

MILLENNIAL CONSUMERS' PURCHASE INTENTION FOR ECO-FASHION APPAREL: A STUDY FROM SOUTHERN CHINA

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Abstract

This study attempts to understand the role of value perceptions and environmental attitudes in influencing millennial consumers' intentions to buy eco-fashion apparel in Southern China. A total of 385 questionnaire responses were collected in Nanning via snowball sampling and convenience sampling techniques. The PLS-SEM method was applied to evaluate the data. The findings show that status value presents the strongest relationship with environmental attitude ($\beta=.308, t=7.209, p<.01$), followed by uniqueness value ($\beta=.213, t=3.826, p<.01$), materialism ($\beta=.242, t=3.398, p<.01$), price-quality perception ($\beta=.089, t=2.209, p<.05$), and conspicuous value ($\beta=.150, t=2.171, p<.05$). Moreover, environmental attitude exhibits the most significant influence on purchase intentions ($\beta=.765, t=31.730, p<.01$). Thus, corresponding implications are discussed.

Keywords: Eco-fashion, Value perceptions, Environmental attitude, Purchase Intention, Sustainable apparel

1. INTRODUCTION

In this postmodern era, consumption patterns are directed by diversity, freedom of choice and differentiation, which has resulted in the fragmentation of social identities and lifestyles (Featherstone, 1991; Haanpää, 2007; see also Miles et al.,

2002). This, in turn has created unavoidable movements from societal, cultural, and intellectual perspectives (Berner, 2003). As its manifestation, the emergence of so-called environmentally responsible consumption, sustainable consumption, or green consumption, represents a continuous social movement, reflecting a change

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