

## Effects of Values and attitude on sustainable Fashion purchase intention in Bangladesh

Kazi Saiful Islam<sup>1</sup>, Qiaoying Wu<sup>2</sup>

<sup>1</sup>(School of Fashion Design and Engineering, Zhejiang Sci-tech University, China)

<sup>2</sup>(School of International Education, Zhejiang Sci-tech University, China)

---

### **Abstract:**

**Background:** This paper initially focused on the adhering theory and related research of sustainable fashion purchase intention, exploring the significance of sustainable fashion purchase intention and its variables on Bangladeshi consumers through an empirical analysis. Here related theory and research papers amalgamation of sustainable fashion purchase intention, emotional value, social value, green value, functional value taken as independent variables and attitude toward sustainable fashion as mediator variable which connects to independent variable and dependent variable sustainable fashion purchase intention relationship, from these three variables independent variable, mediator and dependent variable research hypothesis were developed.

**Materials and Methods:** The outcomes are engaged 319 reactions from the respondent got from the online review and information were investigated by SPSS 22.0 programming.

**Results:** This examination shows that social value, green value, functional value, and attitude toward sustainable fashion had a significant relationship with sustainable fashion purchase intention respectively and social value, green value, functional value has a positive significant relationship with attitude toward sustainable fashion. So, it is established that social value, green value, functional value, and attitude toward sustainable fashion have a positive influence on sustainable fashion purchase intention in the Bangladeshi sustainable fashion market.

**Keywords:** Bangladeshi sustainable fashion market, sustainable fashion, values, attitude toward sustainable fashion, sustainable fashion purchase intention

---

Date of Submission: 18-10-2021

Date of Acceptance: 02-11-2021

---

### I. Introduction

The ethical issue has encouraged an assured change in the behavior of consumers since the 1970s, this alternate behavior of consumers uprises of concern for protection and conservation environment, sustainable marketing is a positive awareness to protect the environment by implementing sustainable concept through designing, producing, packaging, labeling and consuming a product that called environment friendly [1]. Sustainable development is not a current concept; it has been recognized by the united nation on the global business and discretionary plan while joining country congress 1972 Stockholm meeting, the genuine beginning of ecological fomentation got through the introduction of the world conservation strategy (WCS) in 1980 with the global association for the protection of nature (IUCN), these two fundamental climate developments performing reason for creation, in 1982 of the World Commission on Environment and Advancement (WCED) and the 1987 WCED's originally pronounced as report our normal future, otherwise called "Brundtland report" the idea of sustainable turn of events [2]–[4]. The maiden of sustainable fashion was first introduced by two brands Patagonia and Esprit; they were the first who lead the way in fashion or ideas to utilize natural cotton in the first phase of the nineties, Esprit introduced their first sustainable summation in 1991 and in the 1996 Patagonia first introduced their natural cotton [5]. In the last few years, consumers' concern for the sustainable issue fashion industry has received great attention to redact several sustainable performances throughout their business supply chain. Though the fashion industry involved multiple sustainable awareness but also consumers need to encourage the process of sustainable arrangement and consume sustainable fashion products so that the fashion industry gets a positive motivation for further involvement to make sustainable fashion [6]. Bangladesh garments business has grown significantly and paid attention all over the world, this growing business contributes three-fourths of the country's annual income which is about 28 (EPB) billion dollars in the 2015-16 fiscal year from export garments. For the growth of competition for exporting garments to the garments market Bangladeshi garments companies involve to adopt the new design, technology, emerging trend, popular culture, color, style, fads, and seasonality to different brands and companies to meet their demand and expectation [7]. Therefore, the Bangladeshi market will be a significant market for sustainable fashion products and consumers of Bangladesh will be participating in sustainable practices, so it is important to know consumers' values and

attitudes that drive fashion purchase intention and how to involve more consumers in sustainable fashion consumption.

## **II. Literature review**

### **Definition of sustainable fashion**

Sustainable fashion or in any case called green-fashion is thought of as making garments in sensible habits to help the positive and decrease the antagonistic ramifications for the environment, social, and financial, for the sustainable fashion materials, as demonstrated by the Made by Affiliation, exactly reused nylon, mechanical reused polyester, regular flax, normal hemp, reused cotton, and reused downy are the textures, which have the most negligible natural impact, the upside of a sustainable fashion, the system can be parceled into 3 points: planet, people groups, and advantage. For the buyers, sustainable fashion can set up an ensured environment with less engineered substances in progress It's furthermore extended thing satisfaction, considering better quality, strong things, advance success, and rapture from materialistic use [5], [8]. sustainable fashion alludes to apparel that thinks about the effect of creation and exchange on the climate and on individuals behind the garments we wear, sustainable clothing alludes to all attire that has been made utilizing harmless to the ecosystem measures, it incorporates natural materials and maintainable materials, for example, hemp and non-materials like bamboo or reused plastic containers it likewise incorporates reused items (garments produced using reused clothing counting vintage, and different components and can likewise be named re-utilized) and isn't produced using natural filaments, sustainable apparel implies garments that have been made with a base utilization of synthetic substances and with least harm to the climate and reasonable exchange is planned to accomplish improve expenses, good working conditions, neighborhood maintainability, and reasonable terms for ranchers and laborers in the creating scene [9]. sustainability could be clarified from multiple points of view however, for the clothing business, sustainability implies the 'natural assurance, communal equity, economic reasonableness, and social legitimacy' Globalization, and mechanical progressions have rolled out an emotional improvement underway and utilization examples of the world's design [10].

### **Emotional value towards sustainable fashion**

The emotional value alludes to the apparent utility that outcomes from an item or administration that incites sentiments or emotional states [3],[11],[12]. In contrast to different measures, their develops incorporate both utilitarian and decadent segments the significance of this blend can be found in a remark by MacKay (1999), who noticed that the allure of an item or help is a combination of sustainable and emotional variables and that feelings have an influence in each purchase decision [13]. Experiences and feelings identified with past item utilization aid to foresee oncoming consumption results of people with forceful emotional value, open and charming sustainable purchase intention result from the positive feelings related within the item, Past experiment states that emotional value emphatically affects buyers' decision of sustainable products [14].

H1 Emotional value positively influence sustainable fashion purchase intention

H2 Emotional value positively influence on attitude toward sustainable fashion

### **Social value towards sustainable fashion**

Social value is characterized as an apparent utility that an item/administration furnishes because of its alliance with at least one explicit social, cultural, and financial gathering, it identifies with self-view [15], [12]. The social value measures apparent utility got from a relationship with at least one gatherings of people prevalent difficulty is a key main thrust behind consumers decision, ecological practices are motivated by a feeling of social duty notwithstanding, a few investigations propose that customers' choices are affected more by close to personal elements like attitude and character attributes as opposed to social practices or pressing factor [16]. As indicated by the uniqueness theory, each individual tries to keep away from both outrageous difference and similitude with others trying to build up their uniqueness a few people are more worried about how they are seen than others Thusly, these people attempt to show up as exceptional or distinctive as could be expected [17].

H3 Social value positively influence sustainable fashion purchase intention

H4 Social value positively influence on attitude toward sustainable fashion

### **Green value towards sustainable fashion**

Green value concerns the generally steady ideas about the issues, for example, the restriction of the populace that earth is coming to, the connection among environment and advancement, with an expansion in defensive inclination towards the climate, consumers change their utilization design and become

environmentally viable, late investigations have tracked down that those by upper NEP scores (New Environmental Paradigm) are well on the way to take part in favorable to natural conduct, person's feelings displayed towards natural insurance and improvement of individual obligation will trigger the sustainable buy choice [16]. Henceforth, green value presently assumes a more significant part in the ecological period, if customers see that standard of an item is superior, they are bound to purchase the item in the ascent of environmentalism these days, green value is extremely pivotal to sustainable buy goals [18]. Consumers' attention to their ecological effect is developing, and sustainable products are progressively accessible in the commercial space therefore, organizations' environmental practices have gotten more significant in promoting systems and past green advertising writing expressed that customers who are ecologically concerned will buy sustainable products and will pay more for them [19].

H5 Green value positively influence sustainable fashion purchase intention

H6 Green value positively influence on attitude toward sustainable fashion

#### **Functional value towards sustainable fashion**

Functional value is portrayed as the evident utility for \"useful, utilitarian, or actual execution [12]. Functional value is estimated by purchasers' insight about the item performance as strength, lastingness, constancy, dependability, cost, and excellence, it is surveyed as an essential conductor of customer decision making in sustainable product by choice [16]. Generally, functional value is ventured to be the essential driver of consumer decision, this doubt underlies monetary utility theory progressed by Marshall (1890) and Stigler (1950), and prevalently conveyed similarly as \"objective monetary man.\" An option's functional might be gotten from its characteristics or properties (Ferber, 1973), like dependability, strength, and cost [15].

H7 Functional influence sustainable fashion purchase intention

H8 Functional influence sustainable fashion purchase intention

#### **Attitude towards sustainable fashion**

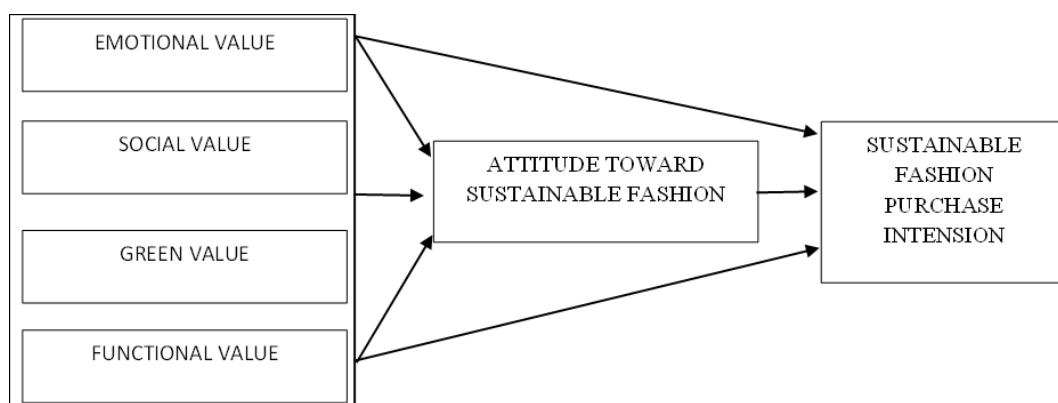
Attitudes, the certain or uncertain assessments of the characteristics of a particular item or conduct, are likewise critical guides of human conduct, two of the attitudes usually remembered for concentrates on sustainable consumers behavior incorporate apparent consumers viability and level of ecological concern, how much customers accept their conduct is powerful at moderating natural effect and at influencing ecological issues, or their consumption, is one of the attitudinal elements separating between shoppers' obligation to pro-ecological attitude [20]. There is additional proof that purchasers attempt to expand their apparel's stylish and actual strength for the sake of sustainability by fixing or re-molding, they may likewise restrict washing/drying practices, albeit now and again for apparel upkeep or financial reserve as opposed to supportive of ecological concerns. disposal is for the most part partitioned into four potential attitudes: discarding things, giving or offering them to someone else or sustainable shop, giving apparel to a noble cause, or loaning it to someone else [21]. Hence, the whole fashion decision-making interaction should be thought of, from the time consumers gather fashion data through fashion periodical or talk about fashion with companions, to their endeavors to choose fashion things that can be worn for longer timeframes, to their choices to postpone or keep away from new buys [22].

H9 Attitude toward sustainable fashion influence sustainable fashion purchase intention

#### **Sustainable fashion purchase intention**

The buying practices of the buyers of sustainable items have gotten extensive insightful consideration as of recently, in particular, sustainable purchase buying alludes to a client's overall familiarity with a given item's ecological benefits all through the buying cycle, just as to their buying choices being environmentally situated, sustainable purchase intention can be clarified, essentially partially, as an individual's readiness to purchase items that are naturally bundled contain reused elements, are natural-based, economize energy, or have non-contaminating highlights. It is very much acknowledged that not all people groups show a comparable degree of consideration regarding harmless to the ecosystem items, shoppers might accept that they can assist with saving nature and the climate by expressing an interest in purchasing sustainable items, or on the other hand, they might discover green items troublesome and try not to take part in green utilization, because they might not have known about the positive or unfortunate results of their utilization on the climate and society. Or on the other hand, they might not have sufficient cash and time to search for green items [17]. Chen and Chang (2012) believe that sustainable purchase intention can be measured in three terms, this may be that

environmental concerns have become the main importance in buying a particular product, and environmental performance will affect your positive goals for buying products in the future. sustainable characteristics will become the Common cause of the purchase of sustainable products [23].



**Figure 1. The conceptual framework.**

### III. Method

#### Data collection

The survey has been arranged for this paper into two sections: The initial segment of the polls is fundamental data of reacted, which is utilized to recognize the basic information of the members. The subsequent part is the centerpiece of the questionnaire. The estimation of sustainable fashion purchase intention is fundamentally estimated of consumer perception, the value, and attitude of use of purchase intention of the sustainable fashion product purchase intention and its variables. The second piece of the survey is completely based on Likert's five-point scale method, from "strongly disagree", "disagree", "neutral", "agree", "strongly agree", and then assign 1, 2, 3, 4, 5 points. Finally, fundamental approaches to convey survey: paper-based surveys and online studies. The online studies are conveyed for the most part through google structures. The questionnaires for this examination were conveyed by google form and were given for 2 months by google form, an aggregate of 319 surveys were dispersed and gathered which are largely substantial surveys.

**Table 1: Demographic characteristics of the sample**

Title	Demographics	Frequency	Percentage
Gender	Male	245	76.8%
	Female	74	23.2%
Age	Below 18 – 25	115	36%
	26 - 30	187	58.6%
	31 – above	17	5.4%
Education	Postgraduate	67	21%
	Graduate	187	58.6%
	Undergraduate	52	16.3%
	Below graduate	13	4.1%
Profession	Student	89	27.9%
	Employed	166	52.0%
	Business	35	11.0%
	Unemployed	29	9.1%
Income	0 – 10,000	86	27.0%
	10,000 – 25,000	113	35.4%
	25,000 – 50,000	94	29.5%
	50,000 – 1,00,000	17	5.3%
	More than 1,00,000	9	2.8%

#### Data analysis

After all, information has been gathered, information investigation is examined by Statistical Package Social Science (SPSS) programming. Initially, the information was examined utilizing the investigation to uncover the respondent profile then reliability test and validity test, correlation analysis, and regression analysis has been done for this study.

**IV. Result and discussion**

**Analysis of Reliability and Validity**

In table 2, the result shows the Alpha value for each variable is more than 0.7, which indicates that the survey questionnaire is reliable. For each variable, for Cronbach's Alpha if item deleted the value is more than 0.6 which also implies proper reliability.

**Table 2:** Cronbach’s Alpha Degree of Variables in Questionnaire

Variables Name	Variables options	Item deleted Cronbach’s Alpha	Variables Cronbach Alpha
Emotional value	EV1	.757	.850
	EV2	.752	
	EV3	.865	
Social value	SV1	.670	.772
	SV2	.740	
	SV3	.665	
Green value	GV1	.842	.883
	GV2	.860	
	GV3	.843	
	GV4	.854	
Functional value	FV1	.726	.808
	FV2	.792	
	FV3	.689	
Attitude toward Sustainable fashion	ATSF1	.840	.864
	ATSF2	.820	
	ATSF3	.800	
	ATSF4	.842	
Sustainable fashion purchase intention	SFPI1	.804	.848
	SFPI2	.849	
	SFPI3	.804	
	SFPI4	.826	
	SFPI5	.806	

From table 3, exploratory factor analysis of each variable can be shown that KMO value for all variables is more than 0.7 and all items' loading factor is more than 0.7 and Bartlett sphericity is significant for all variables. Using SPSS 22.0 Expletry factor analysis, three sets of variables were analyzed, and the variables are again analyzed separately.

**Table: 3** Validity analysis results of all variables

Variable name	Problem option	Load factor charge value	KMO value	Bartlett spheri city test Sig	Cumulative variance interpretation (%)
Emotional value	EV 1	.901	0.707	0.000	77.467
	EV 2	.906			
	EV 3	.832			
Social value	SV 1	.843	0.693	0.000	68.717
	SV 2	.797			
	SV 3	.846			
Green value	GV 1	.875	0.834	0.000	74.503
	GV 2	.850			

	GV 3	.871			
	GV4	.857			
Functional value	FV 1	.858	0.700	0.000	72.300
	FV2	.814			
	FV3	.878			
Attitude toward sustainable fashion	ATSF 1	.818	0.815	0.000	71.090
	ATSF 2	.854			
	ATSF 3	.884			
	ATSF 4	.814			
Sustainable fashion Purchase Intention	SFPI 1	.831	0.841	0.000	63.383
	SFPI 2	.715			
	SFPI 3	.832			
	SFPI 4	.766			
	SFPI 5	.830			

**Hypothesis testing based on correlation analysis**

Correlation analysis is a statistical process for identifying the degree of alignment between variables. Discussion of sustainable fashion purchase intention correlation case, as shown in Table 4, It can be seen from the below table that the correlation of the 4 independent variables to the dependent variable, all variables have a significant positive correlation at the significance level of 0.01 and it is found that social value has a higher correlation with sustainable fashion purchase intention than others. And then comes green value, functional value, and emotional value gradually.

**Table 4:** All independent variables and dependent variable correlation coefficient

		Emotional value	Social value	Green value	Functional value
Sustainable fashion Purchase Intention	Pearson correlation	0.629**	0.735**	0.715**	0.722**
	Sig.	0.000	0.000	0.000	0.000

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

The correlation between the dependent variable and the middle variable Attitude toward sustainable fashion is shown in Table 5. As can be seen from the table, middle variables in the relationship with dependent variables; have a significant positive correlation at the significance level of 0.01 Attitude toward sustainable fashion has an excellent correlation with sustainable fashion purchase intention.

**Table 5:** Dependent variable and middle variables correlation coefficient

		Attitude toward sustainable fashion
Sustainable fashion Purchase Intention	Pearson correlation	0.825**
	Sig.	0.000

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

The correlation between the independent variables and the middle variable Attitude toward sustainable fashion is shown in Table 6. As can be seen from the table, the middle variable and independent variables have a significant positive correlation at the significance level of 0.01 and independent variables have an excellent correlation with attitude toward sustainable fashion.

**Table 6:** independent variable and middle variables correlation coefficient

		Emotional value	Social value	Green value	Functional value
Attitude toward Sustainable fashion	Pearson correlation	0.648**	0.745**	0.739**	0.762**
	Sig.	0.000	0.000	0.000	0.000

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

**Hypothesis testing based on Regression analysis**

It can be found from Table 7 that the probability P of the emotional value to sustainable fashion purchase intention (0.130) is greater than 0.05 and emotional value to attitude toward sustainable fashion (0.58) is greater than 0.05 the performance is not significant, and the hypothesis is not established; the rest of are less than 0.05, the performance is significant, and the hypothesis is established.

**Table 7:** Hypothesis results of Emotional value, social value, green value, functional value and attitude toward sustainable fashion; Online Purchase Intention

Hypothesis	Assumed path	P-value	Significant	Hypothesis test result
H1	Emotional value → sustainable fashion purchase intention	.130	Not Significant	Rejected
H2	Emotional value → attitude toward sustainable fashion	.058	Not Significant	Rejected
H3	Social value → sustainable fashion purchase intention	***	Significant	Established
H4	Social value → attitude toward sustainable fashion	***	Significant	Established
H5	Green value → sustainable fashion purchase intention	***	Significant	Established
H6	Green value → attitude toward sustainable fashion	***	Significant	Established
H7	Functional value → sustainable fashion purchase intention	***	Significant	Established
H8	Functional value → sustainable fashion purchase intention	***	Significant	Established
H9	Attitude toward sustainable fashion → sustainable fashion purchase intention	***	Significant	Established

**Mediation analysis**

From table 8 (X2, X3, X4-Y) indicates that all independent variables very significant to dependent variable sustainable purchase intension, (X-M) indicate independent variables also very significant to middle variable attitude toward sustainable fashion and (M-Y) indicate that middle variable very significant to dependent variable sustainable fashion purchase intension. Here mediator effect is partial and mediator effect percentage 74.5%, 87.48%, 93.85% respectively. Here first independent variable emotional value set aside for this mediation analysis.

$$\text{MEDIATR EFFECT\%} = a*b/c*100\%$$

Here,

a = independent and middle variable Standardization coefficient Beta values

b = middle variables and dependent variable Standardization coefficient Beta values

c = independent variables and dependent variable Standardization coefficient Beta values

**Table 8:** Mediation effect of all variables

PATH			X2, X3, X4-Y	X-M	M-Y	C'	MEDIATOR EFFECT	MEDIATR EFFECT%
INDEPENDENT	MI	DE						
X2	ATSF	SFPI	***	***	***	***	Partial	74.5%
X3			***	***	***	0.002	Partial	87.48%
X4			***	***	***	***	Partial	93.85%

ATSF= Attitude towards sustainable fashion  
SFPI = Sustainable fashion purchase intention

**V. Conclusion**

From the reliability test table, the result shows the Alpha value for each variable is more than 0.7 except for one variable (social value) which is also near 0.7, which indicates all the survey questionnaires are also reliable. In the validity test, the measurement items of all the variables fall in 1 factor and bear large loads (all greater than 0.5) in each variable, indicating compliance with the validity requirements. From the correlation analysis, independent variables have a higher correlation with sustainable fashion purchase intention, middle variable also has excellent correlation on sustainable fashion purchase intention and independent

variables have a positive influence on middle variable attitude toward sustainable fashion. From the regression analysis, it is found that this paper proposed 9 research hypotheses where 7 hypotheses are valid and two hypotheses which are 'H1 and H2' has not been verified, the impact of emotional value is not interactive verified. So, emotional value doesn't impact sustainable fashion purchase intention and attitude toward sustainable fashion in Bangladesh. Lastly from the mediation analysis, 1 variable (Emotional value) was set aside from the proposed model. Here, the emotional value was an independent variable in the research framework. When the mediation effect was analyzed, it was excluded from the model. So, for the Bangladeshi online market emotional value is not applicable as an independent variable, where social value, green value, and functional value impact sustainable fashion purchase intention and also influence consumers' attitude toward sustainable fashion. These 3 independent variables highly influence sustainable fashion purchase intention directly for Bangladeshi consumers. There is no positive effect of emotional value on sustainable fashion purchase intention for the Bangladeshi market.

## References

- [1] "Influence of Green Marketing on Consumer Behavior: A Realistic Study on Bangladesh," p. 9, 2017.
- [2] F. Caniato, M. Caridi, L. Crippa, and A. Moretto, "Environmental sustainability in fashion supply chains: An exploratory case based research," *Int. J. Prod. Econ.*, vol. 135, no. 2, pp. 659–670, Feb. 2012, doi: 10.1016/j.ijpe.2011.06.001.
- [3] C. Amatulli, M. Costabile, M. De Angelis, and G. Guido, "Luxury, Sustainability, and 'Made In,'" in *Sustainable Luxury Brands*, London: Palgrave Macmillan UK, 2017, pp. 35–96. doi: 10.1057/978-1-137-60159-9\_3.
- [4] S. Evans and A. Peirson-Smith, "The sustainability word challenge: Exploring consumer interpretations of frequently used words to promote sustainable fashion brand behaviors and imagery," *J. Fash. Mark. Manag. Int. J.*, vol. 22, no. 2, pp. 252–269, May 2018, doi: 10.1108/JFMM-10-2017-0103.
- [5] K. Tan, "Audience Concern of Eco-Fashion by Fashion Revolution Indonesia Through Marketing Communication in Jakarta," *Commun. J. Commun. Stud.*, vol. 5, no. 2, p. 81, Jan. 2019, doi: 10.37535/101005220186.
- [6] K. Y. H. Connell, "Exploring consumers' perceptions of eco-conscious apparel acquisition behaviors," p. 31.
- [7] "RAOAUSTRALIA.ORG," vol. 10, no. 01, p. 15, 2017.
- [8] T. Chan and C. W. Y. Wong, "The consumption side of sustainable fashion supply chain: Understanding fashion consumer eco-fashion consumption decision," *J. Fash. Mark. Manag. Int. J.*, vol. 16, no. 2, pp. 193–215, May 2012, doi: 10.1108/13612021211222824.
- [9] L. Carey and M.-C. Cervellon, "Ethical fashion dimensions: pictorial and auditory depictions through three cultural perspectives," *J. Fash. Mark. Manag.*, vol. 18, no. 4, pp. 483–506, Sep. 2014, doi: 10.1108/JFMM-11-2012-0067.
- [10] D. G. K. Dissanayake, S. Perera, and T. Wanniarachchi, "Sustainable and ethical manufacturing: a case study from handloom industry," *Text. Cloth. Sustain.*, vol. 3, no. 1, p. 2, Dec. 2017, doi: 10.1186/s40689-016-0024-3.
- [11] C. K. C. Lee, D. S. Levy, and C. S. F. Yap, "How does the theory of consumption values contribute to place identity and sustainable consumption?: Consumption values and place identity consumption values," *Int. J. Consum. Stud.*, vol. 39, no. 6, pp. 597–607, Nov. 2015, doi: 10.1111/ijcs.12231.
- [12] X. Wei and S. Jung, "Understanding Chinese Consumers' Intention to Purchase Sustainable Fashion Products: The Moderating Role of Face-Saving Orientation," *Sustainability*, vol. 9, no. 9, p. 1570, Sep. 2017, doi: 10.3390/su9091570.
- [13] P.-C. Lin and Y.-H. Huang, "The influence factors on choice behavior regarding green products based on the theory of consumption values," *J. Clean. Prod.*, vol. 22, no. 1, pp. 11–18, Feb. 2012, doi: 10.1016/j.jclepro.2011.10.002.
- [14] H. Qasim, L. Yan, R. Guo, A. Saeed, and B. Ashraf, "The Defining Role of Environmental Self-Identity among Consumption Values and Behavioral Intention to Consume Organic Food," *Int. J. Environ. Res. Public Health*, vol. 16, no. 7, p. 1106, Mar. 2019, doi: 10.3390/ijerph16071106.
- [15] J. N. Sheth, B. I. Newman, and B. L. Gross, "Why we buy what we buy: A theory of consumption values," *J. Bus. Res.*, vol. 22, no. 2, pp. 159–170, Mar. 1991, doi: 10.1016/0148-2963(91)90050-8.
- [16] A. Biswas and M. Roy, "Green products: an exploratory study on the consumer behaviour in emerging economies of the East," *J. Clean. Prod.*, vol. 87, pp. 463–468, Jan. 2015, doi: 10.1016/j.jclepro.2014.09.075.
- [17] A. Afshar Jahanshahi and J. Jia, "Purchasing Green Products as a Means of Expressing Consumers' Uniqueness: Empirical Evidence from Peru and Bangladesh," *Sustainability*, vol. 10, no. 11, p. 4062, Nov. 2018, doi: 10.3390/su10114062.
- [18] Y. Chen and C. Chang, "Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust," *Manag. Decis.*, vol. 50, no. 3, pp. 502–520, Mar. 2012, doi: 10.1108/00251741211216250.
- [19] H. Jin Gam, "Are fashion-conscious consumers more likely to adopt eco-friendly clothing?," *J. Fash. Mark. Manag. Int. J.*, vol. 15, no. 2, pp. 178–193, May 2011, doi: 10.1108/13612021111132627.
- [20] K. Y. H. Connell and J. M. Kozar, "Environmentally Sustainable Clothing Consumption: Knowledge, Attitudes, and Behavior," in *Roadmap to Sustainable Textiles and Clothing*, S. S. Muthu, Ed. Singapore: Springer Singapore, 2014, pp. 41–61. doi: 10.1007/978-981-287-110-7\_2.
- [21] S. Bly, W. Gwozdz, and L. A. Reisch, "Exit from the high street: an exploratory study of sustainable fashion consumption pioneers: Sustainable fashion consumption pioneers study," *Int. J. Consum. Stud.*, vol. 39, no. 2, pp. 125–135, Mar. 2015, doi: 10.1111/ijcs.12159.
- [22] S. Song and E. Ko, "Perceptions, attitudes, and behaviors toward sustainable fashion: Application of Q and Q-R methodologies: SONG and KO," *Int. J. Consum. Stud.*, vol. 41, no. 3, pp. 264–273, May 2017, doi: 10.1111/ijcs.12335.
- [23] F. A. Rahardjo, "The Roles of Green Perceived Value, Green Perceived Risk, and Green Trust towards Green Purchase Intention of Inverter Air Conditioner in Surabaya," vol. 3, no. 2, p. 9, 2015.

Kazi Saiful Islam, et. al. "Effects of Values and attitude on sustainable Fashion purchase intention in Bangladesh." *IOSR Journal of Polymer and Textile Engineering (IOSR-JPTE)*, 08(05), 2021, pp. 18-25.