

**THE FACTORS INFLUENCING CONSUMER PURCHASE
INTENTION OF GREEN FASHION IN THAILAND**

The image features a large, faint watermark of the Mahidol University logo in the background. The logo is circular, with a blue center containing a golden emblem of a traditional Thai stupa. The outer ring of the logo contains the university's name in Thai script at the top and in English at the bottom.

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**THE FACTORS INFLUENCING CONSUMER PURCHASE
INTENTION OF GREEN FASHION IN THAILAND**

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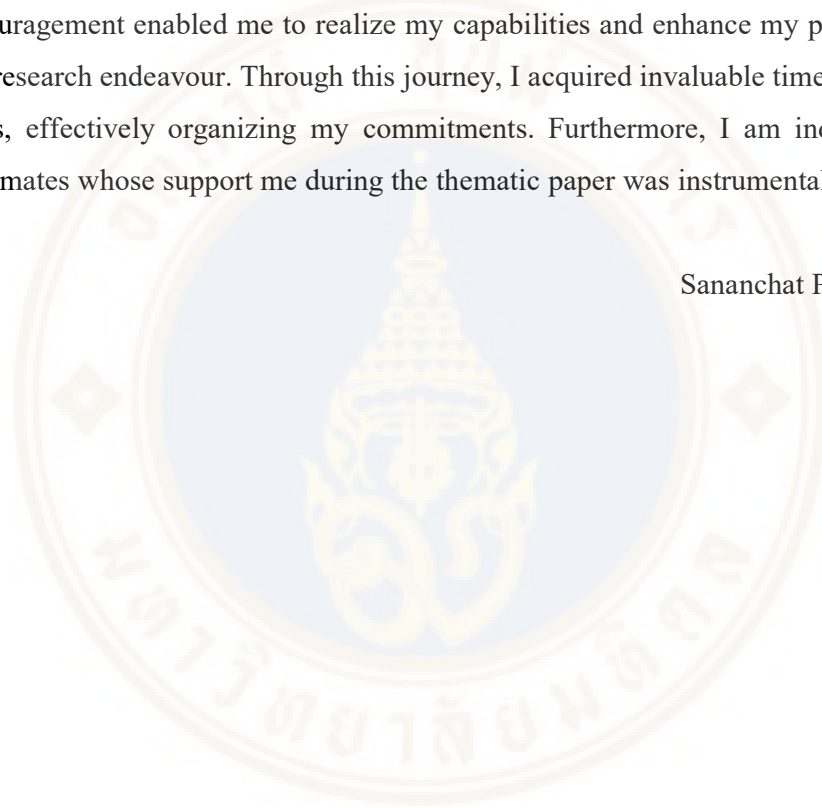
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THE FACTORS INFLUENCING CONSUMER PURCHASE INTENTION OF GREEN FASHION IN THAILAND

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ABSTRACT

The global fashion industry, including Thailand, is grappling with environmental challenges like pollution and climate change, prompting a shift towards sustainability. This study investigates factors influencing Thai consumers' intention to purchase green fashion, focusing on subjective norms, environmental concern, awareness, and altruism. Employing quantitative methods, the study uses online questionnaires and statistical analysis to identify significant relationships. Results highlight the impact of subjective norms and environmental awareness on green fashion purchase intention. The study suggests leveraging influencer partnerships and informative advertising to enhance environmental awareness. It also emphasizes the role of policymakers in promoting sustainability. Despite limitations, future research can refine strategies for marketing and sustainability efforts in the fashion industry.

KEY WORDS: GREEN FASHION/ PURCHASE INTENTION/ SUBJECTIVE NORMS/ SUSTAINABILITY

26 pages

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CHAPTER I

INTRODUCTION

1.1 Background of the study

With the world's trend right now, environmental issues are rising and growing rapidly. Particularly, in Thailand the fashion industry is estimated to be USD 6.7bn and annual growth rate of 2.62% in the next 3 years (Statista, 2024). Despite the growth, the fashion industry has caused several problems to the world including water pollution (Wei and Jung, 2017), textile waste and accelerated global warming (Yoo, Jung and Oh, 2021). Because of these negative impacts many countries have attempted to mitigate the overconsumption by establishing sustainable practices within the fashion industry (Yoo, Jung and Oh, 2021). The population growth is also affecting the amount of wastes which are generated from the fast fashion cycle (Bailey et al., 2022).

The growing interest of customers in sustainability issues has driven the fashion industry to act and become more sustainable (Dangelico, Alvino and Fraccascia, 2022). Transparency from the fashion industry is key drivers for the customers to act in a responsible manner (Bürklin, 2019). Fashion industry shifts in the way clothes are designed, produced, and consumed. Customers and other stakeholders such as the government and the communities are looking for the need of responsibility and ethical practices. The example responsibilities are minimising the environmental impact, ethical production, and material innovation. Green fashion is becoming more popular in society. According to Cervellon and Wernerfelt (2012) green fashion is defined as the most sustainable way to manufacture clothes which starts from designing, sourcing and manufacturing. Green fashion must be involved in using reusable and recyclable materials, organic materials and more sustainable techniques in manufacturing along the supply chain (Caniato et al, 2010).

As an increasing trend in customers to purchase green fashion, there are many factors that affect the purchase intention of Thai customers. Therefore, this paper will investigate the factors that influence the purchase intention of green fashion. The

result of this study can provide better marketing insights and understandings to the companies within the fashion industry by knowing the most influencing factor that influences the purchase intention of the customers. The findings can be used to maximise the effectiveness of marketing strategies.

1.2 Research Objectives

The main objective for this study is to identify the factors influencing the green purchase intention of Thai customers.

To achieve this the following aims are focused:

1. To identify and assess key factors that affect the green fashion purchase intention of Thai customers.
2. To suggest the most effective marketing tools which can lead to an increasing sale in the fashion industry.

CHAPTER II

LITERATURE REVIEW

2.1 Green Purchase Intention

Rashid (2009) defines green purchase intention as the probability that a person is willing to purchase environmentally friendly products over the traditional products. Chen and Chang (2012) highlighted that green purchase intentions are the possibility that consumers would like to purchase environmentally friendly products. Chen and Deng (2016) further defined green purchase intention as an individual's intention to purchase environmentally friendly products or consider the products which produce less pollutants.

2.2 Subjective Norms

A subjective norm can be seen as a social pressure that puts on an individual for carrying out a behaviour (Ajzen 1991). Subjective norm can also refer to how an individual interprets the views of others opinion when carrying out the behaviour (Baker et al., 2007). Ajzen (2001) found that the concept of subjective norm is one of the important variables in the buying decision-making process (Jung et al., 2020). This also aligns with Nam, Dong and Lee (2017), who argue that the norms play a significant role in purchase intention in green sportswear. Bong Ko and Jin (2017) confirms that subjective norm is a key factor in predicting positive intention regarding the environment-related behaviours.

Subjective norms play a stronger behavioural role in collectivistic countries and societies (Jung et al., 2020). Thailand is a primarily collectivistic society (Pimpa, 2012), with emphasis on belonging to a social group, suggesting that the social pressure plays a vital role in shaping the behaviour. This study assumes that subjective norms play an important role in determining the purchase intention for green fashion.

2.3 Environmental Concern

Environmental concern is defined as the level of an individual's awareness of environmental issues and their desire to make individual contributions to their solution regarding environmental issues (Dunlap and Jones, 2002). Franzen and Vogl (2013) put forward that environmental concern is the awareness of environmental issues. Lawo et al. (2020) further defined environmental concern in terms of emotional involvement and willingness to contribute and resolve the environmental problems. Environmental concern can affect both the attitude and behaviour of consumers (Pagiaslis and Krontalis, 2014). The degree of environmental concern is linked to many factors which includes demographic, ecological value, and belief systems (Miguel, Coelho and Bairrada, 2021).

Based on past research, environmental concern has a direct effect on green purchase intentions and influences the customers to buy products and services from good reputation firms regarding the preserving environment (Chairy and Alam, 2019). Furthermore, Irawan and Darmayanti (2012) concluded that environmental concern is an important element that affects green purchase intention in the context of Indonesian university students (Lasuin and Ng, 2016). Lee et al. (2014) found a positive relationship between green purchase intention and environmental concern (Maichum, Parichatnon and Peng, 2017). Park and Lin (2020) and Rausch and Kopplin (2021) have agreed that environmental concern has a positive impact on the purchase intention of sustainable clothes (Dangelico et al., 2022).

2.4 Environmental Awareness

Environmental awareness can be defined as one's perspective on the impact of human actions on the environment (Ham, Mrčela and Horvat, 2016). Zsoka et al. (2013) suggested that environmental awareness is the information, knowledge, and understanding of the environmental issues and knowing the potential solutions (Zameer and Yasmeen, 2022). Furthermore, Asilsoy et al. (2017) put forward that environmental awareness is the ecological knowledge regarding the environmental issues. Zameer and Yasmeen (2022) highlight that environmental awareness significantly reinforced green purchase intentions.

2.5 Altruism

Altruism is defined as a selfless and voluntary behaviour or action (Powers and Hopkins, 2006) which contributes to the well-being of others without seeking personal advantages or rewards in return (Corral-Verdugo et al., 2011). Li et al. (2020) put forward that altruism is doing something for others without getting something in return and always prefer to do something for others for their welfare. Furthermore, Teng, Wu and Liu (2015) found that altruism is a motivating factor which motivates the consumers to buy socially sustainable products (Li et al., 2020). Guéguen and Stefan (2016) highlighted that altruism has a positive influence on the green purchase intention (Li et al., 2020).



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

In this study a quantitative method was used by using a theoretical framework to generalise the various factors that influence the purchase intention of green fashion. An online questionnaire is used to collect the data.

3.2 Data Collection

The data were collected via an online questionnaire. The questionnaires were sent to Thai consumers. There are three sections in the questionnaire including screening questions, variables, and demographic questions. Screening questions are designed to filter the respondents who do not fit into the criteria of the research. Variables are divided into five parts which are subjective norms, environmental concern, environmental awareness, altruism, and purchase intention. A four-point Likert scale is used to measure each factor, ranging from strongly disagree (1) to strongly agree (4). The result of the questionnaire was analysed by SPSS software which includes factor analysis and regression analysis. The SPSS was used to analyse possible relationships and influences between the independent variables and dependent variables.

3.3 Theoretical framework

Following the conceptual framework, this study identified four independent significant factors, including subjective norms, environmental concern, environmental awareness, and altruism. Each of the four independent variables will be researched separately to identify whether there is a positive relationship on the green fashion purchase intention of Thai customers or not. The hypotheses of this study are the following.

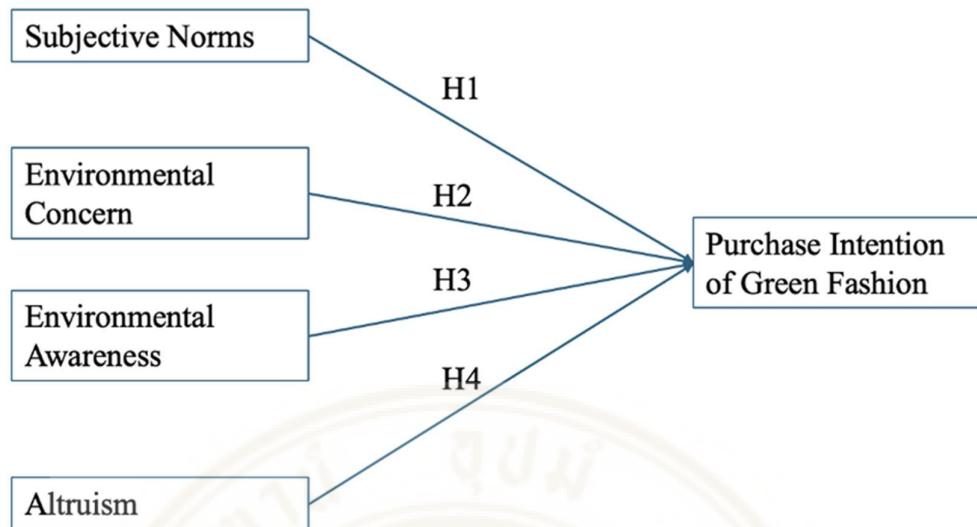


Figure 3.1 Theoretical Framework of Purchase Intention of Green Fashion

Table 3.1 Hypotheses

Hypothesis	
H1	Subjective norm has a positive influence toward the purchase intention of green fashion.
H2	Environmental concern has a positive influence toward the purchase intention of green fashion.
H3	Environmental awareness has a positive influence toward the purchase intention of green fashion.
H4	Altruism has a positive influence toward the purchase intention of green fashion.

CHAPTER IV

RESULTS

4.1 Respondents

There are a total of 101 responses from the online survey. One of the responses did not pass the screening question, therefore the usable data is 100 respondents. The demographic of the respondents is divided into 5 questions. Firstly, gender among 100 respondents there are 58% female and 42% male. Secondly, age group, the largest group is 26-35 years old with 55%, 18-25 years old with 24%, 36-45 years old with 18% and 46+ years old with 3%. For education level there are 69% who have bachelor's degree and 31% with Master degree or higher. About the marital status, the majority of respondents are single with the percentage of 77%, while 23% of respondents are married. Lastly the occupation, the largest group of respondents are in the employee group with 69%, followed by the student with 22% and 9% of respondents are unemployed.

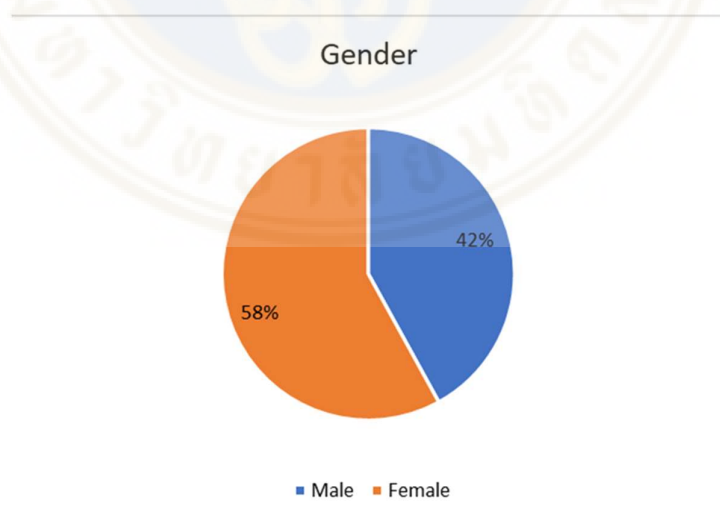


Figure 4.1 Demographic question 1 (Genden), n=100

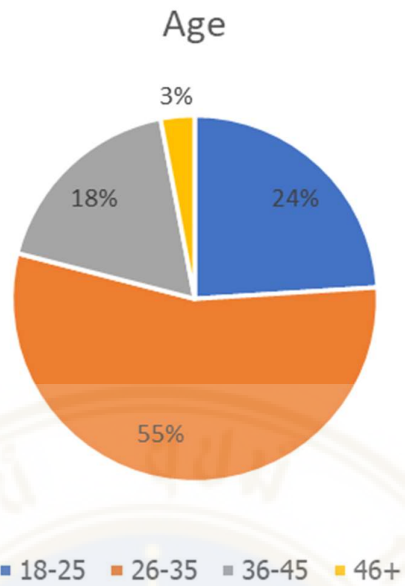


Figure 4.2 Demographic question 2 (Age), n=100

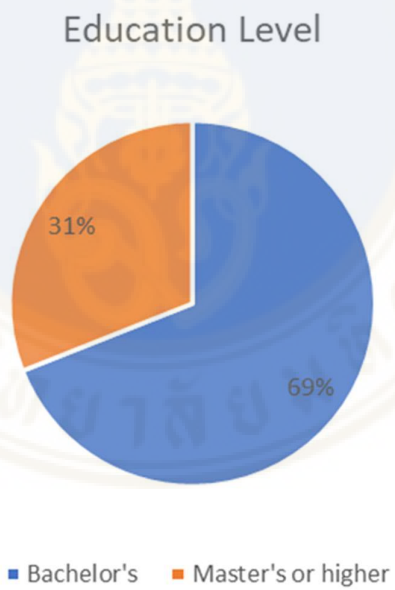


Figure 4.3 Demographic question 3 (Education Level), n=100

Marital Status

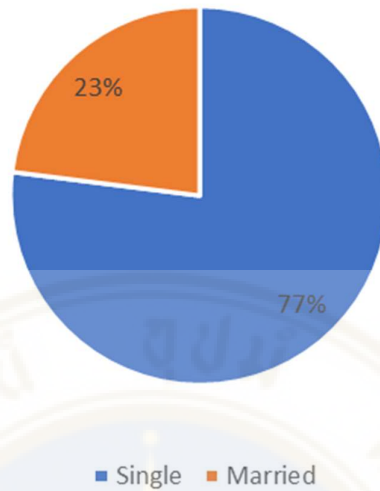


Figure 4.4 Demographic question 4 (Marital Status), n=100

Occupation

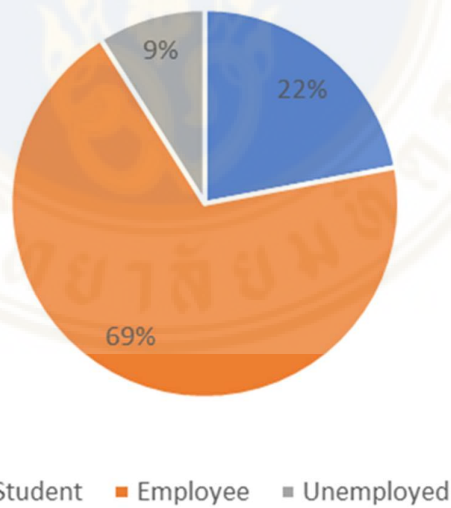


Figure 4.5 Demographic question 5 (Occupation), n=100

4.2 Mean Analysis

Table 4.1 Table of means of constructs, n=100

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
MeanSN	100	1.00	4.00	2.5320	.70106
MeanEC	100	1.60	4.00	3.0400	.51952
MeanEA	100	2.00	4.00	3.2240	.44972
MeanAL	100	1.20	4.00	2.9600	.60101
Valid N (listwise)	100				

Regarding the table 4.1 the average mean score of 2.9. The highest mean score of the construct is environmental awareness with the mean of 3.22. The second highest is environmental concern with the mean of 3.04. Next is the altruism with the mean of 2.96. Lastly, subjective norm has the mean of 2.53 which is below the average mean score.

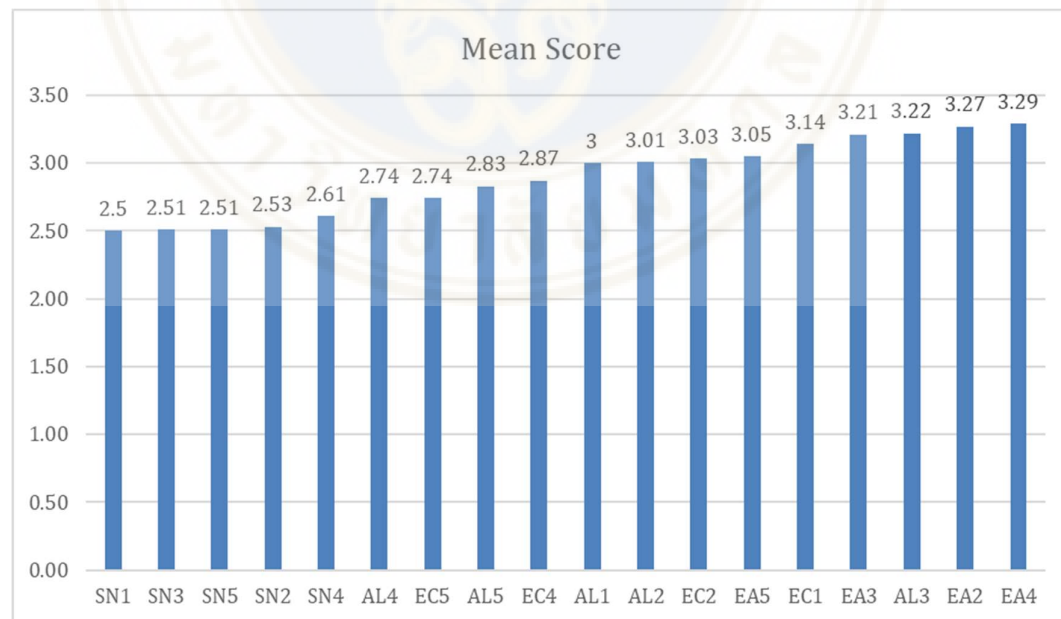


Figure 4.6 Mean Score for each specific question, n=100

The question that has the highest mean is from the environmental awareness variable, asking that “You are well aware of climate change/environment” with the mean score of 3.29. On the other hand, the lowest mean score is from the subjective norm variable with the mean score of 2.50 asking “Family think it is a good idea for me to buy green fashion”.

4.3 Subjective norms

There is a total of 5 attribute for subjective norm and the Cronbach’s alpha is ‘.880’. Scales from 1 to 4 were used to measure the respondent’s tendency to agree or disagree for each attribute, where 1 indicates strongly disagree and 4 indicates strongly agree.

Table 4.2 Table of means of subjective norm, n=100

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
SN1	100	1	4	2.50	.847
SN2	100	1	4	2.53	.822
SN3	100	1	4	2.51	.847
SN4	100	1	4	2.61	.931
SN5	100	1	4	2.51	.810
Valid N (listwise)	100				

4.4 Environmental concern

There are a total of 5 attributes for environmental concern and the Cronbach's alpha is '.756'.

Table 4.3 Table of means of environmental concern, n=100

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
EC1	100	1	4	3.14	.739
EC2	100	1	4	3.03	.643
EC3	100	1	4	3.42	.589
EC4	100	1	4	2.87	.837
EC5	100	1	4	2.74	.812
Valid N (listwise)	100				

4.5 Environmental awareness

There are a total of 5 attributes for environmental awareness and the Cronbach's alpha is '.744'.

Table 4.4 Table of means of environmental awareness, n=100

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
EA1	100	2	4	3.30	.560
EA2	100	2	4	3.27	.601
EA3	100	2	4	3.21	.574
EA4	100	2	4	3.29	.656
EA5	100	1	4	3.05	.783
Valid N (listwise)	100				

4.6 Altruism

There are a total of 5 attributes for altruism and the Cronbach's alpha is '.826'.

Table 4.5 Table of means of altruism, n=100

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
AL1	100	1	4	3.00	.752
AL2	100	1	4	3.01	.798
AL3	100	2	4	3.22	.690
AL4	100	1	4	2.74	.860
AL5	100	1	4	2.83	.805
Valid N (listwise)	100				

4.7 Purchase intention

Table 4.6 Table of means of purchase intention, n=100

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PI1	100	1	4	3.06	.750
Valid N (listwise)	100				

4.8 Factor Analysis

Factor analysis was done to the data that were collected and it indicated that there are 3 constructs. First group is about subjective norms, second is environmental awareness and third is environmental concern.

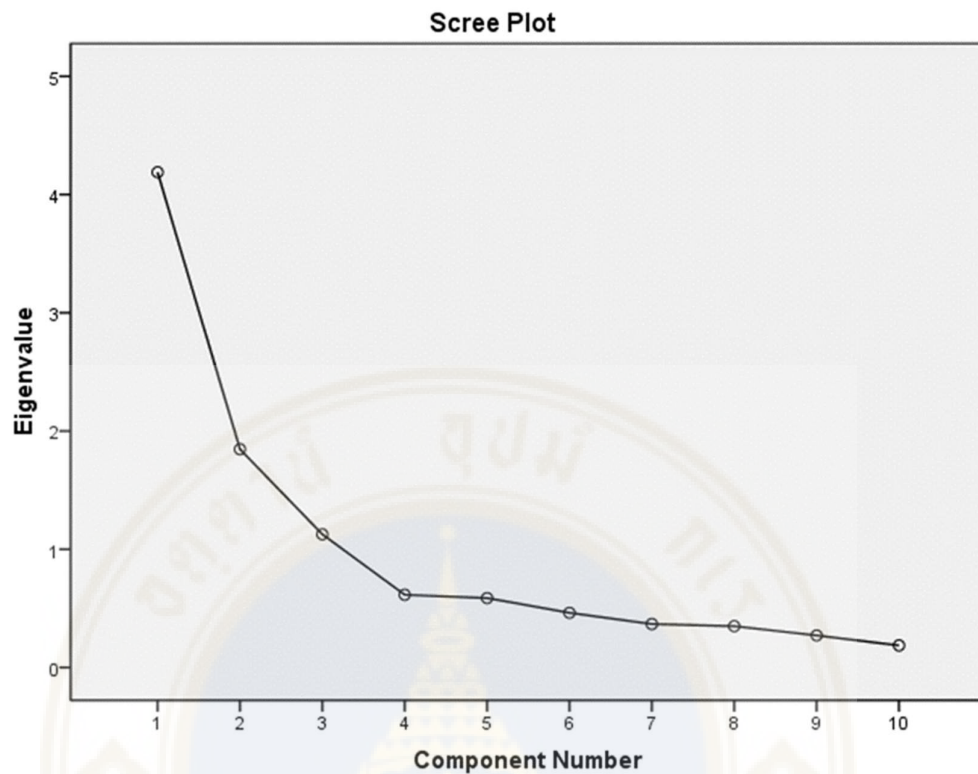


Figure 4.7 Scree Plot

Table 4.7 Table of variance explained

Total Variance Explained							
Component	Initial Eigenvalues			Rotation Sums of Squared Loadings			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
dimension0	1	4.189	41.888	41.888	3.382	33.819	33.819
	2	1.846	18.458	60.347	2.059	20.590	54.410
	3	1.126	11.262	71.609	1.720	17.199	71.609
	4	.615	6.150	77.759			
	5	.587	5.870	83.629			
	6	.462	4.624	88.253			
	7	.367	3.674	91.927			
	8	.349	3.494	95.421			
	9	.271	2.714	98.135			
	10	.187	1.865	100.000			

Extraction Method: Principal Component Analysis.

Table 4.8 Table of factor analysis

	Component		
	1	2	3
SN5	.912		
SN1	.828		
SN3	.820		
SN2	.777		
SN4	.659		
EA1		.858	
EA3		.788	
EA2		.761	
EA4			.880
EC1			.800

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

4.9 Regression

Regression analysis was run to test the relationship between each factor toward the purchase intention of green fashion after the factor analysis was conducted.

Table 4.9 Regression Table

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.486	.503		.966	.337
	Subjective Norm	.335	.105	.313	3.200	.002
	Awareness	.339	.147	.214	2.306	.023
	Concern	.193	.120	.159	1.600	.113

a. Dependent Variable: MeanPI

For purchase intention of green fashion, 4 factors are taken as independent variables, including subjective norms, environmental concerns, environmental awareness and altruism. The result shows that two factors have a relationship with purchase intention. Subjective norms have the most impact on purchase intention with the beta of '.313', followed by the environmental awareness has the second most impact on purchase intention with the beta of '.214'.

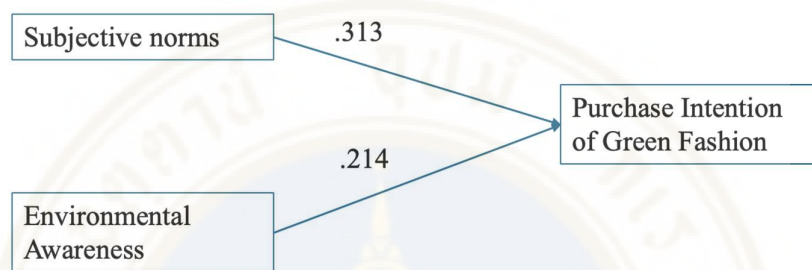


Figure 4.8 Regression Analysis

CHAPTER V

DISCUSSION AND CONCLUSION

5.1 Discussion

It is clear that there is an increase in production of green fashion which refer to the clothes that are made from recycled material and organic materials. In this study, we investigate the factors that can influence the purchase intention of green fashion. Specifically, we examined the effect of subjective norms, environmental concern, environmental awareness, and altruism.

5.1.1 Subjective norms

The result of this study shows that subjective norms have a positive influence on the purchase intention of green fashion. It also has the highest impact on the purchase intention of green fashion. This suggests that subjective norms play a crucial role in shaping an individual's attitude and intention to buy green fashion products by shaping their social expectation and shaping customers' behaviour. This also align with Nam, Dong, and Lee (2017) and Jung et al (2020) that suggested that subjective norm is a crucial factor in influencing the purchase intention of green fashion. In addition, the result of this study is also coherent with Bong Ko and Jin (2017) which confirms the positive relationship between subjective norms and green purchase intention. This suggested that customers with a high level of subjective norms are willing to purchase the green fashion. Therefore, H1 is supported by the result from this study.

5.1.2 Environmental Awareness

The result of this study shows that environmental awareness has a positive impact on the purchase intention of green fashion. It has the second highest impact on the purchase intention of green fashion. This indicates that the level of environmental awareness of customers influences customers to purchase green fashion. The higher the

level of environmental awareness leads to higher purchase intention of green fashion. The result of this study is also supported by Zameer and Yasmeen (2022) which concluded that environmental awareness significantly reinforced green purchase intentions. Therefore, H3 is valid and supported by the result of this study.

5.2 Conclusion and recommendation

Form the managerial perspective, as subjective norm is the most influencing factor toward purchase intention of green fashion, the green fashion company could use influencer partnership. This strategy could influence customers to purchase green fashion by the influencer can create content showing the benefits and encouraging the customers to make more environmentally conscious purchasing decision. Environmental awareness is also another influencing factor regarding purchase intention of green fashion. By providing informative advertising regarding the environmental impact such as the water pollution from dyeing the fabrics, can increase the customers' intention to purchase green fashion. Furthermore, by providing full detailed on the label or packaging could increase the awareness of the customers which can lead to more sales.

This study also provides an insight to the policy maker that they should create a campaign to raise the awareness of the green fashion and promote the campaign through influencers to increase the effectiveness of the campaign. The government could also use education to promote the awareness of environmental issues so that the society be more environmental-friendly.

CHAPTER VI

LIMITATION AND FUTURE STUDY

6.1 Limitation

There are several limitations for this study. Firstly, the survey only conducts in Thailand, so it limits the generalisation. Moreover, the sample is collected via convenient sampling, hence it cannot represent the whole Thailand population. Secondly, due to the time constraint this allow this study to collect only 100 samples. Furthermore, the demographics of the respondents shows uneven distribution in age group for the instant 26-35 years old group which accounted for 55% which is more than half of the sample.

6.2 Future Study

This research study aims to identify the factors that influence customers' purchase intention toward green fashion and helps to provide the marketing insights for the fashion industry. Future research could segment the location into smaller area such as Bangkok, Chaingmai and Phuket as different provinces have different environmental awareness level. Furthermore, a factor like "quality" can be added to the independent variable because the majority of green fashion uses organic cotton or bamboo which are well known for durability. Therefore, people might purchase green fashion due to the quality and durability as it can reduce the frequency of clothing replacement.

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