

Influence of Social Media on Sustainable Clothing Purchase Intention among Generation Z

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Abstract:

This study investigates the impact of social media on Gen Z's propensity to buy sustainable apparel. The purpose of the study is to determine if social media impact and customers' intentions to purchase sustainable clothing are significantly correlated. 150 members of Generation Z were asked to answer a standardized questionnaire on a 5-point Likert scale as part of the quantitative analytic approach employed in this study. Social media influence was the independent variable, while the dependent variable was the intention to buy sustainable clothing. The connection and prediction power between the variables were examined using Pearson correlation and basic linear regression. Social media influence and the intention to buy sustainable clothing were shown to be very positively and statistically significantly correlated ($r = 0.740$, $p < 0.001$). Additionally, the findings of the regression showed that Social Media Influence was a significant predictor of Sustainable Clothing Purchase Intention, explaining 54.7% of the variation in Sustainable Clothing Purchase Intention ($R^2 = 0.547$; $F = 179.063$, $p < 0.001$). The study's findings demonstrated that social media has a significant impact on Generation Z's intentions to purchase eco-friendly clothing. According to the report, social media is generally used as a communication and influence strategy to encourage Generation Z to buy sustainable apparel.

Keywords: Sustainable Clothing, Purchase Intention, Sustainable Fashion, Social Media Influence, Generation Z, Consumer Behaviour, Social Media Marketing.

1. Introduction

Social internet has completely changed how individuals look for, evaluate, and purchase clothing. Social media platforms like Facebook, YouTube, Instagram, and TikTok have become important communication centers where consumers, influencers, and marketers constantly exchange information about goods, fashions, and lifestyles. [1]. The shift is especially important for Generation Z, a “socially networked” consumer cohort that has been born into the digital world. That means that social media is a powerful medium for clothing brands to convey environmental and ethical information, and for driving more sustainable buying habits. [2]

At the same time, the fashion industry has become an important sustainability issue since the fast fashion model is correlated with over-consumption, high consumption of resources, textile waste and environmental impact [3]. Sustainable clothing provides an answer with the use of sustainable materials, sustainable production methods, durability, responsible labour practices and recycling, as well as circular consumption [4]. However, sustainable clothes isn't synonymous with sustainable buying. It is essential that consumers know its benefits, trust sustainable information, and consider sustainable products appealing, affordable and appropriate to their lives. This has made communication a very crucial aspect and social media is one of the most prominent ways of communicating. [5]

There are several intertwined mechanisms through which the social media can affect the intention to purchase sustainable clothes for Generation Z. Images can raise awareness and short videos, product demonstrations, reviews and recommendations from influencers can make understanding and engaging information about sustainability easier. Another form of social validation may also be user generated as consumers can view how others are using, styling and assessing sustainable garments. Brand-generated content, on the other hand, allows businesses to share content about materials, manufacturing, environmental efforts, and ethical considerations. This is particularly true of the brand-generated and user-generated content (UGC) experienced on Instagram and TikTok, which are associated with intentions to purchase sustainable fashion in the Gen Z cohort, and social media engagement further reinforces these relationships. [6]

Social influence and perceived value are directly related to the impact of social media. However, Generation Z consumers may be more likely to consider sustainable fashion when sustainable consumption becomes visible in their online communities. The perception of sustainable fashion's social desirability may be created via likes, comments, shares, suggestions, and influencer endorsements. In the meanwhile, when customers see the practical, emotional, social, or environmental advantages of sustainable apparel, they are more likely to have buy intentions. Therefore, social media may improve customer perceptions of the advantages of sustainable apparel in addition to increasing awareness. [7]

In addition to other image-related issues, environmental concern and sustainability understanding are important variables that might impede the adoption of sustainable fashion, according to a recent study on 684 Generation Z consumers from the US, India, and Malaysia [8]. Furthermore, research conducted in Vietnam indicates that the desire to purchase clothing sustainably is influenced by a number of elements, including price, social impact, product design, environmental concern, green perceived value, green perceived quality, and environmental understanding. [9]

Therefore, the gap between awareness and purchasing intention may also be narrowed by using social media as a means to make sustainable clothing fashionable, desirable and socially relevant, in addition to being environmentally responsible. This is especially crucial as fast fashion is fast, cheap and always new – and sustainable fashion has to be able to compete with this. Sustainable fashion can be reinvigorated with digital communication using captivating visual storytelling, influencing, educational material, user feedbacks, and online communities. The study of nudging on Indian Gen-Z consumers also addresses the form of sustainability communication, highlighting the potential impact on young consumers' sustainable fashion choices. [10]

It's not just the growing importance of second-hand or circular clothing; the younger generation is also increasingly interested in sustainability in their purchasing habits. Second-hand and circular fashion are just two ways that Generation Z has been keen to explore as an alternative to traditional clothing consumption. Comparisons of generations show that Generation Z has a strong interest in buying second-hand goods and that sustainability can be linked to many other aspects of products than environment, such as cost, customisation and fashion. [11]

Therefore, it is crucial to look at how social media affects Generation Z's desire to buy sustainable apparel. Social media allows for the repetition and personalization of messages regarding sustainability by combining information, entertainment, social interaction, and business communication into a single platform. The positive correlation between social media exposure, engagement, social influence, perceived value, and increased desire to buy sustainable apparel can be explained by this impact. It may also be a useful resource for companies looking to develop persuasive sustainability communication plans and improve Generation Z's consumption habits.

2. Objectives

- To assess the impact of social media influence on sustainable clothing purchase intention among Generation Z.
- To examine the relationship between social media influence and sustainable clothing purchase intention among Generation Z.

3. Hypothesis

- **H₀₁:** Social media influence has no significant impact on sustainable clothing purchase intention among Generation Z.
- **H₁₁:** Social media influence has a significant impact on sustainable clothing purchase intention among Generation Z.
- **H₀₂:** There is no significant relationship between social media influence and sustainable clothing purchase intention among Generation Z.
- **H₁₂:** There is a significant relationship between social media influence and sustainable clothing purchase intention among Generation Z.

4. Variables

- **Independent Variable (IV/IDV):** Social Media Influence
- **Dependent Variable (DV):** Sustainable Clothing Purchase Intention

5. Need for the Study

Social media is becoming a significant source for Generation Z when looking for fashion information, suggestions, and interacting with consumers, while growing environmental concerns have also amplified the interest in sustainable clothes and responsible consumerism. However, the understanding of sustainability does not necessarily mean to have the aim to purchase sustainable apparel. Therefore comprehending the function of social media is important to identify whether digital content, recommendations, reviews and online engagement can encourage sustainable clothing purchase intentions among Generation Z. Instead of seeing social media as one part of a larger behavioral

paradigm, the study is required to provide specific empirical data on the link between Social Media Influence and Sustainable Clothing Purchase Intention. The results can contribute to our understanding of Generation Z's sustainable clothing buying habits and the role social media plays in promoting sustainable fashion.

6. Literature review

(Bhutto & Rütelionė, 2026)[12] Generation Z's increased use of social media has altered their purchasing habits, particularly with regard to eco-friendly clothing. The goal of this study is to apply the theory of planned behavior model to social media's influence on attitudes, subjective norms, and perceived behavioral control (PBC) in relation to green apparel purchases. It also examines how these relationships are influenced by environmental self-identity. Information was gathered from 250 Lithuanians using a standardized questionnaire. The results demonstrate that Generation Z's attitudes, subjective norms, and PBC are greatly impacted by social media. PBC has little effect on purchase intention, but attitude and subjective criteria do. Environmental self-identity raises the link between attitude and purchase intention, but it has no influence on norms or PBC. By examining how social media influences Lithuanians' intentions to buy eco-friendly apparel, this study fills a major research vacuum by extending the theory of planned behavior (TPB). This study also emphasises how attitude, subjective standards, PBC, and the desire to buy green clothing are all moderated by environmental self-identity. The study's findings highlight social media's contribution to eco-friendly fashion.

Septiana et al. (2026)[13] This study investigates how social influence, self-awareness, and social media affect Generation Z's desire to purchase sustainable apparel. The method used was a quantitative causal-associative approach. Information from Generation Z respondents (18–27 years old) who were aware of sustainable fashion goods was gathered using online questionnaires using Google Forms. 190 valid responses were analyzed using SmartPLS. The results show that Generation Z's willingness to buy sustainable clothing is positively and significantly impacted by social influence, social media, and perceived value, whereas self-awareness has a positive but little effect. Furthermore, self-awareness and social media have a greater impact on perceived value than social influence. Perceived value mediates the effects of social media and self-awareness on purchase intention, but not the effect of social influence. This study adds to empirical research on sustainable fashion purchases among Indonesia's Generation Z and emphasizes the role of perceived value as a partial mediator. The results, which center on Sejauh Mata Memandang customers, provide useful information for sustainable fashion marketing tactics.

El-Shihy and Awaad (2025)[14] This study examines how user-generated content (UGC) and brand-generated content (BGC) on TikTok and Instagram affect Gen Z consumers' inclinations to purchase sustainable clothing. It also examines how these relationships are mediated by social media engagement (SME). Targeting Gen Z consumers between the ages of 16 and 28 was done quantitatively using stratified random sampling. Data collected from 643 respondents using structured questionnaires was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS. Both BGC and UGC have a good effect on purchase intentions, but BGC has a stronger effect due to its professional caliber and emotional appeal. SMEs act as a partial mediator in these connections, increasing the impact of both types of content on customer behavior. This study adds to the body of

knowledge on sustainable fashion marketing by integrating insights from social media effect and customer behavior, especially among the Gen Z generation. Unlike previous studies that just examined BGC or UGC independently, this one examines their interactions as well as the crucial mediating role of SME. The findings give marketers practical guidance on how to strategically combine BGC and UGC to increase consumer engagement and promote long-term purchasing choices.

Ashsidik et al. (2025)[15] This study examines how Generation Z's intentions to buy slow fashion on TikTok are influenced by environmental consciousness, a green lifestyle, influencer credibility, and social media participation. With a large amount of clothing waste in Indonesia, the enormous fast fashion sector adds to environmental issues. Sustainable solutions are provided by slow fashion, albeit their application is still restricted. As the main buyers of quick fashion and frequent users of TikTok, Generation Z has the capacity to effect change. The findings, which were obtained using quantitative techniques on 200 Generation Z respondents in Greater Jakarta (Jabodetabek) who were exposed to slow fashion material on TikTok, demonstrate that environmental knowledge has a beneficial impact on green lifestyle and slow fashion purchasing intentions. Influencer credibility boosts social media engagement, which in turn affects intentions to make green purchases and lead a green lifestyle. Green living may not, however, immediately affect slow fashion purchase intentions since Generation Z may place a higher value on conscientious clothing consumption (such as capsule wardrobes) than on merely buying new items. Additionally, purchase intentions are not immediately impacted by influencer reputation; this might be because influencers lack sustainable fashion knowledge or are sceptical of promotional material. In conclusion, promoting slow fashion buying intentions among Generation Z requires raising environmental awareness and fostering social media involvement. For marketing techniques to effectively drive sales, influencer reputation alone is insufficient. This study offers insightful information on customer behaviour and preferences.

Phyo and Nupairoj (2025)[16] This study fills a knowledge gap in how environmental factors—knowledge, attitudes, worries, and responsibility—affect consumer behaviour by examining the mediating effect of social media in influencing Gen-Z consumers' sustainable fashion purchase decisions in Thailand. By investigating how social media affects sustainable fashion consumption and concentrating on the connection between environmental considerations and purchasing choices, the study seeks to close this gap. Comprehending these characteristics can help sustainable fashion firms create marketing strategies that work. 408 Thai Gen-Z respondents completed structured questionnaires as part of a quantitative, cross-sectional study design. Respondent demographics were summed together using descriptive statistics. While multiple linear regression looked at the direct influence of environmental variables on purchasing behaviour, simple linear regression analysed how social media affected customer behaviour. Social media's potential to mediate the link between environmental knowledge, attitudes, worries, responsibilities, and purchasing behaviour was examined using mediation regression analysis. The results demonstrated that social media greatly influences sustainable fashion choices, both directly and indirectly, by raising motivation and environmental awareness. The strongest influencers were found to be environmental knowledge and attitude, with social media enhancing the relationship between environmental awareness and consumer choices. This study highlights the potential of social media to encourage eco-conscious behaviour and emphasises the significance of environmental

education in creating sustainable purchase habits, providing useful insights for marketers, legislators, and sustainable fashion businesses.

Rinaldi et al. (2024)[17] Approximately 2.3 million tonnes of textile trash, or 12% of all household garbage produced in Indonesia, are generated there. The rise of several eco-friendly apparel companies in Indonesia is a sign of the nation's eco-friendly fashion sector's expanding growth. There have been concerns expressed over the variables affecting the desire to buy eco-friendly textile products. The purpose of this study is to assess how social influence, environmental concern, and altruism affect Generation Z's inclinations to buy eco-friendly clothing in the Greater Jakarta area. As part of the data collection method, 188 Generation Z customers in the Greater Jakarta area were selected and given a questionnaire. The collected data was then analyzed using the SPSS software and a multi-regression analysis method. The study's findings indicate that compassion and environmental concern have a significant impact on purchase intention, but social influence has no effect. One possible consequence of this discovery is the possibility for the eco-friendly clothing industry to expand through more effective marketing campaigns intended to raise customer purchase intention. This study, which focuses on the production of environmentally friendly clothing, may provide businesses with helpful information.

Ngo et al. (2024)[18] Consumer behaviour has been greatly impacted by the growing knowledge of environmental issues, with Generation Z customers placing a high value on sustainable goods, especially apparel. This study aims to investigate the factors influencing Generation Z's purchasing intentions toward sustainable clothing in Vietnam using the Theory of Planned Behavior (TPB) framework and the Stimulus-Organism-Response (SOR) model as a guide. It specifically examines how green perceived value, green perceived quality, perceived price, social influence, product design, environmental concern, and environmental knowledge affect consumers' intentions to make purchases. The study also examines how these connections are mediated by attitudes toward products and the environment. A Likert scale questionnaire was employed in the study's quantitative technique to gather data from 641 Vietnamese Generation Z consumers. The study employed exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modeling (SEM) to analyze the data. The results demonstrated that all assumptions were supported and that all components had a significant influence on environmental attitude and product attitude, which in turn affect purchase intention. Customers who have positive attitudes about products and the environment are more likely to plan to purchase sustainable clothing, according to the findings, which emphasize the strong mediating influence of product and environmental perspectives. This study provides valuable insights into the psychological and social factors driving Generation Z's sustainable consumption practices. These findings underscore the need for marketers to promote transparency in sustainable practices, emphasize exceptional product quality and striking designs, and interact with this market through sincere sustainability programs and community involvement.

7. Research Gap

Earlier studies have demonstrated that social media, social influence, environmental knowledge and perceived value might impact on Generation Z's sustainable fashion purchase intentions. However, prior research have mostly explored these elements in bigger theoretical frameworks that involve many variables, mediators and moderators. Some studies have also examined certain platforms, nations or

specific types of sustainable fashion such as slow fashion, although less emphasis has been paid to the direct link between Social Media Influence and Sustainable Clothing Purchase Intention. Furthermore, given the difference in cultural and consumer context, more empirical research is needed to understand this relationship among Generation Z. Therefore, there is a research gap in directly exploring the relationship and predictive effect of social media influence on sustainable clothing purchase intention in a dedicated quantitative setting. This study fills this gap by directly evaluating these two factors.

8. Research Methodology

8.1 Research Design

The study titled “Influence of Social Media on Sustainable Clothing Purchase Intention among Generation Z” has been developed using primary quantitative research design. There were a few advantages of the design, as it allowed for the collection of numerical data from Generation Z respondents in order to analyze the relationship between Social Media Influence and Sustainable Clothing Purchase Intention. A cross sectional design was employed, which gathered information from the respondents in one period of time instead of multiple observations. Primary data generated from a structured and self-administered questionnaire was used throughout the study. The quantitative design seemed to be suitable because the study intended to measure systematically and statistically the two variables and their possible relationship and predictive effect.

8.2 Research Approach

Deductive quantitative research method was used. The first step was to define the independent variable (Social Media Influence) and dependent variable (Sustainable Clothing Purchase Intention). To this end, research objectives and research hypotheses were formulated prior to primary data collection, based on these variables. A self-designed questionnaire was created in order to get measurable answers from the Generation Z participants. The various questionnaire statements were evaluated on a 5 point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. All the answers were coded into numbers for statistical analysis. The approach gave a systematic framework to consider the correlation between the variations of social media influence and variations of sustainable clothing purchase intention.

8.3 Proposed Method

A self-structured questionnaire that was specifically created in accordance with the study's goals was the suggested approach. The two primary dimensions in the questionnaire were Sustainable Clothing Purchase Intention (SCPI) and Social Media Influence (SMI). There were 10 statements which were Likert scale statements with 5 statements for each construct. Social Media Influence was assessed using statements about sustainability information, awareness, influencer recommendations, social media reviews and encouragement to think about sustainable clothing. Sustainable Clothing Purchase Intention was assessed by the expressions regarding future purchase intentions, preference for sustainable alternatives, environmentally friendly clothing, recommendations and future purchasing behaviour. Demographic questions have also been added to describe the respondents.

8.4 Sample Size

This study took 150 members of Generation Z as its participants. To allow equal chance for all respondents to be selected, a random sampling design was used. The sample was selected from those people who satisfied the criteria of age and study-population. There was no coercion to participate and respondents were added only after they have responded to the structured questionnaire. The sample size obtained was deemed adequate for the quantitative analysis carried out in the study as it yielded the number of observations necessary to analyze the relationship between Social Media Influence and Sustainable Clothing Purchase Intention.

8.5 Data Collection

The data were gathered from the Generation Z using self structured questionnaire. The questionnaire was constructed as clearly and simply as possible to facilitate the respondents' comprehension of the statements and ease their way to a response. The survey consisted of demographic items and statements: Social Media Influence and Sustainable Clothing Purchase Intention. The attitudinal statements were presented in a 5-point Likert scale, with its extremes ranging from Strongly Disagree to Strongly Agree. The selected respondents completed the questionnaire and the responses were collected, and analyzed. Participants were told the academic research objectives of the study and their participation was voluntary. Responses to the questionnaires were entered into the dataset for statistical analysis after ensuring that the completed questionnaires were complete.

8.6 Data Analysis

The data that were collected was organised and analysed with the assistance of Microsoft excel and IBM SPSS. Data were organised, coded and preliminary processed on the computer using Microsoft Excel and SPSS was used for statistical analysis. Demographic variables were analyzed for frequency and percentage to present the demographic characteristic of a respondent in a structured way. To answer the research goals, Pearson correlation was applied to measure the direction and the degree of relationship between the Social Media Influence and Sustainable Clothing Purchase Intention. A simple linear regression analysis was then performed to analyse the predictive effect of Social Media Influence on Sustainable Clothing Purchase Intention. The statistical significance of the analyses was determined with the conventional 5 % significance level ($p < 0.05$).

9. Results

This section presents result section of the study on the influence of social media on sustainable clothing purchase intention among Generation Z. The study focuses on the growing role of social media in shaping consumers awareness, perceptions and intentions regarding sustainable clothing. It considers social media influence as an important factor in understanding sustainable fashion-related purchasing behaviour among Generation Z.

Table 1: age of the respondent

Age		
	Frequency	Percent
18-20	43	28.7
21-23	35	23.3

24-26	36	24.0
27-28	36	24.0
Total	150	100.0

The above table discusses the frequency and percentage of age of the respondents. In 18-20 Years age group, frequency is 43 and percentage is 28.7%. In 21-23 Years age group, frequency is 35 and percentage is 23.3%. In 24-26 Years age group, frequency is 36 and percentage is 24.0%. In 27-28 Years age group, frequency is 36 and percentage is 24.0%.

Graph 1: Graphical representation of age of the respondents.

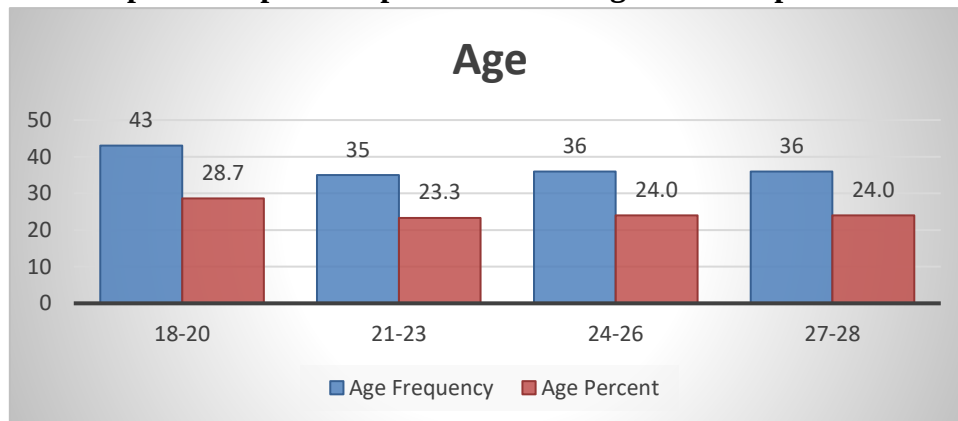


Table 2: Gender of the respondents

Gender		
	Frequency	Percent
Male	91	60.7
Female	59	39.3
Total	150	100.0

The above table discusses the frequency and percentage of gender of the respondents. In male group, frequency is 91 and percentage is 60.7%. In female group, frequency is 59 and percentage is 39.3%.

Graph 2: Graphical representation of gender of the respondents.

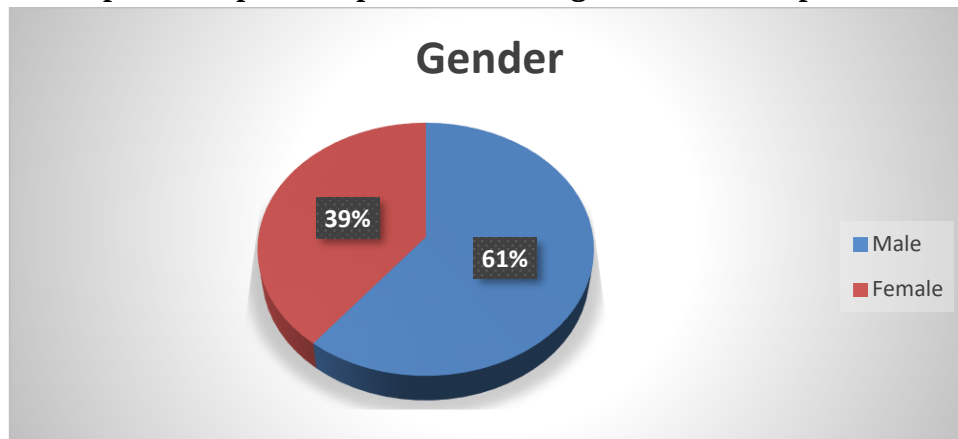


Table 3: Educational Qualification of the respondents.

Educational Qualification		
	Frequency	Percent
Higher Secondary	35	23.3
Graduate	40	26.7
Post-graduate	37	24.7
Other	38	25.3
Total	150	100.0

The above table discusses the frequency and percentage of Educational Qualification of the respondents. In Higher Secondary, frequency is 35 and percentage is 23.3%. In Graduate, frequency is 40 and percentage is 26.7%. In Post-Graduate, frequency is 37 and percentage is 24.7%. In Other, frequency is 38 and percentage is 25.3%.

Graph 3: Graphical representation of Educational Qualification of the respondents.

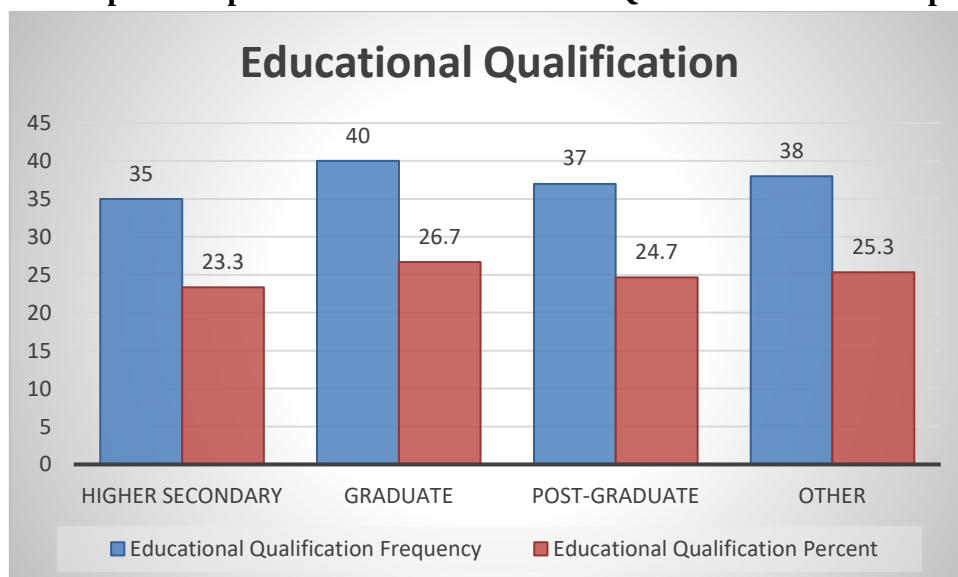


Table 4: Monthly Personal Income of the respondents

Monthly Personal Income		
	Frequency	Percent
Below 20 years	35	23.3
20001-40000	34	22.7
40000-60000	43	28.7
Above 60000	38	25.3
Total	150	100.0

The above table discusses the frequency and percentage of Monthly Personal Income of the respondents. In Below 20 years, frequency is 35 and percentage is 23.3%. In 20001-40000, frequency is 34 and percentage is 22.7%. In 40000-60000, Frequency is 43 and percentage is 28.7%. In Above 60000, frequency is 38 and percentage is 25.3%.

Graph 4: Graphical representation of Monthly Personal Income of the respondents.

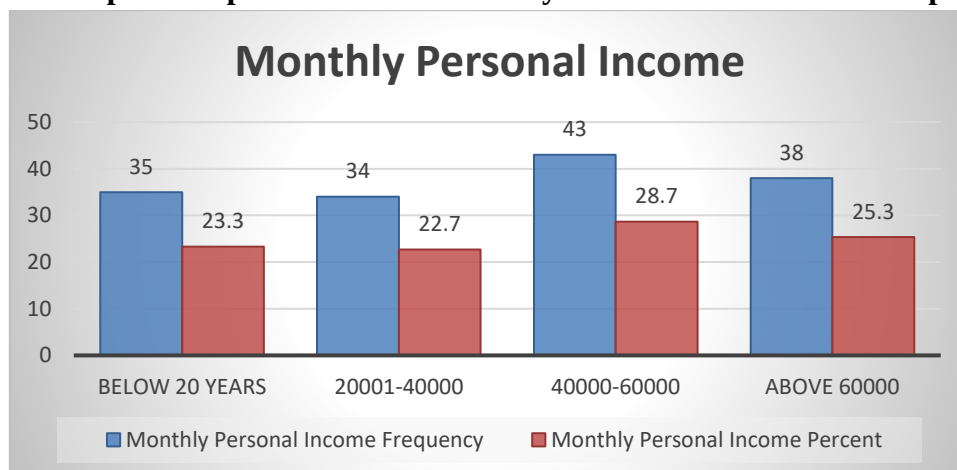


Table 5: Regression Analysis of Social Media Influence on Sustainable Clothing Purchase Intention.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740 ^a	.547	.544	.44063
a. Predictors: (Constant), Social Media Influence (SMI)				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.766	1	34.766	179.063	.000 ^b
	Residual	28.734	148	.194		
	Total	63.500	149			

a. Dependent Variable: Sustainable Clothing Purchase Intention (SCPI)

b. Predictors: (Constant), Social Media Influence (SMI)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.870	.244		3.564	.000
	Social Media Influence (SMI)	.778	.058	.740	13.381	.000
a. Dependent Variable: Sustainable Clothing Purchase Intention (SCPI)						

As shown in the regression analysis, there is a positive relation between Sustainable Clothing Purchase Intention (SCPI) and Social Media Influence (SMI) which is significant. The R value of the model was 0.740, which showed a strong association between the independent and dependent variables. The R Square of 0.547 shows that the model accounts for 54.7% of the variation in Sustainable Clothing Purchase Intention, with the remaining variation caused by other factors that were not included in the model. The result of the ANOVA indicates that the overall regression model is statistically significant ($F = 179.063$, $p < 0.001$), indicating that the model as a whole is statistically significant in predicting sustainable clothing purchase intention. The coefficients also indicate that Social Media Influence is positively and statistically significant with Sustainable Clothing Purchase Intention ($B = 0.778$, $\beta = 0.740$, $t = 13.381$, $p < 0.001$). This indicates that an increase in social media influence is associated with an increase in Generation Z intention to purchase sustainable clothing. Based on the results found, the null hypothesis can be rejected, so the Social Media Influence positively effect on the Sustainable Clothing Purchase Intention of Generation Z.

Table 6: Correlation between Social Media Influence and Sustainable Clothing Purchase Intention.

Correlations			
		Social Media Influence (SMI)	Sustainable Clothing Purchase Intention (SCPI)
Social Media Influence (SMI)	Pearson Correlation	1	.740**
	Sig. (2-tailed)		.000
	N	150	150
Sustainable Clothing	Pearson Correlation	.740**	1

Purchase Intention (SCPI)	Sig. (2-tailed)	.000	
	N	150	150
**. Correlation is significant at the 0.01 level (2-tailed).			

As seen in the correlation analysis, the level of Social Media Influence (SMI) is positively correlated with Sustainable Clothing Purchase Intention (SCPI) among the 150 respondents. The correlation between social media influence and intention to buy sustainable clothing is Pearson correlation of 0.740, which suggests that there is a positive correlation between the two variables. The two-tailed significance value is 0.000 which is statistically significant at the 1% level ($p < 0.001$). Based on this, the null hypothesis is rejected, and it is concluded that there is sufficient statistical evidence that the influence of social media and sustainable clothing purchase intention of Generation Z has a positive relationship.

10. Discussion

This study investigated the impact of social media on the sustainable purchasing intention of Generation Z. The study's main objective was to explore if there is a connection between the influence of social media and the intention to buy ethical fashion among the Generation Z consumers, and whether social media influence contributes to this intention. The relationship and effect of the variables was evaluated using two statistical tests which are Pearson correlation analysis and simple linear regression analysis. Social Media Influence (SMI) was deemed to be the independent variable, and Sustainable Clothing Purchase Intention (SCPI) the dependent variable.

The Pearson correlation analysis showed a positive and strong correlation between Social Media Influence and Sustainable Clothing Purchase Intention. The correlation coefficient was 0.740 and the significance of the correlation was determined as $p < 0.001$. This means that the more influential social media were, the higher the intention to buy sustainable clothing was, too. The statistical significance results are used to determine that the relationship observed in the study sample is not likely a chance relationship. Based on these results, it can be concluded that a strong relationship existed between social media influence and the intention to buy sustainable clothing among the generation Z.

This is significant when considering Generation Z relationship as a digitally connected consumer. Social media offers regular exposure to content related to clothing such as sustainability information, environmental concerns, product reviews, user recommendations and opinions on products. This exposure could help raise awareness and familiarity of sustainable clothing and potentially lead consumers to think about sustainable clothing when deciding about clothing purchases. In addition, social media can help establish a more visible and socially relevant presence for sustainable clothing, through the ability for Generation Z consumers to see what others like them, influencers and fashion communities like them are choosing and doing.

The regression analysis then tested if the Social Media Influence could be used to predict Sustainable Clothing Purchase Intention. The model obtained R value of 0.740 and R^2 value of 0.547. This means that about 54.7% of the variation in Sustainable Clothing Purchase Intention in the regression model was explained by Social Media Influence. The overall regression model was statistically significant with $F =$

179.063 and $p < 0.001$. The results illustrate that Social Media Influence significantly contributes to predicting the sustainable clothing purchase intention of the respondents.

The coefficient results confirm this correlation. The regression coefficient of Social Media Influence was positive ($B = 0.778$) and the standardised beta coefficient was 0.740. The coefficient was statistically significant ($t = 13.381$; $p < 0.001$) which meant that as the level of Social Media Influence increased, the level of Sustainable Clothing Purchase Intention increased. The obtained result of the Pearson correlation is confirmed by the positive result of the coefficient, which shows that social media is important in determining the intention of the respondents in buying sustainable clothing.

The results confirm the common sense of the importance of social media as a source of information and social influence in sustainable fashion consumption. When it comes to Generation Z, sustainable fashion-related content can deliver environmental messages and will reinforce the link between sustainability and fashion, and personal identity and current consumption habits. Consumers perceptions and intent to consider sustainable fashion may be reinforced even more by influencer recommendations, online reviews and user-generated content.

Overall, both statistical tests give similar results on the correlation between the two variables. Pearson correlation shows that there is a significant positive correlation between Social Media Influence and Sustainable Clothing Purchase Intention, while simple linear regression shows that Social Media Influence has a significant influence on Sustainable Clothing Purchase Intention. Thus, the results confirms the research hypothesis that Social Media has a considerable impact on the intention to buy sustainable clothing among Generation Z. The results also clearly reject the null hypothesis and accept the alternative hypothesis that Social Media Influence significantly affects Sustainable Clothing Purchase Intention of Generation Z.

11. Conclusion

Study concludes that there is a significant and positive effect of social media on sustainable clothing purchase intention for the Generation Z. Results obtained from the Pearson correlation analysis and simple linear regression both indicated that the more influential one's social media, the higher their intention to buy sustainable clothing. Generation Z consumers are getting information, recommendations, reviews and sustainability information from social media, which can influence their awareness and purchase motivation. A meaningful relationship between variables suggests that social media is a relevant platform to spread the sustainable clothing message to younger consumers. The regression results further demonstrate that social media influence makes a substantial contribution to explaining variations in sustainable clothing purchase intention. Overall, the findings highlight the importance of social media communication in encouraging Generation Z to consider sustainable clothing as part of their purchasing decisions.

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