

The Impact of AI Recommendations and Designer Identity on Sustainable Fashion Purchase Intention: An Analysis Focused on Generation Z

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Abstract

In this paper, the authors examine the influence of Artificial Intelligence (AI) suggestions and authentic designer characteristics on Generation Z's purchase intentions of sustainable fashion, particularly in relation to their attitudes towards Lesbian, Gay, Bisexual, Transgender, Queer plus others (LGBTQ+) designers. A quantitative methodology was used by distributing questionnaires online to members of three consumer generations (N=324). The collected data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS 4 software to test five research hypotheses; all of them could be statistically validated. Authentic designer traits had a very high degree of importance in creating favorable attitudes for sustainable designs as well as towards LGBTQ+ designers. Moreover, a "halo effect" is discovered due to the high degree of sustainability having a significant influence on attitudes toward social inclusivity. However, positive impacts were still noted for AI suggestions. This paper brings together aspects related to technology (AI), ethics (sustainability), and society (LGBTQ+ inclusivity) in one coherent framework, concentrating on the subtleties of Generation Z consumers' behavior. Fashion brands need to emphasize authenticity and transparency. Although AI can be used as an effective source of information to overcome uncertainties, trust is mainly established via the genuineness of the identity of the brand's designer.

Keywords

Sustainable fashion; Artificial Intelligence; Generation Z; Designer Authenticity; LGBTQ+ inclusion; Consumer Behavior

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Introduction

Nowadays, fashion has evolved from serving solely the primary function of protecting people to becoming an important means of self-expression and conveying certain traits of personality and culture (Hester and Hehman, 2023). The fashion for Generation Z goes beyond a product; it is a way of expressing oneself using nonverbal means of communication (Daukantienė, 2022). Nevertheless, one cannot ignore the fact that the fashion industry has become a subject of criticism due to its considerable impact on the environment in terms of producing huge amounts of textile waste and Greenhouse gas emissions (GHG). As such, sustainable development has been actively discussed in academic and business literature (Bieńkowska, 2024; Macchion, 2024; Mukendi et al., 2020).

The emergence of digital technologies, more specifically AI, brings substantial changes in the way the fashion value chain operates, ranging from design through recommendations to personalized marketing of a brand (Teng et al., 2023). Contemporary tools allow for very precise recommendations and can therefore be seen as capable of reducing information asymmetry as well as providing information about a product's level of sustainability. Social aspects, including concepts such as "pink capitalism" (Venturelli et al., 2024) or LGBTQ+ inclusiveness are also gaining traction in the field, and many brands incorporate symbols associated with queerness (Hester and Hehman, 2023). While there are many advances made in fashion, there is currently not enough research about the interplay between algorithmic recommendations and human factors that affect consumer intentions when buying from a brand. The present study will employ quantitative research methods to analyze Generation Z's attitudes toward these factors. The problem will be addressed by using quantitative research techniques to investigate how AI-based recommendations and designer authenticity, particularly, with regards to LGBTQ+ inclusion, influence Generation Z's purchasing intentions. By mapping the two variables into the PLS-SEM framework, the research aims to find out how the combination of technological stimuli and human values can work together. This study intends to contribute to the scientific literature through the creation and evaluation of an innovative theoretical framework, which would build on past theories of consumer behavior by incorporating technology, ethics, and society as the explanatory variables for the "halo effect" within sustainable fashion.

The rest of this paper is structured as follows. In the first place, a thorough review of the related literature provides an overview of the issues related to sustainable fashion in the current society, while looking at the intersection of the LGBT community within the fashion industry and the potentiality of Artificial Intelligence (AI). Based on the theories, the research methodology of this study will be described in the following section. After that, the findings of the current study will be elaborated.

1. Review of the scientific literature

1.1 The challenges of sustainable fashion in contemporary society

From prehistory to the present day, clothing has been a constant presence in human life. While clothes initially served a purely functional purpose, that of keeping people warm, they have gradually evolved into a way of presenting to the world (Hamerton, 2022). Today, fashion represents a means of expressing identity, individuality, and values, closely linked to culture and social values (Kupangwa, 2025). Fashion can also be considered an art, a science of imagination that functions as a catalyst for innovation and the creation of new trends (Mukendi et al., 2020). By redefining garment construction, designers today can revolutionize traditional styles; with the aid of technology and artificial intelligence, they can now more easily and rapidly create cuts that defy convention, achieving instant and profound success in a globalized market. (Hur et al., 2022). Fashion is not a science without rules, it is influenced by divine design and human imagination, with complex social and psychological implications (Hamerton, 2022). The definition of fashion goes beyond the clothes people wear. It is a total cultural phenomenon that includes everything from accessories to makeup and hairstyling, giving people the tools they need to communicate they're personality without words. When it comes to accessories, jewellery that are made from precious metals like gold, silver is gaining popularity as a more affordable luxury option, driven by Millennials and Gen Z and promoted through social media marketing (James and Dutta, 2020). Makeup and hairstyle influence impressions and are part of a broader category of the clothes that people are wearing, that has been historically underappreciated in person perception theories due to complexity and cultural dependency (Hester and Hehman, 2023).

Sustainable development refers to the process by which we can satisfy our present needs without sacrificing the opportunity for future generations to satisfy theirs. But with everyone demanding "green" everything, companies are scrambling to look the part, often superficially adopting sustainability labels on things they aren't doing (Mukendi et al., 2020). Effective sustainability assessment is complicated by the lack of unified standards, and voluntary initiatives are not always sufficient to ensure long-term change.

1.2 The LGBT community in fashion

In recent years, the phenomenon known as "pink capitalism" or rainbow capitalism has caught the attention of researchers interested in the relationship between the LGBTQ+ community and the fashion industry (Venturelli et al., 2024). This concept refers to the strategy whereby brands adopt queer symbols and images, such as rainbow colours or messages related to gender and sexual orientation diversity (Macchion, 2024), in advertising campaigns, clothing collections, and commercial initiatives, especially during Pride month (Lin and Baytar, 2021). Brands are increasingly addressing social inequalities towards members of the LGBT community through advertising (Teng et al., 2023). Inclusive advertising can harm brands if consumers suspect insincere and extrinsic motivations. For example, many companies that have engaged

in identity-focused advertising face accusations of “washing”, particularly from members of the targeted social group. However, only some brands remain steadfast (Macchion, 2024).

Critics point out that pink capitalism can have multiple negative effects: on the one hand, it promotes a superficial and stereotypical representation of LGBTQ+ identities, reducing the complexity and diversity of this community to a set of easily consumable aesthetic symbols (Lin and Baytar, 2021). On the other hand, practices such as quickly withdrawing support in the face of social or political pressure (so-called seasonal performativity) undermine the credibility and genuine commitment of brands (Lin & Baytar, 2021). Furthermore, access to the benefits of pink capitalism remains unevenly distributed, predominantly favouring white, cisgender, high-income gay people, while marginalized groups within the community, such as trans, non-binary, or queer BIPOC people, are often ignored (Teng et al., 2023).

1.3 Artificial intelligence (AI) in fashion

Artificial intelligence (AI) has become a fundamental element in the transformation of the fashion industry, influencing from design and production to marketing and consumer experience. In the past, the AI has developed rapidly, technologies have opened new opportunities for process optimization, cost reduction, and the creation of more personalized, sustainable, and market-diverse products (Bieńkowska, 2024). As humanity enters deeper into the 21st century, it becomes increasingly evident that artificial intelligence is not some distant future technology anymore but a powerful force that has been revolutionizing the way businesses operate day-to-day. The emergence of an advanced digital toolset, including the Internet of Things, robotics, big data, and virtual reality, will go on to transform the very makeup of the labor force (Shahidi Hamedani et al., 2024). Within the fashion industry, this shift is already felt across every link of the value chain, from the initial design and sampling stages to the complexities of logistics and marketing (Casciani et al., 2022). This research argues that such a transformation necessitates an urgent update to fashion education, ensuring that the curriculum provides students with the practical digital competencies required for tomorrow’s market. By using a quantitative approach that cross references academic literature with direct feedback from employers. Ultimately, the findings suggest that without a serious rethink of how people teach fashion at the university level, graduates will remain ill-equipped for a professional world that is increasingly defined by digital intelligence (Kohli, 2023). Artificial Intelligence has the capacity to process massive volumes of data regarding supply chains, material certifications, and carbon footprints (Kotouza et al., 2020). When AI provides clear explanations for a product’s “green” status, it reduces information asymmetry for the consumer, making sustainability claims feel more credible and easier to evaluate (Ikhsan et al., 2024). AI recommendation systems can function as discovery tools that highlight diversity and inclusion by bringing niche or marginalized designers to the forefront based on consumer values (Ulnicane, 2024). By presenting these designers within a personalized context, AI helps normalize and validate the creator’s identity for the audience (Lee, 2025).

The role of AI in fashion cannot be separated from the related themes of sustainability and social inclusion (Casciani et al., 2022). Smart technologies can support the development of sustainable models by optimizing resources and customizing production to reduce waste. AI also has the potential to support the representation of identity diversity in fashion by creating clothing options tailored to diverse expressions of gender and sexuality, thus contributing to a more inclusive and responsible industry (Ikhsan et al., 2024). It is suggested that an AI-based framework will be used to support fashion designers in gathering and analysing data using natural language processes and mixed clustering algorithms for apparel recommendations (Kotouza et al., 2020). The garment suggestion software that only utilizes one picture of the user is very accurate: 98% for colours, 86% for gender and patterns, and 75% for clothes recommendations, all without prior shopping history (Aşıroğlu, 2019). The theoretical framework incorporates the role of AI advice and sustainability perceptions as stimuli from the external environment that influence the internal state of the consumer, driven by feelings of trust and authenticity associated with the designer. In this context, consumers’ perceptions shaped by AI recommendations are expected not only to influence sustainability evaluations, but also to extend to social evaluations, particularly attitudes toward LGBTQ designers (Pan, 2025). As such, AI-driven interactions may contribute to shaping consumers’ openness, acceptance, and overall attitudes toward LGBTQ designers. Based on these arguments it is presumed that:

H₁: AI-based recommendations positively influence consumers’ perceived sustainability of the brand.

H₂: AI-based recommendations have a positive direct effect on consumers’ attitudes toward LGBTQ designers.

If a consumer perceives a designer as “authentic” and “sincere”, they are more likely to believe that sustainability claims (materials, ethical production) are truthful rather than “greenwashing”, Authenticity acts as a proxy for trust in the ecological and ethical integrity of the product. When a creator is perceived as

authentic, their public identity (including membership in the LGBTQ community) is seen as a central and honest component of their creative work. This transparency fosters deeper personal identification and an increased level of comfort for the consumer. So, it is hypothesized that:

H₃: Designer Authenticity positively influences Perceived Sustainability.

H₄: Designer Authenticity positively influences the attitude toward LGBTQ designers.

The fashion industry is one of the most dynamic, but also one of the most problematic in terms of its impact on the environment and society. With a significant ecological footprint, fashion contributes significantly to global water consumption, water pollution, greenhouse gas emissions, and the generation of massive amounts of textile waste (Radomska & Klymenko, 2025). Therefore, the concept of sustainability is becoming increasingly central in literature, as well as to corporate strategies and public policies aimed at the sustainable transformation of the industry (Daukantienė, 2022). Modern consumers tend to group ethical values together. A brand perceived as environmentally responsible (sustainable) is often expected to be socially responsible (inclusive) as well. This "halo effect" suggests that a commitment to the planet is linked, in the consumer's mind, to a commitment to diverse social groups (Loaiza-Ramírez et al., 2024). So, it is presumed that:

H₅: Perceived Sustainability positively influences the attitude toward LGBTQ designers.

The theoretical model considers the external influences of AI advice and sustainability perception as factors that affect the psychological state of the consumer. This is determined mainly by Designer Authenticity, which is how sincere and authentic the designer of the products appears to be perceived. It all depends on the consumer's attitude towards LGBTQ+, which determines behavior outcomes (Figure no. 1).

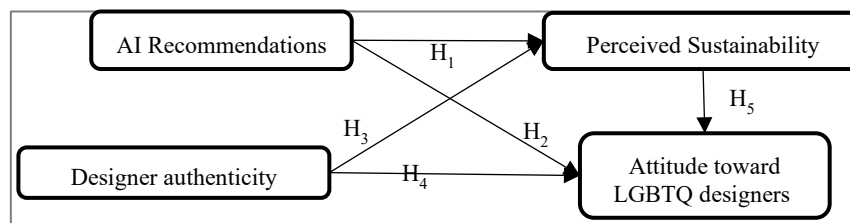


Figure no. 1. Conceptual framework of the influence of AI recommendations and designer authenticity on consumer attitudes

2. Research methodology

The scope of this research is to investigate the complex relationship between AI recommendations, sustainability perceptions, and authenticity of designers, and the influence on consumer behaviour. Specifically, this research investigates to discover how social responsibility and especially LGBTQ inclusion within the community can motivate recommendations for a certain product. To achieve the intended objectives, the researcher will employ a quantitative research approach. With an emphasis on Gen Z's perceptions, the research aimed to investigate their perspectives and purchasing behaviour toward sustainable fashion. An online questionnaire was used for the study, and it was disseminated to faculty students. The respondents were members of Generation Z and a small percentage of two other generations who had previously bought fashion items from physical stores or online. To reach as many individuals as feasible, convenience sampling was employed. Socio-demographic attributes of the respondents are detailed in Table no. 1.

Table no. 1. The socio-demographic characteristics

Variable	Category	Frequency (N)	Percentage (%)
Gender	Male	111	34.3%
	Female	213	65.7%
Education	High School	51	15.7%
	Bachelor's Degree	183	56.5%
	Master's Degree	82	25.3%
	PhD	8	2.5%

Data were analysed using SmartPLS 4 (v. 4.1.1.8), employing Partial Least Squares Structural Equation Modeling (PLS-SEM) (Ringle et al., 2024). This technique was selected for its suitability in exploratory research and its efficiency in handling complex structural models with multiple constructs and indicators. The survey questions were grouped into seven main categories that included perceptions of AI to intention

to purchase. All the questions had answers on a Likert scale of 1-7, where 1 meant “Strongly disagree” and 7 meant “Strongly agree”. The Likert scale was used since it was suitable for multivariate data analysis.

3. Results and discussion

In order to ensure the validity and reliability of the measurement model, several aspects had been checked, including Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). As highlighted in table no. 2, all constructs showed satisfactory levels of internal consistency, since both Cronbach's Alpha and Composite Reliability scores have passed the threshold point of 0.70. Furthermore, convergent validity has also been ensured, since the AVE scores were higher than the minimum accepted level of 0.50 (Hair et al., 2010).

Table no. 2. Operationalization of constructs and definition of research variables

Item	Description	Loading	α / CR / AVE
AI Recommendations (RAI) adapted after Chung et al. (2020).			
The AI recommendation I use when shopping sustainable fashion is...			
RAI1	...useful in choosing sustainable products.	0.842	α : 0.892 CR: 0.917 AVE: 0.649
RAI2	...clear and easy to understand explanations.	0.812	
RAI3	...relevant to personal tastes and preferences.	0.861	
RAI4	...pertinent and appropriate for the purchase context.	0.788	
RAI5	...giving complete information to evaluate the product.	0.835	
RAI6	...informative, providing details about the designer.	0.730	
Perceived Sustainability (SF) of the fashion items adapted after Haws et al. (2014).			
When purchasing sustainable fashion, I...			
SF1	...can easily identify sustainable materials.	0.861	α : 0.902 CR: 0.927 AVE: 0.718
SF2	...look at the texture that suggests eco-friendliness.	0.847	
SF3	...respects ecological principles without sacrificing design.	0.862	
Designer Authenticity (DA) adapted after Beverland & Farrelly (2009).			
The perceived sincerity and creative integrity of the designer...			
DA1	...reflects the unique personality of the designer.	0.876	α : 0.915 CR: 0.936 AVE: 0.745
DA2	...is an original creation, not mass imitation.	0.842	
DA3	...is the sincere expression of artistic vision.	0.884	
DA4	...reflects ethical and personal values.	0.851	
DA5	...allows the identification with promoted values.	0.833	
LGBTQ Attitude (LGBTQ) adapted after Vredenburg et al. (2020)			
Regarding the importance of inclusive designer identities and social values in fashion, I believe that...			
LGBTQ1	Importance of visibility and acceptance.	0.861	α : 0.910 CR: 0.933 AVE: 0.735
LGBTQ2	Openness to buy from LGBTQ designers.	0.842	
LGBTQ3	Contribution to diversity and inclusion.	0.877	
LGBTQ4	Comfort with LGBTQ public identity.	0.833	
LGBTQ5	Appreciation for equality.	0.854	

Notes: Factor loading > 0.6; Cronbach's Alpha/ α > 0.7; Average variance extracted (AVE) > 0.5; Composite reliability (CR) ρ_a and ρ_c > 0.7 and < 0.95 (see Hair et al., 2010).

The discriminant validity was further measured using the Fornell-Larcker criteria. Based on the Fornell-Larcker criteria, the square root of AVE of each latent variable was greater than its correlation with any other latent variables, proving discriminant validity (see table no. 3)–(Henseler et al., 2014).

Table no. 3. Discriminant validity analysis with Fornell-Larcker

Construct	DA	LGBTQ	RAI	SF
DA (Designer Authenticity)	0.863			
LGBTQ (LGBTQ+ Attitudes)	0.350	0.857		
RAI (AI Recommendations)	0.280	0.210	0.805	
SF (Perceived Sustainability)	0.450	0.410	0.320	0.847

Collinearity among the constructs was examined using the variance inflation factor (VIF). All VIF values were below the recommended threshold of 3.3, indicating the absence of multicollinearity issues. The highest VIF value recorded in the model was 1.708 (for the item LGBTQ3), further confirming that collinearity does not pose a concern in this study. The model fit was assessed using the Standardized Root Mean Square Residual (SRMR), which recorded a value of 0.064 (below the recommended threshold of 0.08), indicating a good model fit. Additionally, the Normed Fit Index (NFI) with a value of 0.906 suggested an acceptable level of model fit, confirming that the proposed model adequately represents the observed data.

Regarding the model's explanatory power, the variance in the endogenous constructs was assessed using the coefficient of determination (R^2). The structural framework explains a significant portion of the participants' perceptions; specifically, the integrated factors accounted for 32.1% of the variance in Perceived Sustainability ($R^2 = 0.321$) and 39.4% of the variance in LGBTQ Attitude ($R^2 = 0.394$). According to the criteria established by Hair et al. (2019), these values signify a moderate explanatory power, which is considered highly relevant and robust for empirical research focusing on complex consumer behavior and ethical perceptions in the sustainable fashion industry.

Table no. 4. Results of hypothesis testing

Paths	Path Coefficients (β)	T-Value	P-Value	Decision Hypotheses
RAI $\rightarrow$ SF	0.258	4.881	0.000**	H₁ -Accepted
RAI $\rightarrow$ LGBTQ	0.063	1.985	0.048*	H₂ -Accepted
DA $\rightarrow$ SF	0.428	8.114	0.000**	H₃ -Accepted
DA $\rightarrow$ LGBTQ	0.180	3.512	0.000**	H₄ -Accepted
SF $\rightarrow$ LGBTQ	0.370	6.541	0.000**	H₅ -Accepted

Notes: RAI – AI Recommendations; SF – Perceived Sustainability; DA – Designer Authenticity; LGBTQ – LGBTQ Attitude. Significance levels: * $p < 0.05$; ** $p < 0.001$.

The results indicate that all five hypotheses (H1–H5) are statistically supported at a significance level of $p < 0.05$. Designer Authenticity emerged as a critical driver, significantly influencing both Perceived Sustainability ($H_3 = 0.428$, $p < 0.001$) and attitudes toward LGBTQ designers ($H_4 = 0.180$, $p < 0.001$). Furthermore, the data confirms the existence of a “halo effect”, where Perceived Sustainability strongly enhances the positive orientation toward inclusive designer identities ($H_5 = 0.370$, $p < 0.001$). While AI Recommendations also play a constructive role in the model, their direct influence on social inclusion attitudes ($H_2 = 0.063$, $p = 0.048$) is relatively more modest compared to the impact of personal designer traits.

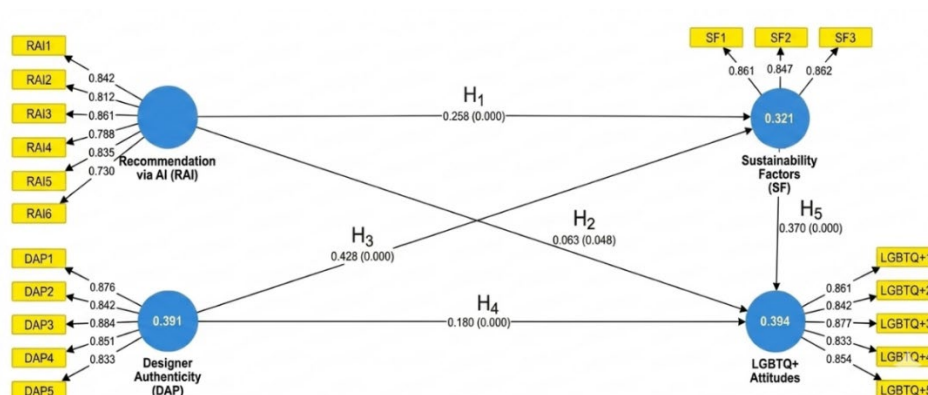


Figure no. 2. Structural model results (SmartPLS)

H1 proposed that AI-based recommendations positively influence consumers' perceived sustainability of the brand. The results support this hypothesis ($\beta = 0.258$; $t = 4.881$; $p < 0.001$), indicating a significant and positive relationship. This result aligns with contemporary literature emphasizing the transformative role of digital algorithms in facilitating informed and responsible consumption decisions (Dauvergne, 2020), suggesting that technological integration is no longer just a functional tool but a critical driver of ethical brand perception. H2 examined the relationship between AI-based recommendations have a positive direct effect on consumers' attitudes toward LGBTQ designers. The results indicate a positive but relatively weaker effect ($\beta = 0.063$; $t = 1.985$; $p = 0.048$), thus supporting the hypothesis. This suggests that while AI systems can promote inclusivity by exposing users to diverse designers, their influence on social attitudes remains limited. This may be due to the fact that attitudes toward LGBTQ identities are shaped more strongly by personal values and cultural factors than by algorithmic recommendations alone (Ulnicane, 2024). H3 posited that Designer Authenticity positively influences Perceived Sustainability. The findings strongly support this hypothesis ($\beta = 0.428$; $t = 8.114$; $p < 0.001$), indicating that authenticity is a key determinant of sustainability perception. Consumers tend to associate authentic designers with honesty and ethical integrity, which enhances the credibility of sustainability claims. This result highlights the importance of personal branding and transparency in strengthening consumer trust in sustainable (Hur et al., 2022).

H4 proposed that Designer Authenticity positively influences attitudes toward LGBTQ designers. The results confirm this relationship ($\beta = 0.180$; $t = 3.512$; $p < 0.001$). This finding suggests that authenticity plays a crucial role in shaping consumer openness toward inclusive identities. When designers are perceived as

genuine, their identity becomes an integral and accepted component of their brand, fostering stronger emotional connections with consumers (Vredenburg et al., 2020). H5 examined the effect of Perceived Sustainability on attitudes toward LGBTQ designers. The results indicate a strong and significant relationship ($\beta = 0.370$; $t = 6.541$; $p < 0.001$), supporting the hypothesis. This finding confirms the existence of a “halo effect,” whereby consumers who perceive a brand as environmentally responsible are also more likely to view it as socially responsible. For Generation Z, sustainability and inclusivity appear to be interconnected values, reinforcing each other in shaping positive brand attitudes (Loaiza-Ramírez et al., 2024). Overall, the findings highlight the complementary roles of technology-driven recommendations and human authenticity in shaping sustainable and inclusive consumer attitudes among Generation Z.

Therefore, are two main components involved in affecting the consumer behavior of Gen Z: technology and human factors. The confirmation of all hypotheses reveals that algorithms improve brand sustainability by eliminating information gaps. However, the influence of algorithms on the attitude toward LGBTQ+ designers is low compared to the influence of designer authenticity. Thus, it can be concluded that even if AI promotes diversity, humans are still needed because they make up one's values (Pan, 2025). Designer authenticity turned out to be the main factor that affects brand sustainability trust and approval of social identities. Finally, the confirmation of the “halo effect” (Loaiza-Ramírez et al., 2024), means that these consumers see environment and society as related and inseparable notions: if the brand is considered environmentally friendly, it will also be regarded socially responsible. In conclusion, successful sustainable fashion requires a harmonious combination of both algorithmic accuracy and human values radical transparency.

Conclusions

In terms of theoretical implications, this study contributes greatly to the academic literature on digital consumerism by analyzing the intricate relationship between artificial intelligence and the humanistic values of sustainable consumption in the fashion sector. This study empirically proves that AI-powered recommendations are not standalone characteristics of a particular application but serve as an accelerator that increases the level of sustainability of the brand in question. One of the most important theoretical achievements of this study is the validation of the halo effect principle, which proves that Generation Z does not view ethical aspects as being disconnected from each other. By showing that the environmental and social aspects of the brands, including their openness to LGBTQ+ designers, are inseparable, this paper presents a holistic approach to researching brand morality in the digital age. From a managerial perspective, these insights provide valuable guidance for fashion professionals seeking to secure the loyalty of the upcoming generation of consumers. The use of AI technologies by brands is recommended not only for enhancing productivity and converting leads but also as revolutionary means of achieving radical transparency to overcome the informational barriers associated with sustainable supply chains. Nevertheless, managers are urged to exercise caution and not to rely exclusively on technology because the research reveals that “designer authenticity” represents the most significant factor influencing emotional trust and buying behavior. Accordingly, the marketing initiatives should focus on the authentic narrative of the designer to prevent any accusations of “greenwashing” or “pinkwashing.” In addition, the investigation highlights another systemic issue within the sector: the educational gap between the curriculum of fashion design programs and the requirements of the labor market. The industry is advised to partner with educational establishments in updating the curriculum to produce competent graduates who will be able to coexist harmoniously with AI technologies while upholding the brand's integrity. Lastly, the limitations and future research opportunities delineate the scope of the present research and provide insights into potential avenues of future exploration. Firstly, the study's primary limitation lies in the use of a convenience sampling technique and a skewed demographic focus, limiting the applicability of the results to older age groups or entirely disparate cultures. Secondly, the cross-sectional aspect of the data collection process offers a glimpse into current attitudes in an environment where technology is rapidly advancing. Thus, future research must consider conducting longitudinal analyses to monitor the change in the “halo effect” and trust towards algorithm-driven recommendations over time as AI becomes increasingly pervasive. Additionally, further research may explore the effects of varied AI applications, such as generative design tools compared to predictive styling, to test whether the synergistic relationship among technology, sustainability, and inclusivity holds across all AI interfaces.

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