree).

### Section 1: Demographic Information

Q1. What is your gender? (Woman / Man / Prefer not to say)

Q2. How old are you? (< 18 / 18-25 / 26-35 / 36-45 / 46-55 / > 55 / Prefer not to say)

Q3. What is the highest level of education you have completed? (Secondary / Bachelor's / Master's / Doctorate / Prefer not to say)

Q4. Where do you live? (Lithuania / Bangladesh)

Q5. How often do you purchase clothing? (Never / Once a year or less / 2-3 times a year / Once a month / More than once a month)

Q6-Q7. Bangladesh Monthly clothing spending (BDT), and monthly income (BDT)

Q8-Q9. Lithuania Monthly clothing spending (EUR), and monthly income (EUR)

### Section 2: Your Views on Sustainable Fashion (1 = Strongly disagree, 7 = Strongly agree)

ATT1. Buying sustainable fashion is a good idea.

ATT2. Buying sustainable fashion is beneficial for the environment.

ATT3. I feel good about choosing sustainable fashion when I shop.

PBC1. I feel capable of choosing sustainable fashion when I go shopping.

PBC2. Sustainable fashion products are easy for me to find where I usually shop.

PBC3. I have enough financial resources to buy sustainable fashion if I choose to.

SN1. People whose opinions I value would approve of me buying sustainable fashion.

SN2. In my social circle, buying sustainable fashion is seen as a positive behaviour.

SN3. In my community, choosing sustainable fashion is considered the responsible thing to do.

KNOW1. I am knowledgeable about sustainable materials and production processes used in fashion.

KNOW2. I can identify reliable sustainability certifications on clothing products.

KNOW3. I am aware of the environmental impact of the fashion industry.

TRUST1. I believe that sustainability labels on clothing products are honest and accurate.

TRUST2. I am generally skeptical of environmental claims made by fashion brands. (Reverse-coded; removed after reliability analysis)

TRUST3. I trust that fashion brands marketing themselves as sustainable genuinely follow through on those commitments.

REG1. I am aware that there are laws or standards in my country regulating what fashion brands can claim about sustainability. (Descriptive only)

REG2. I trust sustainability claims more when I know they are backed by official standards or regulations. (Descriptive only)

WTP1. I am willing to pay more for a fashion item if it is genuinely sustainable.

WTP2. Price is the main reason I do not buy more sustainable fashion. (Reverse-coded; removed after reliability analysis)

WTP3. I would choose a sustainable item over a cheaper fast fashion alternative even if it costs noticeably more.

PCE1. My individual fashion choices can make a meaningful contribution to environmental sustainability.

PCE2. When I buy sustainable fashion, it genuinely helps reduce the industry's negative impact.

PCE3. One person's buying decisions are too small to make any real difference to the environment. (Reverse-coded; removed after reliability analysis)

COL1. I feel a strong sense of duty toward my family and social group.

COL2. Being loyal to my social group is important to me even when I personally disagree.

COL3. Maintaining harmony within my group is a core value I hold.

INT1. I intend to buy sustainable fashion products in the next three months.

INT2. I plan to choose sustainable fashion the next time I buy clothes.

INT3. I am willing to make an effort to find and buy sustainable fashion.

BEH1. In the past three months, I have purchased at least one sustainable fashion item.

BEH2. I actively seek out sustainable fashion options when I shop for clothes.

BEH3. Over the past year, sustainable fashion has accounted for some of my clothing purchases.