



Influence of Gender-Neutral Fashion On Millennials and Generation Z Consumers' Behavior: Insights to Inclusivity

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Abstract:

This study examined the influence of gender-neutral fashion on the consumer behavior of Millennials and Generation Z, focusing on inclusivity and alignment with identity. Using a quantitative, non-experimental cross-sectional design, data were collected from 384 respondents in Roxas City, Capiz. The study examined how perceptions of inclusivity and identity alignment affect attitudes, social norms, and brand loyalty toward gender-neutral fashion. Results revealed that respondents exhibited a very high level of inclusivity perception and a high level of identity alignment, indicating that gender-neutral fashion is widely recognized as a tool for self-expression and social acceptance. Furthermore, respondents demonstrated strong positive attitudes, social norm influence, and brand loyalty, suggesting that gender-neutral fashion is not merely a trend but an integrated lifestyle preference among younger consumers. Statistical analyses showed that perceptions of inclusivity and identity alignment significantly influence attitudes, social norms, and brand loyalty, with attitudes emerging as the strongest predictor of consumer behavior. Demographic variables such as generational cohort, gender identity, income, and source of income were found to have no significant effect, emphasizing that psychological and value-driven factors are more influential than demographic characteristics. The findings highlight that inclusivity and identity congruence are key drivers of consumer engagement in the fashion industry. This study provides valuable insights for fashion brands, policymakers, and researchers, emphasizing the importance of inclusive marketing and design strategies to foster stronger consumer relationships and promote social acceptance.

Keywords: Attitude, brand loyalty, gender-neutral fashion, Generation Z, identity alignment, inclusivity perception, millennials, social norms

1. Introduction

Gender-neutral fashion refers to clothing or accessories designed for anyone, regardless of gender identity. Rather than conforming to traditional male or female categories, these styles promote self-expression and authenticity, empowering wearers to dress in ways that reflect how they feel, not how they are categorized. A 2023 study by McKinsey and Company found that 36% of U.S. respondents have purchased fashion outside of their gender identity, and 73% are open to more gender-neutral clothing, underscoring its importance for identity affirmation and emotional well-being.

In the Philippine context, clothing has been shown to play a significant role in self-concept and self-esteem, reinforcing its importance in identity formation (Inocian et al., 2024). Studies on gender expression among Filipino students further reveal that non-traditional clothing choices serve as a form of self-expression and resistance to gender norms. However, they often face social challenges and discrimination (Gloria, 2025). Additionally, market reports indicate a growing acceptance of gender-neutral fashion among younger Filipino consumers, reflecting a gradual cultural shift toward inclusivity (Expert Market Research, 2025).

The shift is driven in large part by Generation Z, which embraces gender fluidity and demands inclusive fashion options. Increased visibility of non-binary and transgender identities in media and culture has further amplified the movement.

While this may seem new, the roots run deep, from unisex clothing popularized by the hippie subculture and women's liberation movements of the 60s and 70s, to the androgynous style icons like David Bowie and Annie Lennox, to the Japanese unisex fashion movement. Each iteration challenged gender norms, pushed innovative design, and inclusive aesthetics. These cultural influences have helped shape today's gender-inclusive fashion landscape, setting the stage for a more diverse and accepting industry.

Gender-inclusive fashion not only removes the binary boundaries of "men's" or "women's" clothing, but it also opens the door for creativity in personal styling. By eliminating gender constraints, individuals are free to explore a wide range of silhouettes, colors, and aesthetics that speak to their authentic selves. This shift empowers wearers to celebrate their unique identities and fosters a deeper connection between fashion and self-expression.

There are several research gaps in the study of gender-neutral fashion that need to be addressed. While genderless clothing is becoming more popular, there is still limited research on its impact across specific consumer demographics, such as those in the Philippines. Research also shows a strong focus on non-female individuals adopting feminine styles within the #DeGenderFashion movement, but little is known about their motivations and barriers. Finally, generational disparities are underexplored, with most studies centered on Generation Z, leaving a lack of understanding about how to market gender-neutral clothing to older generations or in more conservative regions.

With the identified gaps of the study, the researchers embark on research. With this in mind, the purpose of this quantitative, non-experimental cross-sectional survey is to determine how gender-neutral fashion influences the consumer behavior of Millennials and Generation Z, specifically through the lens of inclusivity. Anchored in Tajfel's social identity theory, Ajzen's theory of planned behavior, and Stern's value-belief-norm theory, this study seeks to measure the relationship between the independent variables, Level of Inclusivity Perception and Identity Alignment, and the dependent variables, which include Level of Attitude, Social Norms, and Brand Loyalty. Furthermore, the study accounts for controlled variables, specifically Generational Cohort (Millennials and Generation Z), Gender Identities, Estimated Family Income, and Source of Income, to ensure a rigorous analysis of the factors driving inclusive consumerism.

In examining the dynamics of gender-neutral fashion, several variables are central to this study. The independent variables highlight how consumers engage with inclusivity and identity. The level of inclusivity perception reflects how participants evaluate a brand's efforts to dismantle gender binaries and foster representation of diverse gender expressions. At the same time, identity alignment captures the extent to which a consumer's self-concept resonates with the progressive, non-binary values projected by these brands.

The dependent variables focus on consumer responses to these efforts. Attitude level refers to the psychological evaluation, ranging from favorable to unfavorable, that Millennials and Generation Z hold toward gender-neutral apparel. Social norms emphasize the influence of generational in-groups, where collective expectations shape the adoption of inclusive fashion practices. Meanwhile, brand loyalty underscores behavioral intention and psychological commitment to support brands that repeatedly champion gender-neutral values.

Finally, the controlled variables account for contextual differences that may shape consumer behavior. Generational Cohort distinguishes between Millennials and Generation Z to recognize differing cultural contexts. Gender Identity encompasses a wide spectrum, ensuring that identity-based preferences are considered. Estimated Family Income and Source of Income provide measures of financial capacity and autonomy, both of which influence spending power and access to fashion choices.

Statement of the Problem

The purpose of this study is to examine how gender-neutral fashion influences the consumer behavior of Millennials and Generation Z, particularly in relation to inclusivity. Anchored in Henri Tajfel's Social Identity Theory, Icek Ajzen's Theory of Planned Behavior, and Paul Stern's Value-Belief-Norm Theory, this study seeks to determine how identity alignment, perceived inclusivity, and shape attitudes, subjective norms, and brand loyalty toward gender-neutral fashion brands. Specifically, this research aims to answer the following:

1. What is the level of inclusivity perception and identity alignment of Millennials and Generation Z in a gender-neutral fashion?
2. What is the level of attitude, social norms, and brand loyalty of Millennials and Generation Z in a gender-neutral fashion?
3. Is there a significant relationship between the level of inclusivity perception, identity alignment on attitude, social norm, and brand loyalty?
4. Is there a significant relationship between the level of inclusivity perception, identity alignment on attitude, social norm, and brand loyalty, and their generational cohorts, gender identities, estimated family income, and source of income?
5. What predicts the attitude, social norm, and brand loyalty of the respondents?
6. What insights on inclusivity can be drawn from the results of the study?

2. Literature Review

Social Identity Theory (SIT) posits that individuals define their self-concept in terms of the social groups they belong to. For Millennials and Generation Z, fashion serves as a “visual language” used to signal these identities and shared values to their peers. While traditional SIT often focused on rigid “in-group” and “out-group” boundaries (such as male vs. female), modern consumers exhibit “Identity Fluidity,” moving between categories and rejecting binary labels (Structural Learning, 2026). In this context, choosing gender-neutral fashion signals a social identity that values inclusivity and equality over traditional divisions (McKinsey, 2023).

The Theory of Planned Behavior (TPB) provides a framework for understanding how deliberate decision-making leads to action. It suggests that a person’s intention to perform a behavior, such as purchasing gender-neutral apparel, is driven by three factors: their personal attitude, subjective norms (social pressure), and perceived behavioral control (Ajzen, 1991). In the fashion sector, attitude is often the most critical driver; a consumer must first evaluate gender-neutral clothing as a positive reflection of their values before they develop the intention to buy (Jain et al., 2017).

The Value-Attitude-Behavior (VAB) Hierarchy explains that human actions result from a linear progression from a person’s core values. According to this model, abstract values serve as the foundation that shapes specific attitudes, which ultimately dictate behavior (Homer & Kahle, 1988). For the modern consumer, the purchase of gender-neutral fashion is rarely just a response to a trend; instead, it is a behavior rooted in deeply held intrinsic values, such as social responsibility and authenticity (Wu & Lee, 2025). This hierarchy shows that when a brand aligns with a consumer’s values, it triggers the positive attitude necessary to sustain long-term purchasing behavior.

Inclusivity Perception: Inclusivity perception is the consumer’s evaluation of how a brand aligns with modern social values by dismantling traditional gender barriers in retail (Bhaduri & Carlton, 2025). Research indicates that for many modern consumers, the continued use of heteronormative labels such as “men’s” or “women’s” can negatively impact their perception of a brand if they feel it does not share their values of gender fluidity. When brands transition to “no label” or “unisex” categorizations, consumers perceive greater inclusivity, which significantly increases their intent to buy (Bhaduri & Carlton, 2025). This perception is further reinforced by “inclusive design,” which utilizes adjustable silhouettes and diverse sizing that do not rely on gendered body standards (Oyefeso, 2025).

Identity Alignment. Identity alignment refers to the psychological congruence between a consumer’s self-concept and a brand’s perceived values (Bardey et al., 2026). In the realm of fashion, clothing acts as a symbolic language for communicating internal identity. This alignment is driven by an industry-wide “blurring of links” between menswear and womenswear, responding to increasing demand for gender-neutral options (Amed & Berg, 2022). By offering fluid designs, brands provide the tools for consumers to match their outward appearance with their internal self-identity. This process is rooted in “Genderlessness,” which rejects traditional gender consciousness in favor of a holistic, human-centric approach to clothing (Lin & Wu, 2024).

Consumer Attitude. Consumer attitudes toward fashion are recognized as dynamic, multifaceted constructs shaped by both cognitive reasoning and affective emotions (Argyriou & Melewar, 2016). Within the context of gender-neutral fashion, attitudes are not merely reflections of personal taste but are deeply embedded in broader cultural and social discourses. According to the Theory of Planned Behavior (TPB), a favorable attitude toward a behavior is a primary driver of purchase intention (Ajzen, 1991). In the fashion sector, attitude is often the most significant predictor of

intent, suggesting that consumers must first perceive gender-neutral clothing as a positive reflection of their personal values before a purchase is considered (Jain et al., 2017).

Consumer Behavior. Consumer behavior among younger cohorts, such as Millennials and Gen Z, is increasingly characterized by “Identity Fluidity,” in which individuals move between social categories rather than adhering to fixed labels (Structural Learning, 2026). This behavioral shift is reflected in the rejection of binary clothing in favor of a “universal identity” (Medill, 2025). Under the Value-Attitude-Behavior (VAB) hierarchy, behavior is seen as the outcome of a linear progression where abstract values influence actions through the mediating role of attitudes (Homer & Kahle, 1988). Consequently, the purchase of gender-neutral fashion is not merely a trend-based decision but a behavior-relevant evaluation rooted in core personal values (Zhai et al., 2022).

Brand Loyalty. Brand loyalty is defined as a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future (Oliver, 2014). In the modern retail market, brand loyalty is increasingly rooted in value-congruence rather than just price or availability. Consumers are more likely to remain loyal to brands that mirror their social identities and demonstrate an authentic commitment to challenging traditional gender markers (Shireesha, 2020). For brands, adopting inclusive marketing and design is seen as a strategic tool for building authenticity, fulfilling consumers’ need for social representation, and fostering long-term, group-transcending values (Liulchak et al., 2025).

3. Methodology

The researchers used a quantitative research approach, utilizing a non-experimental cross-sectional survey design. The approach and design are appropriate for the present study because they allow for the systematic collection of numerical data from a large sample of Millennials and Generation Z consumers, enabling the measurement of relationships between variables such as inclusivity perception, identity alignment, attitude, social norms, purchase intention, and brand loyalty.

The descriptive component of this study assessed the levels of inclusivity perception, sustainability perception, and identity alignment as independent variables and attitude, social norms, purchase intention, brand loyalty, and sustainable buying behavior as dependent variables among Millennials and Generation Z consumers toward gender-neutral fashion. Controlled variables such as generational cohort, gender identity, and socioeconomic status were included to account for demographic and socioeconomic differences. The correlational analysis examined the strength and direction of the relationships between these variables.

Finally, regression analysis was employed to identify which specific dimensions of Inclusivity Perception, Sustainability Perception, and Identity Alignment significantly influence Attitude, Social Norms, Purchase Intention, and Brand Loyalty. This design ensured that the research comprehensively addressed the objectives of describing variable levels, determining relationships, and identifying key predictors while aligning with the frameworks of Social Identity Theory, Theory of Planned Behavior, and Value-Belief-Norm Theory.

This study was conducted in Roxas City, a progressive urban center and the capital of Capiz province. The city serves as a hub for commerce, education, and social activities, hosting numerous schools, universities, shopping centers, and retail establishments. These spaces offer residents opportunities to engage with contemporary lifestyle trends, including fashion and personal expression. Roxas City is characterized by a diverse and growing population, with a significant number of Millennials and Generation Z individuals who actively participate in modern consumer culture. Young consumers in the city are highly exposed to global fashion influences through social media, local boutiques, malls, and online shopping platforms. This exposure helps increase awareness of inclusive fashion movements and sustainable clothing choices.

The locale was chosen because it offers access to a broad group of Millennials and Generation Z consumers who are fashion-conscious and open to emerging trends such as gender-neutral clothing. The city’s evolving retail landscape and youth-driven fashion preferences make it an appropriate setting for examining how gender-neutral fashion influences consumer behavior, particularly in terms of inclusivity, identity expression, and sustainability awareness.

The study employed purposive sampling to target Millennials and Generation Z consumers in Roxas City, Capiz, who have awareness or experience with gender-neutral fashion. A total sample size of 384 respondents was determined using Cochran’s formula.

The participants in this study were Millennials and Generation Z consumers residing in Roxas City. These groups were selected because they represent a significant segment of fashion consumers who are highly engaged with current clothing trends and social movements related to inclusivity and sustainability. Millennials, typically born between 1981 and 1996, and Generation Z, born between 1997 and 2012, were chosen due to their strong exposure to digital media, online shopping platforms, and global fashion influences. Their familiarity with contemporary styles, including gender-neutral fashion, makes them appropriate respondents for examining consumer behavior and attitudes toward inclusive and sustainable clothing.

Participants were selected through convenience sampling, as the researchers recruited via their Facebook accounts, participant referrals, and online communities in Roxas City. Respondents were required to be within the Millennial or Generation Z age range and have an interest in or experience with fashion products.

The selection of these participants allowed the researchers to gather relevant insights into how gender-neutral fashion influences purchasing behavior, identity expression, and sustainability awareness among young consumers.

The study utilized a structured questionnaire as the primary research instrument to collect quantitative data from Millennials and Generation Z consumers in Roxas City, Capiz. The instrument was designed to assess the influence of gender-neutral fashion on consumer behavior, particularly in relation to inclusivity and identity alignment. Experts validated it and underwent reliability testing.

To ensure integrity is at the core of this research study and to protect respondents' identities, the researchers adhere to primary ethical principles throughout the data collection process. Ethical compliance is maintained throughout the study.

Before actual data collection begins, the researchers use existing literature solely for guidance and support, ensuring that all borrowed information, data, and findings are properly cited. Required letters are secured prior to any action, including instrument validation, approval for data gathering outside the school premises, permission to conduct the actual survey, and consent forms for respondents.

For reliability testing, transparency and honesty are observed during the tabulation and computation of results. The researchers do not alter or modify any data, even if the responses do not align with expected outcomes. Professionalism and formality are maintained in interacting with respondents, with proper communication observed when explaining the purpose of the study and answering queries.

Informed consent and compliance with the Data Privacy Act of 2012 (RA 10173) are integrated into the survey questionnaire. Respondents are asked for permission to participate and are informed that signing the consent form is required as proof of participation. Clear instructions are provided regarding the study's purpose, data collection process, and benefits of participation.

Finally, after data encoding, the researchers ensure the proper disposal of the physical survey instruments by thoroughly shredding them. Digital copies are stored in a secure folder accessible only to the researchers and protected with a strong passcode to safeguard confidentiality.

During the preparation of this work, the researchers used Artificial Intelligence (AI) tools to refine the manuscript's grammar and organize the literature. The use of these tools was limited to enhancing the clarity and presentation of the study rather than generating original data or performing primary analysis. To maintain academic integrity, all AI-generated suggestions were critically reviewed and verified by the researchers to ensure accuracy and to prevent the inclusion of fabricated information or biased content. The final output remains the intellectual work of the researchers, who take full responsibility for the study's conclusions and ethical alignment.

Moreover, the researchers declare the use of Artificial Intelligence (AI) tools. During the preparation of the study, the researchers used ChatGPT, Blackbox AI, Grammarly, and Clever to transcribe the qualitative data, check grammar, humanize the text, add references, map the literature, and interpret the qualitative data. After using the tools, the paper was fact-checked, reviewed, and edited as needed. All citations and sources have been verified. Furthermore, the researchers take full responsibility for the paper's content.

4. Results & Analysis

Level of Inclusivity Perception and Identity Alignment

The findings revealed that Millennials and Generation Z exhibited a high level of inclusivity perception and identity alignment toward gender-neutral fashion, with a grand mean of 4.17. Inclusivity perception obtained a “Very High” rating ($M = 4.21$), indicating that respondents strongly perceived gender-neutral fashion as inclusive, respectful of diverse gender identities, and capable of reducing traditional gender restrictions in clothing. The highest-rated indicators emphasized that gender-neutral fashion promotes inclusivity ($M = 4.27$) and demonstrates respect for diverse gender identities ($M = 4.25$). These findings suggest that inclusivity has become a core value among younger Filipino consumers and is increasingly associated with equality, representation, and social acceptance. This supports the concept of “Fashion for All” proposed by Suradkar and Chanana (2024), which emphasizes inclusivity as a central expectation in contemporary fashion consumption.

Identity alignment was likewise rated “High” ($M = 4.14$), suggesting that respondents perceive gender-neutral fashion as an important avenue for self-expression and identity affirmation. Respondents strongly agreed that gender-neutral clothing allows them to express their personal identity more freely ($M = 4.17$) and aligns with their individuality and values ($M = 4.16$). These findings support Bardey and Almaguer Buentello’s (2026) concept of “enclothed cognition,” which argues that clothing functions as a symbolic extension of personal identity. The results indicate that Millennials and Generation Z increasingly view gender-neutral fashion not merely as a trend but as a meaningful form of self-representation and authenticity.

Level of Attitude, Social Norms, and Brand Loyalty

The study found that respondents demonstrated high levels of attitude, social norms, and brand loyalty toward gender-neutral fashion, with an overall grand mean of 4.08. Attitude recorded the highest mean ($M = 4.19$), indicating a strongly favorable evaluation of gender-neutral fashion. Respondents perceived gender-neutral fashion as a positive development in the fashion industry ($M = 4.26$) and expressed strong approval of clothing designed for all genders ($M = 4.27$). These findings suggest that younger consumers increasingly associate gender-neutral fashion with equality, modernity, and self-expression. The results align with Trelohan and Zahid (2026), who emphasized that evolving social perceptions contribute to stronger acceptance of gender-neutral initiatives.

Social norms were also rated high ($M = 4.02$), suggesting that acceptance of gender-neutral fashion is becoming increasingly normalized within respondents’ social environments. Social media trends emerged as the strongest social influence ($M = 4.18$), highlighting the significant role of digital platforms in encouraging inclusive attitudes and behaviors. However, community approval received the lowest mean ($M = 3.91$), implying that conservative cultural influences may still affect broader acceptance. These findings are consistent with Joanino and Vargas (2021), who noted the strong influence of media representation on identity perceptions in the Philippine context.

Brand loyalty likewise achieved a high mean score ($M = 4.03$), indicating that inclusivity and value congruence significantly shape consumer commitment to fashion brands. Respondents showed stronger loyalty toward brands that align with their personal values ($M = 4.10$) and consistently support gender-neutral fashion ($M = 4.07$). These findings support Yin et al. (2025), who argued that gender-neutral marketing fosters deeper emotional and value-based consumer connections. Overall, the results imply that inclusivity and diversity have become critical determinants of long-term trust and brand patronage among Millennials and Generation Z.

Relationship Between Inclusivity Perception, Identity Alignment, Attitude, Social Norms, and Brand Loyalty

The ANOVA results revealed statistically significant relationships between inclusivity perception, identity alignment, and the behavioral variables of attitude, social norms, and brand loyalty. Attitude demonstrated the strongest influence ($F = 196.795$, $p < .001$), followed by brand loyalty ($F = 107.275$, $p < .001$) and social norms ($F = 99.969$, $p < .001$). These findings confirm that perceptions of inclusivity and identity alignment significantly shape consumer behavior toward gender-neutral fashion, leading to the rejection of the null hypothesis.

The results further suggest that positive perceptions of inclusivity foster favorable consumer attitudes, strengthen social acceptance, and enhance loyalty toward brands that promote gender-neutral fashion. These findings support Ajzen’s (1991) Theory of Planned Behavior, which posits that favorable attitudes strongly influence behavioral

intentions. The study demonstrates that inclusivity is not merely symbolic but serves as a central determinant of consumer behavior among younger generations. Respondents who perceive brands as inclusive and identity-affirming are more likely to support, recommend, and remain loyal to those brands.

Relationship Between Inclusivity Perception, Identity Alignment, and Demographic Profile Variables

The regression analysis showed that inclusivity perception and identity alignment significantly influenced attitude, social norms, and brand loyalty across all models. Inclusivity perception significantly predicted attitude ($\beta = .406$, $p < .001$), social norms ($\beta = .245$, $p < .001$), and brand loyalty ($\beta = .358$, $p < .001$). Similarly, identity alignment significantly predicted attitude ($\beta = .370$, $p < .001$), social norms ($\beta = .390$, $p < .001$), and brand loyalty ($\beta = .294$, $p < .001$). These findings indicate that psychological and identity-based factors are stronger predictors of consumer behavior than demographic characteristics.

Most demographic variables, including generational cohorts, estimated monthly income, and source of income, were found to have no significant influence on the dependent variables. However, generation identity significantly influenced brand loyalty ($\beta = .141$, $p = .006$), suggesting that self-perceived generational identity contributes to loyalty decisions. These findings support Costanza and Finkelstein's (2015) critique of generational segmentation, which argues that identity-based differences are often more meaningful than traditional demographic classifications. Overall, the results highlight that consumers' emotional and symbolic connections with brands outweigh demographic segmentation in shaping fashion-related behaviors.

Predictors of Attitude, Social Norms, and Brand Loyalty

The regression analysis identified inclusivity perception and identity alignment as significant predictors of attitude, social norms, and brand loyalty among Millennials and Generation Z. Inclusivity perception emerged as the strongest predictor of attitude ($\beta = .406$, $t = 8.192$, $p < .001$) and brand loyalty ($\beta = .358$, $t = 6.342$, $p < .001$), suggesting that consumers are more likely to develop favorable evaluations and stronger loyalty toward brands perceived as inclusive. These findings support Djafarova and Foots (2022), who found that younger consumers increasingly prefer brands that demonstrate inclusivity and authenticity.

Identity alignment exerted the strongest influence on social norms ($\beta = .390$, $t = 6.821$, $p < .001$), indicating that consumers perceive behaviors as socially acceptable when they align with their personal identity and values. Both predictors significantly influenced all dependent variables, demonstrating that Millennials and Generation Z are highly driven by inclusivity, authenticity, and value congruence. The findings support the Theory of Planned Behavior, Social Identity Theory, and consumer-brand identification theory, emphasizing that modern consumers increasingly favor brands that reflect inclusivity and authentic self-expression.

Insights on Inclusivity Drawn from the Results of the Study

The study's findings provide substantial insights into how inclusivity serves as a central driver of consumer behavior among Millennials and Generation Z in the context of gender-neutral fashion. Based on the results presented, inclusivity is not merely perceived as an added feature of fashion products. However, it has evolved into a fundamental expectation that shapes consumer attitudes, social influence, and brand loyalty.

The very high level of inclusivity perception indicates that respondents strongly recognize gender-neutral fashion as a mechanism that promotes equality, representation, and social acceptance. This suggests that inclusivity has become deeply embedded in the evaluative criteria of younger consumers. Rather than viewing inclusivity as a progressive or optional initiative, Millennials and Generation Z now interpret it as a standard by which fashion brands are judged. This shift reflects a broader transformation in consumer culture, where social values increasingly influence purchasing decisions.

Furthermore, the high level of identity alignment demonstrates that inclusivity is closely tied to self-expression. The findings reveal that consumers are more inclined to engage with gender-neutral fashion when it resonates with their personal identity and values. This highlights that inclusivity operates not only at a societal level but also at an individual level, allowing consumers to express authenticity and personal meaning through clothing. In this sense,

gender-neutral fashion serves as a bridge between internal identity and external presentation, reinforcing fashion's role as a symbolic and psychological tool.

The results also emphasize that positive attitudes toward gender-neutral fashion are strongly associated with perceptions of inclusivity. The statistical analysis further confirms that attitude is the most significant predictor of consumer behavior, indicating that internal evaluations are more influential than external pressures. This implies that when inclusivity is effectively communicated and genuinely practiced by brands, it fosters favorable attitudes that directly translate into behavioral outcomes such as purchasing and continued support.

In addition, social norms increasingly reinforce inclusivity across social and digital environments. However, the greater influence of social media than community approval suggests a divergence between global and local norms. While online platforms accelerate the acceptance of gender-neutral fashion, traditional societal structures may still present limitations. This indicates that inclusivity is being normalized through digital exposure, gradually reshaping existing cultural expectations.

Moreover, the high level of brand loyalty demonstrates that inclusivity significantly contributes to long-term consumer relationships. Consumers show a clear preference for brands that align with their values and consistently promote gender diversity. This finding underscores that loyalty is no longer driven solely by product attributes but by the degree to which a brand authentically represents inclusivity. As a result, inclusivity becomes a strategic factor in building trust, credibility, and sustained engagement.

The inferential analysis further strengthens these insights by confirming that perceptions of inclusivity and identity alignment are statistically significantly related to attitudes, social norms, and brand loyalty. This demonstrates that inclusivity is not a peripheral influence but a core determinant of consumer behavior. Additionally, the absence of significant effects from demographic variables suggests that inclusivity transcends generational, gender, and socioeconomic differences, reinforcing its universal relevance among consumers.

Overall, the results indicate that inclusivity in gender-neutral fashion operates as a multidimensional construct that influences both psychological and behavioral aspects of consumption. It shapes how consumers perceive themselves, how they relate to others, and how they engage with brands. The study, therefore, highlights that fostering inclusivity is essential not only for social progress but also for building meaningful, lasting connections with modern consumers.

5. Conclusion

Based on the findings, the following conclusions were formulated:

First, gender-neutral fashion has become widely accepted among Millennial and Generation Z consumers, who view it as a meaningful way to promote inclusivity and express their personal identity. Modern consumers no longer view clothing solely as a practical function; instead, they use fashion as a tool to reject traditional gender roles and support social equality. Because of this, brands cannot succeed in this market by simply focusing on product features. Instead, long-term relevance requires a genuine and visible commitment to diversity and social fairness.

Second, consumer behavior toward gender-neutral fashion is primarily driven by a person's inner values and psychological alignment rather than their demographic characteristics. When looking at what motivates people to buy inclusive clothing, traditional categories like gender, age, and income do not show meaningful differences. This proves that standard demographic segmentation is no longer effective for predicting consumer habits in this sector. Marketers must instead examine consumers' worldviews, beliefs, and personal philosophies to understand their target market truly.

Third, a positive personal attitude toward gender-neutral fashion plays a crucial role in shaping consumer preferences and building lasting brand loyalty. While marketing strategies and advertisements are great for catching people's initial attention, that initial interest does not automatically turn into regular buying habits. A consumer must form a favorable personal opinion of the product category itself, as this positive mindset serves as the primary link between basic brand awareness and repeat sales.

Fourth, external social norms and cultural expectations certainly contribute to consumer behavior, but individual beliefs and personal attitudes remain much more influential. While pressure from peers, media, and social trends can encourage consumers to explore inclusive fashion, these external forces only go so far. When making final purchasing

decisions, consumers ultimately prioritize their internal convictions and moral standards over the desire to conform to societal expectations.

Lastly, genuine inclusivity and identity alignment are the key drivers that strengthen consumer engagement and create long-term loyalty to fashion brands. Consumers want to support companies that mirror who they are and what they stand for. When a fashion brand's public identity perfectly aligns with a consumer's sense of self, it creates a deep psychological connection. This deep bond is what ultimately transforms casual shoppers into dedicated, lifelong brand advocates.

Disclosure Statement

The authors declare that there are no financial interests, commercial affiliations, or personal relationships that could have influenced the conduct, results, or interpretations of this research. No direct financial benefit has been derived from the applications of this study on gender-neutral fashion among Millennials and Generation Z.

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