

Can Artificial Intelligence Bridge the Attitude–Behaviour Gap in Sustainable Fashion Consumption? Evidence from Generation Z Consumers

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Abstract: Fashion industry faces increasing pressure to adopt sustainable practices due to growing environmental concerns and changing consumer expectations. Although Generation Z consumers are recognized for their environmental consciousness, a significant gap often exists between their positive attitudes toward sustainable fashion and their actual purchasing behaviour. Emerging artificial intelligence driven recommendation systems offer new opportunities to bridge this attitude–behaviour gap by providing personalized sustainability information and facilitating informed purchase decisions. This study investigates the role of environmental awareness, attitudes toward sustainable fashion, purchase intentions, trust in AI, and perceived usefulness of AI-based sustainability recommendations in influencing sustainable fashion purchasing behaviour among Gen Z consumers. A quantitative research design was adopted using primary data collected from 289 Generation Z respondents. The study employed descriptive statistics, correlation analysis, and multiple regression techniques to examine the relationships among variables. The findings indicate that environmental awareness positively influences attitudes toward sustainable fashion, which in turn enhances purchase intentions. Furthermore, trust in AI and the perceived usefulness of AI-driven sustainability recommendations significantly contribute to translating purchase intentions into actual sustainable fashion purchases, thereby reducing the attitude–behaviour gap. The study contributes to the growing discourse on sustainable consumption by integrating technological and behavioural perspectives within the context of fashion. The findings offer important implications for policymakers, fashion designers, retailers, and technology developers. Policymakers may encourage the adoption of transparent AI-enabled sustainability disclosure mechanisms and digital eco-labelling standards to promote informed consumer decision-making. Fashion brands can leverage AI-powered recommendation systems to enhance consumer engagement.

Keywords: Sustainable Fashion, Artificial Intelligence, Sustainable Consumption, Attitude–Behaviour Gap, Environmental Awareness, Purchase Intention

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