



Topic of the Speech:

Exploring the Influencing Mechanism of Apparel Green Consumption Behavior of Chinese Generation Z

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Professor Jianfang Liang, as a professor of Xi'an Polytechnic University, was honored as a "Distinguished Educator" of undergraduate colleges and universities in Shaanxi province and won the National Social Science Fund project. With an impressive academic background, she has served as a visiting scholar at renowned universities including North Carolina University in the United States and Reutlingen University in Germany. She is also a member of International Scientific Committee(ISC), a review expert of the Ministry of Education Degree and Postgraduate Education Development Center, a member of the Academic Committee, China Academy of Management Science, an expert in the Shaanxi Province Philosophy and Social Science Expert Database, and an expert of the Technical Innovation Committee of the Shaanxi SME Association. Prof. Liang has won multiple prestigious awards, including the "Textile Light" Teacher Award and the Outstanding Teacher Award.

Prof. Liang leads research teams focused on Fashion Trade and Sustainable Development and currently serves as the director of the Fashion Trade and Media Research Team. She is dedicated to researching and teaching in the areas of Fashion Product and Market Development, Green Supply Chain Management, Sustainable Fashion Consumption Patterns, and New Retail Business Models. Has completed 24 items national and provincial research projects (including 1 provincial key R&D project, 2 provincial key projects) and more than 30 projects commissioned by famous enterprises in China. Prof. Liang has been awarded 3 items provincial-level science and technology progress awards, and 5 provincial-level teaching achievement (including 3 items Grand Prize). She has published over 80 professional research papers in domestic and international famous journals (38 papers indexed by SSCI, SCI, CSSCI, EI, etc.), and has served as the Editor-in-Chief/Participant of 8 national professional textbooks. She has also presided over 5 items of national first-class course, provincial first-class course, provincial innovation and entrepreneurship course, and model courses; Prof. Liang has won the prize of provincial university classroom teaching innovation competition and has guided students to complete national-level college students innovation projects and innovation Contests, earning her 13 awards and the title of "Excellent Teacher". Many of her students and postgraduates have been awarded "National Scholarship", "Textile Light" Scholarship and "Excellent Graduate".

Exploring the Influencing Mechanism of Apparel Green Consumption Behavior of Chinese Generation Z

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ABSTRACT (NO MORE THAN 500 WORDS:)

There exists a problem of insufficient perception of green consumption of apparel and the “perception-action paradox” among generation Z, resulting in a great challenge to China's sustainable development in the future. To address this problem, we construct a chain multiple mediation research framework, exploring the transmission paths between environmental value and green consumption behavior of apparel and the associated influence mechanisms by integrating environmental responsibility and green consumption intention. Data for this study were collected through a multi-stage sampling survey of 657 Chinese Gen Z born between 1995 and 2002. Our results reveal that all three types (egoism, altruism, and biosphere values) of environmental values have different direct and indirect effects on apparel green consumption behavior for Gen Z, but the indirect effects of each significantly outweigh their direct effects. In terms of direct effects, egoistic values have no significant direct negative effect on apparel green consumption behavior, while the significant positive direct effect of biosphere values is greater than that of altruistic values. The greatest mediating effect between environmental values and green apparel consumption behavior is green consumption intention, followed by environmental responsibility, and ending with the chain mediation effect of environmental values - environmental responsibility - green consumption intention - green apparel consumption behavior. This suggests that it is imperative to highlight the cultivation of green consumption intentions, environmental responsibility, environmental values, and to bridge the seamless link among the above variables for the promotion of green consumption practices in apparel for Generation Z. This is the first study that explicitly identifies the significant chain mediating effect of environmental responsibility and green consumption intention between environmental values and apparel green consumption behavior. Our findings will broaden the theoretical research perspective of green consumption behavior of apparel, and provide reference for guiding the green consumption practices and policy formulation of global Generation Z.