# Research on Green Clothing Consumption Behavior of Urban Residents Based on Structural Equation Model:
# Take Beijing Residents as an Example

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Abstract:     In order to promote green clothing consumption and help achieve the goal of "carbon peak" and "carbon neutrality", based on 1005 questionnaires and combined with the theory of planned behavior, SPSS19.0 and AMOS23.0 software were used to build a structural equation model to explore the correlation between cognition, attitude, willingness and behavior of green clothing consumption in Beijing and the moderating factors. The results show that consumers' cognition of green clothing consumption will have a positive and significant impact on their consumption attitude, and then have a significant impact on their consumption intention, and finally affect their consumption behavior. Women, those with lower age and education level, unmarried, non-state-owned occupation, high family income or small family size have a significantly higher impact on the attitude of green clothing consumption cognition than other groups. Women, people with higher education level, higher family income or smaller family size have a significantly higher impact on green clothing consumption attitude than other groups. The influence of green clothing consumption intention on behavior of older people is significantly lower than that of other groups. The government should strengthen the dissemination of green clothing consumption knowledge, enterprises should carry out differentiated publicity, improve technology, and consumers should cultivate green clothing consumption habits.

## 1 INTRODUCTION

At the 75th session of the United Nations General Assembly, China announced that it would strive to reach a carbon peak by 2030 and become carbon neutral by 2060. The "double carbon" goal was later written into the "14th Five-Year Plan", which has become a hot spot of social concern. The textile and apparel industry is the second most polluting industry in the world after the oil industry. How to reduce its negative impact on the environment, achieve green development and help achieve the "double carbon" goal has gradually become the focus of research. The green development of the garment industry depends not only on materials, design and production (Dong, 2018), but also on consumers and their intension, behavior and habits (Ning, 2022).

Up to now, there is little research on green clothing consumption. It mainly focuses on the following aspects: First, the research on green clothing consumption behavior (Wang,2018), which believes that the process of green clothing consumption behavior includes three stages: purchase, use, disposal and abandonment. The second is the research on the influencing factors of green clothing consumption intention (Zhang, 2013), which believes that factors such as customer perceived value will have an impact on consumption intention. The third is related research on cognition and attitude of green clothing consumption (Sui, 2013), which holds that consumers' cognition,

attitude and lifestyle of green clothing consumption will have an impact on their consumption behavior.

According to the viewpoint of psychological and behavioral science, consumers' cognition of things will affect their attitude, thus affect their consumption intention and finally affect their consumption behavior. Therefore, this paper uses structural equation model to analyze the cognition, attitude, willingness and behavior of different consumer groups in Beijing on green clothing consumption, and explores the influence path of green clothing consumption, so as to promote the concept of green clothing consumption and promote the green development of the clothing industry.

# 2 THEORETICAL FOUNDATION AND HYPOTHESIS TESTING

Existing studies show that cognition, as a kind of psychological variable, will have an impact on consumer behavior (Zeng,2009). and consumers' understanding of the characteristics of green clothing will have a significant impact on their consumption attitude, thus affecting their behavior. So to come up with a hypothesis.

H1: Consumers' clothing green consumption cognition will affect their attitude toward green clothing consumption. The more full the cognition, the higher the impact.

According to the theory of planned behavior, attitude influences intention and thus determines behavior (Ajzen, 1997). Green consumption attitude is an important factor to promote consumers' green consumption behavior. The more positive the attitude, the stronger the intention of green

consumption. Therefore, the hypothesis was put forward:

H2: Consumers' clothing green consumption attitude will affect their clothing green consumption intension. The more positive the attitude, the higher the impact.

Existing research shows that positive attitudes do not equal positive behavior, and consumer behavior does not always reflect their preferences. Generally speaking, the actual behavior of people is the concrete implementation of their behavioral intention. The stronger the intension of consumers to consume green clothing, the more likely they are to carry out green clothing consumption behavior (Liang, 2020). Based on this, this paper puts forward the following hypotheses:

H3: Consumers' clothing green consumption intension will affect their green clothing consumption behavior. The stronger the intension, the higher the impact.

Existing studies have shown that individual characteristics such as gender, age and marital status have a significant impact on consumption behavior (Wang, 2008). Therefore, the hypothesis is put forward:

H4: Individual characteristics have a moderating effect on the relationship between clothing green consumption cognition and clothing green consumption attitude.

H5: Individual characteristics have a moderating effect on the relationship between clothing green consumption attitude and clothing green consumption intention.

H6: Individual characteristics have a moderating effect on the relationship between green clothing consumption intention and green clothing consumption behavior.

The logical framework is shown in Figure 1.
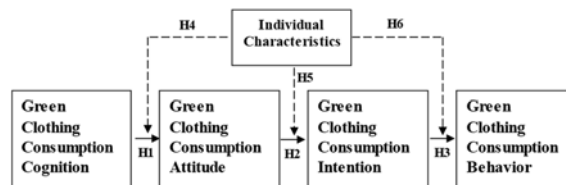


Figure 1: Logical framework diagram (Owner-draw).

# 3 STUDY DESIGN

## 3.1 Scale Design

The questionnaire was divided into five parts including cognition, attitude, intention, behavior and

individual characteristics of green clothing consumption, with a total of 36 items. The respondents were asked to fill in the degree of agreement with the four potential variables of cognition, attitude, willingness and behavior of green clothing consumption, which included 29

measurement items. Individual characteristics include gender, age, highest education level, marital status, occupation, monthly household income and resident population. C1, C3, A1, BIA1, BWU1 and BDP1 are reverse design topics, which will be reversed in subsequent analysis, as shown in Table 1 for details. Maintaining the Integrity of the Specifications.

Table 1: Measurement variables and measurement contents.

| Latent variables | | symbol | Measuring item |
|---|---|---|---|
| Green Clothing Consumption Cognition | | C1 | R- I know very little about the negative environmental impact of the production and use of clothing. |
| | | C2 | I can correctly identify the environmental logo on the clothing. |
| | | C3 | R- I am not in the habit of checking the environmental labels on the hangtags when shopping for clothing. |
| | | C4 | I believe in the green label of clothing manufacturers. |
| Green Clothing Consumption Attitude | | A1 | R- I think protecting the environment, saving energy and reducing emissions is the responsibility of the government and enterprises, which has little to do with me. |
| | | A2 | When I go shopping in the supermarket, I bring my own shopping bag. |
| | | A3 | In order to protect the environment, I am willing to give up some personal interests and convenience of life. |
| | | A4 | I will take the initiative to promote environmental knowledge and skills to my friends and family. |
| Green Clothing Consumption Intention | Material Environmental Protection | IMR | When buying clothes, I prefer brands that use materials that have little impact on the environment (e.g., organic cotton; Avoid using harmful chemicals in production, etc.). |
| | Packaging Environmental Protection | IPK | When I buy clothes, I prefer a brand that tests the materials used in the packaging. |
| | Production Environmental Protection | IPD1 | When shopping for clothing, I prioritize brands that provide environmental guidance to outsourced manufacturers: legal requirements, best practices, etc. |
| | | IPD2 | When I buy clothes, I prefer brands that use less water in the production process. |
| | | IPD3 | When I buy clothing, I prefer brands that reduce the production of solid textile waste. |
| | | IPD4 | When I buy clothing, I prioritize brands that encourage suppliers to continuously improve their environmental performance (e.g., reduce water and energy use, reduce solid waste). |
| | Transport Environmental Protection | ITP | When I'm shopping for clothing, I prefer brands that are environmentally friendly transportation companies. |
| Green Clothing Consumption Behavior | Search for Information | BIA1 | R-I do not pay attention to the environmental information related to the production, wear and use of clothing, waste disposal, etc. |
| | | BIA2 | I will actively search and query the environmental protection information related to clothing production, wearing, use and disposal. |
| | Products to Buy | BP1 | I always buy a lot of clothes and enjoy shopping. |
| | | BP2 | I usually buy smaller quantities of clothes that last longer. |
| | Products Use | BWU1 | R- I like to wear new clothes, and I don't wear the clothes I already have for more than a few times. |
| | | BWU2 | I try to wear as much of what I have. |
| | Products Care | BPC1 | I try to reduce the frequency of washing and ironing without affecting my clothes. |
| | | BPC2 | When using the washing machine, I let it work at full capacity |
| | | BPC3 | When using the washing machine, I use a moderate amount of detergent to wash at a low temperature. |
| | Waste Disposal | BDP1 | R- I throw old clothes I'm sure I don't want in the trash。 |
| | | BDP2 | For outdated or partially damaged clothes, I will do it myself or |

| | BDP3 | I give my old clothes directly to relatives, friends or people I know. |
|---|---|---|
| | BDP4 | I get involved in all sorts of old clothes drives. |
| | BDP5 | I put my old clothes in the recycling bin. |
| Demographic Variables | GEND | Gender |
| | AGE | Age |
| | HEDU | The highest record of formal schooling |
| | MS | Marital status |
| | OCC | Occupation |
| | FMI | Monthly household income |
| | PRN | The population of permanent residents |

## 3.2 Research Object and Sample Structure

A total of 1108 questionnaires were collected through a combination of online and offline research. There were 1005 valid questionnaires. The basic characteristics of the interviewees are shown in Table 2. The respondents were mainly female, with 629 females (62.6%) and 376 males (37.4%). The respondents are mainly young and middle-aged, with the majority aged 0-44 years old, ac-counting for 82.7% in total. The sample over 55 years old is less (only 2.7%). Most of the respondents had a bachelor's degree or above, accounting for 73%. A similar proportion of respondents were unmarried and married; A high proportion of respondents are students (29.4%), professional and technical personnel (16.5%), office personnel and related personnel (13.0%) and commercial and service personnel (12.6%). The monthly household income of the respondents is concentrated in the range of 10,000 to 39,000 yuan, accounting for 57.1% of the total, basically in line with the reality of Beijing. The family size of the respondents is mainly 3 to 4 people, which is in line with the basic composition of Chinese families at this stage. Generally speaking, the social demographic characteristics of the respondents are basically in line with the basic characteristics of clothing consumer groups, and the data have certain reliability.

Table 2: Basic statistics of the survey sample.

| Statistical Indicators | Classification Indexes | Number of Samples | The Percent-age % |
|---|---|---|---|
| Gender | Male | 376 | 37.4 |
| | Female | 629 | 62.6 |
| Age | Age 24 and under | 354 | 35.2 |
| | 25 to 44 | 477 | 47.5 |
| | 45 to 54 | 147 | 14.6 |
| | Age 55 and older | 27 | 2.7 |
| The Degree of Education | High school/Technical school and below | 154 | 16.3 |
| | Junior College/Vocational College | 117 | 11.7 |
| | University degree | 505 | 49.7 |
| | Master degree or above | 229 | 22.3 |
| Marital status | Unmarried | 484 | 48.3 |
| | Married | 499 | 49.3 |
| | Divorced | 22 | 2.4 |
| Occupation | Staff of state-owned units | 90 | 8.7 |
| | Professional and technical personnel | 164 | 16.5 |
| | Officials and related personnel | 132 | 13.0 |
| | Business and service personnel | 122 | 12.6 |
| | Agricultural, forestry, animal husbandry, fishing, water industry production personnel | 17 | 1.7 |
| | Production and transportation equipment operators and related personnel | 26 | 2.5 |
| | Police and military | 8 | 1.0 |
| | Freelancer | 60 | 5.9 |
| | Self-employed, small stall owners | 31 | 3.1 |

| | | | |
|---|---|---|---|
| | Other occupations inconvenient to classify | 27 | 2.5 |
| | Students | 296 | 29.4 |
| | Retired persons | 19 | 1.8 |
| | Unemployed | 13 | 1.2 |
| Monthly household income | 10000 the following | 296 | 29.7 |
| | 10,000 to 39,000 | 574 | 57.1 |
| | 40,000 to 79,000 | 96 | 9.4 |
| | 80,000 and above | 39 | 4.3 |
| The population of permanent residents | 1 to 2 | 146 | 14.4 |
| | 3 to 4 | 726 | 72.3 |

## 3.3 The Reliable Test

Cronbach's Alpha coefficient is often used as the measurement standard for the validity of test data. A value between 0.7 and 0.98 indicates good reliability, and a value lower than 0.35 must be rejected (Wang,2021). This paper conducted validity analysis with the help of SPSS19.0 software, and the results are shown in Table 3. The overall Cronbach's Alpha coefficient of the scale was 0.865, and the coefficient values of each dimension were 0.539, 0.548, 0.964 and 0.665, respectively, indicating that the scale items need to be further purified. Therefore, this study conducted variance homogeneity test to find out and delete items whose product difference correlation coefficient (CITC) between a single questionnaire item and other items of the scale did not reach the consistency level.

According to the empirical results in Table 4, the CITC values of C4, A2, BIA1, BP1, BWU1 and BDP1 in the initial question items are low, so they need to be deleted. After the re-analysis and test, Cronbach's Alpha values were all greater than 0.7, except for the cognition of clothing green consumption, which were improved compared with the empirical results before the deletion of six questions. The overall Cronbach's Alpha coefficient was 0.884, showing high reliability. The results after the purification and deletion of items are shown in Table 4. Finally, there were 3 items to measure the cognition of green clothing consumption, 3 items to measure the attitude of green clothing consumption, 7 items to measure the willingness of green clothing consumption, and 10 items to measure the behavior of green clothing consumption.

Table 3: Reliability analysis results of the scale.

| Subscales | Cronbach's Alpha Coefficient | | Observed variables | CICT | Overall α coefficient after deleting this item |
|---|---|---|---|---|---|
| Green Clothing Consumption Cognition | 0.865 | 0.539 | C1 | 0.457 | 0.348 |
| | | | C2 | 0.457 | 0.345 |
| | | | C3 | 0.256 | 0.533 |
| | | | C4 | 0.154 | 0.588 |
| Green Clothing Consumption Attitude | | 0.548 | A1 | 0.327 | 0.484 |
| | | | A2 | 0.120 | 0.738 |
| | | | A3 | 0.513 | 0.357 |
| | | | A4 | 0.543 | 0.321 |
| Green Clothing Consumption Intention | | 0.964 | IMR | 0.769 | 0.966 |
| | | | IPK | 0.832 | 0.961 |
| | | | IPD1 | 0.897 | 0.956 |
| | | | IPD2 | 0.896 | 0.956 |
| | | | IPD3 | 0.914 | 0.955 |
| | | | IPD4 | 0.914 | 0.955 |
| | | | ITP | 0.881 | 0.957 |
| Green Clothing Consumption Behavior | | 0.665 | BIA1 | 0.094 | 0.677 |
| | | | BIA2 | 0.332 | 0.641 |
| | | | BP1 | 0.104 | 0.674 |
| | | | BP2 | 0.183 | 0.662 |
| | | | BWU1 | 0.202 | 0.659 |
| | | | BWU2 | 0.445 | 0.631 |
| | | | BPC1 | 0.430 | 0.627 |

| | | | BPC2 | 0.257 | 0.652 |
|---|---|---|---|---|---|
| | | | BPC3 | 0.397 | 0.634 |
| | | | BDP1 | 0.035 | 0.687 |
| | | | BDP2 | 0.410 | 0.628 |
| | | | BDP3 | 0.345 | 0.639 |
| | | | BDP4 | 0.504 | 0.616 |
| | | | BDP5 | 0.355 | 0.637 |

Table 4: Post item reliability analysis scale.

| Subscales | Cronbach's Alpha Coefficient | | Observed variables | CICT | Overall α coefficient after deleting this item |
|---|---|---|---|---|---|
| Clothing Green Consumption Cognition | 0.884 | 0.588 | C1 | 0.510 | 0.319 |
| | | | C2 | 0.357 | 0.545 |
| | | | C3 | 0.335 | 0.583 |
| Clothing Green Consumption Attitude | | 0.738 | A1 | 0.463 | 0.770 |
| | | | A3 | 0.633 | 0.573 |
| | | | A4 | 0.602 | 0.604 |
| Green Clothing Consumption Intention | | 0.964 | IMR | 0.769 | 0.966 |
| | | | IPK | 0.832 | 0.961 |
| | | | IPD1 | 0.897 | 0.956 |
| | | | IPD2 | 0.896 | 0.956 |
| | | | IPD3 | 0.914 | 0.955 |
| | | | IPD4 | 0.914 | 0.955 |
| | | | ITP | 0.881 | 0.957 |
| Green Clothing Consumption Behavior | | 0.745 | BIA2 | 0.272 | 0.743 |
| | | | BP2 | 0.255 | 0.744 |
| | | | BWU2 | 0.383 | 0.728 |
| | | | BIPC1 | 0.488 | 0.712 |
| | | | BPC2 | 0.325 | 0.736 |
| | | | BPC3 | 0.455 | 0.718 |
| | | | BIDP2 | 0.485 | 0.711 |
| | | | BDP3 | 0.448 | 0.717 |
| | | | BIDP4 | 0.557 | 0.701 |
| | | | BDP5 | 0.407 | 0.726 |

## 3.4 Validity of the Test

Exploratory factor analysis was used to test the validity of the model. As shown in Table 5, The KMO value was 0.923, indicating that the sample size was sufficient, the correlation between each item was strong, and there were potential common factors. In addition, it passed the Bartlett test at the level of 0.001, which proved that the validity was good.

Table 5: KMO and bartlett's test results.

| Kaiser-Meyer-Olkin | | 0.923 |
|---|---|---|
| Bartlett's test for sphericity | The approximate chi-square | 12241.099 |
| | df | 253 |
| | Sig. | 0.000 |

## 3.5 Goodness-of-fit Test

The questionnaire data were substituted into the hypothesis model for the fit-ting test of the structural equation model. It can be seen from Table 6 that all indicators are at a good fit level, indicating that the model and survey data have a high fitting effect and a good reliability of the model.

Table 6: Structural equation model fit index and results.

| Statistical indicators | The judgment standard | value | Fitting evaluation |
|---|---|---|---|
| $X^2$ /df | 3-5 | 4.972 | Ideal |
| RMSEA | <0.5 | 0.063 | Approach |
| NFI | >0.9 | 0.909 | Ideal |
| GFI | >0.9 | 0.926 | Ideal |
| CFI | >0.9 | 0.925 | Ideal |
| IFI | >0.9 | 0.926 | Ideal |
| TLI | >0.9 | 0.917 | Ideal |

## 4 RESULTS AND ANALYSTS

### 4.1 Influence Path Analysis

After goodness-of-fit and validity tests, hypothesis H1-H3 was tested by structural equation model, and the path analysis results were shown in Figure 2.

Ellipses are latent variables, rectangles are explicit variables and circles are residuals. The number on the arrow pointing to each explicit variable of latent variable indicates the standardized factor loading coefficient.
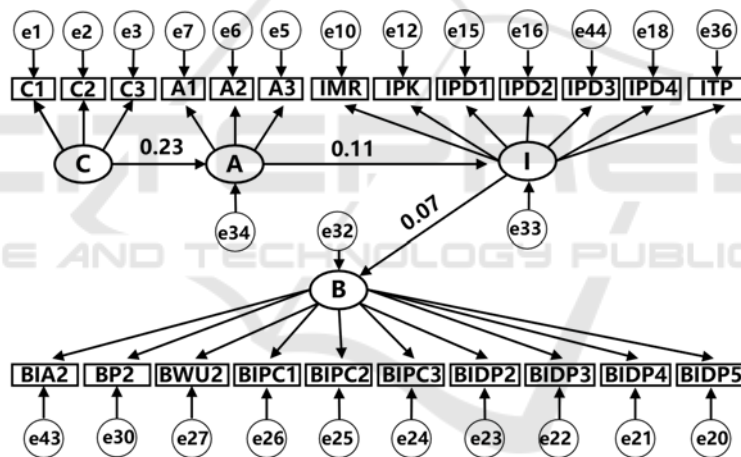


Figure 2: Structural equation model path analysis results (Owner-draw).

The estimation results of structural equation model are shown in Table 7. The standardized path coefficient of clothing green consumption cognition toward attitude is 0.204, and the standardized path coefficient of clothing green consumption intention toward behavior is 0.440, both of which pass the test at the significance level of 0.001. And dress green consumption attitude to the will of the standardized path coefficient was 0.141, and under the significance level of 0.01 through inspection, hypothesis H1, H2, H3, clothing green consumption cognition of consumers more fully, the clothing green consumption attitude more positive, clothing green consumption desire more intense, the more likely it is practice clothing green consumer behavior.

Table 7: Estimation Results of Structural Equation Model

| Hypothesis | H1: Green Clothing Consumption Cognition→ Clothing Green Consumption Attitude | H2: Green Clothing Consumption Attitude→ Green Clothing Consumption Intention | H3: Green Clothing Consumption Intention→ Green Clothing Consumption Behavior |
|---|---|---|---|
| Esti-mate | 0.204 | 0.141 | 0.44 |

| | | | |
|---|---|---|---|
| S.E. | 0.048 | 0.049 | 0.035 |
| C.R. | 4.281 | 2.856 | 12.511 |
| P | *** | ** | *** |
| Conclu-sion | support | support | support |

a. p<0.001 (***), p<0.01 (**), p<0. 05 (*)

## 4.2 Analysis of Moderating Effect

Gender, age, education level, marital status, occupation, family monthly income and family size were selected as moderating variables. AMOS23.0 software was used to test the applicability of the model under different sample groups by multi-group structural equation model. The results are shown in Table 8.

Table 8: The Moderating Effect Test Results of Individual Characteristics.

| Individual characteristics | | The path | | |
|---|---|---|---|---|
| | | C→A | A→I | I→B |
| Gender | Male | 0.195** | 0.018 | 0.463*** |
| | Female | 0.203** | 0.172** | 0.429*** |
| Age | Low (below45) | 0.175*** | 0.106* | 0.487*** |
| | High (45 and above) | 0.266** | 0.157 | 0.250* |
| The degree of education | Low (junior college/ higher vocational education and below) | 0.449** | 0.027 | 0.419*** |
| | High (bachelor's degree and above) | 0.132* | 0.167** | 0.449*** |
| Marriage status | Unmarried | 0.228** | 0.049 | 0.483*** |
| | Married | 0.122* | 0.131* | 0.379*** |
| Occupa-tion | State-owned | 0.136 | 0.230 | 0.375*** |
| | Non-state | 0.187*** | 0.097 | 0.443*** |
| Income | Low (less than 15,000 yuan) | 0.085 | 0.001 | 0.449*** |
| | High(15,000 yuan or more) | 0.245*** | 0.215** | 0.430*** |
| Family size | Big (4 or less) | 0.215*** | 0.149** | 0.431*** |
| | Small (5 or more) | 0.082 | -0.075 | 0.503*** |

a. p<0.001 (***), p<0.01 (**), p<0. 05 (*)

Headings, or heads, are organizational devices that guide the reader through your paper. There are two types: component heads and text heads.

Component heads identify the different components of your paper and are not topically subordinate to each other. Examples include Acknowledgments and References and, for these, the correct style to use is "Heading 5". Use "figure caption" for your Figure captions, and "table head" for your table title. Run-in heads, such as "Abstract", will require you to apply a style (in this case, italic) in addition to the style provided by the drop down menu to differentiate the head from the text.

### 4.2.1 Gender Moderating Effect Test

In the path of clothing green consumption cognition to attitude, both groups passed the test at 0.01 significance level, and the standardized path coefficient of women (0.203) was higher than that of men (0.195), indicating that women consumers' clothing green consumption cognition was more likely to affect their attitude. In the path from clothing green consumption willingness to behavior, both groups passed the test at the significance level of 0.001, and the standardized path coefficient of men (0.463) was higher than that of women (0.429), indicating that compared with female consumers,

men are more likely to take action after having clothing green consumption intension.

### 4.2.2 Age Moderating Effect Test

In the path of clothing green consumption cognition to attitude, the low age group and the high age group passed the test at the significance level of 0.001 and 0.01 respectively, indicating that compared with the old, the clothing green consumption cognition of the younger consumers is more likely to affect their consumption attitude.

### 4.2.3 Education Moderating Effect Test

In the path from attitude to intention of green clothing consumption, the group with high education level passes the test at the significance level of 0.01, while the group with low education level fails the test. It can be seen that the attitude of green clothing consumption of consumers with high education is more likely to affect their intention. In the path of green clothing consumption intention to behavior, both groups passed the test at the significance level of 0.001, and the standardized path coefficients were 0.419 and 0.449. It indicates that consumers with high education level are more likely to convert their green clothing consumption intention into behavior.

### 4.2.4 Marriage Moderating Effect Test

In the path from willingness to green clothing consumption to behavior, both unmarried group and married (or formerly married) group passed the test at the significance level of 0.001, and the standard path coefficients were 0.483 and 0.379, respectively. This indicates that the green clothing consumption intention of married consumers is more likely to change into green clothing consumption behavior.

### 4.2.5 Occupation Moderating Effect Test

In the path from intention to behavior of green clothing consumption, both state-owned group and non-state-owned group pass the test at the significance level of 0.001. The standard path coefficients of state-owned property group and non-state-owned property group are 0.375 and 0.443, respectively. This indicates that consumers with non-state-owned occupation are more likely to change their green clothing consumption intention into green clothing consumption behavior than those with state-owned occupation.

### 4.2.6 Income Moderating Effect Test

In clothing green consumption cognition to the attitude and clothing green consumption attitude to the willingness of the two paths, high-income groups in 0.001 and 0.01 respectively through the test, at the same level of significance of low-income group has not been through the inspection, visible, high-income consumers are more likely to affect the garment green consumption attitude and clothing green consumption attitude also are more likely to affect their clothing green consumption desire. In the path of green clothing consumption intention to behavior, both the low-income group and the high-income group pass the test at the significance level of 0.001. The standardized path coefficients of low income group and high income group were 0.449 and 0.430, respectively. This indicates that consumers with lower family income are more likely to change their green clothing consumption intention into green clothing consumption behavior.

### 4.2.7 Family Size Moderating Effect Test

In clothing green consumption cognition to the attitude and clothing green consumption attitude to the willingness of the two paths, the small family size set at 0.001 and 0.01 respectively through the test, at the same level of significance has not been large-scale group through the inspection, visible, family population less consumer's clothing green consumption attitude and green consumption cognition are more likely to affect dress Green clothing consumption attitude is also more likely to affect their green clothing consumption intention. In the path from willingness to green clothing consumption to behavior, both the small family size group and the large family size group pass the test at the significance level of 0.001. The standardized path coefficients of small family size group and large family size group were 0.431 and 0.503, respectively. This shows that consumers with more family members are more likely to change their green clothing consumption intention into behavior.

## 5 CONCLUSIONS

### 5.1 Conclusions

#### 5.1.1 Transmission Mechanism of Green Clothing Consumption

Green clothing consumption cognition has a significant impact on consumption attitude, and

green clothing consumption attitude has a significant impact on consumption intention, and thus on green clothing consumption behavior.

### 5.1.2 Individual Characteristics Will Have an Impact on Green Clothing Consumption

Consumer's gender, age, education level, marital status, occupation, family income and family size have moderating effects on some paths. Female, younger, less educated, unmarried, non-state-owned occupation, higher family income or smaller family size consumers have a significantly higher impact on their attitude toward green clothing consumption than other groups. Consumers with female, higher education level, higher family income or smaller family size have a significantly higher impact on willingness of green clothing consumption attitude than other groups. However, the influence of green clothing consumption intention on behavior of older people is significantly lower than that of other groups.

## 5.2 Suggestions

### 5.2.1 The Government Should Strengthen the Popularization of Green Clothing Consumption Knowledge

The government should disseminate knowledge related to green clothing consumption from the perspective of consumers, so as to help consumers grasp more relevant information subtly and enhance their enthusiasm and love for green clothing, so as to have a positive effect on the willingness of green clothing consumption behavior and then take corresponding actions.

### 5.2.2 Enterprises Should Carry Out Alienation Propaganda and Green Transformation

Companies need to differentiate their publicity and marketing to different groups, especially consumers who are female, married, better educated and have higher household incomes. Improve consumers' attention to green clothing, improve their consumption attitude, and then promote their green clothing consumption willingness and behavior. In addition, the environmental protection of materials, packaging, production and transportation that consumers are concerned about should be further improved. Efforts should be made to achieve the green development of the whole industrial chain, do a good job in carbon footprint certification and data visualization, and promote the realization of carbon peak and carbon neutrality in the industry.

### 5.2.3 Consumers Should Cultivate Green Clothing Consumption Habits

Consumers should start from themselves, consciously choose to clean clothes in a way that reduces resources and energy consumption, do a good job in recycling and recycling waste clothes, cultivate their own green clothing consumption habits, and form a green and low-carbon lifestyle.

## ACKNOWLEDGEMENTS

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