Understanding Purchase Intention of Eco-Fashion Products Through A Consumption Value Perception-Based View: A Study Of Fashion Industry In Thailand

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Abstract
This research aims to reveal key elements of the perceived consumption values that impact on the consumers' purchase intention of green clothing products. Additionally, this study empirically explores the effects of environmental attitude, consumer innovativeness, policies incentives on the perceived consumption values represented by functional value, conditional value, emotional value, social value, and epistemic value. The research conducted a survey (N=400) in Bangkok that where was distributed and (N=396) were valid. The responses from consumers of eco-fashion products were analyzed using Structural Equation Modelling. The findings reveal that knowledge perceptions, promotion and consumers' emotions are the predominant predictors of the behavioral purchase intention of green clothing products, while promotion is influenced by environmental attitude. Additionally, the emotional value is influenced by policy incentives. Functional value and conditional value also impact on consumer innovativeness. The implications of these findings could be applied to marketing campaign of eco-fashion products by promoting eco-friendly awareness together with monetary incentives in order to trigger consumers' purchase intention and raise customer loyalty.

Keywords: environmental attitude, policy incentives, consumer innovativeness, consumption value, green clothing products consumption, and Thailand.

1. Introduction
The textile and apparel industry have perceived in recent years continuously under scrutiny for being the culprit of various social and environmental concerns (Peña-Vinces et al., 2020, Ribul et al., 2021, Sonnenberg et al., 2022). The worldwide fashion industry trajectory was labelled as "inherently flawed" and "unsustainable" with major revenue shortfalls and overproduction not only resulting in markdowns (Sonnenberg et al., 2022) but also contributing to the industry's overall 4% share of global greenhouse gas emissions (McKinsey and Company, 2020). The world producing factory of Garment and textile is the renowned name of Asia (Khurana and Muthu, 2021). In 2022, this market has been dominated by Asia Pacific, with a value of 53,41% share of global revenue owing to the augmentation of sales volume (Research, 2023). For over six decades, the apparel industry is considered as a crucial in Thailand that is composed of more than 4,000 garment companies (Atthirawong et al., 2023). Nowadays, companies in the entire globe also have revealed innovative paths to transform unusual materials into clothing, while maintaining their functionality and quality (chen, 2021). Therefore, the requirement for eco-business activities and eco-friendly products impel companies to coalesce ecological problems with marketing strategies. Previous research focused on several dimensions of green consumption behavior (Biswas and Roy, 2015b), however, this paper shed the light on eco-fashion products by empirically explore the eco-fashion industry in order to better explain the consumers' purchase intention of eco-fashion products in Thailand. In addition, this paper investigated the influence of environmental attitude, policy incentives and consumer innovativeness on perceived consumption values as antecedents. The findings could be applied as a guideline on how to design marketing strategies that encourage consumers' purchase intention based on eco-friendly image and ecological incentives.

2. Literature Review
Recently, a review study covered articles in peer-reviewed journal that were published between 1991 and 2020 that utilized the theory of consumption value. In this review, the paramount findings illustrated that this theory has lasted up-to-date in the literature of consumer behavior, and has been dynamically and comprehensively utilized to clarify choice behavior (Tanrikulu, 2021). Therefore, a fundamental theory for the hypotheses of current research are founded on the consumption values approach.

2.1 The theory of Consumption Values (TCV)
In 1991, the pioneers' adopters of TCV approach applied this theory to the different consumer's behavior such as brand decisions, consumers' buying decisions, and product decisions (Sheth et al.,1991). Moreover, Biswas and Roy (2015a)

and others emphasized on TCV effects on sustained consumption behavior along several segments of consumers having favorable green choices theories. The theory of consumption values explicates a consumer whether prefer purchasing or no more purchasing a special product, and the reason behind consumers prefer a genre of product instead of another one (Gonçalves et al., 2016). This theory is an incorporated model that adopts factors from several consumer values models founded on the expectation that consumers preferences (choices) considered as an aspect of various consumption values. Five elements are as follows Functional value (FV), Conditional value (CnV), Emotional value (EV), Social value (SV), and Epistemic value (EpV). Through an overall evaluation of consumers' fulfillment (or net utility) from a product, and after a comparison between the gains with the gives, consumption value is identified as the level of consumer needs satisfaction. The explanatory variables of current research are consumer innovativeness, policy incentives, and environmental attitude in augmenting the perceived value of consumers towards ecological products consumptions through the evolvement of a scale of perceived values to evaluate the behavioral intentions to sustain consumptions of the green product.

2.1.1 Functional value (FV)
Indicates "the perceived utility acquired from an alternative's capacity for utilitarian, physical, or functional performance, it is also indicated to be generated by a product's salient attributes" Sheth et al. (1991). According to previous researcher as Ritter et al. (2015) and Biswas and Roy (2015a, b), Price and quality are the main FV's components of ecological products. In contrast, some researchers found that FV has no effect on customers purchase intention (Amin and Tarun, 2020) and on green clothing products consumption (Bielawska and Grebosz-Krawczyk, 2021).

2.1.2 Social Value (SV)
Signified as "the perceived net utility derived from green product consumption based on the perception about earning prestige or pressure of society throughout engagement in environmental protection" (Sheth et al., 1991). Pickett-Baker and Ozaki (2008) considered social pressure, peer opinion, or comparisons as the crucial drivers while making their decision. A highly significant impacts of desire of social recognition and of social groups on a segment of consumer consumption behavior expressing toward products a preferential perspective with the green credential (Biswas and Roy, 2015a). In contrast, multiple studies proposed that the impact of social norms or pressure on intentions of consumers behavioral are rather less than personal aspects (Biswas and Roy, 2015b). In contrast, some researchers found that SV has no effect on customers purchase intention (Amin and Tarun, 2020) and on green clothing products consumption Bielawska and Grebosz-Krawczyk (2021).

2.1.3 Emotional Value (EV)
Indicated as "the perceived utility derived from an alternative capacity to arouse feelings or affective states." (Sheth et al., 1991). Emotions of consumers positively influence their buying behavior, ecological value, and choice behavior (Lin and Huang, 2012). This factor has also predominant impact on green purchase intention (Amin and Tarun, 2020) and on green clothing products consumption (Bielawska and Grebosz-Krawczyk, 2021). However, some researchers did not discover a link between consumer behaviors and EV (Suki and Suki, 2015b, Suki and Suki, 2015a).

2.1.4 Conditional value (CnV)
Alludes to "the perceived utility acquired by an alternative as an outcome of a specific set of circumstances facing the choice maker." (Sheth et al., 1991). It was applied in marketing discipline since the 1970s. Consumer studies reveals that green products adoption are influenced by changes in consumers' situational variables (Gadenne et al., 2011). Likewise, it has been discovered choice behavior influenced by CnV. Biswas and Roy (2015a) and Bielawska and Grebosz-Krawczyk (2021) also agreed with the previous researcher. Nevertheless, there is no link discovered between consumer behavior and CnV (Suki and Suki, 2015a), and (Biswas and Roy, 2015b).

2.1.5 Epistemic value (EpV)
Denoted as "the perceived utility derived from an alternative capacity to provide novelty, arouse curiosity, or fulfill a desire for knowledge" (Sheth et al., 1991). Consumers' studies (Lin and Huang, 2012) assumed that during the decision-making process, knowledge has a significant influence. Other researchers state during the phase of purchasing green products, knowledge is a predominant trait (Maniatis, 2016). Additionally, possessing a high degree of ecological issues knowledge lead more to purchase green products (Ritter et al., 2015). Buying behavior of consumers is significantly affected by green products' EpV, this outcome matched with the study of Lin and Huang (2012), Suki and Suki (2015a, b), Biswas and Roy (2015b), and recently (Gonçalves et al., 2016). Previous studies have found no link between EpV and green choice green clothing consumption behavior (Bielawska and Grebosz-Krawczyk, 2021).

2.2 Environmental Attitude (EA)
Defines as "a kind of psychological tendency emitted by evaluating a certain level of favor or disfavor of natural environment"(Milfont and Duckitt, 2010). According Lin and Huang (2012), the responders that score more positive perceptions of consumption of green product, they are the ones having a High New Environmental Paradigm (NEP). In addition, individuals with positive environmental attitude take environmentally conscious consumption decisions by

simultaneously optimizing social approval, functional benefits, and monetary benefit (Tanner and Kast, 2003, Gadenne et al., 2011). Furthermore, environmental attitude variations are attributed to a large extent with consumers' situational variables, social norms, prices sensitivity, and emotions (Milfont, 2012). According to Tanner and Kast (2003), environmental attitude influences inclinations of the consumer to seek novelty and fulfilling a want of information's knowledge of products. Hence, the following hypotheses are founded on the above discussion:

H_{1a}. Environmental attitude positively impacts functional value of eco-fashion products.

H_{1b}. Environmental attitude positively impacts social value of eco-fashion products.

H_{1c}. Environmental attitude positively impacts emotional value of eco-fashion products.

H_{1d}. Environmental attitude positively impacts conditional value of eco- fashion products.

H_{1e}. Environmental attitude positively impacts epistemic value of eco-fashion products.

2.3 Policy incentives (PI)

Considered as a non-monetary incentive which is related to legal regulation, policies. Moreover, this variable is a component of contextual factors(CF)which may impact perceptions of individuals and motivations (Steg and Vlek, 2009). There are different ranges of contextual factors such as the goods market supply, policy incentives, recycling facilities availability, regimes of pricing, or characteristics of a product largely influence perceived value and behavioral intentions (Santos, 2008). It was founded that CF moderate between TCV and consumer behavior(Mason et al., 2023). In this study, only PI will be taken on consideration. Thus, the following hypotheses are founded on the above discussion:

H_{2a}. Policy incentives is positively influence functional value of eco-fashion products.

H_{2b}. Policy incentives is positively influence social value of eco-fashion products.

H_{2c}. Policy incentives positively influence emotional value of eco-fashion products.

H_{2d}. Policy incentives positively influence conditional value of eco-fashion products.

H_{2e}. Policy incentives positively influence epistemic value of eco-fashion products.

2.4 Consumers innovativeness (CI)

In the Diffusion of Innovations (DOI) approach, consumer innovativeness had its commencement by the precocious adoption or the symbolization of the general tendency towards new product adoption or dynamism in lifestyle than other members in the social system (Wang et al., 2008). According to Steenkamp et al. (1999), throughout novelty seeking and an independent decision-making process, consumers' willingness to purchase different, and new brands or products rather than retaining consumption patterns or previous choice. Mutum et al. (2021) found out that consumer innovativeness moderates significantly the impacts of proenvironmental self-identity on functional, conditional, and social values. Hence, the following hypotheses are founded on the above discussion:

H_{3a}. Consumer innovativeness positively impacts functional value of eco-fashion products.

H_{3b}.Consumer innovativeness positively impacts social value of eco-fashion products.

H_{3c}.Consumer innovativeness positively impacts emotional value of eco-fashion products.

H_{3d}.Consumer innovativeness positively impacts conditional value of eco-fashion products.

H_{3e}.Consumer innovativeness positively impacts epistemic value of eco-fashion products.

2.5 Purchase Intention of Eco-Fashion Products

Is denoted as perceived values of green product which is founded on the perception's aggregations about green products' benefits and their compromise. According to the consumption values approach, five value factors has been utilized in order to evaluate the behavioral intentions of green products consumptions. Multiple researchers found that green product availability, social influence, availability of information, emotion, price perception; want to gain new product information is directly impacted consumers choices behaviors for green product (Biswas and Roy, 2015a). Green product adoption may be affected by promotional incentives and subsidies, therefore consumers' emphasis on situational variables (Saxena and Khandelwal, 2010). In the apparel and textile industry also, several research studies have been done on the attitudes and consumers' behaviors towards green clothing products that are eco-fashion (Park, 2012) and fabricated from recycled materials or eco-friendly (Bielawska and Grebosz-Krawczyk, 2021). On the above discussion, the following hypotheses are founded:

H_{4a}. Purchase intention of green clothing products positively influenced by functional value.

H_{4b}. Purchase intention of green clothing products positively influenced by social value.

H_{4c}. Purchase intention of green clothing products positively influenced by emotional value.

H_{4d}. Purchase intention green clothing products positively influenced by conditional value.

H_{4e}. Purchase intention of green clothing products positively influenced by epistemic value.

3. Methodology

3.1 Sample characteristics and data collection

With fifteen respondents who have experience with eco-fashion products, a pilot study was conducted to test validity and reliability of scale items (Richard et al., 2021). After refining the questionnaire, the main study was run through email survey to consumers in Bangkok area with a short paragraph introducing thoroughly the objectives of this study at the beginning of the questionnaire to ensure the quality of the responses. The total amount of 400 questionnaires were distributed via email and 396 of filled questionnaires were returned. Robustness of the sample size is considered (Tang et al., 1999).

3.2 Demographic profile of respondents

The demographic profile indicates the ratio of respondents belong to each gender. 38% out of the all respondents represent males, 37.5 % are females, and 25.5 out of the all respondents represent other genders. Furthermore, this simple also contains three age ranges that are cited as follow: Under 25 years old represents 8.5 %, 25-35 years old are 50 %, and Above 35 represents 41.8 % of the simple size. Moreover, 42.8 % of the respondents are bachelor's degree holder, 51.8 % have a master's degree, and 5.5 % hold another degree. Finally, monthly incomes are 19 % of the simple earns Under 500$. 501-1400$ is the monthly income of 41.3 % of the respondents. 1401-1850$ is the monthly income of 31.3 % of the respondents. 8.5 % of the simple earn above 1850$.

3.3 Measurement development

The survey comprised of 5 sections. The customized scales have been adjusted and revised in order to be convenient for the research objective. The questionnaire pictures of different eco-fashions products. Consumer demographics questions are the first part of the questionnaire. The second section contained 5 items adapted from the scale of environmental attitude (Chen, 2014, Biswas and Roy, 2015b). The third part is composed of 5 questions based on the scale of policy incentives (Biswas and Roy, 2015b). Fourth part comprised 4 questions of the consumer innovativeness adapted from Chen (2014) and Biswas and Roy (2015b) scale. In the last section, 24 questions of consumptions values and purchase intention of eco-fashion products (Chen, 2014, Biswas and Roy, 2015b) had been revised. The 5-point Likert scale (from 1-strongly disagree to 5-strongly agree) were used to respond from the respondents.

4.Result

4.1 Construct validity and reliability

*I*in order to discover the fundamental scale dimensions, an Exploratory Factor Analysis with maximum component analysis and a varimax rotation, Unidimensionality was evaluated. The level of distinction between the constructs is assessed by discriminant validity while convergent validity assesses the compatibility of the constructs' items. The Cronbach's alpha values of composites scales exceeded 0.7 which display a good scales reliability the constructs' discriminant validity indicate that AVE for all the constructs were higher than the recommend value of 0.50 (Chen, 2014).

4.2 Measurement model and path analysis

For the purpose of assessing the whole fitness of the model with the multiple fit indices help, a Structural Equation Modeling was utilized. As indicated in Table 1, The absolute fit indices utilized to examine the general model fit including Chi-Square/df statistics of 2.444 identify good fit along with other fit indices as the goodness-of fit index is mentioned between 0.80 and 0.90 as moderate fit. The major misfit index is the Root Mean Square Error of Approximation value is inferior of 0.10 which indicates good fit. Moreover, the incremental fit index is considered as the Comparative Fit Index that is utilized to compute enhancements over competing models, and it proposes good fit because it is having a value of 0.901. The Parsimonious Normed Fit Index is 0.746 and the Incremental Fit Index of 0.902. Thus, they demonstrate good fitting to the dataset also. Estimates' parameter illustrated in Table 2 and Fig. 1 are coefficients of standardized regression. When the t-value is above the significance level þ- 1.96 at 0.05, the path will be considered significant. It has been significantly supported eleven out of twenty hypothesized paths (Table 2).
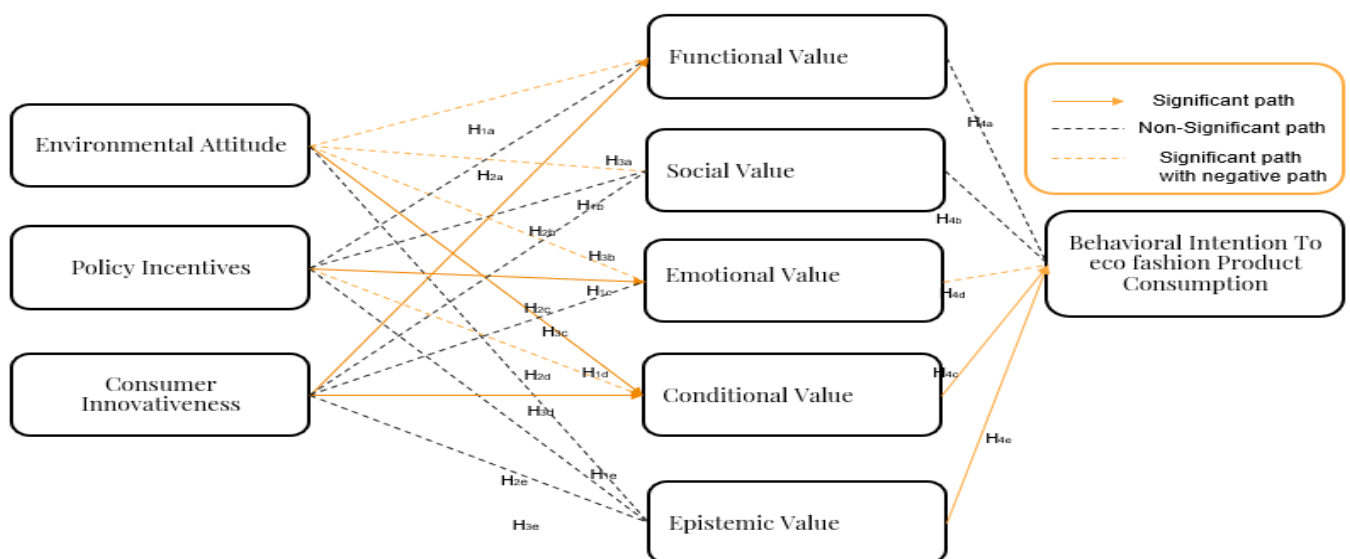

Figure 1: The Conceptual model

Table 1 Model fit indices

Index	Value	Recommended value
Chi-squared	2.444	<3
Root Mean Square Error of Approximation	0,06	<0.10
Parsimony-Adjusted Measures Index	0.857	>0.90
Comparative Fit Index	0.90	>0.90
Incremental Fit Index	0.902	>0.90
Parsimony-Adjusted Measures Index	0.746	>0.50

Table 2 Summary of Testing of Hypotheses

Measure	Path Hypothesis	Path Estimates	Standard Error	C.R. >1.96	Significant Level (P-Value)	Findings
H_1a	EA→ FV	-0.148***	0.047	-3.179	0.001	Accepted
H_1b	EA→ SV	-0.112**	0.047	-2.388	0.017	Accepted
H_1c	EA→EV	-0.117**	0.052	-2.231	0.026	Accepted
H_1d	EA→ CnV	0.055**	0.025	2.158	0.031	Accepted
H_1e	EA→ EpV	0.014	0.043	0.319	0.750	Not Accepted
H_2a	PI → FV	-0.035	0.082	-0.430	0.668	Not Accepted
H_2b	PI → SV	0.103	0.083	1.244	0.213	Not Accepted
H_2c	PI → EV	0.196*	0.097	2.024	0.043	Accepted
H_2d	PI → CnV	-0.104**	0.048	-2.18	0.029	Accepted
H_2e	PI→ EpV	0.021	0.088	0.235	0.814	Not Accepted
H_3a	CI →FV	0.224***	0.061	3.651	***	Accepted
H_3b	CI →SV	0.015	0.055	0.274	0.784	Not Accepted
H_3c	CI → EV	0.124	0.066	1.860	0.063	Not Accepted
H_3d	CI →CnV	0.256***	0.077	3.319	***	Accepted
H_3e	CI →EpV	0.062	0.061	1.020	0.308	Not Accepted
H_4a	FV → BRIC	-0.058	0.077	-0.762	0.446	Not Accepted
H_4b	SV→BRIC	0.058	0.083	0.691	0.489	Not Accepted
H_4c	CnV → BRIC	0.173**	0.079	2.189	0.029	Accepted
H_4d	EV →BRIC	-0.179**	0.083	-2.158	0.031	Accepted
H_4e	EpV →BRIC	0.145*	0.072	2.009	0.045	Accepted

Note. * = *p*-value < .05, ** *p*-value < .01, *** *p*-value < .001; CR = Critical ratio. EA [Environmental Attitude]; PI [Policy incentives]; CI [Consumer Innovativeness]; FV [Functional value]; SV [Social Value]; EV [Emotional Value]; CnV [Conditional Value]; EpV [Epistemic Value]; BRIC [Behavioral intention to purchase eco fashion product].

5. Discussion

Two findings have been deduced from the overall model. Firstly, regarding the link between the perceived values and environmental attitude, policy incentives, consumer's innovativeness value. EA had a significant impact on SV. However, there is a negative relationship between them, which according to Beery et al. (2015) can be due to citizens of the industrialized world have feelings of disengagement toward nature because of urbanization as habitat loss, and efficiency improvements. EV is significant and negatively related with EA. Some researchers stated that the emotional attachment is unstable toward nature and it is for all persons valid, but it can rather be considered as a character that differs among individuals (Kals et al., 1999). Even though FV and EA are significantly linked, this link is negatively related. The outcome is consistent with Yue et al. (2020), they found that environmental concern and price sensitivity are negatively interacted, and mentioning that environmental concern and consumption of green product are moderated by the factor of price sensitivity. Furthermore, CnV is related positively with EA. Biswas and Roy (2015b) have agreed with this research outcome. In addition, EA has not a significant relationship with EpV value. According to Clay et al. (2005), most eco-labels can be even unmatched with their content. FV is positively influenced by CI. The majority of the interviewees, who were participating in the research of Saeed et al. (2014), they announced that they would purchase an innovative product due to its functional characteristics. This research revealed that CnV is related to CI, while Mutum et al. (2021) found that the CI does not impact on CnV. In contrast, CI has no impact on EpV. This outcome is correlated with previous research of Biswas and Roy (2015b). Regarding the relationship between SV and CnV, it was found that there is a positive relationship, which is opposite to our hypothesis. According to Simonson and Nowlis (2000), innovations' possession is considered as a social approved strategy to make the impression unique. Moreover, CI has no effect on EV. According to (Agarwal and Karahanna, 2000), need for cognition construct could be more influencing than the need for emotion. It exists a positive link between PI and EV. For instance, French (2014) admitted the outcome of this study by mentioning that people often assess policies on an affected play which has a crucial part as emotion, intuitive level, and unconscious.

FV also has no impact on PI. This result matched with Biswas and Roy (2015b). SV does not correlate with PI. This result has matched the outcome of Gneezy and Rustichini (2000) that conduct field research by charging parents 3 dollars if they did come their children on time, this research prove that parents did not change their behavior, indeed they come late. They cared neither on their social image nor about new policy incentives. Therefore, we could also conclude that sometimes PI may negatively and significantly impact CnV. PI has no impact on EpV. Tian (2003) discovered that mandatory eco-labels as policy instrument can prevent the entry of firms or push some to exit the market.

Secondly, concerning the explanation of the behavioral intention to purchase eco fashion product by using the theory of consumption, the findings are as follow: The first significant value among consumption value is EpV, which include among early adopters novelty and knowledge searching behaviors, is often founded (Bourdeau et al., 2002). This study highlighted also that CnV is linked positively and significantly with purchasing green product behavioral intention. The finding confirms the predominant aspects in management inventory, by indicating that promotions' discount could be in product categories with high competitivity as a differentiation tool (Jones, 2008). EV is significantly related, however this research found that there is a negative relationship and purchasing green product behavioral intention. Ma et al. (2018) confirms the negative relationship between EV and green consumption decision. It is simply perhaps that consumers had complication while assessing their internal state of emotion (Rahnama and Rajabpour, 2017). FV and SV have an insignificant effect on behavioral intention to purchase recycled product. The reason can be the high impact of EV and people are less relying on the word-of-mouth. FV used to be and still one of critical consumption values. Bunch of researchers (Biswas and Roy, 2015a, Ritter et al., 2015, Rahnama and Rajabpour, 2017) realized that it is a key driver of behavioral purchase intention. However, the current research claims that FV does not influence customer purchase of recycled product. For instance, in Malaysia green products price does not affect environmental behaviors of consumers (Suki and Suki, 2015a). Also, in Taiwan, this element did not impact on environmental behaviors of consumers (Lin and Huang, 2012). However, according to some precedent researchers (Brown and Rice, 1998), during buying or utilization process, consumers could assess an item.

To sum up, the findings of this research increase the consciousness and knowledge among organizations and businesses of Eco-fashion industry in Thailand because it reveals the main factors that influence the purchase of green consumption and helps in segmenting and positioning the eco-fashion products. This research raises the awareness among the readers and consumers by treating fashion items as an asset. Results of this study will aid to fulfill in the literature the predominant research gaps. The implications of this research paper suggest that Businesses entering Thai market should promote their products by providing monetary incentives; such as discounts, and non-monetary; for instance: samples. Due to high price sensitivity of innovative/general customers, companies should think thoroughly about the quality and price by focusing on the design and style of their products, upgraded durability and/ or quality improvement. They should also focus more on rising emotional aspect and environmental issues awareness, especially in the industrialized areas where citizens are disengaged to nature, by using social media campaigns. Companies should focus more on eco-labelling; therefore, companies should provide deep details regarding their products. Increasing or decreasing taxes or incentives are not effectives ways to change the behavior of customers. Finally, the important limitations are the sample size tested on is relatively small and is from a specific region, and the respondents of the study are well-educated people and have a great career. Therefore, our recommendation for future research should aim at carrying out the study on a bigger population.

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