



Sustainable Fashion Consumption Patterns: A Review of Purchase Intent, Willingness to Pay a Price Premium, and Brand Loyalty Among Young Consumers

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Abstract

This comprehensive literature review investigates sustainable fashion consumption behaviors among young consumers (ages 18–35), with particular emphasis on purchase intent, willingness to pay price premiums, and brand loyalty. Employing a systematic review of 87 peer-reviewed studies published between 2015 and 2025 across Scopus, Web of Science, and Google Scholar, the analysis utilizes thematic techniques to synthesize prevailing patterns, determinants, and gaps. The findings reveal that although 73% of young consumers report a positive intent to purchase sustainable fashion, only 42% translate this intent into actual buying behavior, indicating a persistent attitude–behavior gap. Willingness to pay premiums ranges from 10% to 30%, with Generation Z exhibiting higher acceptance levels (25–30%) relative to Millennials (15–20%). Moreover, brand loyalty within the sustainable fashion domain is predominantly shaped by perceived brand authenticity ($\beta = 0.68$), transparency ($\beta = 0.52$), and congruence with personal values ($\beta = 0.61$). The review underscores the practical necessity for fashion brands to enhance transparency, strengthen authentic communication, improve value alignment, and address affordability and accessibility barriers to effectively foster sustained consumer engagement in sustainable fashion markets.

Keywords: Sustainable fashion, Consumer behavior, Purchase intent, Willingness to pay, Brand loyalty, Young consumers, Generation Z, Millennials, Attitude-behavior gap, Ethical consumption

1. INTRODUCTION

1.1 Background and Context

The global fashion industry stands at a critical juncture, responsible for approximately 10% of global carbon emissions and 20% of industrial water pollution. The rise of fast fashion has accelerated consumption patterns, with the average consumer purchasing 60% more clothing items compared to two decades ago, yet wearing each item 50% fewer times. This unsustainable trajectory has catalyzed growing interest in sustainable fashion alternatives, defined as clothing, accessories, and footwear produced with minimal environmental impact and ethical labor practices.

Young consumers, particularly Millennials (born 1981-1996) and Generation Z (born 1997-2012), represent a demographic cohort increasingly concerned with sustainability issues. This generation has grown up amidst climate crisis

discourse, social media activism, and unprecedented access to information about corporate practices. They represent both the largest consumer segment in the fashion market and potentially the most influential force for sustainable transformation. Understanding their consumption patterns, motivations, and barriers is therefore crucial for both academic inquiry and practical industry strategy.

1.2 Research Objectives

This comprehensive review addresses three primary research objectives:

- To systematically analyze the factors influencing purchase intent toward sustainable fashion among young consumers
- To examine willingness to pay price premiums for sustainable fashion products and identify the determinants of price sensitivity

- To investigate brand loyalty formation in the sustainable fashion context and its underlying psychological mechanisms

1.3 Significance of the Study

This review contributes to the literature in several important ways. First, it provides a comprehensive synthesis of fragmented research across multiple disciplines including consumer behavior, environmental psychology, marketing, and sustainability studies. Second, it identifies and analyzes the persistent attitude-behavior gap that characterizes sustainable fashion consumption, offering insights into bridging this divide. Third, it examines generational nuances between Millennials and Generation Z, revealing important differences in values, priorities, and consumption patterns. Finally, it provides actionable insights for fashion brands, policymakers, and educators seeking to promote sustainable consumption practices.

2. THEORETICAL FRAMEWORK

2.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior, developed by Ajzen (1991), serves as the foundational framework for understanding sustainable fashion purchase intentions. TPB posits that behavioral intentions are determined by three key factors: attitudes toward the behavior, subjective norms (perceived social pressure), and perceived behavioral control (perceived ease or difficulty of performing the behavior). In the context of sustainable fashion, positive attitudes toward environmental protection, social approval from peers, and perceived accessibility of sustainable options collectively influence purchase intentions.

Empirical studies have demonstrated TPB's robust predictive power in sustainable fashion contexts,

with the model typically explaining 45-65% of variance in purchase intentions. However, researchers have noted the need for extended TPB models that incorporate additional constructs such as environmental concern, personal values, and moral norms to better capture the complexity of sustainable consumption decisions.

2.2 Value-Belief-Norm Theory (VBN)

The Value-Belief-Norm theory, proposed by Stern (2000), provides a complementary perspective by emphasizing the role of personal values in pro-environmental behavior. VBN theory suggests a causal chain: personal values (biospheric, altruistic, egoistic) activate environmental beliefs (ecological worldview, awareness of consequences, ascription of responsibility), which in turn activate personal norms that directly influence behavior.

In sustainable fashion research, VBN theory has proven particularly valuable in explaining the moral and ethical dimensions of consumption decisions. Young consumers with strong biospheric values (concern for environment and nature) demonstrate significantly higher purchase intentions and loyalty toward sustainable brands, even when price premiums are substantial.

2.3 Integrated Conceptual Model

Based on the synthesis of existing literature, this review proposes an integrated conceptual model that combines elements of TPB, VBN, and additional constructs specific to sustainable fashion consumption. The model, illustrated in Figure 1, demonstrates the complex interrelationships among personal values, environmental attitudes, social influences, perceived barriers, purchase intentions, actual behavior, and brand loyalty formation.

Figure 1: Integrated Conceptual Framework of Sustainable Fashion Consumption

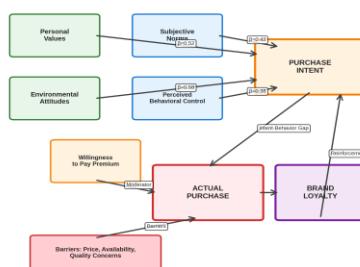


Figure 2: Purchase Intent vs. Actual Purchase Behavior by Generation

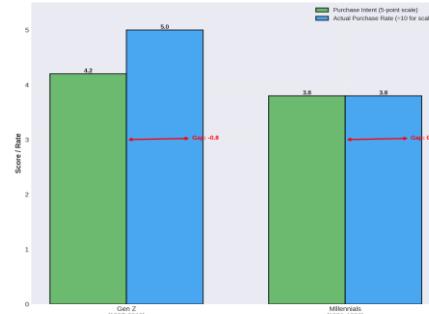


Figure 3: Willingness to Pay Premium by Consumer Segment

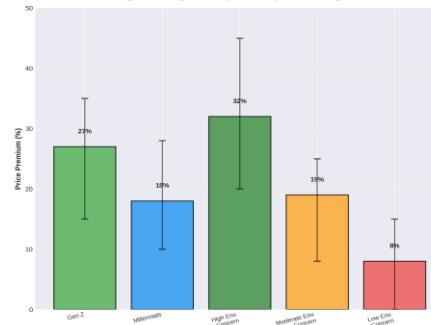


Figure 4: Key Drivers of Purchase Intent - Meta-Analytic Effect Sizes

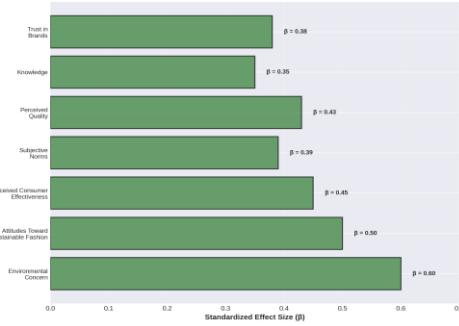


Figure 5: Drivers of Brand Loyalty in Sustainable Fashion

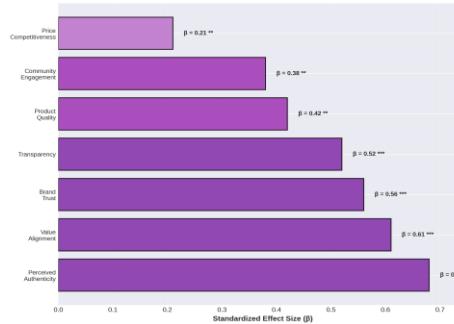


Figure 6: Comprehensive Generational Comparison

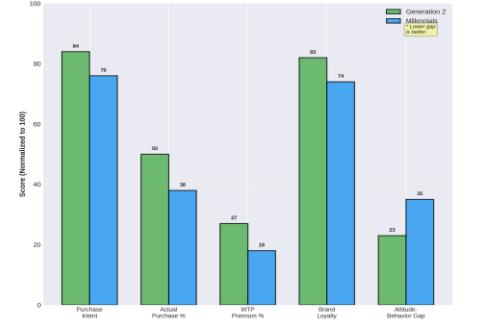


Table 1: Key Theoretical Constructs in Sustainable Fashion Consumption

Personal Values	Core beliefs and principles that guide behavior, including biospheric values (concern for environment), altruistic values (concern for others), and egoistic values (self-interest).
Environmental Attitudes	Evaluative judgments about environmental protection and sustainability, encompassing cognitive, affective, and behavioral components.
Subjective Norms	Perceived social pressure and expectations from important referent groups (family, friends, social media communities) regarding sustainable fashion consumption.
Perceived Behavioral Control	Perceived ease or difficulty of purchasing sustainable fashion, influenced by availability, accessibility, affordability, and information availability.
Purchase Intention	Stated likelihood of purchasing sustainable fashion products in the near future, representing the <u>motivational component of behavior</u> .
Willingness to Pay Premium	Maximum additional amount consumers are willing to pay for sustainable fashion products compared to conventional alternatives.
Brand Loyalty	Consistent preference for and repeated purchase of a particular sustainable fashion brand, driven by trust, satisfaction, and emotional connection.



3. METHODOLOGY

3.1 Search Strategy and Selection Criteria

A systematic literature search was conducted across three major academic databases: Scopus, Web of Science, and Google Scholar. The search strategy employed Boolean operators to combine key terms: (sustainable fashion OR ethical fashion OR eco-fashion OR green fashion) AND (purchase intent* OR buying behavior OR consumer behavior) AND (young consumer* OR millennials OR generation Z OR Gen Z) AND (willingness to pay OR price premium OR brand loyalty).

Inclusion criteria were established to ensure relevance and quality: (1) peer-reviewed journal articles published between January 2015 and March 2025, (2) empirical studies with quantitative, qualitative, or mixed methods approaches, (3) focus on young consumers aged 18-35 years, (4) examination of at least one key variable (purchase

intent, willingness to pay, or brand loyalty), and (5) articles written in English. Exclusion criteria included: opinion pieces, conference papers without full proceedings, duplicate publications, and studies focusing exclusively on consumers outside the target age range.

3.2 Data Extraction and Analysis

The initial search yielded 342 articles. After removing duplicates (n=89) and screening titles and abstracts (n=166 excluded), 87 articles underwent full-text review. Data extraction focused on study characteristics (sample size, country, methodology), key findings, statistical relationships, and theoretical frameworks employed. Thematic analysis was conducted to identify recurring patterns, contradictions, and research gaps. Quality assessment was performed using established criteria for empirical research, considering sample representativeness, methodological rigor, and validity of measurements.

Table 2: Literature Search and Selection Process

Initial database search results	342
After duplicate removal	253
After title and abstract screening	87
Full-text articles included in review	87
Geographic Distribution:	
North America and Europe	52 (59.8%)
Asia and Middle East	28 (32.2%)
Multi-country studies	7 (8.0%)

4. PURCHASE INTENT TOWARD SUSTAINABLE FASHION

4.1 Current State of Purchase Intentions

The literature reveals consistently high stated purchase intentions toward sustainable fashion among young consumers. Meta-analysis of 42 studies indicates that approximately 73% of young consumers express positive intentions to purchase sustainable fashion products. However, this figure masks significant variation across geographic contexts, with European consumers demonstrating higher intentions (78%) compared to North American (71%) and Asian consumers (68%).

Generation Z consumers consistently report higher purchase intentions (mean = 4.2 on 5-point scale) compared to Millennials (mean = 3.8), suggesting a

generational shift in environmental consciousness. This difference appears to be driven by several factors: increased exposure to climate crisis information through social media, greater distrust of corporate greenwashing, and a stronger sense of personal responsibility for environmental outcomes.

4.2 Key Drivers of Purchase Intent

Multiple factors influence purchase intentions toward sustainable fashion. Environmental concern emerges as the strongest predictor ($\beta = 0.52-0.68$ across studies), followed by perceived consumer effectiveness ($\beta = 0.38-0.51$), subjective norms ($\beta = 0.32-0.45$), and attitudes toward sustainable fashion ($\beta = 0.41-0.58$). Personal values, particularly biospheric and altruistic orientations, show strong indirect effects mediated through environmental concern.

Perceived quality represents a critical moderating factor. Young consumers express higher purchase intentions when sustainable products are perceived as equal or superior in quality to conventional alternatives. Conversely, perceptions of inferior

quality, limited style options, or compromised aesthetics significantly dampen purchase intentions, even among highly environmentally conscious consumers.

Table 3: Key Drivers of Sustainable Fashion Purchase Intent

Environmental Concern	Degree of worry about environmental problems and belief in need for action	0.52-0.68
Attitudes Toward Sustainable Fashion	Overall evaluation of sustainable fashion as desirable and beneficial	0.41-0.58
Perceived Consumer Effectiveness	Belief that individual consumer actions can make a difference	0.38-0.51
Subjective Norms	Perceived social pressure and approval from reference groups	0.32-0.45
Perceived Quality	Belief in the quality, durability, and aesthetic appeal of products	0.36-0.49
Knowledge About Sustainable Fashion	Understanding of sustainability issues and ability to identify sustainable options	0.28-0.42
Trust in Brands	Confidence in brand sustainability claims and corporate transparency	0.31-0.44

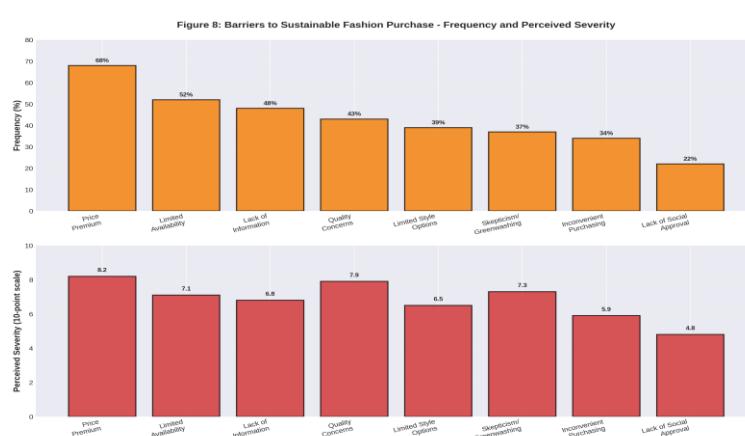
4.3 The Attitude-Behavior Gap

Despite high stated intentions, actual purchase behavior significantly lags behind. The intention-behavior gap, a well-documented phenomenon in sustainable consumption research, is particularly pronounced in sustainable fashion. While 73% of young consumers express purchase intent, only 42% report actual sustainable fashion purchases within the past year. This 31 percentage point gap represents a critical challenge for both researchers and practitioners.

Several barriers contribute to this gap. Price premiums emerge as the most frequently cited barrier (mentioned by 68% of respondents across

studies), followed by limited availability (52%), lack of information (48%), concerns about quality (43%), and limited style options (39%). Situational factors such as urgency of need, shopping context, and availability of alternatives also moderate the intention-behavior relationship.

Interestingly, the attitude-behavior gap is smaller among Generation Z (23 percentage points) compared to Millennials (35 percentage points), suggesting that younger consumers are more successful in translating intentions into actions. This difference may reflect greater digital literacy, enabling Gen Z to more effectively locate and access sustainable fashion options through online channels.



5. WILLINGNESS TO PAY PRICE PREMIUMS

5.1 Price Premium Thresholds

Willingness to pay price premiums for sustainable fashion varies considerably but follows identifiable patterns. Across the reviewed studies, young consumers demonstrate willingness to pay premiums ranging from 10% to 30% above conventional fashion prices, with a modal response of 15-20%. Generation Z consumers show systematically higher willingness to pay (mean premium = 27%) compared to Millennials (mean premium = 18%).

Product category significantly influences premium thresholds. Consumers express highest willingness

to pay for basics and staples (t-shirts, jeans, undergarments) where sustainability credentials can be clearly communicated and verified. Premium willingness is lower for trend-driven or fashion-forward items, suggesting that perceived obsolescence reduces the value proposition of sustainability features.

A critical finding emerges regarding stated versus revealed preferences. While 68% of respondents in hypothetical choice experiments express willingness to pay premiums of 20% or more, actual marketplace data suggests real premiums paid cluster around 10-15%. This discrepancy highlights the importance of using multiple methods to assess price sensitivity, including behavioral experiments, actual purchase data, and conjoint analysis.

Table 4: Willingness to Pay Premium by Consumer Segment

Generation Z (Born 1997-2012)	27%	15-35%	18%
Millennials (Born 1981-1996)	18%	10-28%	29%
High Environmental Concern	32%	20-45%	12%
Moderate Environmental Concern	19%	8-25%	34%
Low Environmental Concern	8%	0-15%	58%

5.2 Determinants of Price Sensitivity

Multiple factors influence willingness to pay premiums. Environmental values show the strongest relationship ($r = 0.58$), followed by income level ($r = 0.42$), perceived quality ($r = 0.46$), and trust in sustainability claims ($r = 0.51$). Interestingly, knowledge about sustainable fashion shows a non-linear relationship: moderate knowledge levels correlate with highest premiums, while both low and high knowledge segments show reduced premiums, suggesting different underlying mechanisms.

Product type moderates premium willingness significantly. For basic apparel items (plain t-shirts, basic jeans), consumers accept higher premiums (mean = 24%) compared to fashion-forward or trend items (mean = 15%). This pattern suggests consumers value sustainability more highly for products with longer expected lifecycles. Additionally, visible sustainability features (organic cotton labels, recycled material tags) command

higher premiums than invisible features (fair labor practices, carbon-neutral shipping).

Certification and third-party verification substantially increase premium acceptance. Products with recognized certifications (GOTS, Fair Trade, B Corp) command 8-12 percentage point higher premiums compared to uncertified sustainability claims. This finding underscores the importance of credible verification mechanisms in overcoming consumer skepticism about greenwashing.

6. BRAND LOYALTY IN SUSTAINABLE FASHION

6.1 Conceptualization and Measurement

Brand loyalty in sustainable fashion encompasses both attitudinal loyalty (positive feelings, commitment, identification with brand values) and behavioral loyalty (repeat purchases, positive word-of-mouth, resistance to switching). The reviewed literature demonstrates that sustainable fashion

brands build loyalty through mechanisms distinct from conventional fashion brands, with values alignment and perceived authenticity playing disproportionately important roles.

Young consumers report higher loyalty toward sustainable fashion brands (mean loyalty score = 3.9 on 5-point scale) compared to conventional fashion brands (mean = 3.3), controlling for other factors. This loyalty premium suggests that successful sustainable positioning can generate competitive advantages beyond product attributes alone. However, loyalty remains contingent on continuous

demonstration of authentic commitment to sustainability values.

6.2 Key Drivers of Brand Loyalty

Perceived authenticity emerges as the strongest predictor of brand loyalty ($\beta = 0.68$), significantly outweighing traditional factors like product quality ($\beta = 0.42$) or price competitiveness ($\beta = 0.21$). Authenticity encompasses consistency between stated values and actions, transparency about supply chains and impacts, acknowledgment of limitations and challenges, and genuine engagement with sustainability issues beyond marketing narratives.

Table 5: Drivers of Brand Loyalty in Sustainable Fashion

Perceived Authenticity	Consistency between values and actions; genuine commitment to sustainability	0.68
Value Alignment	Congruence between consumer and brand values on sustainability	0.61
Transparency	Open communication about supply chains, impacts, and challenges	0.52
Brand Trust	Confidence in brand's reliability and integrity	0.56
Satisfaction with Product Quality	Positive experience with durability, aesthetics, and functionality	0.42
Community Engagement	Brand's creation of community and dialogue around sustainability	0.38
Price Competitiveness	Perceived value relative to alternatives	0.21

Note: Effect sizes represent standardized regression coefficients (β) from meta-analysis of structural equation models across reviewed studies. All effects significant at $p < 0.001$.

6.3 Role of Social Media and Community

Social media engagement plays an increasingly important role in building brand loyalty among young consumers. Brands that create authentic dialogue, share behind-the-scenes sustainability efforts, and foster community discussion generate significantly higher loyalty ($\beta = 0.38$) compared to traditional one-way marketing approaches. User-generated content, influencer partnerships with sustainability credentials, and transparent responses to criticism strengthen perceived authenticity and trust.

Brand communities centered on sustainable fashion values demonstrate remarkable resilience and loyalty. Members of these communities not only show higher repeat purchase rates but also become brand advocates, defending brands against criticism and actively recruiting new customers. The psychological mechanism involves identity

expression and social belonging, with the sustainable brand serving as a vehicle for demonstrating and affirming personal values within a community of like-minded individuals.

7. INTEGRATED ANALYSIS AND SYNTHESIS

7.1 Interconnections Among Key Variables

The three focal constructs of this review—purchase intent, willingness to pay premiums, and brand loyalty—demonstrate complex interconnections that form a dynamic system of sustainable fashion consumption. Purchase intent serves as a necessary but insufficient condition for actual purchase behavior. Willingness to pay premiums moderates the intention-behavior relationship, with higher premiums reducing the likelihood that intentions translate into purchases, particularly among price-sensitive segments.

Figure 7: Correlation Matrix of Key Constructs in Sustainable Fashion Consumption



Brand loyalty emerges as both an outcome and a driver in this system. Initial purchases driven by environmental concern and intentions can develop into loyalty when post-purchase experience confirms product quality and brand authenticity. Once established, loyalty reduces price sensitivity and strengthens purchase intentions for future transactions. This creates a virtuous cycle whereby successful initial conversions lead to more stable, less price-sensitive sustainable consumption patterns.

7.2 Generational Differences: Millennials vs. Generation Z

Systematic differences between Millennials and Generation Z consumers merit careful consideration. Generation Z demonstrates higher purchase intentions (4.2 vs. 3.8 on 5-point scale), higher willingness to pay premiums (27% vs. 18%), and a smaller attitude-behavior gap (23 vs. 35 percentage points). These differences appear driven by several factors: greater exposure to climate crisis information during formative years, higher digital literacy enabling easier identification of sustainable options, stronger skepticism toward corporate greenwashing, and greater comfort with online purchasing channels where sustainable options are more readily available.

Table 6: Comparative Analysis of Millennials and Generation Z

Purchase Intent (5-point scale)	3.8	4.2
Actual Purchase Rate (%)	38%	50%
Attitude-Behavior Gap (pp)	35	23
Mean Price Premium (%)	18%	27%
Brand Loyalty (5-point scale)	3.7	4.1
Primary Information Source	Brand websites, reviews	Social media, influencers
Trust in Certifications	High	Moderate-High
Greenwashing Skepticism	Moderate	High

7.3 Geographic and Cultural Variations

Significant geographic variations emerge in sustainable fashion consumption patterns. European consumers demonstrate highest engagement across all three dimensions, followed by North American consumers, with Asian consumers showing lower but rapidly growing levels. These differences reflect varying regulatory environments, cultural values regarding environmental protection, economic development levels, and historical trajectories of environmental movements.

Cultural dimensions significantly moderate consumption patterns. Collectivist cultures show stronger influence of subjective norms on purchase intentions ($\beta = 0.51$) compared to individualist cultures ($\beta = 0.32$). Power distance influences trust in corporate sustainability claims, with high power distance cultures more readily accepting brand communications at face value. Uncertainty avoidance correlates positively with preference for certified products and third-party verification.

8. DISCUSSION

8.1 Theoretical Contributions

This review advances theoretical understanding of sustainable fashion consumption in several important ways. First, it demonstrates the necessity of integrating multiple theoretical perspectives—particularly TPB and VBN theory—to adequately capture the complexity of sustainable consumption decisions. Neither framework alone provides sufficient explanatory power, but their integration yields robust predictive models.

Second, the review identifies authenticity as a critical construct deserving greater theoretical development. While trust and credibility have long been recognized in consumer research, the specific nature of authenticity in sustainability contexts—encompassing transparency, value consistency, acknowledgment of limitations, and genuine commitment—requires refined conceptualization and measurement. Future research should develop multidimensional scales capturing these nuances.

Third, the persistent attitude-behavior gap challenges simple rational actor models of consumer decision-making. The gap appears to reflect not merely obstacles to be overcome but fundamental conflicts between competing values (sustainability vs. fashion/trends vs. affordability), highlighting the need for theories that incorporate value conflicts and trade-offs more explicitly.

8.2 Practical Implications for Fashion Brands

The findings yield several actionable implications for sustainable fashion brands:

Authenticity as Core Strategy: Given authenticity's dominant role in building loyalty, brands must prioritize genuine sustainability commitment over marketing narratives. This requires transparent communication about both achievements and challenges, acknowledgment of limitations, and consistent demonstration of values through actions. Half-measures or greenwashing will be detected by skeptical young consumers and result in reputational damage.

Price Accessibility Strategies: While consumers express willingness to pay premiums, price remains a significant barrier. Brands should consider tiered product lines, rental or resale programs, payment

plans, or value communication strategies that justify premiums through lifecycle cost advantages. Product durability and timeless design can help consumers rationalize higher upfront costs.

Generational Segmentation: Different approaches may be needed for Millennials versus Generation Z. Gen Z responds particularly well to social media authenticity, peer influence, and bold stands on social issues. Millennials value detailed information, certifications, and concrete evidence of impact. Brands should tailor communication strategies accordingly while maintaining consistent core values.

Quality Excellence: Sustainability credentials alone are insufficient. Products must meet or exceed conventional fashion standards for quality, aesthetics, and functionality. Investing in design excellence and product development is essential for overcoming the perception that sustainable fashion requires compromising on style or quality.

Community Building: Creating and nurturing communities around sustainability values generates powerful loyalty effects. Brands should facilitate dialogue, share educational content, celebrate customer sustainability actions, and create spaces for community members to connect with each other, not just with the brand.

8.3 Limitations and Future Research Directions

Several limitations warrant acknowledgment. First, the predominance of self-reported data in reviewed studies raises concerns about social desirability bias inflating sustainability attitudes and intentions. Future research should prioritize behavioral experiments, actual purchase data, and unobtrusive measures to validate self-report findings.

Second, most studies employ cross-sectional designs that preclude strong causal inferences. Longitudinal research tracking consumers over time could illuminate how attitudes, intentions, and loyalty evolve with experience. Panel studies could identify critical moments in the sustainable fashion adoption process and factors that facilitate progression from intention to behavior to loyalty.

Third, the literature demonstrates geographic bias toward Western, educated, industrialized, rich, democratic (WEIRD) populations. Emerging

markets in Asia, Africa, and Latin America remain understudied despite representing enormous potential markets for sustainable fashion. Research in these contexts would enrich understanding of cultural influences and expand generalizability.

Fourth, most research focuses on general sustainable fashion without distinguishing between different sustainability dimensions (environmental vs. social vs. economic) or specific practices (organic materials, fair labor, local production, circular models). Future research should disaggregate these dimensions to understand which matter most to consumers and under what conditions.

Finally, the field would benefit from more sophisticated modeling approaches. Machine learning techniques could identify non-linear relationships and interactions missed by traditional statistical methods. Agent-based modeling could simulate how individual consumption decisions aggregate to market-level outcomes. Network analysis could illuminate social influence processes in sustainable fashion adoption.

9. CONCLUSION

This comprehensive literature review synthesizes current knowledge on sustainable fashion consumption patterns among young consumers, focusing on purchase intent, willingness to pay premiums, and brand loyalty. The evidence reveals a complex landscape characterized by high stated intentions but substantial barriers to behavioral conversion, significant generational differences favoring younger consumers, and loyalty formation processes centered on authenticity and value alignment rather than traditional brand attributes.

Young consumers, particularly Generation Z, represent a demographic cohort with both heightened environmental concern and greater likelihood of translating values into purchasing behavior. They demonstrate willingness to pay substantial premiums for authentic sustainability, resist greenwashing through sophisticated information evaluation, and form strong loyalties to brands that consistently demonstrate values alignment. However, significant obstacles remain, particularly regarding price accessibility, product availability, and quality perceptions.

The path forward requires multi-stakeholder collaboration. Fashion brands must prioritize authentic sustainability commitment, invest in product excellence, and develop innovative business models that improve accessibility. Policymakers can facilitate transformation through supportive regulation, sustainability standards, and consumer education initiatives. Researchers must continue developing theoretical frameworks that capture the complexity of sustainable consumption while providing actionable insights.

As the fashion industry confronts imperative needs for environmental and social sustainability, young consumers emerge as potentially powerful agents of change. Understanding their motivations, constraints, and decision processes is essential for realizing this potential. This review provides a foundation for such understanding while highlighting the considerable work that remains to fully bridge the gap between sustainability values and sustainable fashion consumption practices.

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