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Factors Influencing Purchase Intention Towards Environmentally Sustainable Clothing: A Study on Millennials of Metro Manila

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Abstract

Purpose: The study investigates the factors influencing the purchase intention of millennials of Metro Manila toward environmentally sustainable clothing. Research design, data, and **methodology:** A three-part questionnaire was developed to measure different factors' influence on purchase intention. A pilot test was conducted through an online survey using snowball and convenience sampling to determine questionnaire reliability. **Results:** Data collected were analyzed using the Statistical Package for Social Sciences (SPSS) Statistics Grad Pack version 28.0. Cronbach's alpha indicated that the questionnaire was reliable and could be used for research. Simple, and multiple linear regressions were used to analyze the 400 survey responses. The results indicated that some factors were aligned with the previous researches' outcome such as environmental attitude ($\beta = 0.521$), subjective norm ($\beta = 0.409$), and perceived value ($\beta = 0.106$) as highly influencing purchase intention while perceived quality ($\beta = 0.039$), and social media ($\beta = -0.007$) were insignificant. **Conclusions:** The results conveyed that attitude, behavior, or decision-making factors should not be generalized. This study focused on factors influencing purchase intention but also provided insights as to how can government, business organizations, and individuals contribute to addressing the ongoing environmental issues. An effective communications strategy can be used to enhance awareness to achieve positive results.

Keywords: purchase intention, environmental attitude, subjective norm, perceived value, social media

JEL Classification Code: M30, M31, M37

1. Introduction

Air pollution, climate change, and deforestation were among the five of the world's biggest problems (Zimmerman, 2016). Next to the oil industry, the apparel industry accounted for 10% of global carbon emissions and remained the second largest industrial polluter (Conca, 2015). In addition, according to McKinsey research, the fashion industry contributed about 2.1 billion metric tons of

greenhouse gas (GHG) emissions, about 4% of the global total in 2018 a sizable contribution to climate change (Berg et al., 2020). Aside from this, the apparel industry also contributed waste coming from the three out of five garments produced that ended up in landfills or were incinerated each year (Magnin & Hedrich, 2019). To address the global problem, the circular economy is identified as one of the current sustainable economic models that promote designing products in a way that they can be reused, remanufactured, recycled, or recovered such that they are

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