ELUCIDATING THE EFFECT OF FACTORS ON CONSUMERS' PURCHASE INTENTION TOWARDS SUSTAINABLE FASHION PRODUCTS

Kiran Mishra
Research Scholar
Department of Commerce
University of Calcutta, Kolkata, India
Contact No.: 6290359438
Email Id: infokiran1994@gmail.com

***Abstract:** The fashion sector is one of those with a greater negative influence on the environment and society, it is essential that the existing paradigm of the sector shift toward sustainability. The purpose of this study is to investigate the factors influencing consumers' purchase intention towards sustainable fashion products. The study looked at how consumers' purchase intentions were influenced by green purchase attitude, subjective norms, perceived behavioral control, and Environmental concern. Factor Analysis and Multiple Regression Analysis is used in the study. Data analysis has been done using SPSS software. In order to look for model relationships, a self-administered structured questionnaire was given to 300 consumers. The results showed that Environmental concern, subjective norms and perceived behavioural control have a significant positive impact on consumers' purchase intention but green purchase attitude has no significant impact on consumers' purchase intention. The present study looks into how sustainable fashion designers and marketers can enhance their initiatives towards sustainability by utilizing the existing findings.*

***Keywords:** Attitude, Consumers' Purchase Intention, Environmental Concern, Perceived Behavioural Control, Subjective Norms, Sustainable Fashion.*

1. INTRODUCTION

The industrial era and the increase in global population have brought about a transformation in human lifestyle through the purchase of goods and services. The resources that make up the planet have significantly decreased as a result of excessive consumption, which has a detrimental effect on ecosystems health and the restoration of the natural environment. Global warming, environmental shifts, and ecological issues are now the main topics of discussion and conferences all over the world incorporating "sustainable cities and communities" and "responsible consumption and production" into the United Nations' Sustainable Development

Goals. In order to accomplish this goal, contemporary businesses are increasingly focused on the consistent integration of beneficial ecological safeguards and conserving natural resources measures, along with appropriate segmentation of markets and enhanced procedures for carrying out these processes and conduct (Abrar et al., 2021).

There is a lack of information about the variables influencing consumers' purchase intentions in developing nations due to the dearth of research on sustainable fashion product purchases in non-Western contexts. Understanding Indian consumers' purchase intention in the market for sustainable fashion products is the primary goal of the research. We pay particular attention to the discrepancy between consumers' attitude and their intention to buy sustainable fashion products. It is investigated how customers' purchase intentions about sustainable fashion products are influenced by various factors.

2. LITERATURE REVIEW

Attitude: Research has shown that AT, SN, and PBC are useful predictors of environmentally conscious behaviour and the use of sustainable clothing (Nguyen et al., 2019). The expectancy-value theory (I. Ajzen & Fishbein, 2000) states that an individual's attitude is the product of their beliefs multiplied by their assessments. Additionally, the favourable correlation between attitude and the intention to buy eco-friendly product was confirmed by (Bong Ko et al., 2013).. According to several studies (Abrar et al., 2021; Choo et al., 2004; Giampietri et al., 2018; Kalafatis et al., 1999; Magnusson et al., 2003; Ricci et al., 2018; Tarkiainen & Sundqvist, 2005) it is showed that there is a direct relationship between attitude and purchase intention.

Subjective Norms: Subjective norms (SN) in green consumption refer to the opinions of peers regarding whether or not a person chooses to buy an environmentally friendly product (I., & F. M. Ajzen, 2005). (Nguyen et al., 2019) examined the behaviour of consumers by applying the TPB theory and found that, when assessing PI, SN was the most significant variable. According to the findings of other researches (de Leeuw et al., 2015; Giampietri et al., 2018; Khare, 2020; Yadav & Pathak, 2016), SN affects consumers' intentions to purchase.

Perceived Behaviour Control: According to (I. Ajzen, 2002), the term perceived behavioural control describes how an individual feels about their own capacity to carry out an action. It has to do with how simple or complicated the behaviour is thought to be to execute. According to Ko and Jin (2017), internal PBC has a favourable effect on US and Chinese

customers' intentions to make green purchases. (Abrar et al., 2021; Chaudhary & Bisai, 2018; Giampietri et al., 2018; Nguyen et al., 2019; Ricci et al., 2018) are such researchers who looked into the significant relationships between PBC and purchasing intention.

Environmental Concern: Environmental concern is supported by three pillars: a psychological response to environmental obstacles, an eagerness to confront environmental issues, and a desire to educate oneself about ecological concerns. According to (Lee, 2008) EC is the 2nd top predictor of purchase intention of young consumers. Most of the studies supported its significant influence on purchase intention (Barr et al., 2003; Mostafa, 2007; Sinnappan & Rahman, 2011).

OBJECTIVES

- To identify the variables that affect the purchasing intention of consumers towards sustainable fashion products.
- To determine which of the factor has maximum influence on the purchasing intention of consumers towards sustainable fashion products.

LIMITATIONS

There is no doubt that the current study will act as a foundation for subsequent research. The current study, however, has certain constraints. First of all, the study's sample size is small because of the time constraint. Secondly, the study also employed Non-probability based (convenience) sampling, which limits the generalizability of results. Thirdly, while there are numerous other elements that may influence purchase intention, there are only four variables has been taken in the study to analyse it. Lastly, this study can be conducted using a variety of other statistical tools.

3. RESEARCH HYPOTHESIS

For this study, the following null hypotheses are developed:

H_{01}: Environmental concern will not have significant impact on purchase intention among consumers.

H_{02}: Green Purchase Attitude will not have significant influence on purchase intention among consumers.

H_{03}: Subjective Norms will not have significant impact on purchase intention among consumers.

H$_{04}$: There is no significant impact of Perceived Behavioural Control on consumers' green purchase intention.

4. RESEARCH METHODOLOGY

An online questionnaire (Google form) was distributed to each respondent via email and several social media sites in order to collect the data for this sample. Two sections make up the questionnaire: one asks about the socioeconomic status and demographics of the respondents, while the other explores the factors that influence consumers' purchase intention. 300 complete questionnaires were received over the period of two weeks via convenience sampling technique. The statistical software SPSS version 26.0 for Windows Operating System was used to carry out a number of statistical tests, including the Cronbach's alpha reliability test, Factor Analysis and Multiple Regression Analysis.

5. DATA ANALYSIS & INTERPRETATION

1. Reliability Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.953	.953	36

The internal consistency of the dataset is evaluated using the Cronbach Alpha value. Due to the survey's use of the Likert Scale, it is employed. A Cronbach's Alpha value greater than 0.7 denotes a reliable set of data.

2. Factor Analysis

First, an exploratory factor analysis (EFA) was conducted in this study to determine the factors of PI. Next, the method of Principal Component Analysis was applied. Theoretical factors were extracted via varimax rotation. The study employed multi-dimensional constructs for sustainable fashion products, comprising five independent variables: environmental concern, green purchase attitude, subjective norms, perceived behavioural control and purchase intention. Six iterations were required to complete the factorial analysis for the factors of sustainable fashion products.

Five components with Eigenvalues greater than one comprised the final run of the factor analysis. Utilizing the Kaiser-Meyer-Olkin (KMO) Test, one can assess the suitability of sampling for every factor in the model as well as the model as a whole. The significance level for the Bartlett's Test of Sphericity was 0.000. The Kaiser-Meyer-Olkin coefficient was 0.903. The factor loadings for the final 36 items fell between 0.709 and 0.897, which is higher than the suggested cut-off point value of 0.5 for statistical significance Hair et al. (2006). Eventually, as indicated in Table 2 (Gerbing and Anderson, 1988), five factors were selected through the analysis procedure; these factors' percentage of variance reached 76.795%, which is more than the normal value of 50%.

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.903
Bartlett's Test of Sphericity	Approx. Chi-Square	12362.296
	df	630
	Sig.	.000

Table 2: Total Variance Explained

Compone nt	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13.760	38.223	38.223	13.760	38.223	38.223	6.889	19.137	19.137
2	5.676	15.766	53.989	5.676	15.766	53.989	6.306	17.516	36.653
3	3.936	10.933	64.921	3.936	10.933	64.921	6.096	16.932	53.585
4	2.642	7.338	72.259	2.642	7.338	72.259	5.537	15.379	68.964
5	1.697	4.715	76.975	1.697	4.715	76.975	2.884	8.010	76.975

Extraction Method: Principal Component Analysis.

Table 3: Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
EC1	.779				
EC2	.839				
EC3	.863				
EC4	.857				
EC5	.843				
EC6	.836				

EC7	.888			
EC8	.849			
EC9	.885			
GPA1			.756	
GPA2			.841	
GPA3			.845	
GPA4			.796	
GPA5			.781	
GPA6			.839	
GPA7			.840	
GPA8			.868	
SN1				.747
SN2				.780
SN3				.826
SN4				.758
PBC1		.788		
PBC2		.817		
PBC3		.831		
PBC4		.816		
PBC5		.836		
PBC6		.856		
PBC7		.822		
PBC8		.832		
PI1			.709	
PI2			.897	
PI3			.861	
PI4			.826	
PI5			.826	
PI6			.859	
PI7			.852	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

3. **Regression Analysis**

Table 7: Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	5.859	1.308		4.479	.000		

EC	.135	.041	.169	3.287	**.001**	.865	1.156
GPA	.034	.053	.037	.639	.524	.683	1.465
SN	.256	.110	.142	2.333	**.020**	.617	1.621
PBC	.351	.052	.391	6.776	**.000**	.692	1.446

a. Dependent Variable: PI

Environmental concern has a positive significant impact on purchase intention, according to its p-value of 0.001. Subjective Norms has a positive significant impact on purchase intention, according to its p-value of 0.020. With a positive significant influence on purchase intention, Perceived Behavioural Control has p-value of 0.000. Green Purchase Attitude has p-value of 0.524, indicating that it has a positive but insignificant impact on purchase intention. For Environmental Concern, Subjective Norms and Perceived Behavioural Control the p-values < 0.05 so here we can reject the null hypothesis (H_{01}, H_{03}, and H_{04}) while for Green Purchase Attitude the p-value > 0.05 so we accept the null hypothesis (H_{02}). From the above table it is seen that beta value of Perceived Behavioural Control is 0.351, which is maximum among all the factors. So, we can conclude that Perceived Behavioural Control has the maximum influence on Consumers' Purchase Intention.

The regression equation developed is: Purchase Intention = 5.859 + 0.135 Environmental Concern + 0.034 Green Purchase Attitude + 0.256 Subjective Norms + 0.351 Perceived Behavioural Control.

6. CONCLUSION

Given the growing social relevance of sustainability, a fundamental change is necessary in the fashion sector, which has a significant environmental impact. Therefore, one of the biggest challenges is figuring out why people purchase sustainable fashion products. The purpose of this study is to gain insight into consumers' purchase intention and the variables that influence or drive those emotions. According to the study that was conducted using a sample size that was remarkably representative, consumers frequently engage in buying sustainable fashion products. The major factors analysed in the study are environmental concern (EC), green purchase attitude (GPA), subjective norms (SN) and perceived behavioural control (PBC). All of the factor EC, SN & PBC except GPA have a significant impact on consumers' purchase intention towards sustainable fashion products. It is indicated from the study that perceived behavioural control is the most important predictor of consumers' purchase intention followed by subjective norms and environmental concern.

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