

Consumer Purchase Behavior of Eco-Fashion Clothes As a Trend to Reduce Clothing Waste

Marzie Hatf Jalil, Siti Shukhaila Shaharuddin

Abstract: *Eco-fashion clothes offer considerable promise to reduce clothing waste associated with improving consumer profits and the health of the community. The aim of this paper is to explore the consumer purchase behaviour toward Eco-fashion clothes made of recycled materials. The clothing waste is increasing each year and there is a lack of landfill sites for disposing of them. This resulted in governments encourage industries markets to recycle more. However, it is necessary to support the clothing recycling technology program, and the achievement of those markets depends on consumer demand for these products. Hence, understanding consumer behaviour toward Eco-fashion clothes made of recycled materials can provide a basis to develop effective guidelines for disposal and purchase recycled clothes. This study applied the Theory of Planned Behaviour (TPB) as the foundation of the consumer's behaviour. A two-stage mixed-method approach was explored. Statistical analysis was commenced through direct logistic regression. The model was tested via structural equation modelling (PLS-SEM). Overall, findings reveal that the most significant factor on purchase intention of Eco-fashion clothes is the positive attitude which was followed by the perceived behavioural control and then subjective norms on the construct intention. Furthermore, there is a strong connection to sustainable disposal clothing behaviour and purchase behaviour toward Eco-fashion clothes. Hence, strengthening people attitude in order to purchase Eco-fashion clothes made of recycled contents as a sustainable trend is applicable to help reduction of clothing waste. This happens when people's need is along with these clothes. The implications of this study can be examined from an educational and managerial perspective to form an effective strategy to encourage an increased rate in the disposal of clothing toward recycling and development policies to improve recycling technology programs. Therefore, it can lead to produce clothes made of recycled materials based on the consumer's needs and distribute them in the fashion market.*

Keywords: *Clothing waste, Clothing disposal behaviour, Eco-fashion clothes, Purchase behaviour*

I. INTRODUCTION

Over the past years, the fashion industry has actively put in an effort to become more sustainable. The contradiction between fashion and sustainability is no longer in terms. It was indicated fashion and environmental concerns lead to becoming the fashion industry a pioneer in sustainability and recycling products. The population is growing, which has increased production and resulted in a negative impact on the environment. One of the ways to achieve sustainability is

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using Eco-fashion materials in fashion design which has become very popular. Eco-fashion materials are made of organic, recyclable and renewable materials [1]. According to Joergens [2], the Eco-fashion clothes are defined as any type of clothes which are designed with Eco-fashion materials to reduce environmental impacts in the direction of improving consumer profits and the health of the community. A recent study about the investigation of the effects of sustainable issues illustrated that the practice of sustainable development is limited, specifically in developing countries [3]. Paul and Modi [4] suggested that consumers from developed countries are more concerned about the environment than those from developing countries. Moreover, Eco-fashion clothes have also drawn the attention of developing countries, including China [5], India [6], Indonesia [7], and Malaysia [8, 9]. In Malaysia, it was recorded that in 2013, clothing waste constitutes 4% of the total solid waste, which is approximately two million kilograms of clothing waste produced per day [10]. According to Lang and Armstrong [11], a positive connection between purchase clothes under ethical issues and clothing disposal behaviour toward sustainability can lead to having an Eco-fashion industry in the future. In the purchase behaviour of Eco-fashion clothes, the role of the intention-behaviour gap has been highlighted by a few scholars [12, 13]. Laitala [14] stated that there is no study that investigates factors can influence purchase behaviour toward Eco-fashion clothes. In addition, the results of the recent study by Rhee and Johnson [14] showed that there is a gap between consumer's attitudes toward the sustainable purchase and their clothing disposal behaviour, that can increase the clothing waste. Moreover, Hur and Cassidy [15] showed that sustainability issues are truly complicated. As well, attitudes and behaviour gaps in consumer purchase decisions are the biggest barriers to implement Eco-fashion design process. Indeed, to possess Eco-fashion clothes collections, the factors that affect the consumer's purchase toward Eco-fashion clothes need to be studied. This study focuses on Eco-fashion clothes made of recycled materials. The main research objective is to achieve knowledge regarding consumer's attitude toward clothing recycling behaviour and investigate the purchase intentions of Eco-fashion clothes made of recycled materials. The Theory of Planned Behaviour [16] was employed to prove hypotheses.

II. LITERATURE REVIEW

The basic framework of the Theory of Planned Behaviour (TPB) [16] was used in this study to examine the purchase behaviour of Eco-fashion clothes.